

# KEVIN.MURPHY YOUNG.AGAIN.MASQUE

Immortelle and Baobab infused restorative softening masque

A deep conditioning restorative masque with a complex of 20 Amino Acids, Quinoa and Rice Proteins, Immortelle, Lotus Flower and Baobab Seed oils to renew youthful lustre to dry damaged or brittle hair. The MASQUE contains a higher concentration of the active ingredients and must always be locked in with the YOUNG.AGAIN.RINSE in order to get the best result.



Anti-inflammatory  
Softening  
Deep conditioning

## Key features & benefits

Anti-oxidant  
Anti-ageing  
Repairing

## Key Ingredients

Properties that include anti-irritant activity, anti-oxidants and the prevention of damage to cell structure while protecting the integrity of the hair's health. Contains abundant antioxidants and vitamins and is also a rich source of Flavone, Phenolic acid, lactone, and Polyose.

Bamboo extract

Baobab Oil is derived from the seeds of the Baobab tree, a tree that is native to Eastern and Southern Africa that has a lifespan of up to 6,000 years. Baobab Oil possesses a noteworthy array of vitamins including A, D and E, with Vitamin E being a superior antioxidant that helps fight ageing. Baobab Seed Oil provides moisturizing benefits to the hair while improving elasticity and tone. It also encourages regeneration of hair.

Baobab Seed Oil

Binds to the hair shaft and penetrates the cortex, bringing moisture and repair deep into the hair while making it shiny. It is one of the best sources of protein and Amino Acids (the building blocks of repair), while being gluten free.

Hydrolyzed Quinoa Protein

Conditions and strengthens while providing abrasion resistance. Rice protein has excellent moisturising & film-forming properties which are well absorbed by damaged ends of the hair.

Hydrolyzed Rice Protein

Produced from the flowers of the Helichrysum plant, it is rich in antioxidants to help stop damage to the hair. Immortelle comes from the Latin name meaning golden sun. It has the power of everlasting. Immortelle's medicinal and anti-ageing properties have long been known. Ulysses travelled to the island of Corsica and anointed himself with the precious oil of Immortelle. After applying it to his body the oil gave him the strength and beauty of a demigod. It is thought that Immortelle was the elixir of the gods and was known for its ability to fight the ravages of time. Fifteen years ago, French aromatherapies began to distil and experiment with Immortelle and found it had extraordinary healing qualities and great regenerating abilities by stimulating new cell growth.

Immortelle

A highly soothing emollient that leaves the hair soft and supple. Lotus flower extract regenerates, heals, purifies, rebalances and refines hair texture. Test results indicate that Lotus Flower oil may prove useful in the development of grey hair prevention. 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

Rich in Beta Carotene, Essential Fatty Acids (EFA) and Vitamins A and E. When these vitamins are placed on the surface of the hair they quickly absorb into the cortex, promoting shine and volume. Mango Butter is a natural emollient and gently coats the hair, stopping further loss of moisture.

Mango Seed Butter

Rich in proteins, this extract reinforces hair strength and provides intense hydration, softness and elasticity. Known for its ability to adapt to the harshest climates, Orchid extracts are moisturising and protect the hair from moisture loss. The weightless oil lubricates the surface of the hair in order to provide elasticity. Orchid extract has the effect of anti-oxidation and anti-free radicals to defend hair from damage, while stimulating cell re-growth.

Orchid Flower extract

Phospholipids are comprised of two types of fatty acid. This puts them in the lipid family, a broad group of naturally occurring molecules, which includes fats and fat-soluble Vitamins (such as Vitamins A, D, E and K). The main biological functions of lipids include a complex protective barrier. Phospholipids retain their structure when applied and because of this are sometimes called a "second skin". Studies have found that phospholipids are carriers or transdermal delivery systems that can help other ingredients penetrate. While creating a skin-like barrier to lock in moisture, phospholipids have an antioxidant effect when combined with Vitamin E.

Phospholipids