



## TONING MOISTURISING SHAMPOO

Vegan formula with surfactants and vegetable extracts to gently cleanse and tone your hair. Enriched with three extracts: blackberry, grape seed and hydrolysed quinoa. With antioxidant, softening and soothing properties. Strengthens, moisturises and restores shine to blond or greying hair. Its formula rich in blue-violet pigments neutralises gold pigments. Perfect treatment to boost blonde, white and silver hair.

### ACTIVE INGREDIENTS

Its formula contains a mixture of three powerful extracts:

**Blackberry extract:** Rich in trace elements and antioxidants, it moisturises and softens. Combats free radicals, protecting hair from breakage, dullness and ageing. Neutralises unwanted gold pigments, restoring shine and colour. Provides strength to the capillary structure.

**Grape Seed Extract:** Contains vitamin E, an antioxidant that helps build tissue, and linoleic acid, a fatty acid that promotes hair growth. It provides moisture and helps hair regain strength. Exfoliating, illuminating and protective action.

**Hydrolysed Quinoa Extract:** Natural protein to protect, condition and retain colour. Provides body and shine. Promotes active ingredient penetration into the hair. Helps to keep hair healthier and make styling easier. Enhances colour retention and fixation.

*Be Blond  
be White*



### BENEFITS

**Thanks to a delicate formulation made with non-aggressive plant surfactants, it gently cleanses the hair without irritating the scalp.**

The mixture of its active ingredients with natural ingredients tones the hair, bringing back the needed moisture and shine. Revitalises and strengthens. Environmentally friendly formulation with no ingredients of animal origin. Its formulation does not contain sulphates, silicones or alcohols, making it suitable for the curly method. 100% Gluten Free product, suitable for use by those intolerant or allergic to gluten.

**Sustainable packaging:** PE GREEN container made of 100% recyclable sugar cane bio plastic. The allergen-free fragrance is characterised by a clean fresh scent with a floral heart.

### HOW TO USE

Apply product to damp hair. Lather and leave on for 3 to 5 minutes. Rinse. Repeat if desired. Avoid contact with eyes, in case of contact rinse thoroughly with water. May cause allergic reaction.

### INGREDIENTS

AQUA / COCAMIDOPROPYL BETAINE / SODIUM COCOAMPHOACETATE / LAURYL GLUCOSIDE / PROPANEDIOL / SODIUM CHLORIDE / GLYCERIN / QUATERNIUM 98 / CETRIMONIUM CHLORIDE / DODECANE / PARFUM / POLYGLYCERYL-4 LAURATE/SEBACATE / POLYGLYCERYL-6 CAPRYLATE/CAPRATE / PPG-3 CAPRYLYL ETHER / CITRIC ACID / PHENOXYETHANOL / HYDROXYPROPYLTRIMONIUM INULIN / PEG-150 PENTEAERYLTHRITYL TETRASTEARATE / BEHENTRIMONIUM CHLORIDE / PPG-2 HYDROXYETHYL COCAMIDE / ACID VIOLET 43 / HC BLUE 2 / HYDROLYZED QUINOA / ISOPROPYL ALCOHOL / TRIETHYLENE GLYCOL / MORUS ALBA FRUIT EXTRACT / VITIS VINIFERA SEED EXTRACT / BENZYL ALCOHOL / POTASSIUM SORBATE / SODIUM BENZOATE

**1000 / 250 ml**