

BETTER NATURED.

GOOD. CLEAN. FUN.®

BETTER NATURED® HAIR CARE IS GOODNESS MADE GORGEOUS.®

Our products combine the highest % of naturally-derived† ingredients with 90 years of salon professional science and expertise so our formulas exceed your expectations.



86-99% NATURALLY-DERIVED† CARE AND STYLING PRODUCTS

Our Better Natured® products use our signature Triple Plant Milk blend of Coconut, Orchid and Tahitian Palm. These three remarkable ingredients work together to deliver high-performance, “OMG” conditioning results to hair, and you guessed it, all are sustainably sourced and 100% natural.

OUR PLEDGE IS TO DELIVER CLEAN HAIR PRODUCTS WITHOUT COMPROMISING PERFORMANCE

YES



COCONUT, PALM & ORCHID MILKS



VEGAN FORMULAS*



UP TO 50% PCR** BOTTLE & BPA FREE



ANIMAL TEST-FREE PETA VEGAN

NO



SLS/SLES SULFATES***



PARABENS



SILICONE



PHTHALATES



GLUTEN

*Free from animal derived ingredients. **Post consumer recycled content. ***SLS/SLES Sulfates = sodium Lauryl Sulfate/Sodium Laureth Sulfate.
†According to Global ISO 16128 Standard, naturally-derived means plant and mineral derived materials and water all of which undergo limited processing, make up at least 50% of the formula.

COLOR CARE



COLOR CARE SHAMPOO

This luxe-lathering shampoo not only leaves color-treated hair smooth and silky from root to tip while boosting radiance and shine, it also keeps your shade vibrant for up to 9 weeks.*



COLOR CARE CONDITIONER

Keep your shade looking fresh with this color-conserving conditioner, which helps keep the vibrancy cranked up on color-treated hair for up to 8 weeks while leaving it smooth, silky, and less prone to breakage.**



COLOR CARE DEEP CONDITIONING BALM

This intensely restorative balm locks down brilliance, depth and tone in color-treated hair for up to 9 weeks.**

DAMAGE REPAIR



DAMAGE REPAIR SHAMPOO

The reparative formula gently cleanses and replenishes moisture while strengthening stressed-out strands, reducing breakage by 40%***, and helping to prevent future damage.



DAMAGE REPAIR CONDITIONER

Replenishes much-needed moisture to hair that's lived through some tough love, while delivering stronger strands that are 3X less prone to breakage.†



DAMAGE REPAIR STRENGTHENING LEAVE IN CREAM

Lightweight and designed to smooth, strengthen, and mend split ends while resisting frizz-inducing humidity for over 24 hours and shielding from future damage.



TREATMENTS & STYLERS



HEAT STYLING LOTION

It protects hair during blow drying^{††}, delivers 96 hours of frizz control, and preps strands for a soft, gorgeous finish that's reshapably soft and long lasting.



HYDRATING LEAVE IN MILK

Give it a spritz to hydrate, soften, detangle, smooth, amp up shine, and protect against your blow dryer's blast while providing all-day moisture.



COLOR REFRESHING CREAM – PURPLE

If your color-treated blonde is skewing a little too warm, take it in for a tone-up, designed to neutralize brass and deliver cooler results in just 1-3 minutes.



MOISTURE REPLENISHING MASQUE

Infused with protective lipids that mimic those found naturally in healthy hair, this masque is so hydrating you'll practically hear your hair say "ahhhhhh."

WATERLESS



FRESH DRY SHAMPOO POWDER

Designed to absorb oil between washes and boost the life of blowouts, it leaves no trace of white residue behind—just locks that feel freshly lathered in no time flat.



MULTI PURPOSE OIL

A CBD-enriched oil, for the hair, skin, and face, designed to deliver instant moisture and radiance wherever it is applied. Use on the hair and scalp to tame frizz and boost silkiness and shine.



SCAN TO SAVE THE DETAILS



BETTER NATURED.

*When used as a system with Better Natured Color Care Conditioning Balm. **When used as a system with Better Natured Color Care Shampoo.

***Better Natured Damage Repair Shampoo and Conditioner vs. non-conditioning shampoo. †Vs. non-conditioning shampoo ††Against combing breakage during heat styling