# Hair Care

### Être de mèche®





### HAIR CONDITIONER

Naturally detangled hair

Long awaited by the fans of our hair products, the Propolia® hair conditioner with detangling properties has finally arrived. A hair care providing suppleness and shine with sweet scents: already one of our little favourites!

#### Silicone free, quaternary ammonium free

Main ingredients: HONEY, ARGAN AND COCONUT OILS, WHEAT PROTEIN, ALOE VERA, CIDER VINEGAR.

150 ml tube

### For whom? How?

For people whose hair needs a natural boost (without silicones!), to detangle after the use of an organic shampoo.

38

Apply a dollop of product to the lengths and ends of the towel-dried hair (still damp) while avoiding the roots if possible. Leave it to act then rinse thoroughly with cold water for more shine.



**Ref: SHAMIELBIO** 

### **GENTLE HONEY SHAMPOO** Shiny hair that's full of vitality

Give volume to the hair with this Gentle Shampoo with Honey and Coconut fragrance. Its gentle 'no-tears' formulation, tested and approved by specialist bloggers, make it ideal for all the family.

#### Chosen as "Best Organic" product for 2015

Main ingredients: HONEY, SOAPWORT, BAMBOO PITH, FLORAL WATERS OF LAVENDER AND BLOSSOM ORANGE.

#### 200 ml bottle

### For whom?

How?

For those looking for a gentle shampoo with a natural composition, for the transition from conventional to natural, or simply for a routine free of irritating surfactants.

Apply on wet hair and gently massage the scalp. Rinse with clear water and shampoo again if necessary.

"In addition to a perfect composition, this product is absolutely great." Mini from the 'Les Cheveux de Mini', said about the Gentle Honey Shampoo

> leasure to use. Moreover, the foaming effect of conventional shampoo is there even though it doesn't contain sulphates!" Juliette from 'Blog du Cheveu', said about the Gentle Honey Shampoo

'I carefully monitored my scalp since I started using this shampoo and the result was immediate: the scalp has no rashes, no dandruff. It is beautiful and immaculate. This product keeps its promises." Elodie, a blogger, said about the Treatment Propolis Shampoo



**Ref: SHAMPROBIO** 

#### TREATMENT PROPOLIS SHAMPOO

#### Your scalp's friend

Specially formulated for scalp irritation, this gentle shampoo soothes the scalp and prevents the overproduction of sebum thanks to the combined properties of Honey, Propolis, Clay and Juniper. Its efficacy is genuinely noticeable.

Main ingredients: PROPOLIS, CLAY, ESSENTIAL OILS OF CEDAR AND JUNIPER. 200 ml bottle

### For whom?

For people whose scalp is prone to rashes, itching and dandruff, and requires special care.

How?

Shake well before use (the clay needs to be mixed), apply on the scalp and massage into wet hair once or twice a week.





#### HAIR MASK *The nourishing power of the beehive*

Specially formulated to intensely nourish even the driest hair, the vegetable ingredients of this mask give the hair suppleness while Honey and Tiare flower provide a pleasant, subtle aroma - an indispensable hair care product.

#### Silicone free, quaternary ammonium free

Main ingredients: SHEA BUTTER, AVOCADO AND APRICOT OILS, HONEY, PROPOLIS, BEESWAX, ALOE VERA 200-ml jar

How?

### for whom?

**Ref: MASCAPIBIO** 

For those with long, fine or dry hair which needs a nourishing and invigorating mask and to give lustre and shine to the hair.

Preferably prior to shampooing: apply to the hair while avoiding the hair roots and leave it to act for 1 to 2 hours (or even a full night) wrapped in a warm towel. Wash with a suitable gentle shampoo.

s incomparable: my hair is detangled, invigorated and so soft!" Review of Julia, on propolia.com

nask" Juliette's opinion on 'Le blog du Cheveu'



**Ref: GELUCHEVEU** 

pola

#### HAIR & NAILS CAPSULES For healthy hair and nails

Formulated for greater natural effectiveness, these capsules combine the recognised qualities of plants with Selenium and Vitamin B8, for the complete care of your hair and nails.

Main ingredients: MULTI-FLORAL POLLEN, BLUEBERRY, BREWER'S YEAST, SELENIUM, ZINC, VITAMINS B5, B6, B8

90 capsules container - 1 month supply

for whom?

their hair the best support with the help of natural supplements.

## HAND?

For those who would like to give Take 3 capsules per day, (preferably on an empty stomach), over a 3- month period (1 container per month). To be renewed 2 to 3 times a year.

Transition period for hair moving to organic

Hair products with silicones are found far too often in the bathroom: they are used to give a nice appearance to the hair (gloss, detangling or softness) and have become the routine product for many people. Added to the negative impact of silicones (and / or quaternary ammonium cations) on the ecology is the fact that they give a very artificial

The silicones coat and cover the hair. which "suffocates" it under an impenetrable layer. This artificial layer hides the true condition of the hair.

appearance to the hair.

After years of using conventional products we no longer know what the hair looks like without silicones. Therefore the transition period to natural hair care can sometimes be a little difficult.

What happens during the transition period to organic ? During the transition period, the silicones layers are gradually removed and the real hair condition becomes apparent as dry, brittle or dull. It takes some time for the hair to regain its vitality and natural lustre and during this time might wonder if the use of natural products does do any good to the hair.

So don't be too quick to judge your new organic products!

The condition of the hair observed during the transition period is not caused by the use of healthier products but by the extended use of products that have "camouflaged" without repairing. Actually it takes

sometimes up to a few weeks of taking care of the hair with natural products before seeing positive results and this is quite normal. In some cases it may even be necessary to do a haircut as the hair may be too damaged. Even if switching to natural products is a healthier choice for the hair, it takes time to work its magic.

#### What about the lack of foam?

In conventional products sulphated surfactants abound and they allow the formation of a large amount of foam. Foam represents the proof of an effective cleansing, at least according to the collective imagination. «The more it foams, the better my shampoo cleans». Even if it is wrong!

The problem is that the abundance of foam added to the potential irritating surfactants makes the scalp react. As a defensive reflex, it will naturally tend to get greasy even faster. So the user will increase the frequency of shampooing which will increase the irritation of the scalp. And so it continues.

Propolia<sup>®</sup> does not use any silicone or quaternary ammonium cation, or sulphated surfactant in its products.