


amare®



the
root
ist™

COMPLETE HAIR WELLNESS, ROOTED IN FERMENTATION



Amare x The Rootist

Complete Hair Wellness, Rooted in Fermentation

Check out this convenient guide so you can confidently spread the word in a way that's compliant and clear.

Do:

Feel free to talk about your haircare journey and show pictures of your before and afters.

“Wellness is so important to me, so I recently decided it was time to focus on my hair wellness . . . “

- ✓ Transformative results you can see & feel.
- ✓ My hair looks healthier / My hair feels healthier
- ✓ My hair looks/feels smooth and shiny (glossy, moisturized)
- ✓ People have asked me what I've been using on my hair.
- ✓ I feel like my hair is like new, / totally renewed.
- ✓ This is the healthiest my hair has ever been.

Don't:

Make drug or disease-treating claims:

These examples are drug claims regulated by the FDA and Health Canada. Any claim that a product can treat, cure, prevent or alleviate a disease or condition is classified as a disease/disease-treating claim. Amare and The Rootist products cannot be associated with these types of promotions or claims.

- ✗ Makes your hair grow*/grow back
- ✗ Reduces, treats, cures, or prevents dandruff
- ✗ Is good for relieving a flaky or itchy scalp
- ✗ Speak to medical conditions or treatments e.g, chemotherapy, alopecia, psoriasis, eczema, PCOS.

Don't:

- ✗ Equate or compare the results of using The Rootist to monographed drugs and/or medicated products e.g., Rogaine (Monoxidil), Propecia (Finasteride), Spironolactone (Carospir, Aldactone), etc.

Do:

Feel free to talk about how the roots, scalp, and hair are all connected – one can't be healthy without the other and how the Rootbiomic Ferment™ is designed to nurture all three.

- ✓ Designed for complete hair wellness
- ✓ Nurtures the roots, scalp, and hair
- ✓ Good-for-scalp ingredients
- ✓ Healthy hair & scalp routine
- ✓ Ferment supports roots, hydrated, balanced scalp and strong, healthy hair

Don't:

Make “structure-function” claims – meaning anything going on inside the skin or body, i.e., underneath the scalp surface, biological processes, etc.

Examples of what **NOT** to say:

- ✗ Stimulates hair growth, roots or follicles
- ✗ Stimulates or promotes blood flow/circulation to the scalp, roots or follicles
- ✗ Regenerates the scalp, roots or follicles
- ✗ Blocks DHT production
- ✗ Regulates or reduces oil production on the scalp
- ✗ Antibacterial or anti-inflammatory

Do:

Celebrate the innovation of the concentrated formulas

- ✓ No added water*
- ✓ Ultra-concentrated for efficacy and sustainability
- ✓ If you look at your current hair products, chances are the first ingredient is water
- ✓ Typical shampoos and conditioners are 70% water
- ✓ Shampoo and conditioner bottles are small, but equal to bottles 2x their size
- ✓ So powerful, you only need to use half your normal amount

**Excludes ingredients with inherent water content*

Some essential raw materials in The Rootist formula – like the gentle surfactants – are only commercially available pre-mixed with water. That's referred to as “inherent water content” since it cannot be avoided or removed.

Don't

Misstate or exaggerate the facts

Examples of what NOT to say:

- ✗ Waterless
- ✗ Made without any water
- ✗ Zero water

Do:

Feel free to speak to The Rootist's eco-mitments and clean formulation standards

- ✓ Responsibly and sustainably sourced ingredients
- ✓ Biologically derived ingredients
- ✓ Vegan
- ✓ Biodegradable formulas and why that's important (everything goes down the drain)
- ✓ Respect the Microbiome (BioBrew™ Strengthening Serum is certified Microbiome Friendly)
- ✓ Scalp-Kind, good-for-you ingredients
- ✓ Recyclable and/or refillable packaging wherever possible including aluminum & glass bottles
- ✓ Free of parabens, phthalates, mineral oils, sulfates (SLS+SLES) and Silicones

Don't:

Misstate or exaggerate the facts or imply that any of these The Rootist specific claims and statements apply to Amare formulas. "

Examples of what NOT to say:

- ✗ All Natural/100% Natural
- ✗ 100% Recyclable
- ✗ Organic
- ✗ Chemical Free
- ✗ Non-toxic
- ✗ Biodegradable packaging
- ✗ That each product is certified Microbiome Friendly