

LUMENÈSSE™ SCIENCE Q & A

LUMENÈSSE™ HAIR RESEARCH DIVISION

Q *What is Pharmagel Advanced Research?*

Pharmagel is world renowned as the premier line of innovative, high quality, pharmaceutical grade, anti-aging skin care. Founded in 1987, Pharmagel recognized, through scientific research, that vitamins and natural plant-derived antioxidants could dramatically and visibly prevent and repair skin damage. Today, Pharmagel Advanced Research has discovered a new anti-aging ingredient that works as remarkably on aging colour treated hair as it does on aging skin. Using this breakthrough research, Pharmagel has introduced a new generation of anti-aging colour care, Lumenèsse Age-Defying Colour Care.

Q *What is the breakthrough anti-aging ingredient in Lumenèsse colour care products?*

Palmitoyl Pentapeptide-4, better known in skin care as Matrixyl®. Chemically speaking, palmitoyl pentapeptide-4 (Pal-KTTKS) is a relatively small molecule that consists of five amino acids linked together. This pentapeptide is found to stimulate collagen, elastin, and the connective binding agent, fibronectin. Collagen and elastin are essential to healthy hair and skin. Lumenèsse uses nano-technology to make this pentapeptide penetrate deeply into the hair follicle and scalp to provide remarkable repair and healthier new hair growth for younger looking hair and longer lasting, brighter colour.

Q *Why are Lumenèsse products sulfate-free and sodium chloride free?*

Sulfates are primary detergents that make shampoos and other cleansers clean and foam. Sodium Laurel Sulfate and Sodium Lauroyl Sulfate are considered the most harmful sulfates. When used in hair care products, 'SLS' as they are commonly called, strip the hair cuticle of natural essential oils that hydrate the hair. They also remove chemical colorants applied to the hair. SLS not only make hair colour fade, but their use often results in dryness, lack of shine and lifeless, unmanageable hair. Lumenèsse shampoos use cleansing ingredients that do not strip colour and are gentle on more fragile colour treated hair and weaker, aging hair.

Q *Why are Lumenèsse products Paraben & DEA free?*

Paraben preservatives: methylparaben, propylparaben, butylparaben, ethylparaben, have been found in the tumors of women with breast cancer. They are thought to be potential carcinogens.

All personal care products need a preservative system of some kind. Pharmagel Advanced Research worked closely with its laboratories to develop paraben-free formulas for all Lumenèsse hair care products.

Phenoxyethanol is the non-paraben preservative used in Lumenèsse. It works as well as the parabens but is a healthier alternative. Lumenèsse is one of the first hair care lines that is 100% paraben free.

DEA is used as a foaming agent in many personal products and studies have indicated that with sufficient exposure, DEA is carcinogenic.

Q *What is carcinogenic?*

The term carcinogen refers to any substance or radiation that is directly involved in the promotion of cancer or its propagation. Carcinogens may increase the risk of getting cancer by altering cellular metabolism or damaging DNA directly in cells, which interferes with biological processes, and induces uncontrolled, malignant division, ultimately leading to the formation of tumors.

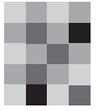
Ingredients in cosmetic and hair care products that are considered 'carcinogenic' include parabens and DEA. Lumenèsse hair products are free of parabens and DEA and all known carcinogenic ingredients.

Q *How does the Nano Fade Defense Complex keep colour from fading?*

Nano Fade Defense™ consists of nano-sized peptides that work synergistically with certified organic botanical antioxidants and Heliogenol® sunscreen to block out both UVA and UVB radiation from sun – and also from artificial lighting- while protecting hair colour from oxidation.

Q *What is Heliogenol®?*

Photo-induced free radicals weaken the structure of hair and reduce the life of hair colorants leading to dull, lifeless-looking hair. Heliogenol® is an herbal extract that protects colour treated hair from color loss by neutralizing the oxidative radicals generated by daily UV exposure and slowing down the oxidation of hair. The result is more vibrant, longer-lasting color.



LUMENÈSSE™ SCIENCE Q & A

Q What are 'full spectrum UVA/UVB sunscreens'?

Some sunscreens protect only from UVA and some only protect from UVB radiation. Full spectrum means you will benefit from protection from all radiation - both UVA and UVB - emanating from the sun and artificial light. It is known that fluorescent lights also produce UV rays. Full spectrum sunscreen protection in all Lumenèsse products protects hair from both UVA and UVB radiation.

Q What are the certified organic botanical extracts and antioxidants used in Lumenèsse™ products?

Aloe Barbadensis Leaf - a moisturizing and conditioning botanical
Pomegranate - a mega-antioxidant that protects from free radicals
Green Tea - rich in bioflavonoids, its antioxidant power is over 200 times more potent than Vitamin E in fighting free radicals and pro-oxidants.
Rose Hips - higher in Vitamin C than natural oranges for antioxidant power
Chamomile - a great shine enhancing and hair brightening botanical

Q What does 'Thera-Sensory' Aroma mean?

Lumenèsse features aromatic essences in each hair care product that are actually therapeutic because they encourage a sense of well being and relaxation. They also make using each product even more enjoyable.

Q What are pure, eco-compliant ingredients?

Lumenèsse uses ingredients that are not considered harmful or toxic to the environment. Further, in consideration of animal health and safety, Lumenèsse products contain no animal ingredients and are tested on humans, not animals.

Q What is the benefit of wheat proteins?

Because Lumenèsse does not use any animal by-products, all formulas are enriched with natural wheat proteins. Proteins from wheat not only strengthen the hair but also result in more silkiness than animal proteins.

Q What are essential fatty acids and which are used in Lumenèsse formulas?

Alpha-linolenic acid, an omega-3 fatty acid, and linoleic acid, an omega-6 fatty acid, are considered essential fatty acids. Essential fatty acids are beneficial to hair and skin, preventing dryness and scaly scalp. Two key ingredients in Lumenèsse hair care products contain these essential fatty acids: Avocado and Sunflower Seed Oil

Q What vitamins are in Lumenèsse products?

Vitamin B5, or Panthenol, provides revitalizing and conditioning effects and helps hair retain essential moisture. It also coats the hair and seals the cuticle, lubricating follicles and making hair appear shinier. Vitamin C, an antioxidant, protects from free radical damage and oxidation. Vitamin E, an antioxidant, protects from free radical damage and oxidation