



## Herbal Essences - Full Line-up Fact Sheet

Herbal Essences allows you to play up a variety of hairstyling possibilities, whether you're looking for glamorous curls, tousled tresses, or sleek and straight locks. The Herbal Essences hair care line-up features sixteen collections of shampoos, conditioners, 2-in-1 and styling products with some surprising ingredients, delicious scents, sleek designs and bold colours.

COLLECTION	DESCRIPTION
 <ul style="list-style-type: none"> <li>• Extra Hold Mousse</li> <li>• Extra Hold Hairspray</li> <li>• Extra Hold Spray Gel</li> <li>• Max Hold Gel</li> <li>• Max Hold Hairspray</li> </ul>	<p><b>Set Me Up (cactus flower &amp; bamboo wax extracts)</b>            Accented with bamboo and cactus extracts, Herbal's styling system of mousse, sprays, and gels help provide all-day hold and style. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> <li>• 2-in-1 Shampoo</li> <li>• Volumizing Mousse</li> <li>• Volumizing Hairspray</li> <li>• Weightless Volumizing Gel</li> </ul>	<p><b>Body Envy (white nectarine &amp; pink coral flower extracts)</b>            Body building, weightless formula that contains extracts from the dried fruit of white nectarine and the flower, leaf and stem of a pink coral flower. This collection helps provide hair volume and natural movement. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> <li>• 2-in-1 Shampoo</li> </ul>	<p><b>Dangerously Straight (honeyed pears &amp; silk extracts)</b>            Featuring a formula that includes honey extract, pear juice and hydrolyzed silk. This collection helps provide smooth, straight and truly radiant hair even in high humidity conditions. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> <li>• 2-in-1 Shampoo</li> <li>• Curl Boosting Mousse</li> <li>• Curl Scrunching Gel</li> </ul>	<p><b>Totally Twisted (French lavender &amp; jade extracts)</b>            This collection, formulated with extracts of French lavender and jade, helps provide all-day curl definition with a radiant shine. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> <li>• Mousse</li> <li>• Spray Gel</li> <li>• Hair Spray</li> <li>• Finishing Touch Cream</li> </ul>	<p><b>Tousle Me Softly (wild violet and pomegranate extracts)</b>            Designed to work collectively to achieve a specific end-look. Tousle Me Softly shampoo and conditioner provide a light, conditioned base to set the style, while the stylers are designed to give hair a loose and flexible hold. Suggested retail: \$3.99* for shampoo, conditioner, mousse, spray gel, hair spray, \$7.99* for finishing cream.</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> <li>• 2-in-1 Shampoo</li> </ul>	<p><b>Hello Hydration (orchid &amp; coconut milk extracts)</b>            Deeply conditions hair with essential moisturizers and extracts of coconut and orchid. Helps leave hair smooth, silky and manageable. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> </ul>	<p><b>Drama Clean (tea berry &amp; orange flower extracts)</b>            Formulated with extract from the flower of orange and leaves of the tea plant. This system helps thoroughly clean and lightly condition hair for vibrancy and shine. Suggested retail: \$3.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> </ul>	<p><b>Degunkify (icy pineapple &amp; cotton leaf extracts)</b>            Deep cleaning formula made with extracts of iced pineapple and cotton leaf. Helps clean and refresh hair with a cooling sensation. Suggested retail: \$4.99.*</p>
 <ul style="list-style-type: none"> <li>• Shampoo</li> <li>• Conditioner</li> </ul>	<p><b>Break's Over (coco, mango &amp; pearl extracts)</b>            Formulated with coconut and mango extracts, and a dash of powder obtained from dried, ground, freshwater pearls. Anti-breakage system formula helps strengthen hair against damage and breaks. Suggested retail: \$4.99.*</p>

## COLLECTION

## DESCRIPTION



- Shampoo
- Conditioner
- Leave-in Treatment

#### None of Your Frizziness (mandarin balm & pearl extracts)

Includes essential oils extracted from the peel of mandarin orange and powder obtained from dried, ground freshwater pearls. This collection helps leave hair virtually frizz-free all day, even in high humidity conditions. Suggested retail: \$4.99.\*



- Shampoo
- Conditioner
- 2-in-1 Shampoo

#### Colour Me Happy (acai berries & satin extracts)

Made with extracts from the fruit-pulp of acai berries and hydrolyzed silk. Shampoo and conditioner help protect colour-treated hair against damage, dryness and dullness. Suggested retail: \$3.99.\*



- Shampoo

#### No Flakin' Way (light citrus with notes of mango and peach)

Herbal Essences No Flakin' Way, is an anti-dandruff shampoo for the relief of scalp-related itching, irritation, redness, flaking or scaling associated with dandruff. Formulated with the active anti-dandruff fighting ingredient pyrithione zinc (1%). Suggested retail: \$3.99.\*



- Shampoo
- Conditioner
- Leave-in Split-End Protector for Long Hair

#### Long Term Relationship (red raspberry and satin extracts)

Formulated with high level of hydrators to help leave hair soft and manageable. Long Term Relationship is infused with rich complex notes of jasmine petal and red orchid combined with the deep scents of cherry wood, berry, violet and plum leave every inch of hair smelling of decadent desserts and unfolding blossoms. Suggested retail: \$3.99.\*



- Shampoo
- Conditioner

#### Hydralicious Featherweight (water lily nectar and passion fruit)

Formula was created for hair that needs body, as well as hydration to counter effects of styling and other sources of damage. The shampoo includes a conditioning polymer called a coacervate forming polymer, which acts like a butterfly net to provide coverage on the hair to leave it hydrated, but will not weigh it down. Suggested retail: \$3.99.\*



- Shampoo
- Conditioner

#### Hydralicious Self-Targeting (red vanilla and whipped aloe)

Helps get the right balance of hydration in damaged parts of the hair. It is formulated with a new polymer called Liquid Crystal, which targets drier hair surfaces and adheres to those areas. By giving extra conditioning to areas in need, like dry ends, hair is left hydrated, smooth and shiny. Suggested retail: \$3.99.\*



- Shampoo
- Conditioner

#### Hydralicious Reconditioning (shea leaf and Hawaiian sea silk)

Created for dry, damaged, frizzy hair that needs extra conditioning. It combines the technology of a coacervate forming polymer and Liquid Crystal to provide protection against key sources of dehydration such as colouring and heat damage. Suggested retail: \$3.99.\*

## PRICING AND AVAILABILITY

Herbal Essences' shampoos, conditioners, 2-in-1 and styling products are available in Canadian mass, grocery and drug retailers for a suggested retail price of \$3.99\* for 300 ml, \$4.99\* for Break's Over, None of Your Frizziness and Degunkify collections, \$6.99\* for Shimmery Nights and \$7.99\* for Touse Me Softly Finishing Touch Cream.

\*Pricing is at the sole discretion of the retailer.