

# The Scalp Revival Collection

A detoxifying collection of Binchotan charcoal-infused scalp therapy solutions that purify, soothe, hydrate, and treat the scalp



98% naturally derived



## The history and scalp benefits of Binchotan charcoal

Binchotan charcoal is a traditionally Japanese charcoal that is completely different from typical black charcoal. The starting material is ubame oak, a tree possessing great strength and hardness.

The wood is heated to temperatures upward of 1000°C, followed by a covering with a moist mixture of earth, sand, and ash to cool it. The resultant charcoal contains a variety of minerals that were absorbed during its life as a tree.

Because Binchotan charcoal has numerous small pores, it can absorb deep-rooted impurities and build-up from the hair and scalp. The highly absorptive quality gives Binchotan charcoal a detoxifying effect on the scalp.



“At the end of the day, our scalp is an extension of our face. We should treat it the same way by nurturing it with ingredients that detoxify, hydrate, and protect to create the perfect foundation for healthy hair”

Nancy Twine, Briogeo Hair Care Founder

# Scalp Revival

## Binchotan Charcoal + Coconut Oil Micro-Exfoliating Shampoo



### Who it's for:

Those with dry, irritated, itchy, and/or flaky scalp and those with significant product build up

### What it is & what it does:

A creamy, exfoliating shampoo that removes dead skin and impurities from the scalp and hair, while also soothing itchiness + irritation and restoring balance + moisture

### Key ingredients:

#### BINCHOTAN CHARCOAL:

Detoxifies the hair and scalp by absorbing impurities such as dirt, oil, sebum and product build up

#### COCONUT OIL:

Moisturizes and prevents dry scalp that can lead to flakiness

#### TEA TREE OIL:

A natural antimicrobial that reduces flakiness and itchiness, while supporting healthy hair growth

#### PEPPERMINT & SPEARMINT OIL:

Soothes itchiness and maintains a healthy scalp pH

**6-free**  
NO Sulfates  
NO Silicones  
NO Phthalates  
NO Parabens  
NO DEA  
NO Artificial Dyes

### How to use it:



**Step 1:**  
Apply 1-2 walnut sized amounts to wet hair



**Step 2:**  
Vigorously massage into the scalp and then through to the ends of the hair



**Step 3:**  
Rinse and repeat, if necessary



**STEP 4:**  
Follow up with your favorite Briogeo conditioner or treatment

**The PROOF is in the pudding!**

**100%**  
of participants said the shampoo was effective at reducing flakiness

**100%**  
of participants said the shampoo was effective in reducing irritation

**92%**  
of participants indicated that the shampoo was effective in hydrating and moisturizing their scalp

**88%**  
of participants said the shampoo was effective in enhancing their scalp health

**86%**  
of participants said the shampoo was effective in reducing itchiness

**85%**  
of participants said the shampoo was effective at reducing build-up on the scalp