

HAIR SERUM



What is HAIR SERUM?

Hair Serums are gel or oil based products that provide moisture, protection and styling benefits for hair fibers and deliver optimal results in a weightless formulation.

Putting a few drops of hair serum on your hair may yield better results than regular shampoos and conditioners.

Just like skin serums, hair serums are formulated with active ingredients to penetrate deeper into your hair. They are used to control frizz, set hairstyles and protect the hair from environmental aggressors.



What is the difference between Hair Serum and Hair Oil ?

Even though hair oil and serum seem to have the same texture, their functions are different.



what is it

HAIR SERUM

A styling product with added benefits.



how does it works

Coats the surface of your hair to seal hair cuticle and eliminates frizz.



when to use

Use before heat styling/ blow drying for thermal protection OR after styling to add shine.



UV & heat protection

Shield hair from thermal styling up to 230°C



what is it

HAIR OIL

A nourishing treatment



how does it works

Penetrates hair cuticle to feed hair with essential nutrients.



when to use

Use daily on damp hair OR add to hair mask/ shampoo for extra pampering.



UV & heat protection

With UV filter to protect hair from sun damage.

Benefits of Hair Serum

Shinier, Smoother & Healthier Looking Strands



Heat Protectants



Protects From Prolonged Sun Exposure



Protects From Forceful Brushing



Protects From Pollution



Anyone can use Hair Serum

Myth buster:

Thin hair does not need serum because it makes the hair fall flat.

Truth:

Anyone can use a hair serum. If you have thin or oily hair, stick to the lighter formula. If you have dry hair, go for a heavy and ultra-moisturizing formula.





VLCC Wellscience Hair Serum



MRP-450

Qty- 50 ml

VLCC Wellscience Hair Serums is crafted with Wheat germ oil, Argan Oil, Linseed oil, Almond oil, Coconut oil, Soya oil, Macadamia oil and Vitamin E. This blend of natural oils is your best bet for shinier and bouncier hair.

VLCC Wellscience Hair Serum is Mineral oil free (Mineral oils are chemical substances prepared from naturally occurring crude petroleum oil)

Direction of use- Apply few drops of serum to dry/ damp hair from mid-length towards the ends.



100% Naturally Derived



Non-greasy



No Parabens



No Silicones

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Wheat germ oil is rich in linoleic acid that nourishes and conditions the hair.



Argan Oil moisturize your hair and scalp and protect your hair from everyday damage.



Linseed oil helps to seal the cuticle and reduces frizziness.



Almond oil softens hair that makes your hair feel smoother to the touch.



The lauric acid in coconut oil has nourishing properties that help moisturize and seal hair.



Soya oil seals moisture into your hair and leaves your hair glossy and shiny



Macadamia oil add moisture to the strands of your hair, tames dry and fizzy hair.



vitamin E-rich oil can help replace that protective layer and bring back shine



Nourishment



Protection



Glossiness



Why To Use VLCC Wellscience Hair Serum?

**This serum provides an extra boost of
nourishment and gloss to dry hair.**

**Thick and rebellious hair can be smooth,
manageable and well-nourished.**

**Protects from the environment & heat
styling damage.**

Specially created for Indian hair.

FOR ALL HAIR TYPES



Wavy



Curly



Straight

VLCC Hair Serum V/s Competitor's Serum

Name	Composition	Fill size (g)	MRP	Price per (ml)
Vestige	NA			
Amway	NA			
Oriflame	NA			
Modicare	NA			
L'Oréal Paris Professionnel Xtenso Care Serum	Cyclopentasiloxane, Dimethiconol, Limonine, Linalool, Benzyl alcohol, Benzyl Salicylate, Benzyl Benzoate, Geraniol, Citronellol, Coumarin, Hexyl Cinnamal	50 ml	600	12 per ml
BBlunt Intense Moisture Hair Serum	Avocado oil, Jojoba oil, Argan oil, Vitamin E	75 ml	650	8.16 per ml
VLCCWellscience Hair Serum	8X formula with Wheat germ oil, Argan oil, Linseed oil, Almond oil, coconut oil, Soya oil, Macadamia oil, Vitamin E oil	50 ml	450	9 per ml

Your hair deserves the best
THANK YOU

