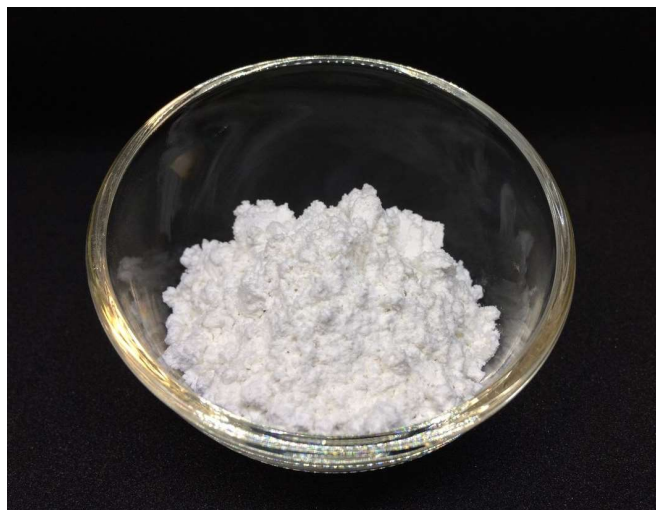


ORGANIC CERTIFIED BASED

DRY SHAMPOO

Hair care



DRY SHAMPOO TECHNOLOGY

Dry shampoo is a positive alternative to classic shampoo. Simply applied on hair roots, it will absorb excess oil, leaving the hair fresh and clean without having to wash it out. Easy to use because it does not need water, dry shampoo is the perfect life-on-the-go hair care product. But it is also a good way to give a fresh look to the hair and allow longer intervals between shampoos. Dry shampoo is also an ideal hairstyling product that gives volume and structure to the hair.

COMPOSITION & PROPERTIES

Dry shampoo base contains the following ingredients :

WHITE CLAY



White clay also known as kaolin is a natural mineral which is in the form of white powder. Like all clays, it has the ability to capture positively charged molecules such as toxins and impurities present on the skin surface ^[1] o the hair. White clay is therefore suitable for all types of scalps:

- Scalp tends to regrease by absorbing excess sebum
- Sensitive and irritated scalps thanks to its natural softness

AVENA (OAT) FLOUR



Made from ground oats, oat flour is a fine powder naturally rich in protein (about 12%) and carbohydrates (about 70%). Sugars (or carbohydrates), smooth and sheath the hair giving them softness, suppleness and brightness. Proteins are naturally present in human body. They help to reinforce the hair follicles, promoting hair growth and resistance. It is this dual role of protection and nutrition that makes oat flour an excellent ally for dry hair and sensitized scalps ^[2].

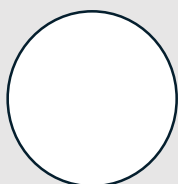
ORGANIC CORN STARCH POWDER



Starch is constitutive of various cereals such as corn, rice, barley and wheat. It is a sugar which is the main source of energy for their growth. We have selected a corn starch with a European origin from organic farming. This product quality ensures the absence of GMOs and ionization. Corn starch is a fine powder with particularly attractive water and oil absorbing properties. It can retain water at the skin surface and scalp as absorbing excess sebum ^[3]. It is therefore an anti-drying and anti-shine ally.

PROTOCOL

- 1 Brush and disentangle the hair.
- 2 Pour some powder on one hand and rub your hands.
- 3 Apply the powder on the roots of dry hair where hair is the most oily. For more targeted cleansing, part the hair if necessary.
- 4 Massage the head for several seconds, it helps absorb fat.
- 5 Remove the powder with a hair brush.
- 6 You can add dry shampoo to your brush for finishing touches.



White



Neutral

PRESERVATIVE FREE
FRAGRANCE FREE
COSMOS ORGANIC CERTIFIABLE*

EXIST IN COLORED VERSION



CHESTNUT



BLOND



BLACK

100%
Natural origin
(according to ISO16128 regulation)



Information given in this product sheet (brochure/website...) is indicative and based on bibliographic data. It cannot in any way be used as product claims within the meaning of article 20 of the Regulation (EC) N°1223/2009. It is the responsibility of the person placing the product on the market or of the importer to justify claims used in relation to cosmetic products in accordance with Regulation (EU) No 655/2013.

*Subject to certification obtention

[1] Viseras, C. et al. (2007) 'Uses of clay minerals in semisolid health care and therapeutic products', Applied Clay Science, 36(1-3), pp. 37-50.

[2] Sur R, Nigam A, Grote D, et al. (2008), Avenanthramides, polyphenols from oats, exhibit anti-inflammatory and anti-itch activity, Arch Dermatol Res

[3] C.Yu. The Use of Corn-derived Ingredients in Personal Care Applications. 2016.

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