



jack
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P R E S S K I T



KEY POINTS

Jack59 is a sustainable, plastic-free line of hair care products in bar form that are handmade in small batches in Edmonton, Canada.

The company is indigenous-owned, ethically-driven, women-led, and 100% Canadian; it was founded in 2015 by then-aspiring-dentist Vanessa Marshall and named after a stray dog her daughter took in (and whom she named “Jack59”).

“In 2015, I had quit my job, and I had a plan for the business, but one thing was lacking—the name. One day, my daughter Isabella ran into her room crying and asking if we could name the company Jack59 in remembrance of the stray dog. I realized the name embraced the entire reason for starting my business in the first place: to be able to spend more time with my family.”

—Jack59 founder Vanessa Marshall

All our products are made using as little plastic as possible in our production process and are packaged with 100% recyclable materials.

“Our main goals are sustainability and offering amazing results. We go above and beyond to include ingredients that will deliver on both of these aspects. We are far from perfect in our processes, but as we grow and learn, we change and adapt new processes and incorporate new research.”

—Jack59 founder Vanessa Marshall

Jack59 bars are sustainably-made and ethically-sourced; they are naturally paraben-free, silicon-free sulfate-free, and cruelty-free. We also have vegan and gluten-free options.

“The bubble makers that we use are derived from coconuts, and our nutrients are also all plant derived. Our bars are sulfate-free, and we have many gluten-free options as I found there are not a lot of gluten-free, sustainable hair care products currently on the market. We use organic botanicals, and our bars are all pH-balanced to provide salon quality results.”

—Jack59 founder Vanessa Marshall

Best of all, our products actually work—our bars are scientifically-designed to help maintain happy, healthy hair by matching the natural pH of your hair. Our bars allow the hair and scalp to gently cleanse without stripping oils or leaving any residues.

“I loved the concept of shampoo and conditioner bars, but I couldn’t find a line that didn’t dry out my hair or leave it weird and waxy. I became obsessed with the different hair types and spent years researching the science of hair and the bars that were currently available. Some people are shocked when I tell them I quit university after I had taken the dental entrance exam.

Formulating salon quality hair care has become my passion, and I absolutely love it.”

—Jack59 founder Vanessa Marshall

A 2015 study published in the journal Science estimates that 8 million metric tons of plastic waste ends up in the ocean every year. The UK’s Ellen MacArthur Foundation estimates that by 2050, the ocean will contain, by mass, more plastic than fish.

“We are actively encouraging consumers to rethink product packaging and to make changes with the products they purchase. Our Shampoo and Conditioner bars are a great way to eliminate a large amount of plastic being added to the landfills each year.”

—Jack59 founder Vanessa Marshall





The story of our shampoo bars

Here at Jack59, we pride ourselves in creating natural hair care products that are sustainably made and ethically sourced. When Vanessa started Jack59, she set out to make shampoo and conditioner bars for everyone. That's why Jack59 bars are paraben-free, sulfate-free and vegan. We even have gluten-free options.

Ethically made

Not only are all of our products perfectly pH balanced, they are also Canadian made with ethically sourced ingredients and a zero waste production process.

Based in Edmonton, Alberta, we hire local women and provide all of our staff with flexible working hours, so they can provide for their families and prioritize the most important things in their lives.

pH balanced hair care

The key to great hair care products (and great hair of course), is using pH balanced products. Creating a pH balanced bar that aligns perfectly with the natural pH of your hair really does make all the difference when it comes to having happy, healthy hair.

Sustainably made

Here are a few things we are doing to reduce our carbon footprint and create eco-friendly products:

- Our production process is nearly 100% plastic-free
- All of our plastic waste is transformed into 100% recycled plastic products via [Re]Waste.
- 100% recyclable packaging
- Low carbon footprint
- 100% compostable shower container

Bars are long lasting and can replace up to three traditional liquid shampoo plastic bottles, and up to five liquid conditioner plastic bottles



A word from Vanessa Marshall Founder of Jack59

My name is Vanessa Marshall. I am an aboriginal entrepreneur. I was inspired to create Jack59 as a way to provide quality beauty products to my family and spend more time with my daughter. I was in the healthcare field for most of my adult life and was feeling burnt out. My daughter was spending up to 12 hours a day in daycare and I knew I needed to change something in my life. I attended the University of Alberta for 4 years in the pre-med program with hopes of becoming a dentist. I was nearing the end of my degree when I visited a dentist I had worked for for many years. I walked into his office prepared to reminisce and evoke those old feelings of belonging but what actually happened was very unexpected. Nothing had changed, the people, the chairs, the environment was exactly how I left it 10 years earlier. I had a sort of anxiety attack and realized I could never live happily as a Dentist. I have an incredible entrepreneurial drive and realized I needed to do something for myself, I needed to be creative and flexible. I did not return to University the following year and began my journey with Jack59. I made many products before I decided to focus on hair care. I created a line of all natural soaps, whipped body butters, bath bombs and many more products but it always felt “crafty”. I loved the concept of shampoo and conditioner bars and we traveled a lot but I couldn’t find a set that didn’t dry out my hair or leave it weird and waxy. I became obsessed with the different hair types and spent years researching the science of hair and the bars that were currently available. Some people are shocked when I tell them I quit university after I had taken the dental entrance exam. I have never had regrets about quitting and it has led me to where I am today. I believe knowledge is power and I use that knowledge I gained in University almost daily. Formulating salon quality hair care became my passion and I absolutely love it.

The story behind the Jack59 name

We get this question ALL of the time...
What is Jack59? What’s with the name?
Is it named after someone?

Would you believe us if we told you Jack59 is named after a stray dog? It’s true. You might be wondering how on earth a stray dog relates to beauty products, and Vanessa was too when her daughter first came up with the idea!

The story behind the name began in 2014 when Vanessa and her daughter Isabella were playing outside in their yard. A timid, starving dog came out of the woods, and instantly Isabella was drawn to him. After convincing Vanessa to keep the dog and nurse him back to health, the whole family decided he would need a name. Isabella, who was four at the time, immediately blurted out Jack59! Now, with a name for the stray dog decided on, they drove into town to buy pet supplies only to find that when they had returned home Jack59 had run away, much to the heartbreak of Isabella. While their time with Jack59 the stray dog was short, the impact he had lived on.

Now, fast forward to 2015 after Vanessa had made the decision to start her hair care business. She had quit her job, and had a plan, but there was one thing lacking - the name. That’s when Isabella ran into her room with tears in her eyes, and asked Vanessa if she could name the company Jack59 in remembrance of the lost stray dog. While the initial idea was a bit off-putting to Vanessa, she gave it a bit more thought and realized the name Jack59 actually embraced the entire reason for starting her business in the first place - to be able to spend more time with her family. In the end, it was a simple choice, and Jack59 was born.

In the media

The Beet

Check Out The Beet Editors' Favorite Plant-Based Products of the Week (Lucy's Favourites)

December 14, 2020 | Lucy Danziger

<https://thebeet.com/check-out-the-beet-editors-favorite-plant-based-products-of-the-week-11/>

Cosmetics and Toiletries

Jack59 Introduces Color-safe, Vegan Hair Bars

September 24, 2020 | Michele Behrens

<https://www.cosmeticsandtoiletries.com/formulating/category/haircare/Jack59-Introduces-Color-safe-Vegan-Hair-Bars-572524961.html>

CTV

Small changes, big impact with zero waste market

January 10, 2020 | Kelsey Dyer

<https://edmonton.ctvnews.ca/small-changes-big-impact-with-zero-waste-market-1.4761990>

The Eco Hub

15 Sustainable Low-Waste Canadian Skincare Brands

August 19, 2020 | Candice Batista

https://theecohub.ca/15-sustainable-low-waste-canadian-skincare-brands/#4_jack59

Global Cosmetic Industry

Jack59 Introduces Color-safe, Vegan Hair Bars

September 24, 2020

<https://www.gcimagazine.com/marketstrends/segments/hair/Jack59-Introduces-Color-safe-Vegan-Hair-Bars-572524961.html>

inStore Magazine 2020

inForm News & Notes: The Goods, p32

Summer 2020

https://issuu.com/erica.kirkland/docs/instore_summer2020_issu

inStore Magazine 2021

Girlfriend's Gift Guide: Trend Setter, p60

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https://issuu.com/erica.kirkland/docs/instore_summer_2021_interactive2

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BEAUTY profile

https://issuu.com/knowpublications/docs/2020_edmonton-issuu

Vista Magazine

Joining the Movement to Better Hair and a Cleaner Planet

July/August 2021

https://issuu.com/vistamagazinecanada/docs/vista137_book_issu2

What customers are saying

★★★★★

First shampoo and conditioner bars I've found that don't strip my hair of its natural oil. This stuff leaves my hair soft, nourished and it smells AMAZING!

- Courtney

★★★★★

The products feel and smell great! I have never used a bar shampoo and conditioner before, and will never go back. Super easy website to navigate, speedy delivery and awesome products.

- Anonymous

★★★★★

Love the shampoo. My husband and I are obsessed with it. I can't stop telling people about it and I have every one around me using it. It's amazing for Edmonton dry weather.

- Tai G.

★★★★★

I've always struggled with bar conditioner ... this one has redeemed them for me. It was so easy to get in my hair and rake through with my fingers, and brushing my hair afterwards was a breeze. These bars smell good.

- Kristin K.

★★★★★

I don't ever leave reviews on products, but this is an insanely good brand and I can't get over how nice my hair looks and feels. I have used Lush and other similar bar soap brands before, and I will simply never go back. My hair looks and feels like I've just stepped out of the salon - bottom line, INSANELY GOOD. I will be a lifetime customer as I will seriously never wash my hair with anything else ever again. Thank you, Canada.

- L.

What stores are saying

"I was very pleased to have added Jack59 to our offering of solid shampoo and conditioner bars in 2019. Our customers love that they are locally produced and enjoy the lower price point but great quality of their products."

Michael Kalmanovitch, Owner
Earth's General Store, Edmonton, AB

"Jack59 is one of the most accommodating wholesalers I ever worked with, supplying me with one of the best selling lines of products in my store. "

Janet Truong, Owner
Aspen Pharmacy, Sherwood Park, AB

"We appreciate that Jack59 bars offer salon quality results without the extra packaging- and our customers do too! As the popularity of shampoo bars continues to grow, Jack59 stands out as a leader in both quality and environmentally conscious design."

Meghann Law and Karine St-Onge,
Owners, RE:plenish, Edmonton, AB

"I have been carrying Jack 59 shampoo & conditioner bars for a few months and my customers are loving them! My daughter and I are also using them and have both commented on how our hair has never felt so good! Thank you for making such an amazing product!"

Cindy Graham, Owner
Tarts N Tiques Boutique, Fort Saskatchewan, AB

Frequently Asked Questions

What is a shampoo bar?

A shampoo bar is a concentrated version of liquid shampoo in bar form. Traditional liquid shampoo can contain up to 80% water. Our shampoo bars contain all the beneficial cleansing and nourishing ingredients of a liquid shampoo without the unnecessary water. We add only the essential elements and press them into solid bars that are compact, convenient and take up less space in your shower. Removing the water also reduces the environmental impact by eliminating the plastic bottles required with a liquid version.

Do Jack59 shampoo bars lather?

Our bars create a rich bubbly lather with loads of bubbles that will leave your hair feeling silky soft, clean and healthy. It is true our bars are 100% sulfate free and many people believe sulfates are required to produce lather. This is absolutely not true as there are many sulfate free surfactants that create beautiful lather. It is also true that lots of lather is not necessary to properly cleanse your hair but in our research we have found that most people enjoy abundant amounts of bubbles.

Do Jack59 shampoo bars contain sulfates?

Our shampoo bars are 100% sulfate free. Some companies will say their bars are SLS free but not all consumers are aware there are many different sulfates that can be used in shampoo bars. The most common alternative to SLS is SCS (sodium coco sulfate) which has a pH of 7.5-10.5 and is composed of approximately 50% SLS. These two sulfates can cause drying and irritation to the hair and scalp.

Are all shampoo bars the same?

No, they are definitely not all the same. There are generally 3 types of shampoo bars. The first type are sulfate free and pH balanced, this is the type we designed. We created our bars to provide a gentle cleanse while adding nutrients for specific hair types. The results of our bars will be noticed very quickly. They add a silky soft feeling and a notable increase in manageability. The second type is probably the most common, they contain sulfates and create dry, itchy scalps, they are not naturally pH balanced. The third type is a soap bar marketed as a shampoo bar. While a very small percent of the population can tolerate this type of bar, the majority can not. This is the bar that most often creates a waxy build up due to unsaponified oils or crunchy, brittle hair. The pH is incredibly high and not recommended for use on hair.

Is there an adjustment period when I start using Jack59 shampoo and conditioner bars?

There is no adjustment period when you start using Jack59 shampoo and conditioner bars but some people find the results get better and better after a few uses depending on what products they were using previously. Our bars allow the hair and scalp to gently cleanse without stripping oils or depositing any residues.

Can shampoo bars be used on the body?

Yes, our shampoo bars are fabulous to wash your face and body. Our bars contain moisturizing and conditioning ingredients that are also fabulous for your skin. We recommend rubbing your favourite shampoo bar onto an environmentally friendly poofy or face cloth to help your bar last longer. If you use your shampoo like a bar of soap and rub it directly onto your body your shampoo bar will not last as long. The bars work fabulously for travelling and camping trips. Reduce the number of products you need to pack and as a bonus you can bring back more souvenirs because of all the saved weight in your luggage.

Are shampoo bars safe for colour treated hair?

Yes, all of our bars are safe for colour treated hair. Our bars are more gentle than most shampoo bars and we have customers report that they can actually go longer between colour treatments, although some bars stimulate hair growth like our Vitality and Restore sets, so root growth is always going to need new colour treatment if desired. We also have the Blonde Bombshell set for processed blonde hair to remove brassiness and provide moisture unlike most liquid purple shampoos.

Are shampoo bars the same as soap?

No, shampoo bars are not the same as soap. Soap is created by mixing oils and lye together which creates a chemical reaction called saponification. Most people that make soap add extra oils to add moisture to your skin, this is what creates the soap scum that can be left in your sink. It is also the reason soap marketed as shampoo can leave a weird waxy build up on your hair. Bar soap has a high pH designed for skin not hair so when you use soap on your hair it can cause build up, oil removal, dryness, breakage and damage. Using products designed specifically for hair is the best way to keep your hair healthy, shiny and manageable.

Will I have to use an apple cider vinegar rinse if I use a Jack59 shampoo bar?

No, you will not have to use an apple cider vinegar (ACV) rinse if you use our shampoo bars. The reason some manufacturers suggest an ACV rinse is to balance the pH back to an ideal level for your hair and scalp. Our bars are naturally pH balanced to ideal hair and scalp levels so there is no reason to require an ACV rinse but if you like doing ACV rinses then you can continue to do so as it will not change the effectiveness of our shampoo or conditioner bars.

Should you brush your hair when it is wet?

Technically no, but if you do then be gentle and start at the bottom and work your way up.

Can you mix and match the bars?

Absolutely, the shampoo can be matched to your scalp and the conditioner can be matched to how much conditioning you require, a light condition or a deep condition.

How do I know which bars are best for me?

You can take our Hair Quiz here. This is a fabulous tool to assist you in choosing your bars for the first time.

Where can I buy your bars?

We have many retail locations across Canada from coast to coast. To find a store near you, simply enter your postal code into our Store Locator Map and it will show you the locations nearest to you. Let us know if you have a fave store that you would like to see our bars in and we will see what we can do. #jack59inmyfaveshop

How do you store the bars?

We have created a 100% home compostable shower container that can also be used as a travel container. It holds two new bars and the lid doubles as a base when in use. The shower container contains zero plastic and is manufactured in Edmonton, AB. If you have a creative way of storing your bars, tag us to be featured on our social media @jack59inc.