

BETTER NATURED.

GOOD. CLEAN. FUN.®

BETTER NATURED® HAIR COLOR

brings salon gorgeous results to your home with naturally-derived† formulas that are gentle on hair and scalp. Our Triple Plant Milk Blend of Coconut, Orchid and Tahitian Palm is combined with purely scientific ingredients to ensure 100% gray coverage and rich, radiant color.

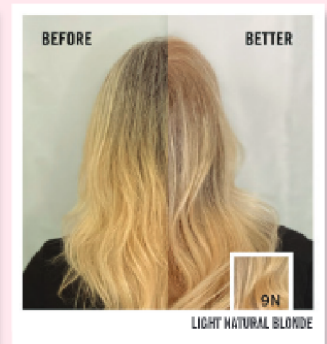


VEGAN. PETA CERTIFIED. GOODNESS MADE GORGEOUS.®

100 % OF WOMEN†† WHO TRIED IT AGREE IT DELIVERS SALON-QUALITY RADIANT COLOR!

94 % OF WOMEN †† WOULD CALL THE GRAY COVERAGE IMPECCABLE!

90 % OF WOMEN †† WHO TRIED IT AGREE THEIR HAIR FEELS DRAMATICALLY CONDITIONED AFTER COLORING



OUR PLEDGE IS TO DELIVER CLEAN HAIR PRODUCTS WITHOUT COMPROMISING PERFORMANCE

YES



COCONUT, PALM & ORCHID MILKS



VEGAN FORMULAS*



FSC-CERTIFIED 100% RECYCLED FIBER**



ANIMAL TEST-FREE FOR VEGAN

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.
 ††In salon panel test



87-92% NATURALLY-DERIVED†

- Base contains Coconut Oil + a Triple Plant Milk Blend of Coconut, Tahitian Palm & White Orchid Milks
- 35 minute processing time
- Natural Arginine to enhance color deposition
- Hair feels smooth and soft and **DRAMATICALLY** conditioned

8-13% PURELY SCIENCE INGREDIENTS

- Ammonia levels optimized per shade to ensure the best gray coverage and color result per level
- High pigment load for vibrant, perfectly true-to-tone color
- Gentle on the hair and scalp
- Light floral fragrance

TEXTURE / VISCOSITY

- Optimized to be mixed with either a bowl/brush or bottle application

STEP 1

CHOOSE FROM 26 LUSCIOUS, RADIANT SHADES



&



Each with a high pigment dose for 100% gray coverage and color that lasts up to 8 weeks.

STEP 2

COMBINE WITH BETTER NATURED® DEVELOPER



STEP 3

PICK YOUR MIXING ACCESSORY



SCAN TO SAVE THE DETAILS



BETTER NATURED.