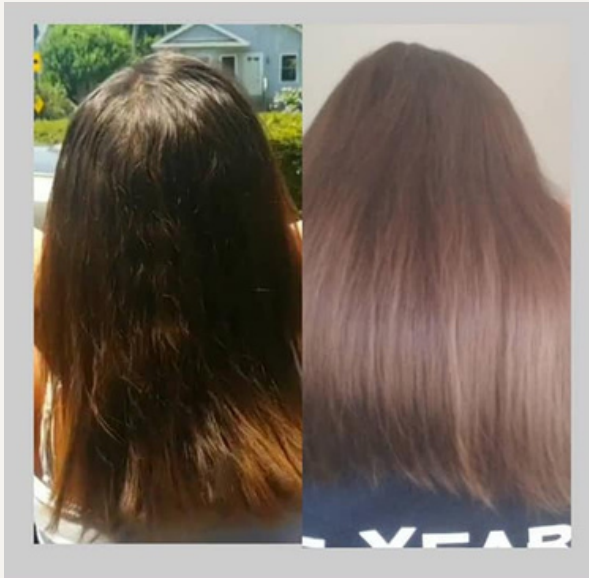


# INSIDER SECRETS TO FABULOUS & HEALTHY HAIR

*Solutions to the top 3 Hair Problems you face today*



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# 01

# MY STORY

I fell in love with everything “Beauty” beginning when I was 16 years old. I had horrible Cystic Acne, and this was just shortly after Accutane came out (If you aren’t familiar with Accutane, it’s the strongest acne medication ever made). It definitely healed my skin ... but left my skin incredibly dry and in desperate need of skincare and makeup solutions. I was trying to cover everything up, all the time. So I bought every brand of cleanser and makeup available, and I tried them all. I was willing to try anything! All through college and in my twenties, I was obsessed with everything beauty: skincare, makeup, and nails.





**My hair was always pulled up or just lifeless! Then I changed my routine.**



# 01

# MY STORY

Hair didn't come onto the scene for me until just a few years ago. For the past two decades, it's been about "clean" skincare and about "clean" makeup. There was not as much of an emphasis on "clean" haircare products. But now, there is. And boy, am I glad, because what I'm about to share with you is something I wish I'd known twenty years ago myself.

# TOP 3 HAIR PROBLEMS (AND SOLUTIONS!)

Dry, Damaged, and Volume. These are the three most common hair problems we face today. These are the three things people complain about most when asked to describe their hair issues.

Each product is a category, and each category has a suite or lineup of products to address. Masks, advanced hydrating conditioners, etc.

## 1. Dry/Frizzy Hair

**How does hair become dry?** Hair often dries out the same way your skin dries out: lack of moisture in the air or a lack of hydration in your body. But, your hair can also get dried out by using products that overuse sulfates and parabens. These topical treatments leave a buildup on your hair, which can also lead to dryness. Drug Store and lower end products are infamous for this issue, but even high-end salon products not used in moderation can lead to this issue.

**How do you solve Dry Hair?** Use hydrating products that will restore dull, lifeless, parched hair with softness, elasticity, and shine. You should use a sulfate-free shampoo, an advanced hydrating conditioner, along with a weekly hydrating masque/shower masque.

*Pro Tip:*

*- Never use a brush on wet hair; always use a wide-tooth comb*



# TOP 3 HAIR PROBLEMS (AND SOLUTIONS!)

## 2. Hair Damage

**How does hair become damaged?** Overuse of hot tools, getting overprocessed with coloring treatments, and not having regular haircuts can all lead to split ends and damaged hair fibers.

**How do you solve Damaged hair?** You want to use a line of products that repair damaged hair with bond-fortifying ingredients. You need to use a shampoo that instantly strengthens and repairs the hair bonds three layers deep.

*Pro Tip:*

*- Don't skip a regular trim with your stylist!*

## 3. Volume

**How does hair lose its volume?** Some factors causing volume loss cannot easily be addressed (age, genetics, hormone issues), but others can be, such as diet, improper hair care, and stress.

**How do you solve for Volume Issues?** Use a product lineup that helps increase Hair density, strength, and manageability. Use lighter conditioners that include healing agents for the hair follicles, these products aid in the increase of hair growth and volume.

*Pro Tip:*

*- Don't use a Dry Shampoo with propane or formaldehyde. Yes, formaldehyde! Check your drug store product ingredient list and you may be surprised!*



# 03 WHAT I WISH I HAD KNOWN

After years of personal interest in the beauty industry, and more than 15 years of owning businesses in the industry directly, I stumbled into the world of Clean Hair care products. I crossed paths with an industry colleague who changed my view and understanding of how one could obtain healthier and happier hair. Honestly, She changed my world! I no longer have the issue of washing it one day, and the next day having it be oily and greasy from salon hair care products. I now know that the overpriced salon products I was buying were the issue.



Let me explain further....

Each hair follicle has its own blood supply. Every time you use a drug store or salon-bought product, you clog your follicle with sulphates and parabens. This affects the health of the follicle, resulting in thinner hair that is less manageable, prone to breakage, and is less vibrant. When you suffocate the blood supply ... bad things happen. However, when you gently clean all that out and reverse the clogging process, you'll bring your follicles back to where they should have been in the first place.

## 03 WHAT I WISH I HAD KNOWN

Every product you know of on the market is a **Topical Product**. These products coat the hair to give it the appearance of being smooth, or use harsh salts and alcohol to dry it out and “plump it up.” This vicious cycle ravaged my hair and left it damaged, dry, brittle, thin, flat, dull, and lifeless.



Here's where I let you in on my little secret. I've found a product line that's scientifically formulated differently than anything else out there. I can geek out on the science if you want ... but here's the gist of it:

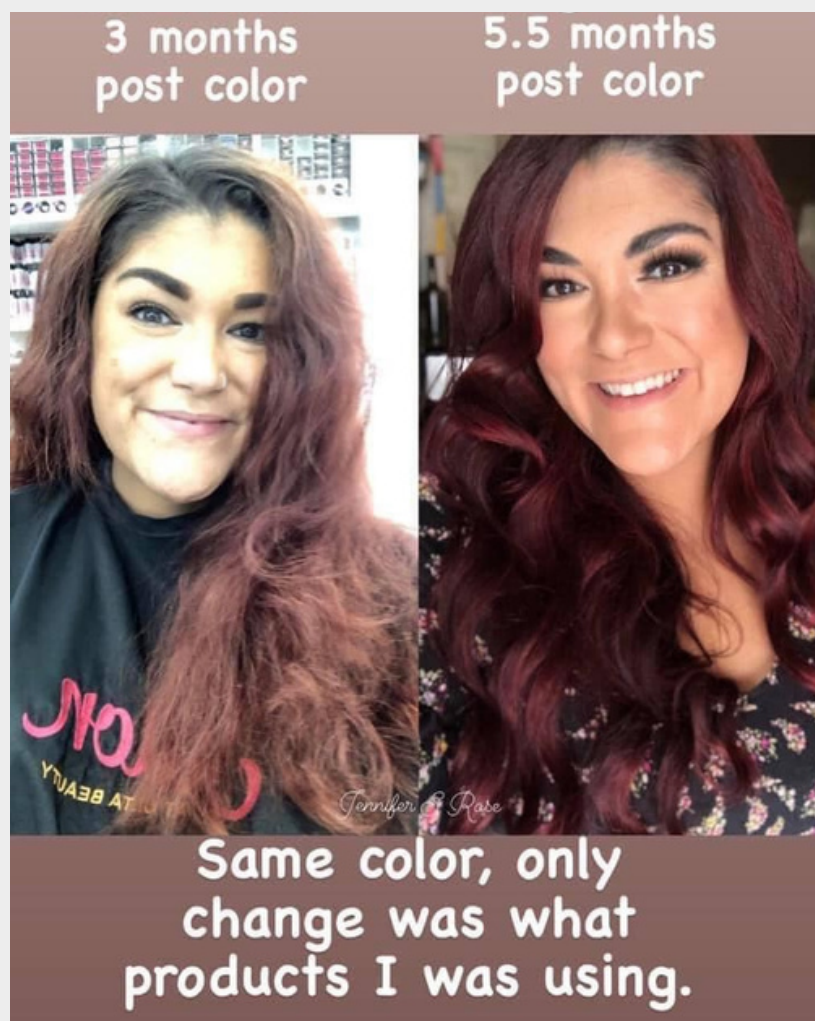
These products mimic our own human oil and fully penetrate your hair and scalp to heal, hydrate, nourish, and bring life back to your hair. If you've been unhappy with your hair because you've had the same problems I've had, or if you've been constantly switching products trying to find something that works ... you can stop. Forever.



# 03 WHAT I WISH I HAD KNOWN

Here's what you'll find when you swap out your current lineup for a clean hair care line: Bounce, Shine, Volume, Thickness, and Versatility. You will give your scalp and hair an environment in which to thrive. And my friend, yes, the battle will stop. You'll fall in love with your hair for the first time.

So what do I wish I had known? I wish I had known ... that for years I was choking my hair follicles with the products I was using and that there was a better way.



# 04

## HAIR QUIZ

There are 2.5 million happy hair customers world-wide who have joined us in this #haircaremovement. Take my Hair Quiz by clicking on the link below and begin your transformation today. You've been waiting for something to finally work; you just found it.

PS: you'll get your results from me, either via a DM on Instagram or a text message to your phone. You'll provide your preferred method within the quiz.

[CLICK HERE](#)

**SPEAK SOON, FRIEND!**

*Heather Boss*

***It's Your  
Shampoo!***

2 YEARS DIFFERENCE!



**All I did was change my hair products!**