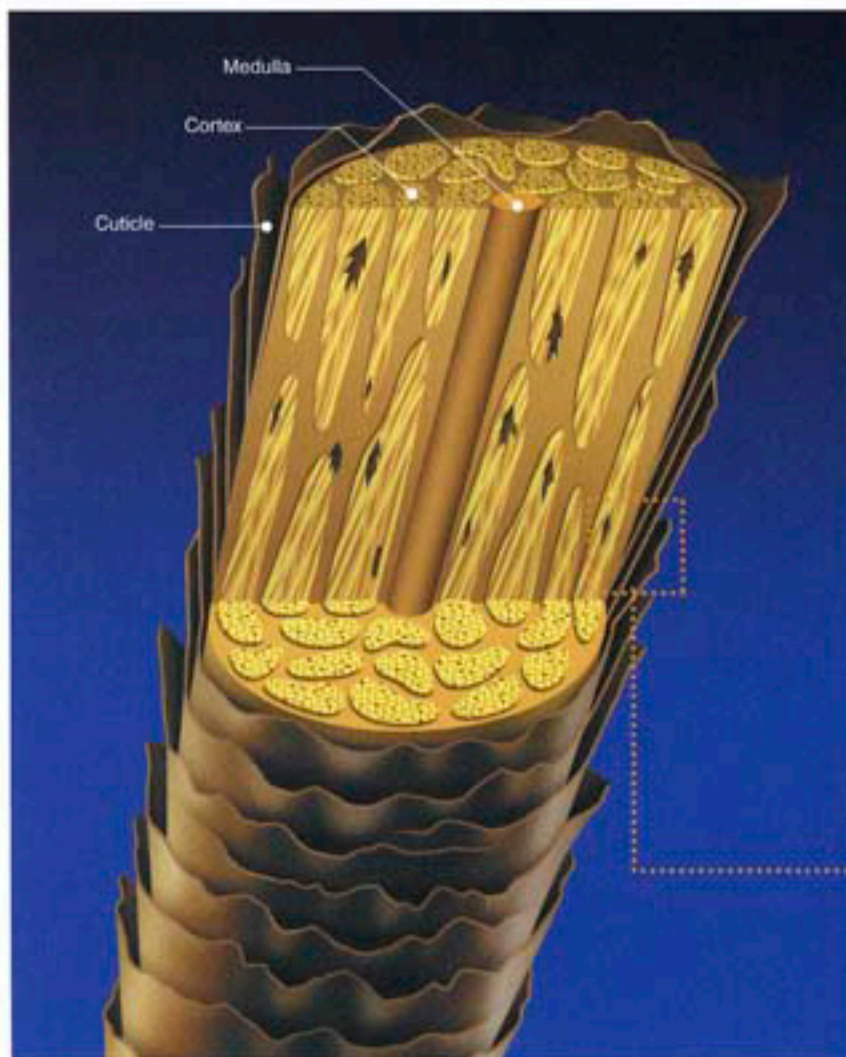




# MICRO MIST

## Regain Natural Healthy Hair with the Power of Water

Hair-care generally indicates direct application of a treatment agent to hair. It is actually one of the effective ways to repair damaged hair; however, there is a limit to it. In order to treat damaged hair more effectively, it is necessary to have a large quantity of a treatment agent penetrate deep into hair. Micro Mist, using the power of water, helps treatment particles permeate into damaged hair and reach even impaired area inside the hair.

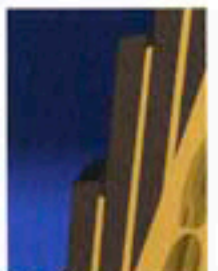


### What does damaged hair mean?

It means a condition in which surface cuticles are being peeled off and hair elements are flowing out through the cuticles. Especially, losing CMC (cell membrane complex) causes many gaps in a hair. These "flow channels" do not only let perming solution and coloring chemicals penetrate too deeply into the hair, but also let protein flow out of the hair. The important point of hair-care is to fill up these channels between cuticles with treatment agents.



**Damaged hair**  
CMC flows out of hair and cuticles are being peeled off. The inner part of the cuticle itself is also damaged.



**Healthy hair**  
CMC is found between cuticles and it securely guards the hair.