

lab report

From the De Lorenzo Laboratory + Evaluation

Instant Series

Introducing the new and improved, Instant Series, "Beautiful hair in an Instant".

The market place is demanding products that will save time and effort while delivering outstanding results. Despite the connotation of the word Instant, these products were not developed over night. New technology was applied and the necessary time was taken to ensure that the products fulfil all the promises that we make.

What's New?

The series incorporates a new look and innovative paraben free formulas with ingredients that offer, conditioning, moisturising, smoothing and volumising capabilities.

Baobab Protein features across the series, chosen for its ability to repair, increase hair strength, protect from UV damage, moisturise and nourish hair from roots to tips.

A natural sustainable ingredient, Baobab is derived from the iconic tree in Africa known as the 'tree of life'.

The Instant Rejuven8 and Instant Allevi8 ranges offer the old favourites with intelligent improvements in anti-frizz and colour protection technology. The shampoos leave hair soft to the touch with a patented conditioning agent that increases detanglability and moisture. Rejuven8 Treatment just got more intense with a total makeover. Deeper penetrating conditioning actives brighten and correct the texture of damaged hair and minimise moisture loss.

The Instant Accentu8 range contains a new polymer taken from the suncare industry with the capacity for flexible and lasting film forming and moisture repellence. This is a godsend for fine hair, creating the effect of hair volumising and restructuring which can last the whole day. Instant Satur8 joins the Accentu8 range, offering weightless moisture to all hair types but especially fine and or curly hair.

Following the popularity of skincare BB and CC creams, comes Instant Restructurant with 8 benefits in 1 treatment and applied in one easy step.



DE LORENZO inspired by nature™

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INSTANT REJUVEN8 RANGE

Nurtured by berry fruits, the Instant 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 and provides softening and moisture to hair.

Rejuven8 Conditioner: a velvety cream that replenishes lost moisture and provides exceptional detangling of colour treated hair.

Rejuven8 Treatment: a colour safe hydrating treatment that repairs damaged hair, leaving an intensive feel and shine.

Rejuven8 The Ends: a unique blend of shine and sealing actives that work together to moisturise and prevent spit ends. The result is long-lasting smooth, polished hair.

KEY INGREDIENTS:

Baobab Seed 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 RANGE

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: moisturises whilst cleansing to diminish the feeling and appearance of dryness.

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

Allevi8 Shine Serum: a leave in polish that smooths to eliminate frizz and fly-away hair.

KEY INGREDIENTS:

Cactus Flower: moisturising and soothing used for sensitive haircare.

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



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INSTANT ACCENTU8 RANGE

Derived from the sea, the Instant Accentu8 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. The result is hair that looks and feels fuller and lasts the day.

Accentu8 Shampoo: gently cleanses fine hair leaving it with brilliant volume and shine.

Accentu8 Conditioner: contains a polymer used in sun care that coats individual hair strands to repel humidity and stop fly-away hair. The strands remain separate and do not matt together, resulting in bounce and elasticity.

Accentu8 Satur8: a hydrating foam that revitalises and detangles. Provides daily protection from the natural elements, improves softness and manageability.

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. 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.

KEY INGREDIENTS:

Ginkgo Biloba leaf extract, Cereus Grandiflorus (Cactus) flower extract, Fucus Vesiculosus (Sea Kelp) extract.



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