

### Serenity Shampoo / Conditioner

#### Rosehip and Alpine Herbs For dry or damaged hair types

A premium, moisturising shampoo for dry, stressed or damaged hair.

- Extracts of Rosehip and Alpine Herbs add natural emollience to soften, repair and relax the hair.
- A gentle shampoo that cleans thoroughly without stripping or drying the hair.
- Fortified with protective, restorative plant extracts Serenity Shampoo gently cleanses with minimum stress to your hair.
- New "Amino-syne" positively charged amino acid technology strengthens the structural integrity of the hair.
- Two types of keratin protein that work in unison to repair the hair surface then protect it from further environmental damage.
- Moisturising esters and organic jojoba oil, retexture brittle and fly away hair.
- A modern, luxury wash - a new concept in excellence.



| FEATURES   | BENEFITS  |
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| Our exclusive "Amino-syne" technology + activated keratin proteins   | <ol style="list-style-type: none"> <li>1. Integral to the growth and maintenance hair cells.</li> <li>2. Highly substantive to hair and scalp.</li> <li>3. Proven hair cuticle penetration.</li> <li>4. Proven moisture retention and moisture balancing effect on hair.</li> </ol>   |
| Our unique Glucoside technology  | <ol style="list-style-type: none"> <li>1. The most naturally derived surfactant ingredients available.</li> <li>2. Harmless to the hair - to the waterways - and to the environment!</li> <li>3. Zero irritancy factor.</li> </ol>  |
| Fresh, modern fragrance based on essential oils of Geranium, Ylang Ylang, Bergamot, Thyme Oil Red, Lemon, Juniper Berry, Pine Needle | <ol style="list-style-type: none"> <li>1. Invigorating and uplifting aromas from essential oils.</li> <li>2. Fresh herbal top notes add sparkle to s soft rosy floral heart of Rose, Jasmin, Ylang &amp; Lily of The Valley are delicately balanced on a base of woody musky and amber notes.</li> </ol>  |
| No harsh synthetic chemicals   | <ol style="list-style-type: none"> <li>1. Glucoside detergent is the gentlest available, non-irritating and completely natural.</li> <li>2. Foam without fear.</li> <li>3. Leaves hair in a natural and clean state.</li> </ol>   |
| A synergistic blend of plant extracts with documented benefits to the hair and scalp Rosehip and alpine herbs                        | <ol style="list-style-type: none"> <li>1. Alpine Herbs (Gentian, Arnica, Mint, Sage, Wild Thyme and Rosemary) are renowned for their tonic effect on the hair and scalp.</li> <li>2. Rosehip extract for its anti-inflammatory effects on sensitive scalp conditions.</li> <li>3. Orange Blossom provides healing and restorative properties.</li> <li>4. Calendula soothes and protects sensitive scalps.</li> </ol> |
| Rich, creamy, luxurious foaming action   | <ol style="list-style-type: none"> <li>1. De-stresses hair throughout the whole cleaning process, leaving relaxed shiny clean and bouncy hair.</li> </ol>   |
| Grey water friendly  | <ol style="list-style-type: none"> <li>1. Mild PH, low foaming and low sodium characteristics</li> <li>2. Does not contribute to eutrophication of waterways</li> </ol>   |
| Low pH   | <ol style="list-style-type: none"> <li>1. pH 5.5, non-irritating to eyes and scalp</li> <li>2. A gentle wash process suitable for all the family -including children</li> </ol>   |
| Great sensorial effects  | <ol style="list-style-type: none"> <li>1. Gentle, glucoside rich formula delivers luxurious, copious foam</li> <li>2. Silky post-wash feel</li> </ol>   |

**DIRECTIONS FOR USE:** Gently massage into wet hair and scalp. Rinse thoroughly. Repeat if desired. Follow with Kyphi Serenity Conditioner and enjoy a new level of relaxed silkiness.

#### Environmental and ethical considerations

Readily biodegradable, ensuring no contribution to eutrophication of waterways.

Not tested on animals and contains no animal products or by products.

**INGREDIENTS:** D.I. Water, Sodium Cocoamphoacetate, Sodium Lauryl Glucose Carboxylate, Sodium Cocoyl Glutamate, Lauryl Glucoside, Caprylyl/Capryl Glucoside, Coco amidopropyl betaine, Magnesium Lauryl Sulphate, Coco-Glucoside, Glyceryl Oleate, Panthenol, Polyquaternium 10, Hydrolysed Keratin Protein, Laurdimonium Hydroxypropyl Hydrolysed Keratin Protein, Fragrance (Ess. Oils of Thyme, Lemon, Juniper Berry, Pine Needle, Geranium Bourbon, Ylang Ylang, Bergamot), Amino Acids (Cysteine & Methionine & Cystine & Arginine & Tyrosine), Rosehip Extract, Alpine Herb extract, Xanthan Gum, Phenoxyethanol and Caprylyl Glycol and Sorbic Acid, GLDA (L-glutamic acid N,N-diacetic acid, tetra sodium salt).