

ZERO

HAIR TREATMENT

**HAVE A GODDESS-LIKE HAIR
IN ZERO SECONDS!**

THE ZERO TREATMENT RESOURCES THE PUREST SPRING WATER FROM THE ALPS OF MT. HIDA AND RUNS IT THROUGH A SPECIALIZED JAPANESE PATENTED PROCESS TO CREATE A HYPER-ALKALINE, ELECTROLYTIC-REDUCTION ION WATER (ERI).



ERI HAS NATURAL HEALING PROPERTIES AND IS A STAPLE IN MEDICINAL & SKINCARE PRODUCTS IN JAPAN SUCH LOTIONS, FACE CREAMS, SERUMS, AND EVEN TOOTHPASTE. MASA.KANAI NOW INTRODUCES THE FIRST EVER ERI PRODUCT MEANT FOR HAIRCARE!

STAR INGREDIENTS

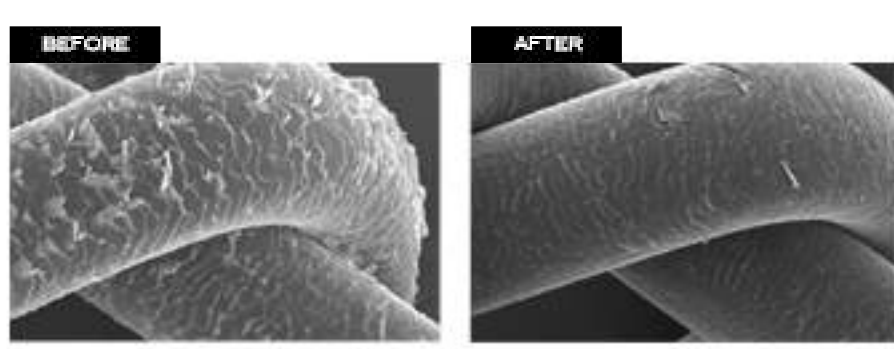
ELECTROLYTIC-REDUCTION ION WATER (ERI)

- LOW SURFACE TENSION WITH HIGH OSMOTIC PRESSURE FOR EXTREME HYDRATION
- HYPER ALKALINE LEVEL OF PH11+; MAKING IT IMPOSSIBLE FOR BACTERIAL GROWTH
- VARIOUS BENEFICIAL EFFECTS INCLUDING ANTISEPTIC STERILIZATION



HYDROLYZED KERATIN & ERUCALACTONE MCT

- LOW WEIGHT, MOLECULAR SILK PROTEINS
- FILLS MICROSCOPIC GAPS THROUGHOUT THE HAIR SHAFT; STRENGTHENING STRUCTURE & ELASTICITY
- MORE POTENT THAN OTHER TREATMENTS THAT MERELY SITS ON TOP OF THE HAIR



BIS-AMINOPROPYL, DIGLYCOL DIMALEATE

- THE CORE INGREDIENT OF OLAPLEX
- LIMITS DAMAGE DURING CHEMICAL SERVICES & RECONNECTS BROKEN DISULFIDE SULFUR BONDS IN THE HAIR
- REBUILDS COMPROMISED HAIR FROM THE INSIDE-OUT



WITH 100 TIMES THE PENETRATIVE POWER COMPARED TO THAT OF NORMAL WATER, THE ZERO TREATMENT INSTANTLY DELIVERS INTENSE MOISTURIZATION WHILE ENVELOPING EACH LAYER AND EVERY GAP WITHIN THE HAIR'S CUTICLES WITH HEALTHY KERATIN PROTEINS AND REBONDING NUTRIENT.

ONLY AT
MASA-KANAI
NEW YORK

+ PAIR WITH THE HOME CARE PRODUCT FOR EVEN MORE STUNNING RESULTS!

A SUPER LIGHTWEIGHT SERUM FOR CREATING HEALTHY & LUMINOUS HAIR. ITS PROTECTIVE FORMULA GUARDS AGAINST HEAT DAMAGE, WHILE CAPTURING MOISTURE & SHINE.

\$60

