

Your Hair Tells a Story. *Are You Listening?*

Daily stressors, nutrition, and your body's natural cycles can impact hair health. Our Rootbiomic Ferment™ helps support how your hair looks and feels from root to tip.



Quick and Easy Compliant Statements

Check out this convenient guide so you can confidently spread the word in a way that's compliant and clear.

Do:

Feel free to talk about your haircare journey and show pictures of your before and afters.

"Wellness is so important to me, so I recently decided it was time to focus on my hair wellness..."

Examples of what TO say:

- Transformative results you can see + feel
- My hair looks healthier / My hair feels healthier
- My hair looks/feels smoother and shiny (glossy, moisturized)
- People have asked me what I've been using on my hair
- I feel like my hair is like new / totally renewed
- This is the healthiest my hair has ever looked/felt

Feel free to talk about how the roots, scalp, and hair are all connected. One can't be healthy without the other, and the Rootbiomic Ferment™ is designed to nurture all three.

Examples of what TO say:

- Designed for complete hair wellness
- Nurtures the root, scalp, and hair
- Good-for-scalp ingredients
- Healthy hair + scalp routine
- Ferment supports active roots, a hydrated, balanced and strong, healthy hair

Celebrate the innovation of the concentrated formulas.

Examples of what TO say:

- No added water*
- Ultra-concentrated for efficacy and sustainability
- if you are look at your current hair products, chances are the first ingredient is water

*Excludes ingredients with inherent water content. Some essential raw materials in The Rootist formulas—like the gentle surfactants—are only commercially available pre-mixed with water. That's referred to as "inherent water content" since it cannot be avoided or removed.

Celebrate the innovation of the concentrated formulas. (cont.)

Examples of what **TO** say:

- Typical shampoo and conditioners are 70% water
- Shampoo and conditioner bottles are small, but equal to bottles 2x their size
- So powerful, you only need to use half your normal amount

Feel free to speak to The Rootist's eco-mitments and clean formulation standards

Examples of what **TO** say:

- Responsibility and sustainably sourced ingredients
- Biologically derived ingredients
- Vegan
- Biodegradable formulas and why that's important (everything goes down the drain)
- Respect the microbiome (BioBrew™, Densify Shampoo, Densify Conditioner and Densifying Serum are certified Microbiome-Friendly)
- Scalp-kind, good-for-you ingredients
- Recyclable and/or refillable packaging wherever possible, including aluminum + glass bottles
- Free of parabens, phthalates, mineral oils, sulfates (SLS+SLES) and silicones

⊗ Don't

Make drug or disease-treating claims

These examples are drug claims regulated by the FDA and Health Canada. Any claim that a product can treat, cure, prevent or alleviate a disease or condition is classified as a disease/disease-treating claim. Amare and The Rootist products cannot be associated with these types of promotions or claims.

Examples of what **NOT** to say:

- Makes your hair grow/grow back
- Reduces, treats, cures or prevents dandruff
- Is good for relieving a flaky or itchy scalp
- Speak to medical conditions or treatments (e.g., chemotherapy, alopecia, psoriasis, eczema, PCOS, balding, lice)

Equate or compare the results of using The Rootist to monographed drugs

e.g., Rogaine (Minoxidil), Propecia (Finasteride), Spironolactone (Carospir, Aldactone), Head and Shoulders (Zinc Pyrithione), etc.

Make “structure-function” claims - meaning anything going on inside the skin or body. (i.e., underneath the scalp surface, biological processes, etc.)

Examples of what NOT to say:

- Stimulates hair growth, roots or follicles
- Stimulates or promotes blood flow/circulation to the scalp, roots or follicles
- Regenerates the scalp, roots or follicles
- Blocks DHT production
- Regulates or reduces oil production on the scalp
- Antibacterial or anti-inflammatory
- Supports the gut microbiome or gut-brain axis

Misstate or exaggerate the facts.

Examples of what NOT to say:

- Waterless
- Made without any water
- Zero water

Misstate or exaggerate the facts or imply that any of these claims or statements specific to The Rootist apply to Amare formulas.

Examples of what NOT to say:

- All-natural/100% naturals
- 100% recyclable
- Organic
- Chemical free
- Non-toxic
- Biodegradable packaging
- Each product is certified Microbiome-Friendly