



CHRISTOPHE
ROBIN
PARIS

NEW
FORTIFYING ROUTINE
REDUCE HAIR FALL BY 5X
STRONGER AND MORE RESILIENT HAIR

*Reduce hair fall due to breakage by 5 times from the first use, leaving hair visibly stronger and more resilient.
Based on instrumental testing after application of the Fortifying Shampoo & Conditioner vs. control sample.

A NEW ERA FOR STRONGER, MORE RESILIENT AND DENSER HAIR

Stress, fatigue, external aggressors (such as pollution), hereditary factors, and seasonal changes can disrupt the hair growth cycle and weaken the hair fibre, increasing the risk of breakage and loss of density.

Loss of hair mass, thinning, fragile hair prone to breakage are major concerns, yet few solutions manage to combine both performance and sensorial pleasure.

To meet this dual expectation, Christophe Robin unveils the **Fortifying Routine**, the secret to resilient, thicker hair full of vitality.

The routine features two revolutionary formulas, the **Fortifying Shampoo with Amaranth Peptides** and the **Fortifying Conditioner with Amaranth Peptides**, designed to **strengthen, densify** and **revitalise** weakened hair prone to breakage, making it **more resilient** while offering an exhilarating **sensorial experience**.

SCIENTIFICALLY PROVEN, THIS NEW ROUTINE REDUCES HAIR FALL DUE TO BREAKAGE BY 5 TIMES FROM THE FIRST USE, LEAVING HAIR VISIBLY STRONGER AND MORE RESILIENT.

**Based on instrumental testing after application of the Fortifying Shampoo & Conditioner vs. control sample.*



250ml: CHF 35.-

STEP 1: STRENGTHEN THE HAIR FIBRE

FORTIFYING SHAMPOO WITH AMARANTH PEPTIDES

The Fortifying Shampoo with Amaranth Peptides gently cleanses thinning and weakened hair, leaving it looking thicker and more resilient.

Hair appears visibly **stronger, fuller** and **less prone to breakage**.

HOW TO USE

Apply the Fortifying Shampoo with Amaranth Peptides evenly onto wet hair, gently massage the scalp, focusing on the less dense areas while allowing the foam to glide through the lengths avoiding friction. Rinse the hair thoroughly. Follow with the Fortifying Conditioner with Amaranth Peptides for optimal results.

STEP 2: FORTIFY AND ILLUMINATE HAIR

FORTIFYING CONDITIONER WITH AMARANTH PEPTIDES

This intensive conditioning cream revitalises the hair fibre, leaving it more resilient.

Hair is visibly **denser, revitalised** and **less brittle**.

HOW TO USE

After using the Fortifying Shampoo with Amaranth Peptides, gently squeeze out excess water from the lengths. Then apply the Fortifying Conditioner with Amaranth Peptides, massage gently from lengths to ends and rinse thoroughly.



200ml: CHF 36.-

Using the two Fortifying routine products synergistically works together to give you resilient and fuller hair.

A COCKTAIL OF FORTIFYING PEPTIDES

Highly praised in skincare for their regenerating and soothing properties, **peptides also support the hair and scalp.** In addition to stimulating collagen production, they help strengthen the skin barrier, deeply hydrate and soothe the scalp. Their anti-inflammatory and restorative action helps limit irritation often responsible for hair loss, **creating a healthier environment for stronger and more resilient hair.**

AMARANTH PEPTIDES

Rich in proteins and amino acids, they offer exceptional strengthening action and add texture to the hair fibre, making the hair visibly thicker, fuller and more resilient. Combined with Lupin Biomimetic Peptides, which mimic the effects of collagen, they help reduce breakage and shedding.

RASPBERRY OIL

Rich in vitamin E, deeply nourishes and enhances shine for lengths that feel incredibly soft and silky.

CERAMIDES & A BLEND OF OLIVE OIL AND CASTOR SEED OIL

Help hair feel stronger, repaired and protected from damage caused by daily styling.

TSUBAKI OIL

Derived from the flower of Camellia Japonica, helps hair feel nourished and strong with a noticeably soft, smooth and glossy finish.



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FELT THAT THE PRODUCTS LEFT THEIR HAIR
FEELING **FORTIFIED** AND **MORE RESILIENT**

**Based on a consumer self-assessment test conducted on a panel of 120 people after 2 weeks of use of the Fortifying Shampoo & Conditioner.*

A DELICIOUS SENSORIAL EXPERIENCE

This new routine unveils **velvety**, amber-toned **textures** that **weightlessly envelop the hair fibre**. Upon contact with water, they transform into an airy lather or a silky veil, delivering nourishment, strength, and softness without weighing the hair down.

Its fragrance is both **vibrant and enveloping**, blending **elegant woody notes** with sensual, soothing amber. It infuses the hair with a delicate trail, like a gentle caress that lingers throughout the day.



ENHANCE THE FORTIFYING ROUTINE WITH THE ICONIC PURIFYING SCRUB WITH SEA SALT ONCE A WEEK

To maximise the benefits of the Fortifying Routine, use the **Purifying Scrub with Sea Salt** once a week, on days when you are not applying the Fortifying Shampoo. This iconic treatment, a true bestseller of Christophe Robin since 2013, is **the essential first step in any haircare routine**. It deeply purifies, rebalances, and exfoliates the scalp, **creating an optimal environment that enhances the effectiveness of the Fortifying Routine** applied throughout the rest of the week, boosting its results.

FORTIFYING SHAMPOO & CONDITIONER
WITH AMARANTH PEPTIDES

AVAILABLE FROM JUNE 2025

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