



Tales from the Lab

“Integrity” Shampoo – lather without lauryl sulphate!!

By Brian McLean, Tri Nature Director and research chemist

We spoke last month about the technical aspects of our new “Integrity Hair Care” range.

Much of what was presented was more for the benefit of our members than for those customers to whom they will be promoting the product.

Giving you the complex facts and truth is very important for your belief in the Tri Nature products – as this is what will, ultimately, be the thing that will sway someone to try it, buy it - and tell others about it!

So this month we’re taking a look at some simple facts that will give you plenty of material to use when talking about our new shampoo range - to everyone who will listen!

It is relatively easy to create a high quality shampoo that has a thin texture and hardly any foam. A shampoo of this type could maintain your hair in beautiful condition but nobody would buy it.

Much of the work in formulating a new concept product lies in ensuring that all the physical properties are up to market expectations. The viscosity of the product, it’s foam volume and creaminess, the hair feel, the fragrance and numerous other factors HAVE to be in place before ANY shampoo has a chance of being successful in the general marketplace.

Those who care that a shampoo is ethoxylate, amine and sulphate free are a VERY FEW in market terms – and even these ‘soldiers for a gentler way’ will not accept a product merely on its environmental and personal safety credentials.

It must also at least appease and should, for continuing success, delight the senses. It must look, feel and smell good.

So, which of these ‘sensory appeals’ is

our new “Integrity Hair Care” range going to offer? In Tracey’s terminology – “what’s the sizzle?”!

I tell you this: our new shampoo and conditioner range will be both ‘real good’ AND ‘feel good’ products!

Here’s my shampoo worksheet. How close is it to YOUR wish list?:

Appearance

- Clear, very light to colourless – no added colourants
- Viscous, flowable liquid

Fragrance

- Funky, modern, tropical citrus and melon fruit inspired
- Fresh, invigorating, lively, refreshing with a little decadence

Foam

- Rich, copious, creamy, soft and luxurious

There may be other ‘sulphate-free’ shampoos popping up and there have been other SLS and SLES shampoos available for some time now. But the reason that they have not been successful lies in their failure to meet the above standards – which, in the REAL world of hair care, are a minimum requirement!

Apart from physical attractiveness of the products, our new range will have a lot of ‘sizzle’ in other areas.

The shampoo will, for example, be as gentle on the hair and scalp as it is on the environment, a typical and irrefutable characteristic of ALL Tri Nature products since 1989.

All normal shampoos, from cheap supermarket products to high-priced salon and designer brands, are built up from anionic (negatively charged) surfactants. If the hair is left like this it would dry in a statically charged, fly-away tangled mess. It is only

treatment with a cationic (positively charged) conditioner that rescues the hair from this fate.

Our new “Integrity Hair Care” range has NO, NIL, ZERO, ZILCH anionic content. This washing process is far more gentle. The hair and scalp will be and feel much less stressed – and the static charge that builds up on hair through each day will be neutralised, rather than exacerbated.

In addition, because there is no opposing charge to neutralise, the conditioning process that follows will also be far more efficient.

Simply put: Up until now, in the cleaning cycle, we have had to lead the hair through the roller-coaster ride of an anionic bombardment, followed by a cationic neutralisation.

Now, we will simply gently neutralise the daily stress build-up in the hair before applying an additional, protective conditioning treatment.

We have done a LOT of work in the development stages of this new range and I am very pleased and excited with the results.

We already seem to be causing concern for some of the other ‘players’ in the ‘natural hair care’ industry, with one company already sending it’s distributors out to claim that their shampoo is ‘just as good’ or ‘the same as the new Tri Nature shampoo’. Strange, it hasn’t even been released yet, so how could they possibly know...?



I believe that what we are achieving is unique. Even the rest of the market seems to know that this product will give us an unbeatable edge.

I like that!