



# SACHAJUAN

ALGAE BIOSCIENCE HAIR CARE



SACHAJUAN

OCEAN MIST  
SEA SALT SPRAY

SPRAY SEL DE MER

150 ML 5.1 FL.OZ.

SACHAJUAN

OCEAN MIST  
VOLUME HAIR MOUSSE

MOUSSE CAPILLAIRE  
VOLUMISANTE BRUME  
D'OCEAN

150 ML 5.1 FL.OZ.

SACHAJUAN

OCEAN MIST  
VOLUME CONDITIONER

APRÈS-SHAMPOO  
VOLUME

250 ML 8.4 FL.OZ.

SACHAJUAN

OCEAN MIST  
VOLUME SHAMPOO

SHAMPOOING  
VOLUME

250 ML 8.4 FL.OZ.



# INTRODUCTION

## ALGAE BIOSCIENCE MEETS HAIRSTYLING CRAFTSMANSHIP

Drawing upon its extensive experience in hairstyling and hair care, SACHAJUAN innovated hair care products through Algae Bioscience, launching its first products in 2004.

Using Algae Bioscience, SACHAJUAN developed OCEAN SILK TECHNOLOGY, an integral part of SACHAJUAN's product line from the beginning.

OCEAN SILK TECHNOLOGY is a unique composition of cold-water algae combined with clean and effective ingredients, developed to create high-performing formulas.

The product line is a market leader and is preferred by professionals and consumers worldwide.



# ALGAE BIOSCIENCE

HAIR CARE SINCE 2004

WHAT WE DO

# BIOSCIENCE IN HAIR CARE

Bioscience hair care refers to the use of natural ingredients, bioactive compounds and advanced technologies derived from biological sources.

Bioscience hair care research involves studying the role of vitamins, minerals, proteins and other bioactive components to improve the condition, appearance and health of hair.

Through bioscience, SACHAJUAN develops products that nourish the scalp, strengthen the hair, deliver exceptional shine and address specific concerns, such as damage, protection, maintenance and control.

Key components of bioscience hair care:

- **Nutrient Delivery:** Understanding the biological needs of hair to develop products that deliver essential nutrients to support healthy hair growth and maintenance.
- **Protein Structure:** Examining the protein structure of hair (primarily keratin) and developing formulas to help repair and strengthen damaged hair.
- **Scalp Health:** Analyzing the biological elements of the scalp and its microbiome and formulating products to promote a healthy scalp, which is crucial for overall hair health.
- **Sustainable Ingredients:** Using clean, bio-derived ingredients in hair care for a positive impact on hair health as well as the environment.



HOW WE DO IT

# OCEAN SILK TECHNOLOGY

We carefully select ingredients based on purity and performance.

Ocean Silk Technology involves the use of cold-water algae, which has scientifically-proven positive effects on hair, combined in various concentrations and developed into highly-effective formulas.

Our products are enriched with Ocean Silk Technology to strengthen, protect and moisturize both the hair and the scalp, leaving hair healthy with increased elasticity and shine.

Ocean Silk Technology was developed through the use of algae bioscience to harness the unique properties and nutritional benefits of cold-water algae.

The algae is harvested from the coast of Brittany, France, through strict environmental control. The sea surrounding this region, the Bréhat archipelago, features a rich biodiversity with hundreds of species.



HOW WE DO IT

## KEY INGREDIENTS

Developed through the use of Algae Bioscience, Ocean Silk Technology is primarily formulated with two types of cold-water algae: Rhodophyceae and Chondrus Crispus.

Renowned for its ability to strengthen hair, Rhodophyceae enhances elasticity and adds moisture. Working on the inside of the hair, it helps restore its natural mineral balance.

Chondrus Crispus acts externally on the hair's surface. With its high calcium and zinc content, it provides enhanced shine and increased protection against everyday damage. Its moisturizing properties leave hair smooth and manageable.

Rhodophyceae and Chondrus Crispus have also demonstrated excellent nourishing and normalizing properties for the scalp.



HOW WE DO IT

## RHODOPHYCEA

Red algae like Rhodophyceae typically thrives in deep ocean environments, where it competes for energy resources and optimizes biochemical reactions.

This algae has the ability to absorb oceanic minerals, resulting in an elemental composition which includes magnesium, calcium, manganese and zinc.

As a key ingredient in Ocean Silk Technology, Rhodophyceae improves hair with its nutrient-rich and moisturizing properties. Being naturally high in vitamins, minerals and antioxidants, it contributes to improved hair health and strength. Its moisturizing qualities help prevent dryness, making hair softer and more manageable.

Additionally, Rhodophyceae's antioxidants protect hair from free radical damage and enhance scalp health by promoting a balanced microbial environment and reducing inflammation.

### ACTIONS

- Adds essential trace elements to the hair.

Trace elements include nutrients and minerals essential for the growth and structural integrity of hair.

- Enables the incorporation of sulfur-rich amino acids into the hair. Sulfur-rich amino acids, such as cysteine and methionine, are critical to the formation of keratin, the primary element in hair.

### RESULTS

- Prevents hair damage
- Reinforces the hair fiber
- Restores a healthy appearance



HOW WE DO IT

## CHONDRUS CRISPUS

Chondrus Crispus is a red seaweed algae that thrives in the depths of the ocean and is resistant to harsh environmental conditions.

This algae's cell membranes share functional similarities with human skin in their role as isolators. We harness the extract from Chondrus Crispus to enhance this protective function for hair.

The extract, obtained through a specialized process, allows us to capture its optimal polysaccharide and mineral composition.

This active sensorial ingredient imparts a texture that's similar to "natural plant silicones", enhancing the hair's surface with a healthy, revitalized appearance.

This ingredient visibly enhances the hair, resulting in a smoother and more uniform capillary shaft, with the hair's cuticle exhibiting a more uniform and tighter attachment to the shaft.



HOW WE DO IT

## CHONDRUS CRISPUS

Chondrus Crispus plays a vital role in Ocean Silk Technology with its unique proactive and reparative properties.

The essential minerals in Chondrus Crispus, including calcium and magnesium in equal proportions along with manganese and zinc, form a meticulously-balanced combination which highlights the versatile benefits of our Ocean Silk Technology.

The nutrient-rich content of this algae contains elevated levels of calcium and zinc to facilitate hair repair and mineralization, while providing additional protection and shine. Chondrus Crispus also helps maintain a healthy scalp and strengthens and protects the hair from everyday damage.





HOW WE DO IT

# PROPERTIES OF ELEMENTS

## MANGANESE

Essential for the assimilation of carbohydrates and lipids, manganese promotes the production of enzymes essential for metabolizing vitamins B1, B3 and C. This trace element is particularly important in the context of hair, actively contributing to hair reconstruction and combatting the signs of aging. With its essential role in treating brittle hair, manganese emerges as a key element for promoting overall hair health and vitality.

## CALCIUM

An essential mineral that helps maintain healthy hair by strengthening hair strands, calcium promotes scalp health and supports various cellular processes within the hair follicle.

## ZINC

Zinc ensures the molecular and cellular integrity of hair, protecting RNA and DNA and enhancing hair resilience. It also helps regulate sebum production on the scalp, promoting growth and preventing hair loss. Additionally, zinc acts as an antioxidant, protecting hair follicles from oxidative stress.

## SILICON

A vital trace element naturally present in hair, silicon actively contributes to hair reconstruction and fights the effects of aging. It provides essential support in treatments aimed at improving hair strength and elasticity. Silicon also plays an important role in addressing brittle hair, promoting overall hair health and is a powerful anti-aging tool.

Also present: COPPER, IRON, MAGNESIUM AND SULFUR

WHY WE DO IT

## SCIENTIFIC TEST RESULTS

In a study involving females with damaged or dull hair, daily application of the tested ingredients yielded positive results. Among the volunteers who participated, the majority reported:

**Improved Shine:** Users observed enhanced luster in their hair.

**Enhanced Softness:** The product contributed to softer hair.

**Smoother Texture:** Participants noted an improvement in hair smoothness.

These subjective assessments were substantiated through scanning electron microscopy, revealing a more regular arrangement of hair scales and their closure against the capillary stem for all subjects.

These findings suggest that these ingredients positively influence hair structure, indicating their potential as a solution for improved shine, softness, and overall texture in damaged or dull hair.

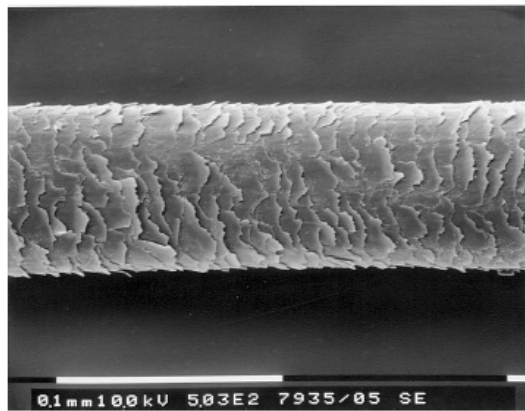
Further research may unveil additional insights and applications for this product in the field of hair care.



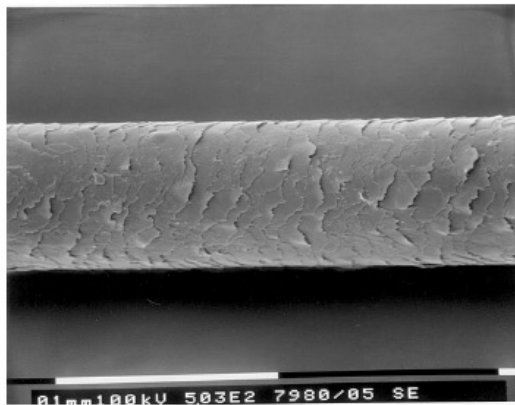


WHY WE DO IT

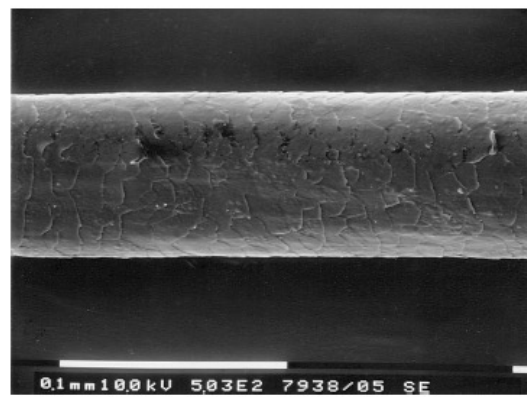
# TEST RESULTS: PROVEN EFFECT



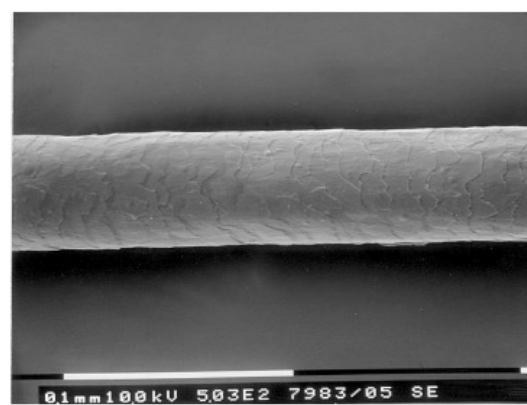
Volunteer no. 4 before treatment



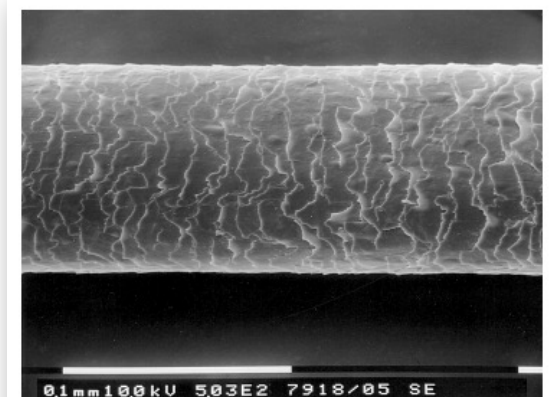
Volunteer no. 4 after treatment



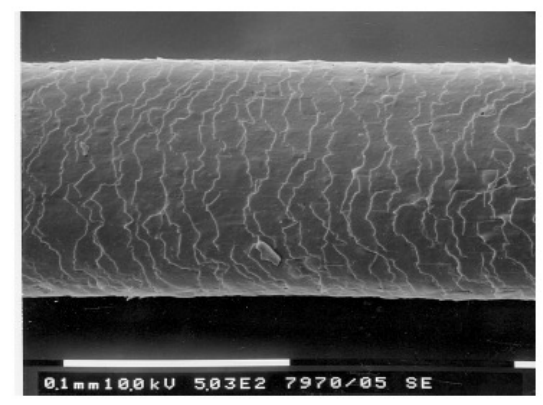
Volunteer no. 3 before treatment



Volunteer no. 3 after treatment



Volunteer no. 1 before treatment



Volunteer no. 1 after treatment

# PRODUCT DEVELOPMENT

SACHAJUAN products, developed through Algae Bioscience, are effective, straightforward and trustworthy. This comprehensive product line is designed for ease of use to support hair care and creative expression. The minimalistic design of the product line reflects the brand aesthetics and the superior quality of each formula.

Based in Sweden, product development, R&D and production take place locally. Raw materials are sourced from within the EU and adhere to strict environmental and regulatory standards for quality and safety. SACHAJUAN products are produced by Swedish manufacturers in the Stockholm area.

SACHAJUAN's product packaging draws inspiration from traditional brown glass medicine bottles and reflects the salon's elegant simplicity with its white label and cap. SACHAJUAN introduced its first line of haircare products in 2004 with numerous award-winning best sellers.





# PRODUCTION AND SUSTAINABILITY

SACHAJUAN carefully selects and uses effective and high-performing ingredients. Prioritizing clean ingredients, SACHAJUAN aims to deliver superior quality while remaining environmentally conscious.

All raw materials are sourced within the EU, ensuring adherence to the highest quality and ethical standards. The materials are thoughtfully selected for their cleanliness and sustainability.

SACHAJUAN focuses on sustainability throughout the entire supply chain by selecting partners that closely align to its core values in addition to Environmental, Social and Governance principles (ESG). Production practices reflect a commitment to environmental consciousness, encompassing adherence to energy and water conservation.

SACHAJUAN complies with all production and labor laws, and its suppliers are certified under the Good Manufacturing Process (GMP) initiative.

All of our products are vegan, with the exception of our wax line, which includes lanolin, a substance derived from wool.

# SUSTAINABILITY FORWARD

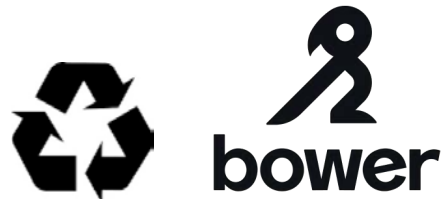
SACHAJUAN has proactively taken steps to ensure that all of its product packaging is recyclable. By choosing recyclable materials, it strives to minimize waste and contribute to a more sustainable future.

In January 2024, SACHAJUAN launched its first airless mousse, a significant step toward its commitment to innovative product development with environmentally-responsible practices.

SACHAJUAN has partnered with Bower, a service that rewards those who recycle its products. All SACHAJUAN product packaging is recyclable, and by using Bower, consumers receive rewards when recycling in Sweden or Denmark.

Learn more about Bower and its program at

<https://getbower.com/>



# HERITAGE

The success of SACHAJUAN hair care products is rooted in extensive experience and profound knowledge of hair and formulations. Understanding the complexities of hair structure and function and the methods for achieving desired results are important elements.

Sacha Mitic, founder and current CEO of SACHAJUAN, developed an early interest in hairstyling. After years of refining his craft and making his mark on the hairstyling scene in Sweden and the US, Sacha returned to Stockholm, opening the first SACHAJUAN salon in 1997.

With over 40 years of experience in hairstyling, Sacha has collaborated with prestigious publications and has been a well-renowned celebrity stylist.

The incorporation of algae bioscience, combined with the craftsmanship and expertise gained from decades in the profession, provides a distinct advantage with respect to product development. These products meet the demand for sustainable solutions and deliver exceptional immediate and long-term results.

The product line offers a performance-driven approach to hair care and natural control, capturing the essence of simplicity, elegance and movement.



SACHAJUAN IS PRESENT IN MORE THAN 30 MARKETS  
PROFESSIONAL, RETAIL, AND ECOM



NORTH AMERICA

Neiman Marcus

HOLT RENFREW

Saks Fifth Avenue

REVOLVE

DERMSTORE

SSENSE

Dillard's  
The Style of Your Life.

amazon

Chris McMillan  
(The Salon)

L A C + C O

The Lounge Soho

SELECTED LUXURY PROFESSIONAL,  
RETAIL, AND ONLINE PARTNERS

WEST ASIA / MIDDLE EAST

HARVEY NICHOLS

Galeries Lafayette

PRINTEMPS

bloomingdales

OUNASS  
أناس

FACES

THE JUICE  
BEAUTY

watsons

EUROPE

KARMELL

Galeries Lafayette

LE BON CHÊ  
RIVE GAUCHE

cult BEAUTY

ILU  
ILM

FEELUNIQUE

globus

MIKE DEGAND  
ATELIER COIFFURE

PRINTEMPS

Josh Wood  
colour.

AVERY  
PERFUME · GALLERY

LUDWIG BECK

SELFRIDGES & CO

amazon

NICHE BEAUTY

EAST ASIA/AUSTRALIA

MECCA

SETAN

DAVID JONES

SEPHORA

MOB  
HAIR STUDIO

SOGO

DJ's Innovative Hair

ESTINATION

KENS  
apothecary

NOVELA  
The Essence of Beauty



## GLOBAL PRESS AND AWARDS

SACHAJUAN enjoys a significant presence in the international press and received its first international award in 2005. SACHAJUAN frequently appears in major international publications, both digitally and in print. Notable mentions include Vogue, Marie Claire, ELLE, Harper's Bazaar, GRAZIA, Esquire, Allure, Cosmopolitan, GLAMOUR and FORBES, among others.

To date, SACHAJUAN has won over 60 awards from countries, including the USA, Sweden, Denmark, the UK, Taiwan and Korea.

SACHAJUAN regularly organizes PR events in major press hubs, such as New York, Paris, London, Berlin, Sydney and Dubai.

SACHAJUAN also works with global editorial and celebrity stylists, including Pete Burkill, Daniel Moon, Sal Salcedo, Joshua Williams and Nathan Nguyen.

Products have been spotted being used and promoted by celebrities, including Kim Kardashian, Kaia Gerber and Ellen DeGeneres.



# 65 AWARDS: SELECTED AWARDS



ALLURE BEAUTY AWARDS 2023  
HAIR REPAIR  
BEST IN WAVY HAIR



MARIE CLAIRE UK HAIR AWARDS 2022  
PROTECTIVE HAIR PERFUME  
BEST HAIR PERFUME



POP SUGAR BEAUTY AWARDS 2022  
EXFOLIATING HAND WASH FRESH LAVENDER  
BEST HAND PRODUCT



GLAMOUR BEAUTY AWARDS 2022  
SCALP SCRUB  
BEST IN WAVY HAIR



NEW BEAUTY 2022  
EXFOLIATING HAND WASH FRESH  
LAVENDER  
BEST IN BODY



SWEDISH BEAUTY AWARDS 2022  
2022 COSMETICS EXPORTER



COSMOPOLITAN BEAUTY AWARDS 2021  
SCALP SCRUB  
BEST SCALP SCRUB



ALLURE BEAUTY AWARDS 2019  
COLOR PROTECT SHAMPOO &  
CONDITIONER  
BEST FOR COLOR TREATED HAIR





SACHAJUAN

## GLAMOUR



"17 BEST DRY SHAMPOO TO REFRESH GREASY HAIR"

BEST FOR BEACH HAIR: SACHAJUAN DRY SHAMPOO MOUSSE

The best dry shampoo can do wonders, from extending a bombshell blowout for days to making it look as if you've actually showered when you're simply too lazy to wash your hair (no judgment!). Despite the fact that most of us rely on dry shampoo for some part of our routine, not all of them are created equal. They can be sticky, weigh hair down, or leave a white cast that more closely resembles dandruff than freshly washed hair.

That's why we asked experts which dry shampoos they recommend. According to celebrity hairstylist Kieron Justin, the best dry shampoo can actually soak up oil, sweat, and odor; help to clean your hair; create volume and texture; make hair look, feel, and smell clean (especially after a sweaty summer run); and give life to limp hair. Even better? There are plenty of formulas specifically suited for a variety of hair types.

Mousse formulas are a great option for people looking to blow-dry afterward to achieve great volume and texture—no actual texture spray needed. The foam of this one dries quickly and evenly distributes through the hair, delivering lift and shine as it eliminates excess grease."

BY EMILY REKSTIS AND DANIELLE SINAY

SACHAJUAN

## BYRDIE



"THE 9 BEST SHAMPOO'S WITH SALICYLIC ACID OF 2023"

BEST SHAMPOO AND CONDITIONER DUO: SACHAJUAN SCALP SHAMPOO AND CONDITIONER

This shampoo and conditioner act as dual magicians to vanish irritated, red, and acne-prone scalps. Both products use salicylic acid to combat oil while fortifying strands with moisturizing ingredients like lactic acid and wheat protein. We are also thrilled to see menthol and rosemary oil listed on the bottle since these anti-inflammatory ingredients have a soothing, cooling sensation that'll feel fantastic on aggravated skin.

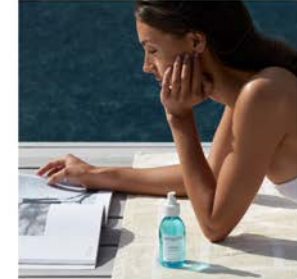
The conditioner contains two super effective dandruff-fighting ingredients—climbazole and piroctone olamine—which are powerhouses in reducing flakiness and hydrating your tresses. And as a bonus for anyone who experiences scalp acne, the shampoo includes ginger root extract, an ingredient some dermatologists recommend to treat breakouts.

One suggestion: You may need to put in a little more elbow grease to work up a rich foam, but we promise the formula delivers as promised.

BY EMILY REKSTIS AND DANIELLE SINAY

SACHAJUAN

## Forbes



"THE BEST SEA SALT SPRAYS TO GET TEXTURED, BEACHY WAVES"

BEST SEA SALT SPRAY OVERALL: SACHAJUAN OCEAN MIST

Hair tends to look great at the beach, as the salt from the sea and air can create a textured, tousled look that can be hard to replicate. The best sea salt sprays work like a texturizing product to help you achieve those beachy waves—enhancing what the ocean gave you even if you haven't stepped foot on a beach.

While some may fear salt for the crunch factor, today's versions have been re-formulated to include nourishing vitamins and extracts (like our top pick, the Sachajuan Ocean Mist). Co-founder and creative director of R+Co Howard McLaren says these ingredients moisturize strands and protect it from the drying effects of the salt. "This balance allows you to achieve the tousled windswept look while not damaging your hair," he says. Below, we've rounded up the best sea salt sprays on the market for a variety of needs.

Made with a vitamin-rich formula, this spray gives just the right amount of hold; vitamin B12 nourishes hair to give body and shine. Fans love it for its ability to keep strands healthy looking, without making them feel straw-like. We suggest stocking up for the summer.



BY ZOE SCHAEFFER AND FORBES VETTED



SACHAJUAN

mbg



**"THE 13 BEST LEAVE-IN CONDITIONERS OF 2023 FOR EVERY HAIR TYPE & GOAL**

Some sort of physical barrier is paramount before taking a brush or comb to your mane. Conditioner totally works, which is why some (namely, those with curls) might decide to detangle their hair in the shower. But if you're partial to detangling post-rinse, you'll need to spritz on a detangling product—like, say, this leave-in conditioner.

The meadowfoam seed oil creates a protective shield on the hair that makes sliding through knots and snarls a breeze. Plus, the spray nozzle allows you to target specific tangles, giving them extra attention as you work through the knotted strands."



BY JAMIE SCHNEIDER

SACHAJUAN

*Chal Daily*



**"14 BEST PURPLE SHAMPOOS TO KEEP BLONDE HAIR VIBRANT**

So long, brassiness.

To reduce brassiness without dulling the brightness, try this violet-colored formula. "It's designed to repair highlighted and color-processed hair and replace moisture, but it's super lightweight and won't weigh the hair down," says Trey Gillen, a stylist at Ceron Hair Studio."

By Brigitt Earley

SACHAJUAN

TZR



**"9 HAIR MASKS THAT REVIVE DRY, BRITTLE HAIR ON THE BRINK OF BREAKAGE**

SOFT AND SILKY IS ALWAYS THE GOAL

Most hair masks direct you to leave the cream on for 15 minutes - I don't have that kind of time! Luckily this powerhouse option from SACHAJUAN only takes about 5 to yield its luxuriant, hydrating results. - Alison Syrett, deputy fashion editor, TZR."



BY JESSICA FIELDS

SACHAJUAN

GLAMOUR



“THE BEST PRODUCTS  
FOR WAVY HAIR OF 2022

BEST PRO SCALP TREATMENT:  
SACHAJUAN SCALP SCRUB

I am very picky about my scalp scrubs—there is nothing worse than stepping out of the shower with an itchier scalp than you went in with. But this sugar scrub leaves my head feeling refreshed, hydrated, and dandruff-free. —E.R.”



By Sarah Y.Wu

SACHAJUAN



NEWBEAUTY

“BEST EXFOLIATING  
HAND WASH

My hairstylist on Fear the Walking Dead turned me on to this product. We use it daily when filming, and now I can't live without it. Neither can my son! It really helps tame our thick, curly hair without being heavy—it is oil-free and light. Smells great, too!”



SACHAJUAN

POPSUGAR.



“BEST HAND PRODUCT

Your hands need some TLC too, and the SACHAJUAN Exfoliating Hand Wash does that and more. Finely milled pumice gently buffs away dead skin cells as you cleanse, a blend of plant-derived oils and vitamins treats your skin to some soothing, and the subtle lavender scent will make you feel like you're in the South of France (at least for the length of time it takes you to sing Happy Birthday twice).”



By - Trusted Team Of Editors

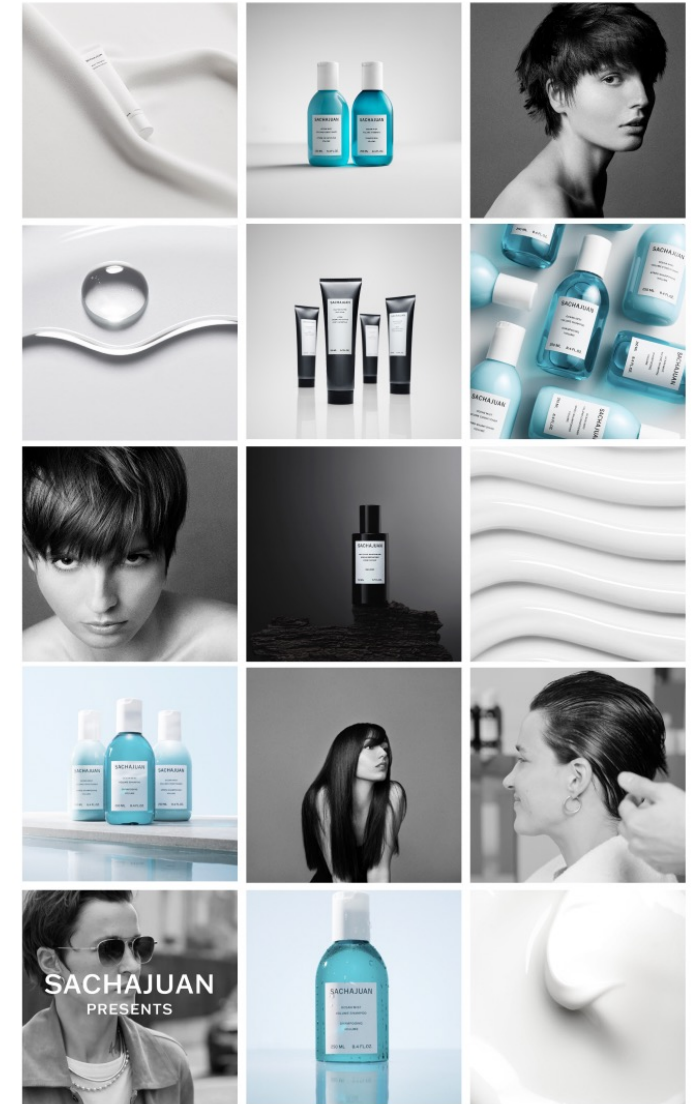
# SOCIAL MEDIA

SACHAJUAN's social media channels portray the brand through high-quality images and videos. SACHAJUAN's social media channels aim to invite consumers into the SACHAJUAN visual aesthetic, where they can be inspired by the lifestyle, expression and feelings conveyed. Visual expression is combined with knowledge and execution of hair care and styling, established by SACHAJUAN's professional heritage.

Content varies between images and videos of products and formulas with educational and informative captions. Additionally, brand images and campaigns are aimed at strengthening relationships with consumers through contemporary and narrative content, similar to the 'STYLING SESSION' concept and brand concepts such as 'SACHAJUAN Presents'.

SACHAJUAN's social media channels seek to provide a visual portfolio of the brand along with engaging content to connect with existing consumers and to inspire new consumers to interact with the brand. The evolution of SACHAJUAN social media marketing is achieved through new concepts and contemporary advances originating from SACHAJUAN's roots.

@SACHAJUAN





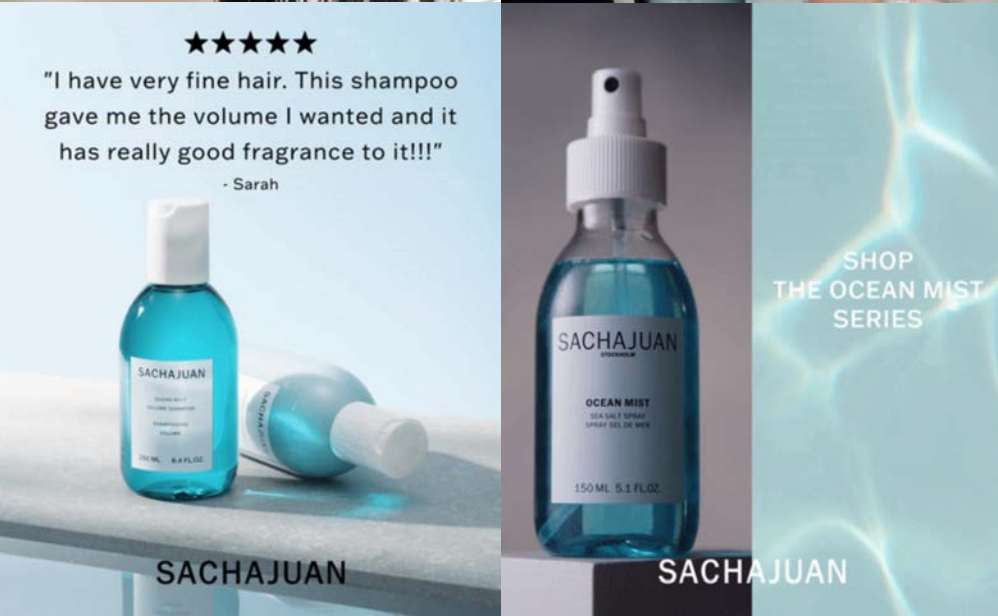


# ADVERTISEMENT

SACHAJUAN works with two ad agencies to ensure comprehensive coverage of digital advertising across all metaverse platforms as well as on TikTok.

The primary objective of this digital advertising is to enhance brand awareness.

SACHAJUAN also engages in OOH (Out of Home) advertising for larger campaigns such as annual Brand Campaigns.





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SACHAJUAN

IN MOVEMENT



# THE SACHAJUAN SALON

When the first SACHAJUAN salon opened in 1997, its interior quickly communicated the brand's commitment to a curated and minimalistic approach. A simplified and transparent way of working with hair was reflected in the use of quality materials and the selection of carefully-considered design classics.

Large windows, spacious rooms and sleek interiors set the tone for a new era in hair care. High-quality products and high-level skills were presented as part of a larger context, offering a holistic lifestyle experience for the client. Today, the salon is a Stockholm landmark, a reflection of the continued relevance and timelessness of the brand.

The development of the SACHAJUAN brand is firmly established in the original expression of the salon. It has served as a continuous source of inspiration and demonstrates SACHAJUAN's unwavering dedication to simple, high-quality haircare.







SACHAJUAN

INTENSIVE REPAIR  
CONDITIONER

APRÈS-SHAMPOOING  
REPARATEUR INTENSIF

250 ML 8.4 FL.OZ.

SACHAJUAN

INTENSIVE LEAVE IN  
CONDITIONER

REVITALISANT INTENSIF  
SANS RINÇAGE

150 ML 5.1 FL.OZ.

SACHAJUAN

INTENSIVE REPAIR  
SHAMPOO

SHAMPOOING  
REPARATEUR INTENSIF

250 ML 8.4 FL.OZ.



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