

AKASA
ELEMENTS

**Revealed! 4 things
you MUST know
before investing in
hair-care
products...**

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**1. The best products in the future will have these
key ingredients:**

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BIOTIN

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BIOTIN

Benefits of using Biotin:

A study reported by the National Institute of Health found that patients receiving biotin supplements for poor hair health showed clinical improvement.

Biotin is believed to stimulate keratin production (the primary protein found in hair) and help stimulate follicle growth.

It can help make hair thicker, fuller and healthier by improving a possible biotin deficiency. This will be an undeniable ingredient for all hair-care products in the future!



RICE PROTEIN

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RICE PROTEIN

Rice protein is one of our key ingredients because it contains many vitamins, minerals, antioxidants and amino acids (these are the essential building blocks of protein).

Benefits of using Rice protein:

It's a natural alternative to traditional volumizing agents, which helps improve hair manageability, shine and volume. It's also credited for moisturising and improving general condition. Overall an ultimate hair hero!

Naturally Curly writer *Verna Meachum* explains: "Rice water is more than just a protein treatment. It's a strengthening agent. It repairs damaged hair and improves elasticity. I love that it's convenient and very affordable".

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HYALURONIC ACID

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HYALURONIC ACID

Hyaluronic acid is not a moisturiser, it's a humectant. It works by retaining water and drawing moisture to the skin's surface.

Benefits of using Hyaluronic Acid:

The humectant-binding properties of hyaluronic acid hydrate the hair, allowing the hair fibres to retain and seal moisture from products.

Hyaluronic acid also helps to seal the cuticle, which prevents unwanted moisture that causes frizzy hair and curl shrinkage from entering it.

Not only does hyaluronic acid benefit the hair strands, but it benefits the scalp, as well. Humectant molecules attract and bind moisture to the skin, allowing collagen to thrive in the skin and scalp. This ingredient will be even more prevalent in the future.

2. Organic, or natural products in hair-care formations are a must!

Chemical Absorption

When you shower or wash your hair, your skin soaks up the products you are using and adds those chemicals into your bloodstream.

Plus, consumers are smarter than ever before and know that a lot of chemical, man-made ingredients such as parabens or silicone, end up being absorbed by the skin. **The future is one that is free from nasty formulas.**

The great news is that natural hair care ranges often have targeted ingredients that work with your hair type and the concerns that may come with it. For example, if you have dry hair, ingredients such as almond oil or shea butter will help to hydrate your tresses. This way you can personalise your hair-care to suit your specific concerns.

No Product Build-Up

One of the best things about using natural hair care is that there is no damaging product build-up.

Some traditional shampoos have silicone in their ingredients which in the short run, makes hair appear shinier, but in the long run builds up and causes breakage and may weaken your tresses.

AKASA ELEMENTS' product range make your hair feel lighter and bouncier as they don't coat your hair in product but simply react directly with your hair follicles, promoting growth of healthy new strands.

**3. Vegan and cruelty free hair-care products are
the way of the future:**

AKASA ELEMENTS IS VEGAN AND CRUELTY FREE

Vegan products tend to be filled with nourishing, natural ingredients that offer shinier, healthier and better-managed hair in a way artificial hair-care cannot.

Also, consumers are more conscious than ever before of the products they use and how they've been made. Many (rightly) boycott animal-tested products that are not cruelty free. In fact according to **Veganism Statistics 2021**, the number of vegans in the UK has increased to **40%** over the last 12 months.

So, when it comes to picking those new hair products, it's a no-brainer to reach for the vegan option.

Each and every one of AKASA ELEMENTS products are vegan and cruelty-free and certified by PETA (peta.org/international/)

AKASA ELEMENTS is the product of the future:

CELEBRATED INDUSTRY EXPERTS

With over 25 years of experience in the hair and beauty industry in UK, we created a hair-care range that is both high- performing and completely natural to meet the concerns we know our customers have.

We use over 40 natural extracts, oils and flower waters that are rich in amino acids and minerals which have proven benefits for healthier hair.

EXTRACTS:

Mint, Watercress, Celery, Spinach, Cucumber, Red clover, Horse tail, Thyme, Black pepper, Cayenne pepper, Cumin, Ginger, Fennel, Liquorice, Birch, Juniper , Walnut , Almond, Chamomile, Marigold, Dandelion, Borage Lavender, Immortelle and more..

OILS:

Olive oil, Argan oil, Shea butter oil, Almond oil, Castor oil, Black seed oil, Walnut oil, Bayleaf oil, Jojoba oil, Sesame oil, Coconut oil

WATERS:

Lavender water, Rose water, Myrtle water, Thyme water

OUR ETHICS + PHILOSOPHY

The ingredients in our hair-care range include biotin, rice protein and hyaluronic acid, just to name a few. We believe these are the go-to ingredients for all hair-care products in the future.

We care about the world we live in and we stand as a Vegan and Cruelty Free brand certified by PETA.

Our Air series is EtkoCert certified (etko.com.tr/en/)

In addition we give back 10% of our revenue to the **AKASA ELEMENTS FOUNDATION** which supports the fight against poverty in rural Turkey.