



# ARGAN MORROCAN SHAMPOO



**ARGAN** **PURE**  
**U**  
TM  
*RESTORES &  
MOISTURIZES*

## Guar Hydroxypropyltrimonium Chloride

Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair



A cationic micronized silicone that gives superior wet and dry combing, smoothing and heat protection

## SILICONE QUATERNIUM 16



UV absorber designed to protect hair and prevent fading of color

## POLYQUARTERIUM 59

## ARGAN OIL

Deep penetrating oil that instantly absorbs into hair producing incredible shine, controls frizz, softens and aids in curl definition, and conditions hair



## KEY INGREDIENTS



## PANTHENOL

Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on



ARGAN OIL  
HELPS  
MOISTURIZE &  
REVIVE  
STRANDS





for  
all  
*hair  
types*

UV & Thermal Protectant

Color & Straightener Safe

Restores & Moisturizes

No Parabens & Sulfates

Sodium Chloride

ProVitamin B5 & Argan Oil

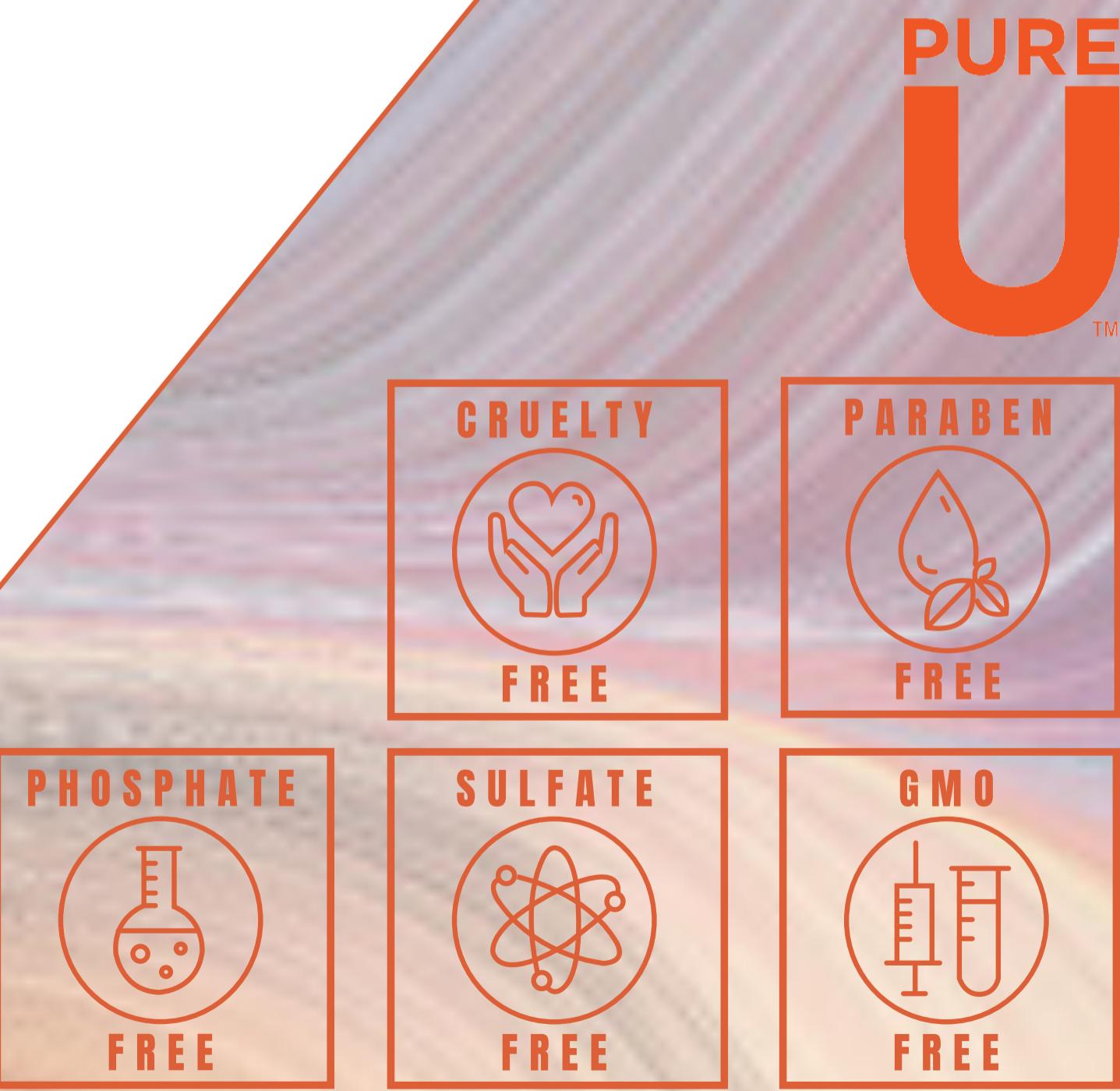


“Promote  
stronger and  
silkier hair  
growth”

PURE  
**U**  
TM

RESTORES  
SOFTENS  
MOISTURIZES

PURE  
**U**  
TM



BAMBOO & CAFFEINE

PURE  
**U**  
TM

PROMOTES HEALTHIER  
HAIR & HYDRATES

DEEP  
TREATMENT

4 FL OZ / 118 ML



Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair

**PANTHENOL**

**BAMBOO EXTRACT**  
Promotes healthier, stronger hair



Hair and skin conditioner that attracts water to hair to maintains long-lasting moisture  
**PHOSPHOLIPIDS**

**ROSA CANINA FRUIT**  
Nutrient and scalp conditioner



Helps repair and condition hair  
**WHEAT PROTEIN**

**HYDROLYZED SILK**  
Silk protein that helps bind moisture to hair, repair and strengthen while providing a protective barrier. Adds luster, body and shine



Naturally-derived UV protectant for hair to prevent color fading, while also conditioning hair and adding shine  
**SUNFLOWER OIL**

**GINSENG EXTRACT**  
Skin conditioning and promotes hair growth



Deeply nourishes and restore hair's natural moisture balance  
**SPIRULINA EXTRACT**



Hair strengthener and hair/skin conditioner  
**CENTELLA ASIATICA**

**ALOE VERA**  
heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health



Wonderful skin antioxidant that helps stimulate circulation and promotes a more even skin tone. Also has anti-inflammatory and antimicrobial properties  
**ROSEMARY**



## KEY INGREDIENTS







RESTORES  
SOFTENS  
MOISTURIZES

PURE  
**U**



Promotes Healthy Hair Growth

Hydrates & Defrizzes

Biotin & Coconut Oil

11 Botanical Extract

Strengthens & Smooths

UV & Thermal Protectant

No SD Alcohol, Parabens, Sodium Chloride



PURE  
**U**  
™

PROMOTES HEALTHIER  
HAIR & HYDRATES

PURE  
**U**  
™

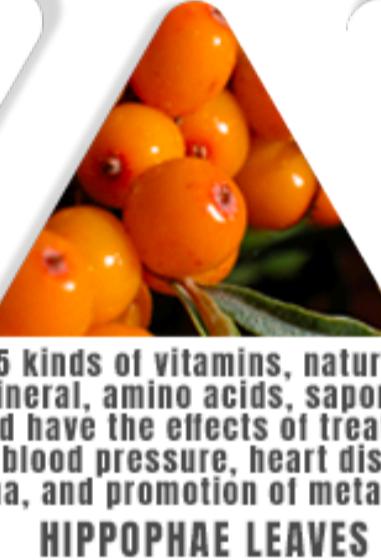
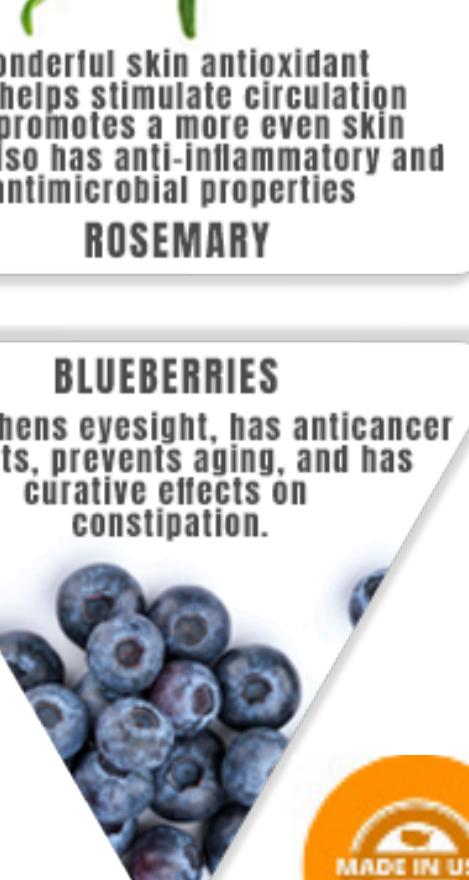
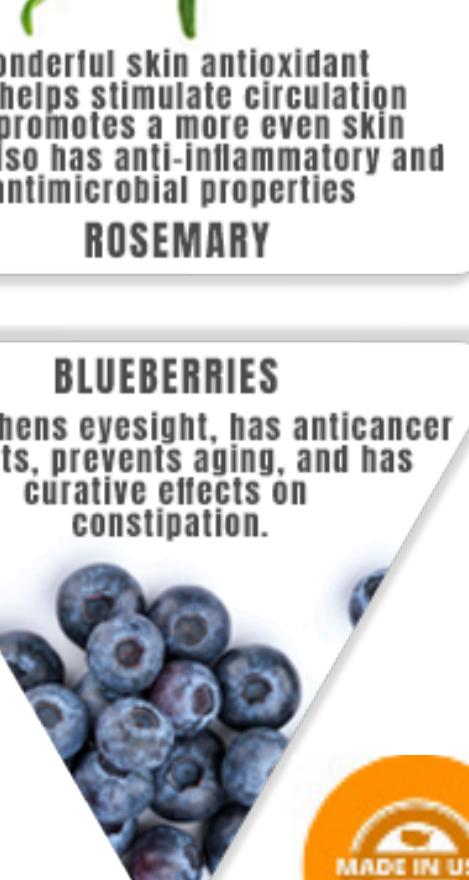






PROMOTES HAIR  
GROWTH

# KEY INGREDIENTS

	<b>PERSIMMON LEAVES</b> Vitamin C that has excellent effects on high blood pressure, scurvy, anemia, fatigue, and skin care.		<b>GINGER</b> Detoxifies the toxic elements of herbs and warms the body, prevents hair loss and promotes hair growth.								
<b>RED GINSENG</b> nutrition and robustness, and has a lot of effects	<b>COCONUT OIL</b> Conditions and softens hair while adding great shine		<b>BLACK BEANS</b> Normalize blood pressure, treats inflammation, vitamin E, unsaturated fatty acids, anthocyanin, and prevents aging.								
	<b>PINE NEEDLES</b> contain chlorophyll, vitamin A & C, has curative effects on apoplexy, high blood pressure, hardening of the arteries, haemorrhoids.		<b>ANGELICA GIGAS</b> Improve the circulation of blood, strengthen the heart function, migrates the cold symbols of hands and foot, prevent aging, improves scalp health and hair growth.								
<b>MULBERRY LEAVES</b> lowers blood pressure, strengthens the capillary vessel, thereby promoting hair growth.			<b>LOTUS ROOT</b> soothes the skin, reinforcing vigor, and detoxifying nicotine.								
	<b>BLACK SESAME</b> contains unsaturated fatty acids which prevent hardening of the arteries, vitamin E and phospholipids. Which recovers skin, good to the brain, nutrition to scalp. Anti-constipation		<b>HIPPOPHAE LEAVES</b> 15 kinds of vitamins, natural mineral, amino acids, saponin, and have the effects of treating high blood pressure, heart disease, eczema, and promotion of metabolism.								
<b>THUJA ORIENTALIS</b> Remove unpleasant smell, make hair black, strengthen teeth and bones, have effects on preventing hepatocirrhosis, liver cancer, high blood pressure, and paralysis.			<b>PLEUROPTERUS MULTIFLORUS</b> Enlarges blood vessels, regenerates skin cells, and has effects on hair gloss, white hair prevention, hair loss prevention and hair growth promotion.								
	<b>MINT</b> antibiotic effects, cool the heat, removes the skin damage and inflammation. Relieves itching, promotes the blood circulation, reduces pores, curative effects on pimples.			<b>ACORUS GRAMINEUS</b> Clears the head, improves memory, prevents aging, and makes hair glossy and maintains the health of hair.	<b>GREEN TEA</b> contain a lot of catechin having strong anti-cancer effects, inhibits inflammation and germ infection. Prevents aging, detoxifies nicotine and recovers hangovers.		<b>ROSEMARY</b> Wonderful skin antioxidant that helps stimulate circulation and promotes a more even skin tone. Also has anti-inflammatory and antimicrobial properties		<b>BLUEBERRIES</b> strengthens eyesight, has anticancer effects, prevents aging, and has curative effects on constipation.		
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Moisturize, Clean &  
Support Hair The  
Natural Way With Pure U  
Solid Shampoo Bars!



PURE  
**U**  
TM



Say Hello To  
Thicker, Stronger  
& Silkier Hair

PURE  
**U**  
TM



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U





# BIOTIN & PROVITAMIN B5 SHAMPOO



## KEY INGREDIENTS

A plant antioxidant with hair and skin soothing and moisture binding properties

CUCUMBER

MATRICARIA

Scalp conditioning and soothing



GREEN TEA  
conditions scalp and hair while providing some UV



Hair and scalp conditioning

MARIGOLD

ROSEMARY

helps stimulate circulation and promotes a more even skin tone.  
(antiinflammatory and antimicrobial properties)





Experience  
the  
Scents





UV & Thermal Protectant

Color & Straightener Safe

Restores & Moisturizes

No Parabens & Sulfates

Sodium Chloride

ProVitamin B5 & Biotin



say Goodbye  
to lackluster,  
thinning  
hair

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**U**  
TM



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U  
TM





# KEY INGREDIENTS

**ROSA CANINA FRUIT**  
Nutrient and scalp conditioner



Helps maintain a healthy scalp by adding extra nutrients and conditioners

**LEMON BALM**



soothing  
**GERANIUM MACULATUM**

**SYMPHYTUM OFFICINALE**  
Great for the scalp and prevents dryness, stimulates hair growth and adds moisture



Helps maintain a healthy scalp while strengthening and conditioning hair

**SAGE**

**COCONUT OIL**

Conditions and softens hair while adding great shine



B-complex vitamin that helps with hair health

**BIOTIN**



Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair

**PANTHENOL**



**CHAMOMILLA FLOWER**

Scalp conditioning and soothing



tone and heal dry or damaged scalp. reduces flaking and restores suppleness while helping to promote hair growth

**YARROW**

**WHITE OAK**

anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. adding extra shine to hair.



**GUAR GUM**

adds volume, conditions hair without build-up, smoothes and de-frizzes hair



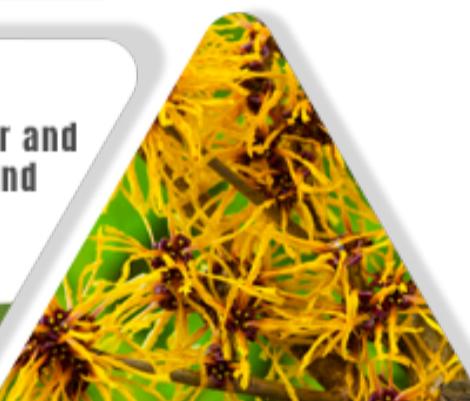
Scalp conditioning and soothing

**LEMONGRASS**



**ALOE VERA**

heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health



Hair and skin conditioning, soothing and stimulating

**WITCH HAZEL**



RESTORES  
SOFTENS  
MOISTURIZES

PURE  
**U**  
TM





Promotes Healthy Hair Growth

Hydrates & Defrizzes

Biotin & Coconut Oil

11 Botanical Extract

Strengthens & Smooths

UV & Thermal Protectant

No SD Alcohol, Parabens, Sodium Chloride



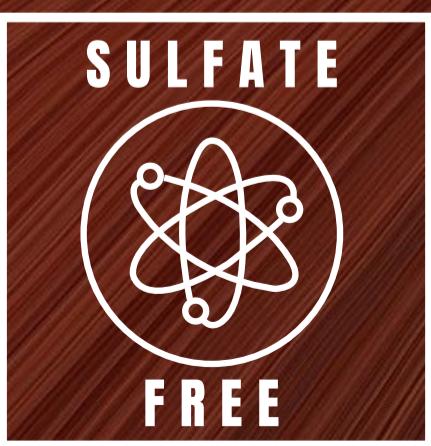
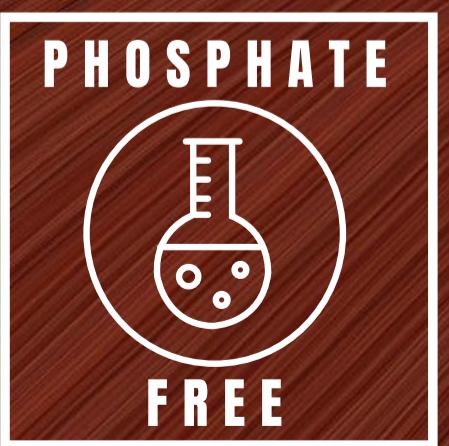


Say Hello  
To thicker,  
Stronger &  
Silkier Hair

PURE  
**U**  
TM



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U  
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# TEA TREE & PEPPERMINT SHAMPOO



## PEPPERMINT OIL

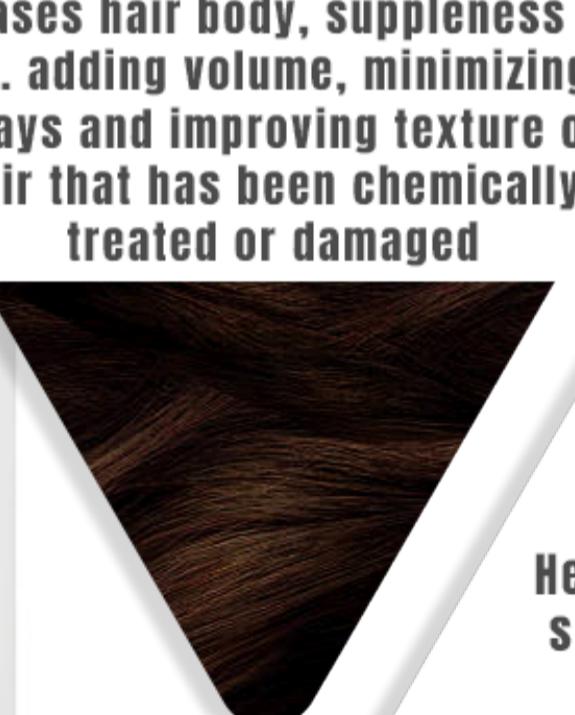
Soothing to the scalp, stimulates circulation, and works to relieve dry scalp



Blend of amino acids that penetrate the hair shaft to condition, repair and add shine to hair  
**Wheat Amino Acids**

## POLYQUATERNIUM 10

increases hair body, suppleness and sheen. adding volume, minimizing fly-aways and improving texture of hair that has been chemically treated or damaged



## POLYQUATERNIUM 59

UV absorber designed to protect hair and prevent fading of color



Helps maintain and healthy scalp by moisturizing and promoting hair growth

## TEA TREE OIL



## KEY INGREDIENTS

# PEPPERMINT & TEA TREE

Promotes  
Healthy Hair  
Growth.



for all  
hair  
types.

Promotes Healthy Hair Growth.

Invigorates & Clarifies.

With Tea Tree & Peppermint Oils

No Parabens & Sulfates

Invigorates & Clarifies

Color Safe. UV Protectant.

UNISEX Product



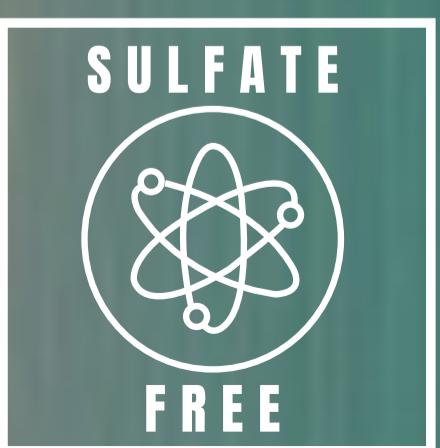
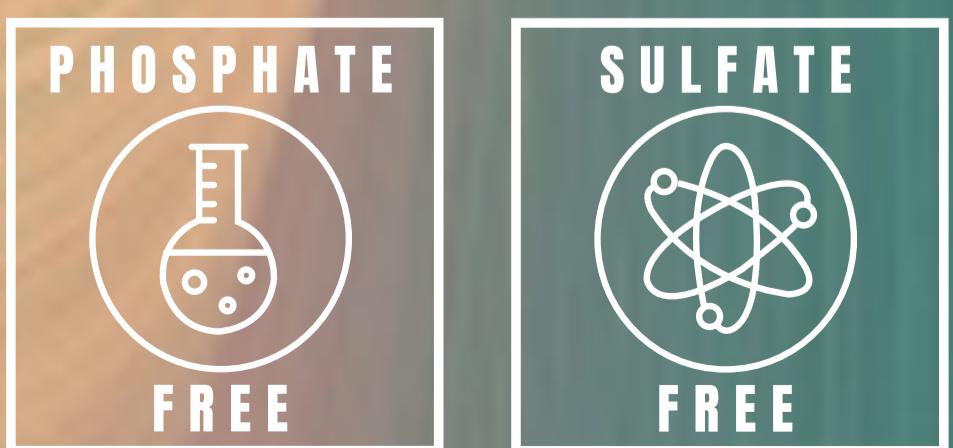


Say Hello  
To thicker,  
stronger &  
silky Hair

PURE  
**U**  
TM



PURE  
**U**  
TM





# ALOE & SUNFLOWER SHAMPOO + CONDITIONER



Helps repair and condition hair  
**WHEAT EXTRACT**

**ALOE VERA**  
help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health



**LAVENDER**  
Helps stimulate hair growth and circulation while protecting against hair loss



**EUCALYPTUS**  
Improves shine, and overall hair health

**SUNFLOWER SEED**  
Naturally-derived UV protectant for hair to prevent color fading, while also conditioning hair and adding shine



## KEY INGREDIENTS



Keeps hair color brilliant  
with long-lasting shine



**Say Hello  
To thicker,  
Stronger &  
Silkier Hair**



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**U**  
TM



UV Hair Protection

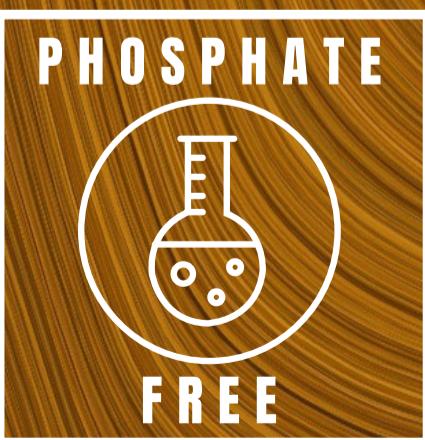
Color & Straightener Safe

Restores & Moisturizes

No Parabens & Sulfates

Protects Color & Strengthens

Aloe, Eucalyptus, Lavender



A large white "PURE U" logo with a "TM" symbol at the bottom right. It is set against a background of brown hair strands.

JOJOBA & VANILLA

PURE  
**U**  
TM

STRENGTHENS  
& STOPS FRIZZ

DEEP  
TREATMENT

4 FL OZ / 118 ML

**PURE U**

**JOJOBA & VANILLA**

**DEEP TREATMENT**

**STRENGTHENS & STOPS FRIZZ**

4 FL OZ / 118 ML

**KERATIN**  
Isolated from New Zealand wool, keratin carries special peptides that tell cells to heal and grow, helping to repair, protect and condition hair

**VANILLA**  
Soothing to the scalp and moisturizing

**ROSA CANINA FRUIT**  
Nutrient and scalp conditioner

**GERANIUM MACULATUM**  
soothing

**SYMPHYTUM OFFICINALE**  
Great for the scalp and prevents dryness, stimulates hair growth and adds moisture

**LEMON BALM**  
Helps maintain a healthy scalp by adding extra nutrients and conditioners

**WHEAT PROTEIN**  
Helps repair and condition hair

**SAGE**  
Helps maintain a healthy scalp while strengthening and conditioning hair

**SOY PROTEIN**  
Hair conditioning, strengthening, and repairing

**CHAMOMILLA FLOWER**  
Scalp conditioning and soothing

**LEMONGRASS**  
Scalp conditioning and soothing

**ALOE VERA**  
heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

**CALENDULA**  
Hair and scalp conditioning

**YARROW**  
tone and heal dry or damaged scalp, reduces flaking and restores suppleness while helping to promote hair growth

# KEY INGREDIENTS

RESTORES  
SOFTENS  
MOISTURIZES







Strengthens & Stops Frizz

With Jojoba

Strengthens & Smooths

12 Botanical Extracts

No Parabens/Sodium Chloride

Color & Heat Safe

UNISEX



PURE  
**U**  
TM

