



## Haircare Treatments - SOCO

### BIOMED HAIR THERAPY - BUILDING LINE UP BIOMED HAIR THERAPY - LINEA BUILDING UP



**SOCO**  
PROFESSIONAL

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### BIOMED HAIR THERAPY - BUILDING LINE UP BIOMED HAIR THERAPY - LINEA BUILDING UP

During his lifetime, the hair undergoes different types of stress : repeated brushing, frequent technical services, external aggression. The result is a hair weak and deteriorated that is thin, fragile and difficult to treat. Under these conditions the hair needs to be treated from the inside and sheltered from the outside, must be strengthened and regenerated to regain firmness, strength and shine original. The need to intervene with a treatment of hair reconstruction is very much felt and is transverse to the different types of hair and anomalies. From the laboratories SOCO born BUILDING UP line, formulated with active principles of quality and performance, easy to use, pleasant to use and able to guarantee immediate results, and extremely effective.

#### ACTIVE:

- Vegetable oils from organic cultivation : argan oil and avocado oil with moisturizing, nourishing, emollient and protective properties.
- Neovityline \*: is an active nourishing and regenerating resulting from biotechnology. Excerpt from the cytoplasm of the yeast Kluyveromyces, is rich in peptides, trace elements and essential amino acids.

The formulations also contain keratin and silicone active material that restore the hair.

\* Neovityline is a registered trademark of the ISP Group.

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#### **BUILDING LINE UP**

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- Organic : argan oil and avocado ;
- Biotechnology : niovitilne, as well as Aloe Vera and keratin.

#### **BOOSTER SHAMPOO**

Step 1: Shampoo preparer

Suitable for highly treated and damaged hair.

It works on the cuticle removing mineral impurities and toxic substances. Gently opens the

hair scales and prepares it to receive the following treatments rebuilders of matter.  
Container: 250 ml bottle.

#### **FILLER MASK**

Step 2 : Mask restructuring

Reconstructs the hair in depth.

Keratin active and the reactive silicone penetrate deep into the cuticle, reach the cortex to which they bind and where deposited cysteine. In this way the material is reconstituted and strengthens the hair structure. The hair regains strength texture and elasticity. The natural color or cosmetic is bright and shiny.

Container: 200 ml jar.

#### **CREAM HYDRA**

Step 3: cream that deeply moisturizes

Closes and seals the hair scales, while at the time the benefits of treatment rebuilder. The Neovitylne \*, Aloe vera and organic Argan Oil and Avocado also deposited in the external structure of the hair, nutrients and moisturizers that make your hair shiny and strong.

Container: 200 ml tube.