



Active Hair Care

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NÆOLYS

NATURE EXPANDED

Active Hair Care



2 0 2 3

Active

Hair Care

The easy way
to take care
of your second skin

Hair: an aspect of our bodies that makes us unique

The legend of Samson tells us that strength can be hidden and does not necessarily come from our muscles. Hair is considered to be a symbol of masculinity and virility. Our hair is a very important aspect of our appearance, and changes significantly as we get older. It is part of what makes us unique. Sometimes, we remember a person for their hair, because it is so wonderful or striking. Losing your hair can be very challenging, especially for men.

Our hair can be affected by numerous factors, with internal changes due to hormones, stress, ageing, and short-term changes due to the environment.

The scalp: our other skin

Because how we take care of our scalp directly affects our hair, the scalp has become another area of skin that requires just as much care as the skin on our face and our body, and unlike the hair, the scalp is a living part of the body. This is why it is important to go beyond simply washing our hair, we have to try and give the hair and scalp the essential care they deserve, especially the scalp, as hair health is dependent on scalp health. The scalp, like the skin, is damaged by general environmental factors, like pollution and oxidation, and also by stress and hair styling.

Optimal care means protecting, repairing, balancing, and moisturizing the hair and scalp. Let's create those *hair bulb* care products, we need them! They will help us to maintain our original unique, beautiful hair.

Taking care of our unique hair

Back to basics with this range of four products designed by Naolys, for all types of hair, to take care of the hair and scalp. They can be combined or even mixed depending on the hair type for a stronger effect or a different texture to suit a specific hair care routine.

Natural formulae,
with mostly ecofriendly packaging

Universal active hair care

Daily use for minimal yet effective hair treatment
Pick and play for great hair

*To clean, protect, balance
and maintain shine every day*

*To strengthen and repair
when needed*

Purple Purity

Balancing shampoo
with **Healthy Shine** Lilac

Violet Vehemence

Energizing and repairing serum
with **Healthy Shine** Lilac
and **Balancing Energy** Citrus & Vitis flower

Lilac Lavishness

Protecting and balancing hair oil
with **Healthy Shine** Lilac
and **OxyRelax** Cherry tree

Mauve Demonstration

Balancing and repairing hair mask
with **Healthy Shine** Lilac
and **Purify** Lavender

HAIR AND SCALP

Purple Purity

Balancing shampoo with
Healthy Shine Lilac

To clean and balance gently

Purple Purity

Product

Balancing shampoo

A very light shampoo that can be used every day thanks to a gentle formula that won't irritate the scalp, but will help to maintain the scalp barrier. Gently cleans the scalp and hair. Leave on for a few minutes while massaging your scalp before rinsing to help keep hair looking healthy and shiny.

For all hair types



Ingredients of natural origin: 99%

Fluid texture, but with a dense foam, made with natural surfactants. The velvet colour helps to maintain the hair's natural vibrant colour.



Formula

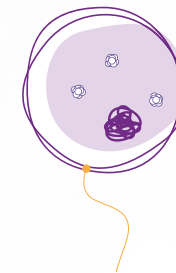
INCI	%
-	-
PHASE A	
Aqua	73.2
PHASE B	
CI60730 / Ext violet / murasaki401 (violet 401) ...	0.00053
Aqua	0.99947
PHASE C	
Glycerin	10
PHASE D	
Capryl / Capramidopropyl Betain	1
PHASE E	
Coco glucoside	3
PHASE F	
Disodium cocoyl Glutamate	1
PHASE G	
Caprylyl / capryl Glucoside / water / caprylyl	1.5
Alcohol / decyl Alcohol / glucose	
PHASE H	
Fragrance	0.2
PHASE I	
Syringa vulgaris (Lilac) leaf cell extract / glycerin	0.5
PHASE J	
Aqua	7.2
Citric acid	1.4

Made with active plant cells

Healthy Shine Lilac

Makes hair balanced and shine by:

- Improving metabolism
- Soothing
- Decreasing oxidation



SYRINGA VULGARIS CELL

INCI name of cells:
Syringa vulgaris (Lilac)
leaf cell extract

HAIR

Lilac Lavishness

Protecting and balancing hair oil with

Healthy Shine Lilac
OxyRelax Cherry tree

To protect, soothe and make shinier

Lilac

Lavishness

Product

Protecting and balancing hair oil

A dry, repairing hair oil made from a combination of different oils (strawberry, plum and camelina seed). To lighten and protect hair at the same time.

For all hair types, especially dry and damaged hair



Ingredients of natural origin: 99%

Smooth, silky texture, very pleasant to apply, making it hard to resist using every day. The velvet colour helps maintain the hair's natural, vibrant colour.

Formula

INCI	%
-	-
PHASE A	
Coco-caprylate / caprate	65.3
C15-19 Alkane	20
Dicaprylic carbonate / tocopherol	8
Rubus idaeus seed oil	2
Prunus domestica seed oil	1
Camelina sativa seed oil	1
Tocopherol	0.5
PHASE B	
Helianthus annus seed oil	0.9999
CI60725 / violet 2 / murasaki201 (violet 201)	0.0001
PHASE C	
Syringa vulgaris (Lilac) leaf cell extract	1
prunus cerasus (Bitter cherry) leaf cell extract / helianthus annus seed oil	
PHASE D	
Fragrance	0.2

Made with active plant cells

Healthy Shine Lilac

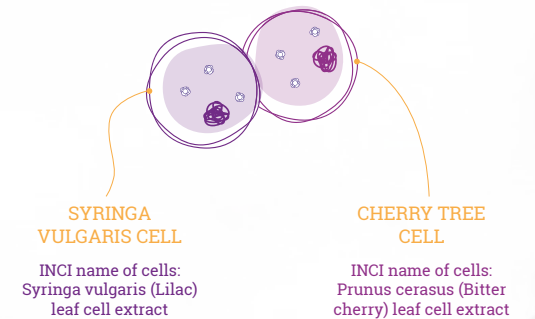
Makes hair balanced and shine by:

- Improving metabolism
- Soothing
- Decreasing oxidation

OxyRelax Cherry tree

Protects and relaxes scalp by:

- Decreasing cellular oxidation
- Decreasing cellular stress



SCALP

Violet Vehemence

Energizing and repairing serum with

Healthy Shine Lilac

Balancing Energy Citrus & Vitis flower

To strengthen and repair

Violet Vehemence

Product

Energizing, repairing serum

A hair serum for fast, easy use after washing your hair, leave on the scalp for optimal effect. Use as needed, for the time needed, as a hair treatment to energize, protect and repair. To be added to your hair routine.

For all hair types, especially damaged and ageing hair



Ingredients of natural origin: 99%

Gel-cream texture made with biodegradable emollients for a light, non-oily texture. The velvet colour helps to maintain the hair's natural vibrant colour.

Formula

INCI	%
-	-
PHASE A	
Aqua	62.438
Glycerin	8
Butylene glycol 1.3	5
CI60730 / Ext violet / murasaki401 (violet 401)	0.012
PHASE B	
Propanediol	5.25
Acacia senegal gum / xanthan gum.....	1.3
PHASE C	
Hydroxyethyl acrylate / Sodium Acryloyldimethyl	2
Taurate Copolymer / Squalane / Polysorbate 60	
PHASE D	
Coco-caprylate / caprate	6
15-19 Alkane / Alkanes C-13-14/20-26.....	3
PHASE E	
Syringa vulgaris (Lilac) leaf cell extract	1.5
Citrus limonum leaf cell extract / Vitis vinifera	0.5
(Grape) flower cell extract / glycerin	
PHASE F	
Fragrance	0.1
PHASE G	
Aqua	1.5
Sodium benzoate	0.5
PHASE H	
Aqua	1.5
Citric acid	0.9

Made with active plant cells

Healthy Shine Lilac

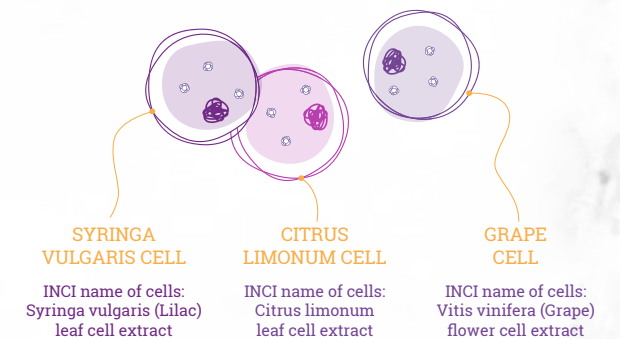
Makes hair balanced and shine by:

- Improving metabolism
- Soothing
- Decreasing oxidation

Balancing Energy Citrus & Vitis flower

Helps scalp to protect and revigorate in:

- Improving cell metabolism
- Decreasing oxidation



HAIR AND SCALP

Mauve

Demonstration

Balancing and repairing hair mask

Healthy Shine Lilac

Purify Lavender

To detox and strengthen

Mauve Demonstration

Product

Balancing and repairing hair mask

A hair mask made with kokum butter and jojoba oil, to be used as needed. Moisturizes and instantly repairs hair, then detoxes and strengthens. Use after washing hair.

For all hair types, especially dry hair or hair exposed to pollution



Ingredients of natural origin: 99%

Creamy yet light composition, easy to rinse off. The velvet colour helps to maintain the hair's natural vibrant colour.



Formula

INCI	%
—	—
PHASE A	
Aqua	65.29
Glycerin	8
CI60730 / Ext violet / murasaki401 (violet 401)	0.01
PHASE B	
Propanediol	5
Xanthan gum / lecithin / sclerotium gum / pullulan	1.5
PHASE C	
Caprylic / capric triglyceride	7
Glyceryl stearate	2
Simmondsia chinensis seed oil	1
Coco-caprylate / caprate	5
Hydrogenated lecithin	2
PHASE D	
Tocopherol	0.5
PHASE E	
Syringa vulgaris (Lilac) leaf cell extract	1.5
Lavandula angustifolia (Lavender) leaf cell extract / glycerin	
PHASE F	
Fragrance	0.1
PHASE G	
Salicylic acid	0.1

Made with active plant cells

Healthy Shine Lilac

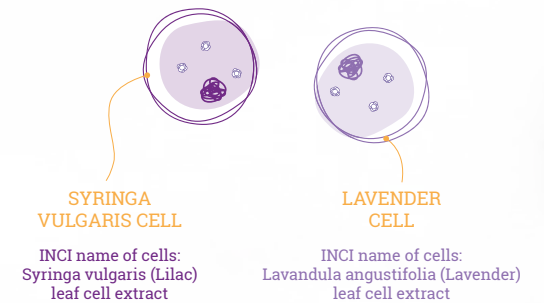
Makes hair balanced and shine by:

- Improving metabolism
- Soothing
- Decreasing oxidation

Purify Lavender

Brings scalp basic care in:

- Soothing
- Regenerating
- Energizing



To create
a unique
scalp and hair
care range

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Select from

- *76 active ingredients*
- *3 active ingredients dedicated to hair and hair problems*
- *65 flowers, trees, shrubs from different locations all over the world*

***All Naolys actives are available
in four forms***

**4 forms to create products that are more natural,
more biodegradable, more sustainable.**

For liquid products with natural certification (Ecocert, Cosmos, Natrue, ISO 16 128, etc.),
3 liquid forms available.

For water-based formulations, emulsions
20% cells dispersed in 80% glycerin

For transparent galenics, gels, formulations in spray form
20% cells sonicated in 80% glycerin

For oils, balms, any oil-based formulations
20% cells sonicated in 80% sunflower oil

For solid products (powders, waterless formulations) **and reduced volume
and packaging,**

For powder form
100% cells in powder

.....
No preservatives, no solvents in any form.

Get inspired by
Active Make up

Active Face care



See our other ranges on our website

Active Make up: naolys.com/active-make-up

Active Face care: naolys.com/active-face-care



See ideas on our website: www.naolys.com

See how we formulated our best sellers:

StandStill Rose from Damas, **Optimum Life** Angelica, **MReload** Sequoia, etc.



New **ideas**
and new **possibilities**
from Naolys are coming,

To be continued

More information

Contact the Naolys distributor
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samples@naolys.com

naolys.com

