

New Sens Balayage haircare products revitalise colour-treated hair

Innovation was created for the needs of Balayage technique

Sens is a new product line, developed by a young award-winning Hair Salon entrepreneur Amanda Lehtinen from Finland. First products are Sens Balayage Shampoo and Conditioner which have been specially developed for colour-treated hair and especially for hair coloured with the balayage technique. Together the Shampoo and conditioner moisturise effectively the dry ends of the hair and create volume. Luxuriant scent and crystal beads pamper your hair whilst the unique formula leaves your hair clean and gives it a wonderful sheen. Products are manufactured in Finland, European Union by Transmeri which cooperates with many of the world's top cosmetics brands.

Coloured hair needs efficient moisturising, but many moisturising products take away the volume from hair. To cope with this problem, Amanda Lehtinen developed Sens Balayage Shampoo and Conditioner.

– I have done a lot of freehand hair colouring lately. I started to develop the composition of Sens Balayage products because I did not find suitable products to support and boost my work. Sens Balayage Shampoo has better washing effect than the deep-moisturising shampoos. Therefore it gives more volume to your hair. Sens Balayage Conditioner on the other hand smoothens the ends of your hair efficiently, says Amanda who is actively working in her own Hair Salon Bruk in the city of Turku.

Popular and trendy Balayage colouring gives hair a more natural, sun-kissed look that many celebrities today desire.

– Usually the result of Balayage-colouring gets better when you do it several times. You get more tones of colour. At the same time the need for moisturising increases, especially at the ends of hair, explains Amanda.



Moisture without compromising volume

Sens Balayage Shampoo or Conditioner do not have colouring effect. Together they construct deep treatment for colour-treated and blonded hair. The unique formula of Sens Balayage Shampoo leaves your hair clean and gives it a wonderful sheen and volume without consuming the hair colour. Betaine and proteins are important ingredients in moisturising, strengthening and giving volume to your hair.

Conditioner on the other hand protects the hair colour, gives shine and helps styling your hair. The luxuriant scent, the crystal beads and the unique formula put the lustre back into damaged hair. Pea protein helps hair's recovery, styling and moisturises. Apply conditioner to the scalp area and the ends of your hair. Leave in for 2-10 minutes and rinse well.

– The volume Shampoo and deep-moisturising Conditioner are practically two different products. This kind of pair of products suit especially for colour-treated hair with differences in porosity at lengths of hair. Sens Balayage products are designed for daily use, says Amanda.

The scent is an important factor of Sens Balayage and is named "Forbidden Love". It is a bright and provocative floral provided with an elegant honey-amber signature. A unique olfactive experience where ginger is flirting with sophisticated sambac jasmine shades and the feminine rose notes are combined with a gourmand honey ambery foundation.

Sens Balayage Shampoo and Conditioner were launched in October 2017 and you find the products in selected Hair Salons and Sens.fi web shop. More products will be introduced during 2018.

Product info:

Sens Balayage Shampoo, 500 ml, recommended retail price 27,90 €

Sens Balayage Conditioner, 500 ml, recommended retail price 27,90 €

More info from:

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Web shop: www.sens.fi and selected Hair Salons