



# ARBONNE® TRUE HAIR

## *Collection Focus Guide*

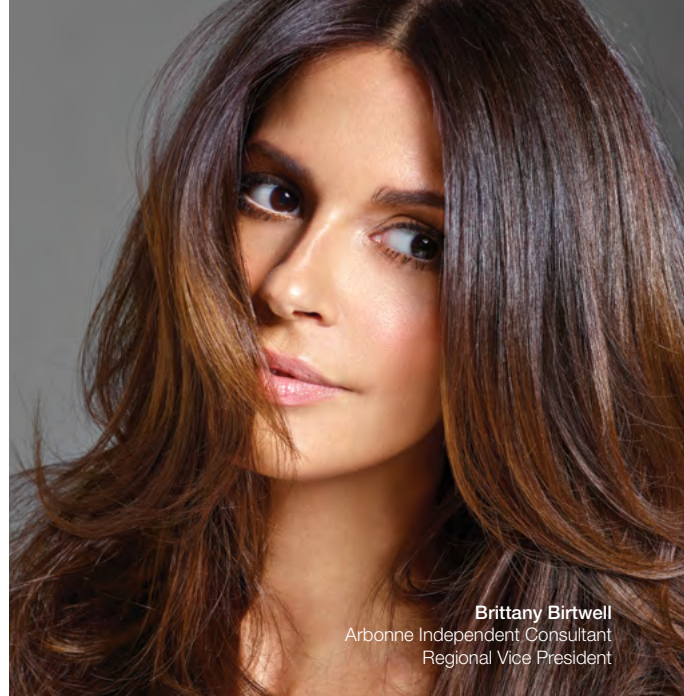








**Trevor Covelli & Rhoslynne Bugay**  
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## LIVE HEALTHY. LIVE TRUE.

Things like too much sun exposure, chemical processing, colouring, environmental pollutants, heat styling, harsh shampoos, poor diet, stress, and the ageing process can take their toll. Like your skin, your hair needs a consistent regime to cleanse, treat, moisturise and protect. Help it look and feel its healthiest every day with good nutrition, a consistent regime, and clean hair care products.



**Lauren White and husband**  
Arbonne Independent Consultant  
Executive Area Manager



## Here's the dirty truth.

Most hair care products contain ingredients like silicones and sulfates that aren't ideal for healthy looking and healthy feeling hair and scalp. These deceptive ingredients can even do more harm than clean.

### more lather ≠ more clean



**Sulfates:** Detergents responsible for the sudsy lather in shampoo.

**Concern:** Can strip hair of its natural oils, potentially drying out the scalp and the hair follicles. Sulfates can also cause hair colour to fade prematurely.



**Silicones:** Form an artificial layer on the hair strands to help detangle hair and smooth the appearance of frizz.

**Concern:** Can build up on the hair shaft and make hair appear dry and weighed down with continued use.





## ARBONNE TRUE HAIR STORY

It's time to rethink your hair health! True Hair products have been created with authentically healthy looking hair in mind. Clean formulas help protect hair from the damage caused by environmental stress such as sun, humidity and heat styling by providing essential moisture, while giving your hair strands what they need to look and feel naturally shiny, silky and healthy. True Hair gives your hair everything it needs and nothing it doesn't.







## *The Arbonne Advantage*

**Parabon free, and sulfate free hair care products** are formulated with plant based proteins along with our powerful proprietary botanical blend to support a healthy looking scalp, strengthen hair with essential moisture, and repair damage.



# The Collection

Our low lather daily shampoo preps hair for styling while also gently moisturising the scalp. It works as a system with our daily conditioner and daily leave-in treatment to deliver critical hydration that nourishes and protects hair from environmental damage caused by dryness, humidity or heat styling.





Using the latest research in science and ingredient technology, the products feature clean formulas with plant based surfactants and proteins, botanicals, and fragrance derived from natural botanicals and essential oils. It's clean goodness for your hair and scalp.

The bottom line: Arbonne True Hair lets your hair be its natural self, with nothing extra.

**Seth Perry**  
Arbonne Independent Consultant  
National Vice President



# Key Ingredients



## **Pea Protein**

Moisturises to help prevent breakage or brittleness



## **Sustainably Sourced Baobab**

Has been studied to increase hair strength; helps repair damage by nourishing hair from root to tip with essential moisture



## **Ashwagandha Root**

With antioxidant properties; conditions to reduce the effects of environmental stress such as dryness or humidity, helping hair look healthy and lustrous





**Louise Benbow**  
Arbonne Independent Consultant  
Executive Regional Vice President





## Arbonne True Hair Collection

- Daily Shampoo
- Daily Conditioner
- Daily Leave-In Treatment

**Scott Reed**  
Arbonne Independent Consultant  
Regional Vice President

To learn more about each product, visit [The Source](#) and search:  
**Arbonne True Hair Meet the Product Sheets.**

# æ ARBONNE®



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