

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
- Sulfate 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™ Nutrient-rich superbrew promotes anchored roots, balanced scalp + strong protected hair for complete hair wellness

Bio-peptides Visibly improve thickness + strength of hair, aid in smoothing + make combing in the shower easier

Yuzu Ceramide Intense moisture + protection from future damage

HAIR CONCERNS

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



Untouched 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 📍📍📍📍

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