

CHIAPROTECT

The Ancient Wisdom of the Incas

INCI NAME:

Salvia Hispanica Seed Oil

DOSE OF USE:

1-5 %

SOLUBILITY:

LIPOSOLUBLE

PRESERVATIVE:

PRESERVATIVE FREE

COSMETIC USE:

- Emollient, protective, smoothing and nourishing products
- Prevents hair color fading from sun exposure
- Protects hair fiber integrity from sun exposure
- Anti free radicals
- Hair repairing treatments
- Hair nutrition

DESCRIPTION:

CHIAPROTECT is a cold pressed extra virgin botanical oil, extracted from the seeds of *Salvia hispanica*, historically called "Chian" or "Chia".

For centuries the ancient indigenous Inca and Mayan civilizations of South America knew about the incredible therapeutic benefits of Chia.

It was a sacred food for them, in fact, "**Chia**" is the Mayan word for "**strength**", Apache and Aztec warriors sustained themselves by carrying the seeds with them at their conquests adventures.

- ✓ **Proteins:** Chia seeds are an excellent source of protein, (up to 20%), which is essential for healthy hair growth. Also contains all essential amino acids.
- ✓ Is an excellent source of calcium, magnesium, iron, zinc, boron, and niacin.
- ✓ **Vitamins B, D & E.**
- ✓ More than 9 times the **omega-3** content at wild Atlantic salmon.
- ✓ More than 3 times the **iron** content at raw spinach.
- ✓ More **antioxidants** than blueberries.

Every day hair is exposed to a range of external aggressions: Grooming, brushing, friction, colouring, perms, pollution, UV radiation etc...

UV radiation is the most damaging environmental factors. It is the main responsible for the degradation of amino acids in the hair cuticle, causing reactions of photo-oxidation of disulfide bonds, which participate in maintaining the overall integrity of hair keratin, causing:

- Loss of brightness, and reflectance
- Destruction of cohesion and destructure of the regularity of hair scales
- Easy penetration of external agents
- Loss of hair and scalp comfort
- Weaken and dryer hair

PROPERTIES:

CHIAPROTECT protects hair fibers from the oxidative damage generated by sun radiation, creating a protective film that avoids protein loss caused by UV damage, holding water retention and preventing photo-oxidation.

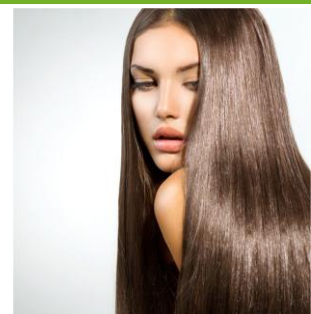
Efficacy Tests:

1) Ex-vivo evaluation of the efficacy of **CHIAPROTECT** in protecting from hair color fading after UV damage.

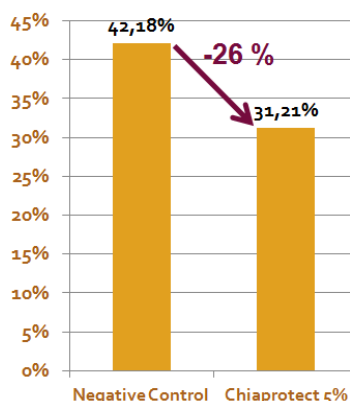
5% CHIAPROTECT prevents color fading by 26% compared with – Control

2) Ex-vivo evaluation of the efficacy of **CHIAPROTECT** in protecting the hair color shine and structure after bleaching, dyeing and UV damage.

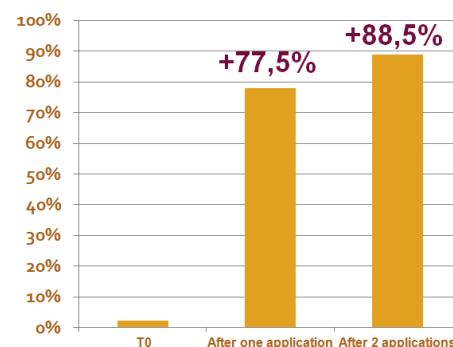
CHIAPROTECT restores almost 90 % hair shine and gloss after 2 applications.



COLOR FADING AFTER UV DAMAGE



IMPROVEMENT OF RESTRUCTURING, SHINE & GLOSS (%)



N a t u r a l l y E f f e c t i v e