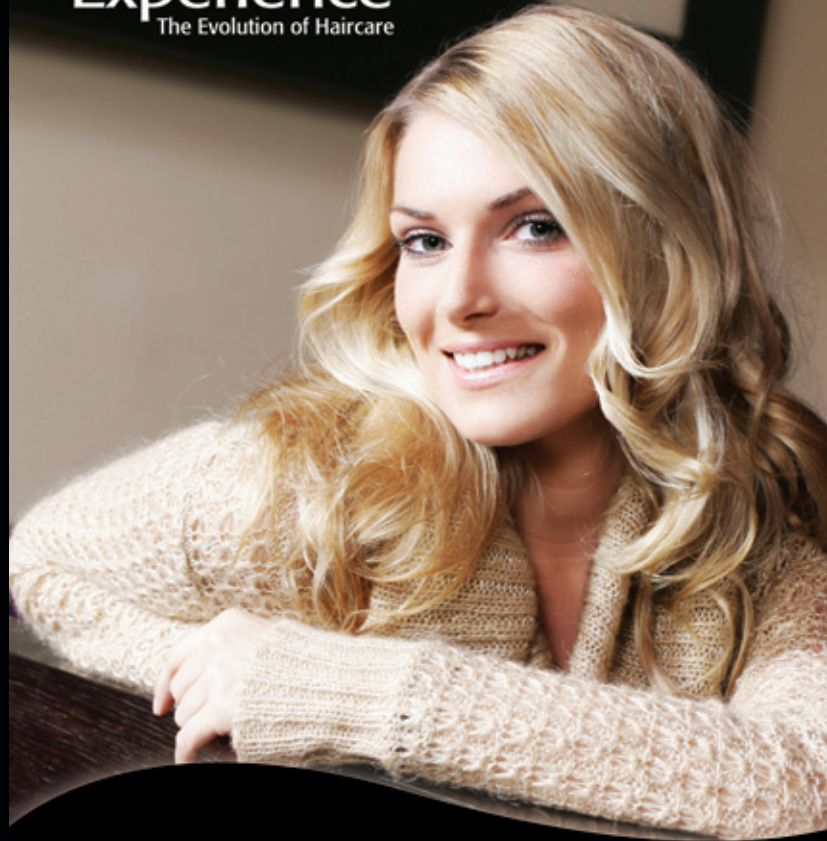


**Experience**<sup>™</sup>  
The Evolution of Haircare



**think outside  
the bottle...**

environmentally  
responsible and  
globally aware.



[experiencehaircare.com](http://experiencehaircare.com)

**Affordable Luxury**



## “Our Luxurious Collection”

### Are You Ready For a New Experience!

Let us introduce to you luxury products that come at an affordable price. Our unique proprietary blends combine technologies that are super-rich in anti-oxidants, proteins, and anti-aging properties for your optimum hair and scalp health. Your colour will stay vibrant much longer, feeling and looking fabulous!

*Protecting Your Hair Colour*

*Protecting The Environment*

*Protecting Your Health*



**“New Ingredient Technology to Protect your Colour”**

## **Let's Start With What's In It!**

### **Over 36 key ingredients and botanicals!**

Our exclusive H.P.F. Complex™ (Hair Protection Factor Complex™) acts as a shield or “umbrella” from the daily damaging thermal styling tools we use to style our hair. It provides extreme protection against UVA/UVB damage, and is in all of our products. Our Advanced Protein Complex is a balance of multi-weight proteins to penetrate all levels of the hair shaft. This means your hair can accept moisture and strength where it needs it most. Anti-Aging Technology combines the most advanced botanicals in superior strengths to provide powerful anti-oxidants to help destroy free-radicals that bombard our hair and scalp everyday.



*What's not in there?*

## “Chemistry 101”

### What's in it is Just as Important as What's Not!

Sulfate-Free formula's mean no aggressive, irritating, colour stripping agents. Sulfate's are a family of salt derived lathering agents. Most shampoo's use sulfates to clean the hair- it is cheap and it creates a lather, but its aggressive properties strip your hair colour, and can irritate your skin, scalp and eyes. We use much gentler cleansers that are natural and derived from the coconut and the palm kernel, and are salt-free!

No known carcinogens! That includes MEA's, DEA's! These are cancer causing ingredients that have been known to be in personal care items. NO mono or diethanolamides, which are aggressive foam boosters and solubilisers. NO petrochemical cleansers, or organicchlorines, which are ingredients formulated in many hair products that are suspicious to our health for various reasons.

Paraben free! Highly suspicious of causing cancer, parabens are used widely as a preservative in many products. Parabens include propylparaben, methylparaben, butylparaben, Isobutylparaben, etc. . . all the paraben families.

### Environmentally Responsible and Globally Aware.

We are doing our part to keep our planet green! No excess packaging like extra boxes to put our products in. Recyclable packaging. All relevant material is available online, so as to not waste paper on unwanted or unneeded marketing materials. Gentle ingredients, and Certified Organic Botanicals reduce the use of chemicals, pesticides, and fertilizers. Concentrated formula's mean more uses and less packaging!

Ergonomically designed dispensing systems mean easy to use packaging that evacuates using all of your product. No shaking the last of your products out- or wasting the end of your bottles because you can't get it out! We only use packaging that is sanitary- no pucks, or containers that can get contaminated by dirty hands or an environment that may have dust, hair, bacteria and germs in it.

# H.P.F. Complex™



**Lactobacillus/Wasabia Japonica Root Ferment Extract**



**Vegetable Melanin**



**Superoxide Dismutase**



**Euterpe Oleacea Fruit Extract (Açaí Berry)**



**Punica Granatum Extract (Pomegranate)**



**Garcinia Mangostana Extract (Mangosteen)**



**Camellia Sinensis Leaf Extract**



**Helianthus Annuus (Sunflower) Seed Extract**

Our exclusive Hair Protection Factor Complex combines anti-oxidant rich and natural sunscreens that protect your hair from the damage the environment can inflict on a daily basis. We have combined very original ingredients to support the health, vitality, and vibrancy of your hair and hair colour.

**Lactobacillus/Wasabia Japonica Root Ferment Extract** is a very unique, high performing colour protecting ingredient derived from the Wasabi plant. This extract is a very potent beneficial multi-tasking ingredient. It is an extremely effective all-natural preservative, and we use it to keep our products fresh and pure without the use of parabens or other chemicals. It also works to fight microbes on the skin, warding off bacteria and inhibiting breakouts. Most interestingly, wasabi extract is a potent skin calming agent. It works to reduce inflammation, and even helps to keep redness and Rosacea at bay.

**"Wasabi is the latest must-have beauty ingredient. It is being added to hair products to prevent color from fading and to face and body lotions as an exfoliator and skin soother..."**

**Vegetable Melanin** provides anti-oxidative function of vegetables thus causing prevention of arteriosclerosis and protective action against ultraviolet rays. This melanin is a vegan alternative to sun protection without deriving it from an animal source as done by many other haircare companies.

**Superoxide Dismutase** is the enzyme superoxide dismutase (SOD), catalyzes the dismutation of superoxide into oxygen and hydrogen peroxide. As such, it is an important anti-oxidant defense in nearly all cells exposed to oxygen. The role of SOD is to eliminate the free radicals and keep hair healthy.

**Euterpe Oleacea Fruit Extract (Açaí Berry)** Açaí Fruit is sometimes called the Amazon's perfect "super berry" and is believed to be an exceptional anti-oxidant, which helps to eliminate the free radicals that can attack and destroy cells. Its fatty acids are believed to help maintain and improve blood circulation. These compounds also allow the body's cells to absorb vitamin C, which is helpful in protecting cells from the free radicals that can bind to and destroy cellular compounds. Often referred to as the "Fountain of Youth," Açaí Fruit is a small, deep-purple berry that grows on the tall, slender Açaí palm tree, which is a very common native of the Brazilian Rainforest. Only two crops of fruit are produced per year.

**Punica Granatum Extract (Pomegranate)** has long been recognized as a fruit with many healthy benefits. Pomegranate tops all other conventional fruits, including blueberry and strawberry, in its ORAC (Oxygen Radical Absorbance Capacity) value, ranking pomegranate as one of the most powerful anti-oxidant fruits.

**Garcinia Mangostana Extract (Mangosteen)** also known as "Queen of the fruits", it is a superior anti-oxidant that provides the potent anti-oxidant benefits of xanthone flavonoids from mangosteen fruit. These flavonoids possess anti-oxidant properties that may help neutralize cell damage by free radicals, allowing for the maintenance of optimal cell function, and promoting cell regeneration.

**Camellia Sinensis Leaf Extract** is derived from tea leaves that are used to make Green Tea and White Tea. Proven medicinal properties include anti-oxidant, anti-inflammatory, anti-allergic, anti-bacterial and antiviral effects. Tea tannins – called catechins (polyphenols) appear to be the most potent therapeutic plant-derived chemicals, in that, aside from their antiseptic and anti-oxidant properties, they are able to form complexes with other molecules, thereby detoxifying. It is an extremely good source of vitamin C.

**Helianthus Annuus (Sunflower) Seed Extract** is a modern 100% botanically derived ingredient that combines gentle skin friendly cleansing properties with the ability to help the hair retain its natural oils and moisture. The sunflower oil is a derived oleate that also helps in detangling. It has powerful sun protecting and anti-fade properties.

## “Hydration Collection”



### HYDRAbalance Shampoo

Experience luxury shampoo with superior lather that is Sulfate-Free! Fortify your hair with our Advanced Protein Complex, and protect your hair colour with our unique H.P.F. Complex™. This everyday shampoo is perfect for all hair types and restores the correct balance of nourishment back into your hair.



Guar Gum



Camellia Sinensis Leaf Extract



Rosa Centifolia Flower Extract

## “Hydration Collection”



### HYDRAbalance Conditioner

Moisturize, detangle, and protect your hair with a unique blend of nutrients and anti-oxidants ideal to maintain the integrity of the hair and scalp. This premium conditioner will eliminate dry, frizzy, brittle hair and itchy scalp with an infusion of multiple light weight proteins, and never leave hair feeling heavy or weighed down. Formulated with our H.P.F. Complex™, try the Perfect Experience for hair needing moisture everyday.



Sage Leaf Extract



Rosemary Leaf Extract



Shea Butter

## “Essentials”



### DeTox Shampoo

#### DeTox Daily Clarifier

Our Sulfate-Free formula works to eliminate excess sebum, dulling product residue, minerals, chlorine, hard water, pollutants, and damage caused by environmental stress without fading your hair colour. DeTox before applying colour for a consistent, vibrant, even colour. Can be used as a daily body wash for a truly DeToxifying Experience.



#### Witch Hazel Extract



#### Chamomilla Flower Extract



#### Tea Tree Leaf Oil

## “Essentials”



### Colour Extend

#### Leave-In Conditioner

Protect your hair from harmful UVA/UVB damage, thermal styling tools, and environmental stress with our extremely powerful Leave-In Conditioner. Our instant detangling seals the cuticle reducing breakage while locking in moisture and colour vibrancy. A highly concentrated dose of our H.P.F. Complex™ works to provide the Perfect Experience for all hair types.



Rosa Centifolia Flower Extract



Sandalwood Extract



Camellia Sinensis Leaf Extract

## “Colour Protecting Styling”



### Vertical Drop

#### Smoother and Defrizzer

Developed with our H.P.F. Complex™ to straighten hair while protecting against damage caused by high heat styling tools and flat irons, it will leave your hair feeling silky and manageable. Vertical Drop is ideal to maintain a smooth, frizz-free curl formation. Blow-dry time is reduced, and hair is protected. The Perfect Experience in curl control.



Jojoba Esters



Vitamin E



Orange Peel Extract

## “Colour Protecting Styling”



### Dimensions

#### Hybrid Styler

Experience the first water soluble Hybrid Styler with H.P.F. Complex™. Dimensions is a multi-functional styler that will add texture, definition, and separation without a greasy weighted residue. Have the freedom to style, and restyle for your lifestyle– with dry, vibrant hold.



Mica



Ginger Root Extract



Orange Peel Extract

## “Colour Protecting Styling”



### Reflexion Shine Serum

Formulated with our unique H.P.F. Complex™ and developed to provide a weightless, non-greasy high voltage shine. Reflexion Shine Serum eliminates fly away hairs and frizz, leaving the hair with a healthy sheen.



Wasabi Extract



Sunflower Seed Extract



Mangosteen Peel Extract