

# KERA Shaft Q

## >> KERASHAFT TECHNOLOGY: ADVANCED HAIR TREATMENTS

### HAIR CONDITIONING: COMBING IMPROVEMENT & RESTRUCTURING

**Kerashaft technology** implies the selection of specific peptides, oligopeptides and polypeptides aimed to re-build, repair and condition the hair subject to daily aggressions and the ageing process.

Following a deep study of the hair physiopathology and an accurate selection of the specific protein derivatives necessary to promote hair health keeping, Kalichem laboratories engineered Kerashaft specialties range aimed to promote hair restructuring, volumizing, hydrating, illuminating and conditioning.

By overcoming the trend of the green keratin use in cosmetics market, Kerashaft impacts the industry through a large objectification of a functional activity where professional smooth, luminous finish and restructuring features are uniquely combined.

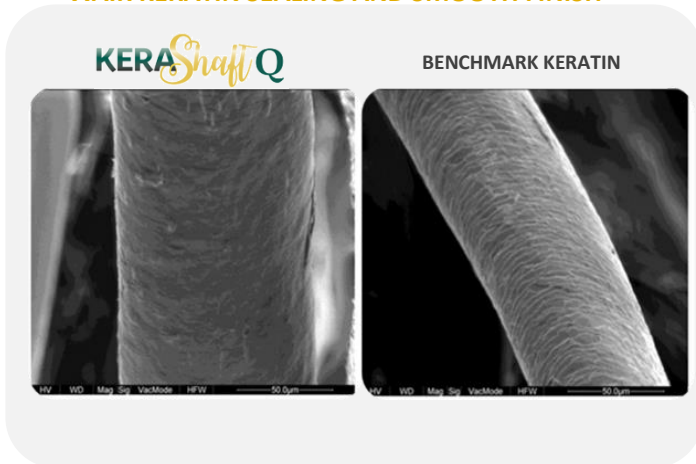
## >> POSITIONING

### FUNCTIONAL HIGHLIGHTS

- Hair keratin sealing and professional luminous finish
- Detangling, conditioning and combing improvement
- Hair protection and restructuring
- Hair damage repair and prevention
- Volumizing and moisturizing
- Vegan composition, sourcing from food derived vegetable proteins (gluten free)
- No “build-up” effect, ideal for straight, curly and ethnic hair
- Activity proven after several aggressive treatments (luminosity, restructuring etc.)



### HAIR KERATIN SEALING AND SMOOTH FINISH



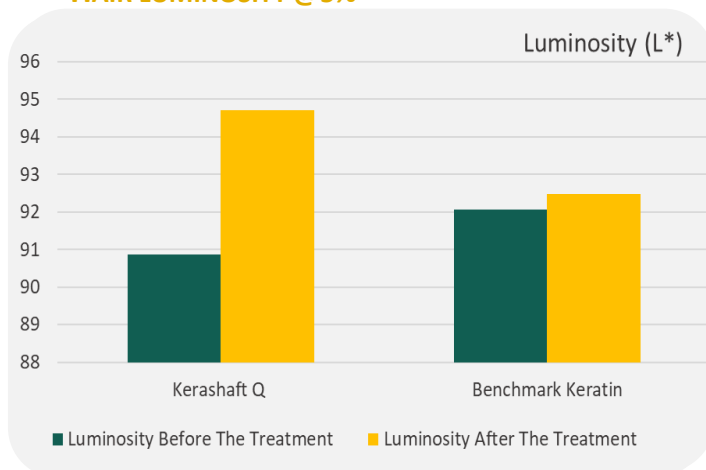
Kerashaft Q @5% seals visibly the open cuticles, providing the hair with a smooth finish and a detangling action that improves the hair combing.

### HAIR RESTRUCTURING



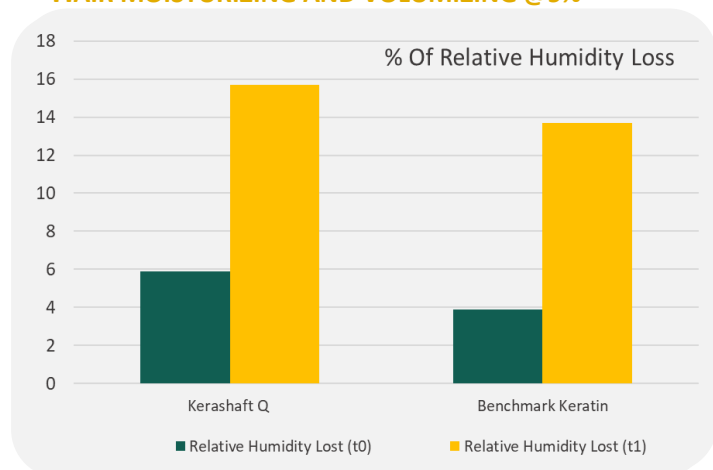
Kerashaft Q @5% in shampoo protects and nourishes the hair shaft, restructuring its inner layers and keeping their physiological tidiness.

### HAIR LUMINOSITY @5%



After leave on treatment, Kerashaft @5% increases the hair luminosity (L\*) value by 4.3, compared to the negative result of Keratin.

### HAIR MOISTURIZING AND VOLUMIZING @5%



Kerashaft Q @5% matches the moisturizing performances of quat free benchmark Keratin, boasting moisturizing and volumizing action.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.0 ÷ 7.0	1.0 ÷ 5.0	Hair (shampoo, conditioner, mask, gel, spray) Make up (mascara, fingernails polish)	Vegetable	Add in cold process to emulsions or solutions. Pre-solubilize with amphoteric surfactants in shampoo.

[ INCI NAME : hydroxypropyltrimonium hydrolyzed vegetable protein, aqua ]



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