

# 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 + Tea Tree Scalp Treatment



### Who it's for:

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

### What it is & what it does:

A pH balancing scalp treatment that soothes itchiness + irritation, restores balance + hydration, and draws out deep rooted impurities from the scalp and hair follicle

### Key ingredients:

#### BINCHOTAN CHARCOAL:

Detoxifies the scalp and draws out impurities that clog the hair follicle or that cause build-up on the scalp

#### TEA TREE OIL:

Has antimicrobial properties that help kill bad bacteria that cause itchiness and irritation

#### BIOTIN:

Provides essential nutrients to the hair follicle that support healthy hair growth

#### WITCH HAZEL:

Normalizes oil production to prevent oily scalp

#### PEPPERMINT & SPEARMINT OILS:

Soothes itchiness and maintains a healthy scalp pH

### How to use it:



**Step 1:** Separate sections of the hair with your fingers. Hair can be freshly washed and damp, or unwashed and dry



**Step 2:** Apply 1-2 drops to each of the partitions and massage into the scalp with your fingertips



**Step 3:** Let the treatment air dry and then style the hair as usual



### The RESULTS are in!

In an independent, blind, clinical research study:

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

**96%** of participants indicated that the treatment was effective in hydrating and moisturizing their scalp

**95%** of participants said the treatment was effective in reducing itchiness

**92%** of participants said the treatment was effective in enhancing their scalp health

**89%** of participants said the treatment was effective in reducing irritation