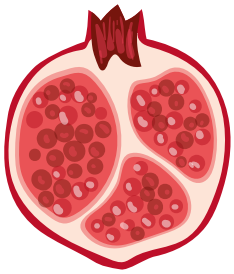


BLACKCURRANT





POMEGRANATE

VINEGHAIR

POMEGRANATE & BLACKCURRANT VINEGAR FOR STRONGER, SHINIER, EASIER-TO-COMB HAIR

HAIR

COSMOS APPROVED

PRODUCT DESCRIPTION

Vinegar, produced through the fermentation of sugar-based substances, is one of the oldest and most versatile condiments, historically recognized not only for culinary use but also for its cosmetic applications. As early as ancient Egyptian civilizations, it was used to purify the scalp, rebalance sebum production, and enhance hair shine.

Inspired by this tradition, VINEGHAIR was developed: a natural vinegar derived from pomegranate and blackcurrant, specifically formulated for hair care treatments such as shampoos and conditioners.

Obtained through an innovative enzymatic Bioliquefaction process, VINEGHAIR preserves the valuable bioactive compounds naturally present in the fruits, including organic acids, tannins, polyphenols, flavonoids, and antioxidants, maintaining their functional properties.

Its gently acidic pH helps to close the hair fiber cuticles, restoring shine, softness, and vitality. The synergistic action of pomegranate and blackcurrant provides antioxidant, regenerating, and protective effects, helping to counteract oxidative damage and environmental stressors.

As a result, VINEGHAIR leaves hair stronger, smoother, easier to comb, and visibly shinier.

BENEFITS

- **Does not alter scalp pH** (*in vivo* test)
- **Increases hair shine** (*in vivo* test)
- **Effective in hair repair** (*in vivo* test)
- **Boosts hair antioxidant defenses** (*ex vivo* test)
- **Improves hair strength and combability** (*in vivo* test)

TECHNICAL INFORMATION

INCI: Acetum, Aqua, Punica Granatum Extract, Ribes Nigrum Fruit Extract, Citric Acid, Sodium Benzoate, Potassium Sorbate.

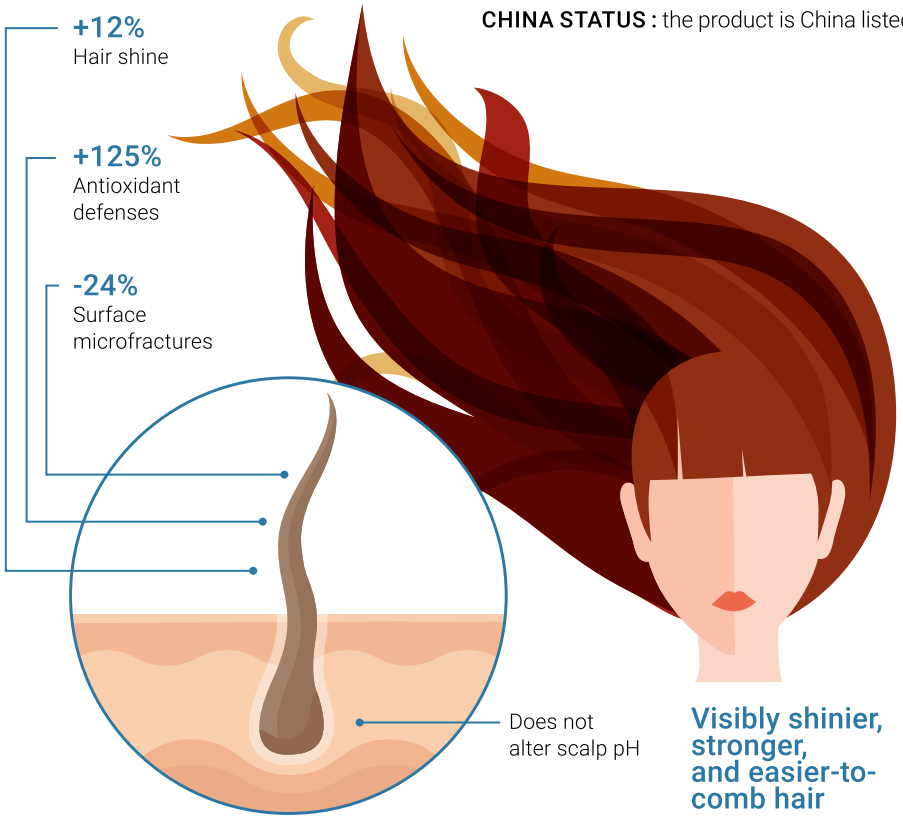
PLANT USED: blackcurrant and pomegranate.

TECHNOLOGY: Molecular Bioliquefaction Technology.

SUGGESTED CONCENTRATION OF USE: 1% w/w.

ORGANIC STATUS: COSMOS approved.

CHINA STATUS : the product is China listed.



Benefits provided by treatment with VINEGHAIR at 1% w/w after 4 weeks (2 shampoos per week)