

Hair Straightening



Available Today

Most effective products contain hazardous chemicals
e.g. **formaldehyde**

Process is expensive and preform only in the hairdressing salon

Our solution

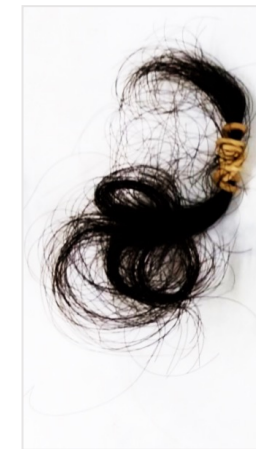
Using only natural, healthy materials that generate a protective coat that wraps the hair and keeps it straight.

Does not interfere with the structure of the hair and therefore **does not change its nature.**

Process is expected to be cheaper, home-use maintenance formula will enable preserving the results for a longer time (less returning to the hairdresser).

SMART
Resilin

Global professional hair care market



Natural curly hair-
before treatment



After straightening



After 27 washes
with shampoo and
maintenance formula