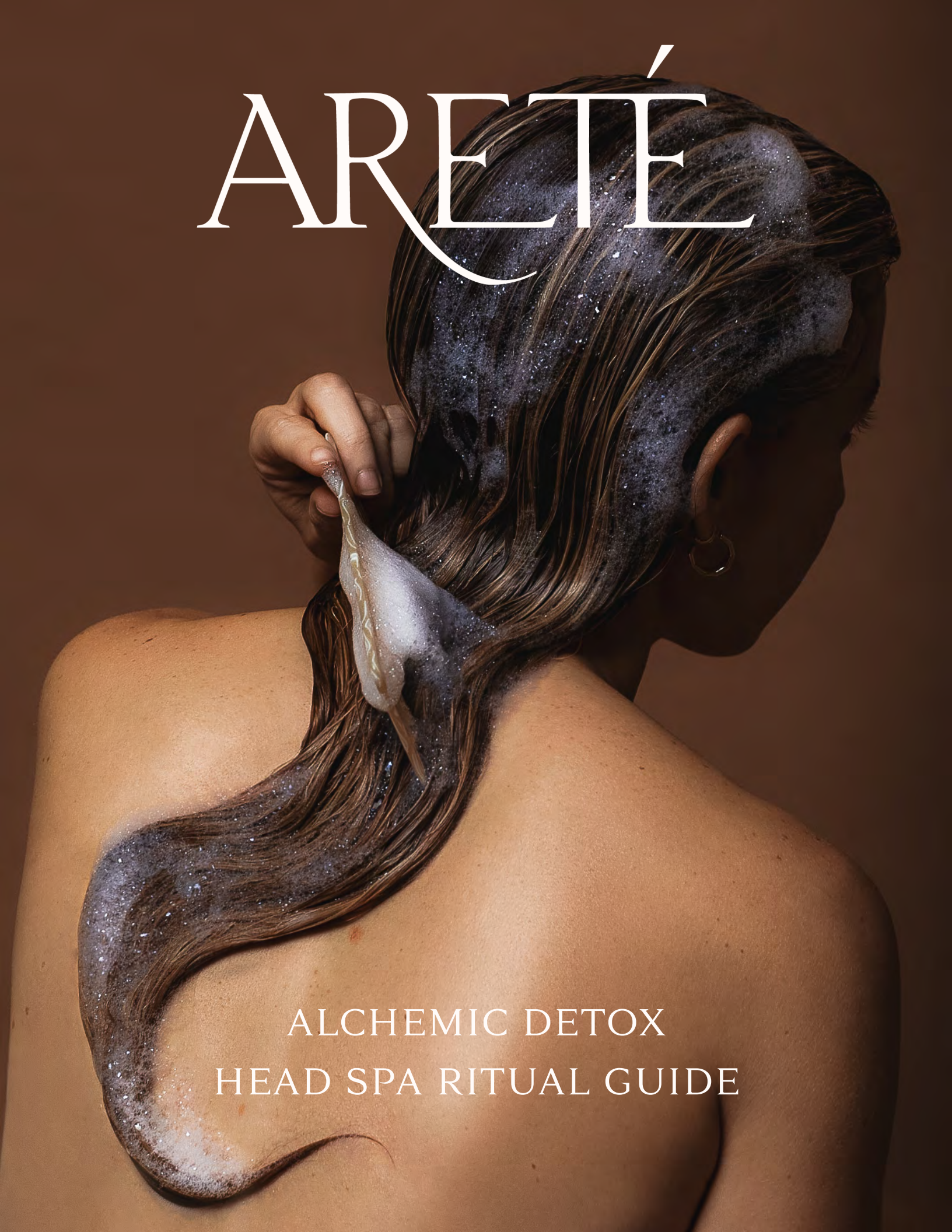


ARETÉ

A woman is shown from the back, her head tilted slightly to the right. Her long, dark brown hair is covered in a thick, white, bubbly shampoo foam. She is holding a seashell in her right hand, which is positioned near the base of her hair. The seashell is light-colored with a yellowish-brown pattern. The background is a solid, warm brown color. The overall mood is serene and luxurious.

ALCHEMIC DETOX
HEAD SPA RITUAL GUIDE

Beauty Through Conscious Creation

Inspired by the serenity and depth of the forest edge, our MICRO-
EXFOLIATING SCALP TREATMENT and REVITALIZING
ROSEMARY SCALP TREATMENT POWDER work in harmony
to reveal a *healthy, balanced* scalp and revitalized hair.



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Featured PRODUCTS



MICRO-EXFOLIATING SCALP TREATMENT MASQUE

EXFOLIATING SHAMPOO MASK



Our *Micro-Exfoliating Scalp Treatment Masque* is inspired by the depth and serenity of the forest's edge and harnesses the power of various trees, stones and mycelium to reveal a healthy, balanced scalp biome at the root.

For a supercharged treatment ritual, activate by moonlight or ground the jar directly in the soil.

Size: 5.8oz / 16oz

BENEFITS

- Helps to balance the scalp biome
- Increases moisture retention to relieve dryness and irritation
- Gently decongests and reoxygenates the follicles, promoting healthy hair growth and nutrient uptake
- Helps dissolve buildup and impurities while regulating oil production

KEY INGREDIENTS

Upcycled Bamboo is a sustainably sourced, biodegradable exfoliant that gently decongests the follicle, promoting healthy hair growth and nutrient uptake.

Wild Snow Mushroom has anti-inflammatory and moisture retention properties that relieve dryness and irritation while rebalancing the delicate scalp environment.

White Willow Bark exfoliates away impurities, reducing product buildup on the scalp. It can also assist in controlling excess sebum production.

Midnight Tourmaline is a protective stone, renowned for its ability to ground, stabilize, and reaffirm our Earthly roots.

REVITALIZING ROSEMARY SCALP TREATMENT POWDER

SCALP TREATMENT ENHANCEMENT



For centuries, the delicate, fragrant sprigs of Rosemary have been at the heart of Mediterranean gardens and naturopathic medicine cabinets. To enhance the efficacy of *Areté Scalp Treatment Rituals*, we've thoughtfully sourced 100% Organic Rosemary in a pure powder form to strengthen, stimulate and revitalize the hair and scalp.

Size: 1.6oz

BENEFITS

- Can cleanse the scalp and enhance shine
- Stimulates the hair follicles to encourage growth
- High anti-inflammatory and antioxidant properties reduce scalp irritation, dandruff and itching
- Promotes a healthy scalp biome by increasing blood circulation to the scalp
- Rich in essential nutrients like Vitamin C, Vitamin B6, Calcium, Iron and Carnosic Acid

KEY INGREDIENT

Long cherished for its potent anti-microbial and anti-inflammatory properties, *Rosemary* has become one of the most effective herbs for promoting a healthy hair growth environment.

DETOXIFYING HERBAL HAIR WASH

INVIGORATING DETOX SHAMPOO



Our *Detoxifying Herbal Hair Wash* deeply cleanses and removes impurities to create a clean state for the scalp and hair. Consciously crafted with a powerful combination of Earthly elements, and invigorating essential oils, your hair, scalp and mind will feel reborn.

Size: 7.4oz / 30.2oz

BENEFITS

- Thoroughly cleanses and removes impurities
- Rich minerals and antioxidants regulate oil production
- Enhance microcirculation and nutrient delivery to the scalp
- Purifies and heals against environmental aggressors

KEY INGREDIENTS

Organic Sage Hydrolate is an herbaceous distillation boasting natural antimicrobial properties, as well as microcirculation and nutrient delivery to the scalp.

Icelandic Volcanic Ash is rich in minerals and antioxidants, helping pull out impurities in the hair, keeping the scalp free of grease, and giving a natural lift.

Fermented Apple Cider Vinegar strengthens the hair and improves luster by lowering the pH of the hair and scalp. It may also reduce itchiness and irritation.

Silver Birch Sap purifies and heals the scalp while protecting against environmental stressors.

PALM & SOOTHE

CLEANSING MILK

GENTLE SHAMPOO



Our *Calm & Soothe Cleansing Milk* uses a gentle formulation rich in traditional healing herbs and flowers to gently wash away impurities and provide relief from irritation, itchiness and flaking for sensitive skin and scalps.

Size: 7.4oz / 30.2oz

BENEFITS

- Gently cleanses the hair and scalp, removing impurities
- Reduces redness and discomfort for sensitive scalps
- Anti-inflammatory and anti-aging properties
- Multifunctional formula cleanses and comforts from head-to-toe

KEY INGREDIENTS

Chamomile Flower may soothe, hydrate, and bring out highlights in blonde or light brown hair. It also aids in nourishing, strengthening, and improving hair growth.

Rice Milk has been a part of Asian haircare routines for nearly 2,000 years and is rumored to be the beauty secret of the women in the Japanese Imperial Court. This beautifying ingredient boasts anti-inflammatory and anti-aging benefits for both hair and skin, making it ideal for our multifunctional formulation.

Calendula Bloom helps repair damaged hair, strengthening strands from root to tip. It also contains several B vitamins, vital minerals and antioxidants that foster healthy growth.

Organic Rose Hip is made from healthy fatty acids and antioxidants that help fight free radicals, boost collagen and moisturize the scalp.

CALMING CHAMOMILE SCALP TREATMENT POWDER

SCALP TREATMENT ENHANCEMENT



A favorite of Egyptian queens and Roman goddesses, Chamomile has been a documented part of sacred ceremonies and self-care rituals for centuries. To enhance the efficacy of your ritual, we've thoughtfully sourced 100% Organic Chamomile in its purest form to nurture, protect, and restore balance where it's needed most.

Size: 1.3oz

BENEFITS

- Relieves redness and inflammation
- Calms scalp irritation
- Soothes sensitive scalps

KEY INGREDIENT

Steeped in tradition and revered for centuries, *Chamomile*, a symbol of peace, purity, and divine healing, offers a gentle touch of nature's serenity. Known for its soothing and calming properties, this golden bloom brings harmony to even the most delicate scalps.

MICRONIZED DRY TEXTURE POUF

DRY SHAMPOO TEXTURE POWDER



Herbaceous and nutrient-rich, our *Micronized Dry Texture Pouv* is a 4-in-1 hair volumizer, texturizer, refresher and scalp treatment that invokes enviable body, texture and airy softness.

Size: 28.35g

BENEFITS

- Volumizes and refreshes the hair
- Absorbs excess oil
- Helps strengthen the hair follicle at the root
- Soothes itchiness and irritation between washes

KEY INGREDIENTS

White Sage refreshes and rejuvenates the scalp while strengthening the hair follicle at the root.

Diatomaceous Earth absorbs excess oil and can even promote healthy hair growth.

Blue Eucalyptus may have natural nourishing properties that soothe and calm the scalp so that healthy-looking hair can shine.

Organic Witch Hazel treats greasy roots between washes, as well as soothes and cleans the scalp.

Organic Rose Hip is made from healthy fatty acids and antioxidants that help fight free radicals, boost collagen and moisturize the scalp.



HEAD SPA RITUALS

WHAT YOU'LL NEED:

- *Calm & Soothe Hair Milk*
- *Micro-Exfoliating Hair Treatment Masque*
- *Revitalizing Rosemary Scalp Treatment Powder*
- *Detoxifying Shampoo*
- *Botanical Bond Masque*
- *Midnight Jade Gua Sha Comb*

Introductory Ritual

STEP 1: Starting with wet hair, deeply cleanse the scalp with *Detoxifying Herbal Hair Wash*.

STEP 2: Apply the *Micro-Exfoliating Hair Treatment Masque* directly to the scalp.

ENHANCE YOUR RITUAL: For clients experiencing scalp discomfort, congestion, or aid in healthy hair growth, add 1 tsp of *Revitalizing Rosemary Powder* to every 30g of *Micro-Exfoliating Scalp Treatment Masque*. Mix thoroughly and apply directly to the scalp with a bowl and brush.

STEP 3: Use the *Midnight Jade Massaging Gua Sha Comb* to deeply massage, melt tension & stimulate blood flow to the scalp. Follow the ritual outlined on page 10.

STEP 4: Rinse off treatment at the bowl while incorporating head massage, then apply *Botanical Bond Hair Repair Masque* to deeply condition and repair the hair. Leave on for 5 minutes and rinse.

ENHANCE YOUR RITUAL: Before rinsing, use the comb side of the *Midnight Jade Massaging Gua Sha* to gently massage your client's scalp to enhance relaxation as you comb through *Botanical Bond Hair Repair Masque*. For especially damaged or long hair, utilize a wide toothed comb instead.



CALMING CHAMOMILE HEAD SPA RITUALS

WHAT YOU'LL NEED:

- *Calm & Soothe Cleansing Milk*
- *Calming Chamomile Treatment Powder*
- *Botanical Bond Masque*

Introductory Ritual

STEP 1: Starting with wet hair, gently cleanse the scalp with *Calm & Soothe Cleansing Milk*. Rinse.

STEP 2: Add 1tsp of *Calming Chamomile Powder* into every 30g of *Calm & Soothe*. Mix thoroughly and apply directly to the scalp with a bowl and brush.

STEP 3: Let the treatment sit for 5-10 minutes. Gently massage the scalp with your fingertips, working in the treatment and melting tension. Rinse.

STEP 4: Apply *Botanical Bond Hair Repair Masque* to deeply condition and repair the hair. Leave on for 5 minutes and rinse.

GUA SHA MASSAGE RITUAL GUIDE

We all strive for healthy, beautiful hair, whether long or short, by using various products and treatments. However, true hair health begins at the scalp, not just the surface layer. To achieve healthy, fuller, and longer hair, it's essential to stimulate the scalp tissues.

Scalp gua sha employs the same stroking technique as facial gua sha, but it's applied to the scalp. Scalp acupressure uses circular massage motions on specific acupuncture points. Scalp massage involves general manipulation of the scalp skin. All these techniques aim to stimulate the scalp using either fingers or tools. We've created the *Midnight Jade Gua Sha Stone* to assist in these scalp health practices!

THE HISTORY OF GUA SHA

Gua Sha is widely documented as being used as treatment during the Ming Dynasty in ancient China. However, it is thought that this variation of massage dates back as far as the Paleolithic Age. The act of "scaping away illness", the literal meaning of gua sha, was essential in stimulating blood flow and enhancing circulation to alleviate pain, release tension and trigger healing.

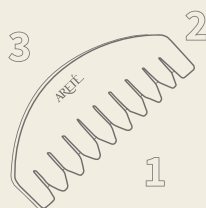
WHAT YOU'LL NEED:

- *Calm & Soothe Cleansing Milk*
- *Midnight Jade Areté Gua Sha Stone*
- *Healing Hair Ceremony Serum (optional)*

GUA SHA ON THE NECK *Step-by-Step Guide*

1. PREPARATION

- Apply a few drops of your preferred skin care oil (or *Calm & Soothe Cleansing Milk*) to your hands.
- Gently pat the oil on the back of the client's neck.



2. INITIAL GUA SHA TECHNIQUE

- Position the gua sha stone at the base of the client's skull.
- Place your other hand's fingers at the base of the skull to hold the skin taut.

3. STROKING TECHNIQUE

- Using the flat edge of the gua sha stone (Side 3), apply medium pressure and stroke downward towards the base of the neck at a 45 degree angle.
- Repeat this movement several times on each side of the neck.
- This technique enhances circulation and provides a soothing, relaxing experience for the client.



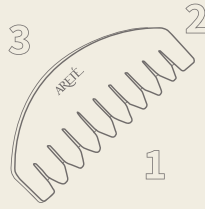
TIPS FOR STYLISTS

- Adjust the pressure based on the client's comfort level.
- Ensure the oil (or preferred product) is evenly distributed to facilitate smooth gliding of the gua sha stone.
- Encourage clients to include this neck massage in their at-home routine for additional benefits.
- By incorporating this gua sha neck massage into your salon services, you can offer clients an added layer of relaxation and circulation enhancement, complementing their overall experience.

GUA SHA ON THE SCALP *Step-by-Step Guide*

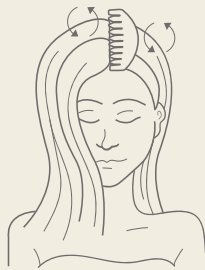
1. PREPARATION

- Begin by parting the client's hair and applying a few drops of Calm & Soothe Cleansing Milk (or Healing Hair Ceremony Serum) to the scalp.



2. INITIAL GUA SHA TECHNIQUE

- Use the pointed side of the Midnight Jade gua sha stone. (Side 1)
- Perform small circular motions with light to medium pressure at the part.
- Massage for 10 seconds in one direction, then reverse for another 10 seconds.
- Continue this technique along the part and towards the back of the head.



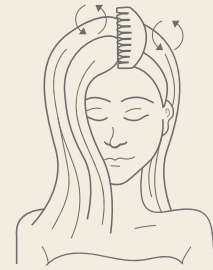
3. SIDE PART TECHNIQUE

- Create a side part on the left side, approximately 1 inch from the usual part.
- Apply a few drops of Calm & Soothe to this new part.
- Use the gua sha stone's side with two points. (Side 2)
- Repeat the small circular motions, both clockwise and counterclockwise, for 15 seconds in each direction, especially if the hair is thinner on this side.
- Move methodically down the part to the back of the head.
- Make a deeper side part and repeat the process.



4. ENHANCING CIRCULATION

- After completing the gua sha technique on the left side, use the stone comb side of the gua sha. (Side 1)
- Gently comb over the massaged areas with short strokes to promote circulation and product absorption.



5. RIGHT SIDE PART

- Move to the right side of the client's head.
- Repeat the same steps: part, apply Calm & Soothe Cleansing Milk, and use the gua sha stone in circular motions.

TIPS FOR STYLISTS

- Adjust the pressure based on the client's comfort.
- Customize the duration of the massage according to hair thickness and scalp sensitivity.
- Encourage clients to continue this routine at home for optimal scalp health and hair growth. Bundle a gua sha with scalp care products for the ultimate take-home regimen.
- By incorporating this gua sha scalp massage into your salon services, you can enhance the overall experience for your clients, promoting better scalp health and relaxation.

**If your client is experiencing hair loss or looking to stimulate hair growth, use Healing Hair Ceremony Serum for your scalp gua sha ritual as it aids in preventing oxidative stress and hair loss.*



Romanticize the Ritual HEAD SPA SALON PACKAGES

Exclusively at Simply Organic Beauty

Immerse your salon and clients in the world of exceptionally clean care with our newest head spa introductory packages.

SAVE
15%



ALCHEMIC DETOX HEAD SPA EXPRESS SERVICE KIT

A powerful combination of Earthly elements, time-honored botanicals, and thoughtful formulation roots out impurities and creates a clean slate for optimal hair growth. Ideal for stylists just starting their scalp care journey, our exclusive express service kits include the essentials you need to start offering impactful head spa services in your salon.

- 2 x Micro-Exfoliating Treatment Scalp Masque (13.4oz)
- 1 x Botanical Bond Hair Repair Masque (14.1oz)
- 1 x Detoxifying Herbal Hair Wash (30.2oz)
- 1 x Revitalizing Rosemary Scalp Treatment Powder
- 1 x Micronized Dry Texture Pouf

Tools & Accessories

- 1 x Midnight Jade Gua Sha Stone
- 1 x Areté Product Atlas
- 1 x Gold Measuring Scoop
- 1 x Gold Powder Measuring Scoop

SAVE
15%



CALMING CHAMOMILE HEAD SPA EXPRESS SERVICE PACKAGE

Featuring the new Calming Chamomile Powder, this ritual harnesses the ancient power of nature in its purest form to nurture, protect, and restore balance where it's needed most.

- 1 x Botanical Bond Hair Repair Masque (14.1oz)
- 1 x Calm & Soothe Cleansing Milk (30.2oz)
- 1 x Calming Chamomile Scalp Treatment Powder
- 1 x Micronized Dry Texture Pouf

Tools & Accessories

- 1 x Midnight Jade Gua Sha Stone
- 1 x Areté Product Atlas
- 1 x Gold Measuring Scoop
- 1 x Gold Powder Measuring Scoop

SAVE
15%



ARETÉ HEAD SPA EXPRESS SERVICE PACKAGE

Create a memorable salon experience with Arete's Express Service Package, ideal for stylists looking to add an impactful botanical-based scalp service to their menu.

Backbar

- 1 x Micro-Exfoliating Scalp Treatment Masque (13.4oz)
- 1 x Botanical Bond Hair Repair Masque (14.1oz)
- 1 x Detoxifying Herbal Hair Wash (30.2oz)
- 1 x Micronized Dry Texture Pouf

Tools & Accessories

- 1 x Midnight Jade Gua Sha Stone
- 1 x Arete Product Atlas
- 1 x Gold Measuring Scoop
- 1 x Gold Powder Measuring Scoop

SAVE
25%



ARETÉ HEAD SPA SALON SERVICE & RETAIL PACKAGE

This package is the best to integrate Areté into your salon and retail space with ease, featuring enough products for in-salon use and retail purchases.

- 2 x Micro-Exfoliating Treatment Scalp Masque (13.4oz)
- 1 x Calm & Soothe Cleansing Milk (30.2oz)
- 1 x Botanical Bond Hair Repair Masque (14.1oz)
- 1 x Detoxifying Herbal Hair Wash (30.2oz)
- 1 x Revitalizing Rosemary Scalp Treatment Powder
- 1 x Calming Chamomile Scalp Treatment Powder
- 1 x Healing Hair Ceremony Serum
- 1 x Micronized Dry Texture Pouf

Retail

- 3 x Micro-Exfoliating Treatment Scalp Masque (5.3oz)
- 3 x Calm & Soothe Cleansing Milk (7.4oz)
- 3 x Botanical Bond Hair Repair Masque (5.8oz)
- 3 x Detoxifying Herbal Hair Wash (7.4oz)
- 3 x Healing Hair Ceremony Serum
- 3 x Micronized Dry Texture Pouf

Tools & Accessories

- 1 x Midnight Jade Gua Sha Stone
- 1 x Areté Product Atlas
- 1 x Gold Measuring Scoop
- 1 x Gold Powder Measuring Scoop
- 6 x Areté REPURPOSE Retail Bags