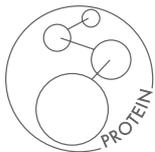


# lab report

From the De Lorenzo Laboratory + Evaluation

## PRESCRIPTIVE SOLUTIONS Now Sulphate and Paraben Free



**Technology is making shampoo and conditioner products better, and the client's hair and scalp is sure to benefit. The improved Prescriptive Solutions is a premium range based on high performance natural ingredient complexes with more advanced sulphate and paraben free formulations to maintain The Four Natural Balances™ for healthy hair.**

The brilliance in formulating a superior haircare range is the ability to address the needs of the individual's hair type, allowing the hairdresser to design a personalised program. Prescriptive products offer real solutions for those clients seeking gentler alternatives and who expect more from luxury products.

Shampoo use is a major cause of colour loss. The Prescriptive sulphate-free shampoos possess excellent foaming, offering a full, rich lather and creating a luxurious, satiny shine on the hair. The mild, fade-fighting formulas minimise colour loss due to frequent shampooing and are less harsh on the hair and scalp, compared to the traditional sulphate shampoos.

Introducing Glycolic Acid, once only used as a skin care active, now a new anti-aging ingredient in the Prescriptive shampoos. Glycolic Acid protects both natural and bleached hair and prevents breakage, by conditioning the cuticle and moisturising and strengthening the cortex.

These new shampoos used in combination with the perfectly tailored conditioners and moisturisers, regulate scalp oil and bind essential moisture for optimal manageability, softness, shine and age repair.

The Prescriptive Solutions Series still contains the powerful complexes for controlling and balancing the hair and scalp:

- **Ceramide Defence:** Natural lipid molecules of the hair that trap moisture within and cement the cuticle cells for age repair and smooth shiny hair.
- **Sebum Regulating:** Rich in sulphur and known to treat seborrhoea (oily scalp) conditions and prevent excessive oil build up. Provide antibacterial activity to keep the scalp clean and odour free.
- **Phyto-Strengthening:** Contains the renowned protein complex with added potato protein polymer to increase the strength of hair by up to three times.
- **Anti-Pollutant:** Neutralise free radicals generated from pollution and UV radiation that cause colour fade and damage the hair structure.
- **Organic Liquid Crystal Technology:** Boosts hydration by 70%, improves smoothness, shine and delivers actives such as Vitamin E into the cortex.



Liquid Crystal Structure



**DE LORENZO** inspired by nature

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### Key natural plant ingredients...

These complexes protect the hair against the harsh Australian climate and the visible signs of aging that result from both; chronological reasons such as dryness, dullness, brittle hair and everyday grooming damage, such as cuticle cracks, dehydration and hair breakage. Native plant extracts have been ethically sourced from Outback Spirit, an Australian fair trade company that wild harvests natural extracts in a sustainable manner, without degradation to the local environment.

#### Kakadu Plum

### PRESCRIPTIVE MOISTURE BALANCE RANGE

Moisture Balance is inspired by the deserts of Australia, with Kakadu Plum, Wattle Seed, Quandong and Desert Lime extracts. The range binds and replenishes lost moisture, conditions and reinforces dry, damaged and aged hair. The products target colour protection for longevity, vibrancy and brilliant shine.

#### Australian Wattle Seed

- Moisture Balance Shampoo for normal to dry, damaged and coloured hair
- Moisture Revive Conditioner for normal to dry, slightly damaged and coloured hair  
Moisture Factor = 4
- Moisture Intense Conditioner for coarse, dry, damaged and coloured hair  
Moisture Factor = 8

#### Quandong

### PRESCRIPTIVE HAIR MOISTURISERS

- Revive for dry, slightly damaged and coloured hair  
Moisture Factor = 4
- Intense for coarse, dry, damaged and coloured hair  
Moisture Factor = 8

#### Desert Lime

### PRESCRIPTIVE CONTROL RANGE

Control is inspired by the rainforests of Australia, with Lemon Aspen, Davidson Plum and Lilly Pilly extracts. The range combats oily roots and fly-aways, whilst providing light weight conditioning to hair. The products also target colour protection and age repair.

#### Lemon Aspen

- Contol Shampoo for fine, limp, oily and coloured hair
- Contol Revive Conditioner for fine, limp, oily and coloured hair  
Control Factor = 3

#### Davidson Plum

- Control Intense Conditioner for fine, limp, very oily and coloured hair  
Control Factor = 6

#### Lilly Pilly



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