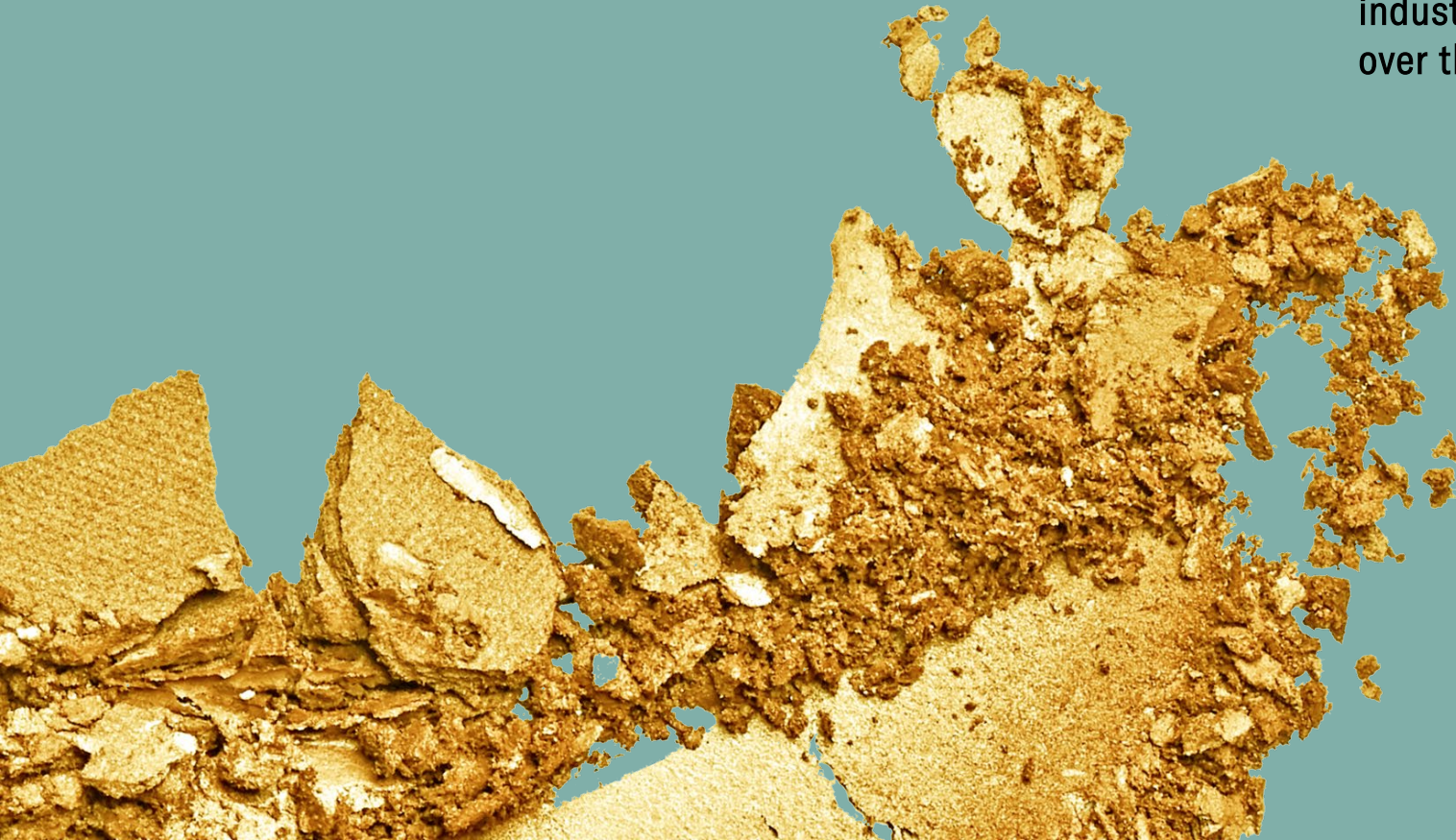


2023 edition

Cosmoprof North America Awards

COSMOPROF NORTH AMERICA
Awards

Cosmoprof North America and Cosmopack North America Awards reward products, formulations, packaging, design, technology, materials, ingredients, and sustainability in the cosmetics industry, celebrating innovation and excellence all over the world.





COSMOPROF NORTH AMERICA
Awards

Make Up & Nail products

2023 edition

Finalists

Dermelect

Dermelect Luminous Nail Brightener +
Perfector

Luckybox Korea

Folaris Premium Gel Pedi Strip

Mani Maker

Mani Maker Nail Polish Grip

Monoglot Holdings Inc.

Elroel Blanc Lanc Rouge X2

Winner

Mani Maker

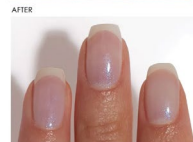
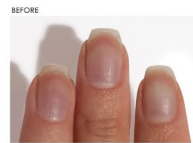
Mani Maker Nail Polish Grip

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Make Up & Nail
Products**



2023 Finalist

Dermelect

Dermelect Luminous Nail Brightener
+ Perfector

Product description

Luminous effortlessly transforms discolored, ridged, yellowing, and stained nails to look instantly brighter, smoother, elegant, and beautiful. Effectively utilizing light-reflecting particles and optical brighteners, Luminous beautifully fills, conceals, blurs, and neutralizes any visible nail damage and imperfections providing a milky glaze to the nail. The shimmering white is clean, simple, eye catching and bright! It's a softer version of a stark white manicure but adds a bit more color than a sheer nude, making the nails look clean and polished.

Gorgeous on all skin tones, flattering on any nail shape or length. Wear alone or as a base coat.

Claims & Benefits

- Protein-Peptide Infused.
- Yellow + Stain Neutralizer.
- Milky Sheer Opalescence.
- KEY INGREDIENTS: Protein Peptide, Biotin, Hexanal, Tilia Flower Extract, Anti-Oxidant Citrus Extracts, Chestnut Seed Extract, Vitamin E.
- PERFECT FOR NAILS THAT ARE: Yellowing, Stained, Discolored, Spotted, Dull, Ridged, Dehydrated, Acrylic / Gel Damaged, and Hard-to-Grow.

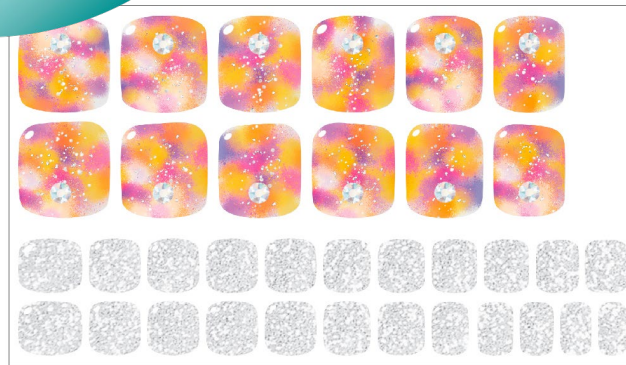
2023 Finalist

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Make Up & Nail
Products**



Luckybox Korea

Folaris Premium Gel Pedi Strip

Product description

Premium salon design. Made with real liquid gel and fit all types of nail sizes and shapes. Can last about 14 days once it is completely cured. Easy to use, file, cure, and remove.

Claims & Benefits

Each nail box includes 35 semi-cured gel nail strips enriched with ultra-sheer pigments in different sizes. It also comes with 2 prep pads, 1 nail file, and 1 wooden stick. Our products are cured in advance, made with real liquid gel and fit all types of nail sizes and shapes. They are very easy to use, file, cure, and remove. Even beginners can get salon-quality nails in minutes. It saves your time.

**WINNER
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Make Up & Nail
Products**



2023 Winner

Mani Maker

Mani Maker Nail Polish Grip

Product description

MANI MAKER is a supersoft grip that grabs the nail polish cap, locks in, easily opens it, and has you ready to polish. the universal grip fits on top of your favorite polish! precision painting has never been easier, perfect for both righties and lefties! great for the manicurist, diy at-home or for creating gorgeous nail art. top it on your favorite color, base/topcoat or oil. 4 fun colors: fuchsia, lime, violet and blanc.

Claims & Benefits

MANI MAKER was created out of necessity. meet Emma + Amanda: high school students and teen entrepreneurs! when they couldn't

get their mani (pandemic salon closings) and were having trouble painting it on their own, they took matters into their own hands! MANI MAKER was created to easily go on top of your fave polish, holding on tight to it and giving you a better handle on your painting experience! it's perfect for the novice, the nail artist and the professional. you'll never want to be without it again- it makes everything that much easier! also great for people with arthritis or other dexterity issues. patent pending!

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Make Up & Nail
Products**

2023 Finalist

Monoglot Holdings Inc.

Elroel Blanc Lanc Rouge X2

Product description

Tinted lipstick meets pH technology for the ultimate hybrid. Blanc rouge X2 features two lovely and hot colors that are pH activated for a cherry pink finish. A healthy improvement in lip wrinkles and a plumping effect for plumping lips.

Claims & Benefits

A two-tone lipstick that changes the color according to the pH of the lips to find your own lip color and has a wrinkle-improving effect on the lips. Contains 4 essential oils, 85% of which are highly moisturising, to improve lip definition and cuticles. From lip care to make-up, all in one product.





COSMOPROF NORTH AMERICA
Awards

Green & Organic

2023 edition

Finalists

Ag Cosmetics Srl World Of Beauty
Slim Shape Body Pants

Earth & Halo
Apple Of My Eye - Eye & Lip Contour

Lucas Products
Lucas Cide Thyme

Resaltz
Salt Massage Cleansing Bar

Winner

Ag Cosmetics Srl World Of Beauty
Slim Shape Body Pants

WINNER
2023

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

Green &
Organic



2023 Winner

Ag Cosmetics Srl World Of Beauty Slim Shape Body Pants

Product description

Best spa body treatment to infuse to your skin the power of nature, with fresh vegetable stems' cells, prebiotics, thermal water and unspoiled ocean pure ingredients. Rich in rare, clinically proven and highly functional natural liposomal extracts, including Undaria Pinnatifida, Arnica Montana, Centella Asiatica, White Birch, Horse Chestnut and precious botanical derived probiotics beneficial to skin health.

Claims & Benefits

Effective anticellulite soaked pants / leggings, ideal for draining body treatment. The pair of Natural Cotton

Leggings are soaked of natural lipolytic concentrate formulated to minimize the imperfections of edematous-fibrous cellulite and to promote waste and toxins elimination.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Green &
Organic**



2023 Finalist

Earth & Halo

Apple Of My Eye - Eye & Lip Contour

Product description

The "Apple of my Eye" contour gel is a wrinkle-fighting and firming gel that establishes a 3D hydration barrier, working continuously for 24 hours. This innovative formula delivers deep and lasting hydration to the delicate skin around the eyes and lips, resulting in a plumper, smoother, and more radiant appearance. In addition to its 3D hydration, the gel incorporates three patented peptides that target wrinkles, fine lines, and puffiness. These peptides promote firmness, elasticity, and a more youthful look. Enhanced by patented organic extracts, including organic lotus, sea grape extracts, and microalgae *Scenedesmus rubescens*, along with sodium hyaluronate, this gel nourishes, soothes, and revitalizes the skin, providing comprehensive skincare

benefits for the delicate areas.

Claims & Benefits

Apple Of My Eye reduces the appearance of fine lines, puffiness, and dark circles, providing instant and visible results within 7 days. The inclusion of Sea Grapes, scientifically known as *Caulerpa Lentillifera*, nourishes and strengthens the skin while combating signs of aging. Lotus contributes to a fresh, luminous complexion, while potent ingredients like SYN®-AKE, SYN®-EYE, PEPHA®-AGE, AQUAXYL™, and EYES 100 actively target wrinkles, improve skin texture, brighten, and eliminate eye pouches and fine lines. Each ingredient is backed by clinical studies. This breakthrough eye and lip contour gel offers a comprehensive solution for a youthful, radiant appearance, incorporating the latest advancements in skincare.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Green &
Organic**



2023 Finalist

Lucas Products

Lucas Cide Thyme

Product description

Lucas Cide Thyme is a ready to use, spray and walk away disinfectant for use on all surfaces. Great for use on delicate items especially salt stones used in aesthetics as this formula will not degrade them.

Claims & Benefits

Botanical LUCAS-CIDE Thyme harnesses the natural disinfecting power of thyme (yes – the herb!) to eliminate 99.9% of viruses and bacteria on all hard, non-porous surfaces. One-step LUCAS-CIDE Thyme is powerful yet non-corrosive, streak-free, requires no mixing, and is free of synthetic chemicals. LUCAS-CIDE Thyme is on the EPA's

List N as effective in killing COVID-19 and on List Q as effective against emerging viral pathogens (like Monkeypox). Use to disinfect Himalayan salt stones, for soaking implements, and more!

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Green &
Organic**



2023 Finalist

ReSaltZ

Salt Massage Cleansing Bar

Product description

ReSaltZ Salt Massage Bar is an eco-friendly facial cleansing solid bar that replaces plastic liquid cleansers. The main ingredients of ReSaltZ are Korean sea salt, which has a high mineral content, and skin-immune vegan herbs such as Houttuynia cordata and Centella (Cica). It is solidified through 1000 hours of air-drying without using surfactants, so it is not runny but firm, and it also functions as a cleansing pack with premium oils solidified. In addition to healthy product ingredients, the Salt Massage Bar enhances your daily healthy cleansing beauty routine with a design shape that allows for self-massage care from the planning

stages.

Claims & Benefits

Effective anticellulite soaked pants / leggings, ideal for draining body treatment. The pair of Natural Cotton Leggings are soaked of natural lipolytic concentrate formulated to minimize the imperfections of edematous-fibrous cellulite and to promote waste and toxins elimination.



COSMOPROF NORTH AMERICA
Awards

Skin & Body Care product

2023 edition

Finalists

Egfology Co Ltd

EGF Program MTS Ampoule

Franz Skincare Usa Inc.,

Franz Naked Sunshield Peptide Patch

I.D. Swiss Botanicals

Skin Stress Balancer

Regenskin, Llc; Regen4d

CellularMask Deep Hydrating Mask

Winner

I.D. Swiss Botanicals

Skin Stress Balancer

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Skin & Body Care
Products**



2023 Finalist

Egfology Co Ltd

EGF Program MTS Ampoule

Product description

The only one "Functional Active EGF cosmetic" ampoule with anti-wrinkles and whitening efficacy. Safe to all skin type and all ages; Bacteria free, preservative free, fragrance free. Instantly penetrates deeply inside the skin, boosts up skin cell regeneration and cellular metabolism for a firmer and more lifted look. Dramatically changes the skin quality, taking back moisture balance, nourishing and increasing inner volume.

Claims & Benefits

Masterpiece of K-Biotechnology. The only one EGF functional cosmetic certified by the Korean Ministry of

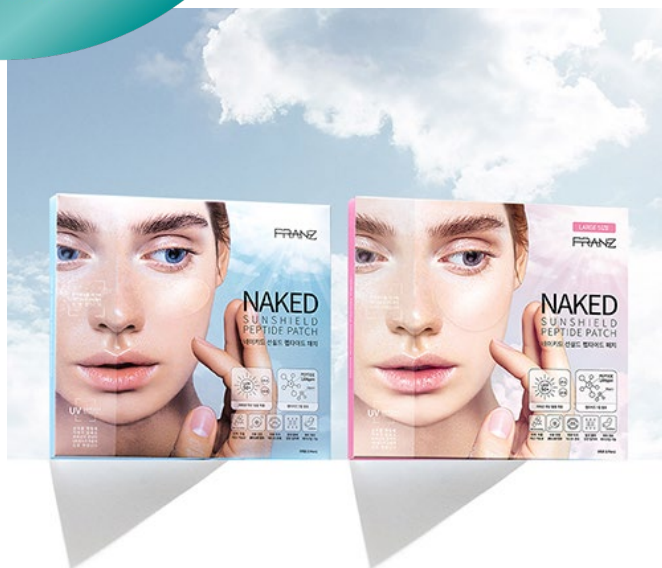
Food and Drug Safety for Anti wrinkle & whitening. Proven effect on Clinics and Medical congress, actually used on more than 50 Clinics. Proven revers aging effect, matching in 99% of the structure and activity of human EGF. Peta certified, cruelty free and vegan.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Skin & Body Care
Products**



2023 Finalist

Franz Skincare Usa Inc.,

Franz Naked Sunshield PeptidePatch

Product description

The Franz NAKED Sunshield with Peptide Essence is an ultra-thin, highly breathable, nearly invisible patch that blocks 99.9% of UV-B and 98.1% of UV-A rays for up to 12 hours. With such long duration, combined with water- and sweat-resistance, there's no need to re-apply, making it ideal for sport enthusiasts and anyone spending extended time outdoors. Infused with peptides, hyaluronic acid, and specific ingredients to boost elasticity, preserve skin density, and improve overall complexion, NAKED Sunshield with Peptide Essence works hard to revitalize the skin while it protects from UV damage.

Claims & Benefits

The Franz NAKED Sunshield address the challenges and concerns of regular, greasy sunscreen: 65% of consumers forget to reapply every 2 hours, they dislike how sunscreen feels, and have concerns about potentially harmful ingredients. Sunshield provides comprehensive UV protection for up to 12 hours. It's made without oxybenzone, benzene, and homosalate, or parabens, sulfates, phthalates, cyclic silicones, mineral oil, and formaldehyde. At just 13 microns, it's feather-light to wear. And Sunshield has clinically-proven skincare benefits, including soothing UV-irritated skin, lifting sagging eye area, and improving the appearance of melasma, blemishes, and pigmentation.

WINNER
2023

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

Skin & Body Care
Products



2023 Winner

I.D. SWISS BOTANICALS Skin Stress Balancer

Product description

Skin Stress Balancer protects and strengthens the skin by helping to regulate its response to the daily stresses caused by ultraviolet exposure and a multitude of common pollutants. The unique technology allows Skin Stress Balancer to effectively enhance all water-based cosmetics without altering their textures and fragrances. Made in Switzerland, Skin Stress Balancer is vegan, preservative free and 100% natural origin.

Claims & Benefits

Skin Stress Balancer increases the capacity for natural cell regeneration by 30%! When compared to Vitamin

E, Skin Stress Balancer boosts by 56% the neutralization and reduction of damage caused by free radicals in the body! Skin Stress Balancer helps your skin respond to external aggressions and thus limit the consequences of inflammaging by up to 60%! Skin Stress Balancer features the new and sophisticated CBD VectorS™. This second generation CBD vectoring system is based on a state-of-the-art dual encapsulation technology of multiple active botanical ingredients, developed in Switzerland by I.D. Swiss Botanicals.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Skin & Body Care
Products**



2023 Finalist

Regenskin, Llc; Regen4d
CellularMask Deep Hydrating Mask

fragrance free and safe for all skin types, including sensitive skin.

Product description

Our hydrating Cellular Mask is a biodegradable full-face-and-neck sheet mask, infused with an innovative serum that will restore the skin's moisture, repair skin and boost cell turn over. This mask not only reduces irritation and inflammation, but also reduces the appearance of fine lines and wrinkles. After just one use, skin is noticeably more hydrated, luminous, and radiant.

Claims & Benefits

Deeply hydrating, plumps the skin, improves elasticity and reduces the appearance of fine lines and wrinkles, dermatologist tested,



COSMOPROF NORTH AMERICA
Awards

Home & Professional Devices & Tools

2023 edition

Finalists

Cubist Co., Ltd.

Face Factory Rink Shot

Hangzhou Ulike Technology Co.,Ltd

3-in-1 Sapphire Ice Cooling and Skincare Hair
Removal Devices

Shenzhen Qianyu Technology Co., Ltd.; Jovs

JOVS 4D Focus Mask

Spa Science

Nera DLX Power Shower Brush

Winner

Shenzhen Qianyu Technology Co., Ltd.; Jovs

JOVS 4D Focus Mask

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Home & Professional
Devices & Tools**



2023 Finalist

Cubist Co., Ltd.

Face Factory Rink Shot

Product description

Reverse skin elasticity in just five minutes a day. Homecare that solves everything from deep-seated skin elasticity to line care with five skincare functions in one device. 1. 5 skincare functions. - High Frequency - EMS - Cooling - LED - Vibration 2. Elasticity/Lifting/Density: Effects felt even after one use 3. Wide head tip: Designed for easy massage as it can touch a wide area of skin 4. 3-step intensity control: Delicate intensity adjustment according to skin type and massage skill

Claims & Benefits

RF high-frequency technology enables effective elasticity care. At

1,000kHz, the high-frequency stimulates the dermis of the skin, promoting collagen production and transforming it into resilient, elastic skin. We present the optimal care recipe to address the challenges of skin elasticity: RF high-frequency + RED LED + vibration, delivering voluminous and plump skin. RF high-frequency frequencies generate deep heat within the skin, stimulating the dermis and collagen to promote collagen production, enhance skin elasticity, and improve skin texture. It helps transform the skin into a firm and resilient state.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Home & Professional
Devices & Tools**



2023 Finalist

Hangzhou Ulike Technology Co.,Ltd

3-in-1 Sapphire Ice Cooling and
Skincare Hair Removal Devices

Product description

- 9% increase in IPL energy Enhanced effectiveness to eliminate ingrown hair at the root - Added red and yellow light for skincare Triple light sources and three modes Mode 1: IPL Mode 2: IPL + red light, Mode 3: IPL + yellow light, - 9% increase in the light emittance area Larger treatment area, providing quicker and effortless hair removal experience - Auto flash 0.7s/time, ensuring quick and effective hair removal - Sapphire ice-cooling technology Pain-free, skin-friendly, cooler, and safer - Stylish and visually appealing Streamlined design and easy to hold for maximum comfort

Claims & Benefits

- Red light (RED) Added the red light source for skincare Stimulates collagen production, leading to tighter and smoother skin IPL light with a wavelength range of 580-1200nm + Therapy using red light with a wavelength range of 620-640nm - Yellow light (YELLOW) Added the yellow light source for skincare Inhibits melanin production and improves skin dullness IPL light with a wavelength range of 580-1200nm + Therapy using yellow light with a wavelength range of 580-600nm - Sapphire ice-cooling technology Pain-free, skin-friendly, cooler, and safer 4-level ice-cooling system 2,700 flashes in 30 minutes, maintaining skin temperature within 25°C.

**WINNER
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Home & Professional
Devices & Tools**



2023 Winner

**Shenzhen Qianyu Technology Co.,
Ltd.; Jovs**

JOVS 4D Focus Mask

Product description

FPT light concentrated technology, more concentrated energy with less energy loss ; 4 kinds of composite light waves, with precise partition and array arrangement ; Focused improvement: fine lines, dark circles, dullness and redness ; Highly fitting face curve, more even lighting ; Nano molecular food grade liquid silicone, comfortable to wear. Safe light source, harmless to eyes and skin.

Claims & Benefits

Focused improvement: fine lines, dark circles, dullness and redness.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Home & Professional
Devices & Tools**



2023 Finalist

Spa Science

Nera DLX Power Shower Brush

Product description

NERA transforms your daily shower routine into a spa-like experience at home. cleansing experience. Three separate treatment heads provide superior exfoliation, enhanced soap foaming, increased benefits from the active ingredients, thrilling massage, and an ultimate cleansing experience. NERA provides immediate relief for sore, aching muscles and aids in promoting healthier, younger-looking skin. NERA is the first such device to be totally USB rechargeable (eco-friendly), and it has the strongest spinning action in the sector. Clinically Proven. Science Based. 2-year warranty.

Claims & Benefits

NERA by Spa Sciences is the longest shower brush available on the market at 15 inches. It uses antimicrobial brushes to guard against stain and odor causing bacteria. NERA helps promote healthier, younger-looking skin and instantly soothes tired achy muscles. NERA offers the strongest spinning action in the industry. For use on all skin types. Science Based. Clinically Proven. 2-year Warranty.



COSMOPROF NORTH AMERICA
Awards

Hair Products

2023 edition

Finalists

Aloxxi International
Luminexx™ By Aloxxi

Fulton & Roark, LLC
Lost Man Formula 5 Oil

Nov Natural Organic Vegan
Hair Vinegar Tonic

Wellness Premium Products
Wellplex Color Mask

Winner

Nov Natural Organic Vegan
Hair Vinegar Tonic

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Hair
Products**



2023 Finalist

Aloxxi International
Luminexx™ By Aloxxi

Product description

Luminexx, Aloxxi's NEW gel-cream permanent colour line, marries the most advanced smart technology with globally inspired creativity delivering long-lasting colour and healthy hair with beautiful shine. A PPD and Resorcinol Free option, Luminexx features skincare-grade ingredients to help protect the scalp, prevent staining and create the optimal environment for hair colour to shine. Versatility of being able to use it as permanent and refreshing the ends allows for stylists to make the purchase of the small assortment and do what is needed 90% of the time behind the chair. It performs when removing all the things that

typically would not deliver the results. Small portfolio starting at 36 shades is appealing for inventory purposes which works for the ever-growing booth renter segment.

Claims & Benefits

PPD and Resorcinol Free Gel Cream Permanent Hair Colour with Surface Intelligence Technology delivers vibrant, long-lasting colour with superior grey coverage for stronger, healthier hair, and beautiful shine. May be used to refresh mid-lengths and ends.

**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Hair
Products**



2023 Finalist

Fulton & Roark, LLC

Lost Man Formula 5 Oil

Product description

The combination of seven natural oils gives your skin and hair a silky-smooth texture and healthy glow, all while sealing in powerful nutrients. You will immediately notice your hair looks healthier and is easier to style. Over time, you will likely notice your skin feels more supple and hydrated. The scent, "Lost Man" opens with the brisk intermingled notes of fresh Citrus, Virginia Cedar, and Siberian Pine—like sunlight peeking through the trees. The green and herbaceous and floral notes of Clary Sage and Geranium provide a stunning contrast with the earthy, leathery scents of Styrax and Haitian Vetiver.

Claims & Benefits

HAIR & SCALP: A few drops of Formula 5 spread evenly through towel-dry hair will knock down flyaway, smoothing each hair from the follicle to the tip. Formula 5 Oil also protects your scalp against cold and dry weather that can also lead to scalp irritation, without leaving you with a greasy look. **BEARD:** It's a beard oil that somehow isn't "oily." Our blend of natural plant extracts and high-performance ingredients moisturizes and smooths each hair down to the follicle while helping to soothe your face underneath without feeling greasy or heavy.

**WINNER
2023**

COSMOPROF
Awards

Strategic partner **BEAUTYSTREAMS**

**Hair
Products**



2023 Winner

Nov Natural Organic Vegan Hair Vinegar Tonic

Product description

NOV Natural Organic Vegan Hair Vinegar Tonic is a specially formulated product developed from plant extracts through fermentation to give your hair a natural radiance, repair split ends, and facilitate easy detangling. This vegan-friendly formula, which helps the hair and scalp maintain their natural balance, reduces dandruff formation and serves as evidence that natural beauty truly originates from nature. Apply to wet hair and scalp in the shower, massage gently, and leave it on for a few minutes. Then rinse and witness the miracle of nature on your scalp and hair. Experience the naturalness of your hair with the natural scent coming from the plants in it.

Claims & Benefits

Experience the transformative power of NOV Natural Organic Vegan's Hair Vinegar Tonic. This exceptional hair care solution addresses common concerns like dandruff, split ends, and lackluster locks. Our unique formula revitalizes your hair from root to tip, promoting a healthier, balanced scalp and smoother, resilient strands. Nourish your hair follicles with our cruelty-free, organic, and vegan-friendly tonic, revealing vibrant, lustrous locks. Bid farewell to dandruff, repair split ends, and embrace a flake-free scalp with the natural goodness of NOV Hair Vinegar Tonic. Our dedication to ethical practices means it's free from SLS, parabens, and animal testing. Elevate your hair care routine and unlock the beauty of nature with NOV

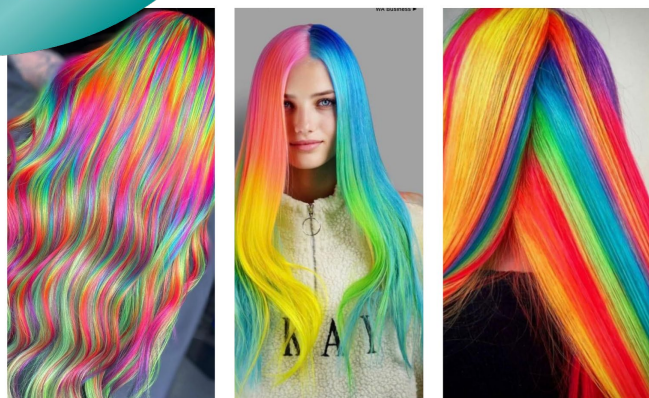
**FINALIST
2023**

COSMOPROF
Awards

Strategic partner

BEAUTYSTREAMS

**Hair
Products**



2023 Finalist

Wellness Premium Products

Wellplex Color Mask

Product description

Wellplex Color Mask, is a treatment color depositing mask that features organic cold-pressed hemp seed oil to heal and nourish hair. The highly pigmented colors can be mixed together for endless color combinations or diluted for soft pastel tones. Hairstylists now have total creativity to create any combination or rainbow looks with this no-bleed formula while clients get to enjoy vibrant colors without stripping their hair with harsh chemicals. Available in 8 colors.

Claims & Benefits

Wellplex Color Mask can be personalized to deliver super bright

or pastel colors in a nourishing mask base that heals the hair. Featuring organic cold-pressed hemp seed oil a rich source of Omega 3 and 6 to help strengthen hair strands, provide nourishment to hair and scalp as well as help promote rapid hair growth. Hydrolyzed keratin, a protein that's naturally found in strands delivers silky, shiny, soft, and healthy hair. Additionally, Panthenol, or pro-vitamin B5, supports cellular function and nutrient delivery by sealing the cuticle of each strand, to smooth hair overall and help prevent frizzing, splitting and fraying.