

MIND BODY HAIR STUDIO

HOLISTIC
PRODUCT GUIDE



**JUNE
2024**

ISSUE 01



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RECOMMENDED BY
MASTER HOLISTIC HAIRSTYLIST
MAEGAN ELIZABETH

WELLNESS | BEAUTY | LIFESTYLE

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About —



Welcome to the ultimate holistic hair product guide, curated for every hair type! Authored by Maegan Elizabeth, a seasoned Master Holistic Hairstylist with over two decades of experience, this comprehensive guide is a testament to her dedication to non-toxic hair care. Mae Beth is not just a stylist but an advocate for professional-grade, toxin-free hair care, scalp care and hair growth solutions. Partnered with Holistic Hair Tribe, she brings you knowledge and expertise to help you achieve your hair goals naturally and sustainably.

In this guide, Mae Beth has meticulously crafted recommendations tailored to different hair types, ensuring that everyone can find the perfect holistic solution for their unique needs. Whether you have straight, curly, wavy, or kinky hair, you'll discover a carefully curated selection of products that prioritize both effectiveness and safety. Say goodbye to harsh chemicals and hello to nourished hair that speaks health and vitality.

In addition to this comprehensive guide, Mae Beth extends her expertise through an integrative hair nutrition course. This course offers participants a deep dive into personalized hair regimens coupled with integrated nutritional guidance, ensuring radiant hair from within. With Mae Beth's meticulous guidance, you'll embark on a journey of self-discovery, understanding how nutrition intertwines with hair health. Say hello to a new era of holistic haircare, where beauty and wellness converge seamlessly, empowering you to be your best self, naturally. Welcome to the realm of holistic hair care excellence, where every strand tells a story of vitality and well-being.

With Mae Beth's guidance, you can begin a journey towards holistic hair care, discovering the power of nature's finest ingredients to transform your locks from the inside out. Say hello to a new era of hair care, where beauty and wellness go hand in hand. Welcome to the world of holistic hair care excellence—empowering you to look and feel your best, naturally.



INTRODUCING ROOTS REVIVAL: INTEGRATIVE HAIR NUTRITION COURSE

A DIGITAL PROGRAM METICULOUSLY CRAFTED BY ESTEEMED MASTER HOLISTIC HAIRSTYLIST, MAE BETH. IMMERSE YOURSELF IN A TRANSFORMATIVE JOURNEY WHERE VIBRANT HAIR MEETS INNER WELLNESS THROUGH THE POWER OF INTEGRATIVE NUTRITION.

IN THIS COMPREHENSIVE COURSE, MAE BETH HAS OVER 2 YEARS OF EXPERTISE TO GUIDE YOU THROUGH PERSONALIZED HAIR REGIMENS SEAMLESSLY INTEGRATED WITH NUTRITIONAL STRATEGIES TAILORED TO YOUR INDIVIDUAL NEEDS. BID FAREWELL TO COOKIE-CUTTER SOLUTIONS AND EMBRACE A HOLISTIC APPROACH THAT NOURISHES YOUR HAIR FROM WITHIN.

THROUGH IMMERSIVE MODULES, INTERACTIVE EXERCISES, AND EXPERT INSIGHTS, YOU'LL UNRAVEL THE INTRICATE CONNECTION BETWEEN NUTRITION, SCALP CARE, AND HAIR GROWTH. DISCOVER THE SECRETS TO CULTIVATING LUSH, RADIANT LOCKS THAT REFLECT A HARMONIOUS BALANCE OF HEALTH AND VITALITY.

WHETHER YOU'RE GRAPPLING WITH HAIR CONCERNS OR SEEKING TO OPTIMIZE YOUR HAIR CARE ROUTINE, THIS COURSE OFFERS A HOLISTIC SOLUTION. JOIN MAE BETH AND THE HOLISTIC HAIR TRIBE COMMUNITY ON A JOURNEY TO HOLISTIC HAIR CARE EXCELLENCE, WHERE BEAUTY AND WELLNESS INTERTWINE EFFORTLESSLY. HOLISTIC HAIR HARMONY: INTEGRATIVE NUTRITION HAIR HEALTH COURSE."

FULLBODIEDBABE'S INTEGRATIVE NUTRITION AND HOLISTIC ROOTS REVIVAL PROGRAM-

\$35



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MIND BODY HAIR STUDIO

PRODUCT REGIMEN

Step 1: Shampoo

Begin your haircare ritual with a luxurious shampoo experience. Choose a gentle, sulfate-free formula enriched with nourishing botanical extracts to cleanse and revitalize your scalp and locks. Pour a small amount of shampoo into your palm and emulsify with water, creating a rich lather. Apply the shampoo to your hair that's thoroughly soaked, focusing on the scalp if it requires oil balancing. Massage the shampoo into your scalp using gentle, circular motions to stimulate circulation and lift away impurities. For dry or moisture-lacking hair, avoid applying shampoo to the ends to prevent further dehydration.

Step 2: Scalp Detox

Indulge in a rejuvenating scalp detox to promote optimal hair growth and vitality. After shampooing and before conditioning, treat your scalp to a refreshing exfoliation with a specialized scalp exfoliant. This invigorating step helps remove product buildup, excess oil, and dead skin cells, creating a clean canvas for healthier hair growth. Gently massage the exfoliant into your scalp using circular motions, focusing on areas prone to congestion or flakiness. Rinse thoroughly to reveal a revitalized scalp and prepare it for the next steps in your haircare routine.

Step 3: Conditioner

Follow up your scalp detox with a nourishing conditioner to restore moisture and balance to your hair. Choose a lightweight formula enriched with hydrating oils and botanical extracts to moisturize and detangle your locks. Using a scalp brush, apply the conditioner from scalp to ends, ensuring even distribution and maximum hydration. The scalp brush not only helps spread the conditioner evenly but also aids in removing buildup and stimulating the scalp for healthier hair growth. Leave the conditioner on for a few minutes to allow the ingredients to penetrate deeply, then rinse thoroughly for silky-smooth strands.

Step 4: Mask

Treat your hair to a luxurious mask treatment to pamper and rejuvenate dry, damaged ends. Apply a generous amount of mask solely to the ends of your hair, focusing on areas prone to dryness and breakage. Allow the mask to work its magic for 1-2 minutes, infusing your strands with intensive moisture and repair. The rich, creamy formula nourishes and strengthens your hair, leaving it soft, silky, and more manageable. Rinse thoroughly to reveal revitalized ends that look and feel healthier with every use.

Step 5: Leave-In Scalp Serum

Nourish and protect your scalp with a lightweight leave-in serum formulated to address specific hair concerns. Choose a scalp serum infused with potent botanical extracts and vitamins to promote scalp health and stimulate hair growth. Apply a few drops of the serum directly to your scalp, focusing on areas of concern or thinning hair. Gently massage the serum into your scalp using your fingertips to enhance absorption and circulation. Leave the serum in for continuous nourishment and protection against environmental stressors.

Step 6: Pre-Blowdry Protection

Shield your hair from heat damage with a pre-blowdry protection spray infused with heat-activated ingredients. Mist the protection spray evenly onto damp hair, focusing on the mid-lengths and ends where heat styling is most concentrated. This lightweight formula forms a protective barrier around each strand, minimizing damage from heat styling tools and preventing moisture loss. Prepare your hair for a flawless blowout with added shine and resilience.

Step 7: Pre-Blowdry Styling

Enhance your hair's natural texture and shape with a pre-blowdry styling product tailored to your desired look. Whether you prefer sleek and straight or voluminous waves, choose a styling product that suits your hair type and styling goals. Apply the styling product evenly throughout your hair, focusing on areas where you want to add volume, definition, or hold. Use your fingers or a styling brush to distribute the product evenly, then proceed with blowdrying to achieve your desired style.

Step 8: Post-Blowdry Sealant and Shine

Finish your haircare ritual with a nourishing post-blowdry sealant to lock in moisture and enhance shine. Choose a lightweight serum or oil enriched with nourishing ingredients like argan oil or coconut oil to add luminosity and smoothness to your hair. Apply a small amount of the sealant to the palms of your hands and gently glide them over your hair, focusing on the mid-lengths and ends to tame frizz and flyaways. Style as desired, reveling in the glossy finish and touchable softness of your radiant locks.



HAIR PRONE TO FALLING OUT



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Shampoos:



Oway- Micro-Stimulating Hair Bath

Buddleja Davidii Plant Stem Cells help to reproduce hair follicle cells at the source. Biodynamic Mint Essential Oil promotes circulation and nutrient uptake into the hair follicle for stronger, healthier hair. Denisplant is a complex derived from legumes that directly acts on dermal papillae to facilitate new hair growth. Organic Horse-Chestnut Extract contains saponine and esculin, which naturally stimulate the hair follicles, while strengthening the hair bulb.



Intelligent: Pure Plenty Shampoo

The scalp-stimulating Pure Plenty Shampoo clarifies and fortifies hair follicles to optimize the growth cycle. Our color-safe formula features red clover extract and peptides to strengthen hair at the root and inhibit DHT (the hair-thinning hormone); amaranth to give hair movement, lift and bounce for a fuller look; and a sugar-derived cleansing agent (decyl glucoside) to gently clear away buildup.



MyVeg- Bango Funzionale Riequilibrante - Balancing Hair Bath

MyVeg Bagno Funzionale Riequilibrante - Balancing Hair Bath soothes, refreshes, and strengthens the hair. It helps to balance the scalp and soothe redness and itchiness. This hair bath enhances the hair follicle and stimulates microcirculation which aids in hair growth. It's also an excellent option for people who are looking for a shampoo with anti-inflammatory benefits. Signature Scent: The aromatic warmth of sandalwood, ylang-ylang, and patchouli transports the wearer to a world of calm and serenity.

Conditioners:



Oway- Frequent Use Conditioner

Biodynamic Lemon revitalizes and refreshes dull hair with a rush of antioxidants and Vitamin C. Organic White Tea Extract is rich in polyphenols that have an anti-aging effect on the hair and scalp, while guarding against oxidative stress. Fair Trade Aniseed Extract is a native Australian botanical with soothing, anti-septic properties that promote a healthy scalp. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Intelligent Nutrients- Pure Plenty Conditioner

The nutrient-rich Pure Plenty Conditioner works in tandem with Pure Plenty® Shampoo to boost volume and shine for fuller, healthier-looking hair. Apply it primarily to the lengths and ends—it infuses hair with bounce and volume while it smooths and replenishes ends and helps reveal a thicker appearance.

Masks:

Onirica - Night Mask



Orinca is a regenerative night mask for the scalp and hair. Relaxing, anti-stress neuro-cosmetic treatment has anti-hair-loss effects by strengthening and deeply nourishing the hair shaft. Thanks to the contained melatonin, it stimulates hair re-growth, promoting stronger and healthier hair. This is a true beauty sleep treatment that gives a luxurious, highly sensorial experience from the moment the product is applied, lasting all through the night.



Intelligent Nutrients- Shine Bright Moisture Mask

The Intelligent Nutrients Shine Bright Moisture Mask is like strength training for your hair. This deep conditioning mask is infused with nutrients and oils to strengthen overworked hair, adding weightless body, shine and softness.

MyVeg- PANACEA ALLE ERBE - Nourishing Phyto Hair Mask



MyVeg PANACEA ALLE ERBE - Nourishing Phyto Hair Mask's melt-in texture instantly nourishes hair, adding shine and strength even to hair weakened by chemical, environmental and mechanical stress. It restores the hair's natural beauty through the synergy of nine plant extracts traditionally used in phytotherapy. It prevents split ends, stimulates microcirculation which helps to prevent hair loss, and is the perfect remedy for dry damaged hair. Signature Scent: The scent of peppermint combined with that of sage creates a warming sensation to create an energizing and invigorating synergy. Together, these fragrances can relieve migraines and exhaustion.

Scalp Exfoliants:

Areté - Micro Exfoliating Treatment



Inspired by the serenity and depth of the forest edge, our Micro-Exfoliating Scalp Treatment harnesses the power and strength of various trees, stones and mycelium to reveal a healthy, balanced scalp biome at the root. Upcycled Bamboo gently decongests the follicle, promoting healthy hair growth and nutrient uptake and White Willow Bark helps dissolve and remove scalp buildup.



Oway - Scalp Enhancer

The ultimate scalp spa experience, Scalp Enhancer is an enzymatic, preparatory, and re-oxygenating scalp exfoliation treatment. Powerful natural ingredients free the scalp from impurities, pollution, and product build up that can prevent the healthy balance of skin, alter the hydrolipidic film, and hinder the optimum performance of hair treatments.



Intelligent Nutrients- Soothe-sayer Bi-Phase Scalp Treatment

A soothing scalp and hair remedy to address any and all ailments with proven, powerful plant actives. Deeply hydrating to hair and scalp yet with a lightweight feel, it effectively calms, strengthens and restores the skin's protective barrier, visibly reduces dry patches and scale build up, and helps balance sebum production. Rich oils provide emollience and nutrients to replenish hair.



MyVeg- FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask

MyVeg FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask contains green clay, zeolite, and herbs for purifying, detoxifying, and mineralizing the scalp. These ingredients promote a natural balance in your scalp that is disrupted by internal and external factors such as stress, pollution, dirt, hormonal imbalances, silicone residue, changes in temperatures, and more.

Scalp Serums:



Oway- Oway Densifying Remedy

Buddleja Davidii Plant Stem Cells help to reproduce hair follicle cells at the source. Dynagen is an active ingredient derived from yeast that increases the hair's keratin and collagen levels for stronger, more resilient hair. Denisplant is a complex derived from legumes that directly acts on dermal papillae to facilitate new hair growth. Organic Horse-Chestnut Extract contains saponine and esculin, which naturally stimulate the hair follicles, while strengthening the hair bulb.



Intelligent - Pure Plenty Nourishing Scalp Serum

Thicker, fuller hair starts at the scalp, and this Pure Plenty Nourishing Scalp Serum works at the source to support hair follicle health while inhibiting the hair-thinning hormone DHT. Our advanced Intelli-Cell™ plant stem cell science promotes your healthiest hair cycle and helps protect the length you've got.



Tecuane- Esperanza Scalp Tonic

Esperanza Scalp Tonic from Tecuane is a daily lightweight leave-in tonic with nourishing naturally-derived ingredients. This formula is suitable for diverse hair textures and irritated scalps, making it easy to use as part of your daily clean haircare ritual.

Protection:



Oway- Thermo-Detangling Cloud

Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.



Intelligent Nutrients- Good Hair Guardian Thermal Primer

The foundation of a good hair day. This silky, strand-strengthening spray is an essential first step to prevent damage, de-tangle, de-frizz, and enhance shine, all with a virtually weightless feel. Protects hair from heat styling up to 400 degrees.



MyVeg LINFA MODELLANTE - Styling Protection Lotion

MyVeg LINFA MODELLANTE - Styling Protection Lotion strengthens the hair structure and banishes frizz, leaving hair shiny, revitalized, and gorgeous. Formulated with a blend of precious plant oils and pure active ingredients, it ensures the perfect balance of nourishment and hydration to protect hair from external aggressors like the sun, pollution, humidity, and heat.

Styling:



Areté- Volume & Sculpting Fluide

Create soft structure with our Volume & Sculpting Fluide, a versatile styling glaze designed to achieve full, flexible hair styles with an everlasting, weightless hold. Infused with Botanical Hyaluronic Acid and Sacred Quinoa, it lightly hydrates, fortifies and plumps the hair, while delivering protection from mechanical stress and breakage.



Oway- Volumizing Root spray

Linden Bud Polysaccharides visibly thickens and volumizes hair strands, while sealing cuticle scales and adding lightweight moisture. Biodynamic Yarrow Extract stimulates the scalp and hair follicles for creating volume at the root. Organic Ginger Extract strengthens the hair and is coveted in Ayurvedic tradition as a hair-growth stimulating spice. Ethical Purple Rice has strong antioxidant activity which protects the hair and scalp from external aggressors. Creatine CR Complex is a unique "hair cell revitalizer" that gives body and volume to even the finest hair types.



Intelligent Nutrients: Amplifi - Blow Out Cream

A universal styling cream with mind-blowing results. Protects hair from heat and adds weightless volume, body and manageability. From the 90s blowout to the latest looks and trends, our vegan formula delivers as it softens, shines and smooths frizz with all-day memory.

Sealant:



Oway- Nurturing Drops

Biodynamic Marrubium reinforces of the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C that strengthen the hair, while promoting healthy hair growth.



Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil

The Shine Bright Vitamin C Hair Oil is the ultimate solution for lustrous, radiant, and healthy hair. This innovative formula harnesses the power of nature to bring you a transformative haircare experience. With a potent combination of Vegan Vitamin C, Silicone-Free Sugar Cane Alkanes, and Intelli-Seed Antioxidant Complex, your hair will be taken to new heights of beauty and manageability.



MyVeg- Gocce D'eternità

Gocce D'eternità is a beautifying botanical dry oil that nourishes and protects the hair during the day. When applied daily to the body, it nourishes and enhances the skin and reveals its authentic beauty. It's ideal for dry, stressed, or brittle hair as it smooths and seals the hair fibres thanks to the contain olive oil squalene, a molecule that resembles the skin's natural oils. It prevents split ends and dehydration. protecting the hair from light and leaving it shiny and nourished. At night, thanks to the fermented plant-based oils.



FINE STRAIGHT HAIR



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Shampoos:



Areté - Daily Rituals Hair Wash

Inspired by ancient beauty and wellness traditions, our Daily Rituals Hair Wash consciously cleanses the hair and scalp with gentle, plant-based surfactants and a renewing botanical blend for daily hair health and protection. Wild Velvet Flower delivers a daily dose of hydration, shine and strength while Sun Harvest Saffron and Organic Raspberry Oil provide protection against oxidative stress, prolonging radiance.



Oway - Frequent Use Hair and Scalp Bath

Biodynamic Lemon revitalizes and refreshes dull hair with a rush of antioxidants and Vitamin C. Organic White Tea Extract is rich in polyphenols that have an anti-aging effect on the hair and scalp, while guarding against oxidative stress. Fair Trade Aniseed Extract is a native Australian botanical with soothing, anti-septic properties that promote a healthy scalp. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Oway- Color Protection Hair Bath (color treated)

Biodynamic Red Vine is rich in antioxidants that preserve and protect the hair from free radical damage and fading from UV rays. Organic Goji Berry is a South American super fruit coveted for its high antioxidant content that strengthens and protects color from premature oxidation. Fair Trade Kakadu Plum is the world's richest source of Vitamin C. It delivers detoxifying and anti-aging benefits. Amino Acid + Coconut-derived Surfactants are delicate cleansing agents that remove impurities, while softening and protecting the hair.



Intelligent Nutrients- Aplifi-Hair Micellar Shampoo

The Amplifi-Hair Micellar Shampoo removes dirt, excess oil and build-up that can weigh hair down with non-stripping, gentle micellar technology. Adds weightless volume, smooths cuticle for enhanced shine and controls frizz. Strengthens, thickens and protects hair enhancing movement and body. Vegan formula features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.



MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath

MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath strengthens the hair fiber and gives body to treated, damaged hair. This formulation nourishes and is restorative over time. Rosewater helps to relax and polish the cuticle making frizz more manageable. Did I mention that the Nourishing Hair Bath increases elasticity and is anti-aging?

Conditioners:



Areté - Daily Rituals Conditioning Cream

Inspired by ancient beauty and wellness traditions, our Daily Rituals Conditioning Crème harnesses a nutritive blend of botanicals and plant butters to infuse the hair and scalp with daily moisture, strength and protection. Wild Velvet Flower delivers hydration, shine and strength while ethically-sourced Cupuaçu plant butter nourishes the hair, preventing split ends and breakage.



Oway - Frequent Use Conditioner

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Intelligent Nutrients- Amplifi-Hair Conditioner

Amplifi-Hair Conditioner is a weightless vegan conditioner that detangles and strengthens while adding volume. Gives instant shine and helps control frizz. Features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.

Masks:



Areté- Heal & Hydrate Conditioning Crème

Our Heal & Hydrate Conditioning Crème enriches the hair with featherlike softness and strength through a curative collection of hair healing botanicals and plant butters. The key to the formula, French Carob Seed, contains amino acids that penetrate the cuticle and mimic hairs' keratin structure, resulting in remarkably resilient hair, less prone to breakage and split end formation.



Oway- Moisturizing Hair Mask

Biodynamic Hazel is rich in phenols and tannins that soften and nourish the hair fiber. Organic Honey moisturizes and replenishes the hair, leaving it shiny and soft. Fair Trade Murumuru Butter deeply repairs dry, dull hair thanks to its naturally high levels of omega-9 fatty acids and plant proteins. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Intelligent Nutrients- Shine Bright Moisture Mask

The Intelligent Nutrients Shine Bright Moisture Mask is like strength training for your hair. This deep conditioning mask is infused with nutrients and oils to strengthen overworked hair, adding weightless body, shine and softness.



MyVeg- PANACEA ALLE ERBE - Nourishing Phyto Hair Mask

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Scalp Exfoliant:

Areté - Micro Exfoliating Treatment

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Scalp Serums:

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Protection:

Arété - Nutritive Thermal Protection Primer

Consciously crafted for complete hair nutrition, our Nutritive Thermal Protection Primer creates touchably soft tresses that are easy to detangle, resistant to color fade and breakage. Its advanced formulation combines Wild Olive Stem Cells, Organic Sacha Inchi Oil and Slippery Elm to instantly infuse hair with weightless hydration, manageability and protection from UV rays, pollution and heat styling up to 450°F



Oway- Thermo-Detangling Cloud

Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.



Intelligent Nutrients- Good Hair Guardian Thermal Primer

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MyVeg- LINFA MODELLANTE - Styling Protection Lotion

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Oway- Volumizing Root spray

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Intelligent Nutrients: Amplifi - Blow Out Cream

A universal styling cream with mind-blowing results. Protects hair from heat and adds weightless volume, body and manageability. From the 90s blowout to the latest looks and trends, our vegan formula delivers as it softens, shines and smooths frizz with all-day memory.

Sealant:



Areté - Healing Hair Ceremony Serum

Our Healing Hair Ceremony Serum is a luxuriously light hair oil infused with 5 restorative oils, expertly curated from around the world to strengthen, smooth and heal the hair and mind. The unique combination of Palo Santo and Organic Black Seed Oils purify and soothe split ends, infusing hair with incredible luminosity and radiance.



Oway- Nurturing Drops

Biodynamic Marrubium reinforces the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C that strengthen the hair, while promoting healthy hair growth.



Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil

The Shine Bright Vitamin C Hair Oil is the ultimate solution for lustrous, radiant, and healthy hair. This innovative formula harnesses the power of nature to bring you a transformative haircare experience. With a potent combination of Vegan Vitamin C, Silicone-Free Sugar Cane Alkanes, and Intelli-Seed Antioxidant Complex, your hair will be taken to new heights of beauty and manageability.



MEDIUM/THICK STRAIGHT HAIR



Shampoos:

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Areté- Heal & Hydrate Hair Wash

Our Heal & Hydrate Hair Wash uses a delicate, yet effective pairing of plant-based surfactants and curative botanicals to deliver a hair healing cleanse with feather-like softness and strength. The key to the formula, French Carob Seed, contains amino acids that penetrate the cuticle and mimic hairs' keratin structure, resulting in remarkably resilient hair, less prone to breakage and split end formation.



Oway- Smoothing Hair Bath

Biodynamic Caraway Seed Extract is ancient spice coveted for its rich source of nourishing antioxidants and natural detoxifying properties. Organic Damask Rose is known as the Queen of Roses for its powerful antioxidant content and ability to maintain the hair's optimal hydration levels. Ethical Buriti Oil is sustainably extracted from the Amazonian rain forest. It hydrates and softens the hair, while adding shine and manageability. It also blocks out humidity and environmental stressors that cause frizz and dryness! Ginger Root Essential Oil adds softness, shine and manageability to unruly hair types. Babassu-derived Surfactants are used in place of harsh sulfates. It provides extraordinarily gentle cleansing properties, and is even ideal for sensitive skin types.



Intelligent Nutrients- *Amplifi-Hair Micellar Shampoo*

The Amplifi-Hair Micellar Shampoo removes dirt, excess oil and build-up that can weigh hair down with non-stripping, gentle micellar technology. Adds weightless volume, smooths cuticle for enhanced shine and controls frizz. Strengthens, thickens and protects hair enhancing movement and body. Vegan formula features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.



MyVeg- *BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath*

MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath strengthens the hair fiber and gives body to treated, damaged hair. This formulation nourishes and is restorative over time. Rosewater helps to relax and polish the cuticle making frizz more manageable. Did I mention that the Nourishing Hair Bath increases elasticity and is anti-aging?

Conditioner:



Areté- *Daily Rituals Conditioning Cream*

Inspired by ancient beauty and wellness traditions, our Daily Rituals Conditioning Crème harnesses a nutritive blend of botanicals and plant butters to infuse the hair and scalp with daily moisture, strength and protection. Wild Velvet Flower delivers hydration, shine and strength while ethically-sourced Cupuaçu plant butter nourishes the hair, preventing split ends and breakage.



Oway- *Smoothing Hair Conditioner*

Biodynamic Caraway Seed Extract is an ancient spice coveted for its rich source of nourishing antioxidants and natural detoxifying properties. Organic Damask Rose is known as the Queen of Roses for its powerful antioxidant content and ability to maintain the hair's optimal hydration levels. Ethical Buriti Oil is highly regarded for its ability to create long-lasting, frizz-free hair styles, while adding intense shine and protection against split ends. Sustainably harvest from the depths of the Amazon. Ginger Root Essential Oil adds softness, shine and manageability to unruly hair types.



Intelligent Nutrients- *Amplifi-Hair Conditioner*

Amplifi-Hair Conditioner is a weightless vegan conditioner that detangles and strengthens while adding volume. Gives instant shine and helps control frizz. Features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.

Masks:



Areté- Heal & Hydrate Conditioning Crème

Our Heal & Hydrate Conditioning Crème enriches the hair with featherlike softness and strength through a curative collection of hair healing botanicals and plant butters. The key to the formula, French Carob Seed, contains amino acids that penetrate the cuticle and mimic hairs' keratin structure, resulting in remarkably resilient hair, less prone to breakage and split end formation.



Oway- Moisturizing Hair Mask

Biodynamic Hazel is rich in phenols and tannins that soften and nourish the hair fiber. Organic Honey moisturizes and replenishes the hair, leaving it shiny and soft. Fair Trade Murumuru Butter deeply repairs dry, dull hair thanks to its naturally high levels of omega-9 fatty acids and plant proteins. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Intelligent Nutrients- Shine Bright Moisture Mask

The Intelligent Nutrients Shine Bright Moisture Mask is like strength training for your hair. This deep conditioning mask is infused with nutrients and oils to strengthen overworked hair, adding weightless body, shine and softness.



MyVeg- PANACEA ALLE ERBE - Nourishing Phyto Hair Mask

MyVeg PANACEA ALLE ERBE - Nourishing Phyto Hair Mask's melt-in texture instantly nourishes hair, adding shine and strength even to hair weakened by chemical, environmental and mechanical stress. It restores the hair's natural beauty through the synergy of nine plant extracts traditionally used in phytotherapy. It prevents split ends, stimulates microcirculation which helps to prevent hair loss, and is the perfect remedy for dry damaged hair.

Scalp Exfoliants:



Areté - Micro Exfoliating Treatment

Inspired by the serenity and depth of the forest edge, our Micro-Exfoliating Scalp Treatment harnesses the power and strength of various trees, stones and mycelium to reveal a healthy, balanced scalp biome at the root. Upcycled Bamboo gently decongests the follicle, promoting healthy hair growth and nutrient uptake and White Willow Bark helps dissolve and remove scalp buildup.



Intelligent Nutrients- Soothe-sayer Bi-Phase Scalp Treatment

A soothing scalp and hair remedy to address any and all ailments with proven, powerful plant actives. Deeply hydrating to hair and scalp yet with a lightweight feel, it effectively calms, strengthens and restores the skin's protective barrier, visibly reduces dry patches and scale build up, and helps balance sebum production. Rich oils provide emollience and nutrients to replenish hair.



MyVeg- FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask

MyVeg FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask contains green clay, zeolite, and herbs for purifying, detoxifying, and mineralizing the scalp. These ingredients promote a natural balance in your scalp that is disrupted by internal and external factors such as stress, pollution, dirt, hormonal imbalances, silicone residue, changes in temperatures, and more.

Scalp Serums:



Tecuane- Esperanza Scalp Tonic

Esperanza Scalp Tonic from Tecuane is a daily lightweight leave-in tonic with nourishing naturally-derived ingredients. This formula is suitable for diverse hair textures and irritated scalps, making it easy to use as part of your daily clean haircare ritual.



Intelligent - Pure Plenty Nourishing Scalp Serum

Thicker, fuller hair starts at the scalp, and this Pure Plenty Nourishing Scalp Serum works at the source to support hair follicle health while inhibiting the hair-thinning hormone DHT. Our advanced Intelli-Cell™ plant stem cell science promotes your healthiest hair cycle and helps protect the length you've got.

Protection:



Areté - Nutritive Thermal Protection Primer

Consciously crafted for complete hair nutrition, our Nutritive Thermal Protection Primer creates touchably soft tresses that are easy to detangle, resistant to color fade and breakage. Its advanced formulation combines Wild Olive Stem Cells, Organic Sacha Inchi Oil and Slippery Elm to instantly infuse hair with weightless hydration, manageability and protection from UV rays, pollution and heat styling up to 450°F



Oway- Thermo-Detangling Cloud

Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.



Intelligent Nutrients- Good Hair Guardian Thermal Primer

The foundation of a good hair day. This silky, strand-strengthening spray is an essential first step to prevent damage, de-tangle, de-frizz, and enhance shine, all with a virtually weightless feel. Protects hair from heat styling up to 400 degrees.



MyVeg- LINFA MODELLANTE - Styling Protection Lotion

MyVeg LINFA MODELLANTE - Styling Protection Lotion strengthens the hair structure and banishes frizz, leaving hair shiny, revitalized, and gorgeous. Formulated with a blend of precious plant oils and pure active ingredients, it ensures the perfect balance of nourishment and hydration to protect hair from external aggressors like the sun, pollution, humidity, and heat.

Styling:



Areté- Volume & Sculpting Fluide

Create soft structure with our Volume & Sculpting Fluide, a versatile styling glaze designed to achieve full, flexible hair styles with an everlasting, weightless hold. Infused with Botanical Hyaluronic Acid and Sacred Quinoa, it lightly hydrates, fortifies and plumps the hair, while delivering protection from mechanical stress and breakage.



Oway- Volumizing Root spray

Linden Bud Polysaccharides visibly thickens and volumizes hair strands, while sealing cuticle scales and adding lightweight moisture. Biodynamic Yarrow Extract stimulates the scalp and hair follicles for creating volume at the root. Organic Ginger Extract strengthens the hair and is coveted in Ayurvedic tradition as a hair-growth stimulating spice. Ethical Purple Rice has strong antioxidant activity which protects the hair and scalp from external aggressors. Creatine CR Complex is a unique "hair cell revitalizer" that gives body and volume to even the finest hair types.



Intelligent Nutrients: Amplifi - Blow Out Cream

A universal styling cream with mind-blowing results. Protects hair from heat and adds weightless volume, body and manageability. From the 90s blowout to the latest looks and trends, our vegan formula delivers as it softens, shines and smooths frizz with all-day memory.



MyVeg Tonico Vitale - Volumizing Hair Lotion

MyVeg Tonico Vitale - Volumizing Hair Lotion is a potent blend of stimulating and energizing plant ingredients. It volumizes and helps to stimulate hair growth. Light, flexible, and soothing and it's a great option for reactivating second and third-day styling.

Sealants:



Areté - Healing Hair Ceremony Serum

Our Healing Hair Ceremony Serum is a luxuriously light hair oil infused with 5 restorative oils, expertly curated from around the world to strengthen, smooth and heal the hair and mind. The unique combination of Palo Santo and Organic Black Seed Oils purify and soothe split ends, infusing hair with incredible luminosity and radiance.



Oway- Nurturing Drops

Biodynamic Marrubium reinforces the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C that strengthen the hair, while promoting healthy hair growth.



Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil

The Shine Bright Vitamin C Hair Oil is the ultimate solution for lustrous, radiant, and healthy hair. This innovative formula harnesses the power of nature to bring you a transformative haircare experience. With a potent combination of Vegan Vitamin C, Silicone-Free Sugar Cane Alkanes, and Intelli-Seed Antioxidant Complex, your hair will be taken to new heights of beauty and manageability.



*FINE
WAVY HAIR*



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Shampoos:



Areté - Daily Rituals Hair Wash

Inspired by ancient beauty and wellness traditions, our Daily Rituals Hair Wash consciously cleanses the hair and scalp with gentle, plant-based surfactants and a renewing botanical blend for daily hair health and protection. Wild Velvet Flower delivers a daily dose of hydration, shine and strength while Sun Harvest Saffron and Organic Raspberry Oil provide protection against oxidative stress, prolonging radiance.



Oway - Frequent Use Hair and Scalp Bath

Biodynamic Lemon revitalizes and refreshes dull hair with a rush of antioxidants and Vitamin C. Organic White Tea Extract is rich in polyphenols that have an anti-aging effect on the hair and scalp, while guarding against oxidative stress. Fair Trade Aniseed Extract is a native Australian botanical with soothing, anti-septic properties that promote a healthy scalp. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Oway- Color Protection Hair Bath. (Color treated)

Biodynamic Red Vine is rich in antioxidants that preserve and protect the hair from free radical damage and fading from UV rays. Organic Goji Berry is a South American super fruit coveted for its high antioxidant content that strengthens and protects color from premature oxidation. Fair Trade Kakadu Plum is the world's richest source of Vitamin C. It delivers detoxifying and anti-aging benefits. Amino Acid + Coconut-derived Surfactants are delicate cleansing agents that remove impurities, while softening and protecting the hair.



Intelligent Nutrients- Aplifi-Hair Micellar Shampoo

The Amplifi-Hair Micellar Shampoo removes dirt, excess oil and build-up that can weigh hair down with non-stripping, gentle micellar technology. Adds weightless volume, smooths cuticle for enhanced shine and controls frizz. Strengthens, thickens and protects hair enhancing movement and body. Vegan formula features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.



MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath

MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath strengthens the hair fiber and gives body to treated, damaged hair. This formulation nourishes and is restorative over time. Rosewater helps to relax and polish the cuticle making frizz more manageable. Did I mention that the Nourishing Hair Bath increases elasticity and is anti-aging?

Conditioner:



Areté - Daily Rituals Conditioning Cream

Inspired by ancient beauty and wellness traditions, our Daily Rituals Conditioning Crème harnesses a nutritive blend of botanicals and plant butters to infuse the hair and scalp with daily moisture, strength and protection. Wild Velvet Flower delivers hydration, shine and strength while ethically-sourced Cupuaçu plant butter nourishes the hair, preventing split ends and breakage.



Intelligent Nutrients- Amplifi-Hair Conditioner

Amplifi-Hair Conditioner is a weightless vegan conditioner that detangles and strengthens while adding volume. Gives instant shine and helps control frizz. Features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.

Masks:



Areté - Botanical Bond Hair Repair Masque

An unbreakable bond, our Botanical Bond Hair Repair Masque pairs sustainable, scientific innovation with traditional, reparative remedies to create the next healthy hair renaissance. At the core of our formulation is PROPLEX™, a 100% plant-derived complex from apples and vegetables that restructures hair fibers and relinks ionic bonds to repair hair, reduce breakage and increase elasticity and shine.



Intelligent Nutrients- Shine Bright Moisture Mask

The Intelligent Nutrients Shine Bright Moisture Mask is like strength training for your hair. This deep conditioning mask is infused with nutrients and oils to strengthen overworked hair, adding weightless body, shine and softness.



MyVeg- Secondo Tempo

Secondo Tempo is a conditioning butter mask made from plant extracts that intensely restores the hair, working best when used a compliment to the Primo Tempo reconstruction treatment. It deeply nourishes the hair, leaving it soft, shiny, and manageable. The intensive mask works by acidifying and sealing in the cuticle following the reconstruction phase, keeping the hair conditioned and shiny. Extra nourishment for dry, dull hair, protecting and softening the hair fibres in minutes thanks to its smoothing and acidifying effects. This precious, 100% active formula is based on green tea extract and vegetable oils and butters, enriched with three molecular weights of hyaluronic acid. It delivers lipids and an antioxidant complex to damaged hair.

Scalp Exfoliant:



Areté - Micro Exfoliating Treatment

Inspired by the serenity and depth of the forest edge, our Micro-Exfoliating Scalp Treatment harnesses the power and strength of various trees, stones and mycelium to reveal a healthy, balanced scalp biome at the root. Upcycled Bamboo gently decongests the follicle, promoting healthy hair growth and nutrient uptake and White Willow Bark helps dissolve and remove scalp buildup.



Oway - Scalp Enhancer

The ultimate scalp spa experience, Scalp Enhancer is an enzymatic, preparatory, and re-oxygenating scalp exfoliation treatment. Powerful natural ingredients free the scalp from impurities, pollution, and product build up that can prevent the healthy balance of skin, alter the hydrolipidic film, and hinder the optimum performance of hair treatments.



Intelligent Nutrients- Soothe-sayer Bi-Phase Scalp Treatment

A soothing scalp and hair remedy to address any and all ailments with proven, powerful plant actives. Deeply hydrating to hair and scalp yet with a lightweight feel, it effectively calms, strengthens and restores the skin's protective barrier, visibly reduces dry patches and scale build up, and helps balance sebum production. Rich oils provide emollience and nutrients to replenish hair.



MyVeg- FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask

MyVeg FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask contains green clay, zeolite, and herbs for purifying, detoxifying, and mineralizing the scalp. These ingredients promote a natural balance in your scalp that is disrupted by internal and external factors such as stress, pollution, dirt, hormonal imbalances, silicone residue, changes in temperatures, and more.

Scalp Serum:



Tecuane- Esperanza Scalp Tonic

Esperanza Scalp Tonic from Tecuane is a daily lightweight leave-in tonic with nourishing naturally-derived ingredients. This formula is suitable for diverse hair textures and irritated scalps, making it easy to use as part of your daily clean haircare ritual.



Intelligent - Pure Plenty Nourishing Scalp Serum

Thicker, fuller hair starts at the scalp, and this Pure Plenty Nourishing Scalp Serum works at the source to support hair follicle health while inhibiting the hair-thinning hormone DHT. Our advanced Intelli-Cell™ plant stem cell science promotes your healthiest hair cycle and helps protect the length you've got.

Protection:

Areté - Nutritive Thermal Protection Primer

Consciously crafted for complete hair nutrition, our Nutritive Thermal Protection Primer creates touchably soft tresses that are easy to detangle, resistant to color fade and breakage. Its advanced formulation combines Wild Olive Stem Cells, Organic Sacha Inchi Oil and Slippery Elm to instantly infuse hair with weightless hydration, manageability and protection from UV rays, pollution and heat styling up to 450°F.





Oway- Thermo-Detangling Cloud

Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.



Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil

The Shine Bright Vitamin C Hair Oil is the ultimate solution for lustrous, radiant, and healthy hair. This innovative formula harnesses the power of nature to bring you a transformative haircare experience. With a potent combination of Vegan Vitamin C, Silicone-Free Sugar Cane Alkanes, and Intelli-Seed Antioxidant Complex, your hair will be taken to new heights of beauty and manageability.



MyVeg- LINFA MODELLANTE - Styling Protection Lotion

MyVeg LINFA MODELLANTE - Styling Protection Lotion strengthens the hair structure and banishes frizz, leaving hair shiny, revitalized, and gorgeous. Formulated with a blend of precious plant oils and pure active ingredients, it ensures the perfect balance of nourishment and hydration to protect hair from external aggressors like the sun, pollution, humidity, and heat.

Styling:



Oway - Curly Hair Potion

Keep curls in shape with Curly Potion! This curl savior is perfect for creating healthy, bouncy, curls with revolutionary plant cellulose polymers that deliver lasting shape and definition. Curls are left soft, touchable and frizz free. Use for air-drying.



Intelligent Nutrients: Amplifi - Blow Out Cream

A universal styling cream with mind-blowing results. Protects hair from heat and adds weightless volume, body and manageability. From the 90s blowout to the latest looks and trends, our vegan formula delivers as it softens, shines and smooths frizz with all-day memory.

Sealant:



Areté - Healing Hair Ceremony Serum

Our Healing Hair Ceremony Serum is a luxuriously light hair oil infused with 5 restorative oils, expertly curated from around the world to strengthen, smooth and heal the hair and mind. The unique combination of Palo Santo and Organic Black Seed Oils purify and soothe split ends, infusing hair with incredible luminosity and radiance.

Oway- Nurturing Drops



Biodynamic Marrubium reinforces the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C that strengthen the hair, while promoting healthy hair growth.

Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil



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MEDIUM/THICK WAVY HAIR



Shampoos:

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Areté- Heal & Hydrate Hair Wash



Our Heal & Hydrate Hair Wash uses a delicate, yet effective pairing of plant-based surfactants and curative botanicals to deliver a hair healing cleanse with feather-like softness and strength. The key to the formula, French Carob Seed, contains amino acids that penetrate the cuticle and mimic hairs' keratin structure, resulting in remarkably resilient hair, less prone to breakage and split end formation.

Oway- Moisturizing Hair Bath



Biodynamic Hazel is rich in phenols and tannins that soften and nourish the hair fiber. Organic Honey moisturizes and replenishes the hair, leaving it shiny and soft. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends. Babassu + Coconut-derived Surfactants are delicate cleansing agents that leave the hair and scalp healthy and moisturized. It's even great for sensitive scalps.



MyVeg- BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath

MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath strengthens the hair fiber and gives body to treated, damaged hair. This formulation nourishes and is restorative over time. Rosewater helps to relax and polish the cuticle making frizz more manageable. Did I mention that the Nourishing Hair Bath increases elasticity and is anti-aging?

Conditioners:

Areté- Heal & Hydrate Conditioning Crème

Our Heal & Hydrate Conditioning Crème enriches the hair with featherlike softness and strength through a curative collection of hair healing botanicals and plant butters. The key to the formula, French Carob Seed, contains amino acids that penetrate the cuticle and mimic hairs' keratin structure, resulting in remarkably resilient hair, less prone to breakage and split end formation.



Oway- Frequent Use Conditioner

Biodynamic Lemon revitalizes and refreshes dull hair with a rush of antioxidants and Vitamin C. Organic White Tea Extract is rich in polyphenols that have an anti-aging effect on the hair and scalp, while guarding against oxidative stress. Fair Trade Aniseed Extract is a native Australian botanical with soothing, anti-septic properties that promote a healthy scalp. Macadamia Oil closely resembles hair's natural oils that nourish, smooth and prevent split ends.



Intelligent Nutrients- Amplifi-Hair Conditioner

Amplifi-Hair Conditioner is a weightless vegan conditioner that detangles and strengthens while adding volume. Gives instant shine and helps control frizz. Features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.



Masks:

Areté- Botanical Bond Hair Repair Masque

An unbreakable bond, our Botanical Bond Hair Repair Masque pairs sustainable, scientific innovation with traditional, reparative remedies to create the next healthy hair renaissance. At the core of our formulation is PROPLEX™, a 100% plant-derived complex from apples and vegetables that restructures hair fibers and relinks ionic bonds to repair hair, reduce breakage and increase elasticity and shine.





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Scalp Exfoliant:

Areté - Micro Exfoliating Treatment



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Styling:



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Keep curls in shape with Curly Potion! This curl savior is perfect for creating healthy, bouncy, curls with revolutionary plant cellulose polymers that deliver lasting shape and definition. Curls are left soft, touchable and frizz free. Use for air-drying.



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Sealant:



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FINE CURLY HAIR



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Shampoos:



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Oway- Curly Hair Bath

Biodynamic Licorice Extract soothes the hair and scalp, while promoting penetration of other active ingredients. Organic Hypericum Extract is traditional herb that eliminates free radicals and preserves curls youthful bounce. Fair Trade Crabwood Oil is an exceptional botanical for promoting soft, hydrated curls. Coconut and Babassu-derived Surfactants are extraordinarily effective, yet gentle cleansing agents that respect the hair's delicate hydrolipid balance.



Intelligent Nutrients- Amplifi-Hair Micellar Shampoo

The Amplifi-Hair Micellar Shampoo removes dirt, excess oil and build-up that can weigh hair down with non-stripping, gentle micellar technology. Adds weightless volume, smooths cuticle for enhanced shine and controls frizz. Strengthens, thickens and protects hair enhancing movement and body. Vegan formula features cutting edge plant powered ingredients for high performance. Peptides, vitamins, and emollients for BIG bounce, movement and shine.



MyVeg BAGNO FUNZIONALE PROTEICO - Nourishing Hair Bath

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Conditioner:



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Masque:



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MyVeg- Secondo Tempo

Secondo Tempo is a conditioning butter mask made from plant extracts that intensely restores the hair, working best when used a compliment to the Primo Tempo reconstruction treatment. It deeply nourishes the hair. This precious, 100% active formula is based on green tea extract and vegetable oils and butters, enriched with three molecular weights of hyaluronic acid. It delivers lipids and an antioxidant complex to damaged hair.

Scalp Exfoliants:

Areté - Micro Exfoliating Treatment



Inspired by the serenity and depth of the forest edge, our Micro-Exfoliating Scalp Treatment harnesses the power and strength of various trees, stones and mycelium to reveal a healthy, balanced scalp biome at the root. Upcycled Bamboo gently decongests the follicle, promoting healthy hair growth and nutrient uptake and White Willow Bark helps dissolve and remove scalp buildup.

Oway - Scalp Enhancer



The ultimate scalp spa experience, Scalp Enhancer is an enzymatic, preparatory, and re-oxygenating scalp exfoliation treatment. Powerful natural ingredients free the scalp from impurities, pollution, and product build up that can prevent the healthy balance of skin, alter the hydrolipidic film, and hinder the optimum performance of hair treatments.

Intelligent Nutrients- Soothe-sayer Bi-Phase Scalp Treatment



A soothing scalp and hair remedy to address any and all ailments with proven, powerful plant actives. Deeply hydrating to hair and scalp yet with a lightweight feel, it effectively calms, strengthens and restores the skin's protective barrier, visibly reduces dry patches and scale build up, and helps balance sebum production. Rich oils provide emollience and nutrients to replenish hair.

MyVeg- FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask



MyVeg FITOARGILLA FUNZIONALE - Detoxifying Scalp Mask contains green clay, zeolite, and herbs for purifying, detoxifying, and mineralizing the scalp. These ingredients promote a natural balance in your scalp that is disrupted by internal and external factors such as stress, pollution, dirt, hormonal imbalances, silicone residue, changes in temperatures, and more.

Scalp Serums:

Tecuane- Esperanza Scalp Tonic



Esperanza Scalp Tonic from Tecuane is a daily lightweight leave-in tonic with nourishing naturally-derived ingredients. This formula is suitable for diverse hair textures and irritated scalps, making it easy to use as part of your daily clean haircare ritual.

Intelligent - Pure Plenty Nourishing Scalp Serum



Thicker, fuller hair starts at the scalp, and this Pure Plenty Nourishing Scalp Serum works at the source to support hair follicle health while inhibiting the hair-thinning hormone DHT. Our advanced Intelli-Cell™ plant stem cell science promotes your healthiest hair cycle and helps protect the length you've got.

Protection:

Areté - Nutritive Thermal Protection Primer



Consciously crafted for complete hair nutrition, our Nutritive Thermal Protection Primer creates touchably soft tresses that are easy to detangle, resistant to color fade and breakage. Its advanced formulation combines Wild Olive Stem Cells, Organic Sacha Inchi Oil and Slippery Elm to instantly infuse hair with weightless hydration, manageability and protection from UV rays, pollution and heat styling up to 450°F

Oway- Thermo-Detangling Cloud



Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.



Intelligent Nutrients- Good Hair Guardian Thermal Primer

The foundation of a good hair day. This silky, strand-strengthening spray is an essential first step to prevent damage, de-tangle, de-frizz, and enhance shine, all with a virtually weightless feel. Protects hair from heat styling up to 400 degrees.

Styling:

Areté- Curl Contour Texture Spray



Enter the curl renaissance with our Curl Contour Texture Spray. This formula activates the hairs' natural pattern formation on all waves, curls and coils with an infusion of Copernicia Leaf Wax to add reworkable shape and natural shine. Ancient Rome cherished Golden Apricot Oil for its healing properties; today, it tames frizz and flyaways and provides resistance to humidity.

Oway- Curly Potion



Plant Cellulose Polymers provide excellent hold and frizz control for soft, long-lasting curl shape and definition. Biodynamic Licorice Extract soothes the hair and scalp, while promoting penetration of other active ingredients. Organic Hypericum Extract is traditional herb that eliminates free radicals and preserves curls youthful bounce. Fair Trade Crabwood Oil is an exceptional botanical for promoting soft, hydrated curls.

Sealant:

Areté - Healing Hair Ceremony Serum



Our Healing Hair Ceremony Serum is a luxuriously light hair oil infused with 5 restorative oils, expertly curated from around the world to strengthen, smooth and heal the hair and mind. The unique combination of Palo Santo and Organic Black Seed Oils purify and soothe split ends, infusing hair with incredible luminosity and radiance.

Oway- Nurturing Drops



Biodynamic Marrubium reinforces the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C that strengthen the hair, while promoting healthy hair growth.

Intelligent Nutrients- The Shine Bright Vitamin C Hair Oil



The Shine Bright Vitamin C Hair Oil is the ultimate solution for lustrous, radiant, and healthy hair. This innovative formula harnesses the power of nature to bring you a transformative haircare experience. With a potent combination of Vegan Vitamin C, Silicone-Free Sugar Cane Alkanes, and Intelli-Seed Antioxidant Complex, your hair will be taken to new heights of beauty and manageability.



MEDIUM/THICK CURLY HAIR



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Shampoo:

Oway- Silk N' Glow Hair Bath



Biodynamic Oat Extract has a strengthening and restructuring effect on dry, damaged tresses. Organic Cupuaçu Butter nourishes and enriches the hair fiber with long-lasting moisture and shine. Ethical Brazil Nut Oil is rich in Vitamins A and B, which perform an anti-frizzing action on the hair. Hydrolyzed Wheat Protein prevents undesirable frizz by regulating hair's hydration levels and improving elasticity.

Areté - Cleansing Milk



The calm in any storm, our Calm & Soothe Cleansing Milk uses a gentle formulation rich in traditional healing herbs and flowers to gently wash away impurities and provide relief from irritation, itchiness and flaking for sensitive skin and scalps. At the heart of our calming concoction is a Rice Milk, a beautifying ingredient that boasts both anti-inflammatory and anti-aging benefits for both hair and skin, making it ideal for our multi-functional formulation.

Hair Story- New Wash 2 in 1 Conditioner Shampoo

MyVeg- Hydra-Bagno Radioso



The Hydra-Bagno Radioso is a sensory cleansing treatment for the body and hair with an emollient, restorative, and antioxidant action. It cleanses skin and hair respecting their natural balance, giving an extraordinary softness. It gently removes residues of chlorine, salt, and sand from the hair and body. It has regenerating, soothing, and refreshing action thanks to specific extracts, including Rooibos, fermented Aloe Vera, and essential oils of Neroli and Eucalyptus.

Masks:

Oway- Silk N' Glow Mask



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Areté- Botanical Bond Hair Repair Masque



An unbreakable bond, our Botanical Bond Hair Repair Masque pairs sustainable, scientific innovation with traditional, reparative remedies to create the next healthy hair renaissance. At the core of our formulation is PROPLEX™, a 100% plant-derived complex from apples and vegetables that restructures hair fibers and relinks ionic bonds to repair hair, reduce breakage and increase elasticity and shine.

MyVeg- Secondo Tempo



Secondo Tempo is a conditioning butter mask made from plant extracts that intensely restores the hair, working best when used as a complement to the Primo Tempo reconstruction treatment. It deeply nourishes the hair, leaving it soft, shiny, and manageable. The intensive mask works by acidifying and sealing in the cuticle following the reconstruction phase, keeping the hair conditioned and shiny. Extra nourishment for dry, dull hair, protecting and softening the hair fibres in minutes thanks to its smoothing and acidifying effects. eights of hyaluronic acid. It delivers lipids and an antioxidant complex to damaged hair.

Scalp Exfoliants:

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Scalp Serums:



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Intelligent - Pure Plenty Nourishing Scalp Serum



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Protection:

Areté - Nutritive Thermal Protection Primer



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Oway- Thermo-Detangling Cloud



Oway Thermo-Detangling Cloud contains an innovative blend of organic ingredients to guard hair against damage from hot styling tools and hair dryers while detangling and nourish the hair. Its long-lasting formula prolongs and protects hair from humidity and environmental stressors, while locking in shape and shine.

Intelligent Nutrients- Good Hair Guardian Thermal Primer



The foundation of a good hair day. This silky, strand-strengthening spray is an essential first step to prevent damage, de-tangle, de-frizz, and enhance shine, all with a virtually weightless feel. Protects hair from heat styling up to 400 degrees.

Styling:

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Oway- Curl Priming Cream (1)



Olive Pits Oil has a protective, moisturizing effect thanks to the combination of polyphenols and fatty acids. Biodynamic Eschscholzia is known for its soothing, calming properties. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa.

Oway- Flux Potion (2)



Biodynamic Marrubium reinforces the structure of the hair and protects against UV damage. Organic Black Quinoa is known as "vegetable caviar" rich in high quality plant proteins and amino acids to strengthen and protect the hair. Ethical Marula Oil delivers softening and moisturizing benefits to the hair. It's sourced through verified Fair Trade Networks that support the villages of South Africa. Amla Extract is an Ayurvedic plant also known as "goose berry." It's rich in polyphenols and Vitamin C .



Intelligent Nutrients- Bell-Curve Curl Cream (1)

Bell-Curve Curl Cream keeps curls in shape. The first step in a curly hair-styling routine, this plant-based cream provides excellent curl memory, frizz control, and weightless hold that lasts all day—and into the next. Get your curls on from loose, wavy, wavy bordering on curly or well-defined, springy and more.



Intelligent Nutrients- Shape-setter Flex Gel

Shape-setter Flex Gel is a must for versatile styling, this firm-hold gel builds texture, volume and body and works on wet or dry hair for long-lasting definition and support, even against humidity. Texturize or slicks back shorter hair with ease. This gel does it all with a light consistency, not sticky or stiff.

Sealants:



Areté - Healing Hair Ceremony Serum

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AFRO / KINKY CURLY HAIR



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Shampoo:

Hair Story - New Wash 2 in 1 Conditioner Shampoo (Use with scalp brush)

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Oway- Silk N' Glow Hair Bath



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