

STRUCTURE CONTROL SYSTEM[®]

WITH **HEATWAVE TECHNOLOGY[®]**

Amazon Potion[®]

12-AP

Designed to protect and condition hair during heat styling with rich emollients from deep within the Amazon. This mystical potion tames the most unruly hair. As with the other products in the system, **HEATWAVE TECHNOLOGY[®]** works to protect hair during heat styling with heat-activated conditioners that replenish much needed moisture during the styling process. **Amazon Oil[®]** leaves hair soft, smooth, free flowing and infused with shine.

- Versatile formula smoothes straight or curly styles.
- Heat-activated conditioners protect during heat styling.
- Leaves hair with soft, smooth sparkle and shine.

Directions

Apply to wet hair prior to styling. For straightening, brush hair straight while blow drying. For curls, scrunch hair while drying with a diffuser.

Fragrance Story

The fragrance opens with luscious notes of **Water Hyacinth** surrounded by natural oils of **Amazon Lemon**. These delightful scents rest atop a bouquet of **Amazon Orchid**, **Acai Berry**, and **Priprioca**. These vibrant notes wind into a sea of **Brazilian Rosewood** and **Amazon Patchouli**.

Top note: Water Hyacinth, Amazon Lemon

Middle note: Amazon Orchid, Acai Berry, Priprioca

Bottom note: Brazilian Rosewood, Amazon Patchouli

Key Ingredients

- **HEATWAVE TECHNOLOGY[®]** works as a catalyst to deliver heat into the cortex of the hair shaft while protecting the cuticle. This allows the style to be set more deeply into the hair, providing long-lasting style retention. The heat transfer locks peptides and proteins to the hair's S-bonds, effectively controlling the very structure of the hair shaft. Heat-activated conditioners and nutrients protect and soften hair during heat styling.
- Exotic **Amazon Oil[®]** of Maracuja (Passion Fruit), Brazil Nut and Buriti provides hair essential lipids, oligopeptides and fatty acids. Rich in vitamins and minerals to maintain healthy hair.
- **Black Cacao**, found only in the Venezuelan region of the Amazon and loaded with polyphenols, provides extensive antioxidant properties.
- **StrandGuard Complex[®]** protects hair from environmental factors that can fade color and cause premature degradation of the hair structure.
- **Certified Organic Extracts** add softness and shine.
- **Paraben-Free, Vegan** formulas.

Competitive Products

- Moroccan Oil Hydrating Styling Cream
- Brazilian Blowout Acai Smoothing Serum

Ingredient List

Water(Aqua), Glycerin, Hydroxyethylcellulose, Passiflora Incarnata Seed Oil, Mauritia Flexuosa Fruit Oil, Citrus Medica Limonum (Lemon) Peel Extract¹, Cystine Bis-PG-Propyl Silanetriol, Bertholletia Excelsa Seed Oil, Passiflora Edulis Seed Oil, Theobroma Cacao (Cocoa) Extract, Equisetum Arvense Extract¹, Malva Sylvestris (Mallow) Flower Extract¹, Allantoin, Panthenol, Arctium Majus Root Extract¹, PEG-12 Dimethicone, PEG-40 Hydrogenated Castor Oil, Disodium EDTA, Phenyl Trimethicone, Saccharum Officinarum (Sugar Cane) Extract, Citrus Medica Limonum (Lemon) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Camellia Sinensis Leaf Extract, Hexapeptide-11, Helianthus Annuus (Sunflower) Seed Extract, Betaine, Hexylene Glycol, Polyethylene, Butylene Glycol, Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer, Steareth-10 Allyl Ether/Acrylates Copolymer, Synthetic Wax, C20-40 Pareth-10, Caprylyl Glycol, Triethanolamine, Methylisothiazolinone, Phenoxyethanol, Iron Oxide, Mica (CI 77019), Fragrance (Parfum)

¹ Certified Organic by Organic Certifiers, Ventura County, CA

