LINECURE

HI-PROFESSIONAL




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METAL ZERØ

DETOX SHAMPOO

## Definition

METAL ZERO DETOX shampoo is a vegan, sulphate-free shampoo. Formulated with natural origin ingredients and Active Detox, an antioxidant ingredient specifically chosen to capture and eliminate heavy metals and impurities that adhere to the hair fibre due to hard water and the various external factors to which hair is exposed on a daily basis.

Its formula helps protect hair and prevent color degradation, whether natural or dyed. Other active ingredients help to soothe itching and balance the scalp, while deeply cleansing the hair fibre and improving hair moisture and elasticity, leaving it soft and shiny.

## Benefits of use and visible results

- Helps capture and remove heavy metals and residues from the hair.
- Helps protect color and prevent fading.
- Provides antioxidant action against external agents.
- Helps soothe and balance the scalp.
- Helps improve hair moisture and elasticity.
- Helps improve the shine and softness of the hair fibre.
- Sulfate-free formula, suitable for frequent use.

## Active ingredients and components

**ACTIVE DETOX:** Biodegradable chelating agent. It is an antioxidant ingredient that helps capture and eliminate heavy metals, such as copper (Cu) and iron (Fe), which are deposited in the hair fibre due to hard water and external factors, such as pollution. This helps prevent degradation and protect the natural and/or dyed colour of the hair.

**CALENDULA EXTRACT:** A natural ingredient obtained from Calendula officinalis flowers, with soothing, moisturizing and repairing properties, as it helps to relieve sensitive or irritated scalps, softens and adds shine to the hair, strengthens it and helps to keep it healthy, flexible and pleasantly comfortable.

**PINEAPPLE EXTRACT:** It has benefits such as scalp care, strengthening and shine, frizz reduction and hair fibre hydration. It helps combat hair loss and dandruff, stimulating growth with vitamins and enzymes that nourish the follicle and seal the cuticle for healthier, shinier and more elastic hair.

## Method of application

Apply the product to wet hair and massage into a lather, then rinse thoroughly with water.

## Presentation and formats

- Bottle of 300ml → Code 4817
- Bottle of 1L → Code 4803
  - Box of 12 units

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