

BOTOL-UP



PLUMPING DEEP
WEEKLY PROGRAM

DIKSON[®]
PROFESSIONAL

αβ

LIMP HAIR WITH NO VOLUME

There are many reasons why our hair loses **VITALITY**, **TONE**, and **VOLUME** today, even with no particular problems.

It appears **DULL** and **LIMP**.

The causes may be due to **EXOGENOUS** or **ENDOGENOUS** variables.

The most common include specific and professional treatments applied to the hair as well as chlorine and wind.

Or the causes may be endogenous, such as drug therapies, which we are subjected to, stress or a particularly unbalanced diet.

Intensive treatments are required to overcome this problem, which bring the hair back to its physiological state of well-being and restore lost tone and volume.



ARGABETA

BOTOL-UP

It is a complete weekly treatment programme,
which consists of 3 PHASES:

THE WEEKLY PROGRAM



FORMULA BASED
ON VEGETABLE KERATIN
COLLAGEN
HYALURONIC ACID
EXTRACT OF VEGETABLE
STEM CELLS

PHASE 1

200 ml bottle



ARGABETA BOTOL-UP Shampoo
plumping shampoo for limp hair with no volume
Thanks to a truly complete formula, made with **Collagen**, **Plant keratin** (from **Rice** and **Soy Proteins**), Hyaluronic Acid and Plant Stem Cell Extract, this shampoo is ideal for cleansing limp hair with no volume as it plumps the hair fibre, it nourishes and hydrates very dull hair and adds tone and volume.

Directions for use: apply evenly to damp hair. Massage. Rinse thoroughly.

PHASE 2

200 ml bottle



ARGABETA BOTOL-UP
Plumping conditioner for limp hair with no volume
To synergistically complete the effect of the Shampoo, the **ARGABETA BOTOL-UP Conditioner** adds tone and volume to the hair. Thanks to a cutting-edge formula, made with **Collagen**, **Plant keratin** (from **Rice** and **Soy Proteins**), Hyaluronic Acid and Plant Stem Cell Extract, it plumps the hair fibre, nourishes and hydrates very dull hair and adds tone and volume.

Directions for use: apply to damp hair. Distribute evenly. Leave in for **3 to 5 minutes**. Rinse thoroughly. Depending on how limp and lacking in volume your hair is, apply **ARGABETA BOTOL-UP** at least **2 or 3 times a week**.

PHASE 3



ARGABETA BOTOL-UP

Plumping treatment for limp hair with no volume

Once or twice a week, complete the daily treatment by applying the vial. Its effects are visible from the first applications. The hair structure is fuller; fragile and thin hair regains body, volume, and a shine, thanks to the specific action of the **Hyaluronic Acid** and **Plant Stem Cell Extract**. It can be used on the whole length or even just on the ends if they are particularly frayed.

Directions for use: shake the product well before use. Apply it to damp hair and distribute it evenly along the lengths and ends, taking care not to leave residue on the hair. Use **3 ml** of product for medium-short hair; up to **8 ml** for long hair. Do not rinse and proceed with drying. Once the programme is completed, dry it as usual. You will immediately see the first results!

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Collagen: collagen molecules have beneficial moisturising and repairing effects on the hair fibre, retaining moisture in the hair and preventing it from drying out. But that's not all: collagen also helps to increase the diameter of the hair, making it visibly fuller and thicker.

Hyaluronic Acid: its moisturising properties leave the hair looking full and shiny. This precious molecule creates a protective film that prevents water loss, increases volume, and strengthens hair by balancing hydration.

Veg Keratin: from **hydrolysed rice** and **soy proteins**. Hydrolysed Rice proteins keep the hair hydrated, nourish it deeply and add volume. Hydrolysed soy protein provides a conditioning effect. They also retain moisture, preserving hair from excessive dehydration and from the negative influence of environmental factors. They also contribute to restoring the structure of brittle hair, making it stronger and more elastic and lending a healthy shine.

Plant stem cells: stem cells create a "shield" on the scalp, protecting it from damage caused by external aggression such as **UV rays**, pollution, and smoke. They also stimulate detoxification and cell regeneration. Hair grows healthier.



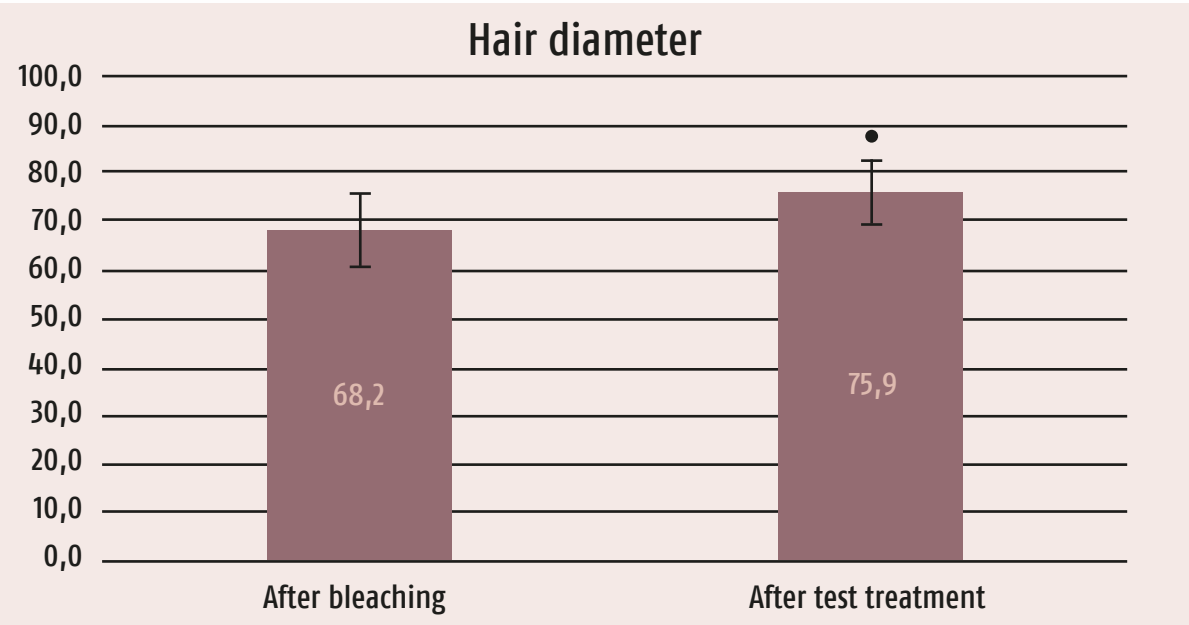
Key **INGREDIENTS**

Ex vivo evaluation of the volumising effect of a cosmetic product on damaged hair
Product application
Products are applied sequentially according to the instructions for use, as follows:

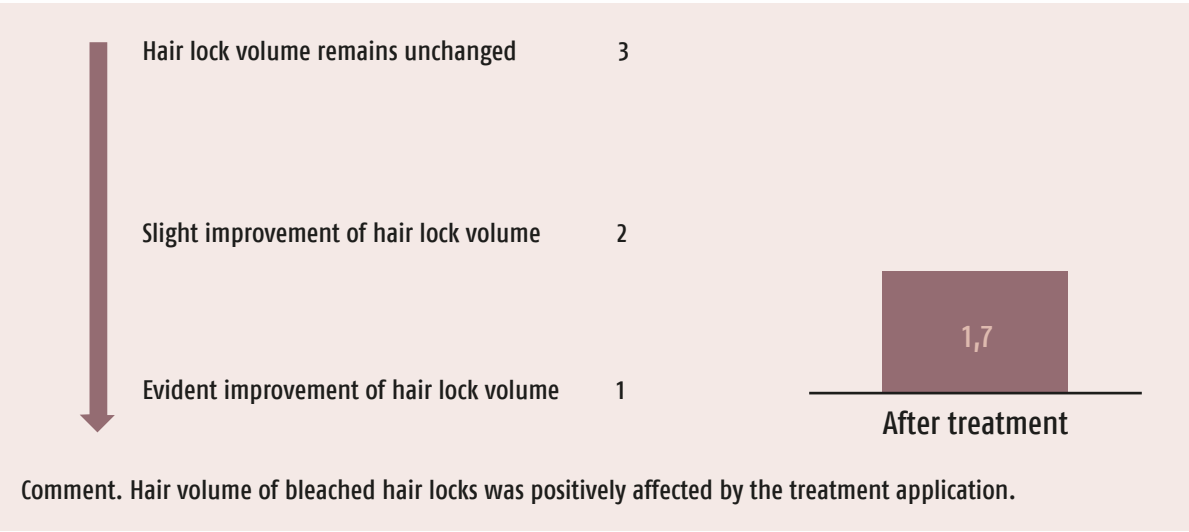
PLUMPING SHAMPOO apply evenly to damp hair. Massage and rinse thoroughly.
PLUMPING CONDITIONER apply evenly to damp hair. Leave in for 3-5 minutes. Rinse thoroughly.
PLUMPING TREATMENT shake before use. Apply evenly to damp hair, taking care not to leave residue on the hair. Do not rinse and proceed with drying.

RESULTS AND CONCLUSION
The table here below reports the mean data obtained for the experimental conditions assessed in the study.
Data are reported as mean ± SE and in µm. Percentage variation vs. bleached hair locks is reported in brackets.

HAIR DIAMETER
After bleaching 1
68.2 ± 7.5
After treatment2
75.9 ± 6.4
+12.0% vs bleaching



RESULTS AND CONCLUSION
The table here below reports the clinical scoring obtained after treatment on bleached hair locks. Data are reported according to the following scale: 1. Evident improvement of the hair lock volume; 2. Slight improvement of hair lock volume; 3. Hair lock volume remains unchanged.
HAIR DIAMETER
After treatment
Slight to evident (mean score=1.7) improvement of hair locks volume



BOTOL-UP EFFICACY TEST





www.studiokey.it

ABBOTOLUP21GB



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