

FLORLIK ROSE

ANTIOXIDANT, MOISTURIZER, ADDS GLOSS

NATURAL
ORIGIN
99.00%

ASSESSA

INNOVATION FOR A GREENER WORLD



ROSE WATER

SOURCE OF HEALTH FROM ANCIENT PERSIA TO EUROPE

A legend from ancient Persia tells that an emperor asked for rose petals to be placed in the water fountains of the palace at the ceremony of his marriage to a princess. During the party, walking through the gardens, the couple noticed that there were drops on the surface of the fountains with rose water. They were drops of rose oil, which formed in hot sunlight.

The curious princess touched them and discovered that the drops had a delicate fragrance and gave a soft and rich sensation to the skin. That's how the benefits of rose water would have been discovered for the first time.

One of the court scientists, Avicenna, continued his studies on rose water. The Crusades made the rose water known in Europe and made it a source of health benefits for Europeans and of commerce for the Persians.

FLORLIK ROSE

FLORLIK ROSE is an active ingredient produced from fresh rose petals with an innovative process developed by ASSESSA, that transforms them into a liquid containing all the bioactive components of the flower. FLORLIK ROSE is rich in anthocyanins, polyphenols, special sugars, polyhydroxy acids, flower acids and mineral salts. It's astringency helps to close the cuticles and reduces the porosity of hair fibers. FLORLIK ROSE helps to deeply treat hair, acting from the follicle to the tip. Its natural antiseptic properties also help reduce dandruff caused by fungal infections. FLORLIK ROSE moisturizes the hair and adds gloss to it, leaving it healthy and beautiful.

A SYMBOL OF BEAUTY AND SOFTNESS

Roses belong to the Rosaceous family and the Rosa L. genus, with over 100 species and thousands of varieties, hybrids and types. Today, cultivated roses are available in an immense variety of forms, fragrances, colors and sizes. Roses are a symbol of softness, seduction, beauty and generosity.



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HEALTH

MEDICAL FUNCTIONS OF ROSE WATER

In the Middle Ages rose water was used to clean hands before meals and doctors prescribed it to prevent fainting and to protect the heart. The medicinal functions of roses are partly attributed to their abundance of phenolic compounds such as anthocyanins. Anthocyanins have a wide range of pharmacological activities, such as antioxidants, free radical scavengers, anticarcinogens, anti-inflammatories, antimutagens and antidepressants, and act to reduce capillary fragility. They can be extracted from the petals using polar solvents such as methanol, ethanol, acetone, water and mixtures thereof. In addition to anthocyanins, rose petals are rich in alpha hydroxylic acids, moisturizing mucilages and minerals.

ROSE PETALS ADDS GLOSS TO HAIR

Rose water can be a key ingredient in hair care products for its calming and nourishing properties to treat scalp, protecting the follicle and promoting hair growth.

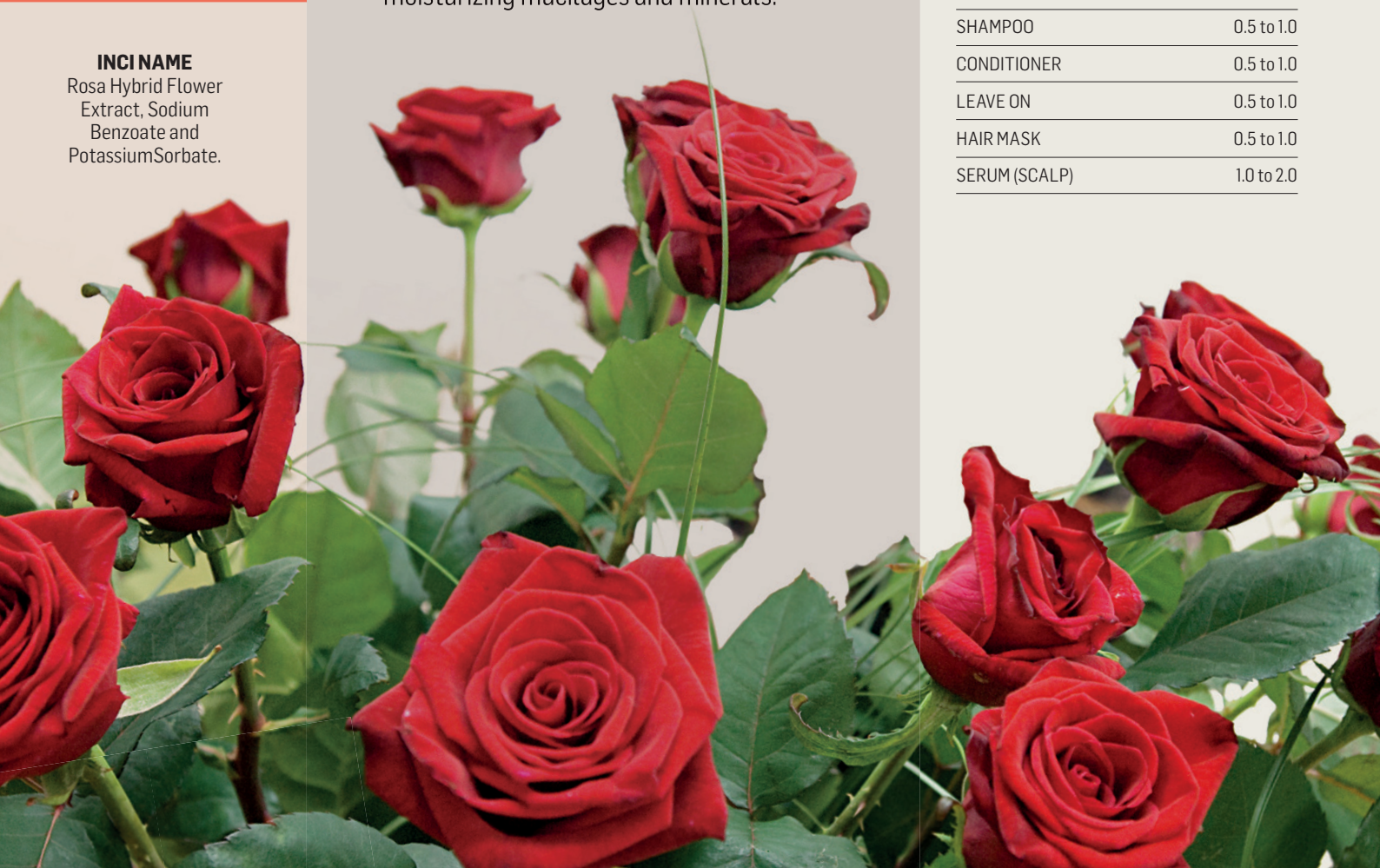
In addition to the benefits to the scalp, the astringent power of the rose petals treats and adds gloss to the hair, moisturizing and reducing double ends.

USAGE LEVELS

PRODUCT	%
SHAMPOO	0.5 to 1.0
CONDITIONER	0.5 to 1.0
LEAVE ON	0.5 to 1.0
HAIR MASK	0.5 to 1.0
SERUM (SCALP)	1.0 to 2.0

INCI NAME

Rosa Hybrid Flower Extract, Sodium Benzoate and Potassium Sorbate.



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