

HAIR CARE

# REFUGE

SELF CARE

PRESS KIT

BRAND PHILOSOPHY

“We believe getting professional results should be simple, easy, and affordable. Developed and tested in salon by expert stylists through 1 million real client consultations. Each Refuge System gives your hair exactly what it needs to look its healthiest and gives you the simple self-care routine you deserve.”

BETH WEBER | FOUNDER

REFUGEHAIR.COM | @REFUGEHAIR

BRAND STORY

# MAKE HAIR CARE, SELF CARE

IF YOU HAD TIME, YOU'D GET A BLOWOUT EVERY DAY. IF YOU HAD THE BUDGET, YOU'D GET A HAIR TREATMENT EVERY WEEK. IF YOU WERE A STYLIST, YOU'D KNOW JUST THE RIGHT PRODUCTS TO USE.

WE BELIEVE YOUR SHOWER CAN BE YOUR OWN PERSONAL SALON. THAT LATHER AND RINSE SHOULD ALSO REPAIR AND RESTORE, AND GETTING PROFESSIONAL RESULTS CAN BE EASY, WITH REFUGE.



## FOUNDER STORY



### MEET BETH

I am a healthy hair evangelist, a beauty minimalist, and a passionately outspoken supporter of self care. I've spent the past 20 years helping real women overcome real challenges by bridging the gap between professional services and at home hair care.

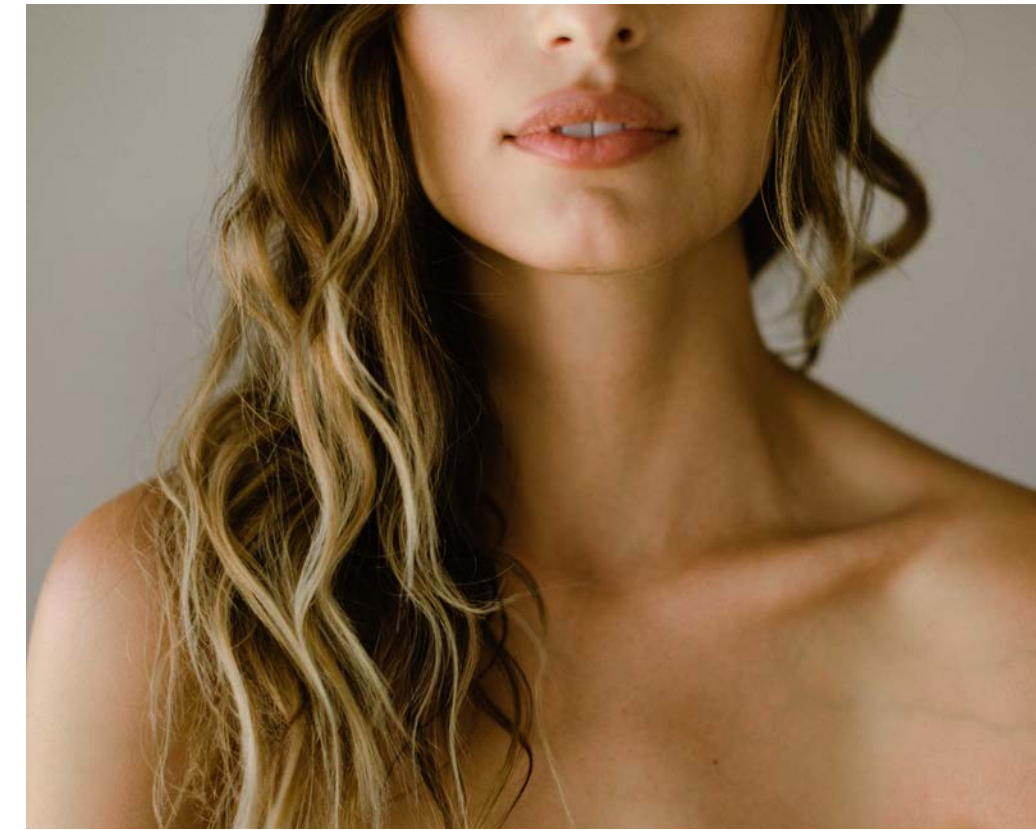
My take away? We all abuse our hair. No matter how hard we try, we just can't resist the urge to color, curl, straighten, blow dry, bleach and tease. What's worse, most of us do absolutely nothing to build our hair back up. I'm on a mission to change that. I believe that your shower can be your own personal salon. That your lather and rinse should also repair and restore. And that getting professional results should be simple and affordable. Formulated in a salon by expert stylists, each Refuge system gives your hair exactly what it needs to look its healthiest and gives you the simple self-care routine you deserve.

I founded Refuge Hair with 3 beliefs. Quality clean beauty hair care should be at the core of your hair health routine, professional results shouldn't break your bank, and that your hair care should target your unique needs as your hair evolves.

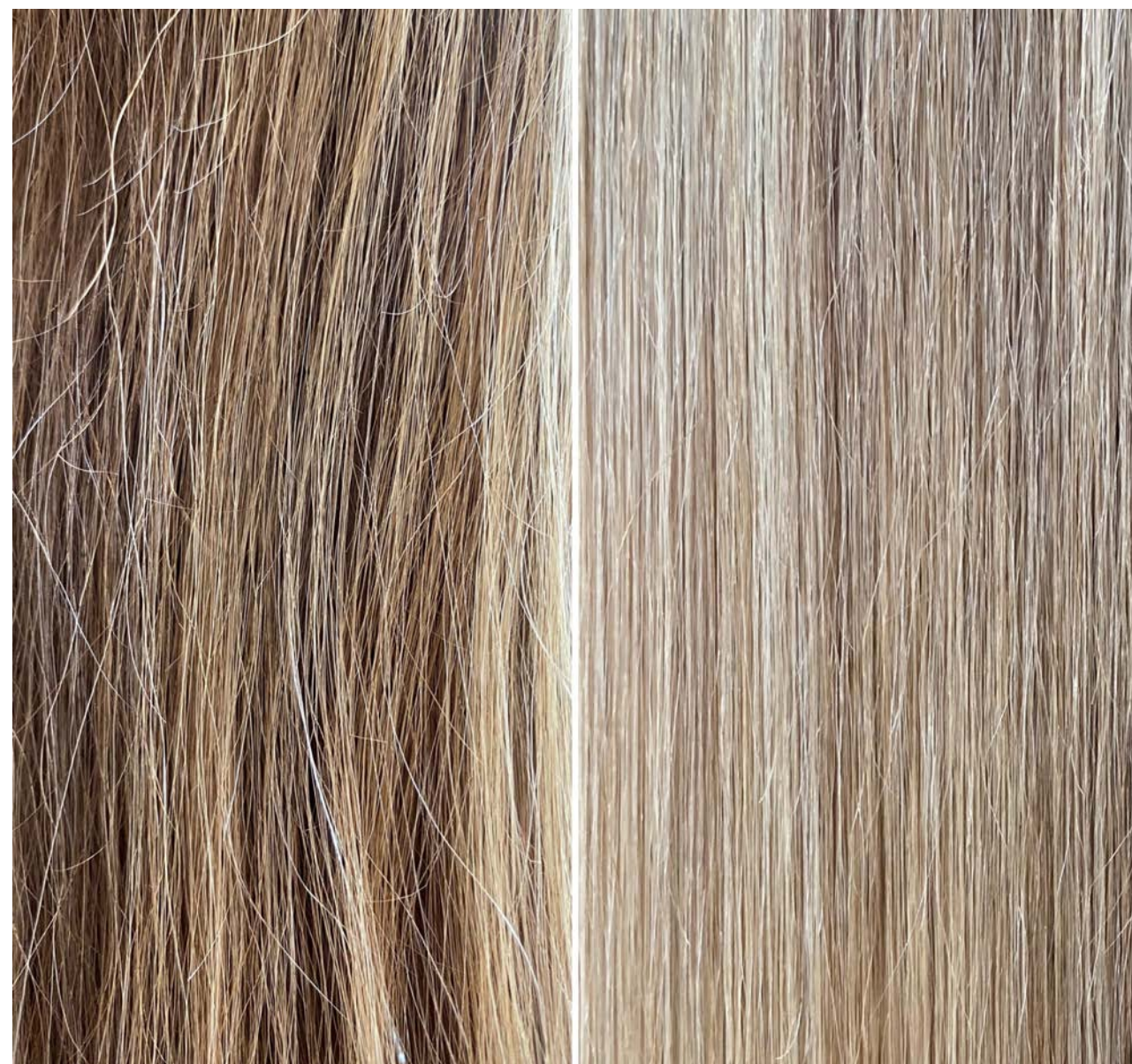
Healthy hair starts, here.

### XX - BETH

BRAND MOOD BOARD



POWERFUL CLEAN BEAUTY HAIR CARE



BEFORE

AFTER

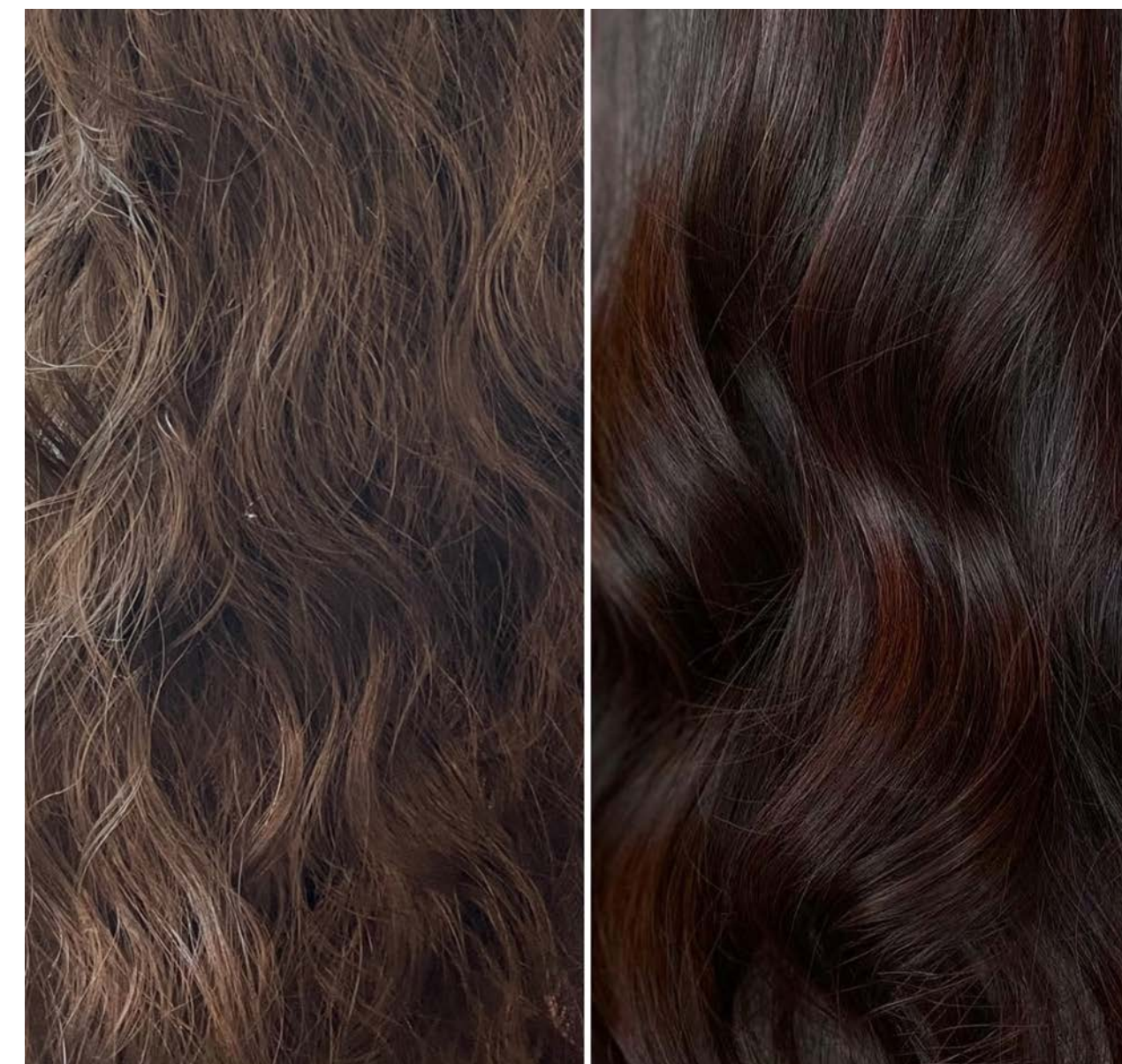
After one use this customer's hair is visibly stronger and healthier. The Almond, Soy, and Quinoa Proteins have worked together to improve porosity & elasticity, while fortifying against split ends. Our REFUGE REPAIR + PROTECT 3-STEP SYSTEM is a must have for anyone who is looking to bring back their hair health after a damaging color service.



BEFORE

AFTER

The results you are witnessing in this customer's hair is an intense reflection of color and deep hydration. Our REFUGE HYDRATE + BALANCE 3-STEP SYSTEM moisturizes hair from the inside out. This weightless formula's key ingredients include Meadowfoam Seed Oil and Algae Extract which bring out hair's natural shine and restores bounce. Making it the perfect solution for thirsty hair, regardless of your texture.



BEFORE

AFTER

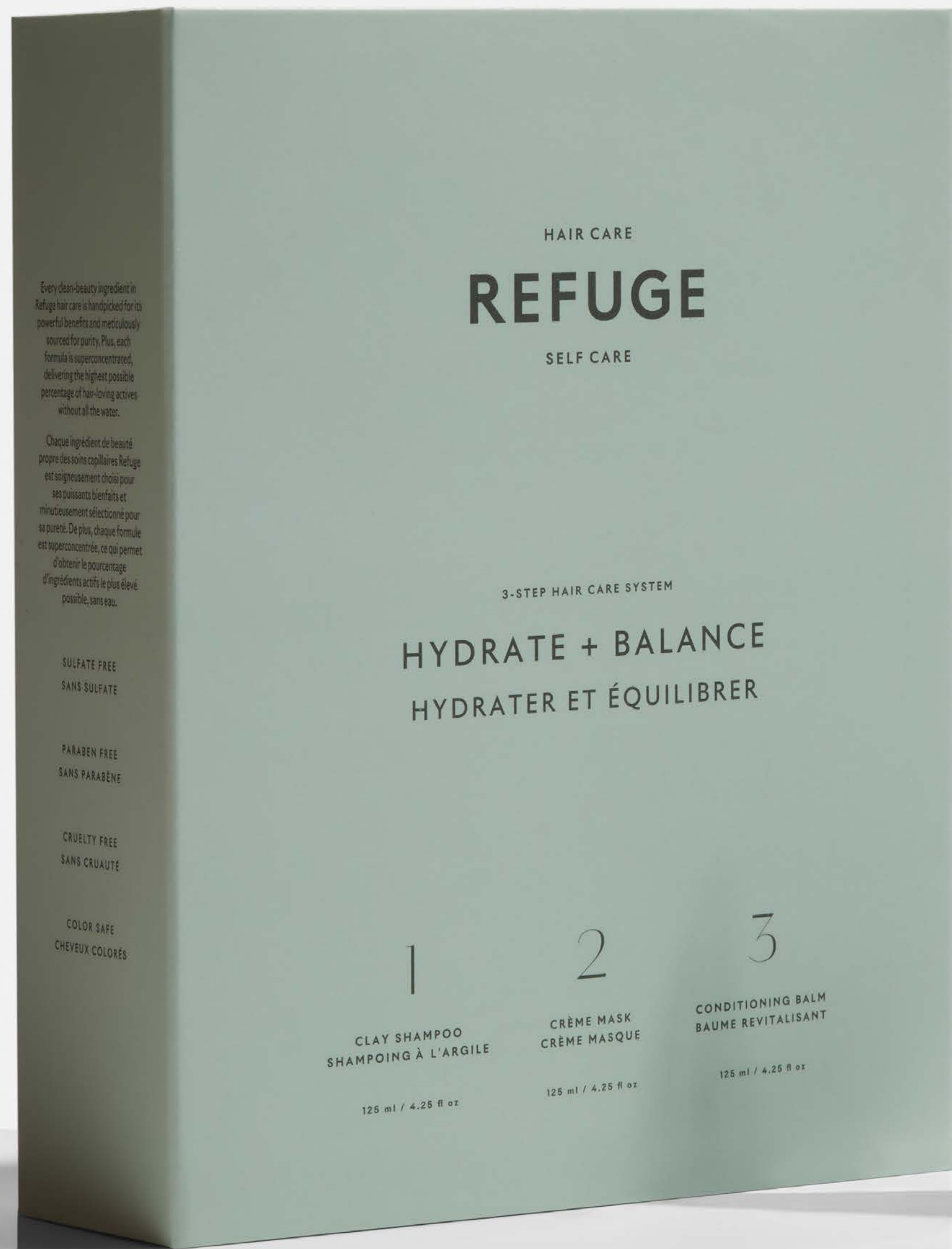
This customer has brought her hair back to its best health using our REFUGE NOURISH + GROW 3-STEP SYSTEM. This anti-aging formula shows its true power here. You can see for yourself the richness and shine along with the benefits of the natural tripeptides that leave the hair undeniably stronger and thicker.

# “It is time to make your hair health a priority.”

“When your hair is consistently dry + frizzy it is telling you something. The long-term solution is to hydrate each hair strand from the inside out. When creating our HYDRATE + BALANCE products I had a strong conviction to use Meadowfoam Seed Oil as the backbone in our formulations. This small but mighty oil helps retain moisture inside the hair strand while the equally important MuruMuru Butter will give your hair the soft, shiny, movement that you love.”

“We all wish we could go back to the hair we had as teens, maybe not the bangs. You know...the full bouncy hair that had so much shine. Being a stylist, I dreamt of a lightweight hair care routine that truly nourished hair without weighing it down. It took over 2 years, but I developed the perfect formulation. Using Fennel Seed Extract, Almond Protein, and natural derived Tripeptides, my client's hair was left feeling stronger and thicker. Their scalp was hydrated and healthy. I did it! NOURISH + GROW products strengthen follicles, boost volume, and fight premature hair loss. Your hair can now be in its prime with the clean beauty ingredients in Refuge Hair Care, hand picked for their powerful benefits and meticulously sourced for purity.”

“This is how you lighten your hair without sacrificing length and vitality. You have to be consistent with your REPAIR + PROTECT Hair Care routine. This System includes a super concentrated shampoo, mask, and conditioner so that you are fortifying your fragile hair with 3 essential steps. First, gently cleanse with our REPAIR + PROTECT Clay Shampoo which includes coconut oil and a trifecta of proteins. Secondly, steep your hair for 7 minutes in our REPAIR + PROTECT Crème Mask. Allow the Aloe and Baobab to improve tensile strength, stop breakage, and leave your hair with notable shine. Last, but not least mend split ends and protect against future damage with our SHINE + SEAL Conditioning Balm it includes Vitamin E that will leave your hair smooth and strong.”





## HYDRATE + BALANCE SYSTEM FACT SHEET

### TARGETS

Formulated specifically for dry, dehydrated hair and scalp, our HYDRATE + BALANCE 3-Step system replenishes much-needed moisture to fight static and frizz, boost shine and restore bounce. Its nourishing clean-beauty ingredients—including coconut oil, argan oil and algae extract—also work to soften hair’s texture and mend split ends while protecting against UV and pollution. Hair’s left bouncy, hydrated, and frizz-free.

### WHAT IS IT

Healthy hair starts here. Every clean-beauty ingredient in Refuge haircare is handpicked for its powerful benefits and meticulously sourced for purity. Plus, each formula is superconcentrated, delivering the highest possible percentage of hair-loving actives without all the water. Our 3-Step Hair Care system targets your specific hair challenges and nurtures each strand back to its healthy best.

### ESSENCE

Gently scented with comforting essences of neroli, black pepper and sandalwood.

### STEPS + USAGE

**Step 1:** Wet hair thoroughly. Dispense into palm, then add water and work into lather to activate. Massage over scalp, adding water as needed to increase lather. Rinse well. Follow with Step 2 for best results.

**Step 2:** Following Step 1, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length then scalp. Leave on 5-7 minutes, then rinse well with warm water. Follow with Step 3 to seal in benefits.

**Step 3:** Following Step 2, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length. Rinse well.

### BENEFIT

- + Replenish Moisture
- + Fight Static and Frizz
- + Boost Shine and Restore Bounce

### NOTEWORTHY

- + Sulfate Free
- + Paraben Free
- + Cruelty Free
- + Color Safe

### KEY INGREDIENTS

#### CLAY SHAMPOO CONCENTRATE

White Clay  
Coconut Oil  
Algae Extract  
Caffiene  
Meadowfoam Seed Oil

#### CRÈME MASK CONCENTRATE

Coconut Oils  
Babassu Oil  
Argan Oil  
Baobab Seed Extract  
Murumuru & Shea Butter

#### CONDITIONING BALM CONCENTRATE

Joboba Seed Oil  
Vitamin E  
Coconut Oil  
Baobab Seed Extract  
Hydrolyzed Keratin

### SIZES

#### CLAY SHAMPOO CONCENTRATE

4.25OZ / 125ML

#### CRÈME MASK CONCENTRATE

4.25 OZ / 125ML

#### CONDITIONING BALM CONCENTRATE

4.25 OZ / 125ML



## REPAIR + PROTECT SYSTEM FACT SHEET

### TARGETS

Formulated specifically for fragile, damaged or overprocessed hair, our REPAIR + PROTECT 3-Step system helps improve porosity, smooth hair's cuticle, and mend split ends. Its fortifying clean-beauty ingredients—including coconut oil, baobab, and quinoa protein—boost the tensile strength of each strand while helping to protect against future damage. Hair's left with improved elasticity, increased strength, and notable shine.

### WHAT IS IT

Healthy hair starts here. Every clean-beauty ingredient in Refuge haircare is handpicked for its powerful benefits and meticulously sourced for purity. Plus, each formula is superconcentrated, delivering the highest possible percentage of hair-loving actives without all the water. Our 3-Step Hair Care system targets your specific hair challenges and nurtures each strand back to its healthy best.

### ESSENCE

Gently scented with comforting essences of neroli, black pepper and sandalwood.

### STEPS + USAGE

**Step 1:** Wet hair thoroughly. Dispense into palm, then add water and work into lather to activate. Massage over scalp, adding water as needed to increase lather. Rinse well. Follow with Step 2 for best results.

**Step 2:** Following Step 1, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length then scalp. Leave on 5-7 minutes, then rinse well with warm water. Follow with Step 3 to seal in benefits.

**Step 3:** Following Step 2, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length. Rinse well.

### BENEFIT

- + Improves Porosity
- + Boosts Tensile Strength
- + Mends Split Ends and Protects Against Future Damage

### NOTEWORTHY

- + Sulfate Free
- + Paraben Free
- + Cruelty Free
- + Color Safe

### KEY INGREDIENTS

#### CLAY SHAMPOO CONCENTRATE

White Clay  
Coconut Oil  
Quinoa & Soy Proteins  
Caffiene  
Sweet Almond Protein

#### CRÈME MASK CONCENTRATE

Coconut Oil  
Aloe  
Sweet Almond Protein  
Baobab Seed Extract  
Quinoa & Soy Proteins

#### CONDITIONING BALM CONCENTRATE

Jobba Seed Oil  
Vitamin E  
Coconut Oil  
Baobab Seed Extract  
Hydrolyzed Keratin

### SIZES

#### CLAY SHAMPOO CONCENTRATE

4.25OZ / 125ML

#### CRÈME MASK CONCENTRATE

4.25 OZ / 125ML

#### CONDITIONING BALM CONCENTRATE

4.25 OZ / 125ML



## NOURISH + GROW SYSTEM FACT SHEET

### TARGETS

Formulated specifically for fine or thinning hair, our NOURISH + GROW 3-Step system delivers powerful actives to help strengthen follicles, boost volume and fight premature hair loss. Its rejuvenating clean-beauty ingredients—including fennel seed extract, almond protein and naturally derived tripeptide—also work to nourish the scalp and promote healthy hair as it grows. Hair's left feeling stronger and thicker.

### WHAT IS IT

Healthy hair starts here. Every clean-beauty ingredient in Refuge haircare is handpicked for its powerful benefits and meticulously sourced for purity. Plus, each formula is superconcentrated, delivering the highest possible percentage of hair-loving actives without all the water. Our 3-Step Hair Care system targets your specific hair challenges and nurtures each strand back to its healthy best.

### ESSENCE

Gently scented with comforting essences of neroli, black pepper, and sandalwood.

### STEPS + USAGE

**Step 1:** Wet hair thoroughly. Dispense into palm, then add water and work into lather to activate. Massage over scalp, adding water as needed to increase lather. Rinse well. Follow with Step 2 for best results.

**Step 2:** Following Step 1, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length then scalp. Leave on 5-7 minutes, then rinse well with warm water. Follow with Step 3 to seal in benefits.

**Step 3:** Following Step 2, apply to clean, wet hair. Dispense into palm, then add water and rub hands together to emulsify. Apply first to ends of hair, working upward to mid-length. Rinse well.

### BENEFIT

- + **Strengthen Follicles**
- + **Boost Volume**
- + **Fight Premature Hair Loss**

### NOTEWORTHY

- + **Sulfate Free**
- + **Paraben Free**
- + **Cruelty Free**
- + **Color Safe**

### KEY INGREDIENTS

#### CLAY SHAMPOO CONCENTRATE

White Clay  
Coconut Oil  
Fennel Seed Extract  
Caffiene  
Biotin

#### CRÈME MASK CONCENTRATE

Coconut Oils  
Almond Protein  
Oleanolic Acid  
Baobab Seed Extract  
Potent Tripeptides

#### CONDITIONING BALM CONCENTRATE

Jojoba Seed Oil  
Vitamin E  
Coconut Oil  
Baobab Seed Extract  
Hydrolyzed Keratin

### SIZES

#### CLAY SHAMPOO CONCENTRATE

4.25OZ / 125ML

#### CRÈME MASK CONCENTRATE

4.25 OZ / 125ML

#### CONDITIONING BALM CONCENTRATE

4.25 OZ / 125ML

## FAQ'S

### HOW DO I KNOW IF THIS SYSTEM IS RIGHT FOR MY HAIR TYPE?

Our HYDRATE + BALANCE System is specifically formulated to replenish dry, dehydrated hair and scalp. Adding much needed moisture to fight static and frizz, boost shine and restore bounce.

Our REPAIR + PROTECT System is specifically formulated for fragile, damaged, or overprocessed hair. Helping to improve porosity, smooth hair cuticles, and mend split ends.

Our NOURISH + GROW System is specifically formulated for fine and thinning hair. Delivering powerful actives to help strengthen hair follicles, boost volume, and fight premature hair loss.

### DO THE PRODUCTS EXPIRE & HOW SHOULD I STORE THEM?

For best results use your Refuge Hair Care System within 12 months of puncturing seal in your tube. All Refuge products come sealed in 100% recyclable aluminum tubes. Which will help protect the internal product from exposure to UVA and UVB light. Allowing you to store anywhere in your bathroom or shower.

### WHY DOES REFUGE RECOMMEND USING

### THESE PRODUCTS IN A SYSTEM?

Refuge products are formulated to work in a 3-step system for best results.

Clay Shampoo Concentrate (Step 1) gently cleanses, helping to balance both hair and scalp, soften hair's texture and support healthy new growth.

Crème Mask Concentrate (Step 2) nourishes hair and scalp with powerful actives that help improve elasticity, mend split ends and target your specific hair flaws (we all have them).

Conditioning Balm Concentrate (Step 3) strengthens hair with natural proteins, protects against pollution and UV damage, fights frizz and locks in a glossy, high-luster shine.

### DO THESE PRODUCTS CONTAIN PROTECTION FROM THE SUN?

All Refuge products contain U.V. absorbers to protect color treated hair from the color fading damages of the sun.

### DOES THIS SYSTEM CONTAIN GLUTEN?

All Refuge products are formulated to be gluten free.

### ARE YOUR PRODUCTS FORMULATED TO MEET CLEAN BEAUTY STANDARDS?

Yes! You can be sure all Refuge products meet the strictest clean beauty standards. Formulated without parabens, sulfates SLS and SLES, phthalates, mineral oils, formaldehyde, and less than 1% fragrance load.

### HOW LONG SHOULD I EXPECT MY REFUGE HAIR CARE SYSTEM TO LAST?

Our concentrated formulas will last 2-3 months with average use.











### WHAT DO REFUGE PRODUCTS SMELL LIKE?

Our products are gently scented with the comforting essence of neroli, black pepper, and sandalwood.

### WHERE IS REFUGE MADE?

All Refuge products are proudly made in the USA.

## HAIR CARE PRODUCT LINE SHEET

|                                                                                     | PRODUCT NAME                     | DESCRIPTION                                                                | CASE SIZE | SKU          | RETAIL PRICE | PRODUCT OPTION NAME            | PRODUCT OPTION TYPE                       | SIZE                   | SCENT                            | COLOR         | WEIGHT (LB) | HEIGHT (IN) | WIDTH (IN) | DEPTH (IN) |
|-------------------------------------------------------------------------------------|----------------------------------|----------------------------------------------------------------------------|-----------|--------------|--------------|--------------------------------|-------------------------------------------|------------------------|----------------------------------|---------------|-------------|-------------|------------|------------|
|    | <b>REPAIR + PROTECT SYSTEM</b>   | Shampoo, Mask, Conditioner Concentrates 3- Step System (Usage: 2-3 Months) | 12        | 857847007170 | \$68         | REPAIR + PROTECT SYSTEM        | Foundational Hair Treatment 3-Step System | 125 ml, 125 ml, 125 ml | Neroli, Black Pepper, Sandalwood | Rose Beige    | 16 oz       | 7 ½         | 6          | 2          |
|    | <b>NOURISH + GROW SYSTEM</b>     | Shampoo, Mask, Conditioner Concentrates 3- Step System (Usage: 2-3 Months) | 12        | 857847007194 | \$68         | NOURISH + GROW SYSTEM          | Foundational Hair Treatment 3-Step System | 125 ml, 125 ml, 125 ml | Neroli, Black Pepper, Sandalwood | Natural Taupe | 16oz        | 7 ½         | 6          | 2          |
|    | <b>HYDRATE + BALANCE SYSTEM</b>  | Shampoo, Mask, Conditioner Concentrates 3- Step System (Usage: 2-3 Months) | 12        | 857847007187 | \$68         | HYDRATE + BALANCE SYSTEM       | Foundational Hair Treatment 3-Step System | 125 ml, 125 ml, 125 ml | Neroli, Black Pepper, Sandalwood | Jade Mist     | 16oz        | 7 ½         | 6          | 2          |
|    | <b>REPAIR + PROTECT SHAMPOO</b>  | Clay Shampoo Concentrate (Usage: 2-3 Months)                               | 12        | 857847007101 | \$28         | REPAIR + PROTECT CLAY SHAMPOO  | Shampoo                                   | 125 ml                 | Neroli, Black Pepper, Sandalwood | Rose Beige    | 5oz         | 7 ½         | 2          | 2          |
|   | <b>REPAIR + PROTECT MASK</b>     | Crème Mask Concentrate (Usage: 2-3 Months)                                 | 12        | 857847007118 | \$28         | REPAIR + PROTECT CRÈME MASK    | Mask                                      | 125 ml                 | Neroli, Black Pepper, Sandalwood | Rose Beige    | 5oz         | 7 ½         | 2          | 2          |
|  | <b>NOURISH + GROW SHAMPOO</b>    | Clay Shampoo Concentrate (Usage: 2-3 Months)                               | 12        | 857847007156 | \$28         | NOURISH + GROW CLAY SHAMPOO    | Shampoo                                   | 125 ml                 | Neroli, Black Pepper, Sandalwood | Natural Taupe | 5 oz        | 7 ½         | 2          | 2          |
|  | <b>NOURISH + GROW MASK</b>       | Crème Mask Concentrate (Usage: 2-3 Months)                                 | 12        | 857847007163 | \$28         | NOURISH + GROW CRÈME MASK      | Mask                                      | 125 ml                 | Neroli, Black Pepper, Sandalwood | Natural Taupe | 5 oz        | 7 ½         | 2          | 2          |
|  | <b>HYDRATE + BALANCE SHAMPOO</b> | Clay Shampoo Concentrate (Usage: 2-3 Months)                               | 12        | 857847007132 | \$28         | HYDRATE + BALANCE CLAY SHAMPOO | Shampoo                                   | 125 ml                 | Neroli, Black Pepper, Sandalwood | Jade Mist     | 5 oz        | 7 ½         | 2          | 2          |
|  | <b>HYDRATE + BALANCE MASK</b>    | Crème Mask Concentrate (Usage: 2-3 Months)                                 | 12        | 857847007149 | \$28         | HYDRATE + BALANCE CRÈME MASK   | Mask                                      | 125 ml                 | Neroli, Black Pepper, Sandalwood | Jade Mist     | 5 oz        | 7 ½         | 2          | 2          |
|  | <b>SHINE + SEAL CONDITIONER</b>  | Crème Mask Concentrate (Usage: 2-3 Months)                                 | 12        | 857847007125 | \$28         | SHINE + SEAL CONDITIONING BALM | Conditioner                               | 125 ml                 | Neroli, Black Pepper, Sandalwood | Bone          | 5 oz        | 7 ½         | 2          | 2          |

