

Beat: Lifestyle

## Hair Botox in Australia

### Caviar Extract Cellular Regeneration

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**USPA NEWS** - Innovatis Hair Caviar is a hydro-nutritive and anti-aging method, capable of restoring the hair's shine, softness and silkiness, thanks to its revolutionary formula: Luxury Complex, a concentrated high active cosmetics composed mainly of amino acids, vitamins, panthenol and caviar oil.

“ The caviar, thanks to its fatty acid Omega 3, provides vitamins, hydration and intense protection to the structure of the scalp and hair.

“ Contains collagen that allows an effective action of cellular regeneration and protects against the external aggression's of free radicals, toning and revitalizing the hair.

Omega 3 fatty acid belongs to the family of polyunsaturated fats always making the news in the nutritional world for its undisputed medicinal abilities to combat and prevent diseases and render vital health benefits to the human body. Composed of three fats namely ALA “  $\alpha$ -linolenic acid , EPA “ eicosapentaenoic acid and DHA “ docosahexaenoic acid, Omega 3 is an essential fatty acid which cannot be sufficiently produced by the body and hence have to be obtained through dietary sources and now extracted in its purest form through Caviar , processed in laboratory conditions and re-invented to reverse the aging process of human hair. Referred to by many as “Hair Botox´ one such company “Innovatis Hair´ in Spain has done just that. Created an amazing market for those wanting the most perfect of hair.

Sydney business owners Mr.Abbas Maqbool and Mr AJ Sri have now introduced 'Hair Plasm' and Innovatis' Luxury Care therapy treatments to Sydney. Consisting of Luxury Mask Therapy , Caviar, Plasm and Luxury sublime treatments women are noticing in minutes how different their hair looks and feels. Creating a Soft and 'Silky' effect to damaged hair , 'Ladies Lair' technician Michelle Deeb has recently returned from her intensive training at the Research and Development laboratory of Innovatis in Spain to now offer those lucky enough to book in a treatment the most amazing experience they could imagine.

Based in Spain ,Innovatis has this year enhanced its research and development laboratory offering new products that have absolutely surprised a fierce market focused on women's needs for quality , natural products that will enhance and simply reduce the body's aging process.

The extraction of naturally found seaborne collagen has becoming the perfect ally for beauty professionals and stylists loving the chemical free environment we all dislike.

Owner of Ladies Lair Salon in Rouse Hill Abbas Maqbool said, " Our Luxury Salon is focused on the natural care of hair for different types of aesthetics and regenerative needs, as well as aiding hair conditions".

Ladies Lair also provides an amazing Stretching and rejuvenating treatment with gold micro-particles that contributes to the hair with an elixir rich in healing properties by temporarily modifying the shape of the hair and with maximum respect for it, providing a straightening and anti-curling silky and smooth result. If this is sounding all to technical simply give them a call or find them on instagram . "It's not necessary to sacrifice the health of your hair to straighten it", Said Maqbool, "making it smooth and controlling its volume, because with our salon therapies even curly or very curly hair can look straightened without collateral damage".

The love of having all natural products enhance ones beauty has been the creation of Iconic fashion labels, skin care products and hair treatments for hundreds of years...Victoria Beckham once said, "I love fashion, and I love changing my style, my hair, my makeup, and everything I've done in the past has made me what I am now. Not everyone is going to like what I do, but I look back at everything, and it makes me smile."

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