

Scalp Care
Expert
100 Years

SHISEIDO

PROFESSIONAL

Revive Your Scalp For
Healthier, Stronger Hair

THE HAIR CARE
FUENTE FORTE
for SCALP CARE

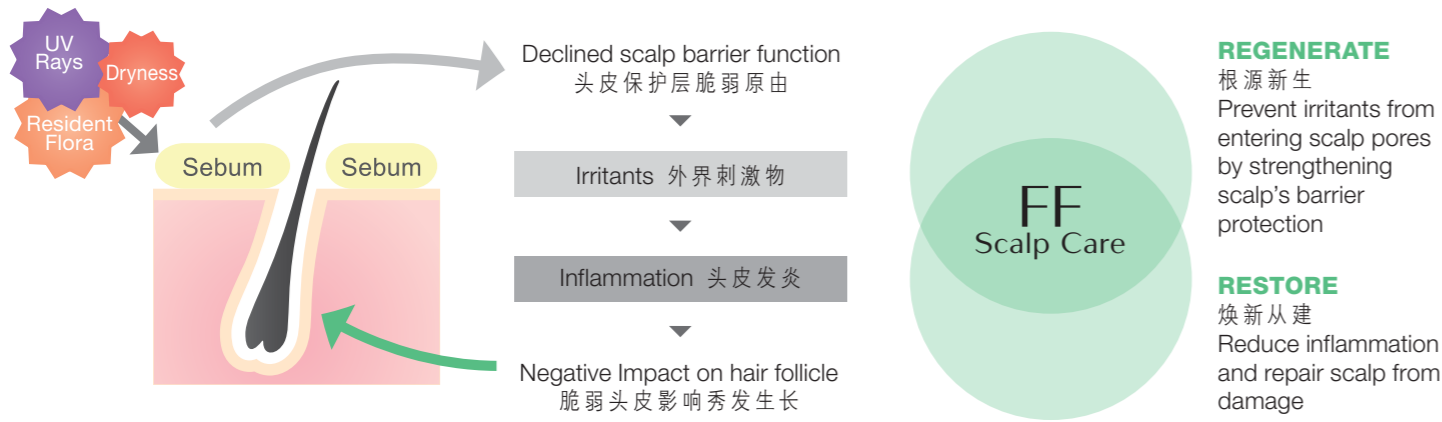
CREATING TAILORED & SPECIALISED TREATMENTS TO REVIVE YOUR SCALP

Beautiful, healthy hair starts with proper scalp care.

The Hair Care's (THC) FUENTE FORTE range is formulated to resolve and prevent scalp problems – reviving your scalp through restoration and regeneration. By maintaining a healthy scalp environment, your hair will be stronger, healthier and more resistant to scalp problems.

IMPROVING HAIR STRENGTH & RESILIENCE THROUGH SCALP CARE 呵护头皮强健秀发

Excessive sebum on the scalp is transformed into irritants as it interacts with external factors such as UV rays, dryness and resident bacteria. These irritants lead to scalp inflammation, reducing hair strength and resilience.



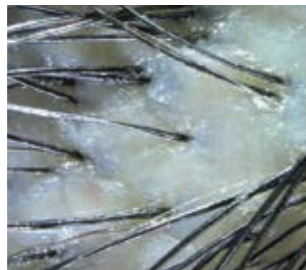
With **THC FUENTE FORTE's** scalp care treatment, you scalp's natural barrier will be strengthened, more resistant and less susceptible to irritants and inflammation.

THC FUENTE FORTE's treatment extends beyond your salon experience to a tailored, home care range to provide you with longer-lasting scalp care.

IDENTIFYING YOUR SCALP TYPE 头皮性质



DRY SCALP
干性头皮
Scalp that feels tight, flaking and itchy



OILY SCALP
油性头皮
For those with sticky scalp, odour, and waxy, granular dandruff



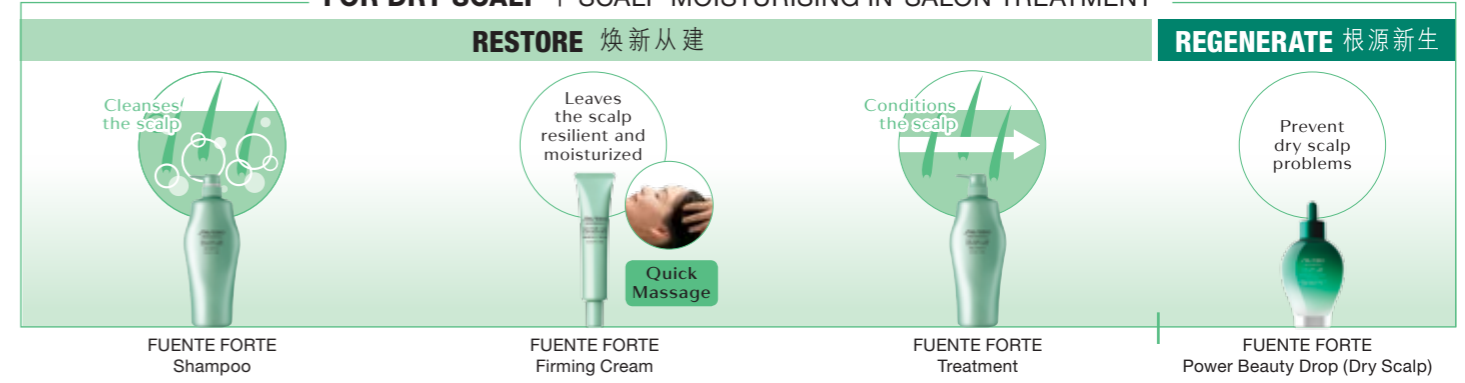
DANDRUFF SCALP
头皮屑
For those with roughness, redness, dandruff and itchiness of the scalp



SENSITIVE SCALP
敏感性头皮
For those with hypersensitivity symptoms such as tingling / itching or redness on scalp.

TREATMENT PROCESS

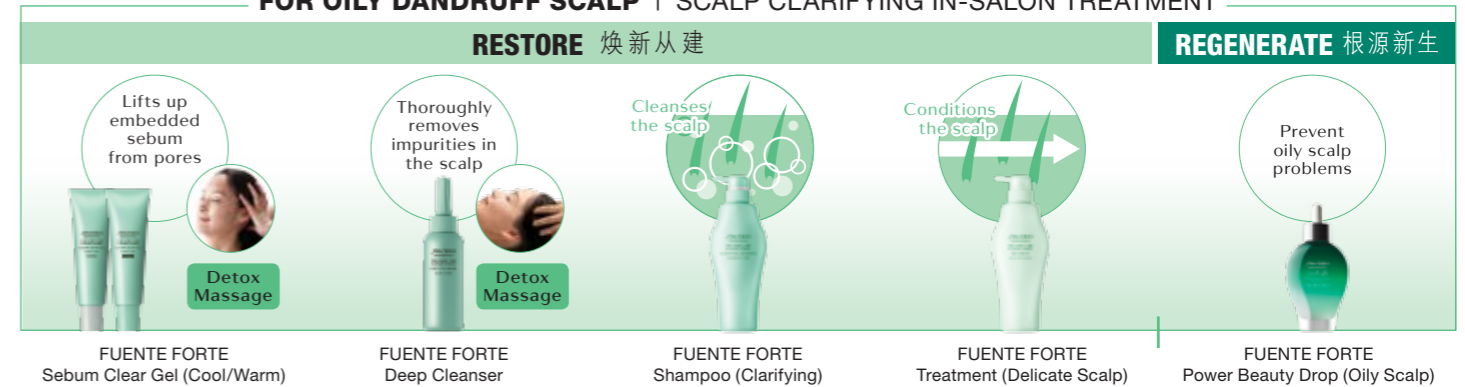
FOR DRY SCALP | SCALP MOISTURISING IN-SALON TREATMENT



FOR OILY SCALP | SCALP DETOX IN-SALON TREATMENT



FOR OILY DANDRUFF SCALP | SCALP CLARIFYING IN-SALON TREATMENT



FOR SENSITIVE SCALP | SCALP SOOTHING IN-SALON TREATMENT



DRY SCALP CARE 干性头皮呵护

Hair strength and resilience is reduced when excess sebum present on the scalp become irritants and cause scalp inflammation. THC FUENTE FORTE treatment overcomes this by increasing your scalp's resistance to external factors, leaving you with a healthy scalp and stronger hair.

RESTORE 焕新从建

- Removes scalp sebum and impurities
驱除头皮油脂
- Suppresses irritants and inflammation
控制外界刺激物及头皮发炎症状

REGENERATE 根源新生

- Recovers scalp barrier and reduces roughness
恢复头皮保护层

FUENTE FORTE SCALP CARE SOLUTION

THC FUENTE FORTE Scalp Care Solution features 3 key ingredients that work together to cleanse your scalp and fortify its natural barrier.



Scutellaria Baicalensis
Root Extract
Suppresses oxidation
of sebum
预防皮脂氧化



Neem Leaf Extract
Contains anti-bacterial properties that
suppress decomposition of sebum,
preventing scalp inflammation
before it occurs
抗菌效应预防头皮发炎瘙痒症状



Orchid Element
Promotes recovery of the
scalp's natural barrier and
reduces hair stress
恢复头皮保护层

FUENTE FORTE DRY SCALP HOME CARE 居家护理

RESTORE 焕新从建

1 CLEANSE
洗净



FUENTE FORTE
Shampoo

2 CONDITION
按摩



FUENTE FORTE
Treatment

3 BOOST
促进



FUENTE FORTE
Circulist Soda

4 MAINTAIN
养护



FUENTE FORTE
Power Beauty Drop (Dry Scalp)
or
FUENTE FORTE Toning Serum*

* Toning Serum should be used for healthy scalp maintenance

OILY SCALP CARE 油性头皮呵护

Unhealthy sebum balance can lead to scalp roughness, which weakens hair cuticles and reduces your hair's firmness and resilience. THC FUENTE FORTE Purifying Treatment is designed to combat oily scalp with its cleansing and cooling abilities, leaving your hair feeling clean and refreshed.

RESTORE 焕新从建

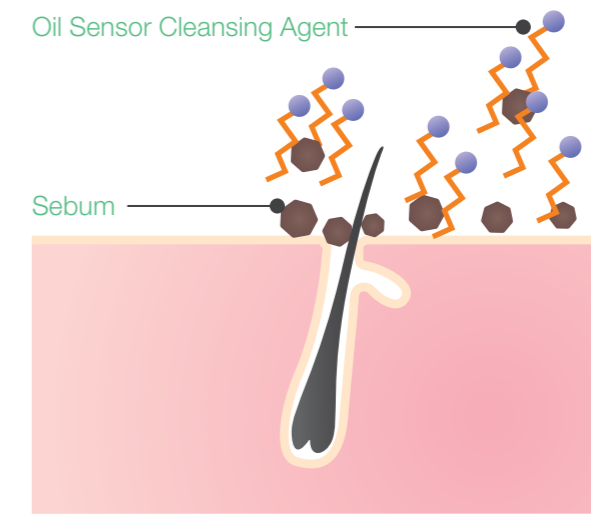
- Removes scalp sebum and impurities
调节头皮皮脂分泌, 去除头皮污垢
- Cleanses scalp and hair
洗净头皮及秀发

REGENERATE 根源新生

- Suppresses sebum oxidation and decomposition of sebum
控制及预防皮脂氧化
- Reinforces hair cuticle and cortex
增强发质深层呵护

FUENTE FORTE PURIFYING OIL SENSOR CLEANSING AGENT

In the presence of sebum, THC FUENTE FORTE Purifying Cleansing Agent will be activated to effectively remove impurities and excessive amount of sebum.



FUENTE FORTE OILY SCALP HOME CARE 居家护理

RESTORE 焕新从建

1 CLEANSE
洗净



FUENTE FORTE
Shampoo (Purifying)

2 CONDITION
按摩



FUENTE FORTE
Treatment

3 BOOST
促进



FUENTE FORTE
Circulist Soda

4 MAINTAIN
养护



FUENTE FORTE
Power Beauty Drop (Oily Scalp)
or
FUENTE FORTE Toning Serum*

* Toning Serum should be used for healthy scalp maintenance

DANDRUFF SCALP CARE

驱除头皮屑

Untreated overproduction of sebum causes it to decompose, which induces an increase in irritants and scalp inflammation. As a natural response, the scalp's turnover rate accelerates and produces more premature surface cells, which exfoliate as dandruff. THC FUENTE FORTE Clarifying Treatment effectively removes dandruff and addresses multiple root causes to prevent recurrence.

RESTORE 焕新从建

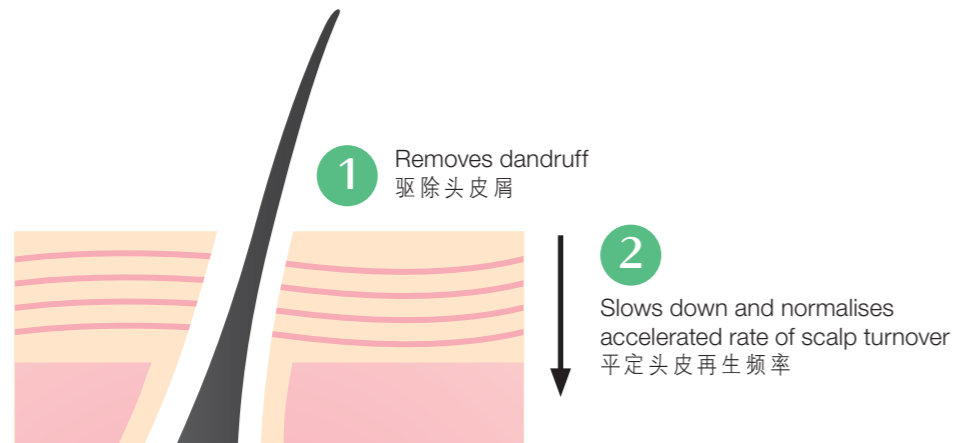
- Removes premature surface cells shedding as dandruff 驱除头皮屑

REGENERATE 根源新生

- Normalises accelerated scalp turnover 平定头皮再生频率
- Promotes blood circulation 促进头皮血液循环

FUENTE FORTE CLARIFYING ANTI-DANDRUFF ACTION

THC FUENTE FORTE Clarifying treatment suppresses the increase of dandruff with Salicylic Acid and the anti-bacterial properties of Shiseido's proprietary ingredient, Triclocarban. Surface cell turnover rate is also normalised by Potassium Ascorbyl Tocopheryl Phosphate-K, composed of Vitamin E and Vitamin C.



FUENTE FORTE DANDRUFF SCALP HOME CARE 居家护理

RESTORE 焕新从建

1 CLEANSE 洗净



FUENTE FORTE Shampoo (Clarifying)

2 CONDITION 按摩



FUENTE FORTE Treatment (Delicate Scalp)

3 BOOST 促进



FUENTE FORTE Circulist Soda

4 MAINTAIN 护养



FUENTE FORTE Power Beauty Drop (Dry / Oily Scalp) or FUENTE FORTE Toning Serum**

* Dry / Oily Power Beauty Drop usage should be dependent on Dry / Oily dandruff
** Toning Serum should be used for healthy scalp maintenance

SENSITIVE SCALP CARE

敏感性头皮呵护

As our scalp becomes exposed to new experiences such as environmental changes or chemical procedures, seasonal scalp disorders and hypersensitivity are more likely to occur. THC FUENTE FORTE Delicate Treatment is specially designed to address sensitive scalp problems with its low-irritation and additive-free formula, strengthening your scalp's barrier function to prevent irritants from entering your pores.

RESTORE 焕新从建

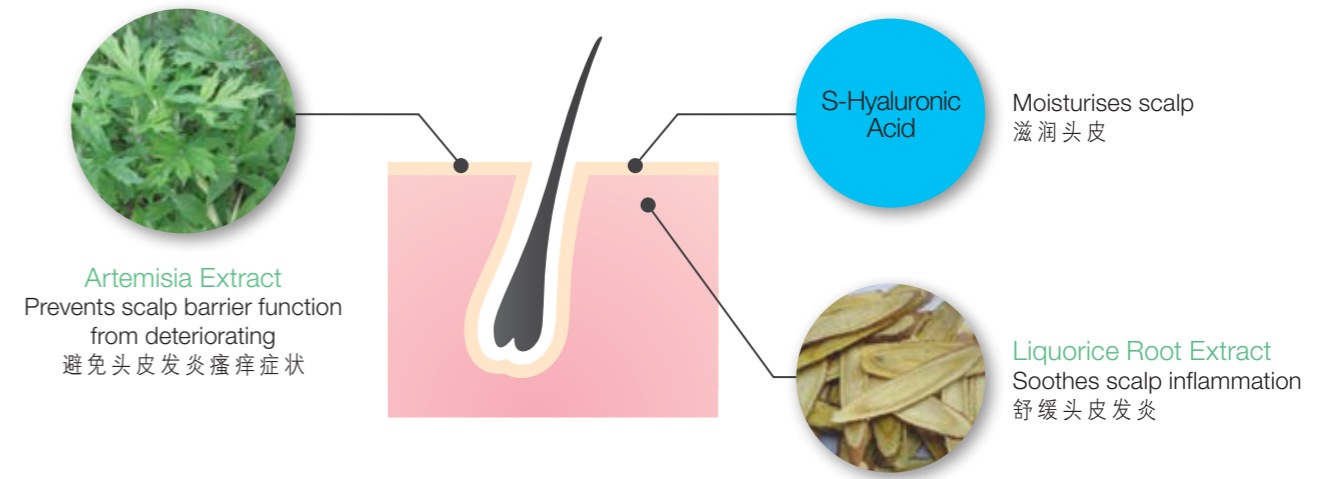
- Soothes scalp inflammation 舒缓头皮发炎
- Moisturises scalp to reduce roughening 滋润头皮避免头皮粗糙

REGENERATE 根源新生

- Prevents scalp inflammation by strengthening the scalp's barrier function 增强头皮保护层以避免头皮发炎瘙痒症状
- Protects scalp's moisture with Iris Root Extract 滋润头皮

FUENTE FORTE DELICATE HYPERSENSITIVITY TREATMENT

THC FUENTE FORTE Delicate treatment contains 3 key ingredients which actively work together to reduce hypersensitivity caused by temporary scalp disorders.



FUENTE FORTE SENSITIVE SCALP HOME CARE 居家护理

RESTORE 焕新从建

1 CLEANSE 洗净



FUENTE FORTE Shampoo (Delicate)

2 CONDITION 按摩



FUENTE FORTE Treatment (Delicate Scalp)

3 BOOST 促进



FUENTE FORTE Circulist Soda

4 MAINTAIN 护养



FUENTE FORTE Power Beauty Drop (Delicate Scalp) or FUENTE FORTE Toning Serum*

* Toning Serum should be used for healthy scalp maintenance

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BRAND IN SINGAPORE

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