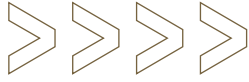


lab report

From the De Lorenzo Laboratory
Megan Yabsley, Evaluation Technician and
Joanne Gudaitis, Laboratory Manager / Head Chemist



Novafusion Colour Care Shampoo

Key natural plant ingredients...



Kakadu Plum



Rooibos



Birch Extract



Willowbark Extract



Contains colour enhancing botanical extracts Kakadu Plum, Rooibos and Birch. Novafusion Colour Care Shampoo is formulated to work in synergy with your hair colour to control and prevent colour fade in natural and colour enhanced hair types. Including UV inhibitors and botanical extracts to improve condition and shine.

FRAGRANCE: Lavender Rose Tea

DIRECTIONS:

Massage colour care shampoo into wet hair, rinse & repeat. Leave in for up to 5mins or according to desired result. Rinse out, towel dry and apply De Lorenzo Novafusion Conditioner for optimum results.

key natural ingredients

KAKADU PLUM

[Terminalia ferdinandiana] The plant, a small tree found in the northern parts of the Northern Territory and Western Australia has an abundant crop of small plum like fruit that are extraordinarily rich in vitamin C an important antioxidant. Vitamin C protects cells against free radical damage. Most animals and plants synthesise their own vitamin C, however humans cannot make or store it, therefore it must be constantly replenished. Its role in the repair of hair, and antioxidant activity makes it an important element in the maintenance of healthy skin and hair. Deficiencies can lead to dry, splitting hair, rough and scaly cuticle.

ROOIBOS

[Aspalathus linearis leaf extract] Organically harvested from the red bush plant in the Cedarberg Mountains of South Africa, Rooibos is commonly used to make herbal remedies and is sometimes called African Red Tea. Rooibos has been popular in South Africa for over 100 years and is now used in various applications in many countries. 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.

BIRCH EXTRACT

[Betula alba] Birch tree has been used by many cultures throughout history for its natural anti-bacterial and anti-viral properties. Native Americans, for example, have

used birch sap for medicinal purposes applying it externally to treat diseases of the skin.

It has an aromatic properties and provides mild cleansing, astringent and conditioning properties leaving the hair and skin soft and silky.

WILLOWBARK EXTRACT

[Salix] Willow is a beautiful tree mostly growing on the shores of wetlands. The use of Willow Bark dates back throughout the centuries in China and Europe where patients were advised to chew on the bark to reduce fever and inflammation. Willow bark has been used, and continues to be used by herbalists today for the treatment of various conditions. The dry bark of the tree is a multifunctional ingredient that contains natural salicins [the base of salicylic acid] serving as an astringent and providing antiseptic properties. Natural Willow bark extract is used to gently, yet effectively, stimulate circulation helping to tone the scalp and provides a soothing effect on sun-exposed hair and skin.

HAWTHORNE EXTRACT

[Crataegus oxyacantha] Native to Europe, the Hawthorne bush berries provide an effective astringent that aids in keeping the scalp clean and refreshed. In England it is grown as a hedge plant along the edges of woods and forests as the trees can grow quite tall. Hawthorne has smooth bark and sharp thorns which grow intermittently along the branches. The leaves are dark green and shiny. The fruits are bright red, and hang down in clusters. The medicinal parts are the flowers and the fruit containing Lecithin, Vitamin B complex, Vitamin C.



DE LORENZO inspired by nature®

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Novafusion Colour Care Conditioner

Key natural plant ingredients...



Kakadu Plum



Rooibos



Vitamin E



Sunflower Oil



Novafusion Colour Care Conditioner is formulated to work in synergy with the Novafusion shampoo range to optimise colour results. UV inhibitors and Rooibos reduce colour fade whilst, Sunflower Seed Oil enhances shine and provides brilliance to your colour. Novafusion colour care conditioner is perfect for de-tangling and smoothing whilst controlling fly-away hair.

FRAGRANCE: Lavender Rose Tea

DIRECTIONS:

- After using the appropriate Novafusion colour care shampoo apply a generous amount of Novafusion conditioner to hair and distribute evenly throughout.
- Leave 1-3 mins and rinse thoroughly.
- Recommended by hairdressers
- Natural based
- pH balanced and buffered
- No animal testing
- No animal derived ingredients
- Biodegradable
- Recyclable packaging

SUNFLOWER OIL

[*Helianthus annuus*] An emollient extracted from the seeds of the sunflower. Rich in essential fatty acids it is naturally high in vitamins A, D & E. The content of sunflower oil makes it a good multi-purpose ingredient that is softening, moisturizing, soothing and cell regenerating. Sunflower oil is wonderfully nourishing for damaged hair. It has a protective effect on hair, provides lubricity and reduces mechanical damage.

KAKADU PLUM

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VITAMIN E

Considered an antioxidant superstar, research points to Vitamin E providing protection from adverse effects in lipids from oxidative damage preventing hair stress, including photo-aging (sun damage). Found in vegetable oils Vitamin E has emollient benefits including helping to maintain elasticity which makes it an exceptional ingredient in conditioners. In skin cosmetics Vitamin E plays a crucial role in protecting cells from environmental damage and clams inflammation – a key ingredient in anti-aging products. In its pure form, it may be used for healing cuts, abrasions and burns on the skin.

key natural ingredients

ROOIBOS

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