ingredients.



FREE OF
- SILICONES
- SULFATES
- PARABENS
- PHTHALATES

CRUELTY FREE

SAFE FOR CHEMICALLY TREATED HAIR

COLOR SAFE

This shampoo is packed with ingredients:

- A highly-charged **anionic polymer** removes product buildup from your hair
- A **chelating agent** binds to the metal ions in hard water and removes them from your hair
- Gentle but super-efficient, sulfate-free **surfactant blend** removes pollution particle buildup
- **Activated charcoal** absorbs excess oils from your hair and scalp
- **Scalp moisturizing and soothing complex** (includes witch hazel extract) balances hydration and forms a lipid layer to reinforce the scalp's natural barrier, and has a soothing effect on the scalp
- **Our Healthy Hair Molecule (OFPMA)** keeps hair cleaner, longer by repelling dirt and oil

usage.

Apply to wet hair. Lather. Rinse. Follow with any Living Proof® conditioner. Use in place of regular shampoo as needed. For hard water buildup removal, leave on for 1-2 minutes before rinsing.
Application tip: Start lather in your hands to help transform the cream to a rich lather.

INCLUDES ONE HARD WATER TEST STRIP.

To test: Dip indicator into water sample for 3 seconds or run under water for 3 seconds. Remove. Do not shake. Wait 20 seconds and then match to the closest color block on packette

WHY USE THE INDICATOR?

Customize your usage if you have hard water at your home or salon. Leave the shampoo on for 1-2 minutes before rinsing to ensure you're detoxing your hair from the metal ions in hard water.

HOW TO USE THE INDICATOR?



Use enclosed hard water indicator to test your water.



To test: Dip indicator into water sample for 3 seconds.



Remove. Do NOT shake.



Wait 20 seconds and then match to the closest color block on packette.