

# Soy Complex™



Strengthens and softens the hair and makes it shine. Contains high concentrations of proteins, which are progressively released in the hair thanks to the exclusive 3D Matrix technology.

The Matrix technology forms a protective layer of active ingredients and moisturising particles on the hair to help the product stay on the hair. Also the active ingredients work longer and improve the even distribution of the ingredients.

The active ingredients will remain in the hair after rinsing, but shampooing will help prevent an excessive build-up of the ingredients in the hair or on the scalp.

**The paraben-free composition of the soy complex contains hydrolysed soy protein and Peruvian carob, or tara (*Caesalpinia spinosa*), extract.**

Healthy hair is naturally strong and elastic due to the healthy and intact structure of its keratin. As the hair grows old, it becomes more brittle. Proteins protect the hair from external factors and static electricity, repair and restore the hair and reduce the risk of breakage.

Small molecular weight proteins have the ability to penetrate the outermost layer, the cuticle, of the hair and get into the innermost layer, the cortex, to restore, strengthen and protect the hair from the inside.

High molecular weight proteins form a protective and softening layer on the outermost layer of the hair. Sunshine, low temperatures, and chemical treatment of the hair by bleaching and permanent waves, damage both the outer and inner hair structures. This will make the hair look frizzy, limp and difficult to handle.

**With its protein-rich composition, the Soy complex™ protects your hair from external factors, making it soft and shiny and restoring the hair structure from within.**

**Why soy?** Most vegetable proteins are considered to be "incomplete" as the content of one or several essential of the amino acids in them is relatively low, insufficient for human needs. Beans are often low in lysine content and have low levels of sulphur-containing amino acids, methionine, and cysteine, which are very important for the hair.

However, in soy, the sulphur-containing amino acid content is higher than in other legumes, so soy protein is a great component when it comes to hair care.

Soy biopeptides are obtained by carefully breaking down the soy proteins. It has been proven that soy proteins provide a higher level of protection against fading hair colour and hair loss than other vegetable proteins.

**Carob, or tara**, grows in Peru in the Andes at a height of 1,000–3,100 metres. Its flat pods contain 4–7 seeds which have powerful moisturising properties due to their high capacity to attract and retain water.

Soy Complex™

- increases the strength and durability of hair fibres,
- reduces hair breakage,
- makes the hair more elastic and easier to handle,
- makes the hair soft and shiny,
- makes the hair easier to comb.

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

