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Photos: [Media Room](#)

## Lisap Easy Build Hair Rejuvenation Routine is Like “Botox for Hair”

Montreal, Spring 2016. Lisap Easy Build is a 4-step hair reconstruction system for any hair type. It’s a state-of-the-art deep conditioning treatment created for seriously out-of-condition and damaged hair. It nourishes the hair structure from cortex to cuticle, restores body, elasticity and strength and provides an anti-aging effect to give hair superb softness and shine.

Start the reconstruction process with Lisap Easy Build 1 Chelating Shampoo. Chelating literally means binding or capturing mineral deposits and eliminating them from the hair. Easy Build 1 is formulated to create synergy between the active ingredients, amino acids, keratin<sup>1</sup> and vitamins to treat the most damaged parts of the hair, leaving it glossy and perfectly manageable.

The second step rebuilds the keratin structures internally from deep within the hair shaft using Lisap Easy Build 2 Polymeric Reconstructor. Its formula contains creatine, wheat amino acids and soya proteins that leave the hair looking healthier, glossier and stronger. The quality and resilience of the hair structure is improved from the first application.



A moisturizing liquid cream, Lisap Easy Build 3 Moisturizing Microemulsion ensures that its active ingredients immediately penetrate the hair structure. The red and black marine algae extract formula reinforce and reconstruct the hair fibre internally and externally. This third step restores vitality and elasticity, giving hair increased body without adding weight.

Finally, Lisap Easy Build 4 Revitalizing Spray completes the reconstructive treatment by effectively rebuilding the external layers of the hair, preventing split ends and leaving hair feeling like silk. Additionally, the hydrolyzed proteins, creatine and heat resistant substances moisturize the hair, protecting it from heat and making handling easier and styling longer lasting.

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<sup>1</sup> Keratin complex is an excellent anti-aging and conditioning ingredient that makes it possible to deeply penetrate the cortex and provides a protective film on the surface of the hair. The result is an excellent conditioning effect.



“The Lisap Easy Build collection was developed as the original Botox for hair,” said Robert Baggio, vice-president Lisap Canada. This hair reconstruction system is unique in the market and a must for keeping your hair healthy. As always, Lisap products don’t contain contaminants that can be harmful to you, your hairdresser or the environment. The Easy Build Collection retails for approximately \$67.00. Lisap products are available in North and West Vancouver, Saskatoon, Toronto, Ottawa, Gatineau, Nepean, Montreal, Quebec City, Sherbrooke, Trois-Rivières, Granby, Grand-Mère and New Brunswick.

Lisap, a family owned business, creates all of its products using the finest and gentlest ingredients in formulations designed to restore the hair's natural balance and beauty. Manufactured in Milan, Italy, Lisap has been offering quality hair care products for almost 60 years and sells to salons in more than 50 countries. All Lisap products are dermatologically tested and have received the seal of approval from the University of Pavia, one of the most renowned universities in Europe. Lisap is one of the few companies that is Quality Certified to the Standard of UNI EN ISO 9001; guaranteeing salon superior quality products. For a salon near you that carries or uses Lisap products, call 1-800-667-5954 or visit [www.lisap.ca](http://www.lisap.ca)

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