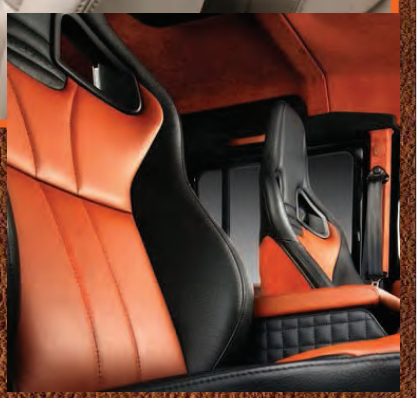
collagen for leather™

Complex blend of proteins & collagen that restore the tensile strength to the leather

lyx Leather Food®
Professional Leather Maintenance Products



LYX Leather Food® cleans, restores, nourishes and strengthens the leather's fibers with proteins and collagen that were lost due to environment, heat, wear-and-tear, pollution, improper care, etc.
This enriching formula, once embedded in the leather's fibers, continues to condition for several months.

Its unique capillary action forces out dirt, perspiration, air pollution, and other toxins - these agents dry out and destroy the fibers of the leather, depleting their strength, flexibility, and causing them to deteriorate.

Leather
가죽
Leder
δέρμα
革
kulit

LEATHER REJUVENATOR
nourish & strengthen

PRESTINE CLEAN
clean & maintain

leatherique-asia.com

Clean, Feed, Nourish, Soften & Strengthen Your Leather's fibers with Collagen & Proteins

Made in U.S.A. by Leatherique
Distributed by: Nazca Scientific Sdn. Bhd.

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collagen for leather™

Nazca Scientific Sdn. Bhd. (983856-A)
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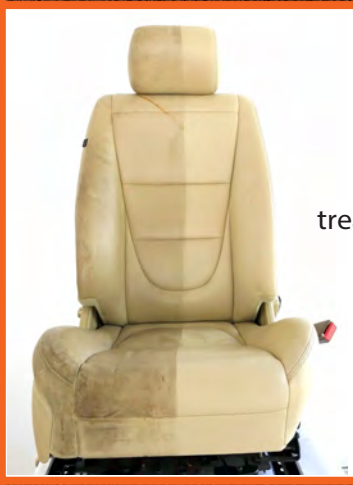
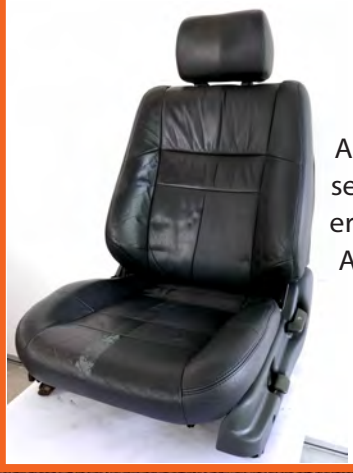


A Jaguar car's seat treated with Leatherique on the right side.

A Jaguar car's seat treated with Leatherique on the left side.



A 15-year old Perdana's seat treated with Leatherique on the right side. A layer of shiny dirt has been removed.

MADE IN U.S.A. BY LEATHERIQUE

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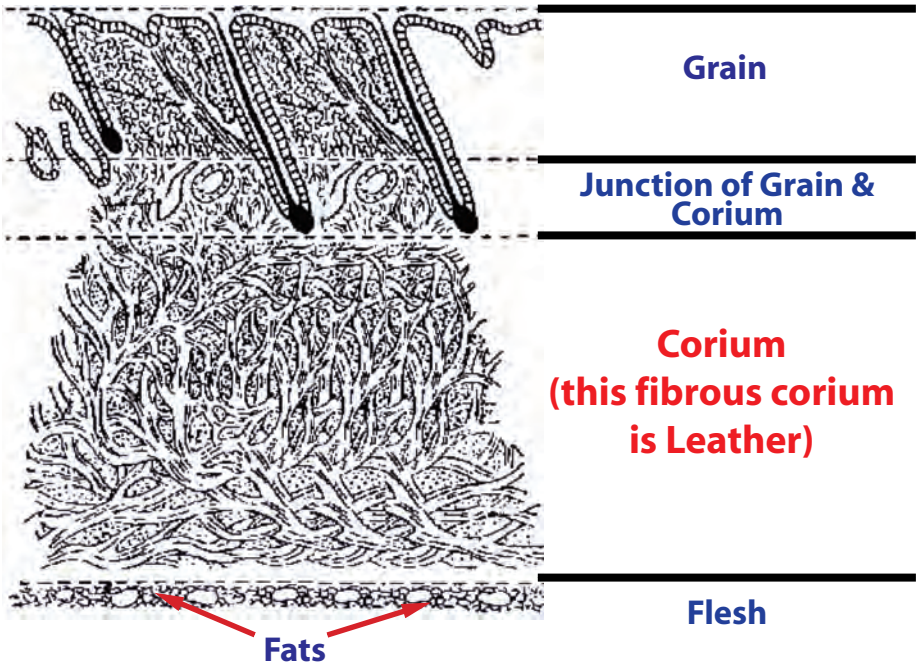
What is Leather?

Leather is the fibrous corium or structural part of animal skins as shown here in microscopic cross-section.



Leather comprises of:

a) Collagen & Proteins
- 25% to 30%

b) Moisture
- 60% to 65%

c) Oils and Fat
- 5% to 10%

Why Leather Goes Bad?

During leather manufacturing there is an important step called Fat-Liquoring process; in this process leather manufacturer introducing natural oils including fats, proteins and collagen back into the hide. Leather is an organic products containing fibres that need natural oils in order to stay soft and flexible.

After the first six months of use, upholstery leather begins to lose its natural oils. This occurs particularly in perforated areas or places where the leather is joined together with stitching. These "punctures" in the surface coating are natural "release" areas where the leather begins to lose its preservatives and softeners. This drying process occurs significantly particular in those areas expose to the sun.

Sunlight:
Both UV (ultraviolet ray) and IR (infra-red ray) from sunlight providing strong energy to the chemical breakdown of the collagen that makes up the leather. Heat from the sun will cause a breakdown of leather's fibres that will eventually break apart, causing the damaged area to deteriorate and split apart. It also oxidizes the colour coat leading to drying your leather of its natural oils, cracking and fading.

Water:
When leather becomes saturated with water, the water temporarily bonds with those oils lubricating its fibres and floats them to the surface. The leather dries stiff and brittle. Leather dyes are water-soluble so excess water can lift them right out. A poor dye job may spot, streak, or even change colour. Rubbing hard on any water-saturated leather can lift the dyes right out of even top quality leathers.

Pollution and Salt:
Dirt enters through the pores into the corium and breaks down the protein fibres and weakens the leather. While salt (mainly from sweat) acts as a drying agent as it "sucks the moisture" out of your leather making them dry and brittle.

Due to inappropriate products:
Oil-based products tend to sit on the surface of leather and while they create a temporarily shiny surface that makes you feel you've done something, they can be harmful to your leather. The oil-based products can be absorbed by stitching, and cause it to deteriorate, also heavy oil molecules are heavier and denser than the fine leather fibres, and can cause them to separate.
Inappropriate products are those with ingredient like silicone, petroleum, beeswax, saddle soap and other cleaners.