

# smooth infusion™ anti-frizz conditioner



Conditioner that helps reduce frizz and prevent flyaways while also moisturizing, detangling, smoothing and softening hair



## claims

### Product claims

- Helps fight frizz
- Moisturizes hair so it becomes more supple
- Smooths, softens and improves manageability of hair
- Enhances shine
- 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
- 99% naturally derived\*



## 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

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

# smooth infusion™ anti-frizz conditioner



## technology

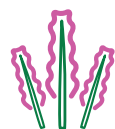
Dual action plant-powered technology features:

- 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 tube made with a minimum of 59% post-consumer high-density polyethylene (HDPE) and up to 41% bioplastic (which is 96% plant-derived and 4% petrochemical)



## usage and application

Use after Smooth Infusion™ Anti-Frizz Shampoo. Massage into wet hair. Rinse well.