



WHAT IS VITALOCK-6?

In 1993, when Senscience was first launched, Shiseido Laboratories and Senscience Professional took hair care to an entirely new level by introducing a “skincare approach to hair care.” The technological breakthrough enabled the imitation of the cellular chemistry of healthy hair, much like skincare products mimic the cellular chemistry of the skin.

In relating this skin care therapy to hair, the following comparisons are made:

The epidermis of the skin is like the cuticle layer of the hair, a protective layer. The dermis could be related to the cortex providing the “mass” of the hair and the basis of the hair’s strength. This cortex contains cells, fibril structures and a vital natural fluid called **Cellular Membrane Complex (CMC)**. The fibrils in the cortex could be compared to the elastin found in skin; it provides it with strength. The collagen found in skin is much like the **CMC** of the hair, the glue that supports the fibrils and that keeps everything in place.

Similar to how the vital cells and fluids are lost in the skin, our hair loses its natural protein in the fibrils and **CMC** due to chemical processes, environmental stress, general maintenance and time itself.

After years of extensive research, **Senscience Professional and Shiseido Laboratories** discovered how to mimic the cellular chemistry of hair and created a scientific copy of the cellular membrane complex itself. The previous formulas of **Senscience** called this re-creation of **CMC**, “**Inner Cellular Membrane Complex**” (**ICMC™**), a combination of 63 percent protein and 37 percent lipids. The protein is derived from soy protein. The lipids (fats) are a natural blend of olive and coconut oil. By using the cleanest, purest proteins and lipids available for formulation, thorough penetration of **ICMC™** is insured (MW = 400).

ICMC™ imparted new vitality and flexibility, making hair more manageable, more stylable. With each use of the **Senscience** products, the hair was nourished with a steady supply of **ICMC™**.

With this totally new approach to hair care, **Senscience** made it possible to not only replace the lost keratin protein in the hair but also to replace the lost **CMC**, because hair can not be repaired totally without replacing lost **CMC**.

Today, all **Senscience** products still contain the exclusive **ICMC™** complex, however a more advanced technology has been added into the new **Senscience** product formulations to update it with today’s latest and newest findings in hair chemistry and research.

ICMC™ has been integrated into a superior reformulated complex.

The original proteins and lipids from the **ICMC™** technology are still present, but are complemented with sugars, vitamins and minerals. The result is an even more exclusive complex called **Vitalock-6** that reinforces the **Senscience** product formulations to provide exclusive, strong performing hair care products.

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Senscience's Vitalock-6 is an exclusive blend of:

- Strengthening and re-structuring vital nutrients that restore hair's natural elasticity, resiliency and shine
- Rejuvenating and moisturizing humectants that soften and smooth hair's outer layer and add brilliance
- Sealing and protecting ingredients that shield hair from external damage and hold in vital nutrients and moisture

BENEFITS OF THE VITALOCK-6 COMPLEX:

- Repairs damaged hair
- Prevents breakage & split ends
- Shiny hair
- Hair is protected from the sun & the environment
- Strong, conditioned hair
- Colour is protected, less fadage
- No build-up
- Soft, manageable hair
- No static

INGREDIENTS

ANTIOXIDANTS

Protect hair from free radicals that can dull and dry hair. Contains milk thistle extract, soybean extract and vitamins A, C and E. Helps shield hair from damaging UV rays that can create oxidation and negatively affect pigmentation in natural or color-treated hair.

VITAMINS

In addition to their anti-oxidant benefits, vitamins A, C and E and B-Complex penetrate the hair to help moisturize and condition. Nourishes and protects the hair from everyday stresses.

MINERALS

Replenish hair strands by bonding vital moisture to hair, strengthening it and imparting silky smoothness without build-up.

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PROTEINS

Penetrate and deliver nourishment to the center of the hair strand while protecting and smoothing the outer layer. Hydrolyzed vegetable, silk and soy proteins seal in the vital nutrients, improve manageability and condition and add brilliance, body and texture. Repair damage while fortifying and preventing split ends.

NATURAL SUGARS

Exceptional humectants and moisturizers, sucrose and trehalose help ensure a moisture balance vital to healthy, manageable, static-free hair.

LIPID

Recreates the hair's natural bonding nutrients with lecithin to hold the hair's inner structure together for stronger hair that can better resist damage.