



**AUTHENTIC  
BEAUTY  
CONCEPT**

**Technical  
Manual**



# We Believe in Authentic Beauty

It's our shared belief, it's what binds and drives us. It begins the very moment you decide to be yourself.

## We believe

authentic beauty is natural and simple. It doesn't need sophisticated photo filters, it grows with character.

## We believe

in pure ingredients from carefully selected origins and vegan formulas, free from sulfates and silicones.

## We believe

in the honest artisan, building on empathy, experience and skills.

Be part of the authentic beauty movement.

# Our Beliefs



## Pure Formulas

We believe what you leave out is as important as what you put in. Our products are vegan, registered by the Vegan Society™ and PETA certified, as well as free from sulfates\* and silicones. Products with integrity. Pure, natural, simple, pleasant, carefully selected.

\*sulfate surfactants



## No-Filter Attitude

The mindset behind the Authentic Beauty Movement is 'be yourself'. It's about being real and open. Honesty is attractive. Our individuality and character are what give us beauty.



## Authentic Hair

It's what you don't see that makes the difference. It's about enhancing the natural beauty that is already there. Effortless in every way, perfectly (im)perfect loose textures.



## Mindful Experience

Look within to reconnect with yourself. We create an environment – a memento – that blocks out the noise of the busy world around. When you're present in the now that's when you rebalance your mind and soul bringing out your inner beauty to truly express yourself.

# Our Sustainable Commitment



## Energy & Climate

- Minimizing environmental impact, while ensuring sustainable growth
- Source 100% electricity from renewable energy sources by 2030
- Achieve net-zero by 2045



## Mindful Packaging

- All bottles and jars are designed for recyclability
- Our bottles and jars contain min. 80% and up to 87% post-consumer recycled (PCR) plastic\*
- By switching to PCR, we can save 20 tonnes of virgin plastic of 1 million products every year



## Social Initiatives

### Supporting Sustainable Guar Initiative

- Strive for a transparent value chain helping farmers from 7 villages in Dungargarh, India

### Sponsoring Hairdressers without Borders

- Working together with inspiring and empowering people in developing nations by teaching the technical aspects of hairdressing

\* Except mini-jars and Hydrate Intense Treatment  
\*\* Based on ISO 16128



## Carefully Selected Ingredients

- Up to 95% of our ingredients come - from a natural origin\*\*
- All our vegan formulas are registered by the Vegan Society™ and PETA-certified for a vegan and animal friendly product assortment



## Sustainable Practices

### Refill Bar

- The idea came to us over coffee – we never leave the house without a reusable cup; so why not establish a similar routine in hair salons? #doyourbit

### Salon Materials

- Our shopping bags are made of recycled paper and our salon materials are printed on vegan, biodegradable, FSC paper with mineral-oil free inks





# Glow

## For coloured hair

Inspiration can come from anywhere. You can thank the local bakery for this one. In particular, their delicious date and cinnamon loaf, the smell of which wafts out into the street every morning. It’s no wonder that on the pursuit for good ingredients and beauty super-foods those two came to mind. A bit of research and a few slices of delicious baked goods is all we needed to discover that as well as tasty, date and cinnamon are the perfect ingredient extracts for our formula, which is perfect to enhance coloured hair, making it glow in a beautifully natural way.



### 1 GLOW CLEANSER

- 5000, 1000, 300, 50 ml
- Free from sulfate surfactants, silicones & parabens
- It's a cleanser
- It preserves the colour, helps to moisturize and seals the cuticle

The efficacy of cationic Guar improves the ease of combing and helps to leave the hair soft and shiny.

### 3 GLOW MASK

- 500, 200, 30 ml
- Free from parabens & silicones
- It's an intense mask
- It preserves the colour, moisturises and nourishes the hair from root to tip for a beautiful hair surface

Behenoyl PG-Trimonium Chloride takes away the fly-aways.

### 5 GLOW SPRAY SERUM

- 200 ml
- Free from parabens & silicones
- It's a multi-benefit sprayable serum
- It preserves the colour, protects against heat up to 230°C, leaves hair feeling soft and protects the hair from the negative effects of UV

This serum with UV protection booster shields hair from damages caused by sun exposure. It's enriched by Ruby Algae known for protecting hair against pollution.

### 2 GLOW CONDITIONER

- 1000, 250 ml
- Free from parabens & silicones
- It's a conditioner
- It preserves the colour and helps to moisturize the coloured hair

Glyceryl Stearate adds a soft and smooth product appearance.

### 4 COOL GLOW CLEANSER

- 1000, 300 ml
- Free from parabens & silicones
- It's a cleanser with purple pigments that gently neutralises undesired yellow tones
- It enhances the hair's natural highlights for a refreshed, radiant glow

Violet sweet potato extracts invigorate cool tones for healthy-looking effortless hair.



## Date & Cinnamon

- known for
- Tonifying & Energising
  - Firming
  - Moisturising & Conditioning

## The Scent

An ultra sensual signature based on an accord of rich, luminous, spicy, dried fruits such as date and cinnamon flowers notes. Then the base explodes, revealing an incredible mouth-watery sweetness and a premium feeling with milky woods, vanilla infusion and luxury tonka.

# Amplify

## For fine hair

You don't have to be British to love tea! We are great lovers of a cuppa when we need a little break during the day. It was only natural, that when looking for powerful ingredients to enhance our products, we would look to our morning green tea for answers. Green tea, known for its powerful antioxidants, became the starting point when thinking about the Amplify range. The lightweight products combined with a fresh touch of lime are the perfect way to add body and volume to your hair.



### 1 AMPLIFY CLEANSER

5000, 1000, 300, 50 ml

- Free from sulfate surfactants & parabens
- It's a lightweight cleanser
- It boosts body, volume and leaves the hair soft, yet manageable with a fuller hair feel

Green tea leaf extract (Camellia Sinensis leaf extract) is well-known as an antioxidant.

### 3 AMPLIFY SPRAY CONDITIONER

250 ml

- Free from parabens & silicones
- It's a lightweight leave-in spray conditioner
- It moisturises and detangles fine hair on a daily basis

The formula with Panthenol and rice extract brings the hair back to an optimal moisture level.

### 2 AMPLIFY CONDITIONER

1000, 250 ml

- Free from parabens & silicones
- It's a lightweight conditioner
- It leaves the hair manageable, boosts body and volume for a thicker hair feel

Hydroxyethylcellulose, a gelling and thickening agent, supports the lightweight, transparent gel consistency.



## Green Tea & Lime

known for

- Regenerating & Hydrating
- Antioxidant
- Energising & Anti-inflammatory

## The Scent

An incredible fresh and natural luxury feeling thanks to the sparkling opening of green lime, mandarin and green tea leaves, sweetened by a premium cloud of iris and delicate freesia petal scent warmed up into an unforgettable soft and sensual woody powdery scent.



# Hydrate

## For dry hair

We are great lovers of summer, sun, and the delicious fruit that comes with it. When the sun is high and the air is warm, there is nothing better than taking a dip in cool water. And afterwards? Time for more hydration! Hair, like skin, needs continuous moisture. We were inspired by our favourite summer fruit, mango, because of its antioxidant properties and basil, known for its soothing and purifying properties. We then combined mango and basil extracts and created the perfect hydrating formula to regenerate and revitalise hair.



### 1 HYDRATE CLEANSER

- 5000, 1000, 300, 50 ml
- Free from sulfate surfactants, parabens & silicones
- It's a transparent cleanser
- It helps to moisturize normal to dry or curly hair and brings back elasticity and bounce

Sodium C14-16 Olefin Sulfonate is the substitute for sulfates and cleanses the hair while providing a rich, caring foam.

### 3 HYDRATE SPRAY CONDITIONER

- 250 ml
- Free from parabens & silicones
- It's a leave-in spray conditioner
- It moisturises normal to dry or curly hair and brings back elasticity & bounciness

The formula with Panthenol adds shine while it helps to detangle.

### 5 HYDRATE LOTION

- 150 ml
- Free from parabens & silicones
- It's a moisturising lotion
- It helps fight frizz and leaves the hair supple & manageable while it protects the hair from blow-dry damage and improves the combability

Phenoxyethanol is often used for pharmaceuticals and cosmetics and is a well established alternative for parabens.

### 2 HYDRATE CONDITIONER

- 1000, 250 ml
- Free from parabens & silicones
- It's a conditioner
- It helps to moisturize normal to dry or curly hair and brings back elasticity & bounciness

Allow the daily luxury to enjoy healthy looking hair.

### 4 HYDRATE MASK

- 500, 200, 30 ml
- Free from parabens & silicones
- It's a mask
- It's an intense, yet lightweight treatment that moisturises normal to dry or curly hair and brings back elasticity & bounciness and shine

Behenoyl PG-Trimonium Chloride detangles the hair.



## Mango & Basil

- known for
- Hydrating & Soothing
  - Purifying
  - Regenerating & Revitalising

## The Scent

The cottony fragrance evokes the floating, weightless sensation of a cloud through a combination of a unique floral bouquet made of premium and delicate white flowers notes, mango and basil accord over a subtle blend of powdery and vanilla notes.

# Hydrate

## For textured hair

Textured hair is an umbrella term for different types and textures of hair. Any hair that has strands with a particular shape or movement which is not straight, is considered textured hair. This shape is called a "curl pattern" and describes the way in which hair naturally grows. Our three textured hair heroes provide smoothness and shine to all types of textured hair, enhancing authentic hair such as waves, curls, coils, and everything in between.



### 6 | HYDRATE INTENSE TREATMENT

- 200 ml
- Free from parabens & silicones
- It's an intense nourishment
- It enhances the natural shine
- It reduces frizz and defines curls

The rich formula deeply moisturizes and increases manageability, leaving the hair lightweight and silky-soft.

### 8 | HYDRATE SMOOTHING SERUM

- 100 ml
- Free from parabens & silicones
- It's a lightweight serum
- It reduces frizz & smoothenes hair surface
- It defines soft curls

The water-based formula enhances the natural hair texture without creating build-up or overburdening the hair.

### 7 | HYDRATE CURL ENHANCER

- 250 ml
- Free from parabens & silicones
- It's a curl definer with no crunch effect
- It helps protect hair from humidity impact
- It deeply hydrates the hair

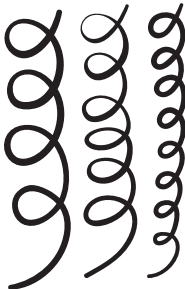
The nourishing formula provides medium hold for waves, curls and coils.



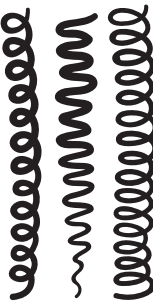
## Waves



## Curls



## Coils



## Murumuru Butter & Linseed Oil

- known for
- Moisturising properties
  - Protecting against sun damage and heat
  - Strengthening
  - Enhancing hair elasticity

## The Scent

The cottony fragrance evokes the floating, weightless sensation of a cloud through a combination of a unique floral bouquet made of premium and delicate white flowers notes, mango and basil accord over a subtle blend of powdery and vanilla notes.



# Replenish

## For damaged hair

Everyone needs a little boost sometimes to get going. A busy lifestyle is shared amongst hairdressers and clients alike. It’s not just our bodies that show the effect of a busy schedule, it also takes a toll on your hair. As with your body, your hair needs the right food for energy and strength, which is why our Replenish range, containing rice water and shea butter, provides intensive repair with an authentic, airy feel.



### 1 REPLENISH CLEANSER

- 5000, 1000, 300, 50 ml
- Free from sulfate surfactants, parabens & silicones
- It's a rich nourishing cleanser
- It cleanses treated, damaged or fragile hair and strengthens the hair fibre

The formula with Rice Protein and Rice Water smoothens and strengthens the hair fiber.

### 3 REPLENISH LIGHT CREAM MASK

- 500, 200, 30 ml
- Free from parabens & silicones
- It's an airy weightless repair for dry, damaged fine to normal hair
- It nourishes without weighing hair down

Formulated with replenishing Rice Protein, with its airy light consistency it immediately sinks into hair and provides a weightless repair effect.

### 5 REPLENISH SPRAY CONDITIONER

- 250 ml
- Free from parabens & silicones
- It's a lightweight leave-in spray conditioner
- It nourishes dry & damaged hair while instantly detangling and improving combability

The sprayable consistency is non-overburdening, yet leaves the hair soft & shiny. Formulated with Rice Water known to provide intense shine.

### 2 REPLENISH CONDITIONER

- 1000, 250 ml
- Free from parabens & silicones
- It's a balanced conditioner
- It strengthens the hair fibre and seals the cuticle

Deeply nourishing formula with Shea Butter repairs the hair only where it's damaged without weighing down.

### 4 REPLENISH RICH CREAM MASK

- 500, 200, 30 ml
- Free from parabens & silicones
- It's a deeply nourishing treatment with indulging repair experience for very damaged, thick & coarse hair types
- It restores shine, strength, and softness

It's suitable as classical wash-out treatment, but also as a pre-shampoo (for finer hair) or a leave-in (for coarse and thick hair). It's formulated with Shea Butter, known to be rich in anti-oxidants.

### 6 REPLENISH SPLIT END REMEDY

- 150, 30 ml
- Free from parabens & silicones
- It's a lightweight restorative and protective balm
- It reduces split ends, frizz and breakage
- Protects against heat damage up to 230°C

It's formulated with plant-derived split-end sealing technology for an advanced and long-lasting sealing effect.



## Shea Butter & Rice

- known for
- Deep care & nourishment
  - Strengthening, smoothing properties

## The Scent

A high care and premium fragrance, based on a luxury oriental woody accord, unveiling soft and luminous waves of solar frangipani blossom and milky jasmine petals wrapped in the sweet sensuality of maple syrup, black sandalwood and pecan nut.



# All Hair & Scalp Types

To complement our ranges tailored to individual hair types, we created a selection of carefully formulated products that provide a mindful experience for everyone. After all, hair care is your opportunity to indulge in some me-time! Healthy hair and a balanced scalp offer the ideal canvas to create individual looks on. In addition to our Deep Cleansing Shampoo and Indulging Fluid Oil, we now have a range packed with active ingredients that care for your scalp, including an ECARF certified unscented Bare Cleanser.



## The Scent

A pure, fresh and elegant feminine floral creation composed of a generous bouquet of white peony blended with fresh cut leaves accents, underlined with luminous rose, freesia blossoms and cottony powdery violet over a soft background of creamy musks and mellow woods.

### 1 DEEP CLEANSING SHAMPOO

- 1000, 300 ml
- Free from sulfate surfactants, parabens & silicones
- It's a cleanser
- It removes impurities and gets rid of build up greasiness

We've added a specially selected sulfate-free surfactant (C14-16 Olefin Sulfonate), which is a well-known cleansing agent with the ability for high foaming and well-emulsifying properties. The formula mixes well with water to remove dirt, oils, and pollutants so they can be rinsed away.

### 3 HYDRATING JELLY MASK

- 500, 200 ml
- Free from silicones
- It's a hair & scalp mask
- It has a lightweight fresh texture
- It is also perfect for curl definition on wet hair as a leave-in

The formula with Spirulina & Aloe Vera deeply moisturizes hair & scalp and protects against external aggressors bringing back the shine.

### 5 BEAUTY POTION

- 50 ml
- Free from silicones & parabens
- It's a lightweight transformative treatment
- It instantly repairs hair deeply, from inside out
- It immediately strenghtens hair, delivers intense care and authentic shine
- It offers versatile modes of application: direct spray application or mixing with Cleanser, Conditioner or Mask (pipette)
- Salon exclusive

Serum-to-cream formula with Vegan Superfood Keratin Alternative and Enzyme-Extracted Chicory Seed Oil.



### 2 INDULGING FLUID OIL

- 100 ml
- Free from parabens & silicones
- It's a multitasking oil with blow-dry protection that smoothens frizz
- It seals split ends and adds high-gloss and a smooth finish on damp & dry hair

The formula with Crambe Abyssinica Seed Oil is a fluid & clear, light oil which can be spread very easily without feeling greasy. It is easily absorbed into hair, giving a boost to shine and condition even if the hair is dry.

### 4 BARE CLEANSER

- 1000, 300 ml
- Free from sulfate surfactants, silicones and PEG
- It's an unscented transparent cleanser
- It gently cleanses all hair and scalp types from build-up
- It helps to protect the natural barrier of the scalp

The formula with Spirulina Extract helps to moisturize stressed hair and scalp. Allergy-friendly, ECARF certified.



# Embrace Styling

When we decided that we wanted to create a high-performance styling range, pure as well as effective, the topic of nature meets science immediately took over the conversation. Inspired by the rise of solar panels in local areas providing natural clean energy, we started talking about a few ingredients in our products that could easily be replaced by more natural sources. After extensive testing, we discovered many alternative natural ingredients perfect for our products, giving long lasting performance and pliable textures without having to use synthetic alternatives like mineral oil, parabens and silicones.



## The Scent

All hair & scalp types and styling have the same pure, powdery and soft base fragrance.

### 1 FLAWLESS PRIMER

- 250 ml
  - Free from PVP/VA, but instead: modified biodegradable potato starch. Also free from silicones
  - It's a fluid prep mist with blow-dry protection
  - It creates the perfect base for any hairstyle: it gives subtle control combined with light conditioning for surface smoothness
  - With heat protection up to 230°C
- Coconut Oil and Jojoba Oil in combination with a cationic polymer support manageability and lasting care effects.

### 3 SHAPING CREAM

- 150, 30 ml
  - Free from artificial waxes
  - It's a styling cream with medium hold
  - It helps to dress out and defines natural textures and lived in looks. It gives shapeable flexible hold and accentuates the natural hair structure without overburdening
  - With heat protection up to 230°C
- Created with natural Japan Wax, Shea Butter and an ECOCERT®emollient.

### 5 NYMPH SALT SPRAY

- 250 ml
  - Free from silicones and colorants
  - It's a non-overburdening salt spray
  - It provides a lightweight, non-crunchy and touchable hair feel for beautiful tousled mermaid texture without unpleasant stiffness.
  - With heat protection up to 230°C
- Created with the right balance of sea salt and organic brown sugar, this formula gives effortless beach waves without drying out the hair structure.

### 2 AMPLIFY MOUSSE

- 200 ml
  - Free from conventional artificial film forming polymers and silicones
  - It's a lightweight, medium hold mousse that boosts body and volume
  - It adds light grip to the hair, but leaves it manageable with a natural hair feel while it protects against blow-dry damage
  - With heat protection up to 230°C
- Coconut Oil and Jojoba Oil in combination with a cationic polymer support manageability and lasting care effects. Furthermore, it contains a modified biodegradable potato starch.

### 4 COSMIC BLOW-DRY JELLY

- 150 ml, 30 ml
  - Free from silicones
  - It's a versatile lightweight styling jelly
  - It adds volume, fullness, and light hold when blow-drying
  - It's ideal for wet looks, offering medium hold and a non-sticky feel
  - It helps to protect against frizz
  - It protects up to 230°C
- Formulated with responsibly wild-picked Acai Oil, known for its antioxidant-rich, soothing, and protective properties, and COSMOS-certified Zea Mays Starch, known for providing hold and a fuller hair feel.

### 6 DRY SHAMPOO

- 250, 100 ml
  - Free from silicones & parabens
  - It's a dry shampoo
  - It refreshes styles, delivers grip on freshly washed bases and provides light style control and mouldability
  - With heat protection up to 230°C
- Aerosol bodifying powder spray, formulated with natural, biodegradable Rice Starch for moldable texture and style refreshment.





7 | **AIRY**  
**TEXTURE SPRAY**

- 300 ml
- Free from silicones
- It's a dry texturizing spray
- It gives crafted hair textures and provides laid-back, pliable volume. Hair feels fuller while it stays manageable.
- With heat protection up to 230°C

The formula combines Bamboo Cellulose, modified Rice Starch and Fairtrade® Tapioca Starch with VP/VA Copolymer to create the extra dry texturizing effect.

9 | **GRITTY**  
**WAX PASTE**

- 85 ml
- Free from artificial waxes like Microcrystalline Wax, Petrolatum, silicones or paraffin oils
- It's a wax paste
- It creates strong hold, long lasting style control, dry texture effects and a slightly tousled, semi-matte finish. Furthermore, it supports shape and separation

Featuring the natural mineral Kaolin for a gritty effect. Created with a combination of Sunflower Wax, Olive Oil and Sal Tree Extract as well as Ricinus Oil, Carnauba Wax and an ECOCERT® emollient.

11 | **PLIABLE**  
**STYLING PASTE**

- 85 ml
- Free from silicones, parabens, mineral oils and phthalates
- It's a pliable paste for medium, workable hold
- It gives a natural semi-matte finish and thicker hair feel
- It's ideal for short & medium length hair; it's effective also for creating defined, structured looks on longer hair

The formula with COSMOS-certified Zea Mays (Corn) Starch provides a light, easily re-workable consistency and a powdery hair feel.

13 | **STRONG HOLD**  
**HAIRSPRAY**

- 300, 100 ml
- Free from silicones & parabens
- It's a super fine aerosol hairspray
- It gives strong hold and long lasting control, while it's fast drying and brushes out easily
- With heat protection up to 230°C

The combination of the film forming polymer Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer with a fine spray system gives an invisible and long-lasting fixation.

8 | **NUDE**  
**POWDER SPRAY**

- 12 g
- Free from artificial waxes, colorants and silicones
- It's a very fine volumizing powder
- It adds instant lived-in volume and movement while providing root-lift and soft grip for dry texture effects and slightly tousled finishes. The formula leaves hair without an unpleasant rough feeling and supports shape and separation.

Silica and a large quantity of Fairtrade® Tapioca Starch are supporting volume and grip.

10 | **SOLID**  
**POMADE**

- 85 ml
- Free from artificial waxes and artificial colourant
- It's a solid, yet flexible pomade for medium hold looks
- It gives moldable texture, flexible control and holds style in place

A special combination of emulsifying agents and Glycerin leads to a medium hold pomade with a light shine finish.

12 | **WORKING**  
**HAIRSPRAY**

- 300 ml
- Free from silicones & parabens
- It's a super fine aerosol hairspray with flexible hold
- The fast drying formula for a natural look ensures great workability and helps to protect against humidity
- With heat protection up to 230°C

Benzophenone-4 helps to protect against UV-rays. Complementary film formers combined with the ECOCERT® emollient Isopropyl Myristate give natural, pliable style control.

Styling Products	Prime & Style	Texture	Finish	Heat Protection Up to 230°C	Hold Level	Damp Hair Application	Dry Hair Application
Flawless Primer	x			x	Medium	x	
Amplify Mousse	x			x	Medium	x	
Shaping Cream	x			x	Light-medium	x	
Cosmic Blow Dry Jelly	x			x	Light-medium	x	
Nymph Salt Spray		x		x	Medium	x	x
Dry Shampoo		x		x	None		x
Airy Texture Spray		x		x	Light		x
Nude Powder Spray		x			Medium		x
Gritty Wax Paste		x			Strong		x
Solid Pomade		x			Medium		x
Pliable Styling Paste		x			Medium		x
Working Hairspray			x	x	Flexible		x
Strong Hold Hairspray			x	x	Strong		x



# Beyond Hair

## For hair, face & skin

We wanted to create a holistic experience of authentic beauty. This also means being mindful not just about our hair, but also about our body and soul to reconnect with ourselves. Because outer beauty is a reflection of the inside.



### 1 EAU DE TOILETTE

- 50 ml
- Free from silicones, mineral oil and parabens
- It has notes of natural spices with an aroma of fresh linen, white flowers and cottony, powdery violet
- It's bottled in a 25% recycled glass flacon

A pure, fresh and feminine fragrance to complement your character.

### 3 HAND & HAIR LIGHT CREAM

- 75, 30 ml
- Free from parabens & silicones
- It's a light cream for hand & hair
- It has a barely-there texture and absorbs instantly
- It gives a smooth feeling on damp or dry hair
- It's packed in a 95% recycled alluminium tube

The formula with Bakuchiol & barely-there texture nourishes and protects skin and hair. For hairdresser-proven cared, beautiful and touchable results.

### 2 ENHANCING WATER

- 100 ml
- Free from silicones
- It's a leave-in spray mist for hair & face
- It's light but caring for healthy-looking hair
- It's also perfect to moist the hair for a vegan blow-dry to restyle -taming & enhancing authentic hair in any moment

The formula with Rambutan deeply moisturizes hair & skin with its refreshing leave-in barely-there texture, light but caring, for shiny healthy-looking hair.

### 4 SENSORIAL CREAM SCRUB

- 250 ml
- Free from parabens & silicones
- It's a detoxifying cream scrub for scalp and body
- It relieves from residues
- It supports the scalp and skin barrier balance

The formula with chia, walnut and apricot kennels, gently exfoliates scalp and skin leaving them deeply cleaned and moisturised.



\* via our collaboration with Climate Partner we support their Climate Protection projects. If you want to learn more: <https://www.climatepartner.com/de/klimaschutzprojekte/plastikfreie-ozeane>

## The Scent

Eau de Toilette and Hand & Hair Light Cream have the same pure, powdery and soft base fragrance as our all Hair & Scalp types and Styling ranges. Enhancing Water has the same fresh scent with notes of green lime, mandarin and green tea leaves as our Amplify range.



# Create the Perfect Mindful Experience

How does your guest feel today? We have created a crafted care memento to help your guest look within and bring out their inner beauty to truly express themselves. Accompany your guest on a sensorial journey and let them experience the art of authentic beauty with our bespoke services **Beauty Inside-Out**. Choose the treatment that best suits your guest’s mood, schedule and hair needs.



## Consultation

- 1. Welcome your guest.
- 2. Have a seated discussion with your guest about their hair care needs. Analyze the time needed for today's service.
- 3. Analyze the hair and scalp and deduce specific hair care needs.
- 4. Formulate recommendations and advice outlining the journey of your guest in salon and offer options in terms of in-salon experience and home maintenance.
- 5. Agreement.

## Beyond Hair

Create an olfactory and sensory delight for your guest using our Beyond Hair accessories and products:

**Eau de Toilette:** This can be sprayed in the air at the washing station or massage area to freshen the air. Gently mist the air and invite your guest to take three deep breaths, helping them center and ground themselves for the upcoming service.

**Enhancing Water:** Use this as a refreshing pre- or post-treatment to offer a light, fresh scent, and mist it onto the face. (Summer tip: Store it in the fridge for a refreshing mist.)

**Sensorial Cream Scrub and Hand & Hair Light Cream:** Keep the Sensorial Cream Scrub and Hand & Hair Light Cream on hand to elevate the service you are providing. (Hot tip: These can be the perfect indulgence for your guest during the processing time of a mask or color treatment.)

**Scented Candles:** Placing a candle nearby creates a luxurious sensory oasis for the cleansing or massage service you're about to perform.

**Tray, Treatment Bowl and Brush:** These can be used to present the premium service you are about to offer your guest.

**Towel:** Warm a towel in hot water and rinse it thoroughly to use as a warm turban, providing your guest with a sense of comfort and warmth.



# Beauty Inside-Out



## Beauty Inside-Out Express

5-10 minutes

Depending on the hair care needs, the Beauty Potion can be applied in its pure form directly onto hair for the **most intense service** or added to any Cleanser. Your guest can be seated at the washing area that has been lightly misted with the Eau de Toilette. Keep your guest's entire well-being in mind, including their physical surroundings. Ensure the most premium and harmonising experience.

- 1. Cleanse and purify hair and scalp by applying Authentic Beauty Concept Cleanser (mixed with Beauty Potion where applicable, disregarding steps 3 and 4).
- 2. Lather up thoroughly and carry out a sensorial massage for 2 mins. Rinse hair as usual.
- 3. For the maximum potency of the Beauty Potion, follow with the direct application. Hair is sectioned working from the nape up focusing on lengths and ends (or where more care is needed), distributing the product and hair can be combed through.
- 4. The instant indulging treatment is ready to be rinsed off.
- 5. Finish the express service with a gentle misting of Enhancing Water to refresh the senses.

Your guest's care experience can be furthermore enhanced by using the appropriate spray conditioner or any curated leave-in product.

Any Beauty Inside-Out service can be enriched by any of the following add-ons:

### Glow and Protect Add-On (Colour)

To best protect and preserve your guest's hair colour and enhance its longevity and radiance. Follow the above rituals, and ensure the use of the Glow range for all care services and the introduction of the Glow Spray Serum pre- and post-drying service.

### Beauty Inside-Out Indulge

20–30 minutes

The indulge service is exemplified by the time dedicated and the caring processes delivered to the guest.

Professional hot tip: For a **shorter** service, the Beauty Potion can be added to any Authentic Beauty Concept Conditioner. For a **longer** service, the Beauty Potion can be added to any Authentic Beauty Concept Mask. This depends on the professional hair analysis during the consultation and the level of pampering desired in that moment. Your guest can be seated at the washing area that has been lightly misted with the Eau de Toilette. Keep your guests' entire well-being in mind, including their physical surroundings. Ensure the most premium and harmonising experience.

- 1. Cleanse and purify hair and scalp by applying Authentic Beauty Concept Cleanser.
- 2. Lather up thoroughly and carry out a sensorial massage for 2 mins. Rinse hair as usual.
- 3. Create a bespoke care formulation by blending Authentic Beauty Concept Conditioner or Mask with the Beauty Potion (see the hair care matrix). Extend the relaxation with an indulgent head massage. Curate an indulgent moment by wrapping a warm towel around your guest's head.
- 4. Utilise the processing time to introduce a mindful hand scrub (Sensorial Cream Scrub) and massage (Hand & Hair Light Cream).
- 5. Gently rinse off the treatment.
- 6. Finish the indulging service with a gentle misting of Enhancing Water to refresh the senses.



### Mindful Origin Add-On (Scalp)

Following a thorough analysis of the scalp you can commence your guest's experience with a beneficial scalp service. (This is not recommended on the day of an on-scalp colour service.)

To complete the full service please present your guest with the recommended home care routine that fits with the product selection used in salon and to meet the guest’s hair care needs.

Hair Texture	Hair Type or Need									
Care Routine	Normal	Sensitive Scalp	Slightly Dry	Extra Dry	Coloured (base 6 or lower)	Coloured (base 6-10)	Balayage/ Highlighted	Global Blond	Textured Hair	Extremely Damaged Hair
Fine	Fine/ Normal	Fine/ Sensitive Scalp	Fine/ Slightly Dry	Fine/ Extra Dry	Fine/ Coloured (base 6 or lower)	Fine/ Coloured (base 6-10)	Fine Balayage/ Highlighted	Fine/ Global Blond	Fine/ Textured Hair	Fine/ Extremely Damaged Hair
Pre Shampoo	Sensorial Cream Scrub	N/A	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	-	Sensorial Cream Scrub	Sensorial Cream Scrub
Cleanser	Amplify	Bare Cleanser	Amplify	Hydrate	Glow	Glow	Cool Glow/Glow	Cool Glow/Glow	Hydrate	Replenish
Pre/Scalp Treatment	Hydrating Jelly	-	Hydrating Jelly	Hydrating Jelly	Hydrating Jelly	Hydrating Jelly	Hydrating Jelly	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used
Conditioner	Amplify	Hydrate or leave in	Hydrate	Hydrate	Glow	Glow	Glow/Replenish	Replenish	Hydrate	Replenish
Treatment or	N/A	Depending on hair needs/ Scalp Sensitivity	Hydrate	Hydrate Intense Treatment	Glow	Glow	Replenish	Glow/Hydrate	Hydrate Intense Treatment	Replenish
Beauty Potion	Only used on ends with Amplify conditioner	Depending on hair needs	With Care Products	With Care Products	With Care Products	With Care Products	With Care Products	With Care Products	With Care Products	Alone
Fine to Medium	Fine to Medium	Fine to Medium/ Sensitive Scalp	Fine to Medium/ Slightly Dry	Fine to Medium/ Extra Dry	Fine to Medium/ Coloured (base 6 or lower)	Fine to Medium/ Coloured (base 6-10)	Fine to Medium Balayage/ Highlighted	Fine to Medium/ Global Blond	Fine to Medium/ Textured Hair	Fine to Medium/ Extremely Damaged Hair
Pre Shampoo	Sensorial Cream Scrub	-	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub
Cleanser	Amplify/Hydrate	Bare Cleanser	Hydrate	Hydrate	Glow	Glow	Cool Glow/Glow	Cool Glow/Replenish	Hydrate	Replenish
Pre/Scalp Treatment	Hydrating Jelly Not when Scrub is used	-	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used
Conditioner	Amplify	Hydrate or leave in	Hydrate	Hydrate	Glow	Glow	Glow/Replenish	Glow/Replenish	Hydrate	Replenish
Treatment or	Hydrate	Hydrate	Hydrate	Hydrate Intense Treatment	Glow	Glow/Replenish	Glow/Replenish	Replenish	Hydrate Intense Treatment	Replenish
Beauty Potion	With Amplify Gel Conditioner	With Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone	Alone or with Care	Alone
Medium	Medium	Medium/ Sensitive Scalp	Medium/ Slightly Dry	Medium/ Extra Dry	Medium/ Coloured (base 6 or lower)	Medium/ Coloured (base 6-10)	Medium Balayage/ Highlighted	Medium/ Global Blond	Medium/ Textured Hair	Medium/ Extremely Damaged Hair
Pre Shampoo	Sensorial Cream Scrub	-	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub
Cleanser	Hydrate	Bare Cleanser	Hydrate	Hydrate	Glow	Glow	Glow/Cool Glow	Replenish/Cool Glow	Hydrate	Replenish
Pre/Scalp Treatment	Hydrating Jelly Not when Scrub is used	-	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used
Conditioner	Hydrate	Hydrate or leave in	Hydrate	Hydrate	Glow	Glow	Glow/Replenish	Replenish	Hydrate	Replenish
Treatment or	Hydrate	Depending on hair needs/ Scalp Sensitivity	Hydrate	Hydrate	Glow	Glow	Glow/Replenish	Replenish	Hydrate Intense Treatment	Replenish
Beauty Potion	With Cleanser or Conditioner or Treatment	With Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone or with Care	Alone	Alone or with Care	Alone
Medium to Coarse	Medium to Coarse	Medium to Coarse/ Sensitive Scalp	Medium to Coarse/ Slightly Dry	Medium to Coarse/ Extra Dry	Medium to Coarse/ Coloured (base 6 or lower)	Medium to Coarse/ Coloured (base 6-10)	Medium to Coarse Balayage/Highlighted	Medium to Coarse/ Global Blond	Medium to Coarse/ Textured Hair	Medium to Coarse/ Extremely Damaged Hair
Pre Shampoo	Sensorial Cream Scrub	-	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub
Cleanser	Hydrate	Bare Cleanser	Hydrate	Hydrate	Glow	Glow/Cool Glow	Glow/Cool Glow	Glow/Cool Glow	Hydrate	Hydrate
Pre/Scalp Treatment	Hydrating Jelly Not when Scrub is used	-	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used
Conditioner	Hydrate	Hydrate or leave in	Hydrate	Hydrate	Glow	Glow/Replenish	Glow/Replenish	Replenish	Hydrate	Replenish
Treatment or	Hydrate	Hydrate	Hydrate	Hydrate Intense Treatment	Glow	Glow/Replenish	Glow/Replenish	Replenish	Hydrate Intense Treatment	Replenish
Beauty Potion	With Treatment	Depending on hair needs/ Scalp Sensitivity	Depending on Hair needs	Depending on Hair needs	With Care	With Care products	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone
Extra Coarse	Extra Coarse	Extra Coarse/ Sensitive Scalp	Extra Coarse/ Slightly Dry	Extra Coarse/ Extra dry	Extra Coarse/ Coloured (base 6 or lower)	Extra Coarse/ Coloured (base 6-10)	Extra Coarse Balayage/ Highlighted	Extra Coarse/ Global Blond	Extra Coarse/ Textured Hair	Extra Coarse/ Extremely Damaged Hair
Pre Shampoo	Sensorial Cream Scrub	-	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub	Sensorial Cream Scrub
Cleanser	Hydrate	Bare Cleanser	Hydrate	Hydrate	Glow	Glow	Glow or Cool Glow	Replenish	Hydrate	Replenish
Pre/Scalp Treatment	Hydrating Jelly Not when Scrub is used	-	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used	Hydrating Jelly Not when Scrub is used
Conditioner	Hydrate	Hydrate or leave in	Hydrate	Hydrate	Glow or Spray	Glow or Replenish	Glow or Replenish	Replenish	Hydrate	Replenish
Treatment or	Hydrate Intense Treatment	Hydrate Intense Treatment	Hydrate Intense Treatment	Hydrate Intense Treatment	Glow	Glow	Replenish	Replenish	Hydrate Intense Treatment	Replenish
Beauty Potion	Alone or with Treatment	Depending on hair needs/ Scalp Sensitivity	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone or with Mask	Alone



# Be Part of the Community and Get Inspired by Our Advocates



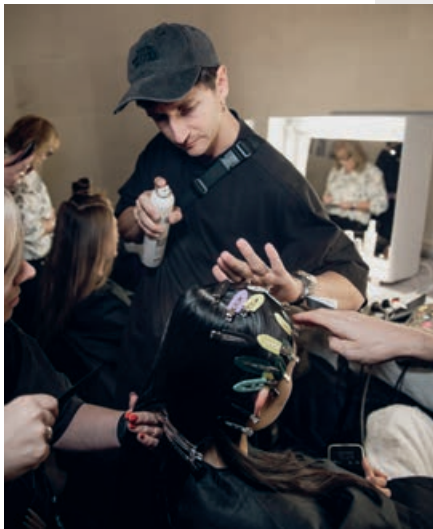
Hester Wernert-Rijn  
Global Creative Advocate  
from the Netherlands



Juliette Den Ouden  
Global Advocate  
from the Netherlands



Anna Cofone  
Global Creative Advocate  
from the UK



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# Glossary

Non-filtered background information, specially created to help you improve your knowledge on ingredients, technical facts and performance benefits of Authentic Beauty Concept formulas.

A

Acai Oil

Euterpe Oleracea Fruit Extract

FRUIT EXTRACT

- Antioxidant-rich fruit oil known for its protective properties & soothing powers.
- Helps to maintain healthy hair during styling.



Adaptogens

Saccharomyces/Xylinum/Black Tea Ferment, Panax Ginseng Root Extract, Zingiber Officinale (Ginger) Root Extract

PLANT EXTRACTS

- Botanical blend of kombucha, ginseng and ginger extracts.
- Known to be able to help the organism adapt to changing stress situations and strains.

Aloe Vera

Aloe Barbadensis Leaf Extract

PLANT EXTRACT

- The cactus-like plant contains, among other things, enzymes and amino acids, and polysaccharides.
- Known for different benefits, for example moisturizing hair and skin and wound healing proces support.

Alkane

C9-12 Alkane ; C15-23 Alkane

EMOLLIENT

- 100% plant-based ingredients. In contrast to all common sources, our material is not from mineral oil.
- Silicone alternative, it supports the intense caring performance.

Apricot Kernels

Prunus Armeniaca (Apricot) Seed Powder

EXFOLIANT

- Natural, upcycled particles that gently exfoliate scalp and skin.
- They remove excess oils, impurities, product build-up and dry flakes without irritation for a refreshed and softened feeling.

B

Bakuchiol

PLANT EXTRACT

- Natural alternative to Retinol, known for its anti-inflammatory and anti-bacterial properties.
- Calms and soothes skin.

Bamboo Cellulose

Cellulose

TEXTURISING AGENT

- Bamboo is the fastest growing woody plant in the world. Bamboo fiber is widely used in food industries and is much appreciated as an ingredient because of its texturising properties.
- Helps to create the extra dry texturising effect.

Basil Extract

Ocimum Basilicum (Basil) Leaf Extract

PLANT EXTRACT

- A plant based ingredient. Basil is known for its soothing and purifying properties.
- Spends a pampering scent. Helps to condition the hair.

Behenoyl PG-Trimonium Chloride

Behenoyl PG-Trimonium Chloride

HAIR CONDITIONING AGENT

- A quaternary ammonium compound. This caring agent supports the antistatic and conditioning effect.
- Improves combability, softness and shine. Supports the antistatic effect.

Benzophenone-4

Benzophenone-4

PHOTOSTABILISER & SUNSCREEN AGENT

- It is used for its ability to absorb UV rays. It helps to protect the integrity of other cosmetic ingredients from deteriorating due to UV-light exposure. It covers UVB and short UVA (UVA-2) range rays.
- Helps to protect against UV-rays.

Bisabolol

Bisabolo

SKIN CONDITIONING AGENT

- Known for its anti-inflammatory properties, Bisabolol has a calming effect and helps to soothe feelings of discomfort on delicate skin and scalp. Because of this it's often included as a key ingredient in afte sun care and products developed specifically for sensitive skin.

Butylene Glycol

Butylene Glycol

SOLVENT

- Organic, colorless alcohol used in cosmetics.
- Helps to solubilize ingredients in the formula.

C

Carnauba Wax

Carnauba (Copernicia Cerifera (Carnauba) Wax, Cire de Carnauba)

STYLE SUPPORTING AGENT

- A vegetable wax obtained from the leaves of a Brazilian palm tree (Copernica cerifera) known as the “Tree of Life.” Carnauba wax is the hardest natural wax available. It is widely used in the cosmetic, body care, food and pharmaceutical industries. It is extremely durable, and dries to a glossy finish. It is a great alternative to beeswax, and a crucial ingredient in the vegan cosmetics industry.
- Creates hold and texture.

Carrageenan

Chondrus Crispus Powder

STABILIZER

- Obtained from ground, red algae, rich in nutrients and antioxidants.
- Significant for product texture

Cetareth-25

Cetareth-25

EMULSIFYING AGENT

- A non-ionic polyoxyethylene ether of higher saturated fatty alcohols.
- Provides medium hold and a moldable texture.

Chicory Seed Oil

Cichorium Intybus (Chicory) Seed Oil

NATURAL OIL

- An upcycled, COSMOS-certified plant oil, derived from surplus seeds as agriculture co-product.
- High in linoleic acid and omega 6, providing essential moisture.
- It effectively smoothenes raised cuticles, revitalizes dull or damaged hair and boosts shine.



Cinnamon Extract

Cinnamomum Zeylanicum Bark Extract

PLANT EXTRACT

- A natural based ingredient. Cinnamon is known for its firming benefits & for hair antioxidant properties.
- Spends a pampering scent. Helps to condition the hair.

Cocamidopropyl Betaine

Cocamidopropyl Betaine

CLEANSING & FOAMING AGENT

- A partly plant based ingredient; sulfate free cleansing surfactant used instead of traditional sulfates like Sodium Laureth Sulfate.

- Cleanses well the hair. Removes impurities and greasiness and acts as a foaming agent.

Coco-Caprylate

Coco-Caprylate

EMOLLIENT

- Ingredient found naturally in coconut and palm kernel oil.
- Supports softening of the skin.

Coconut Oil

Cocos Nucifera (Coconut) Oil

HAIR CONDITIONING AGENT

- A non-greasy and rapidly absorbed ingredient, giving deep hydration and conditioning to skin, scalp and hair.
- Supports manageability and lasting care effects.

Crambe Abyssinica Seed Oil

Crambe Abyssinica Seed Oil

NATURAL OIL

- A plant based, clear, light oil from Africa with social enhancement benefit.
- Known as care ingredient, improves shine & hair feel.

D

Date Extract

Phoenix Dactylifera (Date) Fruit Sinensis Leaf Extract

PLANT EXTRACT

- A plant based ingredient. Date is known for its conditioning benefits & for hair anti-oxidant properties.
- Spends a pampering scent. Helps to condition the hair.

Deep Sea Water Ferment

Thermus Thermophilus Ferment

FERMENT

- It's a ferment containing multifunctional and stable enzymes.
- Improves moisture content, reinforces the hair fiber and contains nourishing and conditioning agents.

Dicaprylyl Carbonate

Dicaprylyl Carbonate

EMOLLIENT

- A partly plant derived ingredient.

- Fast spreading emollient. Known as silicone alternative.

Dicaprylyl Ether

Dicaprylyl Ether

EMOLLIENT & SOLVENT

- An ether of coconut oil (or other plant based oil) derived caprylic acid. It gives a non-greasy residue on the skin and hair and has been used as an alternative to silicones.
- It increases the spreadability of a product.

Distearoylethyl Hydroxyethylmonium Methosulfate

Distearoylethyl Hydroxyethylmonium Methosulfate

HAIR CONDITIONING AGENT

- Partly plant based hair conditioning agent which can neutralise charges at the hair surface and therefore smoothen it.
- Improves combability, softness and shine. Supports the antistatic effect.

E

Ethanol

Alcohol denat

SOLVENT

- Biodegradable, alcohol derived from different natural sources (example: potato).
- Protects the integrity and the rformance of the formula and dissolves other substances. No drying out of hair determined by the use of alcohol.

G

Ginger

Zingiber Officinale (Ginger) Root Extract

PLANT EXTRACT

- A popular and effective ingredient in Ayurveda, ginger is often referred to as a root, an underground stem known as rhizome. Protective effects. Anti-oxidative and anti-inflammatory effects.
- Helps to stimulate blood circulation.

Ginseng

Panax Ginseng Root Extract

PLANT EXTRACT

- Also called “life flower”, Ginseng finds its origin in Asiatic medicine since thousands of years. The older is the root, the richer it is in properties and active principles.

- It helps to bring the scalp to a balanced state.

Glycerin

Glycerin

EMOLLIENT & HAIR CONDITIONING AGENT

- Derived from palm, coconut, soy or other vegetable fats. It has the ability to draw moisture to the skin and hair.
- Acts as a humectant hair softener.



## Glyceryl Stearate

Glyceryl Stearate

**EMULSIFYING AGENT**

- Esterification product of glycerin and stearic acid.
- Improves stability of the formula.

## Green Tea Extract

Camellia Sinensis (Green Tea)

Leaf Extract

**PLANT EXTRACT**

- A plant based ingredient. Green tea is also well-known for its antioxidant & energising properties.
- Spends a pampering scent. Helps to condition the hair.

## Guar Extract/Guar Gum

Guar Hydroxypropyltrimonium

Chloride

**HAIR CONDITIONING AGENT**

- A polymer naturally derived from guar seeds. Sustainable Guar is cultivated by the farmers of the Sustainable Guar Initiative (SGI).
- Improves combability and hair feel.

# H

## Hyaluronic Acid

Sodium Hyaluronate

**HUMECTANT**

- Non greasy, lightweight ingredient.
- Helps skin to retain moisture.

## Hydrated Silica

Hydrated Silica

**BULKING AGENT**

- Hydrated Silica is a naturally derived from silica, an abundant compound that forms about 12% of the earth's surface. It is found in nature, as opal (which has been mined as a gemstone for centuries), and in the cell walls of diatoms.
- Supports volume and grip.



## Hydrogenated Palm

## Glycerides Citrate

Hydrogenated Palm

Glycerides Citrate

**EMULSIFIER**

- Can be used to bind oil and water.
- Helps to solubilize ingredients in the formula. It is originated from coconut oil, corn and soy bean.

## Hydrolysed Soy Protein

Hydrolysed Soy Protein

**HAIR CONDITIONING AGENT**

- A plant-based ingredient, produced by the enzymatic hydrolysis of soya flour.
- The formula with hydrolysed soy protein helps to smoothen the hair structure.

## Hydroxyacetophenone

Hydroxyacetophenone

**PRESERVATIVE BOOSTER**

- Anti-oxidant and soothing agent.
- Helps improve the efficacy of preservatives.

## Hydroxyethylcellulose

Hydroxyethylcellulose

**THICKENING AGENT**

- A plant-derived thickener in beauty products which is biodegradable.
- Supports a creamy and rich consistency of the formulas.

## Hydrolyzed Soybean

## Extract

Hydrolyzed Soybean Extract

**CONDITIONING AGENT**

- Contains antioxidants.

- Helps to reduce visual effects of skin aging. Known to help strengthening the hair.

# I

## Isopropyl Alcohol

Isopropyl Alcohol

**SOLVENT**

- An isomer of propanol. It was the first commercial synthetic alcohol. It is used as an antiseptic and also found in all kinds of products, from hand lotions to make-up to aftershave.
- Adjusts product texture.

## Isopropyl Myristate

Isopropyl Myristate

**EMOLLIENT AGENT**

- A partly naturally derived emollient and spreading agent, composed of Isopropyl Alcohol (a propane derivative) and Myristic Acid (a naturally-occurring fatty acid). It is a popular cosmetic and pharmaceutical ingredient.
- Creates a smooth hair surface and supports shine, condition and combability.

# J

## Japan Wax

Rhus Verniciflua Peel Wax

**TEXTURISING AGENT**

- Japan Wax, also known as Sumac Wax. It's a vegetable wax obtained from the peel of the berries of the Sumac tree. Sumac (Lacquer tree) is one of the oldest native tree species in China. The peels of the berry will be collected each year before the winter time and the tree itself will be taken good care for the reproduction of berries for next coming year. It builds up viscosity and structure in emulsions.

- Supports a mouldable product consistency and creates hold.

## Jojoba Oil

Hydrogenated Jojoba Oil

**HAIR CONDITIONING AGENT**

- Derived by hydrogenation of Simmondsia Chinensis (Jojoba) Oil. It has skin healing properties. Well-known for its moisturising, but also antibacterial and immune boosting properties to help heal wounds.
- Supports moisturised hair feel, manageability and lasting care effects.

# K

## Kaolin

Kaolin

**STYLE SUPPORTING AGENT**

- A natural mineral. Originally discovered in China, it was used as an essential ingredient in making porcelain. Today it's used in hair products because of its styling properties and its ability to absorb excess oil or dirt.
- Creates grittiness, strong hold, long lasting style control and supports shapes and separation.

# L

## Lactic Acid

Lactic Acid

**SPH OPTIMIZER**

- Moisturizing ingredient (most often produced biotechnologically today).
- Helps smoothen the skin.

## Lecithin

Lecithin

**EMULSIFIER**

- Ingredient that attracts both water and fatty substances. In food industry used to bind oil and water.
- Helps with product emulsification and supports softening of the skin.

## Lime Extract

Citrus Aurantifolia (Lime) Fruit Extract

**PLANT EXTRACT**

- A plant based ingredient. Lime is known for its energising properties.
- Spends a pampering scent. Helps to condition the hair.

## Linseed Oil

Citrus Aurantifolia (Lime) Fruit Extract

**NATURAL OIL**

- Rich in omega-3 fatty acids present helping to enhance moisture content and strengthening the hair.
- Source of vitamin E, B1, B2, B6, and biotin, well known for their hair benefitting properties to enhance hair elasticity.
- Linseed farmers are supported by providing them with growing techniques, specialized seeds and ways to reduce their cost and labor.

# M

## Mango Extract

Mangifera Indica (Mango) Fruit Extract

**FRUIT EXTRACT**

- A natural based ingredient. Mango is also known for its nourishing & revitalising properties.
- Spends a pampering scent. Helps to condition the hair.

## Modified Biodegradable

## Potato Starch /

## Polymer Derived From

## Potatoes

Hydroxypropyl Starch

**STYLING AGENT**

- A lightweight, plant-based starch ingredient that functions as a style enhancer in cosmetics. It belongs to the chemical class carbohydrates and is used in various types of personal care products, including hairstyling products.

- Gives a smooth hair feel.

## Murumuru Butter

Murumuru Butter

**HAIR CONDITIONING AGENT**

- It's an excellent emollient known for its moisturizing properties
- Naturally protects against sun damage, heat, and other harmful compounds.
- It's an Amazonian butter – exotic, functional ingredient; natural and 100% pure.
- Manually collected by local gatherers

- The organization Beraca supports these local gatherers and adds an important source of income, promoting empowerment.

# N

## Natural Mud Mineral

Kaolin

**MINERAL**

- The millennia-old natural product (also named white clay) is known for the ability of absorbing excess sebum.
- Used for deep cleansing as it attracts impurities without drying out.

# O

## Octylacrylamide/ Acrylates/Butylaminoethyl Methacrylate Copolymer

Octylacrylamide/Acrylates

Butylaminoethyl Methacrylate

Copolymer

**STYLING POLYMER**

- Known for its film forming and antistatic benefits.
- Helps to give hair fixation

## Olive Oil

Olea Europaea (Olive)

Oil Unsaponificales

**EMOLLIENT**

- An oil obtained from olives. An unsaponifiable oil is the portion of a plant oil that is not broken down when the oil's fatty acids are refined for use in cosmetic products. It builds up viscosity and structure in emulsions.
- Supports a mouldable product consistency.



# P

## Panthenol

Panthenol

**HAIR CONDITIONING AGENT**

- Vitamin B-5 derivative. In shampoos and conditioners, it is often used as humectant, to keep hair moisturised and smooth.
- Helps to improve the moisture level of the hair and helps to protect the hair structure.

## Pecan Shell Extract

Carya Illinoensis (Pecan) Shell Extract

**PECAN SHELL EXTRACT**

- A natural based ingredient. Pecan nuts are well-known for its nourishing properties.
- Spends a pampering woody scent. Helps to condition the hair.

## PEG-7 Glyceryl Cocoate

PEG-7 Glyceryl Cocoate

**EMULSIFYING AGENT**

- A naturally derived emollient, based PEG (polyethylene glycol) and fatty acids derived from coconut oil.
- Provides shine and a moldable texture

## Phenoxyethanol

Phenoxyethanol

### PRESERVATIVE

- A glycol ether that is primarily used as a preservative in cosmetics and beauty products.
- Protects the integrity and the performance of the formula.

## Plant-Based Protein

Hydrolyzed Soy Protein

### PLANT EXTRACT

- Plant based hair conditioning agent. A plant-based ingredient, produced by the enzymatic hydrolysis of soya flour.
- The formula with Hydrolyzed Soy Protein helps to smoothen the hair structure.

## Polyquaternium-16

Polyquaternium-16

### HAIR CONDITIONING & BODYFYING AGENT

- Copolymer = Quaternary ammonium center in the polymer. Known for its antistatic and filmforming benefits.
- Improves hair combability, softness and body.

## PVP

PVP

### STYLING POLYMER

- Synthetic filmformer which is found in most mainstream hair care products that provides the hold factor. So it is very common in most hair gel's, wax's, pomades and styling creams.

- Provides the hold factor.

# R

## Rambutan

Nephelium Lappaceum Peel Extract

### PLANT EXTRACT

- Known for moisturization, vitalisation and energizing for the skin.
- Helps to condition the hair.

## (Violet) Rice Extract

Oryza Sativa (Rice) Extract

### PLANT EXTRACT

- A plant based ingredient, ethnically sourced in South-East Asia.
- The formula with Violet Rice Extract helps to absorb grease and impurities from the hair and scalp.



## Rice Starch

Oriza Sative (Rice) Starch

### ABSORBING & TEXTURISING AGENT

- All starches absorb fats/sebum. The shape, size and appearance of rice starch is much finer than corn, potato or tapioca derived starch and as a result rice starch is the perfect cleansing ingredient for dry shampoo sprays allowing hair cleansing without conventional hair wash leaving a clean powdery touch to the hair. The rice starch we source for our products is made from "broken rice".
- Absorbs sebum and helps to create the extra dry texturising effect.

## Ricinus Oil

Ricinus Communis (Castor) Seed Oil

### HAIR CONDITIONING AGENT

- A vegetable oil obtained from the seeds of the Ricinus communis plant. Often used as an emollient, moisturiser and skin conditioning agent.
- Enhances smoothness and softness.

## Ruby Algae

Dunaliella Salina Extract

### PLANT EXTRACT

- It's a unique combination of red algae extracts.
- Protects hair against pollution and has a conditioning and sheathing effect while repairing and smoothening damaged hair cuticles.

# S

## Sal Tree Extract

Shorea Robusta Resin

### LIPID

- Sal is a multi-purpose, evergreen tree with a high resin content. It builds up viscosity and structure in emulsions.
- Supports a mouldable product consistency.

## Shea Butter

Butyrospermum Parkii (Shea) Butter

### HAIR CONDITIONING AGENT

- A skin and hair superfood that comes from the seeds of the fruit of the Shea (Karite) tree and that is naturally rich in vitamin or vitamins A, E and F. It offers UV protection (it is SPF ~6) and provides the hair and skin with essential fatty acids and the nutrients necessary for collagen production.
- Improves the feel and look of hair.

## Silica

Silica

### HAIR CONDITIONING AGENT

- Silica is the name given to a group of minerals composed of silicon and oxygen, the two most abundant elements in the earth's crust. It is better known as quartz, which is the most common component of sand.
- Supports volume and grip.

## Sodium C14-16 Olefin Sulfonate

Sodium C14-16 Olefin Sulfonate

### CLEANSING & FOAMING AGENT

- A synthetic, sulfate free surfactant mixture of long chain sulfonate salts.
- Rather strong cleansing agent.
- Removes well impurities and greasiness.

## Sodium Benzoate

Sodium Benzoate

### PRESERVATIVE

- It is most widely used in acidic foods, carbonated drinks and in medicines and cosmetics
- Protects the integrity and the performance of the formula.

## Sodium Methyl

## Cocoyl Taurate

Sodium Methyl Cocoyl Taurate

### CLEANSING & FOAMING AGENT

- Sulfate free cleansing surfactant.
- Cleanses the hair. Removes impurities and greasiness.

## Sodium Stearoyl Lactylate

Sodium Stearoyl Lactylate

### SURFACTANT

- Improves texture and feel of the formula.
- Helps with product emulsification.

## Spirulina Extract

Algae Extract

### PLANT EXTRACT

- The blue-green Spirulina algae is known for being rich in amino acids.
- Helps to condition the hair.



## Stearamidopropyl

## Dimethylamine

Stearamidopropyl Dimethylamine

### CLEANSING & FOAMING AGENT

- Used as a conditioning and antistatic agent with a good affinity to hair. Builds a protective layer around the hair surface.
- Rather strong cleansing agent.
- Improves combability, softness and shine. Supports the antistatic effect.

## Sugar Maple Extract

Acer Saccharum (Sugar Maple) Extract

### SUGAR MAPLE EXTRACT

- A natural based ingredient. Maple is also known for its antioxidant properties.
- Spends a pampering woody scent
- Helps to condition the hair.

## Sunflower Wax

Helianthus Annuus (Sunflower) Seed Cera

### CO-EMOLLIENT

- A wax obtained from the seed of the Sunflower. It builds up viscosity and structure in emulsions.
- Supports a mouldable product consistency.

# T

## Tapioca Starch

Tapioca Starch

### TEXTURISING AGENT

- Tapioca is a starch extracted from the storage roots of the cassava plant. This species is native to the north region and central-west region of Brazil, but its use spread throughout South America. For our products we are using certified fairtrade material.

- Helps to create the extra dry texturising effect.

## Tocopherol

Tocopherol

### ANTIOXIDANT

- Essential fat-soluble nutrient, also referred to as a form of Vitamin E.
- Helps support the skins health.



## Triethyl Citrate

Triethyl Citrate

### FRAGRANCE INGREDIENT/FILM SOFTENER

- An ester of citric acid; often used as a perfume fixer as a spreading agent for hairsprays and as an active agent in deodorants.
- Creates a smooth hair surface and supports shine, condition and combability.

# V

## Vegan Superfood

## Keratin Alternative

Lens Esculenta (Lentil) Seed Extract, Hydrolyzed Cicer Seed Extract, Chenopodium Quinoa Seed Extract

### PLANT EXTRACT

- A plant-based, gluten-free keratin replacement that mimics the composition of keratin by hydrolyzing chickpea, lentil, and quinoa proteins.
- Formula with Vegan Superfood Keratin Alternative can penetrate into the hair fiber and repair hair from inside, helping to improve strength and resilience.

## Vitamin C

Ascorbic Acid

### SYNTHETIC

- White powder essential for medicine pruposes and good health.
- Is known as antioxidants against skin aging. Is known to protect against harmful environmental influences as it is a potent reducing agent and scavenger of oxidizing free radicals in biological systems.



# W

## Walnut Shell Particles

Juglans Regia (Walnut) Shell Powder

### EXFOLIANT

- Natural, upcycled particles that gently exfoliate scalp and skin.
- They remove excess oils, impurities, product build-up and dry flakes without irritation for a refreshed and softened feeling.

## (Willow) Bark Extract

Salix Alba

### ASTRINGENT

- Natural ingredient known for anti-inflammatory, anti-bacterial properties and skin conditioning.

# X

## Xanthan Gum

Xanthan Gum

### THICKENER

- Natural ingredient mainly used for formulation purposes.
- Significant for product texture.

# Z

## Zea Maize (Corn) Starch

Amylopectin Phytic Acid

### TEXTURISING AGENT

- Natural starch powder, known for effectively absorbing oil for a mattifying effect.
- It provides a light grip to the hair.







## AUTHENTIC BEAUTY CONCEPT

We believe in authentic beauty. It begins the very moment you decide to be yourself. We believe authentic beauty is natural and simple. We believe in pure ingredients from carefully selected origins and vegan formulas, free from sulfates\* and silicones. We are the authentic beauty concept.

### GLOW CLEANSER

For coloured hair  
Pour cheveux  
colorés  
300 mL net

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### HYDRATE CLEANSER

For dry hair  
Pour cheveux  
secs  
300 mL net

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### BARE CLEANSER

For delicate scalp  
Pour cuir chevelu  
délicat  
300 mL net

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### AMPLIFY CLEANSER

For fine hair  
Pour cheveux  
fins  
300 mL net

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## AUTHENTIC BEAUTY CONCEPT



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