

AVOID UNNECESSARY CHEMICALS WITH [A'KIN]

[A'kin]

Your shampoo could be giving you dandruff, contributing to hair loss and causing the sensitivities demonstrated by an itchy and flaky scalp, according to researchers at Perth's Murdoch University in Australia.¹

Eight out of ten shampoos sold in Australia contain 'sulfate' cleansers like sodium lauryl sulfate (SLS) and sodium laureth sulfate (SLES), which researchers warn can produce a dry, itchy scalp and dandruff as well as corrosion of the hair follicles leading to hair loss. These harsh cleansing agents strip the hair of its natural oils and moisture and then re-surface the hair shaft with a chemical coating agent (silicones, quats or polymers) in an effort to replace lost shine and body. Over time such coating agents build up on the hair shaft, reducing the effectiveness of the products, resulting in a decision to change brands on a regular basis.

Other ingredients to be wary of include artificial colours and synthetic fragrances, the two leading causes of allergy and sensitisation in all cosmetics.

Who is most at risk?

Surveys show that at least 50% of women believe they have sensitive skin. Most at risk are those with a recognised skin condition or just dry, red, itchy skin or scalp, infants, chemotherapy patients and the elderly.

[A'kin] are committed to providing hair care products using different high quality ingredients that are pure and gentle yet highly effective. The difference lies in the unique high concentrations of special nourishing and active botanical

ingredients – using only those scientifically proven to be of most benefit.

The result

Radiantly healthy hair, with total peace of mind.

1. Ref. "Dangerous Beauty" by Peter Dingle and Toni Brown. DA715NT-7

