

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



## 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 🍷🍷🍷🍷

