

new name! previously  
pH maintenance shampoo



# DAMAGE SHIELD pH protective shampoo

HEALTHIER HAIR AND SCALP AFTER JUST 1 WASH

## WHAT IT IS

A color-safe, pH-optimized shampoo with the patented **K18PEPTIDE™** to effectively cleanse while maintaining hair health and protecting hair from damage. pH-optimized formula helps reduce excess swelling of the hair cuticle during washing, to help prevent frizz, preserve color, and enhance shine. Scalp microbiome-friendly and gentle enough to use every time you cleanse.

**DAMAGE SHIELD**  
écran anti-dommages  
pH protective shampoo  
shampooing protecteur de pH  
930 ml / 31.5 fl oz liq

**K18**  
BIOMIMETIC  
HAIRSCIENCE

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rev 11/14/23

## WHAT IT DOES

- **Safe but powerful cleansing:** Plant-derived surfactants deliver safe but effective high-power cleansing to breakdown and remove dirt + oil.
- **Designed for damaged hair:** pH-optimized formula helps prevent excess swelling of the hair cuticle during washing - which helps prevent damage, maintain color, improve hair health and shine, and reduce frizz.
- **Gentle enough to use every time you cleanse:** Gentle on hair AND scalp - pH-optimized formula mimics hair's natural pH, to reduce cuticle swelling and maintain hair health, and preserve the scalp microbiome.

## WHY IT WORKS

**Less is more formulation delivers a superior clean without compromise:**

- **Optimized pH** cleanses hair and scalp without over-drying.
- **Certified microbiome-friendly formula** removes dirt and oil without disrupting the scalp's natural protective barrier.
- **K18PEPTIDE™** helps reduce protein loss to keep hair feeling healthy and strong.

## HOW TO USE

### For your services

1. Use for higher frequency washing like multiple wash services or clients with less buildup.
2. Massage into hair, focusing on scalp.
3. Thoroughly rinse.
4. Repeat as needed.



## For your services (continued)

**PRO TIP:** pair with the **DAMAGE SHIELD protective conditioner** for clients that need added softening + conditioning. Shampoo, towel-dry and apply the **PRO leave-in molecular repair hair mask**. Wait 4 minutes. Apply **DAMAGE SHIELD conditioner** and rinse thoroughly.

## For client use

1. Safe to use every time you wash.
2. Massage into hair, focusing on scalp.
3. Thoroughly rinse.
4. Repeat as needed.

For best results, follow with **DAMAGE SHIELD protective conditioner**

## CLINICALS

Color-Safe

Non-Sensitizing, Dermatologist Tested (50 subject RIPT)

pH: 4.5-5.5 which helps maintain color and doesn't dry out the hair

Certified microbiome-friendly by MyMicrobiome Standard

## CONSUMER PERCEPTION

91% said hair looks healthier<sup>1</sup>

91% said hair feels smoother<sup>1</sup>

91% said hair does not feel weighed down<sup>1</sup>

<sup>1</sup>Results observed in a consumer test of 35 subjects after 21 days of consistent use of the **DAMAGE SHIELD pH protective shampoo**

## SIZING + PRICING

**Consumer:** 8.5 oz, \$36 MSRP

**Professional:** 31.5 oz, PRO only



## SCENT

Clean citrus scent

## INGREDIENTS

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl 2-Sulfolaurate, Sodium Lauryl Sulfoacetate, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, Guar Hydroxypropyltrimonium Chloride, Disodium 2-Sulfolaurate, Caprylyl Glycol, Caprylhydroxamic Acid, Benzoic Acid, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Limonene.

## OTHER INFORMATION

Free from Sulfates, parabens, phthalates, liliac, silicones, artificial colors, sodium chloride, formaldehyde, and formaldehyde donors.

Vegan and cruelty-free.



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