

## HAIR CARE

### “What is different about ‘Integrity Hair Care’?”

The trend toward ‘natural’ and ‘organic’ formulations within hair care ranges, cosmetic creams and cleaning products has many of them claiming to be free of ‘chemicals’. This is simply not physically possible as EVERYTHING living is composed entirely of chemicals!

What people CAN seek are products free from ‘synthetic’ or toxic chemicals and this something that Tri Nature has been doing very well since 1989.

There are other reasons for looking into sulphate-free systems that outweigh simply being able to say that they are sulphate-free. To understand our particular interest in replacing SLS and SLES requires a little lesson in chemistry....

All detergent molecules have a ‘water-loving’ (or lipophilic”) part. In all surfactants, the ‘naturalness’ is usually only achieved on the oil loving side. Natural ingredients, for example coconut and palm oil, are processed by various means of extraction to produce a natural based, fatty alcohol. The water loving side is commonly gained by sulphonation (sulphuric acid or sulphur trioxide gas), or by ethoxylation with ethylene oxide followed by neutralisation by caustic compounds or organic amines.

The glucoside detergent molecule we are using (shown in the diagram) is formed from natural vegetable sources on both its oil and water-loving side.

