

100% GREEN

KERASHAFT ALAB

#CAUCASIAN FOCUS

- Hair gloss, luminosity, shine, brightness & luster booster
- Combing improvement and conditioning
- Detangling & manageability improvement
- Hair breakage reduction
- Anti-frizz
- Restructuring and strengthening
- Styling
- Long lasting action
- Top performances also on textured hair (3 and 4)



100% GREEN

CATIONIC CONDITIONING FOR ALL TEXTURES

Kerashaft Alab can complement or entirely replace synthetic ingredients with elite conditioning performances (*amodimethicone, polyquaterniums etc.*) through a 100% green composition. Ideal for leave-on and rinse-off applications on all hair textures (including 3 and 4) and styling products.

HAIR GLOSS

RINSE-OFF CONDITIONER APPLICATION

Microcamera image



Placebo

Synthetic Quat

Kerashaft Alab

All the hair locks analyzed have the same color shade before the treatment. After the treatment with the **s.Quat** and **K.Alab** both microcamera and mambo show large area of reflectance in form of localized yellow-like signals and/or brighter background.

Gloss "markers"
(localized yellow signals)

Mambo image

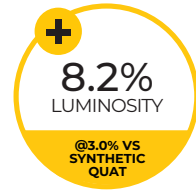
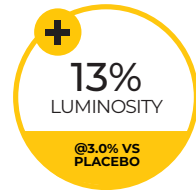


Placebo

Synthetic Quat

Kerashaft Alab

These gloss signals correspond to areas where cuticles are sealed more effectively and able to emit higher luminosity.



COMBING AND ANTI FRIZZ

COMBING + ANTI FRIZZ TESTS IN RINSE-OFF CONDITIONER APPLICATION

Flyaway & Frizz evaluations

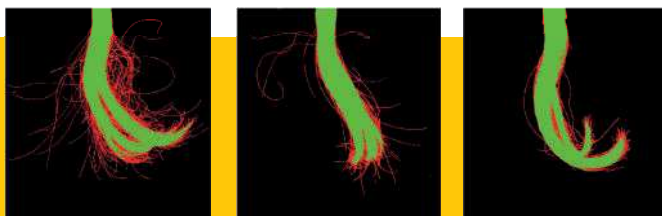
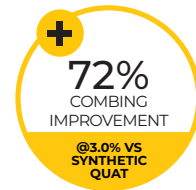


Placebo

Synthetic Quat

Kerashaft Alab

+130% COMBING IMPROVEMENT
@3% vs placebo

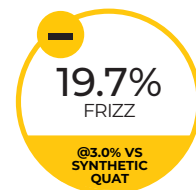


Placebo

Synthetic Quat

Kerashaft Alab

-44.2% FRIZZ
@3% vs placebo



100% GREEN

KERASHAFT ALAB

#AFRO FOCUS

HAIR GLOSS (MAMBO)

RINSE-OFF CONDITIONER APPLICATION



Placebo



Synthetic Quat

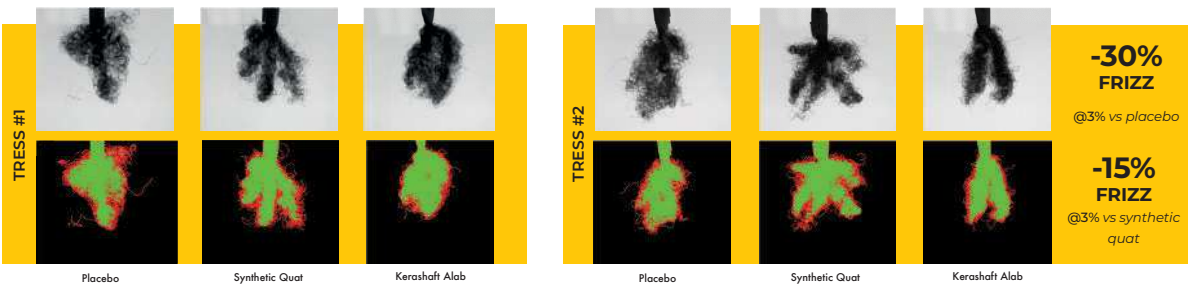


Kerashaft Alab

**+45%
LUMINOSITY**
@3% vs placebo
(+6% vs synthetic quat)

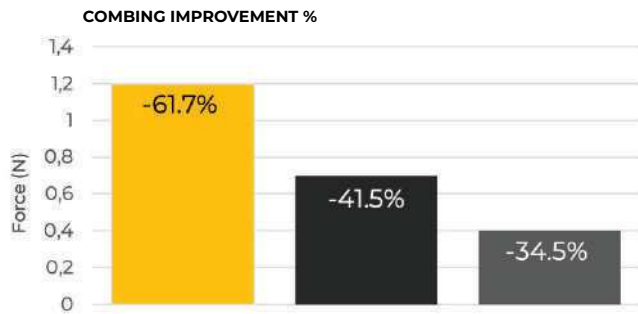
ANTI FRIZZ (BOLERO)

ANTI FRIZZ TESTS IN RINSE-OFF CONDITIONER APPLICATION



HAIR BREAKAGE REDUCTION (COMBING TEST)

DYNAMOMETER TESTS IN RINSE-OFF CONDITIONER APPLICATION



■ KAlab vs Placebo ■ Synthetic Quat vs Placebo ■ KAlab vs Synthetic Quat

BREAKAGE REDUCTION

Kerashaft Alab prevents tangling, reduces combing forces and the torsional stress leading to afro hair breakage.

STRUCTURAL ANALYSIS (PLM TEST)

POLARIZED LIGHT MICROSCOPE TEST IN RINSE-OFF CONDITIONER APPLICATION



Placebo



Bond repair Active



Kerashaft Alab

The treated hair shows more distinct polarization colors than the placebo.

The activity of both treatments at cortex level suggests the maintenance of the afro physiological bilateral cortical cells configuration.