

# BASICS SHAMPOO & CONDITIONER



## What product do you need?

There are two main aspects of good internal condition of hair, its elasticity (amount of protein in hair) and its porosity (level of moisture in hair). Naturalmente products offer a balance of protein-enriched and moisture-rich products to balance and nourish hair accordingly.

	Hair type	Product	Keywords
Cleansing shampoo	Medium to thick hair needing a purifying detox	Rosemary & Lavender shampoo pH 3.9	Deep cleanse
	Medium to fine hair needing cleansing and strengthening	Citrus shampoo pH 4.5	Gentle cleanse
Nourishing shampoo	Dry hair needing moisturising	Fennel & Geranium shampoo pH 4.5	Moisture hydrating
	Hair needing strengthening & nourishment	Aloe & Sandalwood shampoo pH 4.5	Multi-vitamin strengthening
	Colour treated hair or dry hair	Anti-oxidant shampoo pH 5	Strengthening
Nourishing treatment conditioners	Dry hair, or thick and coarse hair	Fennel & Geranium Deep Hydrating pH 4.5	Deep moisturising
	Hair needing strengthening and nourishment	Aloe & Sandalwood Solution Pac pH 4.5	Deep nourishing
	Colour treated hair or dry hair	Anti-oxidant conditioner pH 5	Hydrating strengthening
Surface conditioners	Fine to medium hair types	Fruit Acids conditioner pH 2.9	Light weight conditioning
	All hair types	Yoghurt & Millet pH 2.9	'Everyday' conditioning