

smooth infusion™ anti-frizz shampoo



Gentle, sulfate cleanser-free shampoo that helps reduce frizz, prevent flyaways, and softens and smooths hair



claims

Product claims

- Helps fight frizz
- Improves manageability of hair
- Moisturizes hair so it becomes more supple and easier to style
- Plant polymer shield and botanical smoothing oil blend help create a smooth surface on hair
- Safe for color-treated and chemically processed hair
- Suitable for all hair types (fine, medium, coarse/thick) and all textures (straight to coily)
- Free from parabens, mineral oil, petrolatum, paraffin, gluten, formaldehyde and its donors, sodium lauryl sulfate (SLS) and sodium laureth sulfate (SLES), triclosan, triclocarban and synthetic fragrance
- Silicone-free, vegan and cruelty-free
- 95% naturally derived*

*From plants, non-petroleum minerals or water, using ISO standard.



claims continued

Regimen claims

- Smooth Infusion™ Anti-Frizz Shampoo + Conditioner
 - Helps deliver nourishment and manageability while fighting frizz and enhancing shine
 - Helps block humidity and soothes frizzy hair, leaving it soft and smooth
- Smooth Infusion™ Anti-Frizz Shampoo + Conditioner + Style-Prep Smoother,™ used as a regimen, provides 72 hours of frizz and humidity control
- Smooth Infusion™ Anti-Frizz Shampoo + Conditioner + Perfect Blow Dry, used as a regimen, provides 72 hours of frizz and humidity control
- Smooth Infusion™ Anti-Frizz Shampoo + Conditioner + Perfect Blow Dry, makes frizz-prone hair 5x smoother instantly

smooth infusion™ anti-frizz shampoo



technology

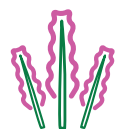
Dual action plant-powered technology features:

- An invisible plant polymer shield created from castor bean plant extract that instantly cloaks hair strands and repels water, giving silicone-free protection
- A botanical smoothing oil blend deeply moisturizes to add softness and shine



functional botanicals

- Certified organic tamanu oil, which is cold-pressed, is known for its excellent conditioning properties and helps soften and smooth the hair
- Kalahari melon seed oil, which is cold-pressed, is a lightweight oil due to its high concentration of polyunsaturated fatty acids; it is known for its excellent conditioning properties and frizz-fighting benefits and softens and smooths the hair



pure-fume™ aroma

A fresh citrus-floral blend featuring bergamot, rose, Australian sandalwood, certified organic palmarosa, and other pure flower and plant essences



texture/form

Soft creme



packaging

6.7 oz/200 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into wet hair from roots to ends. Rinse. Follow with Smooth Infusion™ Anti-Frizz Conditioner.