



# SeneGence Haircovery™ Moisturizing & Shine Enhancing Conditioner with UV Color Protection

with SenePlex+™ and SenePeptide™



SeneGence Haircovery™ Moisturizing & Shine Enhancing Conditioner with UV Color Protection is formulated to protect and revitalize hair while also helping to improve hair texture, moisture, and shine. Powerful conditioning ingredients work to restore hair's softness and radiance. This rich formula rescues dry and brittle hair without weighing it down to reveal healthy and luscious locks.

## The Science Behind the Product

SeneGence Haircovery Conditioner is formulated with botanicals, peptides and vitamins to infuse deep moisture and shine into hair strands.

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.

Also formulated with Chromaveil™, comprised of Quaternium-95 (and) Propanediol, this conditioner helps to protect against UV rays and protect hair color from fading due to sun exposure. It is known that UV irradiation causes hair color fading, however, after 15 days of UV exposure, medium auburn dyed tresses treated with 1.5% active Chromaveil experienced a smaller total change in color, providing better color retention than the conditioner with no UV absorbers.

Hydrolyzed Rice Protein nourishes hair from root to tip helping to fortify hair to prevent damage and improve volume. Conditioning, moisturizing and shine enhancing ingredients like Aloe Vera and Glycerin, also promote glossy, softer hair. Formulated with proprietary SenePeptide, this conditioner helps to enhance hair density due to the power of isolated peptides that causes increased keratin production. Proprietary SenePlex+ Complex increases follicular activity, which aids to improve hair strength.

Haircovery Conditioner is:

- Gluten-free
- Animal by-product-free
- Paraben-free

- Phthalate-free
- Sulfate-free

## Key Ingredients and Benefits

SeneGence HairCoverly Moisturizing & Shine Enhancing Conditioner is made of a combination of ingredients. Here are a few key components:

**SenePlex Complex+** : Kinetic enzyme that helps increase cellular renewal. In hair, 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.

**Chromaveil™ (Quaternium-95 (and) Propanediol):** helps to protect against UV rays and protect hair color from fading due to sun exposure.

**Aloe Barbados Leaf Juice (Aloe Vera):** Most known for moisturizing and soothing. Studies indicate that Aloe Vera gel has the ability to enhance and accelerate cellular growth.

**Glycerin:** A humectant that provides and retains moisture in hair.

**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:** A plant native to the South Pacific, which has long been a source of excellence for the preparation of emollient products. 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

Following cleansing with SeneGence HairCoverly Shampoo, massage Conditioner into wet hair from root to tip and leave in for 3 minutes before rinsing thoroughly.

## **FAQs**

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

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

**Q:** Can you describe the smell of SeneGence HairCover<sup>TM</sup> Moisturizing & Shine Enhancing Conditioner?

**A:** The scent complements the Shampoo, and is a pleasant, light floral-fruit.

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

**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, Aloe Vera extract for moisturization and Chromaveil for UV color protection.