

# REOTTO

For Salon Use

## Moist control treatment

# For my obedient hair, rain or shine

Now powered up with three new moisturizing and repairing ingredients.  
Controls moisture inside the hair, making it resistant to humidity.

*Recommended for:*

*Hair that is prone to frizz.*

*Hair that easily becomes puffy*

*Hair that is difficult to manage*

REOTTO

Moist  
control treatment

Savon blanc

e 100g / 3.5 oz

*How to use*

### *Wet hair*

After towel-drying, take an appropriate amount in your hand and apply it to areas prone to frizz or where the hair tends to spread out. Then, while drying, use a comb or your fingers to smooth out the hair as you blow-dry.

### *Dry hair*

After drying, apply it mainly to the ends of your hair to achieve a smooth and manageable look.





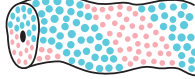
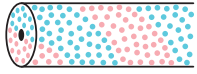
# Moist control treatment

## Causes of hair frizz

What concerns people, even with proper styling, is the hair expanding due to the humidity on rainy days and the UV damage on sunny days. This is caused by the hydrophilic proteins inside the hair absorbing moisture from the air, which makes the hair swell.

When exposed to humidity...

Hydrophilic proteins swell, causing frizz

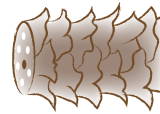


- Hydrophilic proteins
- Hydrophobic proteins

## Formation of a humidity-blocking barrier

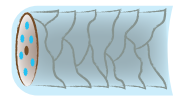
The REOTTO Moist Control Treatment controls moisture levels inside the hair and creates a barrier on the outside to block humidity. It also repairs damaged hair, which tends to absorb too much moisture, giving it a more manageable look.

Before



Hair with frizz and damage

After



Repair ingredients enter damaged areas, creating a protective layer on the hair surface.

## The humidity barrier effect of the REOTTO Moist Control Treatment

After shampooing

Hair dried directly with a hairdryer

Untreated

Treated



Hair after applying 10g of the product to towel-dried hair and drying it with a hairdryer

Steaming for 10 minutes



Untreated

Treated



The right half, treated with REOTTO Moist Control Treatment, retained moisture and blocked humidity, reducing frizz.

SALON:LINDA STYLIST : pereira terada Yukari

With three new ingredients, it more effectively blocks humidity from both inside and outside the hair. Keeps hair smooth and manageable all day long.

Three newly added repair and moisturizing ingredients

### Moisture boost▲

#### Foliotamycronospora polysaccharide

A botanical shield ingredient extracted from domestic nameko mushrooms. A natural moisturizing ingredient with approximately six times the moisture retention power of hyaluronic acid. It provides abundant moisture to the hair and forms a water veil on the surface of the hair, reducing the effects of humidity and suppressing frizz and puffiness.

#### Raw Collagen<sup>\*1</sup>

<Moisture barrier>

Has about four times the moisture-absorbing ability and three times the moisturizing power of regular collagen, keeping the cuticles hydrated.

#### Maltitol

<Forms a moisture-resistant film>

Made from maltose, it retains a constant moisture level regardless of humidity.

#### Lipidure<sup>\*2</sup>

<Cuticle care>

Has a higher moisture retention capacity than hyaluronic acid, wrapping around the cuticles to protect them.

### Repair boost▲

#### Shellac

A natural resin ingredient that repairs hair damage while aiming for hair with resilience and body. It leads to healthy hair with a strong core and provides a smooth, shiny finish.

#### Sodium Carboxymethylcellulose<sup>\*3</sup>

<Strengthens the hair>

Repairs damaged parts of the hair, leading to soft, healthy hair.

#### Keratin<sup>\*4</sup>

<Water balance adjustment>

Adjusts the internal moisture balance of the hair, preventing frizz.

### Repair ingredients

#### Pellicer<sup>\*5</sup>

<Improves hair resilience and body>

Penetrates and repairs both the interior and exterior of the hair, providing strength and resilience.

### Heat protection boost▲

#### Aminoethylthio-hacamide diammonium

Reacts to the heat from dryers and irons to correct frizz and twists, helping maintain your style. It also improves hair manageability. By tightening the cuticles, it gives hair shine, softness, and an ideal texture with elasticity.

### Heat protection ingredients

#### Silylated silk<sup>\*6</sup>

<Heat-activated effect>

Forms a protective film when heat is applied from a dryer or iron, shielding the hair.

### UV cut ingredients

#### Titanium dioxide

<UV scattering agent>

Protects hair from drying out and prevents color fading due to UV exposure.

#### Nameko extract<sup>\*7</sup>

The botanical shield effect protects the hair from external damage like UV rays and friction. It also helps prevent color fading.

<sup>\*1</sup> Water-soluble collagen, <sup>\*2</sup> Polyquaternium-51, Polyquaternium-61, <sup>\*3</sup> Ceramide NG, cholesterol, Quaternium-33, Lauroyl Glutamic Acid (Phytosteryl/Octyldecyl), <sup>\*4</sup> Steartrimonium Hydroxypropyl Hydrolyzed Keratin (Wool), <sup>\*5</sup> Dilauroyl Glutamic Acid Lysine Na, <sup>\*6</sup> (Dihydroxymethylsiloxypropoxy) Hydroxypropyl Hydrolyzed Silk, <sup>\*7</sup> Foliotamycronospora polysaccharide