

Hydranov: Protection, repair and deep hydration for all hair types



Hydranov is obtained from the red algae *Furcellaria lumbicalis*. This algae, which grows in the Baltic Sea, is rich in furcellaran, a carrageenan that is depolymerised using a patented sustainable process and dissolved in water and a seawater concentrate.

Proven effectiveness:

- ✓ Moisture retention inside the hair comparable to hyaluronic acid
- ✓ Universal moisture booster
- ✓ Protected and repaired hair fibres
- ✓ More beautiful, healthier and manageable hair
- ✓ Suitable for straight, wavy, curly and frizzy hair

Dry, stressed hair has a damaged cuticle layer that loses its protective barrier function. This causes moisture to escape from inside the hair, the hair fibre loses structurally bonded water – and the hair continues to dry out. When it comes into contact with water, it swells easily and becomes difficult to style. To retain moisture in the hair, it must be locked inside the hair fibre.

Hydranov effectively moisturises the hair deep into the cortex. The active ingredient has a similar effect as hyaluronic acid and binds water inside the hair – even in rinse-off applications. Hydranov protects and repairs the hair structure, restores the barrier and makes the hair resilient to chemical and heat stress. Completely without silicone, the hair becomes shiny and smooth, without frizz.



Applications:

- Moisture Boost Conditioner
- Structure Repair Serum
- Smoothing Frizz Control Leave-in

INCI (EU/PCPC) Declaration HYDRANOV PA: Water, Phenethyl Alcohol, Sodium carrageenan, Sea salt

Properties:

- COSMOS and NATRUE approved
- Viscous liquid, water-soluble
- Product versions with different preservation available
- Recommended use level: 1%-2%