

FEKKAI ADVANCED HAIRCARE: AGELESS

“Hair is no exception when it comes to aging,” says Frédéric Fekkai. “It is as sensitive as the skin to the environment, chemical treatments and outward signs of aging, and should be treated and protected as such.”

Frédéric Fekkai introduces **Ageless**, a revolutionary three-step haircare regimen designed to combat the three signs of aging: biological, environmental and mechanical. Joining the Fekkai Advanced Haircare family, this system visibly corrects the first signs of aging (dryness, damage, dullness and uneven texture) while proactively protecting hair from daily stressors that accelerate aging. These “age-aggressors” include color and chemical processing, heat styling, pollution and UV radiation to name a few. Using this system daily will not only rebuild the structure of the hair, but also proactively strengthen to prevent future damage.

Product features for the collection include:

- Natural Amino Acids penetrate the hair shaft to hydrate, strengthen and protect the cortex.
- Orchid Extract & Pearl Protein condition and nourish while preventing moisture loss and shielding hair from free radicals.
- Cuticle Smoothing Agent reinforces and “closes” the hair cuticle for shinier, younger looking locks.
- Keratin forms a protective shield to protect against environmental impurities.

Fekkai Ageless Rejuvenating Shampoo gently cleanses and removes pollutants and deposits vital nutrients and antioxidants into the hair cuticle, restoring overall health. This moisturizing shampoo helps prevent the natural biological changes that occur in hair over time.

Fekkai Ageless Rejuvenating Shampoo – 7 fl. oz. Bottle
Suggested Retail Price: \$35.00

Fekkai Ageless Restructurizing Conditioner rebuilds core strength, structure and vitality by delivering intense hydration and providing a protective shield. This protective barrier safeguards hair against the damage associated with mechanical aging, which is caused by chemical and color treatments and frequent heat styling. All of these stressors destroy the hair’s structure and dramatically increase the “perceived age” of the hair. With continued use, hair is left more vibrant and youthful.

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Fekkai Ageless Damage-Defense Capsules are filled with a lightweight vitamin serum that, when applied to dry hair, deposit “decoy” molecules that deflect and shield against environmental free radicals. These free radicals can damage the fundamental building blocks of the hair thus crippling the overall structure and causing premature aging. When used daily, the capsules leave hair younger-looking with added strength and shine.

Fekkai Ageless Damage-Defense Capsules, 45 capsules
Suggested Retail Price: \$45.00

Available at Frédéric Fekkai Salons, Neiman Marcus, Sephora, Saks Fifth Avenue, and other select fine beauty retailers.

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About Frédéric Fekkai & Co.

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons.

For more information visit: www.fekkai.com

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