

Strengthen & Clarify Collection

The Wellness Ritual for Roots, Scalp and Hair

WHAT IT IS

A collection of microbiome-forward formulas for next-level hair wellness. Powered by patent-pending Rootbiomic Ferment™, these award-winners and best-sellers are brewed for benefits like damage repair, smoothing, scalp care and more.

WHY YOU NEED IT

A full routine designed to reset scalp health, repair damage, and balance oil production. Targets multiple hair concerns—dryness, frizz, weakness, and excess oil—with one fully fermented system for a noticeable transformation from root to tip.

- Everything you need to start your ultimate wellness ritual for roots, scalp and hair.
- Target needs from dryness and damage to oily scalp and hair with the power of fermentation.
- Results you can see and feel from root-to-tip.

HOW IT WORKS

- AHA + ACV Pre-Shampoo Clarifying Rinse - Applied before shampooing, this rinse gently exfoliates the scalp without stripping moisture, to remove excess oil and product buildup using a blend of scalp-kind fruit-derived acids and clarifying actives.
- Strengthen Concentrated Shampoo - this sulfate-free (SLS/SLES) shampoo is designed to minimize breakage, smooth frizz and boost shine, while delivering the necessary nutrition for stronger, healthier hair from root to tip. Ultra-concentrated so you only need half your usual amount.
- Strengthen Concentrated Conditioner - This silicone-free formula uses no added water and conditions from the inside out with potent, concentrated ingredients that deliver more with less. Rootbiomic Ferment™ works to nourish the scalp's barrier, while lightweight oils and bio-

peptides target weakened strands. The texture is rich but rinseable, coating hair in lasting hydration without heavy residue or buildup.

- BioBrew™ Fermented Strengthening Serum - this concentrated bi-phase serum blends the nourishment of an oil with the lightweight treatment power of a serum for stronger, healthier hair from root to tip. With every application, it smooths the cuticle, locks out frizz, and helps reinforce hair against breakage and heat—no greasiness, no stiffness, just soft, resilient strands.
- Clarify Balancing Serum for Oily Scalp - this serum doesn't just reduce excess oil—it helps keep it in check. With each application, salicylic acid helps gently exfoliate and clarify the scalp, while Rootbiomic Ferment™ supports a balanced scalp environment. It's weightless, invisible, and works quietly in the background to keep your hair and scalp feeling fresh longer.
- Clarify Dry Shampoo - this finely milled, talc-free powder acts like a sponge—soaking up oil, sweat, and odour on contact--and over time. Rootbiomic Ferment™ in powder form helps support balance, while clay and rice starch refresh without buildup for soft, touchable hair that feels clean—not stiff, sticky, or weighed down. Plus it disappears into roots with a vanishing tint, leaving no trace behind.



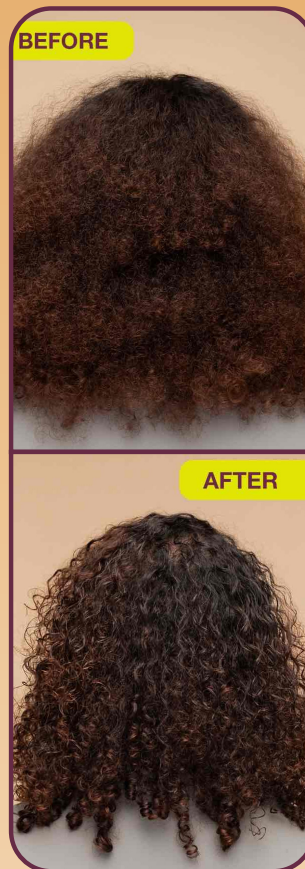
THE SCIENCE

Rootbiomic Ferment™ acts like “kombucha for your scalp,” transforming botanical extracts into bioavailable nutrients. This fermentation process:

- Supports the scalp microbiome for optimal balance
- Helps balance surface oil
- Strengthens hair follicles and rebuilds fiber integrity
- Promotes healthier, more resilient strands growing from the root

HOW TO USE

- **AHA + ACV Pre-Shampoo Clarifying Rinse** - before shampooing, part dry hair and apply directly to the scalp using the nozzle. Massage in and leave on for 10–15 minutes. Rinse thoroughly, then follow with shampoo and conditioner. Use 1–2x per week.
- **Strengthen Concentrated Shampoo** - Pump half your usual amount of shampoo into palm. Emulsify into a lather and massage into your scalp. You can always add more if needed, but this shampoo is designed to do more with less. Rinse well.
- **Strengthen Concentrated Conditioner** - After shampooing, apply a small amount—about half of what you’d typically use. Work through mid-lengths to ends. Leave on for 1–3 minutes, then rinse thoroughly. Use with Strengthen Shampoo for best results.
- **BioBrew™ Fermented Strengthening Serum** - apply 1–2 pumps to clean, damp hair before styling. Focus on mid-lengths to ends. Can also be used on dry hair to tame frizz or add polish. Style as usual.
- **Clarify Balancing Serum for Oily Scalp** - apply 2–3 droppers to clean, towel-dried or dry scalp. Target areas where oil builds up (like part line or crown). Massage in—do not rinse. Use daily or as needed. Style as usual. Suitable for all hair and oily scalp types.
- **Clarify Dry Shampoo** - shake a small amount directly onto roots or into hands, then work into the scalp using fingers or a brush. Use on dry hair only. Reapply as needed between washes.



Unretouched photos after one use of BioBrew™. Individual results will vary.





AHA + ACV PRE-SHAMPOO CLARIFYING RINSE

Ingredients: Aloe Barbadensis Leaf Juice, Lactobacillus/ (Centella Asiatica/Coffee Seed/Ganoderma Lucidum/ Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, Arginine, Glycolic Acid, Lactic Acid, Water/Aqua/Eau, Vinegar, Glycerin, Polyglyceryl-4 Caprate, Pentyleneglycol, Hibiscus Sabdariffa Flower Extract, Inulin, Glucomannan, Alpha-Glucan Oligosaccharide, Sarcosine, Mentha Viridis (Spearmint) Leaf Oil, Mentha Piperita (Peppermint) Oil, Decyl Glucoside, Sclerotium Gum, Butylene Glycol, Potassium Hydroxide, Citric Acid, Potassium Sorbate, Sodium Benzoate, 1,2-Hexanediol, Limonene [ILN 157508]

STRENGTHEN CONCENTRATED SHAMPOO

Ingredients: Lactobacillus/(Centella Asiatica/Coffee Seed/Ganoderma Lucidum/Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, Water/Aqua/Eau, Sodium Lauroyl Methyl Isethionate, Sodium Lauroyl Lactylate, Sodium C14-18 Olefin Sulfonate, Cocamidopropyl Hydroxysulfate, Sodium Cocoyl Alaninate, Lauryl Glucoside, Glyceryl Laurate, Sodium Chloride, Glycerin, Butylene Glycol, Glycol Stearate, Hydrolyzed Yeast Protein, Citrus Junos Fruit Extract, Niacinamide, Inulin, Hydroxypropyltrimonium Inulin, Alpha-Glucan Oligosaccharide, Arginine, Glycine Soja Extract, Glycolipids, Betaine, 1,2-Hexanediol, Sodium Cocoyl Sulfate, Guar Hydroxypropyltrimonium Chloride, Citric Acid, Sodium Sulfate, Lecithin, Sodium Benzoate, Tetrasodium Glutamate Diacetate, Ethyl Lauroyl Arginate HCL, Potassium Sorbate, Caramel, Cetyl Alcohol*, Limonene, Fragrance/Parfum [ILN 157166]

*Conditioning agent / Agent conditionneur

STRENGTHEN CONCENTRATED CONDITIONER

Ingredients: Aloe Barbadensis Leaf Juice, Lactobacillus/(Centella Asiatica/Coffee Seed/Ganoderma Lucidum/Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, Brassicamidopropyl Dimethylamine, Cocos Nucifera (Coconut) Oil, Water/Aqua/Eau, Glycerin, Pyrus Malus (Apple) Fruit Extract, Brassica Alcohol*, Lactic Acid, Vinegar, Cetearyl Alcohol*, Disunflowerolethyl Dimonium Chloride, Hydroxypropyl Starch Phosphate, Brassicyl Valinate Esylate, Hydroxypropyltrimonium Inulin, Sodium PCA, Hydrolyzed Yeast Protein, Passiflora Edulis Seed Oil, Oryza Sativa (Rice) Bran Oil, Euterpe Oleracea Fruit Oil, Sunflower Seed Oil Glycerides, Polyglycerin-3, Polyglyceryl-3 Lactate/Laurate, Guar Hydroxypropyltrimonium Chloride, Calcium Gluconate, Butylene Glycol, Lauryl Lactyl Lactate, Trisodium Ethylenediamine Disuccinate, 1,2-Hexanediol, Sodium Benzoate, Potassium Sorbate, Citric Acid, Limonene, Fragrance/Parfum [ILN 157272] *Conditioning agent / Agent conditionneur



BIOBREW™ FERMENTED STRENGTHENING

Ingredients: Lactobacillus/(Centella Asiatica/Coffee Seed/Ganoderma Lucidum/Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, C13-15 Alkane, Dioctyldodecyl Dodecanedioate, Ethylhexyl Pelargonate, Water/Aqua/Eau, Pentylene Glycol, Butylene Glycol, 1,2-Hexanediol, Hydrolyzed Yeast Protein, Ascorbyl Tetraisopalmitate, Tocopheryl Acetate, Sphingomonas Ferment Extract, Inulin, Hydroxypropylammonium Gluconate, Alpha-Glucan Oligosaccharide, Saccharide Isomerate, Hydroxypropylgluconamide, Sodium Acetylated Hyaluronate, Sodium Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Caesalpinia Spinosa Fruit Pod Extract, Helianthus Annuus (Sunflower) Sprout Extract, Moringa Oleifera Seed Oil, Melia Azadirachta Leaf Extract, Eclipta Prostrata Extract, Sodium Citrate, Heptyl Glucoside, Glycerin, Maltodextrin, Polyglyceryl-10 Laurate, Sodium Phytate, Sodium Benzoate, Potassium Sorbate, Glycolic Acid, Citric Acid, Tartaric Acid, Benzyl Alcohol, Ethylhexylglycerin, Citronellol, Geraniol, Limonene, Linalool, Fragrance/Parfum [ILN 157338]

CLARIFY BALANCING SERUM FOR OILY SCALP

Ingredients: Lactobacillus/Centella Asiatica/Coffee Seed/ Ganoderma Lucidum/Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, Butylene Glycol, 1,2-Hexanediol, Polyglyceryl-4 Caprate, Propanediol, Arginine, Lactic Acid, Glycerin, Water/Aqua/Eau, Salicylic Acid, Zinc PCA, Leptospermum Scoparium Leaf Extract, Chlorella Vulgaris Extract, Allantoin, Hydrolyzed Yeast Protein, Inulin, Saccharide Isomerate, Alpha-Glucan Oligosaccharide, Sarcosine, Fructose, Glucose, Rosmarinus Officinalis (Rosemary) Leaf Oil, Ormenis Multicaulis Oil, Mentha Piperita (Peppermint) Oil, Mentha Viridis (Spearmint) Leaf Oil, Melia Azadirachta Leaf Extract, Melia Azadirachta Flower Extract, Sodium Benzoate, Cellulose, Cellulose Gum, Potassium Sorbate, Pentylene Glycol, Xanthan Gum, Sodium Citrate, Citric Acid, Potassium Hydroxide, Limonene, Linalool [ILN 157610]

CLARIFY DRY SHAMPOO

Ingredients: Maranta Arundinacea Root Extract, Tapioca Starch, Zea Mays (Corn) Starch, Magnesium Carbonate, Mica, Lactobacillus/(Centella Asiatica/Coffee Seed/Ganoderma Lucidum/Hops/Panax Ginseng Root/Scutellaria Baicalensis Root) Extract/Pea Extract/Rice Seed Extract Ferment Filtrate, Maltodextrin, 1,2-Hexanediol, Water/Aqua/Eau, Allantoin, Inulin, Alpha-Glucan Oligosaccharide, Rosmarinus Officinalis (Rosemary) Leaf Oil, Ormenis Multicaulis Oil, Mentha Piperita (Peppermint) Oil, Potassium Sorbate, Iron Oxides (CI 77491), Iron Oxides (CI 77499) [ILN 157810]