

# GalHueShield HCS

MULTIFUNCTIONAL HAIR COLOR PROTECTOR

INCI: METHOXYCINNAMIDOPROPYL  
BEHENDIMONIUM CHLORIDE

## DIVERSE MULTIFUNCTION SOLUTIONS

- PROTECTS APPLIED COLOR FROM UV-INDUCED DAMAGE
- PROVIDES EXCELLENT HAIR CONDITIONING
- DISPLAYS ANTIMICROBIAL ACTIVITY DUE TO QUAT STRUCTURE, ESPECIALLY IN CONDITIONERS
- CATIONIC CENTER FOR HIGH SUBSTANTIVITY TO HAIR

tel. 1-800-526-0372 mail. [info@tri-k.com](mailto:info@tri-k.com) visit. [www.tri-k.com](http://www.tri-k.com)

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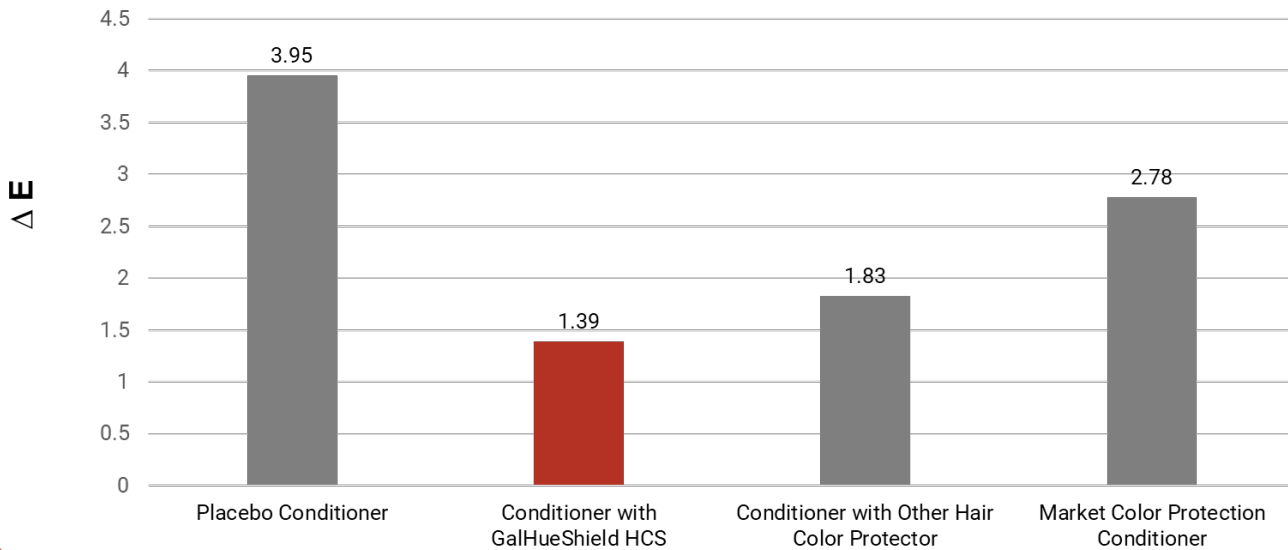
# GalHueShield HCS

## MULTIFUNCTIONAL HAIR COLOR PROTECTOR

### GalHueShield HCS Shows Best Hair Color Retention

After 10 cycles of washing and UV exposure: Hunter L\* a\* b\* Color Scale

L'Oréal Excellence HiColor Intense Red



### Growing Hair Color Protection Market

- Global Product Launches With Claims Of "UV Protection" Have **Gone Up 12%** In The Past Year.
- The Global Hair Color Market Is Expected To Grow At A **CAGR Of 5.7%** From 2022 To 2028, Reaching USD 34.13 Billion By 2028.
- Rising Concerns Among Individuals About The Harmful Effects Of Pollution And Increased Exposure To Ultraviolet (UV) Sun Rays Are Offering Lucrative Growth Opportunities To The Industry.
- The Main Filters Used In Haircare In The Americas Are Octyl-Methoxycinnamate (OMC) And Benzophenone

Source: MINTEL GNPD, Euromonitor

Halal, Kosher, Reach Certified, Vegan