



## Australian Organics Shampoo



As part of the process to achieve healthy hair and scalp, we use a formulation developed with mild cleanses usually only found in professional salon products (no SLS, Sodium Lauryl Sulphates) together with Plant Proteins and Organic Plant Extracts (improves lustre, moisture retention and manageability), Almond Glycerides (water soluble, powerful humectants that silken, moisturize and improve manageability), Horsechestnut Extract (improves blood circulation to the scalp), and Provitamins. At the molecular level, our provitamin mix strengthens cells and assists new cell generation. Hair is made of structural proteins called keratin, which are long chain molecules composed of eighteen different amino acids. Vitamins are organic compounds necessary for normal functioning of the body. The lower molecular weighted provitamins are small enough to penetrate cells for substantive moisturizing, thereby adding body to each hair shaft. The higher molecular weighted proteins affix themselves to the outside of the hair shaft forming monomolecular layers that provide a cushion effect for added hair bounce and promote shine and silkiness.