

Introducing

VOLUME BUILDING
SHAMPOO
CONDITIONER



Shampoo & Conditioner

Quick Information & Education Guide

Key Points

- Paraben-Free
- Sulfate-Free
- Sodium Chloride-Free
- Safe for Color-Treated Hair
- Normal/Dry Formulation
- Concentrated Formula

Enriched with:

- Argan Oil
- Pomifera Oil
- Keratin
- Collagen
- Chamomile
- Comfrey Leaf
- Echinacea
- Garlic Bulb
- White Oak
- Sage Leaf
- Spirulina
- Lemon
- Viola Tricolor



Why Paraben-Free?

Parabens are artificial preservatives used to preserve the life of many beauty products, liquid shampoos and some hair products.

There has been research into the effects of parabens on our health, none of which have been conclusive, however a 2004 British study found traces of five different parabens in the breast tissue of 19 out of 20 women studied.

The study didn't prove that parabens can cause cancer but identified that the parabens were able to penetrate the skin and remain within tissue.

Most parabens are called out in their name on ingredient lists, but they might also be called alkyl parahydroxy benzoates.

We took a better safe than sorry approach.

Why Sulfate-Free?

Sodium Lauryl (or Laureth) Sulfate / SLS is a detergent that's used in many cleaning products.

Although it is an effective cleansing agent and makes your products lather, it can strip your hair of its natural oils and irritate the scalp's natural **ph balance**, resulting in potential damage over time.

So if you have a **sensitive scalp**, it is always best to avoid shampoos with sulfates in them. Sulfates do have cleansing properties, but this can also fade color-treated hair faster, meaning more trips to the salon.

Washing with a sulfate-free shampoo is a typically a two-wash process.

This is because **oil and dirt suppress the amount of foam your shampoo creates.** The first time you wash there will be minimal to no lather due to your hair containing an excess of dirt and oil on it. The second time you wash there is far less oil in your hair, which means more lather. If you aren't getting the lather you desire on the second wash, instead of adding additional product, it is more favorable to add some additional water and massage your product deeper to activate lather.

This is where "**Lather, Rinse, Repeat.**" stems from and how you should use sulfate-free shampoo.

Why Sodium Chloride-Free?

We can naturally consume salt, so being in our shampoo and not even getting close to eating it is okay right? Unfortunately that is wrong.

When shampoos have a thick consistency that allows an easy spread across the whole head of hair, it may seem as if you are getting a “little goes a long way” product. This theory may make you feel more comfortable with your purchase regarding the value of the shampoo. Sodium chloride provides this thick consistency in shampoos. Here are some ways this ingredient is harming your hair.

- Spreading this on your hair can actually promote **dryness** and even make you develop an **itchy scalp**. Stripping of essential moisture in your hair can be extremely irritating for your scalp and hair strands as it could cause them to become dramatically weakened.
- People who undergo keratin treatments will especially not benefit from this ingredient, as it will undo the effects. Sodium Chloride is actually considered an **irritant**, and slightly **hazardous**. With accidental eye contact, the ingredient could create a burning or itching aggravation.
- As one of the top ingredients in many shampoos, sodium chloride can affect the **color of your hair** and **dehydrate the strands**. This can potentially strip a layer of your hair, and the natural protective barrier will be damaged.

Being vigilant about the product ingredients that you use and choosing sulfate and sodium chloride free shampoo and conditioner can help maintain healthy hair and skin. Leaving your hair and skin dry, defenseless, and stripped, is what many shampoos end up doing, despite their marketing claims. Common shampoo can actually remove your acid mantle, a thin layer which provides the first line of defense against bacteria and the environment. As some soaps and shampoos are believed to be a trigger for eczema and psoriasis, it is best to avoid these all together.

Normal/Dry Formulation

When formulating and testing shampoo and conditioner, we wanted to begin with a product that would have the widest reach for the most common hair types and issues.

When tested on a variety of users with a broad range of hair types, textures and different degrees of damage, this formula was the most widely loved.

It is labeled as Normal/Dry, however we are not treating a "dry hair" issue with traditional heavy moisturizers that weigh down the hair. We are utilizing Pomifera Oil and its benefits to combat this issue, which caused those who tested the product with Normal/Oily hair also very pleased.

With hair care, there is no "One Size Fits All" and it is impossible to be the perfect fit for everyone, however this specific formula was chosen thanks to it's ability to cover a wide range of hair types and textures, with beautiful results.

Key Ingredient Benefits

- **Argania Spinosa Kernel Oil (Argan Oil)** - **Moisturizes your hair and scalp and protect your hair from everyday damage.** By reducing breakage and split ends and keeping your scalp healthy, argan oil may help prevent hair loss for thicker, fuller hair.
- **Maclura Pomifera Seed Oil (Pomifera Oil)** - Naturally hydrating and reparative to damaged cells, hair cuticle, rich in Omega 6 fatty acids and UV protective. Pomifera oil is also highly beneficial to the scalp for the same reasons we apply it to our skin. A healthy scalp produces healthier hair for the user.
- **Hydrolyzed Keratin** - **Reduces damage:** Hydrolyzed keratin minimizes the damaging effects of sun exposure, heat styling, chemical treatments, and combing hair–tangled tresses, especially. 2. Fights frizz: Studies show that hydrolyzed keratin can improve hair's texture so that it looks and feels smoother.
- **Hydrolyzed Collagen** - Provides Amino Acids that can be used to build hair. Helps fight damage to hair follicle, helps prevent hair thinning associated with aging, helps to slow grey hair growth.
- **Chamomilia Recutita Flower Extract (Chamomile)** - Promotes Healthy Hair. Another topical use of chamomile tea is to promote healthier, shinier hair. **Anti-inflammatory compounds** can alleviate itchy, dry scalp that can lead to dandruff.
- **Symphytum Officinale Leaf Extract (Comfrey Leaf)**- The backbone of **soothing and anti-inflammatory components**, comfrey makes hair softer and is helpful due to its gamma linoleic acid and an omega-6 fatty acid, which helps stimulate scalp health and hair growth.
- **Echinacea Purpurea Extract** - Echinacea or coneflower **stimulates the stem cells associated with each hair follicle** and promotes hair growth. Employing shampoos and serums enriched with Echinacea extracts prevents early-onset of hair loss. It increases blood circulation in the scalp that also helps promote hair growth.

Key Ingredient Benefits

- **Allium Sativum Bulb Extract (Garlic Bulb)** - The presence of selenium content in garlic **helps boost blood circulation for maximum nourishment**. It also helps cleanse hair follicles, strengthens them and prevents clogging, further curbing hair loss. Garlic helps calm aggravated scalp and treats issues like dandruff.
- **Quercus Alba Bark Extract (White Oak Bark)** - benefits of white oak bark include **an ability to soothe your scalp and help with oily hair**. As an astringent, oak bark can help to cleanse your scalp and dry up excess oil.
- **Salvia Officinalis Leaf Extract (Sage Leaf)** - **Since ancient times, sage has been highly popular for making the hair strong, stimulating new growth and preventing hair loss**. Restores shine to hair. The use of sage tea can impart a healthy glow to the hair, making it appear shinier.
- **Spirulina Maxima Extract** - Spirulina has astonishing properties for permanently beautifying hair. This algae from the super food family **purifies and cleanses the scalp**. It fights dandruff thanks to its zinc content and its anti-microbial action. Rich in vitamins and antioxidants, spirulina promotes increased blood circulation to the scalp.
- **Citrus Lemon Fruit Extract (Lemon)** - **Removes scalp build-up**, promotes new growth, maintains scalp health and refreshes hair follicles.
- **Viola Tricolor Extract** - utilized in a variety of skin and hair care formulations to **increase epidermal hydration and improve cellular function**.