



# SeneGence Haircovery™ Thickening & Volumizing Shampoo with UV Color Protection

with SenePlex+™ and SenePeptide™



SeneGence Haircovery™ Thickening & Volumizing Shampoo with UV Color Protection help to revive dry, dull, and thinning hair to reveal healthy, luscious locks. Revive hair with nourishing botanicals, vitamins, and lightweight moisture that recover dry strands to help enhance thickness and volume for beautiful, healthy hair.

## The Science Behind the Product

The formula infuses botanicals, vitamins, and peptides to infuse deep moisture into hair strands while cleansing; it does not strip or dry out hair like traditional shampoos.

One of the key volumizing ingredients, Capixyl™, which is comprised of a combination of ingredients, including red clover flower extract, improves the hair growth cycle by stimulating the hair follicle regeneration process to activate hair growth, and reduces the hair follicle miniaturization process to limit hair loss. Capixyl acts simultaneously on the main disturbances of hair metabolism to help enhance hair density and reveal thicker, healthier hair.

In addition, the vitamin Panthenol (Vitamin B) provides nourishment and moisture to promote a healthy scalp, nourishing hair from root to tip. Hydrolyzed Rice Protein helps fortify hair to prevent damage and aids to improve hair volume and manageability for shiny, moisturized hair with bounce.

Hydrolyzed Jojoba Ester provides UV ray protection, which helps improve color retention of dyed hair. To evaluate its effectiveness, wool swatches were dyed with commercial red or brown permanent hair dyes. As a result, wool swatches dyed with commercial red or brown permanent hair dyes retained up to 19% more color when treated with Hydrolyzed Jojoba Esters, compared to wool swatches left untreated.

Also formulated with proprietary SenePeptide, this shampoo helps to enhance hair density due to the power of isolated active peptides that cause increased keratin production. Proprietary SenePlex+ Complex increases follicular activity, which aids in improving hair strength.

HairCoveary Shampoo is:

- Gluten-free
- Animal by-product-free
- Paraben-free
- Phthalate-free
- Sulfate-free

## Key Ingredients and Benefits

SeneGence HairCoveary Thickening & Volumizing Shampoo is made of a combination of ingredients. Here are a few key components:

**SenePlex Complex+**: Kinetic enzyme that helps increase cellular renewal. In haircare, this increases follicular activity.

**SenePeptides**: helps stimulate hair growth.

**Capixyl™ (Butylene Glycol (and) Water (and) Dextran (and) Acetyl Tetrapeptide-3 (and) Trifolium Pratense (Clover) Flower Extract)**: Synergistic combination of biomimetic peptide with red clover flower extract rich in Biochanin A, which aids in stimulating the hair follicle regeneration process and reducing the hair follicle miniaturization process to provide fuller, thicker and healthier hair.

**Panthenol**: Vitamin B complex is essential for formation of new healthy tissue. In haircare, this adds moisture and improves hydration to promote a healthy scalp and make hair appear shiny and silky.

**Hydrolyzed Rice Protein**: A grain protein that has both skincare and haircare benefits. In haircare, it helps to fortify hair to prevent damage and improves volume.

**Orchis Morio (Orchid) Flower Extract**: This powerful anti-oxidant provides free radical protection and maximum moisturization. The orchid extract is very effective as a sunscreen.

**Jojoba Esters**: Jojoba Esters, made from 100% Pure Natural Jojoba are odorless and biodegradable cosmetic ingredients. Jojoba provides protection from the environment and adds moisture control. In haircare, this helps increase hair volume to its fullest while also providing UV color protection.

**Phenoxyethanol**: An oily liquid used as a bactericide and topical antiseptic.

**Butylene Glycol**: A humectant that retains scent and preserves against spoilage.

## Directions for Use

Massage into wet hair & scalp. Rinse thoroughly. Follow with SeneGence HairCoveary Conditioner for optimal results.

## **FAQs**

**Q:** Can you describe the texture/color of the shampoo?

**A:** The color is a creamy pearlized white.

**Q:** Can you describe the smell of the shampoo?

**A:** The scent is a pleasant, light floral-fruit.

**Q:** Who should use SeneGence HairCover<sup>TM</sup> Thickening & Volumizing Shampoo?

**A:** SeneGence HairCover<sup>TM</sup> Thickening & Volumizing Shampoo is great for those that may have thin, brittle or dull hair, and desire enhanced hair thickness and volume. It works to increase moisture and shine while also repairing and protecting hair. It is suitable for all hair types and safe for color treated hair.

**Q:** What else is unique about this shampoo?

**A:** The formula includes powerful ingredients that are specifically used to help your hair become healthier, thicker, shinier and more volumized, including Capixyl (a combination of ingredients that helps provide fuller, thicker and healthier hair) SenePlex+ Complex to enhance hair health, SenePeptide to help enhance hair thickness and strength, and Vitamin B for hair conditioning.