

Illumai Biome-Care System For Hair			
	CLEANSE	NURTURE	PROTECT
	Gentle Cleanser	Restorative Conditioner	Leave-In Spray
	Health Benefits		
	Targeted Repair & Holistic Nurturing of your Naturally Protective Biome - the Foundation of a Healthy Scalp & Hair		
	Thorough but non-damaging cleansing of the hair and scalp and targeted restoration of the scalp's natural moisture barrier; zero preservatives; non-ionic structure leaves no anionic residue	Targeted repair of the hair's natural water barrier and stimulation of the scalp and hair's natural powers of self-protection	Final targeted repair and all over enhancement of the hair's natural water barrier, to enhance shine, strengthen hair, maximize manageability and protect against heat & styling damage
Notes On Action on the Biome	Protective Cleansing (XO-70) * Cleans dirt & excessive oils * Leaves sebum (peptides, proteins and moisturizing oils) intact * Leaves intercellular lipids intact in epidermal cells (scalp) * Without preservative biocides, leaves microbiota intact * Leaves no silicone, artificial oil or other residue on hair or scalp.	Targeted Repair / Restoration (XO70 & BTMC - lipids) * BTMC and other lipids begin targeted repair of the hair's moisture barrier * Isoleucine stimulates the scalp to naturally produce anti-microbial peptides * Quats not necessary to neutralize anionic residue (viz conventional shampoos) * No silicones to smother scalp or weigh down hair * No preservatives to kill microbiota	Completion of Repair / Restoration * Upon agitation, the two oils form "nanoaggregates" of micelluar structures with cationic tails * Because there is no anionic residue on the hair, the only source of negative charge is exposed areas cortex, i.e., areas of depletion or abrasion in the sebum * The nano-aggregates electrostatically adhere ONLY to such areas * No silicones or other residue to smother scalp or weigh hair down
	Beauty Benefits		
	Naturally Beautiful Soft Sexy Hair		
	* Squeaky Clean - because no detergent or silicone film is deposited * Vibrant Color - because it is 100% color safe * Rich Creamy Lather - for an indulgent experience, because XO-70 creates an extremely dense, luxurious, small-cell lather.	* Detangles (partially) - because the lipids make comb-out easier * Weightless Volume - because the protein building blocks (the amino acids) add body and bounce, but [unlike other conditioners] it adds no silicone coating * Unique Natural Shine - because there is no dulling film (ionic salts) or other coating that changes the hair's reflective properties	* Manageable - because the nanoaggregate lipids only fill in the gaps in the biome, the hair is completely restored; behaves naturally now * Soft to Touch - because the restored hair has no frizz at all, hair is "kitten soft" * Luminously shiny - because there is no dulling film, or painted over silicone coating, each strand of hair is allowed to shine
	Convenience Benefits		
	Dries in Half the time		
	Saves Money: very dense products last a long time; fewer visits to colorist / treatments	Longer time between washes	Faster Drying (yes)
	Active Ingredients		
	A System of Inter-dependent patented and patent-pending ingredients and formulations		
	XO-70	Isoleucine	Lipid Complex
	Because Cleanse contains XO-70, a non damaging and high performance cleansing agent with unique ceramide like properties, it both cleanses without harming the biome while also restoring the scalp's natural moisture barrier	Because Restore contains an 'active level' of isoleucine, it naturally stimulates the scalp to produce the biome-care packet of natural moisturizers and anti-microbial peptides and proteins essential for maintaining a healthy scalp and beautiful hair	Because Protect contains a patent pending lipid complex that concentrates water-repelling lipids where they are still needed, it finishes repair of the naturally protective moisture barrier, while the light misting enhances the hair's all-over protective coating
How the Magic Works	<p>XO-70 is a gentle cleanser that does not strip off the biome and therefore cleans while leaving the barrier that protects color or treatment-infused hair shafts intact.</p> <p>It has 2 unique properties vs any other cleanser: - unique rich lather in a gentle, no-sulfate, no-sulfate, cleanser - ceramide-like properties that mimic the lipids that the skin produces; these act as the protective moisture barrier / water barrier of the skin</p> <p>The consequence: - <u>the lather</u> means that the gentle cleanser spends longer in contact with the scalp and hair compared to other non-foaming or non-sulfate shampoos /conditioning cleansers = Why it is both gentle and a very effective cleanser</p> <p>- <u>the ceramides</u> are attracted to where there are gaps in the moisture barrier in the scalp, therefore repairing one of the key defensive properties of the biome</p> <p>The active ingredient is LMG, a manufactured molecule developed by P&G in the 1950's that has remarkable properties, is relatively cheap and entirely safe. It is typically insoluble in solution.</p>	<p>Isoleucine is a naturally occurring 'essential' amino acid (a building block of protein) discovered (and clinically validated) to naturally stimulate skin cells to produce anti-microbial peptides and other elements needed for sustaining a healthy, biome</p> <p>The two elements are - a natural moisture barrier made up of ceramides, a kind of lipid - a layer of antimicrobial peptides and proteins that promote a healthy microbiome, the community of healthy microbes that live on the surface of the scalp and hair which repel the harmful microbes from damaging the scalp and hair</p>	<p>The unique applications lies in the way the formula causes the BTMC and PEG-5 lipids to form 'nano-aggregates'...like concentrated paint balls of the lipids versus standard spray where you get smaller particles.</p> <p>As they are positively charged, these nano-aggregates are naturally attracted to where there is any damage to the moisture barrier of the hair. (The damage shows up as negatively charged.)</p> <p>While these paintballs are of course most attracted to the where they are most needed, the spray does leave a fine layer of lipids all over the hair that work to make it much more manageable than just after the conditioner</p>
Our Patents cover	<p>LMG is the key active in XO70 which is combined with decyl glucoside to make it soluble at high concentrations and/or low temperatures and therefore usable in personal care products</p> <p>illumai has a pending patent around this, and therefore nobody else could viably use LMG in personal care products</p>	illumai has a patent on the ability to add isoleucine at 'active' levels and to make claims regarding it's 'stimulant' properties...so therefore nobody else can do what we are doing with it.	Around creating 'nano-aggregates of the active ingredients
Clinically Proven To	To enhance the water barrier of skin, improve hydration, and reduce dryness	Isoleucine is clinically proven to stimulate antimicrobial peptides and proteins	Improve manageability