



Marché de Beauté

viege



<viege>

Vegetable Supplement for Scalp & Hair

**We wanted to develop haircare products to keep mature women beautiful.
Consequently, we focused on beautiful,
brightly colored vegetables packed with nutrition.**

**The concept of supplements that are made by condensing nutrient components
are incorporated into haircare by using the power of vegetables.**

**Why not find tips on practicing age-appropriate
haircare for beautiful, healthy hair growth?
Viege's wish is to provide positive assurance to clients
that they can enjoy hair design as long as they want.**





For hair that never thins or weakens. Beautiful, healthy hair holds the key to freely enjoying hair designs.

Have you ever felt that your hair is becoming less dense and is now thinner? Aging results in hair that becomes thin and loses elasticity, volume, and texture. Even the scalp loses the moisture and collagen responsible for elasticity as we age in the same way as the skin. In the scalp, if barrier functions decline and become sensitive and the regeneration of the scalp is disrupted, the scalp cannot distribute nutrition to the hair, which affects new hair growth. One possible sign of aging scalp and hair is that it becomes more challenging to maintain and enjoy beautiful hairstyles than before.

Is it because of thinning hair? Are there any concerns about your hair?

Losing
hair

Losing
elasticity

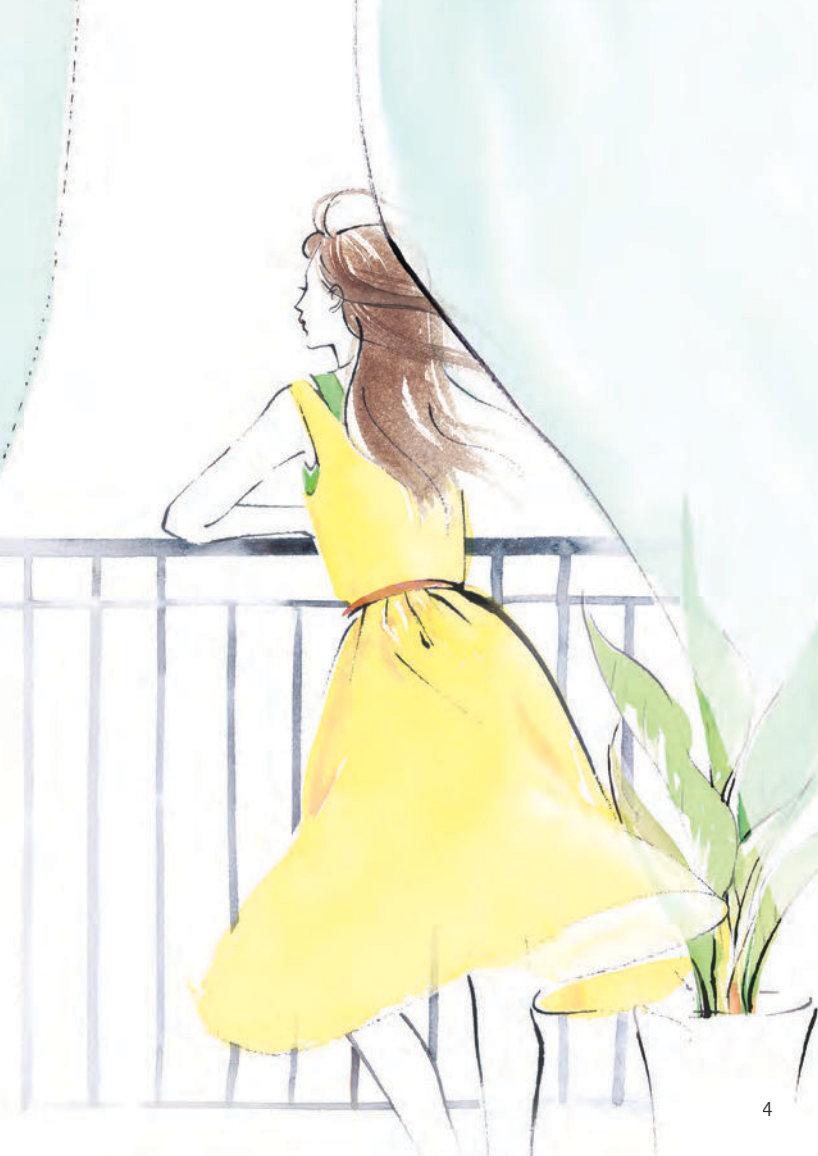
Hair became
prone to dry

Hair became
wavy

Losing
hair shine

Losing
hair volume

Hair's texture
became not as
good as before

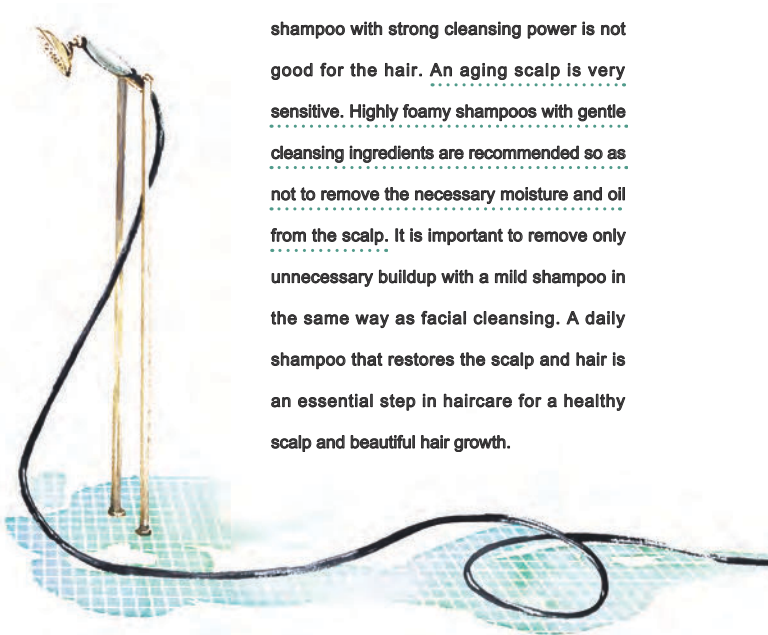


**Re-examine your shampoo first.
Gentle haircare is the number one rule
for the scalp and hair of mature women.**

Gently and carefully



Even though you think you carefully shampoo the hair every day, unnecessary buildup and residue accumulate on the scalp and hair. Besides dirt, metal ions from tap water build up. Because of the accumulation of metal ions with age, the hair becomes rough and loses shine, preventing the penetration of hair treatment products. Even so, the use of a shampoo with strong cleansing power is not good for the hair. An aging scalp is very sensitive. Highly foamy shampoos with gentle cleansing ingredients are recommended so as not to remove the necessary moisture and oil from the scalp. It is important to remove only unnecessary buildup with a mild shampoo in the same way as facial cleansing. A daily shampoo that restores the scalp and hair is an essential step in haircare for a healthy scalp and beautiful hair growth.



Proper shampooing is also effective for beautiful skin.

From work, housekeeping, and raising kids to the various steps in the beauty care regime, there are many things that women need to take care of on a daily basis. Just because you want to quickly wash your hair, do you shampoo by using your nails to briskly shampoo the hair? Even if you are in a hurry, it is best to use the pads of the fingers to gently massage the scalp when shampooing. Use the pads of the fingers to spread fine foam into every corner of the scalp to gently remove dirt. Also, blood circulation is improved by massaging, which creates a scalp environment that promotes healthy hair growth. In fact, hardened scalp with poor blood circulation affects the facial skin and causes sagging. Because the scalp and face are connected, the trick is to maintain a soft, elastic scalp in order to maintain supple skin.

The knowledge that shampooing is not just for removing dirt makes a difference in maintaining beautiful skin in future.

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Lymphatic massage after a bath for beautiful, clear skin.

When you have more time, be sure to take good care of your weary body.

A lymphatic massage around the neck is recommended to improve blood circulation in the scalp.

1
Gently massage
the depressed area
behind the ear lobes.



2
Gently rub from
the bottom of the ears
downward toward
the collarbone.



Point

Try not to use too much
force and be sure to
massage gently.

Allow the hair treatment to carefully and deeply penetrate into the hair shaft.

Thinning hair due to aging has less cortex, CMC proteins, and lipids. Because of this, the inside of the hair shaft becomes hollow, causing the hair to lose suppleness and elasticity and affecting the outcome of hair color and perms. For aged hair, select hair treatment products that restore the natural suppleness and strengthen the hair from within. When your hair is dry or when preparing for a special day, apply and distribute the hair treatment evenly and leave for about five minutes. It is more effective to wrap with a hot towel after wetting with hot water and squeezing lightly. The penetration and settlement into the hair shaft are increased by heating the hair moderately as if you were steaming. You will see that the hair texture becomes more supple.

Point

Hair condition changes due to an irregular lifestyle and the hormone balance.



Fluffy, bouncy and happy!



Just as with skin care, practice age-appropriate anti-aging haircare.

To enjoy your hair design with abundant hair, sufficient scalp care is a must—in addition to basic haircare with shampoo and hair treatment. Because the scalp environment changes with age, the cause of odor and itchiness even though you shampoo the hair properly might be due to aging. A healthy scalp is the foundation for strong, beautiful hair. Scalp care is essential for hair growth. Additionally, because women experience thinning hair due to aging, it is best to start proper scalp care for hair growth whenever you experience an increase in hair loss. Having abundant hair creates the impression of being lively and bright. To enjoy hair designs in your own way, anti-aging haircare begins with a positive attitude and surely leads you to become more attractive.

Vegetable Supplement
for Scalp & Hair

Shampoo



Loofa extract (Moisturizing)



Perilla extract (Moisturizing)

Viege Shampoo

Gently cleanses the delicate scalp to restore the hair and eliminate the source of roughness.

[Cleansing ingredients] Sulfosuccinic acid*1 + Acid soap*2

240mL / 600mL / 1000mL (refill)

Viege Hair Treatment S/V

Strengthen the hair from within to alleviate unwanted curls and make it supple.

[Hair reinforcing ingredient] Twelve kinds of plant-derived oils to penetrate inside of the hair*3

240mL / 600mL / 1000mL (refill)

SOFT

S:Soft
(Increase softness)



Viege
Hair Treatment S

Asparagus stem extract
(Softening and moisturizing)



Viege
Hair Treatment V

Burdock root extract

(Restoring suppleness and elasticity/Moisturizing)



Hair Treatment

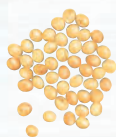
VOLUME

V:Volume
(Increase elasticity)





Root
Care
Mist



Active isoflavone*4
(Moisturizing)



Apple fruit extract
(Moisturizing)



Five types of herb essence*5
(Moisturizing)

Viege Root Care Mist

**Conditions the scalp environment of dryness and odors
to add volume to roots.**

[How to use]

After removing moisture with a towel, spray onto the scalp four to six times and spread evenly. After that, blow dry the hair while lifting the roots.

180mL (Scalp Treatment)

Viege Medicate Essence

For thicker, stronger and healthier hair

[Effects/Efficacies] Hair growth, thinning hair, itchiness, baldness prevention, hair growth promotion, dandruff, hair loss after illness and childbirth, and pilatory.

[How to use] After removing moisture with a towel, spray onto the scalp eight to ten times and massage well. When using Root Care Mist concurrently, please apply Medicate Essence first.

100mL (Hair growth tonic/Quasi drug)

Product name: Scalp Essence NY a



Ginseng extract
[Effective ingredients]



Mulberry root bark extract
(Moisturizing)



Bamboo root extract*6
(Moisturizing)



Licorice leaf extract*7
(Moisturizing)



viege Fragrance

With fresh green and grapefruits as a main note, the fragrance is glamorous and filled with transparency.

LebeL

ALL YOUR OWN