

**seward  
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## **REFORCE 1/F INTENSIVE SERUM**

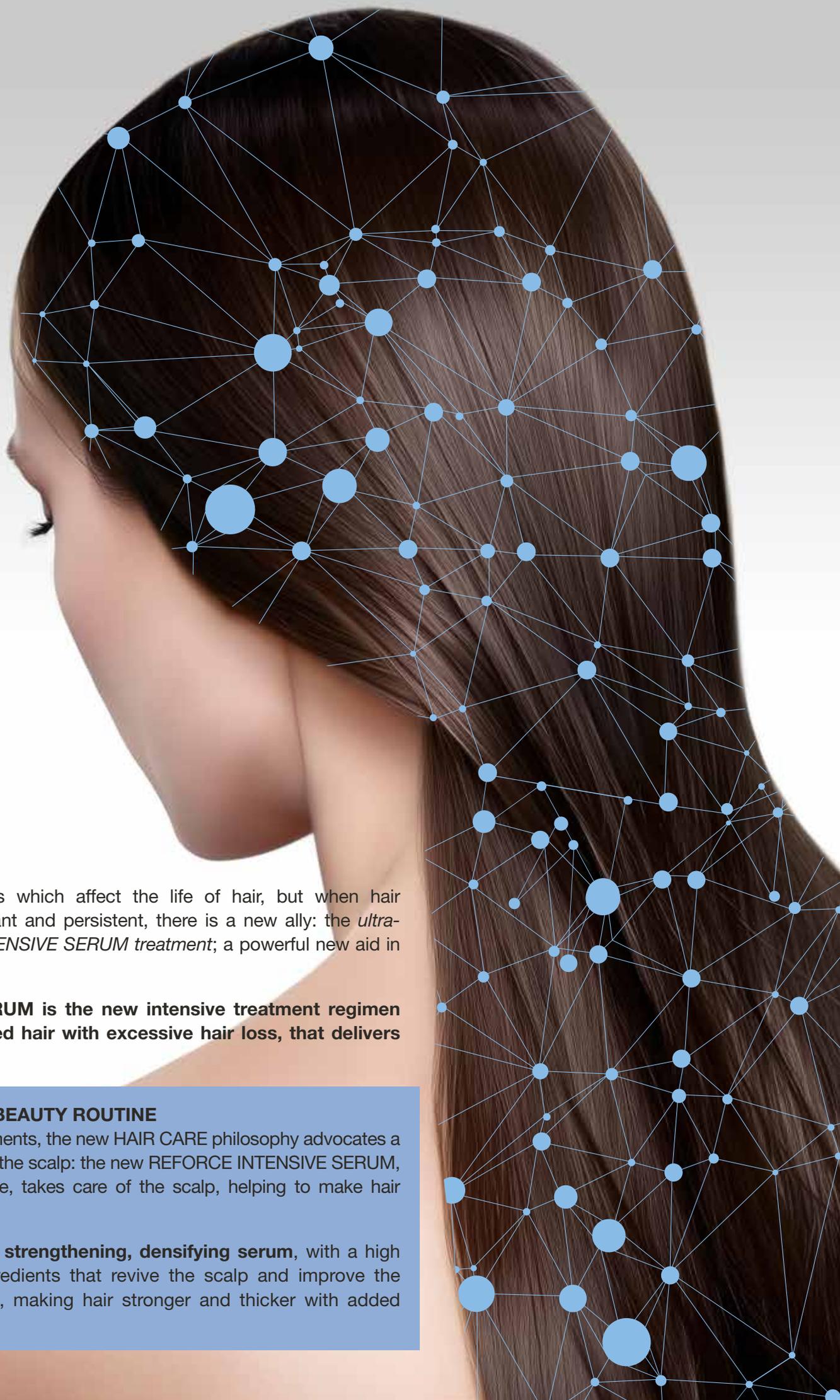
**FORTIFYING AND DENSIFYING  
OXYGENATING ACTION  
FOR HAIR PRONE TO FALLING OUT**



*Helen Seward*  
MILANO

# Seward Mediter

WHEN NATURAL BECOMES HYPER-TECH



There are numerous factors which affect the life of hair, but when hair loss becomes more significant and persistent, there is a new ally: the *ultra-concentrated REFORCE INTENSIVE SERUM treatment*; a powerful new aid in the prevention of hair loss.

**REFORCE INTENSIVE SERUM is the new intensive treatment regimen for the scalp and weakened hair with excessive hair loss, that delivers results in just 7 weeks.**

## **HAIR SKINIFICATION and BEAUTY ROUTINE**

Inspired by SKIN CARE treatments, the new HAIR CARE philosophy advocates a beauty routine specifically for the scalp: the new REFORCE INTENSIVE SERUM, based on a dedicated routine, takes care of the scalp, helping to make hair healthier and more vibrant.

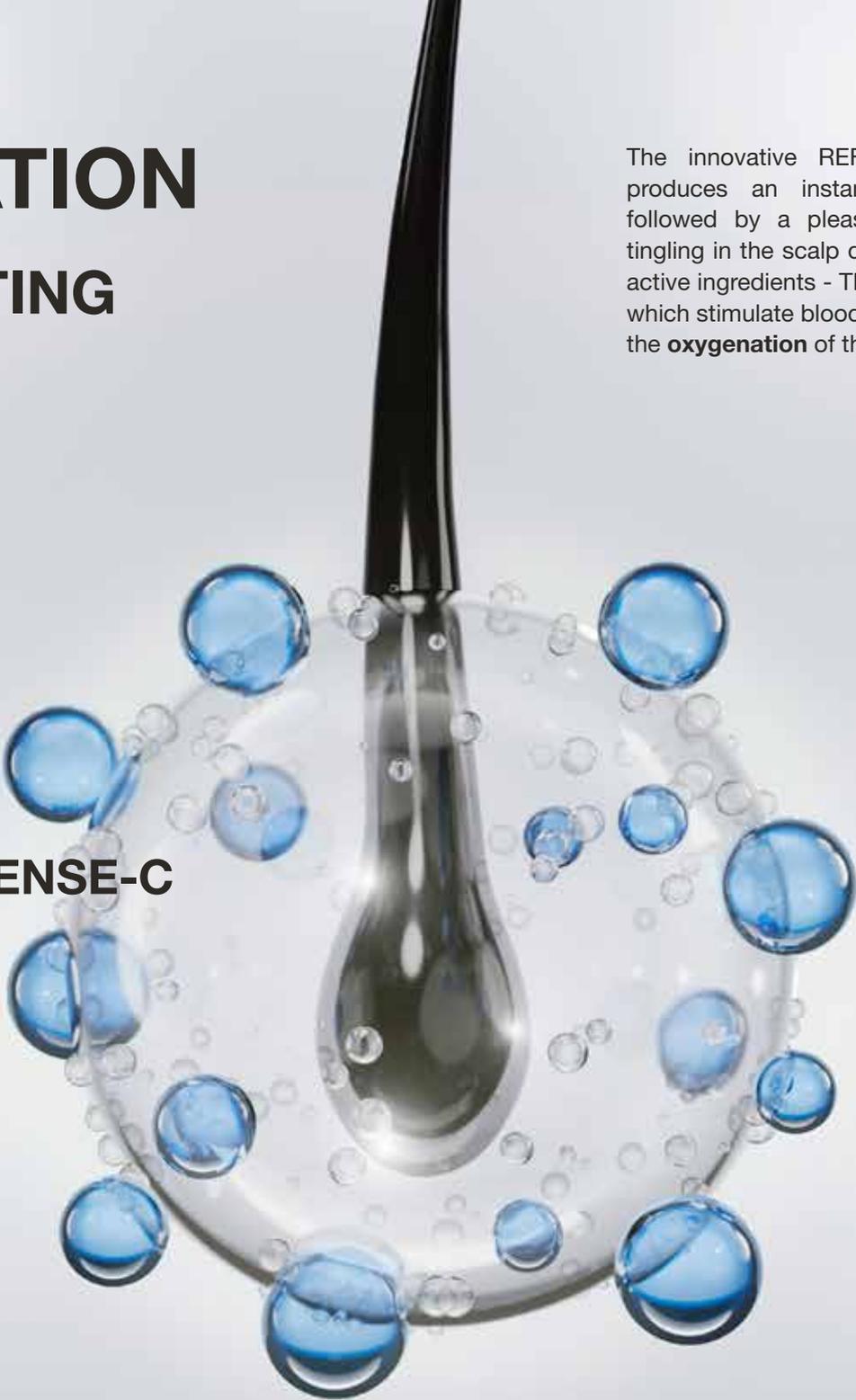
**REFORCE INTENSIVE is a strengthening, densifying serum**, with a high concentration of active ingredients that revive the scalp and improve the condition of the hair follicle, making hair stronger and thicker with added volume.

# INNOVATION

## OXYGENATING ACTION

The innovative REFORCE INTENSIVE SERUM produces an instant sensation of freshness, followed by a pleasant feeling of warmth and tingling in the scalp due to the combination of two active ingredients - THERMOSENSE + MENTHOL - which stimulate blood microcirculation and improve the **oxygenation** of the hair bulb.

THERMOSENSE-C



## Benefits

**1.** It actively stimulates blood microcirculation through oxygenation.

**2.** It improves the condition of the hair follicle through a fortifying anti-ageing action: it has a positive effect on the quality and duration of the ANAGEN growth phase, slowing down hair loss and improving the health of hair follicles in the TELOGEN (shedding) phase.

**3.** It strengthens and revitalises hair fibre by adding body and volume: the renewal of the hair fibre is noticeable from the very first application and, day after day, weakened hair regains vitality, body and volume.

**4.** It boosts the health of the scalp and hair, by protecting and improving the condition of the scalp and hair fibre.

# ACTIVE INGREDIENTS

## THERMOSENSE-C

A power system of active ingredients consisting of

THERMOSENSE	MENTHOL	BIOTINYL-COMPLEX	APIGENIN	ARGININE
OLEANOLIC ACID	INOSITOL	FIBERHANCE™	PROTEXTURE	PROBIOME

acts on multiple levels:

- OXYGENATION OF THE HAIR BULB
- COMPLEMENTARY ACTION IN PREVENTING HAIR LOSS
- ANTI-BREAKAGE FORTIFYING PROTECTION  
Fortifying the weakened hair fibre deep-down.
- THICKENING ACTION
- VOLUME ENHANCING ACTION
- MICROBIOME PROTECTION  
For a healthy scalp.

## Organic Rocket Extract

It protects scalp with antioxidants and promotes hair growth.

### SCENT and TEXTURE

With its delicate fresh and floral fragrance and its lightweight gel texture that doesn't weigh hair down, it promotes optimal product distribution and enhances the scalp massage action.

### PACKAGING

The treatment comes in a glass package with a dropper for fast, easy dispensing and application.

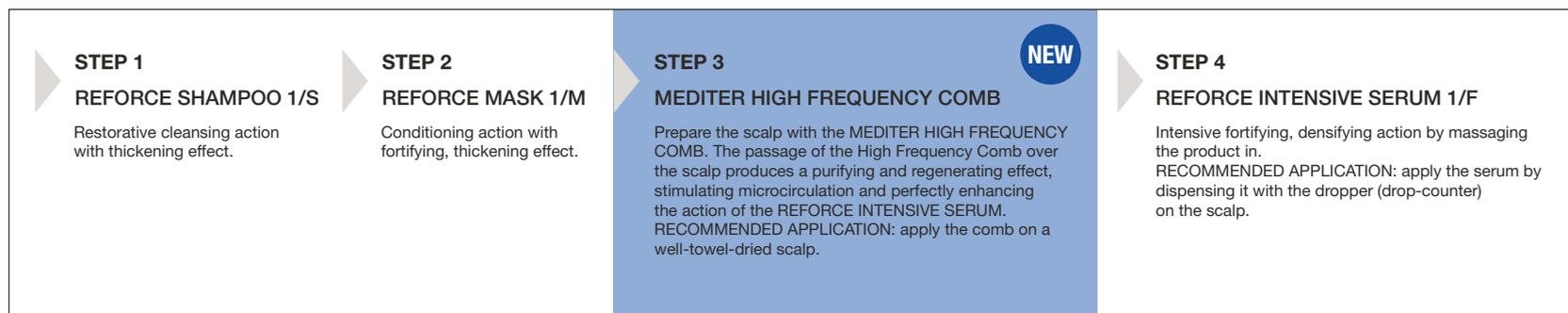


# PROGRAM

## FORTIFYING AND DENSIFYING FOR HAIR PRONE TO FALLING OUT

The innovative serum formula involves a 7-week treatment cycle, which begins in the salon and continues at home with an application program that must be followed consistently and regularly to achieve the best results.

### IN-SALON PROGRAM



### CONTINUE AT HOME: THE TREATMENT RITUAL FOR 7 WEEKS

THE INTENSIVE PROGRAM continues at home by **applying the REFORCE INTENSIVE SERUM regularly and consistently every other day for 7 weeks.**

#### STEP 1

**REFORCE SHAMPOO 1/S**  
**FORTIFYING THICKENING SHAMPOO**  
for weak hair and hair loss problems, with Organic Rocket Extract + PROCARE Complex.

#### STEP 2

**REFORCE MASK 1/M**  
**FORTIFYING BODIFYING MASK**  
for weak hair and hair loss problems, with Organic Oak Extract + FiberHance™.  
**USE:** Apply to towel-dried hair and leave on for 5-10 minutes, then rinse.

#### STEP 3

**REFORCE INTENSIVE SERUM 1/F - 60 ml**  
**FORTIFYING DENSIFYING SERUM**

for hair prone to falling out, with THERMOSENSE-C + Organic Rocket Extract. Boosts microcirculation with an oxygenating action. Strengthens and revitalises the hair fibre.

#### USE:

- Use on dry or towel-dried scalp.
- Apply 3 / 4 doses directly on the scalp, line by line, taking extra care on the areas prone to hair loss.
- Massage gently with fingertips. Do not rinse.

*Frequency of application:* every two days.

**93% ingredients of natural origin**



**NEW**

**TECHNOLOGICAL INNOVATION IN SALON: THE NEW PROFESSIONAL HI-TECH TOOL MEDITER HIGH FREQUENCY COMB**

This is a high-frequency technological device equipped with a Comb Electrode that emits a gentle (low-intensity) electric current with a purifying, regenerating, and microcirculation-stimulating effect.



**P/0798**  
**HIGH FREQUENCY COMB**



**P/1727I.GB**  
**DESK CHART**



**P/1328I**  
**P/1328GB**  
**WINDOW STICKER**



Icsea Helen Seward, azienda certificata ISO 9001/14001 - via A. De Gasperi 8/a - Lainate (Mi) Italy  
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: helen.seward@helenseward.it  
www.helenseward.it

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We protect the sale of our products via professional hair stylist channel and actively combat sales via unauthorised channels.

