

HAIR PHIX



REVOLUTIONARY HAIR CARE
FROM ROOT TO TIP



for healthy hair & scalp

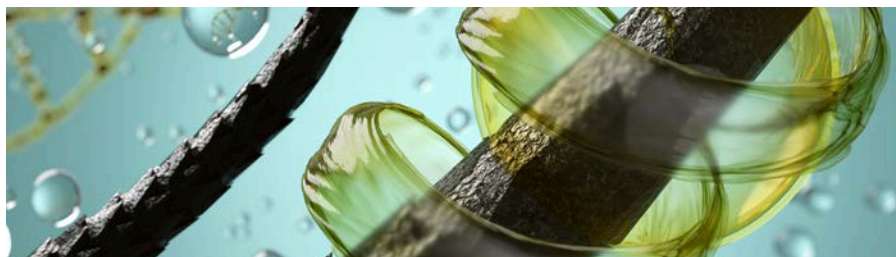
HAIR PHIX is specifically formulated to rejuvenate and nourish damaged hair while addressing scalp issues. Enriched with GMO free plant stem cells, it offers a revolutionary approach to hair care, promoting healthier hair and ensuring a well-balanced scalp. Experience the transformation as your hair becomes more vibrant and resilient.

- 100% Certified Organic and GMO-Free Plant Stem Cells
- 100% Biodegradable
- Free from Artificial Dyes and Colours
- Denatured Alcohol-Free
- Enriched with Natural Fats and Fatty Acids
- Maintains an Optimal Low pH of 4.5-5.5
- Ethically Sourced Ingredients
- Cruelty-Free
- Humidity Resistant
- Gluten-Free

Nutrition Facts	
100% Organic Plant Stem Cells	
<i>Edelweiss (leontopodium alpinum)</i>	
<i>Echinacea angutifolia</i>	
Cystine amino acids	RDA 30%
Keratin amino acids	RDA 30%
Essential fatty acids	RDA 30%
Formaldehyde	0%
Parabens	0%
Sulfates/sulphates	0%
Denatured alcohol	0%
Dyes/colour	0%
Biodegradable	100%
GMO FREE-GLUTEN FREE	
Not tested on animals/cruelty free	

*MASQUE NUTRITION FACTS

HAIR PHIX offers a more effective way to infuse colour into your hair compared to traditional colour-safe shampoos. Its low pH formula seals the cuticle, safeguarding both colour and chemical treatments. Helps repair damaged hair bonds, restore scalp health, strengthen hair roots, and promote overall hair and scalp well-being. Furthermore, it neutralizes free radicals that contribute to damage and colour fading while improving moisture retention for healthier hair.

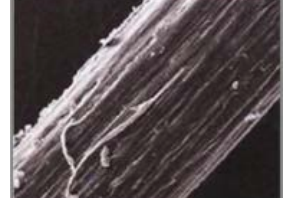


What can cause damaged hair?

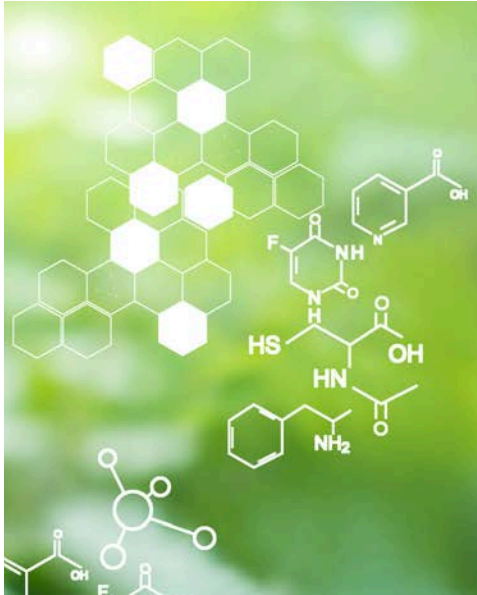
Healthy hair and scalp are not only important for appearance but also for comfort and confidence. Proper care helps prevent issues such as breakage, hair loss, and scalp irritation, ensuring that your hair remains strong and vibrant. By taking steps to protect your hair from environmental factors, heat damage, and harsh chemicals, you can preserve its natural beauty and strength. Additionally, a well-cared-for scalp provides the optimal environment for hair follicles to thrive, promoting healthy growth.



Severely Damaged:
Bonds are weak and/or broken



Complete loss of cuticle:
Bonds severely broken



Do you have concerns about your hair & scalp?

It can arise as simple as scalp redness, rash, or just as an itchy scalp. Dermal exposure to hazardous agents including natural ammonia can and will cause a myriad of issues. This damage can result in dry scalp, weakened rooting of the hair, hair loss, and will almost always cause weakened growth and hair regeneration. All chemical changes to hair including keratin straightening treatments, perms, and relaxers use high pH chemicals to chemically change the hair. During these processes cell structure damage at the scalp is unavoidable and inevitable.

Environmental Factors

- Air and sea water with pH between 6.6-7.6 can cause hair and scalp damage.
- Raised pH can lead to moisture and colour loss, split ends, and damage from free radicals.

Heat Induced

- Excessive heat from hot tools or sun causes surface and internal hair damage.
- Maintaining natural hair pH is crucial to minimize damage.

Chemical Treatments

- Treatments like colour, bleach, and perms raise pH (6.6-13), breaking hair bonds.
- Immediate treatment is necessary to prevent further damage and support healthy growth.

Styling/Finishing Products

- Products with high pH (7-13) cause bond damage, colour fading, and moisture loss.
- Styling/Finishing Products can also reverse chemical treatments and harm scalp cells.

Why pH?

pH is crucial for maintaining healthy hair, with an optimal range of 4.5-5.5. Exceeding this range can damage hair bonds, affecting treatments like colouring and perming. To keep the hair cuticle closed and preserve moisture and colour, using HAIR PHIX daily helps maintain this ideal pH. All HAIR PHIX products are designed to support a healthy natural pH of 4.5-5.5.

pH 4.5-5.5: Hair retains its original condition. No additional moisture loss or bond damage.



Optimal pH 4.5-5.5 Formula:

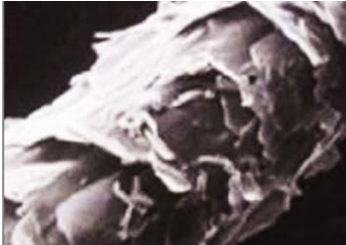
- This helps maintain a closed cuticle, minimizing moisture loss and damage, which results in healthier, shinier, and stronger hair.

Scalp Care:

- Effectively addresses various scalp concerns.

Improved Hair Quality:

- Enhances hair elasticity, reduces frizz, and boosts colour retention, making it perfect for dyed or chemically treated hair.



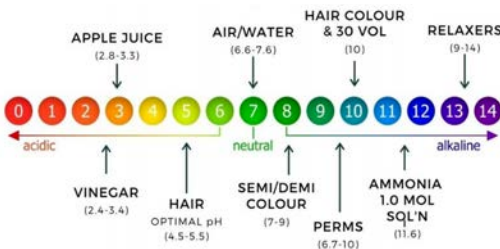
Alkaline based haircare:

Cuticle opens, loses moisture and becomes damaged / brittle

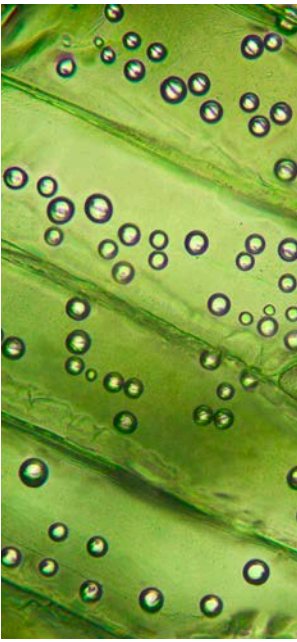


Hair Breakage / Split ends.

Alkaline hair products can damage the hair cuticle, leading to dryness and breakage. Many products leave the cuticle open, exposing the inner structure. In contrast, HAIR PHIX optimal pH (4.5-5.5) products keep the cuticle closed, reducing moisture loss and promoting healthier, shinier hair. They also address various scalp issues like itchiness, flakiness, and dandruff.



ITEM	pH
AIR/WATER	6.6-7.6
ACID WAVE PERM	6.5-8.2
ALKALINE WAVE PERM	8.5-10
EXOTHERMIC WAVE	8.4-9
HAIR RELAXER	9-14
VOLUME SHAMPOO	8.4-9.8
CLARIFYING SHAMPOO	9.4-10.2
STYLING/FINISHING PRODUCT	6.6-11
HAIR COLOUR & 30 VOLUME	10-11
PROFESSIONAL SHAMPOO	6-11



Why plant stem cells?

Scalp health is often one of the most neglected aspects of maintaining strong, healthy hair. Over time, various factors contributing to hair damage can lead to significant and lasting harm to your scalp, resulting in weaker hair roots and potentially hair loss.

Stem cells play a crucial role in the skin, serving as the foundation for the continuous regeneration of the epidermis, as well as the creation of new hair and hair pigments. Active plant cell technology enhances the longevity of hair follicles, allowing hair to remain in the anagen phase for an extended period.

HAIR PHIX utilizes a blend of 100% certified GMO-free plant stem cells to repair and prevent scalp damage, ensuring that your hair remains robust and healthy from root to tip.

The cystine amino acid factor

The disulfide bond, or sulfur bond, is essential in human hair, making up about 90% of its strength. It forms through cross-linking of cystine amino acids and must be broken for treatments like perms or straightening. However, pH levels above 5.5 can disrupt this bond, leading to colour fading and treatment reversal, which is common with many shampoos. In contrast, HAIR PHIX products maintain a pH of 4.5-5.5, matching hair's natural pH and preventing colour loss and treatment issues.

Plant Stem Cells: Regenerate and protect scalp and hair, promoting scalp cell turnover. To help maintain a healthy rooting environment.

Cystine/Cysteine Amino Acid: Supports hair strength, repairs damage, and enhances shine and resilience.

Keratin Amino Acids: Strengthen and repair hair shafts, improving texture, elasticity, and appearance.

Keratin amino acids

Your hair is mainly composed of keratin protein, which can weaken due to environmental factors, chemicals, and heat. HAIR PHIX provides plant-derived keratin amino acids to restore your hair's structure, keeping it strong, healthy, and hydrated.

Cystine/ Cysteine

Keratin Protein consists of amino acids, with cystine/cysteine being essential for hair strength and integrity. Increased pH can damage this crucial amino acid. HAIR PHIX uses a unique blend of cystine/cysteine that penetrates the hair's cortex, repairing and rejuvenating it from within.

SHAMPOO COLLECTION

GENTLE CLEANSER:

This formula is perfect for all hair types, effectively addressing dryness and damage while ensuring an optimal pH

DEEP CLARIFYING:

Removes trace minerals, impurities, product buildup, and chlorine

- not sulphate free

CONDITIONING COLLECTION

MOISTURE MAINTAIN:

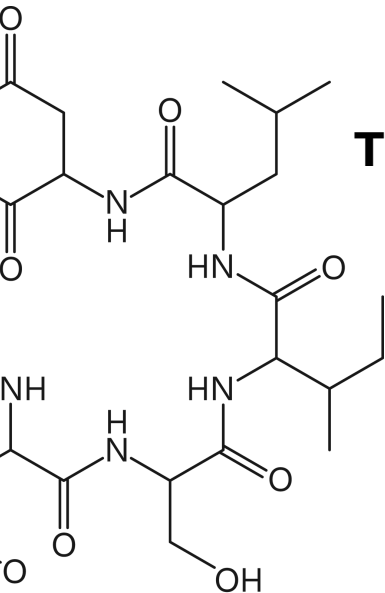
Gentle formulation to maintain healthy hair

DAILY PRIMER:

Maintain your hair and scalp at the ideal pH level of 4.5-5.5 on a daily basis.

COCONUT & AVOCADO OIL:

Formulated to retain hair moisture and restore hydration



TREATMENT COLLECTION

CLEANSING CRÈME:

Gently removes impurities without stripping natural oils

REPAIR CRÈME:

Restores and nourishes damaged hair

DEEP LEAVE IN TREATMENT:

Formulated to rejuvenate your hair, boost moisture, and control frizz

MASQUE:

A potent protein treatment is exceptional for fortifying and repairing hair bonds

STYLING COLLECTION

STYLING CRÈME: Enhance softness and texture for hair that is easy to manage and free from crunch.

TAFFY: Provides hair with a flexible texture while controlling frizzy ends.

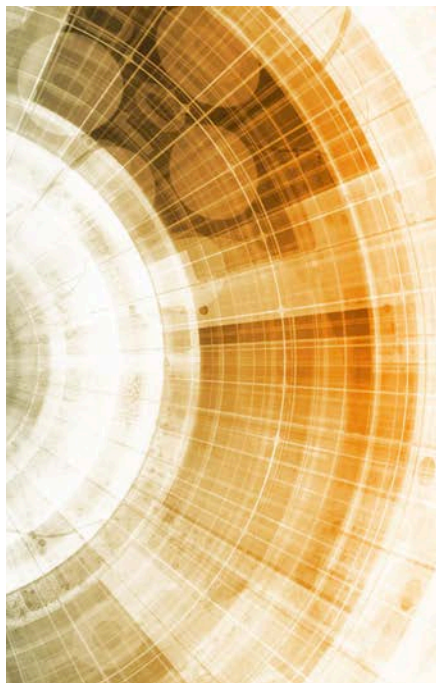
POMADE: Offers instant texture, separation, and hold.

SEA SALT SPRAY: Enhance natural volume and adds texture to all hair types.

VOLUME COLLECTION

VOLUME STYLE/GEL: Provides abundant volume without any crunch or buildup

VOLUME ENHANCE SPRAY: This alcohol-free formula delivers the same performance as traditional volumizing products, but without harmful ingredients.



FINISHING COLLECTION

SHINE SPRAY: Enhance your hair's shine, flexibility, and strength with this alcohol-free formula

THERMAL PROTECTION SPRAY: Shield your hair from severe heat damage caused by styling tools like flat irons



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