



**DE LORENZO**

## “Everyday Hair For Everyday People”

*Introducing the all new De Lorenzo Instant Series*



Australian homegrown professional haircare leader, De Lorenzo is pleased to announce the introduction of their new and improved Instant Series. The new collection combines chic new packaging and a brand new formula delivering amazing results while saving time and effort in the process so you can achieve “Beautiful hair in an instant”.

The series incorporates intelligent paraben free formulas with ingredients that offer conditioning, moisturising, smoothing and volumising capabilities. Staying true to the brand ethos ‘inspired by nature’, the hero ingredient is Baobab Protein, a natural sustainable ingredient derived from the iconic African tree known as the ‘tree of life’. Baobab Protein repairs, increases strength, protects from UV damage, moisturises and nourishes hair from root to tip.

The all-new Instant Series consists of Instant Rejuven8 for coloured hair, Instant Allevi8 for frizzy hair, Instant Accentu8 for fine hair and Instant Restructurant Treatment.

### **INSTANT REJUVEN8**

Delivers intelligent improvements in colour protection technology. Nurtured by berry fruits, the Rejuven8 range extends the life of coloured hair and protects against UV damage with Baobab Protein and Ginkgo Biloba. Maximise colour vibrancy with these rich formulations that impart softness, shine and detangle coloured hair.

**Rejuven8 Shampoo:** a mild cleanser with a rich lather that prevents colour loss. The patented conditioning agent increases detanglability and moisture leaving hair soft to touch. *RRP \$24.95*

**Rejuven8 Conditioner:** a velvety cream that replenishes lost moisture and provides exceptional detangling of colour treated hair. *RRP \$24.95*

**Rejuven8 The Ends:** a unique blend of shine and sealing actives that work together to prevent split ends, resulting in smooth hair. *RRP \$19.95*

**Rejuven8 Treatment:** a colour safe hydrating treatment that just got more intense with a total makeover. It repairs damaged hair, leaving an intensive feel and shine. Deeper penetrating conditioning actives brighten and correct the texture of damaged hair and minimise moisture loss. *RRP \$29.95*

#### KEY INGREDIENTS:

**Baobab Protein (across all ranges):** provides multifunctional benefits to counteract damage to all hair types.  
**Bilberry:** softening properties for delicate hair, also soothing for the scalp.

**Ginkgo Biloba:** contains powerful antioxidant properties to protect coloured hair against sun damage.

## INSTANT ALLEVI8

Delivers intelligent improvements in anti-frizz technology. Inspired by the desert, the Instant Allevi8 range smooths dry unruly hair to create straight, sleek styles. The rich anti-frizz formulas contain Baobab Protein, Kakadu Plum and Cactus Flower to strengthen, moisturise and provide a glossy finish.

**Allevi8 Shampoo:** leaves hair soft to touch with a patented conditioning agent that increases detanglability and moisture. It moisturises whilst cleansing to diminish the feeling and appearance of dryness. *RRP \$24.95*

**Allevi8 Conditioner:** a smoothing product that leaves hair soft, with a healthy shine and sleek finish.

*RRP \$24.95*

**Allevi8 Shine Serum:** a leave in polish that smooths to eliminate frizz and fly-away hair. *RRP \$15.95*

### KEY INGREDIENTS:

Cactus Flower: moisturising and soothing used for sensitive haircare.

Kakadu Plum: an acid based antioxidant that promotes a smooth cuticle.

## INSTANT ACCENTU8

Containing a new film-forming polymer for flexible and lasting moisture repellence, Accentu8 is a Godsend for fine hair. The products create the effect of volume and restructure which can last the whole day. Derived from the sea, the range volumises and invigorates fine hair with Baobab Protein and Seaweed Extract. These organic body-building formulas deliver a veil of film formers to thicken hair without build up, offering weightless moisture that does not weigh hair down.

**Accentu8 Shampoo:** gently cleanses fine hair leaving it with brilliant volume and shine. *RRP \$24.95*

**Accentu8 Conditioner:** contains a polymer used in suncare that coats individual hair strands to repel humidity and stop fly-aways. The strands remain separate and do not matt together, resulting in bounce and elasticity. *RRP \$24.95*

**Accentu8 Satur8:** joins the Accentu8 range, offering weightless moisture to all hair types but especially fine and/or curly hair. *RRP \$19.95*

### KEY INGREDIENTS:

Seaweed: draws moisture within the hair.

Ginseng: regenerates and revitalises the scalp for strength and protection of the hair shaft.

## INSTANT RESTRUCTURANT TREATMENT

A weightless leave-in treatment that delivers 8 superior benefits to all hair types. It provides strength, shine, moisture, smoothness, conditioning, UV protection, colour protection and detanglability. This self-regulating product ensures hair absorbs the active care ingredients according to need. *RRP \$29.95*

### KEY INGREDIENTS:

Ginkgo Biloba Leaf Extract, Cereus Grandiflorus (Cactus) Flower Extract, Fucus Vesiculosus (Sea Kelp) Extract.



De Lorenzo products are available in salons around Australia. Visit <http://www.delorenzo.com.au> to find your nearest stockist.

For more information about De Lorenzo or for imagery or sampling opportunities, please contact Shinta Huynh  
[shinta@tailormaid.com.au](mailto:shinta@tailormaid.com.au) / 02 9212 2280