



# Salon Essentials Protecting Shampoo

**CPTG**<sup>®</sup> Made with Certified Pure  
Therapeutic Grade<sup>®</sup> Essential Oils

**Wild Orange and Lime**

## Product Description

dōTERRA Salon Essentials Protecting Shampoo is a professional formula with an invigorating complex of CPTG Certified Pure Therapeutic Grade essential oils, gentle cleansers, and botanical extracts that provide antioxidant protection against UV damage that causes fading in color-treated hair. A unique combination of plant extracts along with wild orange and lime essential oils provide gentle lathering and a cleansing boost to remove impurities collected on the hair and scalp. Light moisturizers leave hair salon soft and touchable.

## Concept

The hair shaft is composed of two parts. The outer layer visible to the naked eye is called the cuticle. It is composed of small keratin plates, which, in healthy hair, overlap smoothly on the hair shaft like shingles on a roof. Between each of these tiny plates rests a lipid which helps to seal the plates and protect the hair shaft. The function of the cuticle is to protect the inner cortex of the hair shaft (composed of a softer tissue) by controlling water content of the hair fiber. The cuticle is what gives hair its smooth, glossy appearance.

When hair is frequently washed or wet, water penetrates the hair shaft and causes the shaft to swell, damaging the cuticle and lifting it up, resulting in split ends and breakdown. Combing or brushing wet hair can produce a mechanical damaging effect as well. Chemical treatments including coloring, perms, and straightening, as well as heat styling and exposure to UV light (sunlight), also damage the cuticle by breaking down the lipid seal causing the plates to lift and separate. This damage leaves the surface of the cuticle rough and jagged and creates an overall appearance of dull, dry, faded, and frizzy hair.

### *dōTERRA Salon Essentials Protecting Shampoo*

dōTERRA Salon Essentials Protecting Shampoo provides the gentle cleansers necessary to remove dirt, toxins, and other impurities from hair. CPTG essential oils help to detoxify the

hair without increasing mechanical damage to the hair shaft. Protecting Shampoo supports healthy fibroblast growth and collagen production.\* It contains derivatives from sugar beet (Betaine) which provide protection against damage caused by exposure to UV sunlight. Botanical ingredients, such as oat peptides, strengthen hair and provide lasting moisture to withstand the effects of heat styling and chemical treatments without leaving build-up on the hair. Natural antioxidants protect the hair shaft and increase retention of color in treated hair. Other ingredients work to correct previous damage and improve overall appearance and hydration of the hair, resulting in hair that looks and feels healthier, shinier, and softer.

## Primary Benefits

- Antioxidant activity protects hair from damaging UV radiation and increase color retention in chemically treated hair
- Provides deep conditioning to restore moisture. Leaves hair soft, shiny, and silky
- Reduces combing force in both wet and dry hair to reduce styling damage to hair
- Temporarily repairs split ends
- Reduces mechanical styling damage to hair and shortens styling time
- Promotes cleansing and detoxification of the hair, hair follicle, and scalp, by helping to remove residue left behind by styling products

## What Makes This Product Unique?

- Extracts of oat (*Avena sativa*), and sugar beet provide hair color maintenance and protection, as well as antioxidants that protect cuticle lipids from oxidation
- An emulsion of silica (sand) penetrates the cuticle to deeply condition, smooth the cuticle, and protect hair from damage caused by styling and chemical treatments
- Citrus essential oils cleanse and detoxify the hair, hair follicle, and scalp
- Contains CPTG Certified Pure Therapeutic Grade essential oils to help naturally cleanse and detoxify hair
- Contains proprietary formula of botanicals, essential oils, and other ingredients which not only work to repair previous damage to hair but also help to reduce future damage caused by UV exposure, heat, and styling
- Formulated according to dōTERRA's "NONE OF THE BAD" philosophy of not using artificial colors, diethanolamine (DEA), formaldehyde donors, parabens, phthalates, propylene glycol, sodium laureth sulfate (SLES), sodium laurel sulfate (SLS), toluene, triethanolamine (TEA), and animal testing

## Who Should Use this Product?

dōTERRA Salon Essentials Protecting Shampoo is formulated for all hair types, but is especially targeted to provide support to chemically treated, heat-styled hair by providing natural moisture and protection. It also helps to cleanse the hair of build up from frequently used styling products.

## Directions for Use

Apply a small amount of shampoo to damp hair. Rinse thoroughly. Follow with dōTERRA Salon Essentials Smoothing Conditioner. Avoid contact with eyes. For external use only.

## Ingredients:

Water, Sodium Lauroyl Methyl Isethionate, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Betaine, Acrylates Copolymer, *Avena sativa* (Oat) Peptide, *Citrus sinensis* (Wild Orange) Essential Oil, *Citrus aurantifolia* (Lime) Essential Oil, Silicone Quaternium-3, Glycerin, Trisodium Ethylenediamine Disuccinate, Guar Hydroxypropyltrimonium Chloride, Lauryl Lactyl Lactate, PEG-150 Pentaerythrityl Tetrastearate, Trideceth-12, PEG-6 Caprylic/Capric Glycerides, Tetrasodium Glutamate Diacetate, Hexylene Glycol, Caprylyl Glycol, Phenoxyethanol, Natural Fragrance, Mica, Titanium Dioxide, Iron Oxides

## Salon Essentials Protecting Shampoo

8.34 oz/250 ml

**Item code: 36220001**

**Consultant price: \$19.50 (19.5 PV)**

Preferred customer: \$20.80

Retail customer: \$26.00