

EXPORE MAGAZINE

BEAUTY DISTRIBUTOR

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THERMAFUSE - AN INSPIRED, ONE-OF-A-KIND PRODUCT LINE

ThermaFuse is one of the few companies that manufactures its own products from mixing and filling to packing-out. ThermaFuse is the hottest product line to hit the industry in decades, thanks to its registered HeatSmart Complex, an innovative technology that actually protects and repairs heat-styled hair. Here is the latest product launched by the company.



HEATSMART SERUM® - DRY OIL TREATMENT

This leave-in treatment is also styler and finisher that instantly absorbs, provides a light soft non-greasy feel and delivers an unrivalled smooth satiny shine. The lightweight, alcohol free dry oil hydrates and revives all hair types with a high concentration of pure HeatSmart Complex and a proprietary blend of 3 certified organic oils – Argan- rich in vitamin E, Acai- natural anti-oxidant,

and Flaxseed – rich in Omega 3,6 and 9. HeatSmart Complex is a registered technology combining a silicone molecule with a wheat protein molecule that penetrates to smooth frizzed cuticle while adding shine. HeatSmart Complex works 3 times better at an elevated temperature than at room temperature, and contains Ceramide-2 and Ceramide-6 to help replace hair's natural glue that's often destroyed by heat. The formula works alone

or as a prep to enhance the performance of stylers, cutting down drying time on damp hair. On dry hair, it works as a fabulous finisher. HeatSmart Serum detangles hair and eliminates frizz. Heat styled hair is never greasy or sticky. Great for dry cutting. Not to be overlooked is the intoxicating fragrance of delicious blackberry and raspberry complimented by notes of vanilla, musk, green mandarin and apple, violet leaves, jasmine, rose petals and amber.

HEALTHIER HAIR WITH HEAT

ThermaFuse is the first professional brand designed to protect and repair heat-styled hair with the use of HeatSmart Complex.

This complex combines naturally derived proteins, amino acids and ceramides with the power of heat to improve hair's health and appearance.

The advanced formulas deliver on the company's promise to create healthier hair with heat. No wonder this is the first ingredient in 22 ThermaFuse's products.

New at ThermaFuse:

HeatSmart Serum Dry Oil Treatment is a leave-in treatment, styler and finisher that instantly absorbs, provides a light soft non greasy feel and delivers an unrivalled smooth satiny shine.

It hydrates and revives all hair types with



a high concentration of pure HeatSmart Complex and a proprietary blend of 3 certified organic oils: Argan Oil, naturally rich in vitamin E heals and protects; Acai Oil fights free radicals and combats the ageing process; and Flaxseed Oil rich in omega 3, 6 and 9 fatty

acids promotes a healthy scalp. The lightweight, alcohol free dry oil formula enhances the performance of stylers and cuts down drying time. On dry hair it is a great finisher. The company has also wrapped up some of

its best haircare products in unique gift sets. Travel sizes of shampoos, conditioners and styling products are featured in the 3 gift sets: Moisture; Volume; and the ColorCare gift set. They are perfect to make good hair days throughout the holidays.

