

Hair-Gro Shampoo

Tagline:

“Powered by Biotin, Caffeine, and Natural Botanicals for Fuller Hair.”
“Science Meets Nature: Biotin and Caffeine Combine with Red Clover and Turmeric for Hair That Thrives.”

Buzzwords for Labels

- “Infused with Biotin, Collagen, and Caffeine for Thicker, Fuller Hair.”
- “Powered by Plant-Based Peptides and Ceramides for Strength and Volume.”
- “Enriched with Aloe Vera and Citrus Oils for a Refreshing, Nourishing Cleanse.”
- “Featuring Turmeric and Clover Seed Extract for Scalp Health and Vitality.”

Description

This vegan hair growth shampoo gently cleanses while strengthening thinning hair, promoting a fuller, thicker, and healthier look. Formulated for those with thinning hair, it features powerful botanicals like Turmeric and Red Clover, alongside biomimetic peptides and caffeine to nourish the scalp. The result is a thorough cleansing experience that revitalizes from root to tip.

Key Ingredients

Vigna Radiata (Mung Bean)	promotes hair growth by providing essential nutrients that strengthen hair roots, reduce thinning, and protect hair with antioxidants, while blocking DHT and nourishing the scalp for thicker, fuller hair.
Trifolium Pratense (Red Clover)	Contains phytoestrogens that help balance hormones and reduce the effects of DHT, supporting follicle health and improving hair density.
Curcuma Longa (Turmeric)	A natural anti-inflammatory and antioxidant, turmeric soothes the scalp, combats buildup, and creates the perfect environment for hair growth.
Caffeine	stimulates hair growth by enhancing scalp circulation, blocking DHT to

	prevent shrinkage, and prolonging the growth phase for longer, healthier strands.
Biotin (Vitamin B7)	Known as the “hair vitamin,” biotin strengthens hair, prevents breakage, and supports keratin production. It is widely recognized and trusted by consumers for promoting healthy, thicker hair.
Peptides	These plant-based peptides use advanced science to help improve hair health and fullness, making your hair care feel modern and effective.

Full list of ingredients

Water/Aqua/Eau, Cocamidopropyl Betaine, Decyl Glucoside, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Citrus Aurantium Dulcis (Orange) Peel Oil, Caprylyl Glycol, Citrus Limon (Lemon) Peel Oil, Curcuma Longa (Turmeric) Root Extract, Trifolium Pratense (Clover) Seed Extract, Vigna Radiata Seed Extract, Panthenol, Hexylene Glycol, Mannitol, Ethylhexylglycerin, Glycerin, Biotin, Ximenia Americana Seed Oil, Pelargonium Graveolens Flower Oil, Aloe Barbadensis Leaf Juice, Cetyl Alcohol, Sodium PCA, Sodium Lactate, Arginine, Aspartic Acid, PCA, Glycine, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Ceramide NP, Citric Acid, Caffeine, Xanthan Gum, Alanine, Niacinamide, Collagen, Serine, Valine, Threonine, Isoleucine, Proline, Phytosphingosine, Histidine, Phenylalanine, Glycoproteins, Oligopeptide-2, 1,2-Hexanediol, Pentylene Glycol, Nicotine Benthamiana Hexapeptide-40 sh-Polypeptide-9, Nicotine Benthamiana Hexapeptide-40 sh-Polypeptide-86, Nicotine Benthamiana Octapeptide-30 sh-Oligopeptide-2.

Benefits

1. Cleans Gently: The shampoo cleans your hair without stripping away its natural oils, leaving it fresh and clean without feeling dry.
2. Hydrates and Softens: It contains moisturizing ingredients that help keep your hair hydrated, making it feel soft and smooth.
3. Strengthens Hair: With ingredients like biotin and collagen, this shampoo helps strengthen your hair, reducing breakage and promoting healthier growth.
4. Promotes Scalp Health: It helps improve scalp circulation and keeps your scalp healthy, which is important for hair growth.
5. Adds Volume: This shampoo makes your hair look fuller and adds body, giving it a bouncy appearance.

6. Protects from Damage: Antioxidants from plant extracts help protect your hair from environmental damage, keeping it looking vibrant and healthy.

7. Conditions and Soothes: Conditioning ingredients help make your hair easier to manage and soothe the scalp, reducing itchiness or irritation.

8. Pleasant Scent: The natural citrus oils give your hair a refreshing, pleasant smell that lasts throughout the day.

Overall, this shampoo helps your hair look and feel its best—cleaner, softer, stronger, and more vibrant!

How to use:

How to Use the Shampoo: Step-by-Step Instructions

1. Wet Your Hair: Start by thoroughly wetting your hair with warm water. This helps to open up the hair cuticles for better cleansing.

2. Apply Shampoo: Pour a small amount of shampoo into your palm (about the size of a quarter) and rub your hands together to distribute it evenly.

3. Massage into Scalp: Gently massage the shampoo into your scalp using your fingertips. Make sure to work it in well to remove dirt and buildup. Avoid using your nails to prevent irritation.

4. Lather Up: Allow the shampoo to lather up by adding a little more water if needed. Continue to massage the lather through your hair from roots to tips.

5. Rinse Thoroughly: Rinse your hair thoroughly with warm water to ensure all the shampoo is washed out.

6. Repeat if Necessary: If your hair is particularly dirty or you use a lot of styling products, you can repeat steps 2-5 for a second wash.

7. Follow with Conditioner: For best results, follow up with a Olivii Hair-Gro Conditioner to hydrate and detangle your hair. Apply the conditioner mainly to the lengths and ends of your hair, avoiding the scalp.

8. Rinse Again: After letting the conditioner sit for a few minutes, rinse it out thoroughly with cool water to seal the hair cuticles and enhance shine.

9. Dry and Style: Gently towel dry your hair and style as usual. Avoid rubbing your hair vigorously, as this can cause damage.

Tip: Use this shampoo regularly for the best results and to maintain healthy, beautiful hair!

Selling points:

1. Gentle Cleansing Power: Effectively cleanses without stripping natural oils, suitable for daily use on all hair types.

2. Hydration Boost: Infused with moisturizing ingredients like aloe and glycerin to keep hair soft and hydrated.

3. Strength and Resilience: Contains biotin and collagen to strengthen hair strands, reducing breakage and promoting healthy growth.

4. Scalp Health: Enhances scalp circulation and health with caffeine and niacinamide for optimal hair growth environment.

5. Volumizing Effect: Adds body and fullness to your hair, giving it a lively, bouncy look.

6. Damage Protection: Packed with antioxidants from natural extracts to shield hair from environmental stress and damage.

7. Soothing and Conditioning: Ximenia seed oil and clover seed extract condition and soothe the scalp, reducing irritation and improving manageability.

8. Refreshing Citrus Scent: Leaves hair with a long-lasting, invigorating scent of natural citrus oils.

9. Natural Ingredients: Formulated with a blend of plant extracts and oils, providing a clean beauty option for conscious consumers.

10. Versatile Use: Ideal for all hair types, including color-treated hair, ensuring everyone can enjoy its benefits.

Short and Impactful lines:

1. "Boost your hair's fullness with plant-powered peptides!"
2. "Advanced science, visibly thicker hair."
3. "Peptides: The secret to stronger, fuller hair."
4. "Modern hair care for a fuller tomorrow."
5. "Nature meets innovation for healthy, voluminous hair."
6. "Cutting-edge peptides for your best hair yet."
7. "Transform flat hair with science-backed peptides."
8. "Stronger roots, thicker strands, powerful peptides."