

Kerascap™

Healthy hair presumes a healthy scalp. With everyday lives becoming more and more hectic, people are longing for more simplicity. Health awareness is increasing, and everyone is paying more attention to their well-being. We know that a healthy scalp promotes the growth of strong and healthy hair.

The Kerascap complex helps combat the ageing of the scalp before any signs of ageing appear.

The Kerascap complex contains Indian gooseberry extract, used in the cosmetics industry as a moisturising agent for the skin and hair. In ayurvedic medicine, **Indian gooseberry, or amla**, is also known as a plant that rejuvenates the hair and the scalp.

Kerascap™

- prevents the hair follicles from weakening and miniaturization.
- gives the hair a shine
- balances the scalp and stimulates blood circulation.
- leaves the hair feeling invigorated
- strengthens weakened hair

As we grow older, our hair follicles miniaturize leading to the visible effect of hair ageing. The hair gets thinner, loses its volume, breaks more easily and grows slower. Kerascap contains a large amount of amla, or Indian gooseberry, extract, which helps prevent hair follicles from miniaturizing by increasing the production of collagen..

Amla is a Hindi word for the tree (*Emblica officinalis* or *Phyllanthus embolica*) that grows all over India and bears tart fruit that looks like gooseberries. Amla has been used in ayurvedic medicine and other Asian medical practices for thousands of years.

Amla is highly appreciated as a rasayana, meaning it is rejuvenating. More specifically, it promotes youth, health and well-being in general.

This wonderful berry, with incredible healing properties, has played a key role in the long, thick and beautiful hair of Indian women. It has been used as an efficient anti-ageing ingredient in natural hair products.

Amla contains lots of antioxidants, such as emblicanin, phyllantin, quercetin, gallic acid and ellagic acid. Amla also contains a high concentration of minerals, amino acids and powerful immune-boosting components.

The vitamins, minerals and phytonutrients contained in amla contribute to a healthy scalp, strengthening the hair follicles and stimulating the growth of new and healthy hair.

With its innovative action, the Kerascap™ complex combines wisdom and science, as the active ingredient obtained from the fruits of the amla (*Phyllanthus embolica*) helps to prevent the shrinking of the hair follicles.

The Kerascap™ complex is part of the ingredients of the following **S+ Haircare** line products: **Anti Dandruff Shampoo, Anti Dandruff Treatment** and **Gentle Gentleman Shampoo**.

