

SCALP TYPE: **OILY**  
HAIR TYPE: **ALL**

# Clarify Balancing Serum for Oily Scalp

Get to the root cause of excess oil

A lightweight, leave-in salicylic acid serum to reduce and balance excess scalp surface oil production where it starts—without drying or stripping moisture—for a refreshed, balanced scalp.



30ml

## BENEFITS

- Reduces + balances scalp surface oil  
Refreshes the scalp
- Helps soothe irritation + visible redness
- Lightweight serum won't weigh hair down
- Keeps hair looking cleaner for longer



## KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**1% BHA (Salicylic Acid)** Exfoliates and clarifies the scalp by helping to break down excess oil.

**Chlorella (Chlorella Vulgaris Extract)** Nourishing superfood hydrates, soothes, and rebalances oil.

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## HAIR CONCERNS

- Oily scalp
- Scalp buildup

## WHY YOU NEED IT

- You have to wash your hair everyday
- You have oily skin



## HOW TO USE

1. Apply directly to a towel dried scalp, focusing on areas of concern
2. Massage thoroughly
3. Do not rinse, style as usual

## RECOMMENDED USAGE

Average use is two full droppers



SCALP TYPE: ALL  
HAIR TYPE: ALL

# AHA+ACV Pre-Shampoo Scalp Clarifying Rinse

## The scalp-loving scalp reset

A clarifying pre-shampoo rinse that gently exfoliates the scalp to break up and remove buildup, dirt and excess oil without stripping moisture or disrupting the scalp, leaving it feeling fresh, clean and balanced.



120ml

### BENEFITS

- Refreshes scalp + soothes dryness
- Removes excess oil + product from scalp + roots
- Reduces flakiness caused by product buildup
- Promotes an optimised ecosystem for healthier hair
- Suitable for all scalp + hair types



### KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**9% Clarifying AHA Blend (Glycolic and Lactic Acid)** Exfoliates + clarifies without stripping moisture.

**3% ACV (Apple Cider Vinegar) + Hibiscus Flower (Hibiscus Sabdariffa Flower Extract and Vinegar)** Gently and instantly removes scalp-irritating buildup

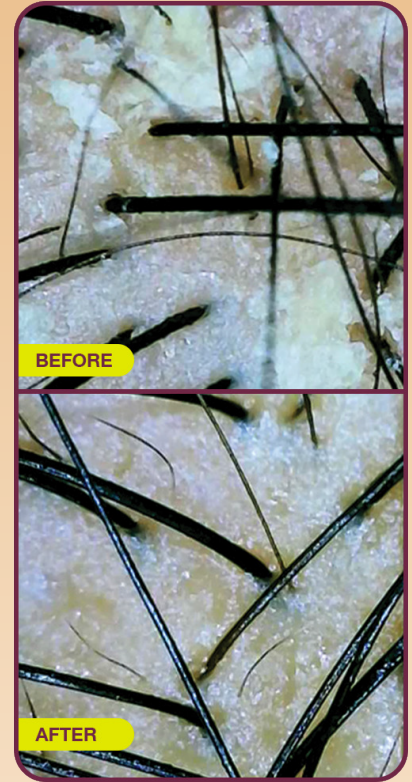
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### HAIR CONCERNS

- Product buildup
- Flakiness caused by product buildup
- Oily scalp

### WHY YOU NEED IT

- You feel like your hair doesn't ever get clean
- Your hair isn't holding a style at the root
- You have little white flakes from use of styling products
- You use a lot of styling products



Unretouched photos; individual results will vary. Results after one use of AHA+ACV Pre-Shampoo Scalp Clarifying Rinse.

### HOW TO USE

1. Turn nozzle slightly to open
2. Before you shampoo, apply to dry roots + scalp + hair
3. Squeeze the bottle and apply to the scalp from hairline to crown in 1 inch sections using the nozzle to separate hair
4. Massage well
5. Leave on for 10-15 minutes
6. Rinse well and follow with shampoo + conditioner as usual



SCALP TYPE: ALL  
HAIR TYPE: ALL

# Clarify Dry Shampoo Powder

## Dry shampoo, reinvented

A talc-free, good-for-you dry shampoo for all hair and scalp types that absorbs oil and sweat in between wash days. First-of-its-kind formula works like a sponge to keep absorbing throughout the day without reapplying, meaning you can use it pre-sweat or post-sweat.



### BENEFITS

- Absorbs excess oil + sweat
- Vanishing tint
- Refreshes hair
- Aerosol + talc free
- Built-in brush



### KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**Magnesium Carbonate** Acts like a sponge to absorb excess oil and sweat instantly and over time.

**Allantoin** Soothing moisturiser to help balance scalp hydration.

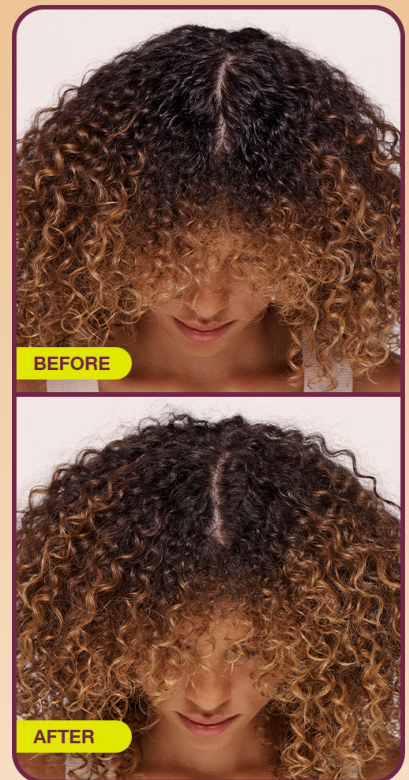
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### HAIR CONCERNS

- Style extending
- Oily scalp
- Sweaty scalp
- Volumizing

### WHY YOU NEED IT

- You sweat on hot summer days, and/or in the gym
- You want to extend style in between wash days or wash your hair less often
- You want a travel-friendly dry shampoo



Unretouched photos, individual results will vary. Results after one use of Dry Shampoo Powder.

### HOW TO USE

1. Pull down sleeve
2. Tap brush directly onto roots when hair needs freshening
3. Massage scalp with fingertips to work product into roots



SCALP TYPE: **NORMAL TO DRY**  
HAIR TYPE: **WEAK OR DAMAGED**

# Strengthen Concentrated Shampoo

The fermented fix for weak, damaged hair

Not your everyday shampoo, this strengthening formula is infused with ingredients at concentrated levels that go beyond cleansing your hair. This sulfate-free (SLS/SLES) formula gently cleanses, maintains scalp pH balance + strengthens weak or damaged hair.



## BENEFITS

- Gentle cleansing
- Improves strength of hair
- Hydrates
- Maintains scalp pH balance
- Reduces frizz
- Increases shine
- Sulphate free (SLS/SLES) with a rich lather



USE HALF YOUR USUAL AMOUNT

EACH BOTTLE IS EQUAL TO ONE 2X ITS SIZE

## KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**Bio-Peptides (Hydrolysed Yeast Protein)** Target collagen and keratin to help fortify strands from root to tip.

**Yuzu Ceramide (Citrus Junos Fruit Extract)** Intensely moisturises, smooths and helps protect hair from future damage.

## HAIR CONCERNS

- Damage + Breakage
- Split ends
- Dryness
- Frizz
- Dullness



Unretouched photos. Individual results will vary. Results after one use of Strengthen Concentrated Shampoo + Conditioner. Blow dried with a round brush.

## HOW TO USE

1. Begin by using half your usual amount of shampoo
2. With wet palms, work shampoo into a lather and massage into your scalp
3. Rinse well

## RECOMMENDED USAGE

**Short / Fine Hair:** 1 pump 🍷

**Medium Hair:** 2-3 pumps 🍷🍷🍷

**Long / Thick Hair:** 3-4 pumps 🍷🍷🍷🍷



SCALP TYPE: **NORMAL TO DRY**  
HAIR TYPE: **WEAK OR DAMAGED**

# Strengthen Concentrated Conditioner

**The fermented fix for weak, damaged hair**

Not your everyday conditioner, this strengthening formula is infused with ingredients at concentrated levels that go beyond conditioning. Formulated to pull moisture into hair instead of just coating hair's surface for real, lasting nourishment.



## BENEFITS

- Restores + hydrates weak, damaged hair
- Reduces frizz
- Improves smoothness and shine
- Strengthens hair

## WHY YOU NEED IT

- You want a silicone-free conditioner
- You struggle with frizz
- You're looking for shine that won't weigh down hair



**USE HALF YOUR USUAL AMOUNT**

**EACH BOTTLE IS EQUAL TO ONE 2X ITS SIZE**

## KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**Bio-Peptides (Hydrolyzed Yeast Protein)** Target collagen and keratin to help fortify strands from root to tip.

**Coconut Oil + Sodium PCA** Pulls moisture deep into hair instead of coating it – for real nourishment.

## HAIR CONCERNS

- Damage + Breakage
- Split ends
- Dryness
- Frizz
- Dullness



Unretouched photos, individual results will vary. Results after one use of Strengthen Concentrated Shampoo + Conditioner. Blow dried with a round brush.

## HOW TO USE

1. After shampooing, apply a small amount—about half of what you'd typically use.
2. Work through mid-lengths to ends. Leave on for 1–3 minutes, then rinse thoroughly.
3. Use with Strengthen Shampoo for best results.

## RECOMMENDED USAGE

**Short / Fine Hair:** 1 pump 🍷

**Medium Hair:** 2-3 pumps 🍷🍷🍷

**Long / Thick Hair:** 3-4 pumps 🍷🍷🍷🍷



SCALP TYPE: **NORMAL TO DRY**  
HAIR TYPE: **WEAK OR DAMAGED**

# BioBrew™ Fermented Strengthening Serum

**The benefits of a hair serum + scalp serum in just one step**

A multi-tasking, Certified Microbiome Friendly leave-in serum that delivers clinically proven damage repair, frizz control, heat protection + shine in just one use\*.



55ml



## BENEFITS

- 3X less breakage in just one use\*
- Lightweight hydration for hair + scalp Improves rough texture, manageability, softness + shine
- 100% of users reported serum felt lightweight + didn't weigh hair down\*\*
- Heat protection up to 232 degrees Celsius
- Frizz control for 72 hours\*\*\*
- Certified Microbiome Friendly

## WHY YOU NEED IT

- You have dry, dull, damaged hair
- You want to take care of your scalp without adding another step to your routine
- You want a multitasking styling product
- You want silicone-free styling + heat protection

## KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

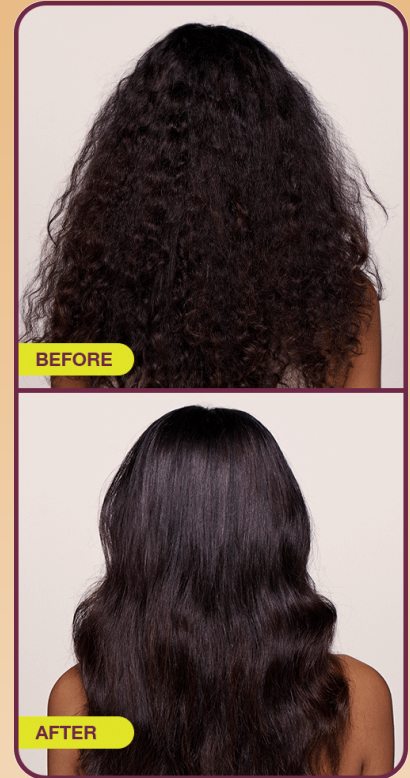
**Bio-Peptides (Hydrolyzed Yeast Protein):** Target collagen and keratin to help fortify strands from root to tip.

**Vitamin C (Tetrahexyldecyl Ascorbate):** Visibly repairs the hair cuticle to improve vibrancy and shine.



## HAIR CONCERNS

- Damage + Breakage
- Frizz
- Dryness
- Split ends
- Dry scalp
- Heat protection



Unretouched photos; individual results will vary. Results after one use of BioBrew Fermented Strengthening Serum. Blow dried with a round brush.

## HOW TO USE

1. Shake well
2. Spray on damp, towel dried scalp + hair
3. Massage into scalp, gently and comb through hair for even distribution
4. Style as usual
5. Air dry or use heat

## RECOMMENDED USAGE

**For roots + scalp:** 2-3 sprays

**For fine / short hair:** 3-5 sprays

**For thick / long hair:** 4-6 sprays



\*Based on dry combing on bleached hair tresses.

\*\*Based on consumer evaluation on 39 subjects after one use.

\*\*\*When used in 80% relative humidity.

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SCALP TYPE: **NORMAL TO DRY**  
HAIR TYPE: **FINE**

# Densify Concentrated Shampoo

## The Fermented Fix for Thicker, Fuller Looking Hair

Density-boosting shampoo made with Rootbiomic Ferment™ and Amaranth Peptide to promote a healthy, balanced environment for thicker, fuller-looking hair. This gentle, sulphate-free (SLS/SLES) shampoo adds volume + bounce.



### BENEFITS

- Leaves hair thicker + smoother
- Increases hydration + shine
- Minimizes hair shedding due to breakage\*\*
- Doesn't weigh hair down
- Sulphate (SLS/SLES) + Silicone free
- Safe for colour-treated hair



USE HALF YOUR USUAL AMOUNT

EACH BOTTLE IS EQUAL TO ONE 2X ITS SIZE

### KEY INGREDIENTS

**Rootbiomic Ferment™** Designed for the ultimate wellness of roots, scalp, and hair, our multivitamin superfood is rich in clinically effective proteins, roots, and mushrooms that are transformed through fermentation into biologically compatible micronutrients that promote active, balanced, hydrated scalp and visibly stronger, healthier hair.

**Amaranth Peptides** Visibly thickens the diameter of hair strands for fullness.

**Inulin** Cleanses with a moisturising lather while keeping hair healthy looking.

### HAIR CONCERNS

- Fine hair
- Damage
- Volume
- Hair breakage



### HOW TO USE

1. Begin by using half your usual amount of shampoo
2. With wet palms, work shampoo into a lather + massage into your scalp
3. Rinse well

### RECOMMENDED USAGE

**Short / Fine Hair:** 2 pumps 🍯🍯

**Medium Hair:** 3 pumps 🍯🍯🍯

**Long / Thick Hair:** 4 pumps 🍯🍯🍯🍯



SCALP TYPE: **NORMAL TO DRY**  
HAIR TYPE: **FINE**

# Densify Concentrated Conditioner

## The Fermented Fix for Thicker, Fuller Looking Hair

Density-boosting conditioner made with Rootbiomic Ferment™ and Amaranth Peptide to promote a healthy, balanced environment for thicker, fuller-looking hair. This lightweight, silicone-free conditioner leaves hair feeling thicker + smoother, without weighing down volume.



### BENEFITS

- Leaves hair thicker + smoother
- Increases hydration + shine
- Doesn't weigh hair down  
Sulfate (SLS/SLES) +  
Silicone free Safe for  
colour-treated hair



USE HALF YOUR USUAL AMOUNT

EACH BOTTLE IS EQUAL  
TO ONE 2X ITS SIZE

### KEY INGREDIENTS

**Rootbiomic Ferment™** This patent-pending, fermented superbrew is rich in bioactivated nutrients and designed for complete hair wellness: a balanced scalp and strong, healthy hair from root to tip.

**Bio-Peptides (Hydrolysed Yeast Protein)** Target collagen and keratin to help fortify strands from root to tip.

**Coconut Oil + Sodium PCA** Pulls moisture deep into hair instead of coating it – for real nourishment.

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### HAIR CONCERNS

- Fine hair
- Damage
- Volume
- Hair breakage



### HOW TO USE

1. Begin by using half your usual amount of conditioner
2. After shampooing, apply conditioner directly into the lengths of hair from your ears down
3. Rinse well

### RECOMMENDED USAGE

Short / Fine Hair: 2 pumps 🍯🍯

Medium Hair: 3 pumps 🍯🍯🍯

Long / Thick Hair: 4 pumps 🍯🍯🍯🍯



SCALP TYPE: **ALL**  
HAIR TYPE: **FINE**

# Densifying Serum

**Thicker, Fuller-Looking Hair in 90 Days\***

This powerhouse scalp serum is lightweight, non-greasy + loaded with Rootbiomic Ferment™, Densifying Peptides + Stem Cells from Turmeric to reduce signs of shedding and hair fallout due to breakage for thicker, fuller-looking hair in as few as 90 days\*.



30ml

## BENEFITS

- Reduces hair fallout + shedding due to breakage up to 85%\*\*
- Feeds nutrition to roots, scalp + hair for thicker, fuller, healthier-looking hair
- Lightweight, non-oily + non-greasy
- Formulated to optimise each phase of the hair cycle

## WHY YOU NEED IT

- You are concerned about the amount of hair shedding due to breakage in the shower
- You are concerned with breakage from styling and using heat

## KEY INGREDIENTS

**Rootbiomic Ferment™** Designed for the ultimate wellness of roots, scalp, and hair, our multivitamin superfood is rich in clinically effective proteins, roots, and mushrooms that are transformed through fermentation into biologically compatible micronutrients that promote balanced, hydrated scalp and visibly stronger, healthier hair.

**Densifying Peptides** Visibly increase hair density, strength and thickness.

**Exosome-Rich Stem Cells from Turmeric Extract** Helps promote fuller-looking hair.

\*Based on an expert grading evaluation on 34 panelists after use of the Densify Shampoo, Conditioner and Serum.  
\*\*Due to breakage from dry comb test after use of the Densify Shampoo, Conditioner, and Serum for 120 days.  
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## HAIR CONCERNS

- Damage
- Hair breakage



Unretouched photos after use of Densify Shampoo, Conditioner & Serum. Individual results will vary.

## HOW TO USE

1. Apply once daily to dry, damp or wet hair (hair doesn't have to be freshly washed)
2. Distribute evenly throughout areas of concern like the crown, hair line + part line
3. Massage thoroughly
4. Do not rinse

**Results are rooted in consistency, so serum needs to be used daily for best results**

