

Silk

FOR MEN

TIDY

HAIR & BODY SHAMPOO

PRODUCT SHEET

Silk for Men Sulfate Free Argan Hair & Body Shampoo gently cleans and conditions from head to toe. Vegan friendly and formulated with gentle plant derived cleansers, Cold Pressed Certified Organic Argan Oil, Aloe Vera and Macadamia Oil boosted with an amazing natural hydrating active ingredient that can help lock in moisture for up to 72 hours, this convenient all in one wash creates a rich lather and leaves the skin & hair feeling soft, refreshed, smooth & hydrated whilst also providing an amazing long lasting and captivating masculine scent.

SUITABLE FOR: ALL MEN

KEY INGREDIENTS

- Gentle Plant Cleansers
- Cold Pressed Certified Organic Argan Oil
- Cold Pressed Certified Organic Macadamia Oil
- Certified Organic Aloe Vera
- Pro Vitamin B5
- PENTAVITIN® an active ingredient that offers deep hydration for up to 72 hours

INGREDIENTS

Aqua, Cocamidopropyl Betaine, Lauryl Glucoside, Sodium Lauryl Sarcosinate, Saccharide Isomerate, Glycerin, Glycol Distearate, Argania Spinosa Kernel Oil*, Polyquaternium-10, Laureth-4, Polysorbate-20, Panthenol, Phenoxyethanol, Macadamia Ternifolia Seed Oil*, Aloe Barbadensis Leaf Juice*, Guar Hydroxypropyltrimonium Chloride, Parfum, Citric Acid, Sodium Citrate *Certified Organic

DIRECTIONS OF USE

Shake well before use. Pump a generous amount on hands, cloth or sponge and combine with water. Massage over body and into hair and rinse thoroughly. Pour under running water for an amazing bath soak

EXPIRY DATE/SHELF LIFE

12 months after opening. 24 months unopened

SCENT

A long lasting Masculine Scent

BENEFITS

- Versatile Product- can be used on Hair & Skin
- Contains a blend of mild sulfate free cleansers
- Gently cleanses the hair & skin
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Provides Hair & Skin with instant moisture and deep long lasting hydration
- Leaves Hair & Skin feeling smooth and soft
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Provides a fresh athletic scent
- Vegan Friendly
- Manufactured in Australia

FREE FROM

- Sulphates- SLS (Sodium Lauryl Sulfate), ALS (Ammonium Lauryl Sulfate) & SLES (Sodium Laureth Sulfate)
- Harsh or Drying Alcohol
- Parabens
- Animal Testing

COMPLEMENTARY PRODUCTS

All SILK FOR MEN Products

PACKAGING MATERIAL

Recyclable –
Bottle- PETE
Pump- PP



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FAQS

WHAT SIZES ARE AVAILABLE ? 380ml

IS THERE MORE THAN 1 SCENT AVAILABLE IN THE SILK FOR MEN HAIR & BODY SHAMPOO RANGE ? Yes, there are 3 different scents available:

IMPACT- providing a fresh athletic scent

TIDY- providing a long lasting masculine scent

RUSH- providing an invigorating Peppermint scent

IS THE SILK FOR MEN HAIR & BODY SHAMPOO SAFE TO USE ON THE FACE ? Yes, the Hair & Body Shampoo can be used on the face though it is recommended that you use SILK FOR MEN Ignite- Gel Face Wash as it has been formulated for use on the face and offers some other active ingredients. As with all products, always avoid contact with the eyes

WHAT DOES SULFATE FREE MEAN ? Sulfates are detergents made of sulfur containing mineral salts that make body washes turn into a thick lather and foam. The most common are sodium lauryl sulfate (SLS), sodium laureth sulfate (SLES) and ammonium lauryl sulfate (ALS) and are used in most household cleaning products. Sulfates are very harsh on the skin and can strip it of moisture and of its natural oils and is a known skin irritant. Silk for Men use a gentle blend of plant derived surfactants which lather and foam just as effectively and is much gentler on your skin

WHAT IS THE ACTIVE INGREDIENT USED TO HELP LOCK IN MOISTURE FOR UP TO 72 HOURS?

PENTAVITIN® - (Saccharide Isomerate, Citric Acid & Sodium Citrate) an active ingredient that offers deep hydration to hair and skin for up to 72 hours. Derived from dextrose monohydrate from maize kernels, PENTAVITIN® has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin.

Short term benefits include instant deep & binding hydration for up to 72 hours. Mid term benefits include visible improvements in skin appearance. Long term benefits include a reduction in flakiness and tightness in skin and an increase in skin barrier function

In vivo efficacy testing on PENTAVITIN® resulted in the following:

- Reduced signs of dry skin by 20% after 4 weeks*
- Strengthening of skin barrier function*
- Improves skin softness and smoothness by more than 50%*
- Reduces skin flakiness by more than 50%*
- Reduces itchiness by more than 30%*
- Reduces tightening by more than 30%*
- Improves skin robustness by more than 20%*

*Refer to In vivo efficacy testing on PENTAVITIN® data

PENTAVITIN® is a trademark of DSM



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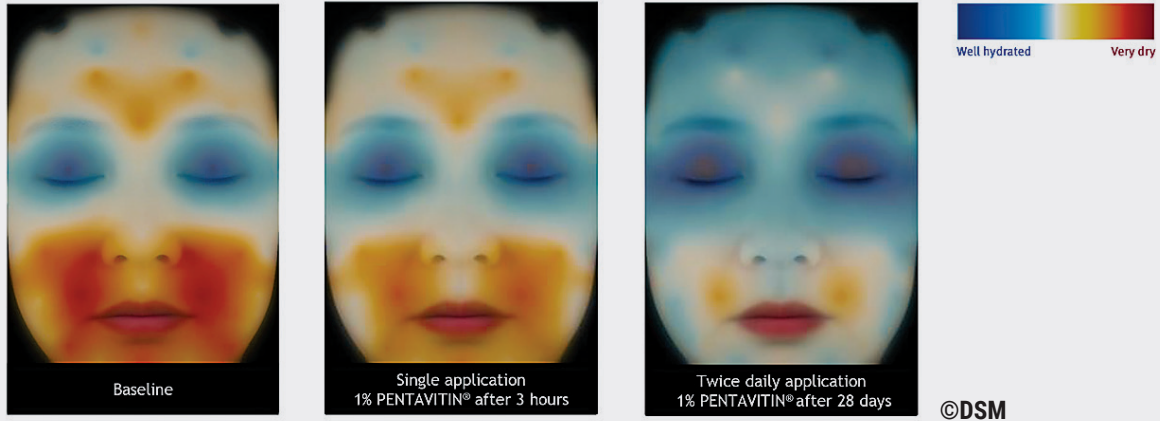


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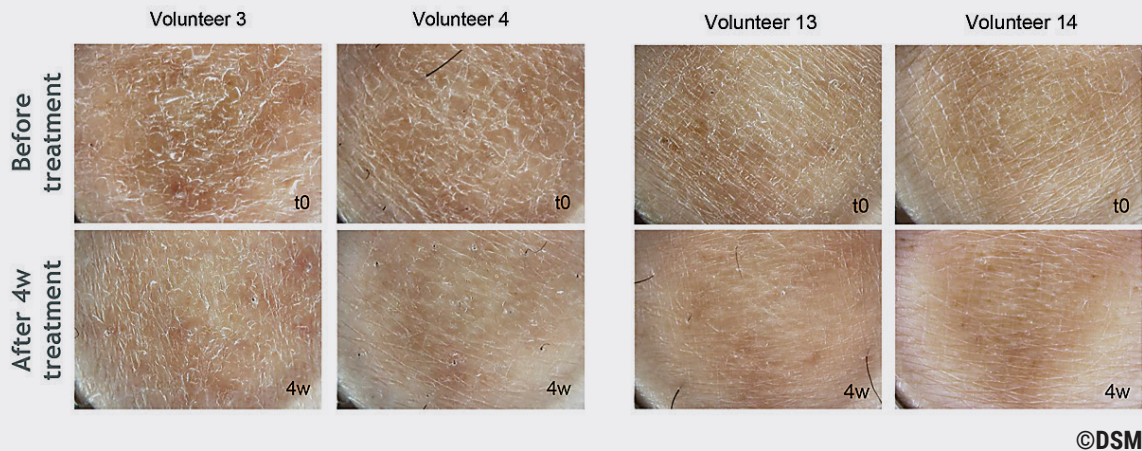
USED IN ALL SILK FOR MEN PRODUCTS

TRUE HYDRATION WITH 1% PENTAVITIN® SHORT - AND LONG TERM
 BASED ON DSM TESTED FORMULA



- ✓ Visible facial hydration after 3 hours and 28 days with 1% PENTAVITIN®
- ✓ Used for 28 days, 1% PENTAVITIN® brings tired, dry skin back to life

PENTAVITIN® - IN VIVO EFFICACY SIGNIFICANT IMPROVEMENT IN APPEARANCE



Macrophotographs demonstrating significant improvement in skin appearance after 4 weeks application of 1% PENTAVITIN®



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KEY INGREDIENTS

Gentle Plant Cleansers - (Lauryl Glucoside, Cocamidopropyl Betaine & Sodium Lauroyl Sarcosinate) a blend of sulfate free surfactants obtained from renewable, plant derived raw materials creating a synergy of effective cleansing and foaming performance

Cold Pressed Certified Organic Argan Oil - (Argania Spinosa Kernel Oil) is obtained from the fruit kernel of the Argan Tree rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in keeping hair & skin nourished and hydrated

Cold Pressed Certified Organic Macadamia Oil - (Macadamia Ternifolia Seed Oil) is obtained from the nuts of the bushnut and assist with skin conditioning

Certified Organic Aloe Vera - (Aloe Barbadensis Leaf Juice) is typically obtained from the leaves of the aloe plants and assists with skin conditioning enhancing the appearance of dry, damaged skin

Guar Hydroxypropyltrimonium Chloride – derived from the beans from the guar plant and functions as a natural thickener and conditioning agent for skin

Pro Vitamin B5 – (Panthenol) assists in improving the appearance of skin and providing moisture. It has an ability to attract and hold moisture.

Quality Fragrance - A long lasting Masculine Scent

PENTAVITIN® - (Saccharide Isomerate, Citric Acid, Sodium Citrate) an active ingredient that offers deep hydration to hair and skin for up to 72 hours. Derived from dextrose monohydrate from maize kernels and has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin

PENTAVITIN® unique product features include:

- 100% natural and plant derived
- Unique skin identical carbohydrate complex
- Binds to the skin like a magnet
- NATRUE certified; ECOCERT and COSMOS approved
- Halal certified

PENTAVITIN® Benefits include:

- True hydration power to all facial areas
- Excessively dry skin areas become quickly hydrated
- Brings dry skin back to life
- Deep hydration for up to 72 hours
- Strengthens skin barrier function
- Calms stressed skin for up to 24 hours



TIDY
CODE - SM4011
WEIGHT - 0.46

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WARNING: Avoid getting into the eyes. If product gets into eyes wash out thoroughly with water.

CAUTION: Contains Nut Oils. It is recommended to always review the full ingredients lists and conduct a patch test prior to using the product for the first time- apply a small amount to a discreet patch of skin, like the inside of your arm. If any signs of redness or skin irritation occurs, do not use.

Vegan and cruelty-free products are made without any animal or animal-derived ingredients, and, they are not tested on animals at any point in the production process.

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