

Vegetamide 18MEA-R

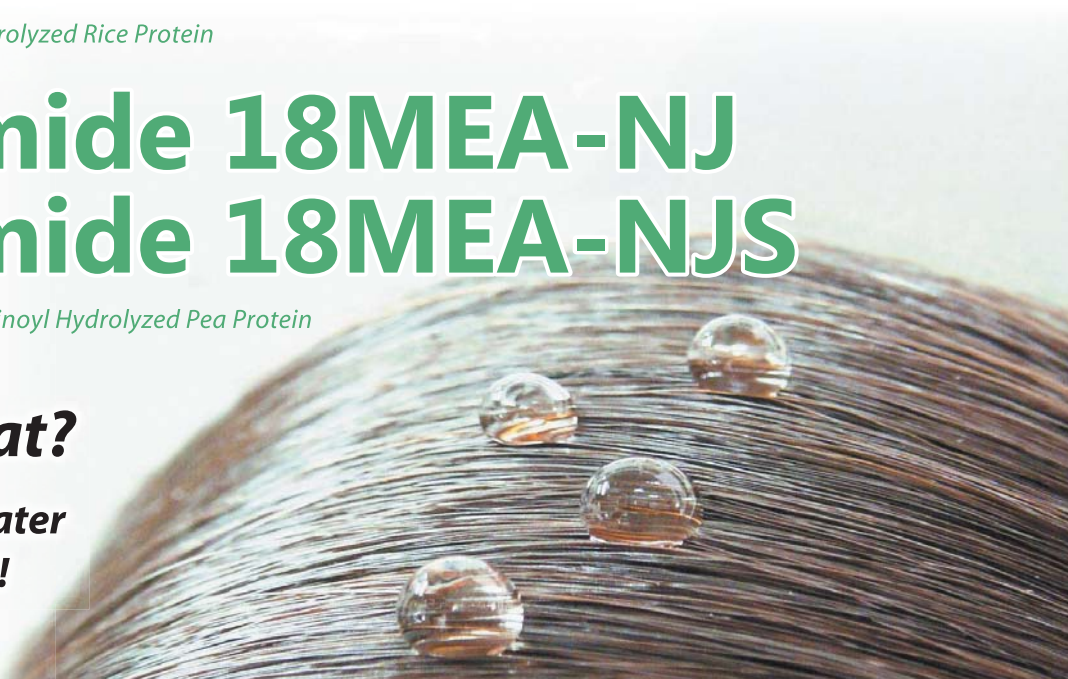
Cetearamidoethyl Diethonium Hydrolyzed Rice Protein

Vegetamide 18MEA-NJ Vegetamide 18MEA-NJS

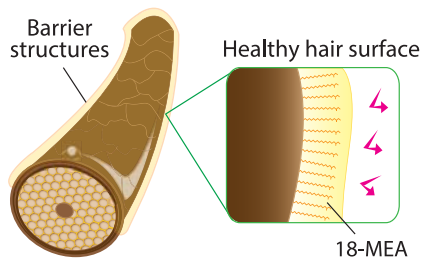
Cetearamidoethyldiethonium Succinoyl Hydrolyzed Pea Protein

You know what?

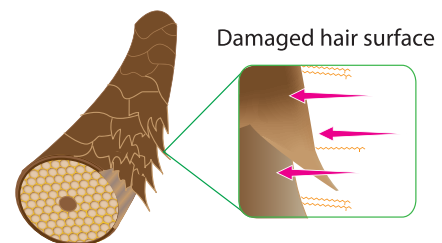
**Healthy hair repels water
just like healthy skin !!**



There are **“Barrier structures”** that protect healthy hair surface from some damages .
These are named scholarly **“18-MEA”** or **“F-Layer”** .
Chemical damages caused by perm or hair-coloring break these barrier structures.
In the result, the damaged hair becomes easy to suffer external stresses.

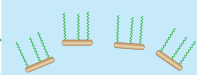


“Barrier structures” block the stress

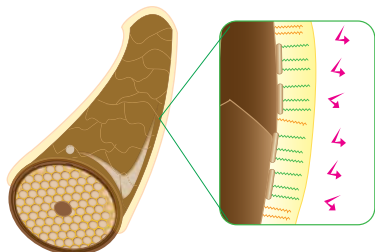


**Destruction of “Barrier structures”
accelates more damages**

Adsorption of
Vegetamide



Reconstruction of barrier structures



**“Reconstructed barrier structures”
block the stress**

“Vegetamide”

is a progressive product based on the **“Barrier structures”** !!

**This repairs damaged
“Barrier structures” selectively,**

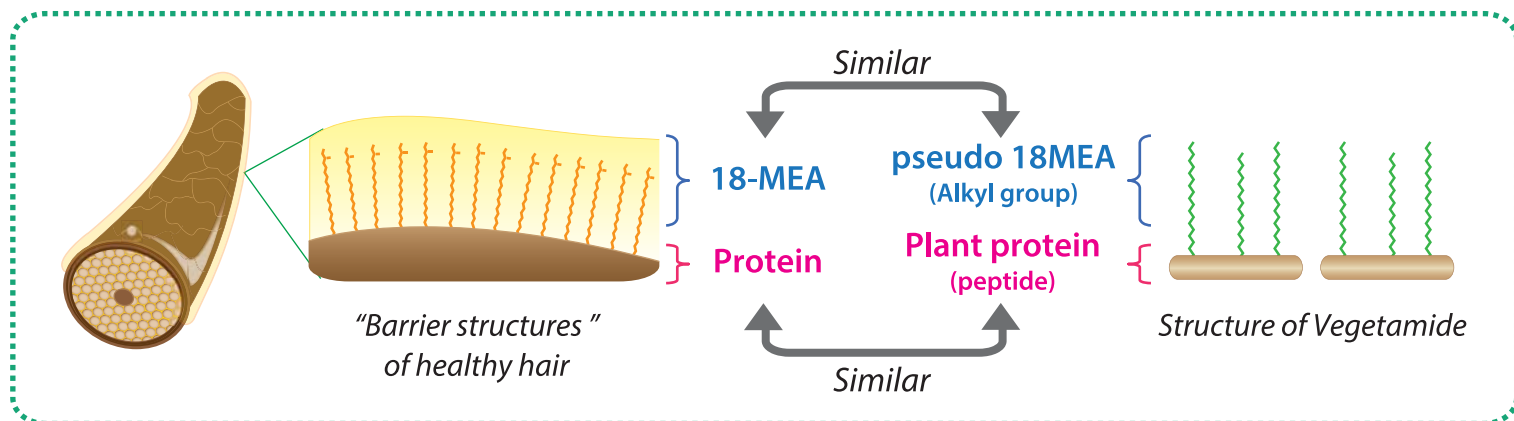
and leads to healthy hair that repels water.

**Why don't you focus on care
for hair surface with “Vegetamide” ?**



Similar material to “Barrier structures” of healthy hair !!

“**Vegetamide**” is a specialized repair agent.
 “**18-MEA**” and “**protein**” in hair are recreated as
 “**pseudo 18-MEA**” and “**plant protein**” in “Vegetamide” for each.



Healthy hair repels water !!



Healthy hair repels water ! (= hydrophobicity)

There are “Barrier structures” named “18-MEA” or “F-Layer” on healthy hair surface.
 This makes hair surface hydrophobicity and protects the hair from external stress.



Damaged hair has affinity for water ! (= hydrophilicity)

“Barrier structures” on hair surface are broken under damage, and the hair becomes hydrophilicity.
 As hydrophobicity barrier is broken, the hair becomes easy to suffer external stress and receive more damage.



“Vegetamide” gets hydrophilicity hair back !

“Vegetamide” adsorb onto damage parts in hair selectively and recover “Barrier structures” .
 In the results, this restores hydrophilicity hair to hydrophobicity, and the hair will be back to healthy hair.

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