



*Experience
true
freshness*

Christophe
Robin

“The health and beauty of hair stems from a healthy and balanced scalp.”

As a colorist, it quickly became obvious to me that one of my key priorities was to pay attention to the wellbeing of my clients' scalps, often suffering from irritation or increased sensitivity due to contact with chemicals. Every day, I meet men and women suffering from itchy scalps and dandruff, and I would even say that the phenomenon seems to be growing. Specialists cannot pinpoint an exact cause, even if the most frequent are related to stress, food, pollution or the use of inappropriate products.

These issues are hardly glamorous and can be sensitive to discuss, but taking care of them is crucial, and I often find that I have to adapt my own techniques by substituting certain chemical components with other more natural and more gentle products.

These concerns led me to create **my cleansing purifying scrub with sea salt** in 2013. **Its immediate success** around the world confirmed my opinion **that scalp discomfort was a major preoccupation for many.**

In just a few months, it became **the bestselling product in my care range** and was awarded several prestigious prizes in France and abroad – including the Allure Best of Beauty prize.

The scrub has been **a great source of pride** for me, as I saw **its success grow, cross borders and today has been adopted by many loyal clients around the world.**

The scrub itself is not a product intended for daily care, it is a treatment one should do once or twice a week to detox the scalp. Hence, it seemed obvious to me to create **a shampoo for everyday use** that would work in perfect harmony with the scrub, while also having **a direct effect on eliminating dandruff.**

At the heart of the formula is a new **100% of natural origin active ingredient that is also extremely efficient: the extract of Jujube bark**, a tree whose properties have been known for centuries.

Combined with a gentle formula creating a soft foam, this shampoo provides **comfort, a truly enjoyable moment** and an instant feeling of freshness, **leaving the hair shiny and light from root to tip.** Of course, it is perfectly adapted to color-treated hair as well.

Through this new shampoo, I hope to bring everyday relief to the men and women suffering from discomfort - such as oily roots, irritations, dandruff - and provide an immediate and long-lasting answer to their problem while also making their hair feel healthier, more beautiful.

Christophe Robin



In order to better understand dandruff and its mechanism, Alessia our formulator and lab manager agreed to answer some most frequently asked questions:

Is the problem of dandruff more present today than in the past ?

Absolutely. 50 % of the global population suffer from dandruff issues. It is a growing concern and an aesthetic question which affects both men and women.

To better understand the problem, let's try and define it. What is dandruff?

Dandruff is made up of tiny fragments or flakes from the surface of the epidermis that can be found in the hair or on the scalp. During a normal cycle, the scalp - like the skin - renews itself every 15 days or so. Certain factors can influence this renewal and accelerate it. The process becomes too rapid for the cells to be eliminated normally, so the dead cells accumulate: hence, the dandruff.

What are the causes of this phenomenon?

This malfunction can be caused by the hormonal system, by an inflammation of the scalp caused by over-aggressive products, by intense stress, or simply by lack of sleep. A vicious circle then begins: dandruff makes the scalp itchy, causing scratching which provokes an acceleration of cell division, hence, even more dandruff...

Are there different kinds of dandruff?

It is important to distinguish between two kinds of dandruff to determine the appropriate treatment:

- **Dry dandruff:** the most common. It generally appears on normal to dry scalps. In this case, it is a natural phenomenon due to the drying out of the skin.
- **Oily dandruff:** these tend to stick to the hair. It appears most often on oily hair.



Discover my new purifying shampoo with Jujube bark extract for her & him. A daily rebalancing and soothing shampoo for combination hair (oily roots and dry ends). Adapted for natural and color-treated hair.

Its soft formula with proven efficiency is enriched with Jujube bark extract - a 100 % of natural origin active ingredient with regulating, soothing and anti-dandruff properties - and Cherry blossom extract, with moisturizing* and soothing virtues. Used daily, this treatment reduces sebum secretions**, visibly removes dandruff** and soothes itching**.

Its fresh scent and light, translucent texture provides a feeling of freshness and immediate wellbeing: a truly pleasurable experience for your hair!

« For me, it's the best way of going back to light, fresh hair from roots to tips. »

BRINGING TOGETHER THE BEST OF NATURE AND SCIENCE...

Jujube bark extract : a 100% of natural origin, anti-dandruff active ingredient.

Obtained from the bark of the Jujube plant « Ziziphus Joazeiro », one of the most esteemed trees in South America, Jujube bark extract is a natural alternative of Zinc Pyrithione known for its effective treatment against dandruff related issues. Its composition is rich in saponines, a molecule with many powers: anti-inflammatory, anti-bacterial and immunoregulatory. A true double agent, acting on the inflammation process by simultaneously soothing the scalp and significantly reducing the amount of dandruff.

A proven efficiency to significantly reduce dandruff and ease itching.

To prove the efficiency of this extract, an in vitro test was conducted to study its direct effect on the inflammatory mechanism, the itchy scalp phenomenon and the appearance of dandruff.

Results showed that due to its soothing and antihistamine properties, after only a few days of application, Jujube bark extract clearly reduced itching, unpleasant tingling sensations and the appearance of dandruff. It acts immediately, upon application, and the effects are long-lasting.

A remarkable sebum regulator.

The secretion of sebum is at the heart of the production of dandruff. The test shows that after only one application, Jujube bark extract gently regulates sebum secretions and purifies the scalp while rebuilding the hydrolipidic barrier. The scalp's balance is restored on the long term and without any boomerang effect.

To conclude, it is clear that Jujube bark extract is a winning active ingredient, working against dandruff, regulating sebum, anti-inflammatory, 100 % of natural origin and extremely efficient from the first application. As use extends, its efficiency increases and effects last.

Extract of Japanese Cherry tree blossom: a moisturizing* and softening agent.

To reinforce the action of the Jujube bark extract, we have selected the extract of Cherry blossom, the Japanese most admired flower for many centuries. A real symbol of beauty, delicacy, rarity and purity, and especially known for its moisturizing* and soothing benefits.

*hydration of the upper layers of the epidermis.

*hydration of the upper layers of the epidermis. **Clinically proven results.

My DETOX ritual for healthy, light and shiny hair from roots to tips.

Once a week, alternate this shampoo with a scrub for your scalp by using my purifying scrub with sea salt. Then, on wet hair, apply a few sprays of my purifying hair finish lotion with sage vinegar. This final touch will leave you hair shiny while soothing your scalp and delicately scenting your hair for a true feeling of freshness.

Cleanse and eliminate dandruff on a daily basis



PURIFYING SHAMPOO WITH JUJUBE BARK EXTRACT

Recommended retail price for 250 ml / 8.33 Fl.oz :
28€ - \$38 - 28£
Available from MARCH 2016

Exfoliate and purify the scalp once a week



CLEANSING PURIFYING SCRUB WITH SEA SALT

Recommended retail price for 250 ml / 8.33 fl.oz :
39€ - \$52 - 39£
Still available

Bring instant shine and lightness as needed



NEW FORMULA - LIGHTER FEEL

PURIFYING HAIR FINISH LOTION WITH SAGE VINEGAR

Recommended retail price for 200 ml / 6.8 fl.oz :
36€ - \$48 - 36£
Available from JUNE 2016

CLINICALLY PROVEN RESULTS

We wanted to test the efficiency of this detox routine through a clinical test conducted on 40 subjects, male and female, suffering from dandruff, itching and oily scalps. The test compared two groups of 20 subjects each, one testing the purifying shampoo twice a week, the other using the routine - purifying shampoo with Jujube bark extract alternating with the cleansing purifying scrub with sea salt once a week.

The results of both groups are highly conclusive but display that the routine allows for accelerated results: dandruff, sebum production and itching are all reduced much faster than through the sole use of the shampoo.

- 65 % of subjects having used the shampoo alone notice a significant reduction in the amount of dandruff after 28 days of use, compared to 80% using the detox routine.

Compared to their usual purifying routine:

- 85 % of subjects notice an increase of scalp comfort and 80 % a genuine reduction in dandruff, after only 2 weeks use.
- 75 % notice the soothing effect, considerably less itching and a return to a more balanced scalp.
- 65 % decide to replace their usual routine with the detox routine and 60 % would recommend it.



NO PARABENS, NO SILICONES, NO SLS¹, NO COLORANTS. NOT TESTED ON ANIMALS.

¹Except the cleansing purifying scrub with sea salt.



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