

SEWARD MEDITER REFORCE AND REFORCE_MEN: THE PROFESSIONAL SOLUTIONS PREVENTING HAIRLOSS

It is natural to lose 10-50 strands of hair per day. Yet excessive loss indicates a problem, which may be only temporary or more serious and lead to hair thinning, progressive shrinking of hair follicles and production of thinner and weaker hair. REFORCE and REFORCE_MEN lines are effective anti-hairloss treatments that focus on a combination of highly efficient active principles and a method of careful applications and specific massages. REFORCE and REFORCE_MEN professional treatments, when used properly and on time and applied regularly, act effectively at different levels: improving scalp condition, preventing inflammatory phenomenon (production of dandruff, seborrhoea) that could inhibit normal hair growth and accelerate the evolution of baldness, reinvigorating and protecting weakened hair fibres. In particular, REFORCE_MEN, which is the professional line specially created for men to treat hair loss, offers a reinvigorating and anti-ageing action focusing on restoring body and volume to fine and debilitated hair fibre. REFORCE, a professional line created for women's debilitated hair fiber with hair loss problems, offers a specific fortifying action focusing on aesthetic and a sensorial experience when it is applied.

The effectiveness of this programs relies on dermopurifying active principles, both natural and high-tech, which stimulate microcirculation and anti-ageing protection.

Mediter REFORCE Professional Programs are performed exclusively in salon and are made up of 3 steps,

1st STEP: Both programs start with the detoxifying preparation with the use of Detoxifying Tonic. In this first phase, the scalp is prepared for the subsequent treatments through "neutralization"

of environmental pollutants, the removal of impurities and the active stimulation of blood micro-circulation.

2nd STEP: This phase aims at cleansing gently the hair and prepare it to benefit from the following specific treatment. Reforce Fortifying Shampoo for women, with Botanical Extracts and pro-Vitamin B5, has a purifying and toning action, optimizing the hygienic conditions of the scalp. Reforce_Men Densifying Shampoo, with Arnica Extract and CREAPIL-Complex

reinvigorates the masculine hair structure with a specific densifying replenishing action, providing extraordinary lightness and volume.

3rd STEP: This is the step dedicated to intensive treatment thanks to the use of specific anti-hair loss lotions. Reforce Fortifying Concentrate is the anti-ageing lotion, specifically designed for women. It is a concentrated gel-lotion with Phyto-Tech Extracts and Biotinyl-Complex performing fortifying anti-ageing action on the hair follicle.

Reforce_Men Densifying Lotion, with Arnica Extract and CREAPIL-Complex, has a strengthening anti-ageing action on the hair follicle and tones the scalp leaving a pleasant sensation of freshness. It improves the scalp's state, promoting the hair follicle's activity, helps preventing hair loss and promotes hair growth, reinforcing the hair structure. Both lotion has to be applied by the professional who will execute the allocation massage which is ideal to optimize the distribution of the product and reactivates blood microcirculation.

