

# MODERE® FAQs

## MODERE CELLPROOF HAIR

Personal Care | Hair

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### **What makes Modere CellProof hair care different from other shampoos and conditioners?**

- CellProof hair care is scientifically formulated to build new hair bonds and strengthen damaged hair up to 3X.\* It features FiberHance™ bond-multiplying technology and BioCell Collagen® CG, tested to improve smoothness and manageability by 89%, reduce split ends by 86% and reduce breakage by 63%.†

### **What hair types is Modere CellProof hair care for?**

- CellProof hair care is formulated for all hair types. Specifically, it nourishes damaged hair and supports hair regularly exposed to heat styling, environmental damage, colour treatments and even hair affected by the ageing process.

### **What types of hair bonds does Modere CellProof hair care target?**

- CellProof hair care supports all 3 primary types of hair bonds: hydrogen, ionic and disulfide. Specifically, it is shown to build new hydrogen and ionic bonds — the most fragile and abundant hair bonds — while helping maintain disulfide bonds.

### **What is FiberHance™ bond-multiplying technology and how does it work?**

- FiberHance is an award-winning, patented bond multiplier consisting of two different small glucose molecules shown to build new hydrogen and ionic bonds, for hair that's up to 3X stronger than untreated hair.

### **What is BioCell Collagen™ CG and how does it work?**

- BioCell Collagen CG is an award-winning, patented single-source matrix of cosmetic grade collagen peptides, hyaluronic acid and chondroitin sulfate. It undergoes a patented Bio-Optimized™ process to create micromolecules that promote healthy-looking hair and nourish hair strands and the scalp surface.

### **What other key ingredients make Modere CellProof shampoo and conditioner so effective?**

- Both the shampoo and conditioner feature pea peptide to further support the collagen peptides in BioCell Collagen CG to help maintain hair's keratin protein, and both products feature panthenol (vitamin B5) chosen for its ability to nourish the hair strand, as well as yerba santa bioflavonoids. The shampoo formula features marine botanicals chlorella and laminaria, plus biotin (vitamin B7). The conditioner contains plant-based squalane to promote smoother looking, more manageable strands

### **What is yerba santa?**

- Yerba santa is a polyphenol-rich botanical studied for its ability to energize the scalp, protect against environmental damage and damage incurred as part of the natural aging process. It is shown to support strands that look thicker and fuller.

### **How do marine botanicals chlorella and laminaria benefit hair?**

- Chlorella and laminaria are types of seaweed/algae that support skin health, particularly on the scalp surface to soothe dryness and reduce flaking. They also help improve hair shine and manageability.

### **How do I use Modere CellProof shampoo and conditioner?**

- We recommend using CellProof shampoo and conditioner in the same way you use your current shampoo

and conditioner. Massage shampoo onto wet hair and scalp. Rinse thoroughly. Follow with CellProof conditioner, massaging through clean, wet hair. For deep conditioning, leave in for up to 10 minutes. Rinse thoroughly. Amounts used may vary depending on hair type, length and thickness.

### **What styling products should I use with Modere CellProof hair care?**

- CellProof hair care may be used with your current styling products..

### **Does Modere CellProof hair care have a fragrance? Is it natural?**

- CellProof hair care has a botanical citrus and mint aroma. It is naturally derived, and all the fragrance components are clearly listed on the ingredient label.

### **Can I use Modere CellProof hair care products every day?**

- Yes, CellProof shampoo and conditioner are suitable for daily use.

### **Is the Modere CellProof hair care line safe for colour-treated or chemically processed hair?**

- Yes. It does not strip colour and helps maintain colour-treated hair by supporting hair bonds to prevent colour fade. It is also safe for chemically processed hair, helping to improve hair strength and reduce breakage.

### **How soon will I begin to see these benefits in my hair?**

- The Modere CellProof hair care line is lab tested to deliver results after just 1 wash, improving smoothness and manageability by 89%, reducing split ends by 85% and decreasing visible breakage by 63%.†

### **Is the product safe for children?**

- While the Modere CellProof hair care line was developed for adults, older children may also benefit from using these formulas as they would any shampoo and conditioner.

### **Is the Modere CellProof hair care line SLS/SLES-free?**

- Yes.

### **Is the Modere CellProof hair care line paraben-free?**

- Yes.

\*Compared to untreated hair.

†Based on lab tests on European medium brown human hair samples. Smoothness results comparing CellProof Hair System to non-conditioning shampoo, 8 hair samples. Split end results comparing untreated hair before and after, 50 hair samples. Breakage results compared to non-conditioning shampoo, 10 hair samples. Results after one use. November 2022, New Jersey, USA. FiberHance™ is a trademark of Ashland.