*ABOUT****….”KEEPIN’ IT SUR-REAL”***

Tired of the same old white label haircare products skinned in a brand license then shilled by disingenuous spokespeople? Yeah, us too!

We set out to create a completely new hair nutrition product that would be better than anything on the market - because we tried everything on the market, and let’s be honest - most of it sucks. We mix and balance our unique hair tonics using the highest quality ingredients at maximum concentrations, ensuring they are packed with nutrition while still wearing light and clean in your hair.

Our tonics are as good as they are because they were born of a desire to build something better - for ourselves, for our family and friends – and for you, who we would love to welcome you into the fold, ‘cause if you’ve got hair, or know someone who does…***WE THINK YOU’RE HOTSH!T***.

NEWS & ALERTS **(SIGN UP)**

**CONTACT FORM**

**PRODUCT COPY…”*YOU’RE GONNA LOVE THIS SH!T*”**

**PRODUCT MIX #76 SPECEFIC**

Our LEAVE-IN HAIR NUTRITION TONIC for NORMAL or DRY HAIR (MIX#76) features LAVENDAR ESSENTIAL OIL along with EXTRA MOROCCAN ARGAN OIL, EXTRA VITAMIN E, and REDUCED DEAD SEA SALT all of which is carefully balanced to naturally support MOISTURE, BRILLIANCE, STRENGTH, TEXTURE, and DEFENSE for NORMAL or DRY HAIR.

**RODUCT MIX #118 SPECEFIC**

Our LEAVE-IN HAIR NUTRITION TONIC for FINE or THINNING HAIR (MIX#118) features CEDEARWOOD OIL along with EXTRA CASTOR OIL, EXTRA DEAD SEA SALT, EXTRA ROSEMARY OIL, and TRIPLE CAFFEINE all of which is carefully balanced to naturally support GROWTH, RETENTION, STRENGTH, MOISTURE, and TEXTURE for FINE OR THINNING HAIR.

**ALL PRODUCTS BULLETS**

All of our Leave-In Hair Nutrition Tonics are UNISEX and include a unique and proprietary blend of PURE ESSENTIAL OILS balanced and optimized by hair type - just look for the MIX#) - and for the record, we don’t use just a few drops of essential oil like the other guys, we use as much as we can pack into the bottle without the formula getting heavy in the hair.

All of our Leave-In Hair Nutrition Tonics include the following ingredients in varying concentrations: PEPPERMINT OIL, ROSEMARY OIL, EUCALYPTUS OIL, CAFFEINE, VITAMIN E, JAMAICAN BLACK CASTOR OIL, MOROCCAN ARGAN OIL, INDIAN BAKUCHI OIL, AMERICAN JOJOBA OIL, and PURE DEAD SEA SALT. All ingredient concentrations are balanced and maximized based on hair type.

**INGREDIENT COPY**

**JAMAICAN BLACK CASTOR OIL:** Nourishes the scalp and improves hair shaft flexibility which reduces breakage and encourages hair growth.

* Moisturizing effect – Ricinoleic acid and its derivatives present in the oil have moisturizing quality[[14](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref14)]
* Nourishing effect – The fatty acids have very good penetrability and have been claimed to provide nourishment to the hair follicle[[15](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref15)]
* Germicidal and fungicidal effect – Ricin and ricinoleic acid present in the oil protects the scalp and the shaft of the hair from fungal and microbial infections[[15](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref15)]
* In androgenetic alopecia – Ricinoleic acid has been shown to penetrate skin and act as an inhibitor of prostaglandin D2 synthase (PGD2). Ricinoleic acid has a two-dimensional structure, which is very similar to the prostaglandin family and has also been demonstrated to have some degree of effect on hair growth.[[16](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref16)]

**MOROCCAN ARGON OIL**: Fights frizz, boosts shine, and helps deflect damaging UV rays.

* Sebostatic – The high oleic acid content has been found to have regulatory effect on sebum secretion[[7](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref7)]
* Moisturizing effect – The oil is considered to have a very good water holding capacity[[13](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref13)]
* Increase in elasticity – Topical application of Argan oil has shown statistically significant increase in gross elasticity, net elasticity, and biological elasticity at 2 months compared to baseline.[[18](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9231528/#ref18)]

**EUCALYPTUS ESSENTIAL OIL:** Soothes and moisturizes the scalp which helps reduce dandruff and the itchiness associated with dry scalp.

* “A long-term usage investigation of a scalp lotion containing Eucalyptus extract, which increases the amount of ceramide in the skin, was carried out to explore the change in physical properties of the hair fiber. Half-head or whole-head usage studies of a scalp lotion with Eucalyptus extract were carried out for the following groups: Japanese female, Japanese senior female, Japanese male, and Caucasian female panelists. As a result, the improvement in hair luster and bounce in the root part of the hair were recognized by the panelists after the long-term application of the scalp lotion with Eucalyptus extract. Measurement of hair gloss intensity and bending stress at the root suggests that this improvement is based on changes in these physical properties. These results indicate that the recognition of panelists is based on an actual change in the hair fiber properties. The efficacy of Eucalyptus extract is expressed regardless of race, age, or gender, since similar results were confirmed in all panelist groups. In order to investigate the cause of these phenomena, we measured the elasticity These results suggest that the Young's modulus of the new-growth part of the cortex in Eucalyptus extract treated-hair increases in comparison with placebo hair.” - *Mamada A, Ishihama M, Fukuda R, Inoue S. Changes in hair properties by Eucalyptus extract. J Cosmet Sci. 2008 Nov-Dec;59(6):481-96. PMID: 19156331.*

**ROSEMARY ESSENTIAL OIL:** Stimulates hair at the follicle promoting healthy growth while reducing the likelihood of premature greying.

**BAKUCHI ESSENTIAL OIL:** Antioxidant rich to help slow hair loss and shedding, it contributes to improvements in overall scalp health and hair quality.

**PEPPERMINT ESSENTIAL OIL:** Antimicrobial, anti-fungal, and anti-inflammatory, it helps to clear build-up at the hair follicle allowing for optimal root health and performance.

**LAVENDER ESSENTIAL OIL:** Improves hair texture by reducing frizz while also strengthening the follicle and promoting hair growth.

**CEDARWOOD ESSENTIAL OIL:** Helps cleanse and rebalance the natural oils in your hair and combats bacterial or fungal infections on the scalp**.**

**VITAMIN E:** Is a potent antioxidant that helps nourish the scalp and improve hair elasticity and shine.

**CAFFEINE**: Improves blood circulation to hair follicles which helps promote healthy growth and fights hair loss.

**AMERICAN JOJOBA OIL:** Rich in vitamins B and C and minerals like copper and zinc, it moisturizes the scalp and encourages hair growth.

**PURE DEAD SEA SALT:** Coats the hair follicle to improve overall texture and volume, and it’s packed with essential minerals that help hair shine.