



## **HOLD THE SULFATE**

### **WHAT IS IT?**

A CLEAR, MILD, SULFATE-FREE, MEA/DEA/TEA FREE, PARABEN FREE, SHAMPOO WITH EXCELLENT FOAM VOLUME.

### **HOW DO YOU USE IT?**

APPLY A DIME SIZE AMOUNT OVER WET HAIR. MASSAGE FOR 2 – 3 MINUTES INTO A VOLUPTUOUS FOAM. RINSE AND REPEAT AS NECESSARY.

### **WHO SHOULD USE IT?**

ANYONE SEEKING A BALANCED, MILD, SULFATE-FREE SHAMPOO. EXCELLENT CLEANSER FOR CHEMICAL TREATED HAIR (COLORED OR PERMED).

### **WHAT DOES IT DO?**

CLEANSSES THE HAIR WITHOUT CAUSING DAMAGE ASSOCIATED WITH SULFATE BASED CLEANSERS. WILL NOT INDUCE OVER DRY HAIR. PROVIDES LIGHT CONDITIONING. WILL NOT WEIGHT DOWN HAIR, OR LEAVE HAIR GREASY.

### **WHAT'S IN IT?**

Water (Aqua), Saccharide Hydrolysate, Disodium Laureth Sulfosuccinate, Sodium C14-16 Olefin Sulfonate, Sodium Cocoyl Glutamate, Sodium Lauryl Acetate, Sodium Cocamidopropyl PG-Dimonium Chloride Phosphate, PEG-120 Methyl Glucose Dioleate, Steardimonium Hydroxypropyl Panthenyl PEG-7 Dimethicone Phosphate Chloride, Perfluorononylethyl Carboxydecyl PEG-10 Dimethicone, Fragrance (Parfum), Benzyl Alcohol (and) Methylchloroisothiazolinone (and) Methylisothiazoliinone, Yellow 5 (CI 19140), Red 33 (CI 17200), Sodium Chloride