

detox from the big 3. breaking down buildup.

Have you ever wondered why your hair becomes dull and unmanageable? It's buildup. But did you know there are many types of buildup that can affect the look, feel and health of your hair? Here's a breakdown of the three big causes of buildup.



PRODUCT

What it is: Styling products sit on the hair so it's a no-brainer that they can build up over time. Many use heavy ingredients like silicone and glue-like resins that can unevenly coat the hair (that everyday shampoos may not be able to remove).

How it affects your hair + scalp: Makes hair dull, dry or greasy, weighed down and more difficult to manage. Can also lead to an irritated scalp.

How we address it: Our team of scientists used a highly charged **anionic polymer** to bind to product buildup and remove it from your hair.

Little known fact: 44% of haircare users apply at least one styling product daily.*



HARD WATER

What it is: Hard water is water that has a high concentration of dissolved minerals, specifically calcium, copper and magnesium. Hard water isn't necessarily caused by your pipes, but rather the water source, which means the degree of dissolved minerals can vary depending on the water's place of origin. Hard water isn't a health risk, but the mineral buildup can negatively affect your hair.

How it affects your hair + scalp: Changes how your hair feels, leaving it rough, dry and difficult to style. Dulls your color.

How we address it: Our team of scientists used a **chelating agent** (pronounced: kēlāting) to bind to the metal ions found in hard water and remove them from your hair.

Little known fact: Hard water is the least addressed form of buildup, but 85% of U.S. consumers have hard water.**



POLLUTION

What it is: Pollution particle buildup isn't as obvious an aggressor, however, particle matter from dust, grime, smoke and automobile exhaust can settle and buildup on your hair and scalp.

How it affects your hair + scalp: Leaves hair brittle, lackluster and looking dirty and dull. Can also lead to an irritated scalp.

How we address it: Our team of scientists created a gentle, but super-efficient, **sulfate-free surfactant blend** that thoroughly cleanses pollution build up from hair without stripping it.

Little known fact: The WHO (World Health Organization) estimates that around 90% of people worldwide breathe polluted air.*** If it's getting in your lungs ... then it's getting on your hair and scalp.

