

MEET THE PRODUCT

Advanced Haircare: Shampoos & Conditioners

Our customizable advanced formulations work synergistically with clinical-grade ingredients and Smart Technology, catering to all hair types and concerns. Scientifically proven to repair, strengthen, protect, and revitalize hair.



Rejuvenating Haircare System: Ideal for normal to dry hair, this system revitalizes and enhances shine with Hydrolyzed Baobab, Pro-Vitamin B5, and Shea Butter. It repairs damage, reduces frizz, and strengthens hair for a silky, vibrant finish.

Purifying Haircare System: Perfect for oily hair, this system features an Advanced Oil-Control Complex and Salicylic Acid to eliminate excess oil and buildup. It purifies the scalp, leaving hair light, fresh, and voluminous.

Nourishing Haircare System: Designed for textured, coarse, or chemically treated hair, this system deeply hydrates and nourishes with Hydrolyzed Baobab and Pro-Vitamin B5. It improves manageability and texture for soft, healthy hair.



Cruelty Free



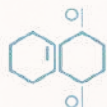
Gluten Free



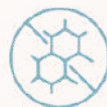
Patented
Ingredients



Phthalate
Free



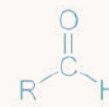
Paraben
Free



Sulfate Free



Nut Free



Formaldehyde
Free



DEA Free



Vegan

BELLAME HAIRCARE

Inspired by Luxury; Powered by Science.

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.



THE BAOBAB TREE

Reaches 100 feet in height and can hold up to 32,000 gallons of water in its trunk.

Experience the unparalleled benefits of the Baobab Tree, often revered as the "Tree of Life." This ancient beauty secret has been cherished for over 6,000 years. Celebrated for its incredible nutrient profile, the Baobab is one of the most nutrient-dense foods on the planet. Its potent properties have been harnessed in beauty and wellness rituals to nourish, protect, and rejuvenate from within, making it a timeless ally in your self-care journey.

HAIRCARE

Compliments of “The Tree of Life”

- **Rich in Vitamins:** It is packed with vitamins 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.



Inspired by Luxury
Powered by science



Infused with Baobab
"Tree of Life"



Introducing the world's
Smartest Haircare

Rejuvenating
Conditioner

For all hair types

INTENSE SHINE
MANAGEABILITY
ANTI-FRIZZ
REPAIRS & PROTECTS
COLOR SAFE

BELLAME

8 oz | 250 ml

Rejuvenating
Shampoo

For all hair types

CLEANSES
STRENGTHENS
NOURISHES
REPAIRS & PROTECTS
COLOR SAFE

BELLAME

8 oz | 250 ml

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.

IDEAL FOR NORMAL TO DRY HAIR:

- Hair often feels rough and can appear lackluster, needing extra hydration to maintain a healthy appearance.
- Can experience frizz and static, particularly in high-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.

PRICING: Shampoo: \$39 | Conditioner: \$42 | Shampoo & Conditioner: \$70

Subscribe & Save: Get FREE shipping on \$50 orders, save 10% on everything plus get 15% back in shopping credits every time your subscription is replenished!

MEET THE PRODUCT

Rejuvenating Shampoo

MADE IN THE U.S.A.
8 OZ

Key Ingredients & Smart Technology:



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



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.



Advanced Smoothing Complex: Smooths the hair cuticle, reduces frizz, and adds shine without weighing hair down. It provides conditioning and softening effects for sleek, manageable hair.



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.

Benefits without the Buildup” formulations feature:

WATER, SODIUM LAUROYL METHYL ISETHIONATE, SODIUM C14-16 OLEFIN SULFONATE, DISODIUM COCOYL GLUTAMATE, COCAMIDOPROPYL HYDROXYSULTAINE, ACRYLATES COPOLYMER, PENTYLENE GLYCOL, DIMETHICONE* . PEG-150 PENTAERYTHRITYL TETRASTEARAT, PANTHENOL, GLYCOL STEARATE, POLYQUATERNIUM-7*, DIMETHICONOL, CETYL ALCOHOL, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, TETRASODIUM GLUTAMATE DIACETATE. GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE. CAPRYLHYDROXAMIC ACID , PROPANEDIOL, CAPRYLYL GLYCOL, SODIUM HYDROXIDE, FRAGRANCE

*Cutting-edge technology with Quaternium compounds that work synergistically with good-for-you, water-soluble, EU-compliant silicones, delivering exceptional conditioning and protection for all hair types. Quaternium attaches to damaged hair while the excess washes off, preventing build-up and leaving hair smooth, manageable, voluminous, and healthy with every wash.



MEET THE PRODUCT

Rejuvenating Conditioner

MADE IN THE U.S.A.
8 OZ



Smart Conditioning Technology: This ultimate hair hero works synergistically within the formula, attaching itself to weakened strands to repair and strengthen them. It boosts shine, removes 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.

“Benefits without the Buildup” formulations feature:

WATER, STEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, GLYCERYL STEARATE SE, CETRIMONIUM CHLORIDE, GLYCERIN, FRAGRANCE, SQUALANE, SILICONE QUATERNIUM-8 *, POTASSIUM SORBATE , TRIDECETH-10, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, STEARAMIDOPROPYL DIMETHYLAMINE, CETYL ALCOHOL, AVENA STRIGOSA SEED EXTRACT, BUTYROSPERMUM PARKII (SHEA) BUTTER, ADANSONIA DIGITATA (BAOBAB) SEED OIL, CASTOR OIL PROPANEDIOL ESTERS, LECITHIN, CAPRYLYL GLYCOL, HEXYLENE GLYCOL, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN, CITRIC ACID

*Cutting-edge technology with Quaternium compounds that work synergistically with good-for-you, water-soluble, EU-compliant silicones, delivering exceptional conditioning and protection for all hair types. Quaternium attaches to damaged hair while the excess washes off, preventing build-up and leaving hair smooth, manageable, voluminous, and healthy with every wash.



Purifying
Conditioner

For oily hair

BALANCES
REMOVES EXCESS OIL
PURIFIES SCALP
SOFTENS
COLOR SAFE

BELLAME

8 oz | 250 ml

Purifying
Shampoo

For oily hair

CLEANSES
REMOVES EXCESS OIL
PURIFIES SCALP
SOFTENS
COLOR SAFE

BELLAME

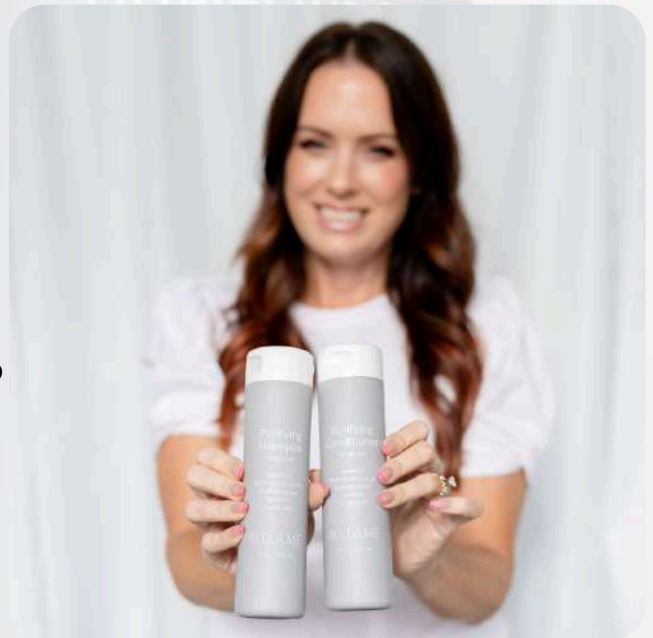
8 oz | 250 ml

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.

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: HYDRATING 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.

PRICING: Shampoo: \$39 | Conditioner: \$42 | Shampoo & Conditioner: \$70

Subscribe & Save: Get FREE shipping on \$50 orders, save 10% on everything plus get 15% back in shopping credits every time your subscription is replenished!

MEET THE PRODUCT

Purifying Shampoo

MADE IN THE U.S.A.
8 OZ

Key Ingredients & Smart Technology:



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.

“Benefits without the Buildup” formulations feature:

WATER, SODIUM LAUROYL METHYL ISETHIONATE, SODIUM C14-16 OLEFIN SULFONATE, COCAMIDOPROPYL HYDROXYSULTAINE, ACRYLATES COPOLYMER, DISODIUM COCOYL GLUTAMATE, PENTYLENE GLYCOL, DIMETHICONE*, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, PEG-150 PENTAERYTHRITYL TETRASTEARATE, PANTHENOL, POLYQUATERNIUM-7*, GLYCOL STEARATE, CETYL ALCOHOL, DIMETHICONOL, TETRASODIUM GLUTAMATE DIACETATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, CAPRYLHYDROXAMIC ACID, CAPRYLYL GLYCOL, PROPANEDIOL, FRAGRANCE, SODIUM HYDROXIDE

*Cutting-edge technology with Quaternium compounds that work synergistically with good-for-you, water-soluble, EU-compliant silicones, delivering exceptional conditioning and protection for all hair types. Quaternium attaches to damaged hair while the excess washes off, preventing build-up and leaving hair smooth, manageable, voluminous, and healthy with every wash.



MEET THE PRODUCT

Purifying Conditioner

MADE IN THE U.S.A.
8 OZ

Key Ingredients & Smart Technology:



Smart Conditioning Technology: This ultimate hair hero works synergistically within the formula, attaching itself to weakened strands to repair and strengthen them. It boosts shine, removes 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 & Oil Balancing Complex: Deeply purifies the scalp, eliminating impurities and flakes for healthy hair growth. 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.



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

“Benefits without the Buildup” formulations feature:

WATER, STEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, CETRIMONIUM CHLORIDE, GLYCERIN, FRAGRANCE, SQUALANE, GLYCERYL STEARATE SE, SILICONE QUATERNIUM-8 *, POTASSIUM SORBATE , TRIDECETH-10, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, STEARAMIDOPROPYL DIMETHYLAMINE, CETYL ALCOHOL, SALICYLIC ACID, AVENA STRIGOSA SEED EXTRACT , BUTYROSPERMUM PARKII (SHEA) BUTTER, CASTOR OIL PROPANEDIOL ESTERS, ADANSONIA DIGITATA (BAOBAB) SEED OIL, LECITHIN , CAPRYLYL GLYCOL, HEXYLENE GLYCOL. PHENOXYETHANOL , ETHYLHEXYLGLYCERIN. CITRIC ACID

*Cutting-edge technology with Quaternium compounds that work synergistically with good-for-you, water-soluble, EU-compliant silicones, delivering exceptional conditioning and protection for all hair types. Quaternium attaches to damaged hair while the excess washes off, preventing build-up and leaving hair smooth, manageable, voluminous, and healthy with every wash.



Nourishing Conditioner

For coarse & textured hair

MANAGEABILITY
EXTREME HYDRATION
ANTI-FRIZZ
REPAIRS & PROTECTS
COLOR SAFE

BELLAME

8 oz | 250 ml

Nourishing Shampoo

For coarse & textured hair

CLEANSES
EXTREME HYDRATION
SOFTENS
REPAIRS & PROTECTS
COLOR SAFE

BELLAME

8 oz | 250 ml

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.

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.



COLOR SAFE

COLOR SAFE

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.

PRICING: Shampoo: \$39 | Conditioner: \$42 | Shampoo & Conditioner: \$70

Subscribe & Save: Get FREE shipping on \$50 orders, save 10% on everything plus get 15% back in shopping credits every time your subscription is replenished!

MEET THE PRODUCT

Nourishing Shampoo

MADE IN THE U.S.A.
8 OZ



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.



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.



Allantoin: Soothes the scalp and helps to calm any irritation, promoting a healthy scalp environment for hair growth.

“Benefits without the Buildup” formulations feature:

WATER, SODIUM LAUROYL METHYL ISETHIONATE, SODIUM C14-16 OLEFIN SULFONATE, COCAMIDOPROPYL HYDROXYSULTAINE, DISODIUM COCOYL GLUTAMATE, GLYCERIN, DIMETHICONE*, PANTHENOL, ALLANTOIN, PEG-150 PENTAERYTHRITYL TETRASTEARATE, GLYCOL STEARATE, POLYQUATERNIUM-7*, CETYL ALCOHOL, DIMETHICONOL, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, TETRASODIUM GLUTAMATE DIACETATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, CAPRYLHYDROXAMIC ACID, PROPANEDIOL, CAPRYLYL GLYCOL, FRAGRANCE, CITRIC ACID

*Cutting-edge technology with Quaternium compounds that work synergistically with good-for-you, water-soluble, EU-compliant silicones, delivering exceptional conditioning and protection for all hair types. Quaternium attaches to damaged hair while the excess washes off, preventing build-up and leaving hair smooth, manageable, voluminous, and healthy with every wash.



MEET THE PRODUCT

Nourishing Conditioner

MADE IN THE U.S.A.
8 OZ



Smart Conditioning Technology: This ultimate hair hero works synergistically within the formula, attaching itself to weakened strands to repair and strengthen them. It boosts shine, removes split ends, and smooths cuticles.



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



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.



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.

"Benefits without the Buildup" formulations feature:

WATER, STEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, GLYCERYL STEARATE SE, STEARAMIDOPROPYL DIMETHYLAMINE, CETYL ALCOHOL, CASTOR OIL PROPANEDIOL ESTERS, CETRIMONIUM CHLORIDE, GLYCERIN, FRAGRANCE, SQUALANE, SILICONE QUATERNIUM-8* , POTASSIUM SORBATE, TRIDECETH-10, HYDROLYZED ADANSONIA DIGITATA (BAOBAB) SEED PROTEIN, LACTIC ACID , AVENA STRIGOSA SEED EXTRACT , BUTYROSPERMUM, PARKII (SHEA) BUTTER, ADANSONIA DIGITATA (BAOBAB), SEED OIL, LECITHIN, CAPRYLYL GLYCOL, HEXYLENE GLYCOL, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN

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Discover the Art of Pro-Level Hair Washing!

Unlock the secret to salon-worthy hair right at home with our expert guide on Luxurious Hair Cleansing and Hydration. By mastering these steps, you'll not only maintain the health and beauty of your hair but also turn every wash into a moment of luxurious self-care. Ready to wash your hair like a pro? Let's get started!



Initial Prep & First Wash: Begin your beauty ritual by thoroughly soaking your hair in warm water, gently opening the cuticles, and preparing your locks for a transformative cleanse. With just the right amount of shampoo—tailored to your hair's length—emulsify the formula in your palms to activate its potent ingredients. Start at the scalp with gentle, circular motions, working to the tips to ensure every strand is enveloped in luxury.



Second Wash: Double down on purity with a second shampooing. This time, let the rich lather sit and work its magic for a minute or two, allowing deep purification and hydration. This crucial step not only sweeps away impurities but also infuses your hair with essential nourishment—rinse well to unveil a fresher, cleaner base.



Conditioning: Choose the right amount of conditioner, considering your hair's volume and needs. Apply from mid-shaft to ends, concentrating on the thirstiest parts. This method delivers intense moisture where needed most without burdening your roots, ensuring your hair stays bouncy and voluminous.



Final Rinse: Rinse your hair thoroughly with lukewarm water, followed by a cool splash to seal the cuticles and enhance shine. Blot wet hair gently with a soft towel to minimize damage. Ensure all conditioner is fully rinsed out, and carefully press out excess water with a delicate touch to preserve your hair's natural integrity.