

# BELLAME HAIRCARE

Inspired by Luxury. Powered by Science.



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**Smart Haircare:** Advanced formulations utilize clinical-grade ingredients scientifically proven to enhance hair health. Customizable solutions provide tailored care for all hair types and concerns. Higher concentrations of clinical actives deliver potent, effective results for maximum efficacy and visible improvement.



**Repair, Protect, and Revitalize:** Strengthens hair from root to tip. Repairs damage and guards against future harm. Reduces frizz, leaving hair shiny, smooth, and easy to detangle and style.



**Nourishing Ingredients:** Infused with high-quality ingredients like Baobab Seed Oil and Shea Butter for deep nourishment.

**An Indulgent Aromatic Experience:** A fresh, spa-like, sophisticated scent highlighted by a subtle floral touch.

**Good for You:** Cruelty-free, vegan formulas are free from harmful chemicals, including parabens, phosphates, phthalates, sulfates, gluten, nuts, DEA, aldehydes, and formaldehyde.

**Color-Safe:** Protects vibrant hair color and is safe for chemically treated hair.

**Responsible Packaging:** Soft, squeezable, and eco-friendly recyclable packaging.

**Highly Concentrated:** 8 oz of this concentrated formula lathers richly when emulsified.



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Baobab  
"Tree of Life"



Smart Hair  
"Technology"



One of the top ten magnificent trees reaches 100 feet in height and can hold up to 32,000 gallons of water in its trunk. It is one of the most nutrient-packed foods on the planet.

Ancient Beauty Secret: Harness over 6,000 years of use.

Nutrient Powerhouse: Rich in vitamins C, D, E, antioxidants, & omega fatty acids for radiant skin and hair.

Deep Hydration: Dramatically improves skin elasticity and moisture retention, perfect for dry skin.

Collagen Booster: Natural booster thanks to high vitamin C content.

Healing Properties: Antimicrobial & anti-inflammatory properties soothe and heal skin conditions effectively.

Intense Moisturizer: Optimal water retention to keep skin and hair hydrated and healthy.

# HAIRCARE

## Compliments of “The Tree of Life”

- **Rich in Vitamins:** Packed with C, D, E, and antioxidants for hair rejuvenation and scalp health.
- **High Antioxidant Content:** Protects against pollutants and UV damage.
- **Moisture Retention:** Exceptionally hydrates, preventing dryness and brittleness.
- **Improves Elasticity:** Enhances elasticity, reducing breakage and supporting healthy growth.
- **Natural Conditioner:** Conditions naturally, easing manageability, detangling, and styling.
- **Scalp Nourishment:** Soothes scalp & reduces dandruff to support healthy growth
- **Strengthens Hair:** Micronutrients strengthen roots, encouraging thicker growth.
- **Supports Hair Growth:** Stimulates follicles, enriching the scalp and fostering growth.
- **Restorative Properties:** Repairs damaged hair cuticles, ideal for heat-styled hair
- **Sustainability:** Eco-friendly and supports local economies where harvested.



REJUVENATING  
HAIRCARE  
BELLAME

# REJUVENATING HAIRCARE

Indulge in the ultimate hair revival with our luxurious formula, crafted with Smart Conditioning Technology to transform rough, lackluster hair into a silky, radiant masterpiece. Enriched with Hydrolyzed Baobab for unparalleled absorption and Coconut Cleansers for a gentle yet thorough cleanse, this rejuvenating blend delivers softness and shine with Pro-Vitamin B5. Infused with Shea Butter and Plant-Sourced Squalane to effortlessly banish static, our exquisite formula strengthens, smooths, and enhances every strand, every day.

# REJUVENATING HAIRCARE

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## IDEAL FOR ALL HAIR, NORMAL TO DRY HAIR:

- Hair often feels rough and can appear lackluster, needing extra hydration to maintain a healthy appearance.
- This hair type can experience frizz and static, particularly in low-humidity conditions.
- Intensive conditioners and hydrating masks are essential to keep hair smooth, shiny, and manageable.
- Proper care and hydration help prevent brittleness and split ends, ensuring that hair remains vibrant and healthy.

## PRO-TIP: CLARIFYING TREATMENT

Twice a week, start with the Purifying Shampoo, followed by the Rejuvenating Shampoo before conditioning. Adding this clarifying step deeply cleanses, keeping hair fresh, vibrant, and voluminous without stripping natural oils.





# REJUVENATING SHAMPOO

## Key Ingredients & Smart Technology

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**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.



**Coconut Cleansers:** Gentle cleansers that remove impurities without stripping natural oils, leaving hair clean, soft, and refreshed.



**Pro-Vitamin B5 (Panthenol):** Deeply hydrates and nourishes hair, enhancing softness and shine while improving overall hair health.



**Polyquaternium-7:** Improves hair manageability and feel, providing conditioning benefits and reducing static.

# REJUVENATING CONDITIONER

## Key Ingredients & Smart Technology

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**Smart Conditioning Technology:** The ultimate hair hero that powers this proprietary formula to target damaged hair by attaching to Strengthens,, boosts shine, banishes split ends, and smooths cuticles



**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.




**Shea Butter:** Provides deep moisture, smooths and softens hair, and protects against dryness and damage.



**Plant Sourced Squalane:** A highly effective moisturizing agent that smooths the hair cuticle, reduces frizz, and adds shine without weighing hair down.



**Behentrimonium Chloride:** Conditions and detangles hair, improving manageability, reducing static, and making it easier to style.



PURIFYING  
HAIRCARE  
BELLAME

# PURIFYING HAIRCARE

Our luxurious Smart Technology formula fortifies and revitalizes, boosting shine and banishing split ends. Enriched with Hydrolyzed Baobab, it provides deep nourishment and antioxidants for silky softness. The Advanced Oil-Control Complex with Salicylic Acid eliminates excess oil, leaving hair light and voluminous. Pro-Vitamin B5 and Scalp Purifying Extract purify and hydrate, promoting a healthy scalp. Experience enhanced manageability and resilience as Plant-Sourced Squalane smooths the cuticle and reduces frizz.

# PURIFYING HAIRCARE

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## IDEAL FOR OILY HAIR:

- Your scalp or hair feels greasy after shampooing within a day or two.
- Hair strands clump together and appear slick, especially at the roots.
- You need to wash your hair frequently to manage excess oil.
- Oil buildup can make your hair appear heavy and weighed down.

## PRO-TIP: HYDRATION TREATMENT:

Twice a week, start with the Rejuvenating Shampoo, followed by the Purifying Shampoo before conditioning. This routine adds essential nourishment, balancing deep cleansing with hydration to keep your hair vibrant, healthy, shiny, and manageable while offering protection and repair.



# PURIFYING SHAMPOO

## Key Ingredients & Smart Technology

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**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.



**Scalp Purifying Extract:** A gentle yet effective cleanser that eliminates impurities and buildup, promoting a healthy scalp environment.



**Pro-Vitamin B5 (Panthenol):** Deeply hydrates and nourishes hair, enhancing softness and shine while improving overall hair health.



**Advanced Oil-Control Complex:** Targets and removes excess oil with precision, leaving hair feeling light, fresh, and voluminous.



**Advanced Purifying Complex:** Luxurious lather that deeply purifies your scalp and hair while preserving natural moisture. Provides silky, smooth texture and improved manageability.

# PURIFYING CONDITIONER

## Key Ingredients & Smart Technology

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**Smart Conditioning Technology:** The ultimate hair hero that powers this proprietary formula to target damaged hair by attaching to Strengthens,, boosts shine, banishes split ends, and smooths cuticles



**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.



**Salicylic Acid:** Deeply purifies the scalp, eliminating impurities and flakes for healthy hair growth.



**Shea Butter:** Provides deep moisture, smooths and softens hair, and protects against dryness and damage.



**Oil-Balancing Complex:** Regulates oil production, keeping hair fresh and free from greasy buildup.



**Plant Sourced Squalane:** A highly effective moisturizing agent that smooths the hair cuticle, reduces frizz, and adds shine without weighing hair down.

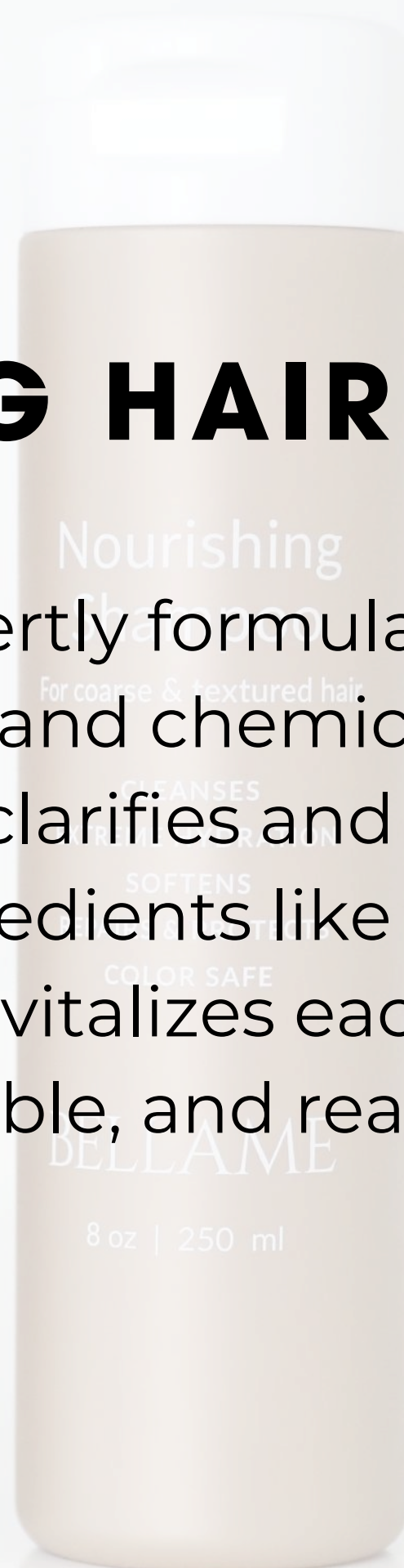
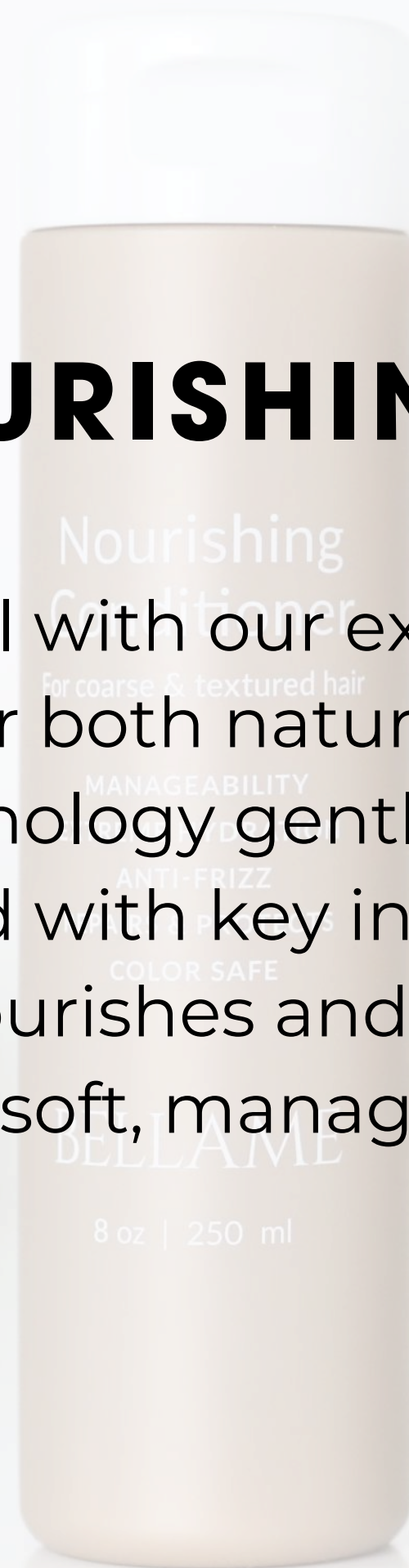


NOURISHING  
HAIRCARE  
BELLAME



# NOURISHING HAIRCARE

Elevate your wash day ritual with our expertly formulated sulfate-free shampoo and conditioner, designed for both natural and chemically treated hair. Our Smart Nourishing Haircare Technology gently clarifies and conditions without stripping essential moisture. Infused with key ingredients like Hydrolyzed Baobab and Pro-Vitamin B5, it deeply nourishes and revitalizes each strand, leaving your hair irresistibly soft, manageable, and ready for styling.



# NOURISHING HAIRCARE

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## IDEAL FOR TEXTURED, COARSE, TYPE 3 & 4 HAIR:

- Tightly curled or coiled hair is compact and dense, enhancing volume and creating a distinctive appearance.
- Visible 'S' and 'Z' patterns in the hair can give a fluffy look.
- The hair is prone to dryness and breakage due to impeded oil distribution along the strands.
- It experiences significant shrinkage, up to 70%, dramatically reducing its apparent length when not stretched.

## PRO-TIP: CLARIFYING TREATMENT:

Every two weeks, begin your routine with the Purifying Shampoo, then follow with the Nourishing Shampoo before conditioning. This clarifying step deeply cleanses, ensuring your hair stays fresh, vibrant, and voluminous without stripping away natural oils. It effectively removes buildup and impurities, maintaining hydration and softness while keeping your hair and scalp clean.



# NOURISHING SHAMPOO

## Key Ingredients & Smart Technology

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**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.



**Pure Cleanse Complex:** Gently cleanses to remove buildup without stripping natural oils, leaving hair perfectly clean and refreshed.



**Pro-Vitamin B5 (Panthenol):** Deeply hydrates and nourishes hair, enhancing softness and shine while improving overall hair health.



**Advanced Softening Complex:** Deeply hydrates hair, locking in moisture for irresistibly nourished strands. Softens even the coarsest hair, making it silky and easy to manage. Transform your hair texture for ultimate smoothness and manageability.

# NOURISHING CONDITIONER

## Key Ingredients & Smart Technology

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**Smart Conditioning Technology:** The ultimate hair hero that powers this proprietary formula to target damaged hair by attaching to Strengthens,, boosts shine, banishes split ends, and smooths cuticles



**Hydrolyzed Baobab:** Known as “The Tree of Life,” this ingredient is rich in antioxidants that fortify and repair hair from the inside out, enhancing resilience against breakage and daily wear.



**Lactic Acid:** Repairs past damage and fortifies hair against future harm.



**Shea Butter:** Provides deep moisture, smooths and softens hair, and protects against dryness and damage.



**Advanced Nourishing Complex:** This proprietary blend enhances manageability, making detangling a breeze, improves hair's texture for easier styling, and delivers intense hydration to restore life to even the driest strands. Transform your hair for ultimate smoothness and effortless styling.

## **SHAMPOO PRICING:**

\$39 RETAIL | \$35.10 SUBSCRIBE & SAVE | \$29.25 BRAND PARTNER

Earn 15% Back on Replenished Subscriptions.

## **CONDITIONER PRICING:**

\$42 RETAIL | \$37.80 SUBSCRIBE & SAVE | \$31.50 BRAND PARTNER

Earn 15% Back on Replenished Subscriptions.

## **SHAMPOO & CONDITIONER SET PRICING:**

\$70 RETAIL | \$63.00 SUBSCRIBE & SAVE | \$52.50 BRAND PARTNER

Earn 15% Back on Replenished Subscriptions.

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