

## BioBrew™ Fermented Strengthening Serum Frequently Asked Questions

### Q: Can you use BioBrew™ Fermented Strengthening Serum on a dry scalp, or does it have to be used only after you've washed your hair?

A: BioBrew™ Fermented Strengthening Serum is designed for use on a wet scalp and wet hair. Spraying BioBrew on a dry scalp could disrupt your style. If you are ever wanting to apply to a dry scalp or hair, we suggest spraying it into your hands and then working it in.

### Q: Is BioBrew™ Fermented Strengthening Serum a leave-in conditioner?

A: BioBrew™ Fermented Strengthening Serum is similar to a leave-in conditioner because it contains lightweight oils that provide hydration. However, if you want to use a traditional leave-in conditioner that provides even more hydration, we suggest applying BioBrew first since it is thin before layering on a second leave-in conditioner.

### Q: Can I use BioBrew™ Fermented Strengthening Serum on dry hair?

A: BioBrew™ Fermented Strengthening Serum is designed for use on wet hair. However, a pro-tip is to spray some directly into your hands after styling and work through the lengths of your hair for extra shine and frizz control.

### Q: How much BioBrew™ Fermented Strengthening Serum do I spray on my hair?

A: BioBrew™ Fermented Strengthening Serum is a concentrated formula, and a little bit goes a long way. Here is our suggestion on how many sprays you should use:

- Short/fine hair: 2-3 sprays
- Long/thick hair: 4-6 sprays
- Scalp: 2-3 sprays

### Q: Do you have to rinse out BioBrew™ Fermented Strengthening Serum?

A: No, this is a leave-in serum that you spray on your damp, towel-dried scalp and strands and style as usual.

### Q: Is BioBrew™ Fermented Strengthening Serum made for all scalp types?

A: BioBrew™ Fermented Strengthening Serum was formulated for normal to dry scalps. It is scalp microbiome-friendly and made with The Rootist's Rootbiomic Ferment™ to promote a hydrated, balanced scalp. If you have an oily scalp, you may want to only apply BioBrew to your hair and to avoid applying additional oil to your scalp that could weigh down roots.

### Q: Will BioBrew™ Fermented Strengthening Serum weigh down my hair?

A: Everyone's hair is different, but BioBrew™ Fermented Strengthening Serum was designed to be lightweight on the hair. When using for the first time, start with 2-3 sprays, massage thoroughly and comb to distribute evenly. If you have an oily scalp, apply only to strands.

### Q: Do I need to use heat to see the benefits of BioBrew™ Fermented Strengthening Serum?

A: No, you will see the benefits of BioBrew™ Fermented Strengthening Serum whether you air dry or use heat. However, if you choose to use heat, BioBrew™ provides heat protection up to 450°F / 232°C.

### Q: When will I see the benefits of BioBrew™ Fermented Strengthening Serum?

A: In clinical testing, BioBrew™ Fermented Strengthening Serum is shown to deliver visible results both instantly and over time.

#### In just one use:

- Up to 3x less hair breakage\*
- Protect from heat up to 450°F\*
- Control frizz for up to 72 hours\*\*
- Boost shine + smooth texture
- Revitalize roots, scalp and hair
- 92% showed improvement in moisturization/hydration

#### After four weeks of use:\*\*

- 94% had visibly improved texture
- 92% had visibly improved shine/gloss/lustre

*\*Based on dry combing on bleached hair tresses.*

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

**Q: What kind of damage does BioBrew™ Fermented Strengthening Serum repair?**

A: BioBrew™ Fermented Strengthening Serum is designed to improve strength, control frizz and repair hair damage caused by heat styling, chemical treatments, plus physical and environmental stressors.

**Q: Can I use BioBrew™ Fermented Strengthening Serum on my eyebrows?**

A: BioBrew™ Fermented Strengthening Serum was not designed, intended or tested for use on eyebrows. Please use only as directed.

**Q: Can I layer a styling cream or another styling product over BioBrew™ Fermented Strengthening Serum?**

A: Absolutely! BioBrew™ Fermented Strengthening Serum plays well with others. It is a lightweight serum with a fine texture, so we recommend applying it as the first step in your routine. Apply to clean, towel-dried hair before layering on cream products. Typically, products layer best when you apply the thinnest to thickest in texture.

**Q: Are these bottles recyclable? Is the serum sustainable?**

A: Yes. The serum bottles are made from glass and are easily recyclable, however the pump should be disposed of separately. The serum is sustainably designed with responsibly sourced ingredients.

**Q: Is BioBrew™ Fermented Strengthening Serum fragrance free?**

A: At The Rootist™, we are dedicated to creating safe, high-quality products that you can trust. Some of our products feature a natural scent from their ingredients, while others are enhanced with carefully selected fragrances. Every fragrance we use meets the highest safety standards, adhering to both IFRA and EU regulations, and is always phthalate-free and rigorously tested for scalp safety.

We also go beyond industry standards by formulating without a long list of concerning ingredients, including PTFE/PFOA, Styrene, Acrylamide, Acetaldehyde, and many more: Polyacrylamide, Acetonitrile, Methylene Chloride, Animal Fats, Oils, and Musks, Benzalkonium Chloride, Toluene, Resorcinol, Acetone, Butoxyethanol, Ethylenediaminetetraacetic Acid, Methyl Cello Solve, Methylisothiazolinone, Methylchloroisothiazolinone, Mercury, Mercury Compounds (Thimerosal) and Bisphenol A.

With The Rootist™ products, you can feel confident knowing our products are crafted with both safety and effectiveness in mind.

**Q: How long with a bottle of BioBrew™ Fermented Strengthening Serum last?**

A: The use-up rate of BioBrew™ Fermented Strengthening Serum will depend on how often you apply it, but it will typically last around 2-3 months.