

Comparison Point	Noemi Lifting Step 1 (TGA-based)	Noemi Step 1 (Cysteamine)	Noemi Innovate Step 1 (Cysteamine) Pflege-Formel
			
Formulation Type	TGA (AMMONIUM THIOGLYCOLATE)	CYSTEAMINE-BASED	CYSTEAMINE-BASED
CONDITIONING INGREDIENTS (AMOUNT & EXAMPLES)	1–2 (E.G., CENTELLA EXTRACT)	5–6 (E.G., UREA, BTMS, ISOPROPYL MYRISTATE)	12+ (E.G., ARGAN OIL, SHEA BUTTER, KERATIN, COLLAGEN)
PROTEINS & REPAIRING AGENTS	✗ NONE	✗ NONE	✓ COLLAGEN, KERATIN, HYDROLYZED WHEAT PROTEIN
OILS & FATS FOR CARE	✗ NONE	✓ Fatty alcohols	✓ Argan Oil, Shea Butter, Oleyl Alcohol
MOISTURE RETAINERS	✗ NO SPECIFIC MOISTURIZERS	✓ Urea	✓ Glycerin, Propylene Glycol, Butylene Glycol
BOTANICAL EXTRACTS	✓ CENTELLA (TIGER GRASS)	✗ NONE	✓ GENTIANA SCABRA, STEPHANIA TETRANDRA
CONDITIONING AGENTS	✗ NO CLASSIC CONDITIONERS	✓ BTMS, STEARAMIDOPROPYL DIMETHYLAMINE	✓ QUATERNIUM-80, LAURTRIMONIUM CHLORIDE
IRRITANTS / PH REGULATORS	ETHANOLAMINE, AMMONIUM THIOGLYCOLATE	AMMONIA, SODIUM HYDROXIDE, ETHANOLAMINE	ETHANOLAMINE, PHENOXYETHANOL (MILD)
SCENT / APPLICATION EXPERIENCE	MILD, NO SMELL	MILD, LOW SMELL	MILD, LOW SMELL
PROCESSING TIME (AVERAGE)	5–8 MIN. LASHES 3–5 MIN. BROWS	10–14 MIN.	8–12 MIN. – POSSIBLY LONGER FOR LASHES DUE TO RICH CARE INGREDIENTS
POPULAR FOR	LASHES	LASHES	LASHES & BROWS
MAIN FOCUS	FAST RESHAPING (CLASSIC LIFTING)	RESHAPING	RESHAPING + INTENSIVE CARE
SUITABLE FOR SENSITIVE HAIR?	YES, BUT TGA IS MORE IRRITATING	✓ YES	✓ YES, INNOVATIVE POWER FORMULA WITH PROTEINS & Milder CARE