

pure abundance™ hair potion



Lightweight powder that transforms in the hands into a light absorbent lotion* that creates abundant volume and matte texture

* Product that has liquified will not affect performance. Do not allow product to freeze.



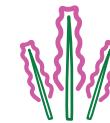
technology

In its powder state, droplets of water and holding ingredients (pullulan, derived from starch) are encapsulated by silica to form bubble-like spheres. When rubbed together in the hands, the spheres burst into a light, absorbent lotion that leaves hair feeling coarser and bulked-up.



functional botanicals

- Acacia gum helps add bulk to hair
- Kaolin clay bulks hair strands and adds body
- Silica, derived from sand, helps reduce the look and feel of oil on hair and create a matte finish
- Pullulan polysaccharide provides natural-looking hold



pure-fume™ aroma

Aroma-neutral



texture/form

Powder to lotion



packaging

.7 oz/20 g low-density polyethylene (LDPE) bottle



usage and application

Do not shake. Sprinkle powder directly on dry hair at roots and work through until fully dissolved. Liquefy a small amount in hands and apply to damp or dry hair.

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Q & A

Q: Are there any tips for using this product?

A: Yes. Here are some tips for using Pure Abundance™ Hair Potion:

Sprinkle on style: Sprinkle potion directly at the roots on dry hair, and work the product in to create lift, volume and texture.

Ready, set, go: Apply potion to damp or dry hair prior to setting hair in rollers or pin curls or using irons. Setting hair with potion imparts volume, texture and hold while leaving hair feeling light and product-free.

True grit: Use potion to create dirty-looking, “second-day” hair with little effort.

Full blown: Sprinkle potion liberally throughout damp hair prior to blow-drying to create a voluminous effect.

Longing for texture: On longer hair, apply potion to damp or dry hair. Braid or twist hair, and let set. Remove braids or twists for an amazing textured effect.

Take hold of updos: Use potion to create “grip” on slippery or silky smooth hair.

Dry-clean: On oily or greasy hair, work potion into dry hair to help absorb excess oil from the hair and scalp.