

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\*.



### 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.

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

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

\*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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### 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

