

# KeraPlant NPNF®

MULTI-CULTURAL VEGAN KERATIN



INCI: Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Corn Protein

## BENEFITS

Improves tryptophan levels & enhances protein integrity after harsh chemical treatments

Instantly seals & repairs split ends after thermal & mechanical damage

Aids in hair repair after bleaching

Smooths for easier detangling

Re-energizes hair by leaving it nourished & moisturized

## ADVANTAGES

Multi-cultural vegan keratin

Broad amino acid range for optimized damage recovery

Substantive to hair surface to help repair from damage

Proven & effective for all hair types

## FEATURES

Animal free keratin alternative

Sustainable & vegetable sourced

GMO-free, paraben & formaldehyde free

Water soluble & highly compatible with personal care ingredients

China approved

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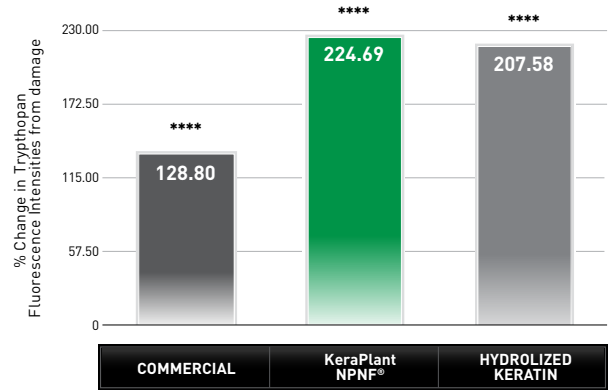
## IMPROVEMENT IN SPLIT ENDS

DAMAGED AFRICAN HAIR, 1 APPLICATION WITH 1% SOLUTION



## IMPROVEMENT IN STRUCTURAL INTEGRITY

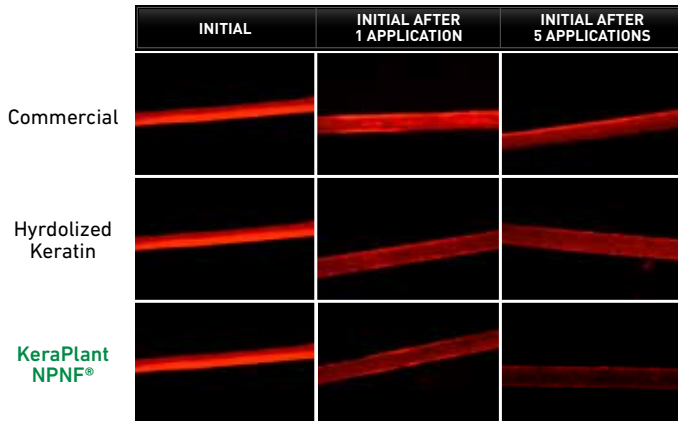
RELAXED BRAZILIAN HAIR, 5 APPLICATIONS WITH 1% TREATMENT



\*\*\*\*p < 0.0001 vs Initial

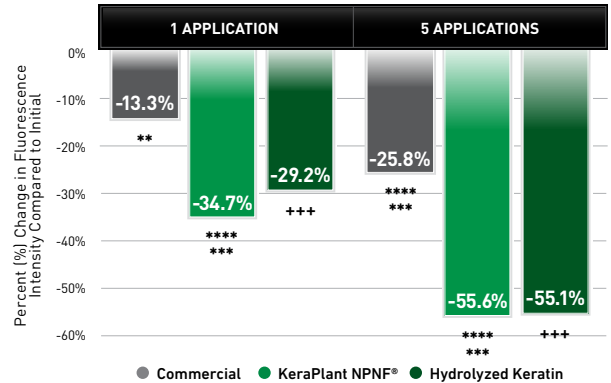
## IMPROVEMENT IN SUBSTANTIVITY

BLEACHED CAUCASION HAIR, 1% IN COMMERCIAL SHAMPOO & CONDITIONER



## REDUCTION IN HAIR SURFACE DAMAGE

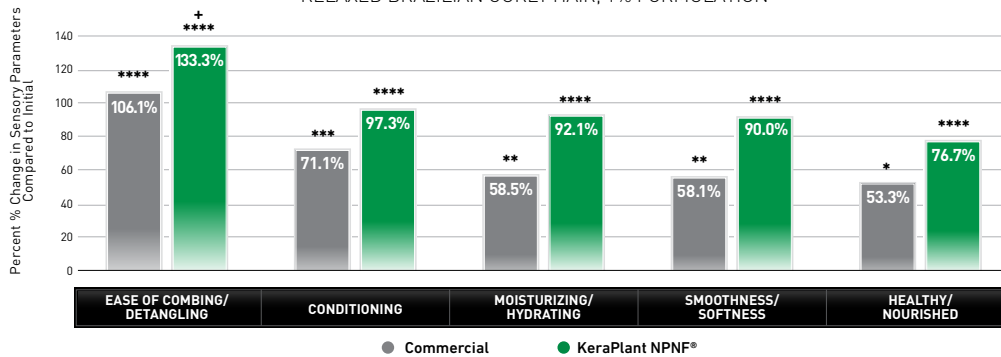
SINGLE BLEACHED CHINESE HAIR, 1% IN FORMULATION



\*\*\*\*p < 0.0001 compared to commercial, \*\*\*p < 0.0001 compared to initial, \*\*p < 0.001 compared to initial, \*\*\*p < 0.001 compared to commercial & initial, \*\*p < 0.01 compared to initial

## SENSORY EVALUATION

RELAXED BRAZILIAN CURLY HAIR, 1% FORMULATION



\*\*\*\*p < 0.0001 compared to initial, \*\*\*p < 0.0001 compared to initial, \*\*p < 0.001 compared to initial, \*p < 0.05 compared to initial, \*\*p < 0.05 compared to initial

REPAIR • RECOVER • RE-ENERGIZE

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