

# lab report

From the De Lorenzo Laboratory + Evaluation

## Novafusion Grey Shampoo



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; contains colour enhancing botanical extracts Kakadu Plum, Rooibos and Birch.

Novafusion Grey Shampoo has been specifically developed to embrace an aging society and those of us that wish to age naturally. Hair, like skin, is prone to both chronological and external aging that results from exposure to sun, pollution and smoke. These environmental aggressors can cause yellow tones in grey and white hair, creating a dull appearance.

The chosen packaging colour and fragrance is a fashionable tweak on the Novafusion Range, to cater for a unisex clientele.

**Fragrance:** Spicy Woodlands

### 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 antioxidants, 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.



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### Key natural plant ingredients...



Kakadu Plum



Rooibos



Birch Extract



Willow Bark Extract



Hawthorne Extract

### BIRCH EXTRACT

[Betula alba] Birch tree has been used by many cultures throughout history for its natural antibacterial and antiviral properties. Native Americans, for example, have used birch sap for medicinal purposes applying it externally to treat diseases of the skin. It has and aromatic properties and provides mild cleansing, astringent and conditioning properties leaving the hair and skin soft and silky.

### WILLOW BARK 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 and vitamin C.



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