



Briogeo

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PRONUNCIATION: bree-oh;jhee-oh

PRODUCT NAME: Don't Despair, Repair!™ Deep Conditioning Hair Mask; Scalp Revival Charcoal + Coconut Oil Micro-exfoliating Scalp Scrub Shampoo; Curl Charisma™ Rice Amino + Avocado Leave-In Defining Cream; Destined for Density™ Peptide Hair Serum

CBSD Saturdays - PRICE: Retail Price: \$24 - \$57 / Deal Price: \$16 - \$39 / Discount: Up to 33%



ON AIR SKUs: Don't Despair, Repair!™ Deep Conditioning Hair Mask; Scalp Revival Charcoal + Coconut Oil Micro-exfoliating Scalp Scrub Shampoo; Curl Charisma™ Rice Amino + Avocado Leave-In Defining Cream; Destined for Density™ Peptide Hair Serum

LINKS: [Website](#), [Instagram](#), [Facebook](#), [Twitter](#), [Tiktok](#)

TAGLINE: Haircare for High Standards

WHAT IS THE PRODUCT?

Don't Despair, Repair!™ Deep Conditioning Hair Mask: A weekly deep conditioning mask that balances protein and moisture to strengthen and repair dry, damaged hair up to 2X after 3 uses. The brand's best-selling, cult favorite, 5x Allure Beauty Award Winner.

Scalp Revival Charcoal + Coconut Oil Micro-exfoliating Scalp Scrub Shampoo: A weekly scalp scrub that is clinically shown to reduce up to 82% of dry scalp flaking after one use.

Curl Charisma™ Rice Amino + Avocado Leave-In Defining Cream: A curl-defining styling cream that boosts hydration, minimizes frizz, and provides definition, and soft, flexible control for waves and curls while maintaining movement and touch ability for resilient, sleek, and long-lasting curls.

Destined for Density™ Peptide Hair Serum: A concentrated leave-on daily serum, clinically shown to increase hair density by up to 3X. Its non-greasy, lightweight formula absorbs quickly on the scalp. It features 5% of a unique follicle support complex including ingredients like copper peptides and zinc that are scientifically proven to help support thicker-looking hair in as few as 16 weeks with daily use.

WHAT DOES THE PRODUCT DO?

Don't Despair, Repair!™ Deep Conditioning Hair Mask: This mask is clinically proven to boost hair strength, shine, and silkiness and improve the long-term health of damaged hair. Formulated with rosehip oil, B vitamins, and algae extract, this antioxidant-rich formula restores essential moisture and hydration to dry, brittle, colored, or over-processed hair. Formulated with 97% naturally derived ingredients.

Scalp Revival Charcoal + Coconut Oil Micro-exfoliating Scalp Scrub Shampoo: This unique scalp scrub shampoo infuses Binchotan charcoal to draw impurities from the scalp and hair follicle to provide the foundation for optimal scalp health. Vegetable-derived micro-exfoliators remove dead skin cells and product build-up from the scalp to support a clean, balanced, and healthy scalp. A cooling blend of peppermint and spearmint oils reduces scalp itchiness and tea tree oil has anti-septic and healing properties that reduce scalp irritation and inflammation. Coconut Oil provides superior moisturization to the scalp to combat and prevent dryness and flakiness. Super-vitamin, panthenol, provides essential nutrients to strengthen the hair roots and shaft.

Curl Charisma™ Rice Amino + Avocado Leave-In Defining Cream: Defines, and weather-proofs curls while maintaining touchable movement and light, flexible hold. Rice amino acids smooth and seal the hair cuticle to lock out humidity that causes frizz. Ultra-hydrating avocado oil helps hair retain moisture and increases elasticity to protect against damage. For added hold, layer under the Curl Charisma Frizz Control Gel to create the perfect blend of hydration and hold custom-suited for your hair.



Destined for Density™ Peptide Hair Serum: This clinically tested serum encourages nutrient-rich microcirculation to the scalp. The Density Boosting Complex consists of a high concentration of ingredients like copper peptides, zinc, and caffeine to help support thicker, fuller, healthier-looking hair, with daily use. Fragrance-free. 97% naturally derived.

HIT POINTS:

- Customize clean, high-performing ingredients personalized for your hair type.
- Key products you need to incorporate into your hair care routine.
- Clinically proven and made with the best ingredients.

WHY SHOULD THE AUDIENCE BUY IT? The brand formulates its products using tried + true ingredients and proprietary blends with strong efficacious results, then conduct clinical + consumer tests for each formula to ensure they're putting out their most powerful products.

Safe for those with dry, damaged, chemically-treated, and/or lifeless hair, color, keratin-treated, chemically-treated, with a dry, irritated, and flaky scalp and/or product buildup and relaxed hair, for those struggling to control and define their curls, and also for those who want their hair to show more density and maintaining hair fullness.

Hair types: straight, wavy, curly, and coily

It is a brand founded with inclusivity at its core, that gives back to philanthropic partners with the shared mission to empower and support the BIPOC community, as well as protect the planet through sustainability efforts.

The brand has been meticulously innovating for the last ten years, setting the bar for clean and powerful hair care. It adheres to the EU's beauty standards, meaning they don't use harsh sulfates, silicones, parabens, phthalates, DEA, aerosols, microplastics, and artificial dyes.

Briogeo is proud to be one of the only hair brands included in both the Sephora Clean+ Planet Positive and Ulta Conscious Beauty programs.

ADDITIONAL INFORMATION:

Don't Despair, Repair!™ Deep Conditioning Hair Mask: How to use: After shampooing, massage into the hair, ensuring the conditioner is evenly applied. Leave in for five to 10 minutes before rinsing. For even deeper conditioning, cover the hair in a plastic cap to retain moisture while sitting under the dryer for 30 minutes, then rinse.

Scalp Revival Charcoal + Coconut Oil Micro-exfoliating Scalp Scrub Shampoo: How to use: Apply to wet hair and vigorously massage into the scalp and through to the ends. Rinse and repeat, as necessary. Apply your favorite Briogeo conditioner or treatment post-shampoo.

Curl Charisma™ Rice Amino + Avocado Leave-In Defining Cream: How To Use: After washing and conditioning, apply one or two quarter-size amounts evenly to damp hair from root to tip. Do not rinse. For added hold, layer under the Curl Charisma Rice Amino + Quinoa Frizz Control Gel to create the perfect blend of hydration and hold custom-suited for your hair type. After applying the crème, air or diffuse-dry your curls.

Destined for Density™ Peptide Hair Serum: How To Use: Section hair and apply 1-2 drops onto each area of concern (such as temples, crown, and hairline) Massage into the scalp. For best results, use daily on wet or dry hair. Results are expected in as little as 16 weeks. Precautions: Avoid contact with eyes. For external use only.

Nancy Twine full story: I'm Nancy Twine, the Founder, and CEO of Briogeo. I began my professional career working in Finance, but almost halfway through my career, my world changed after I suddenly lost my mother. This tremendous loss was incredibly difficult and it made me see that life was short; it also inspired me to begin a soul-searching journey to fill my life with purpose and work that ignited passion and positivity. Inspired by the happiest memories of creating natural beauty products as a child with my mother, I set about to develop products that empower every person to succeed on their healthy hair journey.