

# épreuve

PROGRESSIVE PLANT CELLS

## LAUNCHES NEW SMOOTHING COLLECTION

### Anti-Aging Haircare Harnessing the Power of Progressive:

épreuve, the first professional brand to bring the preventative anti-aging power of Progressive Plant Stem Cells to haircare, is proud to announce the launch of its new 2017 smoothing collection. New additions include a shampoo and conditioner formulated to nourish, hydrate and improve hair's manageability.

Like all épreuve products, the new Smoothing Shampoo and Smoothing Conditioner are specially formulated with the Progressive Plant Cell Technology, a proprietary peptide blend of powerful actives that work at the scalp to create the ideal environment for hair to thrive. These highly concentrated antioxidant molecules neutralize free radicals and reduce the harmful effects of oxidative stress involved in aging.

Both products are color-safe, sulfate-free, gluten-free, paraben-free, phthalates free and free of synthetic dyes and mineral oils.

