

smooth infusion™ shampoo

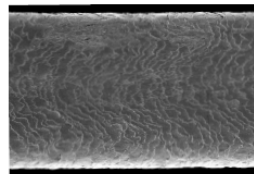


Cleansing shampoo that smooths and softens hair, making it easier to achieve smooth and sleek hair styles

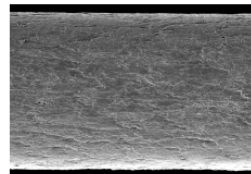


technology

An innovative plant infusion blend derived from organic aloe, maize and guar bean creates the ideal foundation for smooth, sleek hair styles. The plant infusion blend infuses smoothness into the hair, creating a smooth, new surface on each strand. Consumer research shows that more than 88 percent of women in the U.S. (more than 95 percent of women in Japan) who want smooth and sleek hair styles use heat styling tools. Repeated heat styling can result in an uneven or roughed-up cuticle surface, which can cause frizz and unwanted wave. The plant infusion blend in Smooth Infusion™ Shampoo and Conditioner is deposited on the areas the hair needs most, mimicking the function of the hair cuticle and helping to manage the texture of the hair.



Untreated hair



Plant infusion blend creating new surface on hair



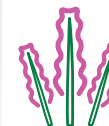
functional botanicals

- Babassu-derived cleansing system softens hair with a luxurious lather, preparing hair to maximize the effect of plant infusion blend
- Plant infusion blend derived from organic aloe, maize and guar bean creates a smooth, new surface on the hair
- Tamanu oil helps restore the hair's moisture balance
- Hydrolyzed wheat protein complex helps protect hair from damaged caused by heat styling



sourcing story

SANDALWOOD FROM AUSTRALIA



pure-fume™ aroma

A fresh, citrus-floral blend featuring rose and certified organic palmarosa, bergamot and Australian sandalwood

smooth infusion™ shampoo



texture/form

Liquid



packaging

8.5 fl oz/250 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

Massage into wet hair and scalp. Rinse. For best results, follow with Smooth Infusion™ Conditioner.



Q & A

Q: What is the difference between smooth and soft?

A: Smooth refers to the physical state of the hair in which it lays tighter and has a sleek, silky appearance without frizz or flyaways. Soft refers to the sensory state of the hair in which it feels supple and elastic to the touch rather than coarse or textured.

Q: Can guests use flat iron after using this product?

A: Yes. The entire Smooth Infusion™ system is designed for guests who use heat styling tools to smooth or straighten their hair. The system contains a hydrolyzed wheat protein complex that helps protect hair from damaged caused by heat styling.

Q: How long does the plant infusion blend's smoothing effect last?

A: The effect is temporary and generally lasts until the next time you wash your hair. The duration depends on your hair type, condition, styling habits and environmental conditions.

Q: What is maize?

A: Maize is another word for corn.