

enummi® Shampoo

For all hair types

- Offers a color-friendly formula that is sulfate and silicone-free
- Features essential hair vitamins, plant extracts, powerful proteins, amino acids, and antioxidants to nourish, strengthen, and smooth hair
- Provides protection from the environment, balanced repair, manageability, and vibrant shine*
- Is great for daily use on all hair types

What is enummi® Shampoo?

No matter where you live, day-to-day exposure to harsh environmental elements can damage your hair. Add to that coloring, chemical treatment, heated styling, sun exposure, and pollution, and it's no wonder your hair can feel dry, damaged, and completely lifeless. enummi Hair Care products work to help maintain great-looking hair, no matter your hair type.

enummi Shampoo is a moisture-balanced, protein and amino acid-rich, sulfate and silicon-free formula created for all hair types. It features high-quality, gentle, plant-derived cleansers from renewable resources that create luxurious cleansing and nourishing for healthy-looking hair full of vibrancy and strength. enummi Shampoo is great for all hair types and the entire family.

PRIMARY SUPPORT

Hair Care

Key Features

- Gently cleanses while nourishing hair
- Provides moisture balanced, amino acid, protein and B vitamin-rich ingredients for vibrant shine and strength
- Contains hydrating ingredients that prevent dryness and bring back moisture and shine for hair that looks and feels soft and smooth
- Provides environmental protection, balanced repair, and improved manageability for healthy-looking hair
- Protects hair against breakage from combing, negatives effects of heat styling, and other daily lifestyle stresses
- Is great for daily use for all hair types
- Contains no parabens

Did You Know?

enummi Shampoo contains Guar Hydroxypropyltrimonium Chloride, a conditioning agent derived from naturally occurring guar that can provide detangling and anti-static properties without weighing down hair. This improves combing for both wet and dry hair as well as manageability. It is a sustainable ingredient and approved by the Natural Products Association.



Recommended Use:

Massage into wet hair until lather is created. Rinse thoroughly and repeat if desired for deeper cleansing results. Follow with enummi® Conditioner.

Ordering Information

Item #25113—12 oz / 355 ml bottle
Item #25114—12 for the price of 11



AdvancedResearchWellnessCenter
717-733-2080
AdvancedResearchWellness.com

enummi[®] Shampoo

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Key ingredients

- Sodium Lauroyl Methyl Isethionate—This mild cleanser derived from coconut creates luxurious foam for gentle cleansing and a lasting, elegant feel. It provides gentle yet thorough cleansing with outstanding rinse ability.
- Cocoamidopropyl Betaine—Derived from coconut oil, this ingredient cleanses by removing dirt and oil from hair. It also provides excellent foam.
- Sodium Cocoamphoacetate—A gentle cleansing agent derived from coconut fatty acids. It functions as a cleansing agent and can also have mild conditioning properties.
- Citric Acid—An extract derived from citrus, it is primarily used to adjust the pH of the formula. And, it also possesses natural preservative properties.
- Panthenol—An alcohol form of vitamin B that provides hydration and acts as a humectant to prevent moisture loss in the hair. It is an emollient and moisturizer for skin and hair that protects against dehydration and supports scalp smoothness and condition.
- Tocopheryl Acetate (vitamin E)—This superior antioxidant provides protection, preserves moisture levels, and maintains a natural barrier for the hair.
- Wheat Amino Acids—It penetrates the hair shaft where its powerful moisture-binding properties allow it to retain up to four times its weight in moisture at higher humidity levels. And, it gives the hair gloss and sheen for a soft, smooth, and supple feel.
- Hydrolyzed Wheat Protein—This protein conditions and repairs hair from the inside out, offering continuous protection and conditioning.
- *Lawsonia inermis* (henna) Extract—Henna is a plant-based ingredient that nourishes hair and supports vitality and strength.
- *Chamomilla recutita* (matricaria) Flower—This plant-derived ingredient from the chamomile flower possesses gentle scalp-soothing and tonic properties.
- *Rosa canina* Fruit Extract—Possesses wonderful conditioning properties for hair and scalp.
- *Rosmarinus officinalis* (rosemary) Leaf Extract—This extract helps strengthen dry and damaged-looking hair.
- *Symphytum officinale* Rhizome/Root Extract—Commonly referred to as comfrey, this root has many natural benefits. It contains allantoin, a substance that promotes healthy-looking skin.
- *Equisetum arvense* Extract—Often referred to as horsetail extract, this herbal extract is nourishing for the skin and hair.
- *Arctium lappa* Root Extract—Commonly referred to as burdock root, it provides great support and relief to a scalp that looks and feels dry.



INGREDIENTS: Water, sodium lauroyl methyl isethionate, cocamidopropyl betaine, sodium cocoamphoacetate, fragrance, polysorbate 80, guar hydroxypropyltrimonium chloride, citric acid, tetrasodium EDTA, wheat amino acids, panthenol, hydrolyzed wheat protein, methylchloroisothiazolinone, *Arctium lappa* (burdock) extract, *Chamomilla recutita* (matricaria) flower extract, *Equisetum arvense* (horsetail) extract, *Lawsonia inermis* (henna) extract, *Rosa canina* (rosehips) fruit, *Rosmarinus officinalis* (rosemary) leaf extract, *Symphytum officinale* (comfrey) rhizome/root extract, methylisothiazolinone, and tocopheryl acetate.