

# REPACKAGING PH LEVELS

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20 : 03 : 2019 Beauty : Hair Care : Cosmoprof 2019



The conversation on pH levels in beauty reached new heights as a number of brands brought the issue of the acidic and alkaline nature of their products on packaging to the fore.

The aptly named salon-only brand **pH Laboratories** launched a new shampoo, conditioner and hair mask line enriched with monoi oil – made by soaking Tahitian gardenias in coconut oil – and magnolia extract. Each product in the brand's most recent collection is clearly labelled with its pH value, which ranges between three and five.

Medavita similarly highlights the pH value of each product through its packaging. Unlike most colour products, its illuminating gel oil for men has been formulated with an acidic pH to close the cuticles and offer a more natural-looking result. The Brazilian hair-straightening treatment by **Braliz** also taps into the pH level of its ingredients to offer a formaldehyde-free alternative to traditional keratin treatments. The product's Brazilian Botanical Bioactives (BBB) – made with guarana, and – combine to create an acidic pH, which, when applied to hair, straightens it for up to four months.