



REVERIE

A daydream of botanical pleasures, REVERIE is haircare for all humans. No matter your hair type, our clean and innovative formulas nurture the integrity of your hair for unrivaled results. We believe that less is more and the collection reflects our desire to distill the nuances of haircare into a thoughtful curation of essentials.

Made intentionally in California, we utilize skincare methodology to formulate products of substance. Our attention to detail at every stage of the process—from mindfully sourced vegan ingredients, to comprehensive in-salon and lab testing, rigorous sustainability protocols, and considered packaging choices—is our commitment to creating alchemy in a bottle. A ritual that stands above and apart.

We believe creating any product comes with distinct environmental responsibilities. From the initial concept, through to ingredient sourcing, development, packaging, in-house protocol and eventual end-of-life, we consider the impact of every decision in order to mitigate our impact on the planet. Through relationships with like-minded, eco-drive suppliers and partners, we are proud to be leading and encouraging this methodology within the haircare industry.

In our formulations, we are meticulous about ingredient sourcing and favor regenerative, biodynamic, and organic farming to ensure natural resources do not cause undue stress on the ecosystem. Our concentrated formulas also allow our products to last longer, meaning less purchases over time.

Milk

Anti-Frizz Leave-In Treatment

100ml \$42

What is Milk?

A versatile, silicone free, frizz fighting, power house.

What does it do?

Fights frizz
Reduces split ends
Provides thermal protection
Nourishes
Leaves hair soft, silky and shiny

Who is it for?

Everyone! Safe for color treated hair and daily use.

Method of Use:

Apply evenly all over damp or dry hair. 2 pumps for short hair, 3-4 pumps for longer hair. Used on wet or dry hair, it smoothes, adds fullness and shine, and helps hold natural-looking styles.

For curly and wavy hair; it's an excellent curl setter, contributing tightness and bounce without stickiness.

Straight: When used on straight hair with a blow dryer, it helps blowouts look their best and last their longest.

Key Ingredient features:

Pracaxi Seed Oil: Increases softness, brightness and shine

Sweet Almond Protein: Moisturizes and provides thermal protection

Amino Acids: Strengthen, protect color and repair damage



Pracaxi Seed Oil (certified organic, Brazil) is one of nature's gifts to humans. It is found in the lowland Tropics in South America from northeastern Venezuela through the Guianas, including Trinidad and Tobago, and into Amazonia. The oil of the seed is rich in behenic acid, a long chain acid that promotes wet comb compatibility, increases hair brightness and shine.

Dicaprylyl Carbonate is derived from coconut and palm oils and Ecocert approved. Used as an emollient, it gives the product a light texture and produces a soft after-feel in the hair.

Chitosan Succinamide is derived from the French mushroom *Agaricus bisporus*. A natural polysaccharide, it delivers a silky touch with the added benefit of protecting hair from pollution.

Butyrospermum Parkii (Shea Butter) known in West Africa and Europe as karite, is a well known ingredient; it infuses moisture into the hair, creating softness and manageability. Our shea butter is pure and high quality. The use of chemical free processes mean it is naturally high in shea olein and therapeutic unsaponifiables, unlike other more refined alternatives. The producers of this shea butter are women farmers belonging to farming groups and cooperatives of northern Uganda and Southern Sudan. Our support of these producers increases the value of the living shea tree, engendering conservation of indigenous African woodland for future generations.

Ever

Recovery Oil

50ml \$52

What is Ever?

A non-greasy, light-weight, fast absorbing hair oil.

What does it do?

Reduces split ends
Increases softness
Adds shine
Amazing pre-shampoo treatment

Who is it for?

Everyone, but especially good for those with hair that needs a little extra TLC.

Method of Use:

Apply 1-3 drops, depending on hair density and length. Warm into palms and massage onto dry or damp hair.

Soft / Fine - we recommend that Ever be used as a night treatment, or as an added booster to conditioner. If used as a daily styling addition, apply only 1 drop to damp hair and style as usual.

Curly / Dense - use alone or in addition to MILK for added moisture and hair taming capabilities. Ever performs beautifully when used to straighten curly hair.

Color Treated / Damaged - Use EVER daily to repair and strengthen hair, focusing on the ends. At night- fully saturate the hair from root to end with EVER for a luxurious night treatment and wash as usual the next day.

Key Ingredient features:

Marula Serum: High in Omegas- 6 and 9 fatty acids this miracle worker seals, coats and smoothes the hair cuticle resulting in a satin shine with a non-greasy finish.

Crambe Abyssinica: High in Omega 9 fatty acids, intensely nourishing, able to penetrate hair shaft to seal in moisture and adds elasticity to the hair.

Squalane: Naturally occurring in the human body, sustainably derived from Olives, protects hair from color degradation, reduces thermal damage and tames frizz.



Marula Serum the key ingredient in this serum, is produced from nuts harvested from trees growing on a wild track of East Africa from Kenya into Tanzania.

The nut is inside a delicious edible fruit that contains high amounts of vitamin C as well as other antioxidants. Women harvest the fallen fruit, removing it to make juice, jams, and delicious marula liqueur.

After using the fruit, the nuts are sun dried. The oil-rich kernels are extracted by cracking the hard casing and carefully removing each piece by hand using tiny picks. Quality inspection of each kernel is essential for producing the finest marula oil. Processing takes place in small batches by pressing and filtering the oil using high-quality presses and filtering equipment.

Of all the uses of the Marula tree, it is the oil that has brought spiritual status because of its healing properties. Marula oil contains between 70-78% skin and hair compatible omega nine fatty acids. It is a monounsaturated high-oleic acid that, unlike omega 3 and 6, is also produced in the human skin. Research is still ongoing to determine why marula oil has such exceptional stability. It is thought to be due to its unique fatty acid profile along with a variety of potent antioxidants that scientists suspect have not been fully identified. Tocopherols, sterols, and flavonoids, procyanidin, galattotannin and catechins are also found in Marula Oil.

Crambe Abyssinica is a renewable and sustainable plant hailing from the Mediterranean region and parts of eastern Africa, this hardy plant produces a seed oil which has some very unique properties. With a highly biodegradable profile, Crambe Abyssinica is often compared to Jojoba Oil. Crambe Abyssinica Seed Oil is higher in Erucic Acid. For the hair, this means a strong concentration of intensely nourishing Omega 9, a non-essential fatty acid. As a very stable and long lasting seed oil it rapidly penetrates the outer layers of the follicle deeply nourishing the hair while providing a smooth, soft layer of protection against dehydration.

Squalane is naturally occurring in the human body, but ours is sustainably derived from olives.

Squalane has long been used in high-end cosmetics and boasts a myriad of benefits for the skin. In addition to Squalanes ability to protect hair from color degradation and thermal damage, we chose to use Squalane in EVER because of the oils light-as-air feeling. Squalane allowed us to create a hair oil that even those with fine hair could use.

Cake

Restorative Scalp Tonic

50ml \$72

What is Cake?

A balance restoring, collagen boosting, hair serum.

What does it do?

Balances ph of the scalp
Soothes dryness
Supports healthy hair growth
Hydrates the scalp

Who is it for?

Everyone! Safe for color treated hair and daily use.

Method of Use:

Apply small drops to a wet scalp (clean or dirty) using the pipette. Massage and leave in.

Key Ingredient features:

Hydrolyzed Lupine Protein: Boosts cellular production, protects against skin damage and environmental stressors.

Stem Cells: Delay aging of essential cells, combat chronological aging, preserve vitality of scalp.

Rose / Rosemary Water: Rose is soothing, while Rosemary revitalizes and invigorates the scalp.

Indian Senna: Botanical hyaluronic acid, Increases suppleness, protects and restructures the scalp.



Hydrolyzed lupine protein is an active ingredient obtained from organic sweet white lupine that boosts cellular activity, improves barrier function, and protects against skin damage and environmental stress. The protein penetrates down to the basal layers of the epidermis where it reinforces the natural resurfacing systems within the skin. By stimulating cellular activity, it renews the stratum corneum and boots epidermal hydration. Clinical studies demonstrate up to a 13% reduction in trans epidermal water loss (TEWL) after 14 days of use. The result is smoother more hydrated scalp that is repaired and regenerated.

Malus domestica fruit cell culture extract is derived from a rare and endangered Swiss apple, the Uttwiler Spatlauber. This particular variety of apple is known for its ability to maintain freshness over long periods of time. Rich in proteins and other nutrients, its long-living cells have been a subject of much research. This has resulted in the development of a relatively new technology that enables the extraction and cultivation of specific meristem cells, the plant's stem cells. A chosen part of the plant is wounded. Specific cells are stimulated to form callus cells that heal the wound. These active cells have the ability to dedifferentiate to create new tissue when they are needed. In order to harvest the cells yet not further endanger the plant, a way of sustainably cultivating the cells was also developed. Now, extracts of otherwise rare, actively potent plant cells can be used in cosmetics. Rich in epigenetic factors and metabolites, when used on the skin or scalp, the apple extract helps assure the longevity of the human stem cells and their own regenerative properties. The effects result in protection and longevity of skin stem cells, delaying senescence of essential cells, combating chronological aging and preserving the vitality of your scalp.

Cassia angustifolia seed polysaccharide is extracted from the seeds of Indian senna, a plant commonly used in Ayurveda. This ingredient has a structure similar to hyaluronic acid. It forms a film on the skin and attracts water to help protect, moisturize, and even restructure and soften skin. In vivo studies show improvements in complexion more than three times that of hyaluronic acid, when used at 3%. Scalp is more supple and moisturized, even a full day after use.

Rose and Rosemary flower waters are hydrosols are the phyto-nutrient rich, delicately-scented waters resulting from the steam distillation process used to produce essential oils. Rose water has been used as a soothing aid for centuries to protect and preserve the skin. Rosemary is a revitalizer and its scent restores energy and alertness. Rosemary is famous for restoring healthy, scalp and luxuriously shiny hair.

Mare

Mediterranean Sea Mist

150ml \$34

What is Mare?

A lightweight styling mist that enhances movement and volume to create beachy, tousled texture without drying out the hair.

What does it do?

Thickens and increases volume
Creates beach texture and movement
Strengthens

Who is it for?

Everyone!

Method of Use:

Apply to damp hair all over, twist hair into sections, and air dry to create perfect beachy texture. For major volume, apply at the roots and blow out. To create separation and volume, apply to dry hair mid-shaft through ends.

Key Ingredient features:

Rice Seed Extract: Adds major volume, strengthens and helps prevent damage while leaving the hair soft and manageable.

Algae Extract: Thickens, hydrates, provides vital minerals, enhances shine and protects from environmental damage.

Mediterranean Sea Salt: Amplifies natural texture without drying out the hair. Sea salt is widely recognized for its conditioning properties.



Rake

Styling Balm 74ml \$36

What is Rake?

A whipped balm that conditions the hair while providing lightweight support and structure for a "lived-in" look, without sticky residue or build up.

What does it do?

Provides structure for styles (blowouts, curls or air drying)
Protects against oxidation
Protects against UV damage
Hydrates
Enhances shine

Who is it for?

Everyone! Safe for color treated hair and daily use.

Method of Use:

Apply dime to quarter size amount, depending on hair length and density, evenly to damp hair and style as usual. Apply to dry hair to finish and define. Suitable for all hair types and lengths.

Key Ingredient features:

Meadowfoam oil: Provides antioxidants, protects hair color against oxidation, enhances shine and softness.

Castor Bean oil: Contains vitamin E, Omega-6 fatty acids, minerals, and proteins; all of which are essential for scalp and hair health.

Pomegranate Seed oil: High in Punicic acid which revitalizes fine/thinning hair, repairs and protects against free radical damage, color fade and other environmental stressors.

Mango Nut butter: Rich antioxidants, vitamin A and E. Protects against UV rays, promotes cell regeneration and locks in moisture.



Certified Organic Castor Oil is known to help promote hair growth by stimulating scalp circulation, thereby improving the delivery of vital nutrients to the scalp. Healthier scalp means stronger, healthier hair with a gorgeous, glossy appearance. Castor oil's inherent anti-fungal and antibacterial properties fight against annoying scalp disorders. Its combination of vital nutrients, including omega-6 fatty acid, vitamin E, and minerals benefit the scalp as well as the hair. Hair color is more intense than it was before use due to an increase in moisture retention. The cuticle-smoothing castor oil and other precious oils in this product bind and seal in moisture providing a barrier to damaging heat and sun.

Certified Organic Pomegranate Seed Oil can work miracles for fine or thinning hair. This luxurious oil contains high amounts of Punicic acid; a fatty acid which revitalizes your hair leaving it looking thick and shiny. With a high content of Omega fatty acids, pomegranate seed oil repairs while it defends the hair from environmental aggression, color fade, and free-radical damage.

Mango Nut Butter and other botanically-derived waxes protect hair while providing texture and shape. Mango Butter is rich antioxidants, vitamin A and E. Mango Butter restores and maintains moisture, while promoting cell regeneration. This natural butter also helps shield against harmful UV rays, acting as a natural sunscreen for the hair.

Meadowfoam oil is a lightweight oil with superb antioxidant properties. Known to enhance shine, soften, and rejuvenate brittle hair. Highly resistant to oxidation which aids in hair color retention.

Shampoo

250ml \$38

What is Shampoo?

A gentle, safe, botanical shampoo that uses the mildest, readily biodegradable foaming agents, made from non-GMO materials without the use of petrochemicals. Also included is an abundance of active ingredients to address specifically the needs of the scalp and the hair shaft. This beautiful formula lathers and leaves hair feeling genuinely clean, a feeling that some may not be used to after using products with silicone in them.

What does it do?

- Increases hydration
- Improves strength of hair
- Repairs surface damage
- Invigorates the scalp

Who is it for?

Everyone! Safe for color treated hair and daily use.

Method of Use:

Apply to wet hair. Lather, rinse, and repeat if needed. Follow with REVERIE Conditioner. Safe for color treated hair and daily use.

Key Ingredient features:

Amino Acids including L-Arginine, alanine, proline, valine, etc., improves the tensile strength of hair, protects color from oxidative damage, moisturizes, and repairs surface damage.

Oat Protein and a complex of vital minerals reinvigorate the scalp, improving circulation and oxygen uptake to ensure healthy hair growth.

PCA Glyceryl Oleate contributes slip as it protects the fragile lipid layer that covers the hair cuticle. Sweet Almond Protein rebuilds damaged hair, strengthens and defends hair.



Conditioner

250ml \$40

What is Conditioner?

This ultra-rich, yet lightweight, crème conditioner quenches dry hair with an abundance of nutrients and moisturizing ingredients.

What does it do?

Hydrates
Reduces split ends
Restores dry, damaged hair
Enhances shine

Who is it for?

Everyone! Safe for color treated hair and daily use.

Method of Use:

Apply to wet hair. Massage in mid shaft through ends. Leave in for a few minutes then rinse.

Key Ingredient features:

Certified Organic Babassu and Acai contain vital omega fatty acids that are readily absorbed into the hair to protect, strengthen, and add shine.

Botanically-derived **Amino Acids** mimic the function of human hair amino acids restoring dry, damaged hair to its original lustrous condition.

Pracaxi Seed Oil is rich in behenic acid, a long chain acid that promotes wet comb compatibility, increases hair brightness and shine. (also found in MILK)



Suna

Exfoliating Shampoo

250ml \$4

What is Suna?

A gentle salt-free cleanser that exfoliates the scalp to eliminate build-up, dry flakes and excess sebum; while providing essential nutrients and moisture

What does it do?

Exfoliates the scalp
Eliminates build up, dry flakes, and excess sebum
Nourishes and moisturizes

Who is it for?

Everyone, but especially great for those that are oily, dry, build-up prone, or infrequent washers.

Method of Use:

Apply weekly directly to wet scalp in sections using fingertips to ensure contact. Once applied, add more water to lather and rinse (thoroughly). Follow with Conditioner.

Key Ingredient features:

Essential Mineral Complex enhances scalp's barrier function, delivers essential nutrients directly to scalp and hair, decreases frizz, increases shine and softness.

Rhassoul Clay purifies, removes build-up, dead cells and excess sebum

Hibiscus flower extract gently exfoliates the skin and encourages moisture retention.

Sodium Hyaluronate moisturizes, preserves skins elasticity and firmness



Scents

Milk

Infused with a blend of 16 essential oils that imparts a woody, herbal scent beloved by men and women. See some of our highlighted essential oils below.

Cake

A delicate blend of 8 essential oils, reminiscent of your favorite pastry shop that always has a fresh bouquet of roses on the counter.

Rake

A blend of pure essential oils including Frankincense from Oman, Palmarosa from Nepal, and Vanilla and Ylang Ylang from Madagascar, combine to create a delicately warm, lingering scent.

Ever

Shares the same scent profile as our beloved MILK.

Mare

Inspired by Garrett's travels to the Amalfi Coast in Italy, a blend of vanilla, sandalwood, lemon, black pepper and almond extract will transport you.

Shampoo and Conditioner

Bergamot possesses a complexity and fullness, and when combined with Italian Neroli, it exudes the elegant Mediterranean style. Spicy, warm notes of sandalwood and cardamom recall the romance of ancient trade routes. Warm vanilla and balsam weave in and out of play with sultry jasmine.

Essential Oils And Their Origins

Bergamot, from the sunny Italian Calabrian coast, is squeezed from the rind of the citrus fruit. The essential oil's delicious complexity is a favorite in perfumes, confections, pipe tobacco, and teas.

Black Pepper Oil from Madagascar, an island continent off the southeast coast of Africa, is produced by a family-owned farm in a labor-intensive process of harvesting, drying, hand-cleaning, and steam distilling. The pepper vines, supported by "bois noir" (acacia) trees, grow up to thirty feet. The vines and the acacia trees also provide shade to coffee plants. **Clove and Ginger** from the same Malagasy plantation, add an exotic warmth and harmony to the blend.

Bourbon Vanilla from Madagascar is considered the finest in the world. Ours is the first vanilla to be processed in Madagascar by a Malagasy-owned company.

Bulgarian Rose Otto, or Rosa damascena is renowned for its unique, euphoric, intoxicating quality. It is one of the most expensive elements in the finest fragrances. The finest quality comes from the fields of Bulgaria. 2000 lbs of rose handpicked rose petals produce 1 lb of essential oil. Rose is highly prized and used with utter respect for its dollar value and for its therapeutic value. The calming benefits of rose oil have been known for thousands of years.

Situated in the foothills of the Alps above Torino, is a farmer/distiller who represents the fifth generation to work his family-owned farm, producing **fennel oil** as well as other therapeutic essential oils.

Frankincense is a wild Boswellia carteri from Oman. It is rich and full with a lemon twist in its scent. Frankincense is called for in many ancient and medieval recipes, and is the most commonly found ingredient in incense blends. The liquid oil is used in many blends and in skin care to rejuvenate the skin and combat the effects of aging. Our frankincense is processed by supercritical carbon dioxide (CO2) extraction; 10 to 12 kilos of raw material yields one kilo of extract. Frankincense at one time was considered more valuable than gold, revered as holy anointing oil along with myrrh. Frankincense was widely used for medicinal purposes to treat skin disease, nervous system imbalances and digestive disruption, and was listed as a medicinal and aromatic plant in the ancient Egyptian record, Ebers Papyrus. Frankincense is perhaps best known for its calming and sedative effects on the mind and central nervous system, making it ideal for meditation.

Jasmine Sambac comes from India where flowers are hand-picked at the break of dawn in ritual style. Women in traditional dress, proudly sing as they gather the tiny flowers one-by-one.

Lavandin from France is a hybrid of lavender. Its scent is clean and refreshing and reminiscent of the classical French laundry.

The Nobel Bay Laurel from Hungary, revered even in ancient times, is the first choice of healers for many ailments due to its antibacterial and regenerative properties. *Laurus nobilis* is said to slow physical aging and the weakening of the mental processes.

Patchouli from Sumatra, is said to help relieve depression and anxiety. The oil has diuretic properties and helps strengthen the supporting cellular network of the skin. By stimulating the regeneration of skin cells, it is beneficial for a healthy scalp which promotes hair growth.

Palmarosa Essential Oil from the leaves and flower tops of palmarosa has a sweet, slightly citrus scent that calls to mind both geranium and rose. A native grass, palmarosa grows wild from the southern subtropical slopes of Nepal to the serene Himalaya Mountains. Produced by steam distillation of the fresh or dried grass, palmarosa may be a lesser known essential oil, but it is superlative for skin care, offering cell regenerative and antiseptic properties beneficial to dry, mature, and problem skin types. While palmarosa soothes the skin, it is also uplifting to the spirit, reducing nervous tension and stress, clearing the mind, and calming the senses. The Nepalese name the plant Motiya, and have capitalized on its benefits to create economic opportunities. By providing a guaranteed market for cultivated and wild- collected plants, cooperative programs help small-scale local farmers continue to work the fields, as well as promote the protection of open space for business purposes by leasing privately owned and community lands. Cultivation and harvest are organic and sustainable: What remains from the distillation process is composted and returned to the lands to encourage fertile soil. Micro-financing is available to help local people begin to farm and to provide them with the knowledge to properly cultivate and harvest the plants. Not only can plants like bountiful palmarosa provide therapeutic benefits to people worldwide, they also offer rural residents consistent employment and cash earnings, thereby raising quality of life.

Sage brings potent healing powers. Our sage oil comes from the plant's birthplace, the rocky Adriatic islands dotting the Dalmatian Coast of Croatia. It is known therapeutically as the "saving" herb.

Sandalwood from Australia lends a honey-sweet, woody and dry scent to the essential oil blend in this product. It is often used in meditation and has a sedative effect.

Spearmint from the Willamette Valley of Oregon is the sweet mint, originating in Greece. Its name is mentioned in recipes for liturgical perfumes found on the walls of Egyptian temples of Horus at Edfou.

Vetiver Oil comes from the root of a type of grass that grows in many tropical countries. Ours is from Indonesia. In a land in dire need of environmental protection, the grass is planted to help protect the deforested hillsides from erosion. Its scent is earthy and sultry.