

Expertise Plus Information

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Hair Care Solutions

Are you looking for a special hair care system? Get inspired by BASF Hair Care Solutions for three relevant market trends and their needs!

	<p style="text-align: center;">UV Protection</p> <p>Healthy, shiny hair ▪ Maintans color vibrancy ▪ Nourishes hair ▪ Avoids dryness ▪ Protects from degradation by sun exposure ▪ Against dry heat (blower) ▪ Essential oils ▪ Avoids discolouration ▪ Shields ▪ Avoids formation of split ends ▪ Protects from sun damage ▪ UV absorbers</p>	
<p style="text-align: center;">Sensitive Scalp Women</p> <p>Flakiness control ▪ Balances scalp ▪ Scalp tension ▪ Long-lasting fragrance ▪ Hair growth ▪ Anti-irritation ▪ Anti-dandruff ▪ Reduces itchiness ▪ Essential oils ▪ Reduces Hair loss ▪ Soothing ▪ Gentle ▪ Amino Acids ▪ Strengthens hair fibres ▪ Vitamins A,C,E&B5 ▪ Keratin ▪ Anti-dandruff ▪ Sebum-regulator ▪ Softens</p>		<p style="text-align: center;">Covered Hair</p> <p>Flakiness control ▪ Tackles greasiness ▪ Nourishing ▪ Balances scalp ▪ Long-lasting fragrance ▪ Reduces split ends ▪ Sooth irritation ▪ Deep Repair ▪ Reduces itchiness ▪ Prevents excess oil ▪ Reduces Hair loss ▪ Essential oils ▪ Refreshing ▪ Gentle ▪ Anti-breakage ▪ Strengthens hair fibres ▪ Vitamins A,C,E&B5 ▪ Keratin ▪ Anti-dandruff ▪ Sebum-regulator ▪ Softens</p>

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