

# PRODUCT KNOWLEDGE

PRETTYGANG products are SULFATE FREE, PARABEN FREE, SALT FREE, AND COLOR SAFE but what does this actually mean to you you as the consumer...

**WHAT IS SULFATE** – Sulfate is what makes the shampoo sudsy. Sulfate is a term for a type of detergent, emulsifier, and foaming agent that attack both oil and water.

SULFATE FREE will maintain the natural oils on the hair and scalp, which ultimately leaves your hair with the most moisture.

If you have sensitive skin like psoriasis, eczema, or dandruff, using SULFATE FREE products can reduce irritation.

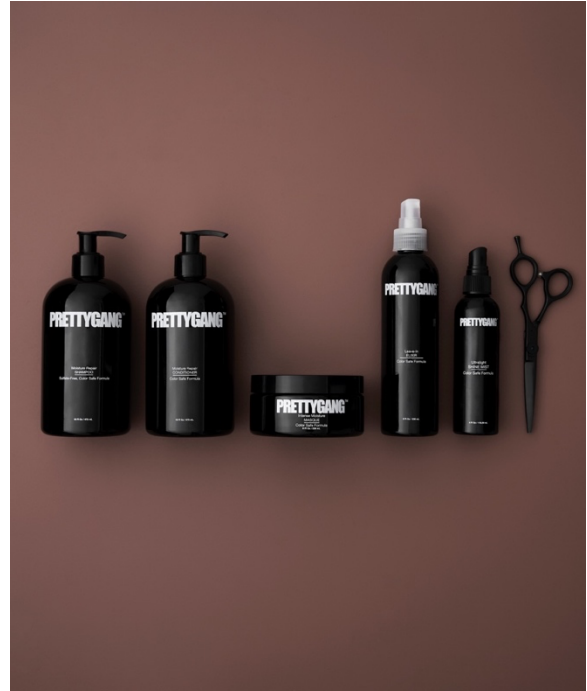
The downside about having sulfate in your shampoo is that it can strip natural oils from the scalp and hair, which can make your hair dry and brittle. If you have a sensitive scalp, sulfate can cause irritation like redness, dryness, and itchiness. If you have color treated hair, they can potentially strip out the color. That is where the bad reputation comes in.

**WHAT ARE PARABENS** – Parabens are the most widely used preservatives in personal care and cosmetic products. Parabens are esters (a compound formed from acid and alcohol). Companies use Parabens to extend the shelf life of products and prevent growth of bacteria and fungi.

Parabens are believed to disrupt hormone function by mimicking estrogen. Too much estrogen can trigger and increase breast cell division and growth of tumors, which is why Parabens have been linked to breast cancer and reproductive issues.

Parabens are also extremely high in molecular weight to prevent evaporation and subsequent water loss from the hair, which can lead to dry and frizzy hair. They can also cause allergic reactions and some skin conditions such as dry scalp, psoriasis, and eczema.

**WHAT IS SALT/SODIUM** – Many products on the market contain SALT. SALT is used to remove oil from the hair. Consuming too much will cause buildup of sodium and the hair follicles. This affects circulation of blood flow from getting to the hair follicles and prevent it from getting enough nutrients. Eventually, this will cause the hair to become dull, unhealthy, and can even cause hair loss with potential dry and itchy scalp.



# MOISTURE SHAMPOO

SULFATE FREE, PARABEN FREE, SALT FREE (SAFE FOR KERATIN TREATMENTS), COLOR SAFE, and ALOE JUICE

Aloe is a gentle, organic ingredient, it also eliminates irritation and residue. “The plant of immortality” AKA Aloe Vera has a similar PH level to your natural hairs PH level. It also has high water content and is filled with vitamins and minerals which leaves the hair feeling moisturized. Ultimately Aloe is rich in enzymes, Aloe soothes the scalp and conditions the hair leaving it smooth and shiny.

## **ARGAN & MORINGA**

Rich in omega 3 fatty acids, these oils help recover the natural lipid barrier on the hair which protects from excess drying caused by heating tools and chemical treatments.

ARGAN OIL - A beauty secret that people use to soften and hydrate the hair. With its high content of antioxidants, essential fatty acids, and vitamin E, the benefits of ARGAN OIL naturally help increase hairs elasticity and consistently restore shine to dull, lifeless hair.

MORINGA - A natural element that helps stimulate hair growth. Its high vitamin A content promotes hair growth. The Vitamin E and Vitamin C found in MORINGA can help with those suffering from hair loss.

## **PRO VITAMIN B5 (PANTHENOL)**

One of the essential vitamins for hair. Panthenol is not only a humectant (reduces loss of moisture), but is also a useful moisturizer and emollient. It spreads evenly on the surface of hair strands, forming a smooth film on the surface of the cuticle. This film produces reflection of light from the surface of the hair, which imparts significant gloss and shine. The smooth film also provides excellent slip between adjacent strands of hair and detangling properties. Panthenol is capable of penetrating the cuticle and entering the hair shaft as well, where it aids in moisture retention and provides volume.



# MOISTURE CONDITIONER

PARABEN FREE and COLOR SAFE

**SHEA BUTTER** - SHEA BUTTER is used to restore damaged hair due to it being rich in Vitamin A and Vitamin E which can be applied to the hair and split ends to repair damage. This makes for stronger, moisturized, soft and shiny hair.

SHEA BUTTER promotes healthy hair growth by reducing inflammation in the hair follicle providing a better environment for healthy hair growth. In this process it reduces breakage and split ends. Overall, it soothes the scalp and provides moisture to damaged hair.

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Rich in omega 3 fatty acids, these oils help recover the natural lipid barrier on hair which protects from excess drying caused by heating tools and chemical treatments.

**HYDROLYZED VEGETABLE PROTEIN (KRAVIS)** - This is such an important added ingredient because KRAVIS PROTEIN is able to penetrate to the cortex because of its hydrolysis state, building strength from within while coating and conditioning the hair to protect the surface. In conclusion, the hydrophilic groups work from within the fiber to bind water molecules, providing deep moisturization to reduce hair fiber brittleness and mend the formation of split ends.

## FIVE KEY BENEFITS OF KRAVIS PROTEIN INCLUDES:

- Increases the strength of virgin and damaged hair
- Able to triple the strength of damaged hair compared to a control conditioner
- Demonstrates strengthening and anti-breakage properties when compared to D-Panthenol
- Strengthens hair to resist combing damage
- Continues to strengthen hair even in extreme humidity



## **Pro Vitamin B5 (PANTHENOL)**

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**KERATIN AMINOACIDS** - KERATIN AMINO ACIDS are extracted from the keratin itself. Amino acids are essential for hair growth, and length retention. Hair keratin contains sixteen of the various amino acids. In addition to this, amino acids aid the creation of red blood cells in the body. This creation of red blood cells helps the delivery of oxygen and nutrients to hair follicles in the scalp, which improves hair health and stimulates healthy hair growth.

Digging deeper, the basic structure of the keratin within the hair is made up of amino acids joined together by chemical bonds also known as peptide bonds. Therefore, they are a key element to the strength of the hair fiber.

## **VITAMIN E AND VITAMIN A**

Vitamin E and Vitamin A helps support a healthy scalp and hair as it has natural antioxidant effects that assist with maintaining hair growth. These vitamins and antioxidant properties could help reduce the amount of oxidative stress and free radicals that cause the hair follicle to break down.

**VITAMIN E** - Antioxidant properties repair damaged hair follicles, prevent tissue corrosion, and help build tissue. This keeps follicles healthy and promotes healthy hair growth. Vitamin E promotes blood circulation and acts as a deep moisturizer for your hair preventing breakage and brittle hair. It can stimulate capillary growth in your scalp, with in turn supports hair growth. Vitamin E boosts the hair elasticity and shine.

**VITAMIN A** - All cells need Vitamin A for growth, including hair, the fastest growing tissue in the human body. Vitamin A also helps skin glands make an oily substance called SEBUM. SEBUM moisturizes the scalp and helps keep the hair healthy.

# MOISTURE MASQUE

PARABEN FREE and COLOR SAFE

**BOND REBUILDING COMPLEX** - It has a unique multifaceted mode of action which penetrates deep into the cortex to create new hydrogen and ionic bonds which support the damaged internal keratin structure and strengthen and provide manageability back to the hair.

Unique, new to the world, innovative patented ingredient which strengthens internal hair structure up to 3X that of untreated hair.

Works by creating additional hydrogen and ionic bonds within the hair keratin structure. New multifunctional mechanism of action, optimized to interact at the molecular level.

Penetrates deep into the hair fiber to the cortex and restores hair fiber strength back to levels of virgin hair.



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## FIVE KEY BENEFITS OF KRAVIS PROTEIN INCLUDES:

- Increases the strength of virgin and damaged hair
- Able to triple the strength of damaged hair compared to a control conditioner
- Demonstrates strengthening and anti-breakage properties when compared to D-Panthenol
- Strengthens hair to resist combing damage
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# LEAVE-IN CONDITIONER

VEGAN, GLUTEN FREE, and PARABEN FREE

This Leave-In Conditioner is rich in Keratin and Collagen, part of the structure of the hair ideally to reconstruct damage and dry hair. It detangles, protects hair from pollution and protects hair from color fading. It adds shine and moisture to the hair.



# BLOWOUT BALM

GLUTEN FREE and PARABEN FREE

Blowout Balm contains a blend of Argan and Coconut Oil with heat protectant, ideally to blow dry hair and impart shine and condition. Also contains a soluble keratin (a protein that your hair naturally has and needs) that penetrates hair shaft for a deep conditioning.

For all hair types.

- Adds high PH replenishers
- Infuses keratin protein into the hair
- Repairs and revitalizes hair during blow drying and ironing
- Closes the cuticle to entrap nourishment
- Leaves hair silky and smooth



# SILK SERUM

Vegan, Gluten Free, and Paraben Free

Contains a blend of tropical oils:

**MARACUJA** - a rich, luxurious oil that helps replenish and seal in moisture and reduce the risk of split ends. It strengthens your hair to prevent it from splitting and breaking. The high antioxidant content in MARACUJA protects against hair loss, and moisturizing properties of this oil are effective for conditioning hair to enhance smoothness and volume,

**BURITI** - A natural wonder from Brazil rich in vitamins. BURITI oil prevents excess sebum secretion, regulates work of sebaceous glands, prevents greasy scalp and dandruff. It helps tame the hair, makes combing and styling easier.

**ARGAN and MORINGA** - Rich on unsaturated fatty acids that replenish dry hair. Ideally for thick and dry hair types.



# ULTRA-LIGHT SHINE MIST

Vegan and Paraben Free

Dual heat protector and shine mist, giving your hair a luxury look and feel. Contains Argan Oil rich in antioxidants including Vitamin E to repair damaged hair. Increases shine and protects hair from heating tools and humidity. Great to use on Oily or fine hair.

Helps resist heat up to 450°F while providing illuminating shine.

