

Your Digital Beauty Brand & World Class Excellence

The Power of Fermented Products









Signature Complexes

Reparative Oil Complex: A rich infusion of 10 botanical oils including coconut, marula, argan, and jojoba, this vegan complex deeply conditions dry, damaged hair. It smooths and softens while reinforcing the hair cuticle to help reduce breakage, and boosts shine without weighing strands down.

Moisture Veil Complex: A vegan, biomimetic complex that forms a lightweight moisture barrier on the hair and scalp. It locks in hydration, smooths fly-aways, and supports a healthy, balanced scalp environment. Especially beneficial for dry or frizz-prone hair, this complex delivers softness and manageability without added weight.

Hair Density Complex: A targeted blend featuring Coix lacryma-jobi, ma-yuen seed, and vegan Collagen-17. This complex nourishes the scalp and supports healthier-looking roots, helping improve the appearance of volume, thickness, and resilience while promoting scalp balance and overall hair vitality.





Reparative Shine Hair Oil

A nutrient-rich botanical oil blend that hydrates, softens and helps reduce breakage.

1.0 fl. oz. / 30 mL

Features & Benefits:

- Lightweight oil that quickly absorbs into hair
- Blend of 10 nourishing botanical oils
- Softens, smooths, and strengthens dry strands
- Helps minimize breakage and split ends
- Leaves hair glossy, healthy, and weightless
- Non-sticky, non-greasy finish
- For all hair types

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

1. Apply a small amount to damp or dry hair, focusing on mid-lengths, ends, and damaged areas.

- 2. Do not rinse.
- 3. Style as usual.

NO:



Reparative Shine Hair Oil

- **Coconut Oil**: Fortifies strands with lightweight moisture while improving elasticity and strength.
- **Grape Seed Oil**: A lightweight hydrator that helps prevent dryness and breakage.
- **Squalane**: Boosts softness, reduces frizz, and seals moisture into the hair.
- Olive Fruit Oil: Reinforces the hair's natural barrier and enhances suppleness.
- **Sunflower Seed Oil**: Infuses strands with lightweight moisture and antioxidant protection.

- Argan Oil: Replenishes moisture and enhances elasticity while helping seal and smooth split ends.
- Jojoba Oil: Mimics the scalp's natural oils to moisturize without buildup.
- Avocado Oil: Softens and detangles by penetrating the hair shaft to condition and smooth.
- Marula Oil: A luxurious oil that nourishes, smooths, and protects against daily damage.
- Lavender Oil: Anti-microbial and anti-bacterial properties, helps soothe the scalp and protect the hair.





Scalp & Hair Elixir

A multi-active serum that helps balance and nourish the scalp while supporting thicker, healthier-looking hair.

1.0 fl. oz. / 30 mL

Features & Benefits:

- Lightweight and used once daily
- Infused with fermented botanicals for scalp balance
- Soothes, hydrates, and refreshes the scalp
- Quick-absorbing formula with no buildup
- Supports denser, fuller-feeling hair
- For all hair types

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Using the dropper, apply a small amount directly to clean, dry scalp.
- 2. Massage in with fingertips.
- 3. Do not rinse.
- 4. Use once daily.

NO:



Scalp & Hair Elixir

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- Hair Density Complex: A botanical blend with vegan collagen that supports fuller-looking hair and a healthy, balanced scalp.
- Scalp Clarity Ferment: Reduces excess oil, helps to soothe irritation, and promotes a cleaner scalp.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- HexaPeptide-11 and Copper Tripeptide: Peptides that support healthy follicle function and thicker hair.

- **Biotin** (Vit.B7): Supports keratin production for thicker, fuller-looking hair.
- Niacinamide, Willow Bark Extract, Menthol: Helps boost circulation and scalp vitality for optimal hair health.
- **Resveratrol**: A potent antioxidant that helps protect the scalp from environmental stress.
- **Guava Leaf Ferment**: Helps calm inflammation and revitalizes the scalp's natural microbiome.
- Saw Palmetto and Caffeine: Helps reduce thinning and supports fuller-looking hair.





Conditioning Mist & Detangler

A lightweight all-in-one mist that leaves hair feeling hydrated, smooth, and easy to detangle.

4.5 fl. oz. / 133 mL

Features & Benefits:

- Ultra-fine spray that conditions and detangles
- Infused with fermented botanicals for added softness
- Hydrates and smooths with no heaviness
- Reduces friction to help minimize hair breakage
- Enhances shine and tames fly-aways
- For all hair types

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Spray evenly onto damp or towel-dried
- hair, focusing on mid-lengths and ends.
- 2. Gently comb through to distribute.
- 3. Do not rinse.
- 4. Style as usual.

NO:



Conditioning Mist & Detangler



- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- **Rose Water**: Lightly hydrates and soothes while adding moisture.

- Rice Ferment: Improves manageability and enhances natural shine.
- **Rose Ferment**: A probiotic-rich ferment that supports scalp balance and defends against pollutants.
- **Panthenol** (Vit. B5): Helps to smooth strands, boosting shine while making hair feel soft.



Cleansing for Fine Hair



Vitality Shampoo

A gentle, sulfate-free shampoo that helps cleanse without stripping, leaving hair soft, clean, and naturally full.

8.4 fl. oz. / 248 mL

Features & Benefits:

• Sulfate-free

- Low-lather, gentle cleansing action
- Powered by fermented botanicals
- Supports thicker, fuller-feeling hair
- Helps maintain scalp hydration while removing buildup
- Best for medium fine hair

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Thoroughly wet hair before applying.
- Emulsify shampoo between palms and gently massage into the scalp and hair.
 A light lather or no lather during the first
- shampoo is normal.
- 4. Rinse and repeat, leaving the second shampoo on for 2 minutes.
- 5. Rinse thoroughly.

NO:



Vitality Shampoo

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- Hair Density Complex: A botanical blend with vegan collagen that supports fuller-looking hair and a healthy, balanced scalp.
- **Moisture Veil Complex**: Designed to moisturize, reduce frizz, support scalp balance, and lock in hydration.
- **Copper Tripeptide Hexapeptide 11**: Peptides that support healthy follicle function and thicker hair.

- **Hyaluronic Acid**: Delivers intense hydration into the hair fiber without weighing it down.
- **Cationic Conditioners**: Provide a smoothing, conditioning layer that enhances softness and detangling.
- **Glycerin**: Draws moisture into the hair and maintains hydration throughout the day.
- Lavender Oil: Anti-microbial and anti-bacterial properties, helps soothe the scalp and protect the hair.





Cruelty Free & Vegan Clinically Tested

6.0 fl. oz. / 177 mL

Vitality Conditioner

A lightweight conditioner to soften and hydrate without weighing hair down, leaving it feeling smooth, and full of body.

6.2 fl. oz. / 183 mL

Features & Benefits:

• Lightweight hydration

• Infused with fermented botanicals and vegan collagen

• Softens and strengthens without flattening volume

• Improves manageability and body

• Best for medium - fine hair

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

1. After shampooing, gently squeeze out excess water.

2. Apply evenly to clean, damp hair, leaving about ¼ inch from the scalp focusing on mid-lengths to ends.

- 3. Leave on for 2 minutes.
- 4. Comb through and rinse thoroughly.

NO:



Vitality Conditioner

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- Hair Density Complex: A botanical blend with vegan collagen that supports fuller-looking hair and a healthy, balanced scalp.
- **Moisture Veil Complex**: Designed to moisturize, reduce frizz, support scalp balance, and lock in hydration.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- **Hyaluronic Acid**: Delivers intense hydration into the hair fiber without weighing it down.

- **Cationic Conditioners**: Provide a smoothing, conditioning layer that enhances softness and detangling.
- **Squalane**: Boosts softness, reduces frizz, and seals moisture into the hair.
- **Shea Butter**: Delivers long-lasting hydration and helps calm frizz and fly-aways.
- Lavender Oil: Anti-microbial and anti-bacterial properties, helps soothe the scalp and protect the hair.





Moisture-Lock Shampoo

A rich, sulfate-free shampoo that helps cleanse without stripping, leaving thick or curly hair feeling soft and easier to manage.

8.4 fl. oz. / 248 mL

Features & Benefits:

• Sulfate-free

- Low-lather, gentle cleansing action
- Moisturizing for dryer hair types
- Infused with fermented botanicals & nourishing oils
- Best for thick curly hair

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Thoroughly wet hair before applying.
- 2. Emulsify shampoo between palms and gently massage into the scalp and hair.
- A light lather or no lather during the
- 3. A light lather or no lather during the first shampoo is normal.
- 4. Rinse and repeat, leaving the second shampoo on for 2 minutes.
- 5. Rinse thoroughly.

NO:



Moisture-Lock Shampoo

- **Reparative Oil Complex:** A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- **Copper Tripeptide Hexapeptide 11**: Peptides that support healthy follicle function and thicker hair.

- **Cocoa Butter**: Helps restore softness and improves manageability in coarse or curly textures.
- Mango Butter: A rich emollient that boosts softness and enhances curl definition.
- Lavender Oil: Anti-microbial and anti-bacterial properties, helps soothe the scalp and protect the hair.





Powered by Naturally Fermented Actives

Thick-Curly Hair Cruelty Free & Vegan Clinically Tested

6.0 fl. oz. / 177 mL

Moisture Lock Conditioner

A rich, moisture-boosting conditioner that helps smooth, detangle, and hydrate thick or curly hair, leaving it soft and manageable.

6.2 fl. oz. / 183 mL

Features & Benefits:

- Rich conditioner for deep hydration
- Infused with fermented botanicals & nourishing oils
- Softens coarse, thick, or curly hair
- Helps control frizz and adds shine
- Best for thick curly hair

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. After shampooing, gently squeeze out excess water.
- 2. Apply evenly to clean, damp hair from roots to ends.
- 3. Leave on for 2 minutes.
- 4. Comb through and rinse thoroughly.

NO:



Moisture-Lock Conditioner

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- Hair Density Complex: A botanical blend with vegan collagen that supports fuller-looking hair and a healthy, balanced scalp.
- **Moisture Veil Complex**: Designed to moisturize, reduce frizz, support scalp balance, and lock in hydration.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.

- **Hyaluronic Acid**: Delivers intense hydration into the hair fiber without weighing it down.
- **Guava Leaf Ferment**: Helps calm inflammation and revitalizes the scalp's natural microbiome.
- Lavender Oil: Anti-microbial and anti-bacterial properties, helps soothe the scalp and protect the hair.





Invigorate Men's Shampoo

A sulfate-free shampoo designed to deeply cleanse and help remove excess oil, leaving hair and scalp feeling refreshed and clean. 8.4 fl. oz. / 248 mL

Features & Benefits:

- Sulfate-free
- Refreshing feel with peppermint and menthol
- Infused with fermented botanicals for scalp support
- Helps remove excess oil and buildup
- Supports stronger thicker looking hair
- For all hair types & beards

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Thoroughly wet hair before applying.
- 2. Emulsify ½ 1 pump of shampoo between palms and gently massage into the scalp and hair or beard.
- 3. A light lather or no lather during the first shampoo is normal.
- 4. Rinse and repeat, leaving the second shampoo on for 2 minutes. Rinse thoroughly.

NO:



Invigorate Men's Shampoo

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- **Moisture Veil Complex**: Designed to moisturize, reduce frizz, support scalp balance, and lock in hydration.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- **Copper Tripeptide Hexapeptide 11**: Peptides that support healthy follicle function and thicker hair.

- **Hyaluronic Acid**: Delivers intense hydration into the hair fiber without weighing it down.
- **Sulfate Free Surfactants**: Gently cleanse without stripping natural oils or disrupting the scalp barrier.
- **Peppermint Oil and Menthol**: Helps soothe the scalp with a cooling effect while helping balance oil production.
- Bergamot Oil: Helps cleanse the scalp, reduce excess oil, and add natural shine.





Invigorate Men's Conditioner

A moisturizing conditioner that hydrates and softens while improving manageability and supporting overall hair health.

6.2 fl. oz. / 183 mL

Features & Benefits:

- Refreshing feel with peppermint and menthol
- Infused with fermented botanicals for scalp and hair hydration
- Softens and smooths without heaviness
- For all hair types & beards

Cruelty Free & Vegan

- Clinically Tested
- Dermatologically Tested
- Ophthalmologist Tested
- Hypoallergenic

Directions:

- 1. Apply $\frac{1}{2}$ 1 pump conditioner to clean, wet hair after shampooing, from roots to ends.
- 2. Leave on for 2 minutes.
- 3. Rinse thoroughly.

NO:



Invigorate Men's Conditioner

- **Reparative Oil Complex**: A nutrient-rich botanical oil blend that hydrates, softens, and helps reduce breakage.
- **Scalp Complex**: A botanical blend with vegan collagen that supports fuller-looking hair and a healthy, balanced scalp.
- **Snow Mushroom Ferment**: Acts like a sponge for moisture, helping retain hydration in hair and scalp.
- **Copper Tripeptide Hexapeptide 11**: Peptides that support healthy follicle function and thicker hair.
- **Hyaluronic Acid**: Delivers intense hydration into the hair fiber without weighing it down.

- **Squalane**: Boosts softness, reduces frizz, and seals moisture into the hair.
- **Shea Butter**: Delivers long-lasting hydration and helps calm frizz and fly-aways.
- **Cocoa Butter**: Helps restore softness and improves manageability in coarse or curly textures.
- **Peppermint Oil and Menthol**: Helps soothe the scalp with a cooling effect while helping balance oil production.
- Bergamot Oil: Helps cleanse the scalp, reduce excess oil, and add natural shine.

