



HAIR
therapy



**Enter the
world of a
healthy scalp
with shiny, thick
and strong hair.**

essentia
FOR YOU FROM NATURE

Hair is a pretty important part of our self-image. Especially when it's thick, shiny and healthy, it's something to be proud of. We can do a lot for the health of our hair ourselves by taking proper care of it and living a healthy lifestyle.

Proper hair and scalp care, with the right cleansing and conditioning products, plays an important role in the final appearance of your hair and, ultimately, in your well-being. Because we want you to feel good in your own skin, we have developed an organic hair and scalp care line – **Hair Therapy**.

Although hair is always admired, its beauty is a reflection of the health of the scalp. And **Hair Therapy** focuses on the foundation of beautiful hair - the scalp. All products, both for cleansing and for hair and scalp care, consist of active ingredients that are kind to the scalp and do not irritate it.

Essentiq Hair Therapy, your partner in the battle over itching, dandruff, hair loss, oily scalp, pimples on your scalp, sensitive scalp.

Essentiq Hair Therapy, your partner in the journey to shiny, strong and thick hair.

WHAT MAKES ESSENTIQ HAIR THERAPY SPECIAL?

A comprehensively designed professional therapy to address the most common scalp problems - sensitivity, itchiness, dandruff, hair loss, pimples.



It is a certified **ORGANIC** and **VEGAN** professional hair line that actually works. Shampoos do foam, conditioners and masks do soften hair and treatments give visible and tangible results.

Products contain **98-99% natural/organic** ingredients. The remaining 1-2% include preservatives, stabilizers and actives, such as vitamins.

Products are FREE OF:

- MINERAL OILS
- PEG & EO
- PARABENS, PHENOXYETHANOL OR SOURCES OF FORMALDEHIDE
- SYNTHETIC COLOURS
- PHYTHALATE
- GMO
- SULFATE
- SILICONES/DIMETHICON
- GLUTEN
- CRUELTY

WHY IS THIS RELEVANT?

PEG AND EO FREE

- PEG stands for polyethylene glycol
- EO stands for ethylene oxide

The cosmetics industry uses PEGs and EOs as solvents, thickeners, softeners and moisture carriers. They also function as absorption enhancers. Through these properties they allow both good and bad ingredients to be absorbed faster into deeper parts of skin. If they are used on broken or damaged skin, they can cause irritation and sometimes lead to system toxicity.

PEG's are often manufactured using ethylene oxide and 1,4 dioxane. Ethylene oxide is a known human carcinogen. It may harm the human nervous system and sometimes even cause developmental problems. 1,4 dioxane has been marked as a possible human carcinogen. It is also toxic to the environment.

Effectiveness of PEG and EO is replaced in Hair Therapy products by different naturally derived Polyglyceryl Esters like Polyglyceryl-10 Caprylate/Caprates.

SYNTHETIC COLOURS FREE

To change the colour of soaps, lotions, shower gels, face creams, shampoos, styling products, and more, manufacturers use artificial colours and dyes, which are often made from a variety of synthetic chemicals. Artificial colorants are often made from coal tar, and sometimes contain dangerous metals, such as lead. When your skin comes in contact with the toxins that artificial colours leave on your skin, there is an increased risk of sensitivity and irritation. In addition, they could lead to greater risk of acne, because they might block your pores.

Hair Therapy products are of natural colour, as derived from used plant extracts or oils.

MINERAL OIL FREE

Mineral oil is considered "comedogenic." That means it can clog your pores which can lead to acne and blackheads. Dermatologists have also said that creams which combine mineral oil and paraffin can damage the skin barrier and increase water loss.

The more refined the mineral oil is, the less comedogenic it is. But it is difficult to find out how purified the mineral oil in your product is.

Instead of mineral oils Hair Therapy products contain natural vegetable oils (such as almond, sunflower, argan, macadamia,) and natural derived lipid components (hydrogenated olive oil or isoamyl laurate).

SILICONES / DIMETHICON FREE

Silicone forms a barrier on top of your skin, which is similar to putting on a plastic wrap. It is true that this barrier can lock in moisture, but it can also trap dirt, sweat, bacteria, sebum, dead skin cells and other debris along with it. This prolonged exposure to oil, dead skin cells and bacteria trapped beneath the semi-occlusive silicone layer can lead to breakouts of acne or congestions. Smoothness, achieved by silicones is only

short-term. By clogging the pores, silicones prevent additional moisture from getting in, and that results in dull, dried out skin.

Hair Therapy achieves conditioning effects of silicones or dimethicon by using natural vegetable oils (such as almond, sunflower, argan, macadamia,) and natural derived lipid components (hydrogenated olive oil - natural alternative of conditioning agent to silicone or isoamyl laurate).

PHTHALATE FREE

You may be surprised that phthalates are a family of industrial chemicals that are used to soften PVC plastic, as well as being used as solvents in cosmetics and other consumer products like detergents, lubricating oils, automotive plastics, plastic clothes, and personal-care products (soaps, shampoos, hair sprays, and nail polishes). Several studies conducted on animals have concluded that phthalates can damage the lungs, kidneys, liver, and reproductive system.

Instead of phthalate based preservatives, Hair Therapy products are preserved with a mixture of benzyl alcohol and dehydroacetic acid, well researched Cosmos and Ecocert approved food grade preservatives. In some cases, food preservative potassium sorbate and multi-active preservative booster Glyceryl Caprylate are added.

GMOs FREE

GMOs are genetically modified organisms whose genes have been artificially altered to modify their characteristics in some way or another. Plants, animals, and microorganisms – including bacteria, viruses, parasites and fungi – can all be genetically modified. Among the first GMOs used in cosmetics were certain plant-derived ingredients. Some botanical cosmetic ingredients are derived from or contain components from GMO food products including corn oil, corn flour, soybean oil, and other components produced by yeast. Some GMOs have been developed specifically for cosmetic, to assist in production of ingredients. For example, canola has been modified to produce high levels of lauric acid, a key ingredient in soaps and detergents, at a reduced cost for consumers.

It has still not been determined what the effects of GMOs on human health are.

In Hair Therapy there are no genetically modified ingredients used.

CONTROVERSIAL PRESERVATIVES (parabens, phenoxyethanol or sources of formaldehyde) FREE

Phenoxyethanol and Parabens are widely used synthetic preservatives that have global approval for use in all cosmetic products in concentrations up to 1%. Parabens and phenoxyethanol are a problem in cosmetics for reasons that have nothing to do with skincare. Based on research, some articles mention that both preservatives, when absorbed through skin care products can mimic hormones in the body,

disrupt functions of the endocrine system or even cause cancer. However, we could not find any scientific study that would prove that.

Someone might ask, what the point in excluding controversial preservatives is, then.

Well, because it is the public opinion that they are dangerous. And you cannot defeat public opinion or fight against it. If people feel safer by not using some preservatives, it is much easier to replace them with the ones that are publicly acceptable.

Hair Therapy products are preserved with a mixture of benzyl alcohol and dehydroacetic acid, well researched Cosmos and Ecocert approved food grade preservative. In some cases, food preservative potassium sorbate and multi-active preservative booster Glyceryl Caprylate are added.

BUTYLPHENYL METHYLPROPIONAL (LILIAL) FREE

Due to its floral scent butylphenyl methylpropional or lilial functions as a fragrance ingredient in cosmetics and other personal care products. It is used in aftershave lotions, bath products, bubble baths, cleansing products, hair care products, moisturizers, perfumes and colognes, shampoos and skin care products. In most of the mentioned products lilial is a part of a fragrance. That must be clearly stated on the product's label.

There is no lilial in fragrances used in Hair Therapy products. We only use fragrances that are composed free of allergens.

Using quality products to clean and care for your hair and scalp is essential, but it's not everything. Hair also reflects the state of our body and the care we take of it. And although people nowadays want quick, one-step and instant solutions, when it comes to more complex problems, changes need to be made at different levels, and some time and patience are required to achieve the desired results. Hair Therapy will help alleviate problems and provide quality care for your scalp, but for persistent problems, you'll need to find the underlying cause and start addressing it.

What do we mean by that?

Fast, inadequate, vitamin- and mineral-depleted diets, various weight-loss regimes, stress, hair colouring, the use of hair irons, curlers and blow dryers all affect our scalp. Temperature changes, humidity, exposure to sun, UV rays and the use of poor-quality hair care products can also aggravate the condition of the hair. Our hair can also be damaged by various infections, inflammation, autoimmune diseases and certain medications. Our scalp is also affected by inherited traits, hormonal changes that occur during pregnancy, puberty and menopause, and hormonal disorders.

Because we want you, the user of our products, to have a comprehensive view of the complexities of caring for your scalp and hair, we will also list the possible causes of each problem.

HAIR AND SCALP CLEANSING

IMPORTANT NOTICE:

SHAMPOOS SHOULD ALWAYS BE SELECTED ACCORDING TO THE SCALP TYPE, NOT THE HAIR.

A quality shampoo removes dirt, grease, fixing sprays, gels and the like from the surface of the hair and scalp. Most of the impurities are of organic origin and cannot be removed by water alone. To remove these impurities special substances called detergents or surfactants are needed. The most famous are soaps, detergents and shampoos. The basic feature of the Essentiq shampoos is that they contain very few chemical substances, they are not aggressive and do not irritate the scalp. Rather, the opposite is true - our shampoos contain ingredients that soothe the scalp, clean it of all superfluous keratin layers of the skin, allow the skin to breathe, and prevent excessive secretion of fat.

Application:

It may sound funny, but we've heard quite a few hairdressers say that people don't know how to wash their hair properly. They don't know how, or they just don't feel like it. What do we mean by that? That people just quickly apply shampoo to their hair and do not rub it into their scalp. This does not wash the scalp and, as a result, it gets greasy faster. Or they shampoo their scalp just once. Double shampooing is important because the first shampooing removes the inorganic impurities that have appeared on the hair and scalp, and only the second shampooing finally removes the organic impurities.

It is recommended to shampoo the hair and the scalp for at least 2-times. The amount of the applied shampoo should be about the size of a walnut. The shampoo should be applied to one's fingers and slid through one's scalp in order to ensure that the shampoo truly reaches the surface of the scalp.

When using natural shampoos this is even more important, as this kind of shampoo does not foam as much. If we've washed the hair well, the shampoo will form foam. The benefit of the natural shampoos is that they do not irritate or dry the scalp, and do not encourage excessive secretion of fat.

HAIR THERAPY SHAMPOOS ARE SULPHATE FREE

Rather than sulphates, we use mild skin and hair friendly natural derived glucosides, glucamides and foaming hydrolysed vegetable proteins processed with fatty acids from coconut in our cleansing products.

Reasons to excluding sulphates are:

- To reduce chances of developing irritation or inflammations on skin or scalp.
- To increase moisture retention within the hair and the skin.
- To prevent destruction of the important acid skin mantle balance and thus protect skin from absorbing harmful chemicals.
- To help maintain colour in dyed hair for longer periods of time. Sulphate free shampoos are beneficial for coloured hair.

HAIR THERAPY SCALP SCRUB

Exfoliation helps to remove layers of excess product and dead skin cells from the scalp and hair, and stimulates blood circulation to the scalp, which in turn provides more oxygen to the cells, allowing hair to grow faster.

Important to know:

- Always use lukewarm water when exfoliating (if applied to dry skin, the effect can be very unpleasant). Also use lukewarm water when rinsing the scrub.
- Use the pads of your fingers to massage the scrub gently but thoroughly into the wet scalp. It is very important that the scrub reaches the scalp, as applying it only to the hair will not have the desired effect on the scalp. Massage the entire scalp, making at least five circular movements with your fingers at each point.
- The recommended use of the scrub is once a week.

TIP - if you get an exfoliating massage from your hairdresser, their magic fingers will also have a beneficial effect on your state of mind. It's not just the scalp, the soul needs pampering from time to time too!



Shampoo



NORMAL SCALP
1000ml, 250ml

Linden & Orange

98.5% NATURAL
26% ORGANIC

WITH THE POWER OF

LINDEN EXTRACT	Protects, hydrates, increases hair volume
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulates hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

This environmentally friendly rejuvenating shampoo helps effectively cleanse and replenish normal, coloured or curly hair with nutrient-powered hydration, while repairing follicles from the inside out.

A combination of Linden extract, Phyto proteins, Phytosterols stimulates hair growth, increases hair volume and helps strengthen the hair shaft. Leaves the hair visibly hydrated, not heavy, and free of static. *



OILY SCALP
1000ml, 250ml

Nettle & Lavender

98.5% NATURAL
26% ORGANIC

WITH THE POWER OF

NETTLE EXTRACT	Regulates sebum secretion, reinforces hair bulb health.
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulates hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

Strengthened with Nettle extract and Lavender oil this shampoo effectively helps fight overactive sebaceous glands by cleaning excess sebum, dirt or oily dandruff. Helps to gradually regulate scalp sebum secretion and reinforces hair bulb health.

The Glucosides make it non-toxic, non-allergenic and non-irritant, while it also prevents colour fading. Phyto proteins and Phytosterols increase hair volume and help strengthen the hair shaft. Your hair will be clean, light, hydrated and free of static. Just what you are aiming for! *



ANTI-DANDRUFF
1000ml, 250ml

Thyme & Zinc

98.5% NATURAL
25% ORGANIC

WITH THE POWER OF

ZINC	Fights seborrheic dermatitis, scalp psoriasis, and acne
THYME EXTRACT	Disinfects, promotes hair growth, prevents hair loss
SODIUM CAPROYL/LAUROYL LACTYLATE	Fights microorganisms
MENTHOL	Helps boost circulation
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulate hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

Tackles your scalp's fungal and inflammatory issues with powerful forces of Zinc and Thyme. While fighting dandruff or psoriasis, menthol will help speed up blood circulation in your scalp, and – together with Phyto proteins and Phytosterols – stimulate hair growth, increase hair volume and help strengthen the hair shaft. No more itchy scalp and white flakes on your hair and shoulders. Just visibly hydrated, light and static-free hair. *



ANTI-HAIR LOSS & HAIR STRENGTHENING

1000ml, 250ml

Green coffee, Ginger & Rosemary

98.5% NATURAL
28% ORGANIC

WITH THE POWER OF

GREEN COFFEE EXTRACT	Stimulates hair growth
CAFFEINE	Stimulates hair growth
GINGER	Improves the blood circulation of the scalp
ROSEMARY	Improves cellular generation
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulate hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

Who does not want shiny, light-weight, hydrated and most of all, thick hair? This shampoo helps you achieve that. Powerful blend of green coffee extract, caffeine and ginger helps speed up scalp blood circulation. Improved blood circulation, additionally nourished with Rosemary extract, Phyto proteins and Phytosterols results in hair growth and improved hair strength. The best moisturising and restoring agents like Aloe vera, glycerine and panthenol build up moisture reserves and supports cell regeneration while leaving the hair visibly hydrated, light, and free of static. Treat yourself with a noticeable difference. *



SENSITIVE SCALP

1000ml, 250ml

Calendula & Oats

98.5% NATURAL
26% ORGANIC

WITH THE POWER OF

CALENDULA EXTRACT	Hydrates, calms, protects the hair and scalp against cell-damaging free radicals.
COLLOIDAL OATMEAL (Gluten-free)	Forms a protective barrier on the scalp, binds moisture, and ease inflammation.
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulate hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

This exceptionally calming shampoo is developed for adults with sensitive scalp as well as for kids. Because it is non-toxic, non-allergenic and non-irritant it can be used on a daily basis without causing itchiness or dry hair. Suitable also for people with curly or coloured hair. The finest botanical ingredients blended into a mild formulation offer a gentle and balancing cleanse. It builds up moisture reserves and supports cell regeneration while leaving the hair visibly hydrated, light, and free of static. *



SCALP SCRUB

150ml

Camomile & Peppermint

98% NATURAL
35% ORGANIC

WITH THE POWER OF

ZINC	Fights seborrheic dermatitis, scalp psoriasis, and acne
CAMOMILE	Helps soothe the scalp of irritation
PHYTOPROTEINS	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS (Crambysol)	Stimulates hair growth
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
LAVANDER OIL	Stimulates hair growth, fights dandruff, soothes an itchy scalp
PEPPERMINT OIL	Helps boost circulation
PANTHENOL (Vitamin B5)	Regenerates cells
PROPANEDIOL	Restores moisture, reduces moisture loss
ALOE VERA	Soothes, heals, hydrates
MICRONIZED APRICOT PARTICLES	Ensures abrasive scrubbing function

The creamy moisturizing and nourishing scalp scrub is suitable for all scalp types. After use, the scalp feels clean, with invigorated blood circulation, which in turn helps hair grow, by providing the hair follicles with everything they need during the life cycle of your hair. The abrasive scrubbing function is ensured by micronized apricot particles (500 microns).

* For a more intensive cleansing of the scalp, better blood circulation and to stimulate hair growth, we strongly recommend a massage with **Scalp Scrub**.

HAIR CARE

CURLY HAIR, which is inherently drier and thinner, **DAMAGED AND BLEACHED HAIR**, **FRIZZY HAIR**, and **HAIR WITH SPLIT ENDS**, are the types of hair that call for the most extra care. People with long or thick hair also often use conditioners to help them detangle their hair when it is still wet after washing.

Healthy hair has a high prevalent strength, and does not break under mechanical stress such as combing or brushing. Hair with a damaged structure, however, breaks quickly. Hair can break as a result of dyeing, bleaching or perming. In the case of severely damaged hair, it is noticeable that significantly more hair falls out when brushing or combing than when the hair structure is healthy. With the split ends, the fibres of the fibrous layer or cortex are visible. Hair with a damaged structure, where the membrane proteins and intercellular substance are more or less eliminated, is the most frequently split. Blunt scissors, a comb with sharp edges and rubbing the hair against clothing can also cause split ends.

However, the causes of hair splitting are usually stress, improper and too severe chemical treatments, too intense heat treatments, vitamin and mineral deficiencies or genetic make-up.

Bleaching and high percentage discolouration damage the hair structure by damaging the hair's fibrous layer. As a result, the prevailing strength of bleached hair is greatly reduced. The chemicals damage the surface of the hair and remove hair components. Hair keratin is damaged and additional hair care is recommended. Surely no one wants to have beautifully coloured hair that is dry and has split ends at the same time?

With thin hair, we find that it lacks volume, the hairstyle does not hold very long, the hair is often static and, if we're not careful, it's harder to detangle after shampooing.

HAIR THERAPY hair care products are rich in active ingredients that help strengthen the hair structure, nourish the hair generously with plant proteins, increase the elasticity of the hair and reduce static in the hair, resulting in an overall improvement in the quality of the hair.



Conditioner



CALMING & RESTORING

1000ml, 250ml

Linden & argan

98% NATURAL
30.5% ORGANIC

WITH THE POWER OF

LINDEN EXTRACT	Protects, hydrates, increases hair volume
ARGAN OIL	Restores, promotes hair growth and thickness
ALOE VERA	Soothes, heals, hydrates the skin
PANTHENOL (Vitamin B5)	Improves skin elasticity and regeneration
WHEAT STRAW GLYCOSIDES	Softens and smooths hair
GOOD FATTY ALCOHOLS	Non-irritating and exceptionally beneficial for dry/damaged skin
CRAMBE ABYSSINICA SEED OIL	Improves hair elasticity, hydrates
AGAVE INULIN	Repairs follicles, hydrates, fights frizz
PHYTO PROTEIN	Strengthens hair shaft
PCA GLYCERYL OLEATE	Reduces trans-epidermal water loss
PHYTOSTEROLS	Stimulate hair growth
SUNFLOWER OIL	Improves skin hydration, reduces moisture loss

This lightweight calming conditioner is created for all hair types.

It is supercharged with Linden extract and Argan oil that penetrate deep into the hair to help repair it, improve hair elasticity, and promote overall hair health. Together with other finest botanical proteins and sterols, they balance the scalp's microbiome creating the optimal environment for healthy hair regrowth. Leaves the hair visibly nourished, not heavy, and free of static.

Mask



HIGHLY NUTRITIVE (moisturising/restorative)

500ml, 150ml

Immortelle, Argan oil & Shea butter

97.5% NATURAL
35% ORGANIC

WITH THE POWER OF

IMMORTELLE EXTRACT	Slows ageing, deeply repairs
SHEA BUTTER	Moisturises and regenerates
ARGAN OIL	Restores, promotes hair growth and thickness
ALOE VERA	Soothes, heals, hydrates the skin
PANTHENOL (Vitamin B5)	Improves skin elasticity and regeneration
WHEAT STRAW GLYCOSIDES	Softens and smooths hair
GOOD FATTY ALCOHOLS	Non-irritating and exceptionally beneficial for dry/damaged skin
CRAMBE ABYSSINICA SEED OIL	Improves hair elasticity, hydrates
AGAVE INULIN	Repairs follicles, hydrates, fights frizz
PHYTO PROTEIN	Strengthens hair shaft
PCA GLYCERYL OLEATE	Reduces trans-epidermal water loss
PHYTOSTEROLS	Stimulate hair growth
SUNFLOWER OIL	Improves skin hydration, reduces moisture loss

Highly nutritive mask with Argan oil, shea butter and immortelle extract restores and rebuilds damaged and dry hair. It is especially beneficial for curly, coloured or otherwise chemically or thermally treated hair. The most effective moisturising and restoring agents Aloe vera, glycerine and panthenol build up moisture reserves and support cell regeneration while leaving the hair visibly hydrated, light, and free of static. Phyto proteins and Phytosterols stimulate hair growth, increase hair volume and help strengthen the hair shaft. Just the right nourishment for starving hair.

Oil



LIGHTWEIGHT

100ml

Macadamia & Argan

100% NATURAL
2% ORGANIC

WITH THE POWER OF

MACADAMIA OIL	Antioxidant, increase elasticity & hair strength, tames frizzy hair, prevents tangles and dullness.
ARGAN OIL	Restores, promotes hair growth and thickness
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTOSTEROLS	Stimulate hair growth
HYDROGENATED OLIVE OIL	Natural alternative to silicone in conditioning agents.

A mixture of light oils of Macadamia and Argan, enriched by Phytosterols, offers great nutrition for DRY AND THIN, DAMAGED AND BLEACHED HAIR or SPLIT ENDS AND BROKEN HAIR. High content of vitamin E, antioxidants, palmitic, stearic, oleic, and linoleic fatty acids helps strengthen the hair structure, nourishes the hair with plant proteins, increases hair elasticity and decreases static electricity in the hair, improving the overall hair quality.

THERAPEUTIC PRODUCTS

If you wish to achieve some visible and long-term improvement, using only shampoo that targets your problem may not always be sufficient. Especially if your problem is intense.

Switching to a problem-specific shampoo is the first step in addressing the problem. However, shampoos are usually left on your head for a very short period (in most cases only while rubbing your scalp and hair) before they are rinsed off. Very often people do not rub the shampoo on their scalp thoroughly but only superficially on the hair, and due to this very short time frame the scalp is exposed to the shampoo, the active ingredients used in the shampoo do not really have a chance to penetrate into the scalp pores and sebaceous glands, and do their job. It is unrealistic to expect a miracle from shampoo which is on your head only for few minutes.

A lot more can be achieved by using products that are applied on the scalp and left there for a while, allowing the ingredients sufficient time to fight the problem. Within our hair therapy line, we have developed three therapeutic products.



RINSE OFF SCALP RELIEF

ANTI-DANDRUFF, ANTI-ACNE & ANTI-ITCHING

150ml

Sage & Zinc

98% NATURAL
21.5% ORGANIC

WITH THE POWER OF

ZINC	Fights seborrheic dermatitis, scalp psoriasis, and acne
SAGE	Rejuvenates and strengthens the hair follicles, boosts blood circulation in the scalp
ZIZIPHUS JOAZEIRO	Helps control dandruff and soothes the scalp with mild antibacterial and antifungal properties
LAVANDER	Stimulates hair growth, fights dandruff, soothes an itchy scalp
SODIUM CAPROYL / LAUROYL LACTYLATE	Fights against microorganisms
MENTHOL	Helps boost circulation
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
PHYTOSTEROLS	Stimulate hair growth
CATIONIC SUBSTANCES	Nourish
ALOE VERA	Soothes, heals, hydrates
AGAVE INULIN	Repairs follicles, fights frizz
CRAMBE ABYSSINICA SEED OIL	Improves hair and skin elasticity
PHYTO-EMOLLIENTS	Soften
GLYCERINE (Plant-derived)	Restores moisture, protects
PANTHENOL	Regenerates cells

The synergy of zinc, sage, lavender and Ziziphus joazeiro reduces dandruff occurrence and re-appearance, and helps reduce inflammation, skin irritation and itching. In addition to leaving a pleasant and cooling sensation on the scalp, Menthol stimulates scalp blood circulation and in combination with Phyto proteins and Phytosterols results in hair growth and increased hair volume.



LEAVE IN SCALP RELIEF

ANTI-DANDRUFF, ANTI-ACNE & ANTI-ITCHING

100ml

Zinc & Thyme

99.5% NATURAL
16.5% ORGANIC

WITH THE POWER OF

ZINC	Fights seborrheic dermatitis, scalp psoriasis, and acne
ZIZIPHUS JOAZEIRO	Helps control dandruff and soothes the scalp with mild antibacterial and antifungal properties
LAVANDER	Stimulates hair growth, fights dandruff, soothes an itchy scalp
THYME	Disinfects, promotes hair growth, prevents hair loss
PATCHULI	Treats skin conditions such as dermatitis, acne, or dry, cracked skin
TEA TREE	Prevents inflammation
PEPPERMINT	Helps boost circulation
PANTHENOL (Vitamin B5)	Regenerates cells
SODIUM CAPROYL / LAUROYL LACTYLATE	Fights against microorganisms
PROPANEDIOL	Restores moisture, reduces moisture loss
ALOE VERA	Soothes, heals, hydrates

Contains **ALCOHOL DENAT**

The synergy of zinc, thyme, patchouli, tea tree, lavender and Ziziphus joazeiro reduces dandruff occurrence, and helps reduce inflammation, skin irritation and itching. In addition to leaving a pleasant and cooling sensation on the scalp, peppermint oil stimulates scalp blood circulation. Aloe vera and panthenol build up moisture reserves and support cell regeneration. Let itchy scalp and white flakes on your hair and shoulders be a thing of the past.

ALCOHOL DENAT is used in skincare and cosmetics predominantly for its formulation benefits, rather than having any actual positive effects on the skin. It helps products spread easily and absorb quickly, and it acts as a preservative. Because it removes oils from the skin, it helps to de-grease the scalp and consequently helps other ingredients penetrate better.



LEAVE IN

ANTI-HAIR LOSS & HAIR STRENGTHENING

100ml

Caffeine, Ginger & Peppermint

99.5% NATURAL
15% ORGANIC

WITH THE POWER OF

JAPANESE EVERGREEN SPICEBUSH (Lindera strychnifolia root)	Slows hair loss by rebalancing mycobiota and bacteriobiota, stimulates hair growth, restores hair vitality and density
CAFFEINE	Stimulates hair growth
GINGER	Improves the blood circulation of the scalp
GINSENG	Encourages hair growth, prevents hair thinning and breakage
WILLOWHERB (Epilobium)	Prevents hair loss
YLANG YLANG	Prevents hair loss
ROSE DAMASK	Nourishes
ROSEMARY	Improves cellular regeneration
PEPPERMINT	Helps boost circulation
PHYTO PROTEIN	Rejuvenates, strengthens hair shaft
ALOE VERA	Soothes, heals, hydrates
PROPANEDIOL	Restores moisture, reduces moisture loss
PANTHENOL	Regenerates cells

Contains **ALCOHOL DENAT**

Powerful blend of caffeine, ginger and peppermint oil help speed up scalp blood circulation. Japanese evergreen spicebush rebalances mycobiota and bacteriobiota, and empowered with willowherb and ylang ylang helps prevent hair loss, restores hair vitality and density. Ginseng, phyto proteins, rosemary and damask rose nourish the scalp, prevent hair thinning and breakage, and encourage hair growth. Aloe vera and panthenol build up moisture reserves and support cell regeneration. Treat your scalp better, feel better!

WITH ESSENTIQ HAIR THERAPY AGAINST A VARIETY OF HAIR AND SCALP PROBLEMS



OILY SCALP

with the possibility of pimples and acne on the scalp

An oily scalp and consequently oily hair is most often caused by excessive sebum secretion. Sebum is a substance composed mainly of lipids (fats) secreted by the sebaceous glands at the root of each hair shaft. The function of sebum is protective, as it protects the skin from drying and external influences when secreted in normal quantities.

Excessive sebum secretion can occur due to internal factors such as hormonal imbalances, but in many cases, it can also be caused by external factors such as the frequency with which the hair is washed, the use of certain hair care products, the hair styling products, the hairstyle itself and so on.

If you suffer from an oily scalp or even pimples and acne, we've listed the main practical tips to help alleviate the problem.

1. Wash your hair less often.
2. When combing your hair, use a comb or a brush with wider tips, while making sure that you really only comb as much as is strictly necessary. This is because by combing you stimulate the production of oil.
3. Avoid any products that contain any oils or grease or are too aggressive. Excessive use of styling products (such as hairsprays, gels, creams) also contributes to a greasier scalp and hair.
4. Do not touch your hair and scalp. When you run your hand through your hair, the grease is transferred from your scalp and the lower part of your hair to your fingers, and from there to the upper part of your hair, which was not as greasy before.
5. Avoid straightening your hair as much as possible, as straight hair makes it easier for the fat to travel from root to tip. In addition, straightened hair is more in contact with the scalp and face and thus more in contact with the fat. If you have severe problems with oily hair, it is therefore preferable to choose a curly or wavy style, which will ensure that your hair does not become oily so quickly.

6. Many people have problems with acne on their scalp in summer. This is when we wear more head coverings. When you consider that we sweat a lot more in the summer - yes, even on the scalp - it's a combination that makes for an ideal environment for acne or pimples to thrive. Use airy head coverings.
7. Resist squeezing pimples on your scalp. Squeezing transfers bacteria to nearby pores or follicles, which only worsens the condition.

Essentiq hair therapy recommends



Treat yourself to an occasional **SCALP SCRUB** massage at your hairdresser's, which will remove dead skin cells from the scalp, allowing the pores to breathe easier, while at the same time boosting blood circulation to the scalp. You'll feel like you've been reborn. We also recommend using the scrub at home.

Essentiq hair therapy recommends

Depending on the intensity of the problem, we have three products available for a wholesome treatment.

Anti-Dandruff shampoo

INSTRUCTIONS FOR USE: Apply on wet hair and scalp, add a little bit of water, lather, rub gently and rinse with water. For better effectiveness, it is recommended to leave the shampoo on the scalp for 5-10 minutes and then rinse thoroughly. Initially, it should be used daily, but after the problem has subsided, it should be used twice a week, or as needed, to prevent recurrence. If the shampoo is not sufficiently effective, we have more powerful forces available within ESSENTIQ HAIR THERAPY. Try out our **Rinse off SCALP RELIEF GEL** or **Leave in SCALP RELIEF TONIC**.

GEL – Rinse off SCALP RELIEF:
ANTI-DANDRUFF, ANTI-ACNE, ANTI-ITCHING

INSTRUCTIONS FOR USE: Firstly, wash your scalp and hair thoroughly. Then apply gel to the wet scalp and massage it into the scalp with circular motion for 5 to 7 minutes. After that rinse thoroughly. It is recommended to repeat the above-described shampooing/gel process every three days; six times total. If dandruff or acne reappear, you can repeat the therapy. Suitable for all hair types. The product does not make your scalp oily.

Tonic - Leave on SCALP RELIEF:
ANTI-DANDRUFF, ANTI-ACNE, ANTI-ITCHING

INSTRUCTIONS FOR USE: SHAKE THE PRODUCT WELL BEFORE EVERY USE!

It is very important to use the product on a clean, just washed scalp, before drying your hair. The tonic has to be applied DIRECTLY TO THE SCALP. Massage the tonic into the scalp with circular motions for 3 to 5 minutes. DO NOT RINSE it off! You can use the tonic once per day also in the first days after washing your head, while the scalp is still relatively clean. Continue the therapy until the condition is improved. You should notice the improvement within 2 to 3 months with regular use. Any hair products such as gels, creams, hairsprays etc. may delay the beneficial effect of the tonic. We advise to use as little hair styling products as possible during the initial stage of the therapy. Suitable for all hair types.



DANDRUFF

One of the most common scalp problems is dandruff. There is a distinction between dry dandruff and oily dandruff. Dry dandruff appears as dry, white flakes on the scalp. Oily dandruff is caused by increased sebaceous gland activity. It appears as white-yellow oily scales on the scalp.

Seborrheic dermatitis

This is an inflammation that typically affects areas of the skin that are very rich in sebaceous glands, including the scalp and scalp margin. *Pityrosporum ovale*, a yeast that normally lives on the skin, is likely to play an important role in the development of this disease. The increased secretion of sebum, which is linked to the action of sex hormones, has an important influence.

The most common triggers of dandruff or seborrheic dermatitis are stress, irritated skin, *Malassezia* fungi, inadequate hair care, excessive shampooing, drying with high heat, bleaching and dyeing the hair, and exposure to strong sun.

How to take action?

Dandruff and seborrheic dermatitis are treated according to the type and severity of the problem. Usually, a strong antifungal shampoo containing zinc, sulphur, selenium sulphide or azolic active ingredients that remove the yeast *Pityrosporum ovale* can help.

For more severe forms of dandruff or when inflammation is also present, it is necessary to see a doctor who prescribes anti-inflammatory agents.



WITH ESSENTIQ HAIR THERAPY AGAINST A VARIETY OF HAIR AND SCALP PROBLEMS



DRY AND ITCHY SCALP

When the moisture balance in the scalp is disturbed, it can lead to a dry and itchy scalp. This may be associated with ageing or skin conditions such as atopic dermatitis and psoriasis, and symptoms can range from very mild to very severe.

The result is a weakened protective layer, which allows harmful substances to penetrate, leading to various micro-infections that can be associated with dandruff, itching or hair loss.

Our reaction to an itchy scalp is usually scratching, which can provoke the skin to peel, cause scalp wounds, redness and increase the chances of a dangerous infection.

The most common triggers of dry scalp are skin conditions such as atopic dermatitis and psoriasis, age – the older you are, the drier your skin is – physical or emotional stress, genetic factors, hormonal changes, changes in temperature or season, lifestyle factors such as poor diet or smoking, certain medications, environmental pollution, cosmetic shampoos, soaps and hair care products.

How to take action?

1. Avoid using too hot water and too hot air hairdryer.
2. Do not scratch as this increases the chance of further infections.
3. A short hairstyle makes it easier to care for your hair and scalp.
4. Use mild shampoos during periods when there are fewer problems. When dandruff is more pronounced, use an appropriate medicated shampoo two to three times a week.

Essentiq hair therapy recommends

Sensitive scalp shampoo

If your dry scalp is caused by atopic dermatitis or psoriasis, then we suggest you also try

GEL – Rinse off SCALP RELIEF:
ANTI-DANDRUFF, ANTI-ACNE, ANTI-ITCHING

INSTRUCTIONS FOR USE: Firstly, wash your scalp and hair thoroughly. Then apply gel to the wet scalp and massage it into the scalp with circular motion for 5 to 7 minutes. After that rinse thoroughly. Repeat the therapy until the condition is improved. Suitable for all hair types. The product does not make your scalp oily.

Tonic - Leave on SCALP RELIEF:
ANTI-DANDRUFF, ANTI-ACNE, ANTI-ITCHING

INSTRUCTIONS FOR USE: SHAKE THE PRODUCT WELL BEFORE EVERY USE!

It is very important to use the product on a clean, just washed scalp, before drying your hair. The tonic has to be applied DIRECTLY TO THE SCALP. Massage the tonic into the scalp with circular motions for 3 to 5 minutes. DO NOT RINSE it off! You can use the tonic once per day also in the first days after washing your head, while the scalp is still relatively clean. Continue the therapy until the condition is improved. You should notice the improvement within 2 to 3 months with regular use. Any hair products such as gels, creams, hairsprays etc. may delay the beneficial effect of the tonic. We advise to use as little hair styling products as possible during the initial stage of the therapy. Suitable for all hair types.





Essentiq hair therapy recommends

Anti-hair loss & Hair strengthening shampoo

Tonic Leave in ANTI-HAIR LOSS & HAIR STRENGTHENING

INSTRUCTIONS FOR USE: SHAKE THE PRODUCT WELL BEFORE EVERY USE!

It is very important to use the product on a clean, just washed scalp, before drying your hair. The tonic has to be applied **DIRECTLY TO THE SCALP**. Massage the tonic into the scalp with circular motions for 3 to 5 minutes. **DO NOT RINSE** it off! You can use the tonic once per day also in the first days after washing your head, while the scalp is still relatively clean. Continue the therapy until the condition is improved. You should notice the improvement within 2 to 3 months with regular use. Any hair products such as gels, creams, hairsprays etc. may delay the beneficial effect of the tonic. We advise to use as little hair styling products as possible during the initial stage of the therapy. Suitable for all hair types.



HAIR LOSS

Hair loss, partial or complete, is called alopecia. On average, a healthy adult loses 60-100 hairs a day. This is considered normal, natural or physiological hair loss and occurs between one and three months after the triggering factor.

The more common triggers are usually stress, surgery, anaemia, thyroid disorders, deficiency of certain vitamins (especially B-complex), mineral deficiencies (zinc, iron), hormonal imbalances, taking certain medications.

Hair loss can also be accelerated by years of dyeing, blow-drying, straightening with a hair straightener or pinning into a tight ponytail.

How to take action?

You can start by changing your diet and taking supplements containing B-complex vitamins and minerals such as iron and zinc. You can also include vitamins D and C, biotin, hydrocollagen, omega 3 and zeolite in your diet. At the same time, you can also help yourself with quality cosmetic products that strengthen the hair fibres, stimulate hair growth and improve blood circulation to the scalp. Excessive hair loss can last from a few months to several years. The problem does not go away overnight, especially if the real cause is not identified.

Treat yourself to an occasional **SCALP SCRUB** massage at your hairdresser's, which will remove dead skin cells from the scalp, allowing the pores to breathe easier, while at the same time boosting blood circulation to the scalp. You'll feel like you've been reborn.

We also recommend using the scrub at home.

I AM RESPONSIBLE – TO MYSELF AND TO THE ENVIRONMENT

The first initiatives for creation of natural cosmetics came from environmentalists, as part of their efforts to reduce soil and groundwater pollution by using mild and environmentally friendlier ingredients in cleansers. Of course, environmentally friendly ingredients are basically also human-friendly ingredients. Thus, there are multiple benefits. And it feels good and right.

In time more and more individuals have been increasing their awareness that their actions and decisions count. And that every act of an individual, however small it may seem from a community perspective, can contribute to the greater common good. We are a community of individuals. So let us make the right choices for ourselves, for the other living beings we coexist with, for our planet and ultimately for our posterity.

Using natural or organic cosmetics is not/should not be just a matter of fashion or trend. It is a personal contribution of each and every user to reducing their share of environmental pollution. It is one of the steps that each individual should make to maintain our planet clean, green, safe and healthy for our successors.

HAIR
therapy

CONTACT

essentia
FOR YOU FROM NATURE

www.essentiq-cosmetics.com