

Introducing... The DeeplyRooted® System

Discover our clinically-proven DeeplyRooted® system. These hair care formulas target hair health from scalp to tip, providing transformative results you can see and feel. Plant-based ingredients and powerful actives strengthen the scalp, fortify the roots and support the follicles for thicker, fuller, healthier hair.



DeeplyRooted® Shampoo EXFOLIATING HAIR CLEANSER

Exfoliates the scalp + strengthens thin, brittle, and aging hair.







DeeplyRooted® Conditioner INTENSE NOURISHING HYDRATOR

Repairs damaged strands + moisturizes for ultra-soft, shiny hair.

DeeplyRooted® Hair Serum CELLULAR RESTORING TREATMENT

A nightly leave-in serum that improves follicle regeneration + revitalizes thin, aging hair.

INCLUDING POWERFUL PLANT-BASED PATENTED INGREDIENTS

-  **CAPISOOTHE** Rebalances the ecology of the scalp, in turn reducing scalp dryness, itching and flaking.²
-  **KERAGUARD™** Protects the strands against pollution-induced oxidative protein damage.³
-  **HAIRGENYL®** Proven to reduce and delay gradual hair loss.⁴
-  **ROOTBIOTEC HW™** Helps reduce hair loss by inhibiting 5-alpha reductase activity and stimulating dermal papilla cells.⁵
-  **ANAGAIN™** Stimulates hair at the root while prolonging the life cycle of hair and reducing hair fall.⁶
-  **CAPIXYL™** Activates follicle regeneration.⁷



VEGAN



INDEPENDENT
CLINICAL STUDY



SAFE FOR
EVERYDAY USE



COLOR-SAFE



CRUELTY-FREE



PARABEN-FREE



SULFATE-FREE



NO ARTIFICIAL
FRAGRANCE



ECO-CONSCIOUS
PACKAGING

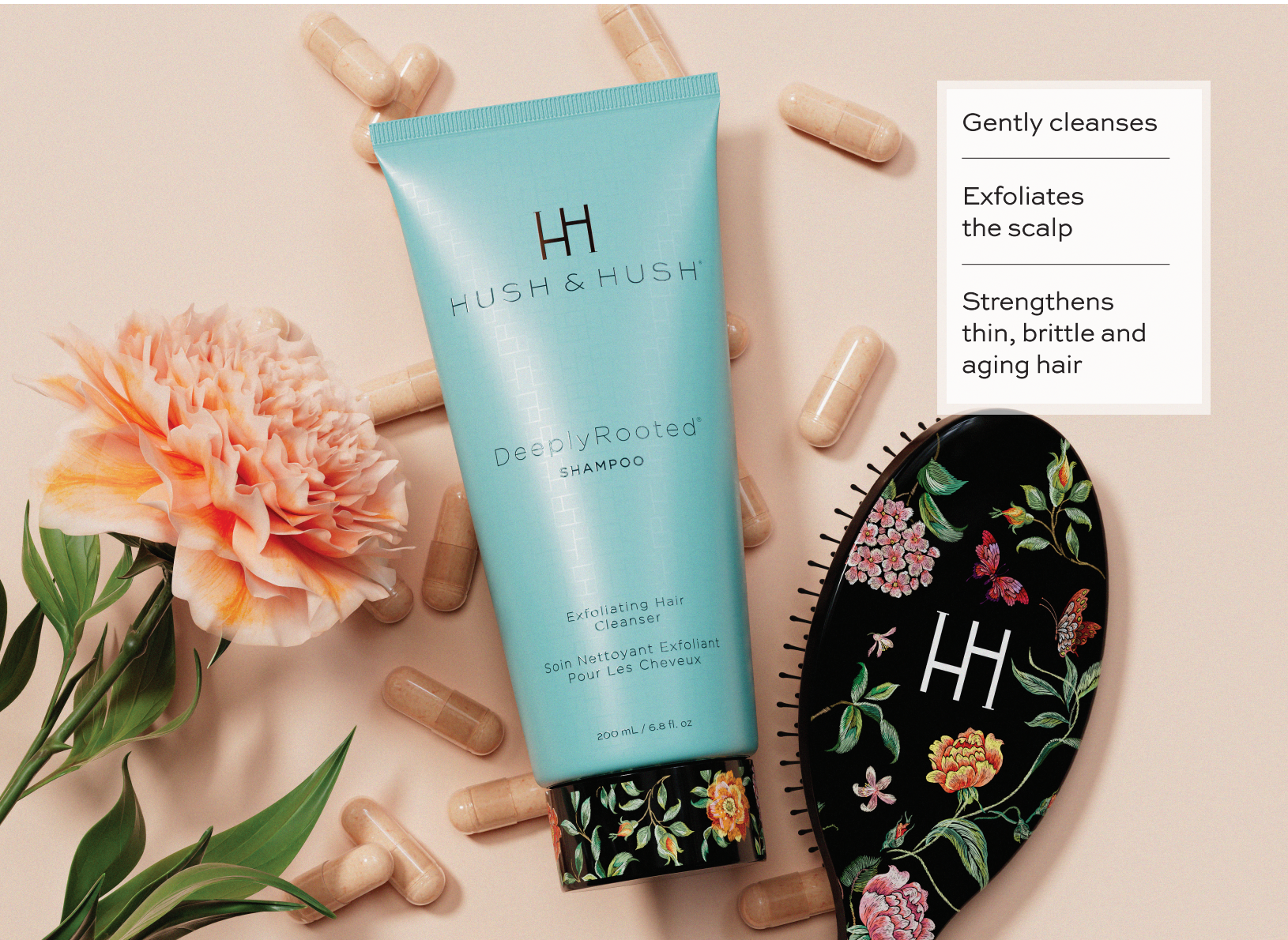
DeeplyRooted®: Where hair and confidence bloom.

HH
HUSH & HUSH®

DeeplyRooted®

SHAMPOO

Exfoliating Hair Cleanser



Gently cleanses

Exfoliates
the scalp

Strengthens
thin, brittle and
aging hair

52%

reduction in flakiness
(scales) in **2 weeks**²

100%

reduction in flakiness
(scales) in **4 weeks**²

40%

reduction in
pollution-induced
protein damage to
the strands³

DeeplyRooted®: Where hair and confidence bloom.



DeeplyRooted®

CONDITIONER

Intense Nourishing Hydrator



Repairs damaged strands

Moisturizes for ultra-soft, shiny hair

Featuring olive oil bursting lipobeads for ultra moisture

31%

reduction in hair loss after **3 months of use** ⁵



Lipobead

technology delivers **bursts of hydration** directly to the hair upon impact

DeeplyRooted®: Where hair and confidence bloom.



DeeplyRooted®

HAIR SERUM

Cellular Restoring Treatment



78%

increase in hair growth in just 3 months⁶

Improves follicle regeneration

Revitalizes thin, aging hair

Reduces shedding

Helps calm scalp irritation, redness, itching and flaking

In a third-party clinical study, conducted on 10 males and 10 females:

33.3%

decrease in hair loss during pull test¹

79%

increase in number of hairs per cm² after 4 months⁷



DeeplyRooted®: Where hair and confidence bloom.

