

# Keratrix™

A paraben-free complex of peptides and amino acids to repair weak and damaged hair.

Keratrix™ is a paraben-free complex of peptides and amino acids that restores weakened and damaged hair fibres by boosting the innermost layer of the hair – the cortex – with natural nutrients. It strengthens the hair and protects it from becoming brittle. The hair is more resilient and elastic, stronger, and protected from mechanical, chemical and heat damage.

The Keratrix complex releases its active ingredients gradually due to the exclusive Matrix technology which forms a protective layer of active ingredients and moisturising particles on the hair. It helps the product stay on the hair and gives the active ingredients more time to be absorbed. The ingredients will stay on the hair after rinsing but shampooing will prevent an excessive accumulation of the active ingredients on the hair or the scalp. The Matrix technology also helps the hairstyle hold longer.

**Keratrix contains biofunctional peptides and amino acids derived from hydrolysed carob (*Ceratonia siliqua*) seeds.**

Carob is a strong and high evergreen tree that grows in the southern Mediterranean region and the Middle East. Its hard large pods are separated by sugary partitions inside. The sweet-tasting fruit has traditionally been used as animal feed. Due to the uniform weight of the seeds, carob became a unit of measurement, later called carat, in the jewellery industry.

The hydrolysis of carob results in three amino acids which account for more than 47% of the proteins: glutamic acid, arginine and aspartic acid. Essential amino acids form up to 48% and sulphur amino acids (such as methionine and cystine) account for up to 3%.

The Keratrix complex forms a protective layer around the cuticle of the hair and promotes the restoration of the hair fibre. This layer protects the hair from harmful external factors and increases its elasticity.

In addition, Keratrix neutralises static electricity, with the positive charges creating bridges with the negatively charged keratin amino acids, helping stabilise peptide chains and thus making hair easier to handle.

Tests on the effect of Keratrix have confirmed that:

- the cuticle of the hair becomes visibly smoother and the hair becomes more elastic and softer.
- Keratrix restores damaged (bleached) hair, and improves its resistance to breakage and, surprisingly, damaged hair showed better results when treated with Keratrix than healthy unprocessed hair.

Keratrix™ covers the cuticle of the hair with a protective layer that protects the hair from harmful external factors, improves the condition of the hair, helps restore the nutrient balance after processing, and improves the resistance to breakage. Keratrix offers complete protection for both healthy and damaged hair in its entire length.

**The Keratrix™ complex is part of the ingredients of the following S+ Haircare line products: Longer Hair Shampoo, Longer Hair Treatment and All In Hydrating Conditioner.**

