

THE POWER OF PEA



PEPTIDES, THE NEW GENERATION OF HAIR CARE

THE SCIENCE BEHIND IT:

Why peptides for the hair?

Power Peptides is composed of a building block of natural (Pea) proteins with two or more amino acids bedded within a peptide chain.

Pea protein is a high-quality protein. When hydrolyzed, it allows tiny particles of proteins to bind to the hair; boosting hydration, adding moisture, and preventing cuticle damage, while protecting each strand. In addition, it improves elasticity as it penetrates the hair making it resilient against breakage.

I.C.O.N. has clinically formulated **Power Peptides** to treat hair on a molecular level by penetrating the cuticular strands ensuring flexibility, condition, and shine. The powerful leave-on treatment also restores strength and adds structure instantaneously.

How to apply: Shampoo and towel dry hair; before combing, apply **PP** onto the hair and begin working it through with the palms of your hands. Allow your hands to work the product into the hair for 3 to 5 minutes, then comb through and add your styling products of choice.

How often to use: Use weekly to maintain elasticity and condition. For highly damaged hair, use twice a week until hair has returned to a healthy state.

Key benefits: Builds the keratin chains, reconnects hair proteins, and repairs elasticity.

Key ingredient: Peptides: Rich in essential amino acids, including glutamic acid, aspartic acid, arginine, and lysine. These are vital proteins for hair.

How much to use:

- Short to fine hair, apply 1 pump.
- Fine texture to clavicle length, 1 1/2 pumps.
- Medium texture to clavicle length, 2 pumps.
- Fine texture to long hair, 2 1/2 and up to 3 pumps.
- Medium texture to long hair, 3 pumps.
- Thick texture to long hair, 3 and up to 4 pumps.
- Extreme cases: very long, erratic, thick texture, 4 1/2 and up to 6 pumps.

Power Peptides: FEEL HOW GOOD IT LOOKS

I.C.O.N.
INNOVATIVE COMPANY ORGANIC NATURAL

