



*For Immediate Release*

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## Senscience International Launches a Prestige Hair Care Collection Formulated by Shiseido Laboratories Based on Demand for Luxury

*-Liquid Luxury™ from Senscience-*

**Senscience Liquid Luxury™** is a prestige hair care collection specially formulated by **Senscience International** and **Shiseido Laboratories** and developed with the idea that consumers are demanding and trends are progressing toward “feel good cosmetics.” The range of 24 products available worldwide includes exclusive shampoos, conditioners, treatments and styling products designed to improve the structure and chemistry of the hair. **Senscience Liquid Luxury™** products contain a unique and exclusive image and formulas that distinguishes itself from other lines with a exquisite packaging, exclusive formulas, an attractive story, and a powerful technology and luxury concept supported with products that deliver the best performance.

“The luxury trend is increasing. This is seen from everything ranging from home furnishings to cars and fashion, luxury is indeed the focus. People want to purchase something special, whether it is a product or an experience. Luxury is obtainable by all and the client deserves it in a quality, luxury product that performs. In haircare that product is Senscience,” says Luisa Goncalves, international marketing manager for Senscience.

What makes the **Senscience Liquid Luxury™** collection so unique is that it is enhanced with **Vitalock-6**, an exclusive blend of anti-oxidants, vitamins, minerals, sugars, lipids and proteins that together, help repair, nourish, moisturize and strengthen the hair from the inside out - revitalizing hair while protecting it from harmful external stresses.

**Senscience’s Liquid Luxury™** collection makes up the ultimate hair care experience. Shiseido Laboratories created a complementary collection of shampoo and conditioner formulas that when used together, reinforce and enhance healthy-looking hair. All Senscience shampoos and conditioners are formulated with the exclusive Vitalock-6 Complex to deliver superior performance regardless of the hair benefits sought. The result is exquisite hair - healthy, silky soft, shiny and strong.

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Senscience stands for sensual science. A stimulation of the senses and a science of hair care which creates an innovative fashion luxury product. Senscience epitomizes a luxurious premium product. It's luxury for hair.

### The Story behind the Technology

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 recreation of CMC, "Inner Cellular Membrane Complex" (ICMC™), a combination of 63% Protein and 37% 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.

Senscience products are available exclusively at fine salons worldwide. For more information consumers may call 1-800-626-3684 or visit [www.senscience.com](http://www.senscience.com).

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