

WHY USE SULFATE LAURETH
& PARABEN FREE SHAMPOO?

With our increasing reliance on hair dryers, styling lotions and chemical agents to create and enhance our hairstyles, we are becoming guilty of an assault on the hair's natural health.

With this in mind, we have created our product line; a range of finely blended ingredients which, when combined, will offer the replenishment and restructuring so vitally needed to boast a glossy, healthy head of hair.

The outcome is a product line that delivers results, while offering a luxurious and gentle experience. Why not begin with simple changes.

HOW ARE WE DIFFERENT?

Our products are created from one simple premise: no harmful ingredients. Our formulations are the safest in the beauty industry.

We believe in ingredient integrity and mission consistency and stand by our promise to use only the best ingredients. We maintain the highest standards of quality throughout formulation and production.



Hi-care Beauty Care

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Hi-care Beauty Care

Gently cleansing
and caressing your
hair from root to
tip with the finest
ingredients.



*Let your hair live in
the purity of the earth's
natural power.*



OUR MISSION

Our focus is to offer you a healthy choice when it comes to the vitality of your hair. We provide luxurious shampoos and conditioners throughout.

BEING CONSCIOUS

Are you aware that most personal care products, especially shampoos and skin care lotions, contain harmful synthetic chemicals like Sodium Lauryl and Laureth Sulfates, Propylene Glycol, and Paraben preservative systems?

In the creation of our product line, we have eliminated the use of traditional harmful preservative systems and lathering agents used by most product manufacturers in this field. Your first step to a healthier future starts with small change!

SULFATE LAURETH FREE SHAMPOO BENEFITS:

- Free from harmful chemicals.
- Decreased chances of scalp irritation.
- Increased moisture retention capabilities of the hair.
- Improvement in the condition of the hair.
- Retention of natural oil in the hair.
- Increased retention of color in colored hair.

BRAZILIAN KERATIN SHAMPOO AND CONDITIONER



Brazilian keratin shampoo is an efficient way to make frizzy hair more manageable, they do require a certain amount of maintenance. One BIG RULE post-keratin treatment is to wash your hair with Sulfate-free shampoos. Not only is Sodium Laureth Sulfate no good for keratin-treated hair, it can actual cause it to revert to its former state. A Brazilian keratin conditioner is the best answer for unmanageable, dull, damaged hair! A layer of keratin forms around each hair, to create smooth, strong and free hair with a brilliant shine.

ARGAN OIL SHAMPOO AND CONDITIONER



The Argan oil shampoo is a Sulphate, Phosphorus and Paraben free product. The active ingredient, the argan oil, is extracted from the kernels of Moroccan argan tree. Argan oil conditioner is a Paraben and Silicone free product. Argan oil moisture repair conditioner helps reconstruct, detangle and instantly revitalize dull and chemically damaged hair. It conditions the hair while infusing it with argan oil and keratin helping to smoothes the cuticle and improves the structure of the hair. This conditioner reconstructs and revitalizes hair, back to its natural health.

KERATIN TWO-IN-ONE MEN SHAMPOO



This two-in-one shampoo is a gentle natural Sulphate and Sodium Chloride free conditioning shampoo that keeps hair strong, elastic and healthy. This shampoo, made with tea tree oil and mint, is especially formulated not to strip protein from hair. Gently removes oil residue, dirt and unclogs the pores of the scalp. Fortified with proteins, natural plant oils and plant extracts, this shampoo is suited for all hair types and can be used daily.

CAFFEINE REJUVE REGAIN SHAMPOO



The Caffeine rejuve regain shampoo is designed to help reduce hair loss. This is a gentle natural Sulphate and Sodium free rejuvenating shampoo specially formulated to slow down the hair process and to promote hair growth. It works great as a preventive treatment, as soon as you feel your hair falling, start using it to keep your hair healthier. It helps cleansing and revitalizing the hair and scalp leaving roots stronger. Fortified with caffeine, arnica oil, menthol, proteins, natural plant oils and plants extracts.

SILVER SHAMPOO



The Silver shampoo is a Sulphate and Paraben free product. This shampoo is to keep blonde and highlighted hair healthy and purified. Silver Shampoo contains anti-yellowing agents and amino acids, which reduces yellow tones and brassiness from appearing in your hair. Its violet-blue neutralizing agent reduces undesired yellow tones on hair. This shampoo balances out the yellow and copper tones in your hair. It is ideal to enhance the ash tones on grey, giving lustre and shine.

KERATIN 2 IN 1 BABY & KIDZ SHAMPOO



The Keratin two-in-one baby and kidz shampoo's no tears formula will gently wash, nourish and soften your baby's hair. The shampoo is fortified with Quinoa proteins, natural plant oils and extracts. The formula helps to repair damaged hair and forms a protective barrier on the hair. This shampoo offers protection, repair and moisturization. The Quinoa proteins are known to provide strength, hydration, shine and help prevent breakage. This shampoo can be used daily.