

# HAIR PLUGINS

RECOVERS HAIR'S NATURAL LIPIDS

# ASSESSA

INNOVATION FOR A GREENER WORLD

**PLUGIN GS** is a bio-mimetic association of lipids that simulates the composition of the oil produced by the sebaceous glands, restoring the lipid balance of dry, fragile, and/or damaged hair.

**PLUGIN GS** shields hair against environmental humidity softens it, increases shine, and helps prevent split ends.

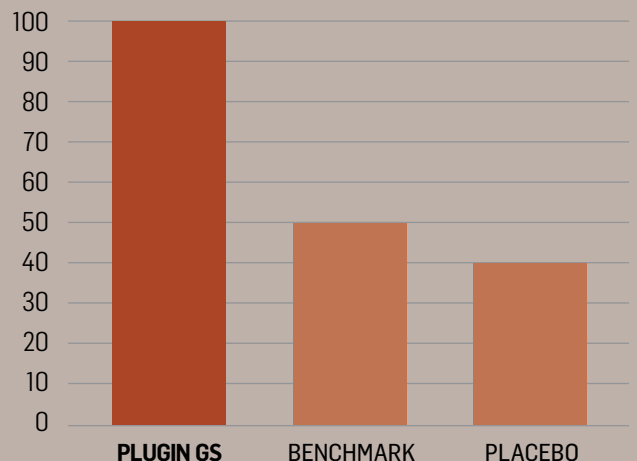


**PLUGIN GS**  
SHIELDS  
HAIR  
STRANDS  
AGAINST  
AMBIENT  
HUMIDITY

## 1 SPLIT ENDS PREVENTION

Tests have shown that **PLUGIN GS** is 2.4 times better at preventing split ends than a placebo formula.

### SPLIT ENDS PREVENTION INDEX

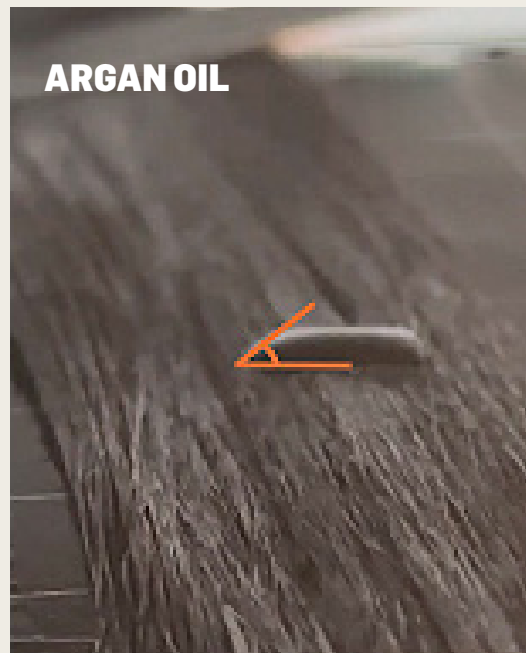
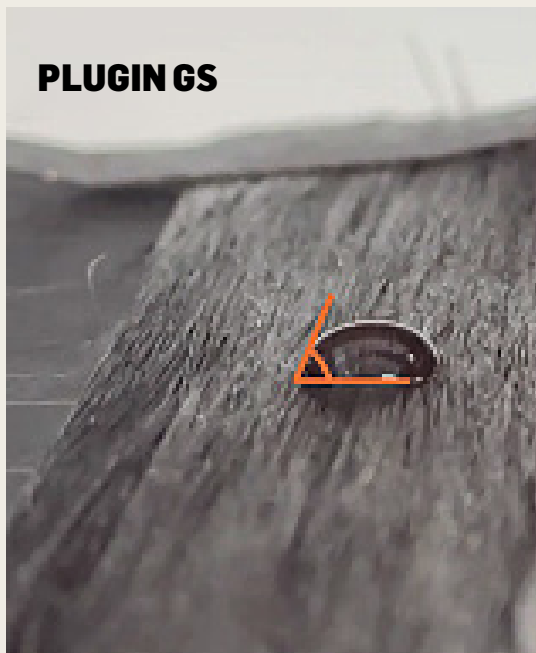


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## 2 SHIELDING AGAINST AMBIENT HUMIDITY

PLUGIN GS protects hair from environmental humidity. A benefit demonstrated through a test using contact angle analysis technology. In the test, PLUGIN

GS outperforms argan oil by preventing the rapid absorption of water droplets, indicating more hydrophobic hair and lipid replacement. Scan the QR Code to watch the video with the test on YouTube.



### PLUGIN GS RECOVERS HAIR'S NATURAL LIPIDS

#### USAGE LEVELS

PRODUCT	%
CONDITIONER	2 to 5
MASK	2 to 5
LEAVE ON	2 to 5
HAIR OIL	10

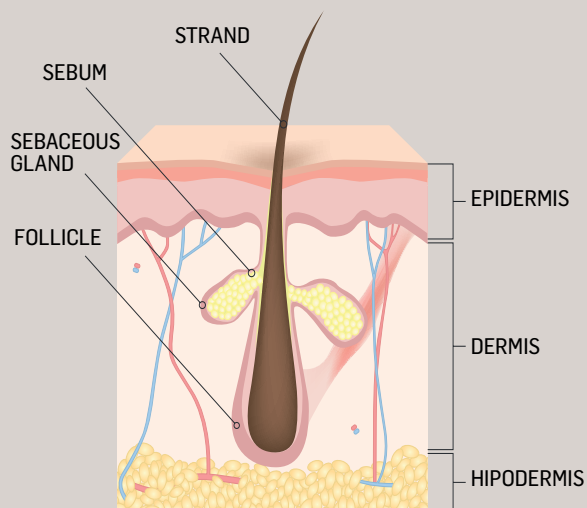
#### INCI NAMES

Salvia Hispanica (Chia) Seed Extract, Helianthus annuus (Sunflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Isopropyl Palmitate, Hydrogenated Farnesene, Tocopheryl Acetate

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## HOW IT WORKS HAIR LUBRICATION

Sebum is a lipid mixture secreted by the sebaceous glands. It comprises ceramides, triglycerides, waxes, squalene, and free fatty acids that waterproof and lubricate the hair strands, preventing them from becoming dry or brittle. Sebum has natural antimicrobial properties that protect the scalp against infections caused by bacteria and fungi. These properties help maintain a healthy environment for hair growth.



The sebum lubricates the hair, giving it a soft and flexible texture that helps prevent friction between the strands, reducing breakage and the appearance of split ends.

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