

KEVIN.MURPHY BODY.MASS

Leave-in plumping treatment for thinning



Citrus Flavonoids, Ginger Root Nettle and Parsley extracts, will thicken hair and prevent breakage. Rich in Oleanic acid that helps to fortify and strengthen the hair at the root to prevent thinning and falling hair.

BODY.MASS uses eyelash thickening and lengthening technology to strengthen hair, making your hair appear thicker and fuller instantly, whilst improving the quality over time. Paraben free. Directions: concentrating on the roots and scalp, spray all through damp or towel dried hair. Do not rinse.

Key features & benefits

- Thickening
- Stimulates hair growth
- Reduces DHT
- Strengthens and fortifying
- Prevention of thinning & falling hair
- Increases microcirculation to the scalp
- Lengthens the growing phase

Key Ingredients

Contains a concentrated amount of Apigenin, which increases blood flow to the scalp, promoting healthy and strong hair. Stimulates hair growth whilst it lengthens the growing phase. Apigenin is a bioflavonoid, which maintains the walls of small blood vessels therefore increasing circulation. This natural antioxidant and anti-inflammatory encourages hair growth and thickness. It also promotes the adhesive proteins at the root junction, thereby increasing the anchoring power and preventing hair loss.

Parsley Extract

Fights follicle ageing by fortifying the roots. Possesses antioxidant properties, which have a beneficial effect on the hair, making it stronger and less susceptible to loss. It's anti inflammatory properties aid in reversing and preventing the damage caused by DHT.

Oleanolic Acid from
Lovely Hemsleya root

Penetrates and strengthens hair while creating a protective shield even in extreme humidity and is considered a protein derivative. It can maintain the hair in the growth phase. Essential for its key role in the manufacturing of healthy hair in areas of the scalp where cells are engaged in the reproductive process, therefore reducing hair loss. Biotin is vitamin B, essential for cellular growth in the body as well as the activity of many enzyme systems. All enzymes are proteins and the hair is made up of 90% protein, which makes biotin an essential ingredient. Tripeptides readily attach to the hair cuticle after washing and bond with chemically treated hair to repair some of the damage caused by these treatments. They bond more wherever damage is greater for optimal conditioning at all times - the greater the damage, the greater the binding but without build-up. They will help to close split ends and by swelling the hair shaft they give the impression of thicker hair.

Biotin Vitamin B /
Biotinoyl Tripeptide-1

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Key Ingredients **CONT.**

A highly soothing emollient that leaves the hair soft and supple. Lotus flower extract regenerates, heals, purifies, rebalances and refines hair texture. It is a conditioning antioxidant. The Lotus Flower essential oil was shown to stimulate melanin synthesis and enzyme activity. Since all enzymes are proteins and the hair is made up of 90% protein, the Lotus Flower extract is a very important factor to help repair and rebuild the hair's surface.

Lotus Flower extract

High in iron with stimulating properties, this extract reduces DHT. It is rich in Vitamins A and C, and a wide range of minerals including Iodine, Silicon, and Sulfur. It is a powerful source of amino acids that the hair follicles require for proper growth. It's stimulating qualities also help increase the microcirculation to the scalp.

Nettle Extract

Helps to neutralize dandruff and improves oily scalps.

Juniperus Virginiana
(Cedarwood) Oil