

# lab report

From the De Lorenzo Laboratory + Evaluation

## ELEMENTS STYLING RANGE



### Features & Benefits:

- ✓ No residue on hands when applying
- ✓ No sticky or tacky feel
- ✓ Paraben free formulation
- ✓ Natural U.V protection across the range
- ✓ No Petro - chemicals
- ✓ No animal ingredients
- ✓ Biodegradable
- ✓ Acid balanced and buffered

The Elements collection has been inspired by 4 natural elements: Earth, Air, Water and Fire. Elements utilises New Generation Polymers with "Elemental Shape Memory", a new standard in hair fixative performance.

The Elements collection offers superior humidity resistance and frizz control while leaving the hair with a shiny, healthy finish. High humidity resistance is a necessary feature for hair styling products in order to create and maintain a hairstyle. Typically hair tends to become frizzy when subjected to high humidity. However, when hair is coated with the New Generation Polymers there is an increased resistance to moisture absorption resulting in less frizziness.

Former styling products felt stiff to the touch and offered an overall look of raspy, crunchy hold. The bonds formed between the hair to hair fibres using the products were brittle and easily broken thus, protection against humidity was poor and the style tended to fall throughout the course of the day. These New Generation Polymers provide flexible, superior bonding that can create a natural look and feel. The hair feels conditioned after use and can be reshaped throughout the course of the day to maintain a fresh style.

The key to the performance of this new technology is the characteristic of the film that is created when New Generation Polymers are applied to hair creating what we call 'Elemental Shape Memory'. They offer multifunctional benefits that stylists can use to impart style, control and enhance the texture, shine, body, protection, and condition of the hair.

De Lorenzo respects and appreciates the growers and producers of natural ingredients for their hard work and high standards. All of whom operate to strict guidelines right through until the ingredient reaches our warehouse doors and finds a place within our products.

De Lorenzo chooses to use the best quality, locally sourced Certified Organic Ingredients whenever possible. Traceability and ethical sourcing are important to our customers and allows us to offer products sourced from an ethical supply chain as well as a range of exotic plants and fruits from the Australian outback. The Elements range also contains a mild preservation system, ideal for people with sensitive skin and or scalps.



**DE LORENZO** inspired by nature

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## EARTH ELEMENTS STYLING RANGE



### Mud Slide

A strong hold, sculpting crème that provides texture, definition and shine.

**HOLD FACTOR: 8**

**SHINE FACTOR: 4**

**U.V PROTECT**

**+COLOUR GUARD: YES**



### Titanium

A fierce grip gel for all hair types. For use on looks that defy gravity with strong atomic strength. Your style will last the ages.

**HOLD FACTOR: 9**

**SHINE FACTOR: 7**

**U.V PROTECT**

**+COLOUR GUARD: YES**



### Grit

Inspired by the natural texture of the earth, Grit creates flexible matt control to craft gritty controlled styles. Natural waxes for great control with no product build up.

**HOLD FACTOR: 7**

**SHINE FACTOR: 2**

**U.V PROTECT**

**+COLOUR GUARD: YES**



### Granite

A strong holding spray with a non-sticky, touchable feel. Helps protect against humidity to provide long lasting control, shine and a flexible style. Provides UV protection.

**HOLD FACTOR: 8**

**SHINE FACTOR: 6**

**U.V PROTECT**

**+COLOUR GUARD: YES**

### Key Ingredients

#### • Cinnamon Oil

Cinnamon Oil has natural preservation qualities to aid in protecting the product from microorganisms. Provides spicy, natural aroma.

#### • Natural Rock Crystals

Natural rock crystals provide, texture to the matt products. When used in clear gels the crystals reflect shine. Different qualities and colours of rock crystal stones are selected and then ground to obtain rock crystal powder.

#### • 100% organically certified Basil extract

Basil flower, leaves and stems provides invigorating properties to the scalp and enhances circulation to the root of the hair which brings much needed blood flow.

#### • 100% organically certified Fig extract

Rich in oils, fig extract hydrates without weighing the hair down.



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## AIR

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### Motion

A rich, non-tacky mousse that delivers a firm, flexible hold to the hair. Provides both styling and conditioning properties, for great smoothness and curl retention even in the most humid conditions. Ultra violet inhibitors protect the hair from cuticle damage and colour fade.

**HOLD FACTOR: 6**

**SHINE FACTOR: 4**

**U.V PROTECT  
+COLOUR GUARD: YES**



### Vapour Mist

Shape, control and texturise with this light hair spray that provides perfect control without weighing down the hair. May be used in conjunction with blow dryers to add body or sprayed into the root area for maximum lift and volume. Vapour mist is not tacky allowing the existing style to be re-shaped and used repeatedly.

**HOLD FACTOR: 5**

**SHINE FACTOR: 6**

**U.V PROTECT  
+COLOUR GUARD: YES**



### Sandstorm

Inspired by the power of this natural phenomenon, Sand Storm is a dust sculpting spray that provides a matt, dry look with natural texture, medium control and added fullness to the hair.

**HOLD FACTOR: 4**

**SHINE FACTOR: 0**

**U.V PROTECT  
+COLOUR GUARD: YES**

## Key Ingredients

### • Rooibos Extract

[Aspalathus linearis leaf extract] Rooibos is commonly used to make herbal remedies and is sometimes called Red Tea. The red bush plant is a hardy shrub that is pressed and fermented then dried in the blazing sunshine. Rich in minerals, vitamin C and anti oxidants, rooibos is also an active free radical scavenger preventing damage to the hair and providing a soothing effect on the hair and scalp. This prevents the hair becoming dry and reduces colour fade.

### • Organic Lime Fruit Oil

Energises and invigorates the senses.

### • Organic Rice Starch

Provides matt texture and look, enhances the sand blast effect.



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## FIRE

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### Extinguish

A thermal protectant designed to minimise damage and stress to the hair when using hot appliances to straighten or curl. A unique product that not only protects but helps smooth and control unruly hair. Protects up to 240°C.

**HOLD FACTOR: 1**

**SHINE FACTOR: 6**

**U.V PROTECT**

**+COLOUR GUARD: YES**

### Amplify

Formulated to provide the volume, control and body of a mousse without the foam.

Weightless texture and flexible fullness for fine to normal hair.

Amplify absorbs into each hair shaft giving hair all over volume and shine, with a sleek look and feel. Ultra violet inhibitors and super-fruits protect the hair from sun damage and colour fade.

**HOLD FACTOR: 3**

**SHINE FACTOR: 6**

**U.V PROTECT**

**+COLOUR GUARD: YES**

### Key Ingredients

#### • Australian Desert Raisin

A super-fruit that protects the hair from photo-oxidation and provides added sheen.

#### • Goji Berry

Contains 19 amino acids, the building blocks of protein, 21 trace minerals, the entire vitamin B complex, vitamin E and even anti-microbial properties.

A very rich source of vitamin C.

#### • Lycopene

Lycopene is a naturally occurring anti-oxidant found in the desert raisins that boost nutritional qualities and preserve the freshness and vitality of the hair. Sourced via Fair Trade.



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## WATER ELEMENTS STYLING RANGE



### Sea Swell

Sea Swell is a medium hold volumising lotion that provides natural style control and anti-humidity action.

Expands all hair types, adds fullness and great shine with airless weight. Ideal for blow drying and elevating style.

**HOLD FACTOR: 4**

**SHINE FACTOR: 6**

**U.V PROTECT  
+COLOUR GUARD: YES**



### Barrel Wave

A defining crème created using curl science and inspired by the waves of the great Tasman Sea. Creates manageable, smooth curls and delivers long lasting control to beautiful locks. No more frizz!

Barrel Waves provides curl perfecting styling specially designed to put the “spring factor” into curls. Delivering exceptional curl memory benefits.

**HOLD FACTOR: 4**

**SHINE FACTOR: 7**

**U.V PROTECT  
+COLOUR GUARD: YES**



### Ocean Mist

A salt infused spray that provides the feel and texture of the beach with windswept definition.

**HOLD FACTOR: 3**

**SHINE FACTOR: 1**

**U.V PROTECT  
+COLOUR GUARD: YES**

### Key Ingredients

#### • Sunflower Seed Cake

Sunflower Seed Cake inhibits the photo-oxidation caused by the sun’s rays and therefore extends the life and look of the colour in the hair. It can be seen as a “colour stabiliser.” It is more effective than vitamin E and also prevents colour loss from repeated shampooing.

#### • Sea Kelp

Sea Kelp is seen as nature’s wealth of the sea. It contains many essential trace elements and vitamin C with many anti-aging and anti-oxidant effects on the hair. The extract offers conditioning and nutrient properties.

#### • Frangipani Essential Oil

The essence brings memories from the sea, summer and tropical fun times near the water.



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