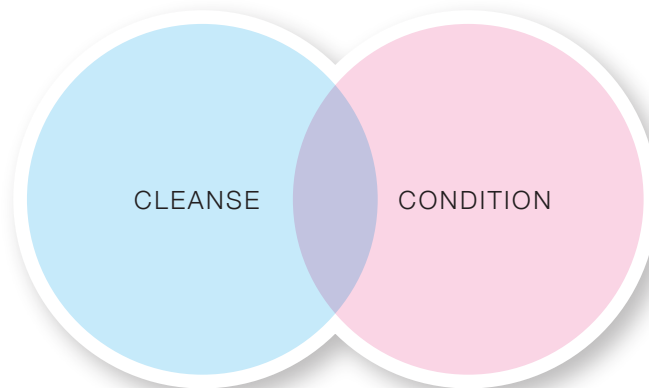
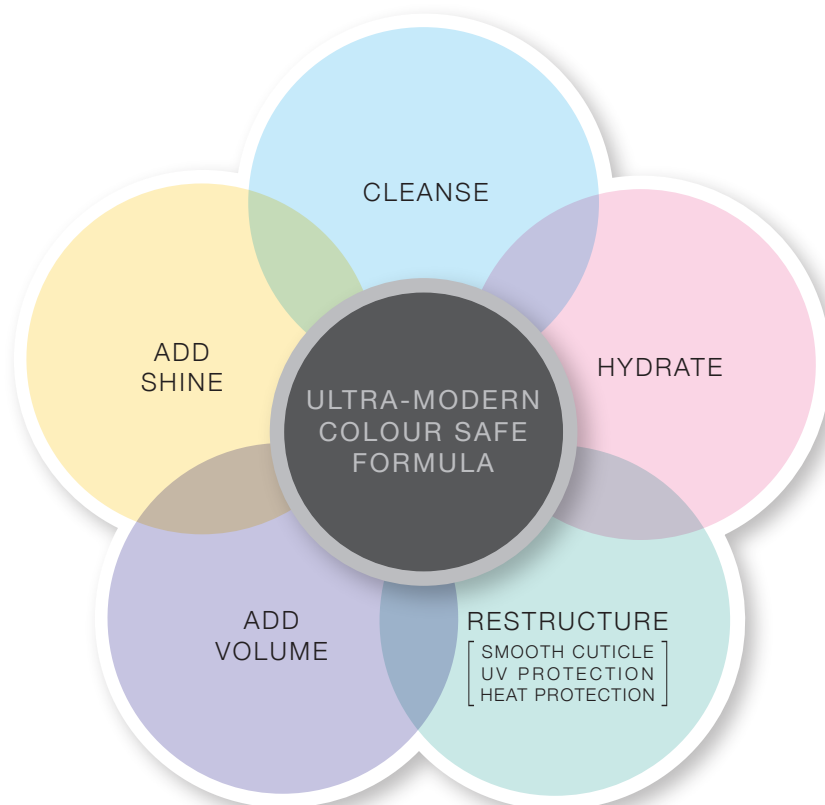


Most ordinary and even Premium Shampoos and Conditioners perform two basic functions.

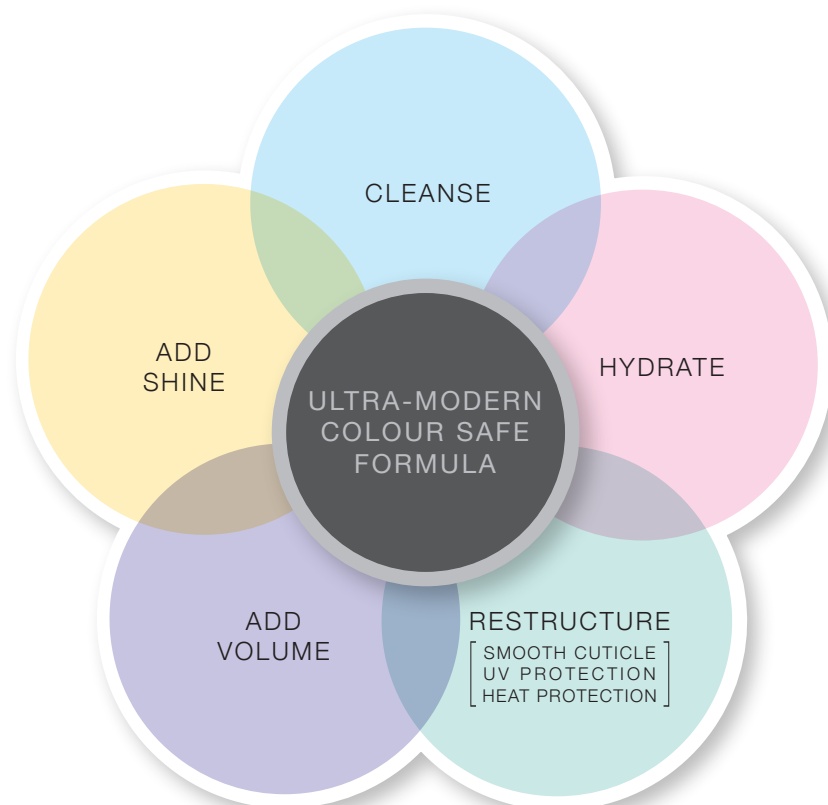


Ash Eden Shampoo and Conditioners feature Ultra-Modern Formulations that work better.



Unlike ordinary and even some premium haircare products, Ash Eden haircare features Ultra-Modern Formulations, that restructure your hair, rather than just clean it. All Ash Eden haircare products are Colour-Safe and are naturally free of Sulphates, Parabens, Phthalates, Petrochemicals, Palm Oil, Sodium Chloride, MEA, DEA or Artificial Colours. Ash Eden products are tested on Humans not Animals. Ash Eden haircare products look, feel and smell totally different

Ash Eden Shampoo and Conditioners feature Ultra-Modern Formulations that work better.



CLEANSE: Gentle Coconut-Based Cleansers ease away dirt and oil without stripping colour or damaging the cuticle.

HYDRATE: Glycerin and Bio-Lipids carry moisture to the hair shaft.

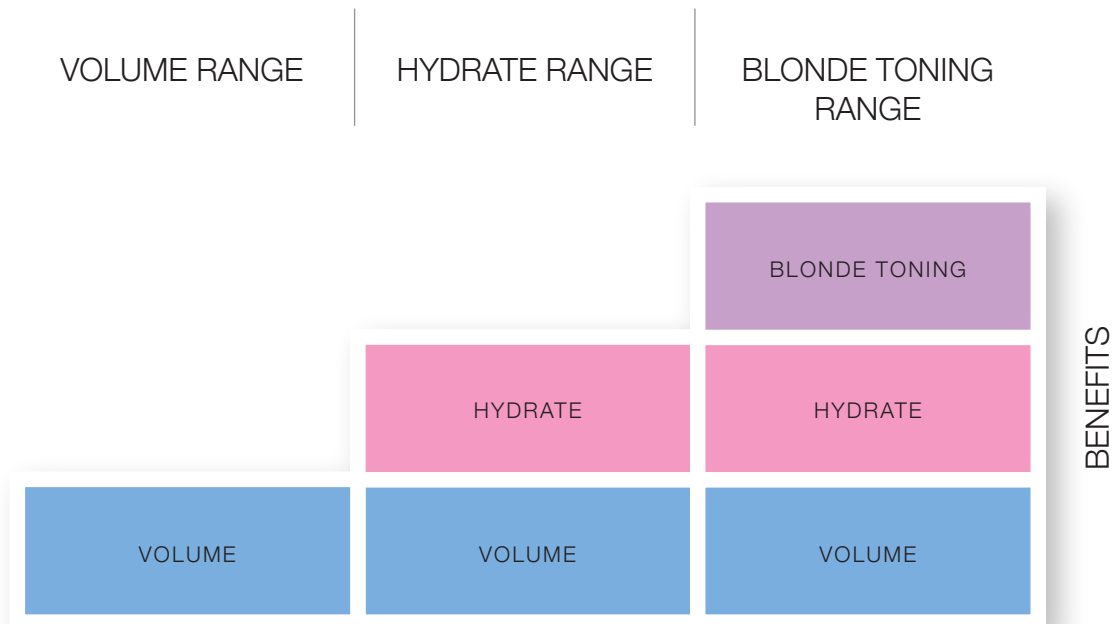
RESTRUCTURE: Argan Oil (Nature's Liquid Gold), and Panthenol (Pro-Vitamin B5) penetrate to strengthen the core, lock in moisture, colour and smooth the cuticle. Argan Oil and increased internal moisture help provide heat protection, while special UV filters help protect the hair (and colour) from oxidative damage caused by exposure to UV radiation.

ADD VOLUME: Plant-Based Proteins bind with hair keratin to swell and smooth the hair shaft, providing extra body and volume.

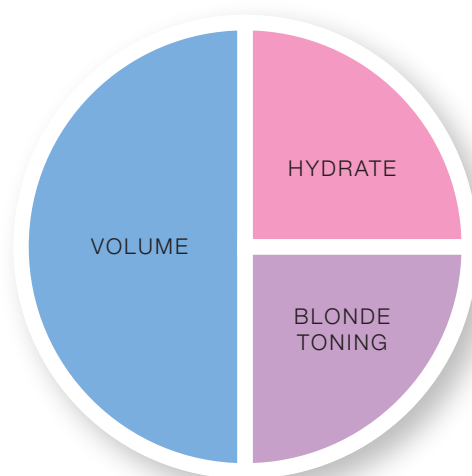
SHINE: Argan Oil and Natural Silicones coat the hair cuticle to help lock in colour and moisture, while providing added heat protection and incredible shine.

Unlike ordinary and even some premium haircare products, Ash Eden haircare features Ultra-Modern Formulations, that restructure your hair, rather than just clean it. All Ash Eden haircare products are Colour-Safe and are naturally free of Sulphates, Parabens, Phthalates, Petrochemicals, Palm Oil, Sodium Chloride, MEA, DEA or Artificial Colours. Ash Eden products are tested on Humans not Animals. Ash Eden haircare products look, feel and smell totally different

So how are Ash Eden Shampoo and Conditioners designed to work?



What share of the salon market will each product range appeal to?





Blonde Toning Shampoo (with Argan Oil)

Beautiful Blonde one minute...perfect the next. Our luxurious Blonde Toning Shampoo gently cleanses the hair and scalp with natural Coconut-Based Cleansers to leave hair full of body, perfectly toned, but never brassy, with a to-die-for shine. Creamy texture and thick luscious micro-bubbles meld with an intoxicating fragrance to complete the ultimate spa experience.

Brassiness begone with our Blonde Toning Range. All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.



KEY INGREDIENTS

Gentle Coconut Cleansers, Glycerin, Panthenol (Pro-Vitamin B5), Natural Bio-Lipids, Natural Silicones, Argan Oil, Macadamia Oil, Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Deep nourishing and conditioning formula
- Builds body
- Corrects brassiness
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub together to form a luscious foam. Apply to your hair starting at the roots and working your way through to the ends. Rinse and repeat. Can take up to five minutes to achieve tone. Follow with Blonde Toning Conditioner. Enjoy!



TARGET CUSTOMER

Ideal for customers that who are natural blonde or have blonde or light coloured hair.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

Unless extreme brassiness, we suggest using only once or twice a week. Apply to test hair sample first.

+ OTHER USES

Use on white hair to remove brassiness, leave on for up to 5 minutes to impart a subtle Violet tone. Do test sample first.

\$ ADD ON SALE

- Blonde Toning Conditioner
- Argan Oil Light Spray



Blonde Toning Conditioner (with Argan Oil)

Deep moisture and toning for the perfect Blonde. The perfect companion product to our Blonde Toning Shampoo. Provides a treatment-like burst of nourishment to moisture starved hair. Natural emollients, carefully selected colour toners and conditioners deeply penetrate to help nurture and protect. Plant-Based Proteins and Panthenol help add volume and restructure the hair, while Vitamin E, Evening Primrose Oil and Argan Oil provide deep conditioning, a lustrous shine and a luxurious finish.

Brassiness begone with our Blonde Toning Range.

All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.



KEY INGREDIENTS

Deep Conditioners, Phyto-Proteins, Panthenol (Pro-Vitamin B5), Argan Oil, Almond Oil, Evening Primrose Oil, Aloe Vera, Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Deep nourishing and conditioning formula
- Builds body
- Corrects brassiness
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub through your hair. Pay special attention to the ends. Rinse. Additional conditioner can be applied longer to the ends for an extra conditioning effect.



TARGET CUSTOMER

Designed for customers who are natural blonde or have blonde or light coloured hair.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

Unless extreme brassiness, we suggest using only once or twice a week. Apply to test hair sample first.

+ OTHER USES

Use on white hair to remove brassiness, leave on for up to 5 minutes to impart a subtle Violet tone. Do test sample first.

\$ ADD ON SALE

- Blonde Toning Shampoo
- Argan Oil Light Spray



Volume Shampoo (with Argan Oil)

Leave hair full of body with wonderful bounce and a to-die-for shine with our luxurious Volume Shampoo that gently cleanses the hair and scalp with natural Coconut-Based Cleansers. Creamy, syrupy texture and thick luscious micro-bubbles meld with intoxicating fragrance to complete the ultimate spa experience. Special enough to make any ordinary day into a memorable occasion.

Perfect for Normal to Oily Hair. Safe for daily use.
All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.



KEY INGREDIENTS

Gentle Coconut Cleansers, Plant-Based Protein, Panthenol (Pro-Vitamin B5), Bio-Lipids, Argan Oil, Macadamia Oil, Natural Silicones, Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Provides deep nourishing and protection
- Proteins & Pro-Vitamin B5 add body, especially on fine hair
- Fights oxidative damage
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub together to form a luscious foam. Apply to your hair starting at the roots and working your way through to the ends. Rinse and repeat. Follow with Volume Conditioner. Enjoy!



TARGET CUSTOMER

Ideal for customers that want premium shampoo to use every day. Normal to Oily Hair. Great on thick or thin hair.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

First wash may not lather as much as harsh SLS based shampoos. Second wash foams richly. Rinse thoroughly.

+ OTHER USES

The shampoo can be left on hair longer for a more subtle conditioning effect.

\$ ADD ON SALE

Volume Conditioner
 Argan Oil Light Spray
 Moisturising Body Wash

Volume Conditioner (with Argan Oil)

High gloss body and bounce. This product provides a ‘treatment-like’ burst of nourishment to moisture starved hair. The perfect companion product to our Volume Shampoo. Natural emollients, Plant-Based Proteins and conditioners deeply penetrate (especially to damaged areas) to help nurture, protect and restructure hair. Plant-Based Protein aids conditioning, smoothing and restructuring the cuticle, adding volume and shine.

Perfect for Normal to Oily Hair. Safe for daily use.

All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.



KEY INGREDIENTS

Plant-Based Proteins, Panthenol (Pro-Vitamin B5), Glycerin, Vitamin E, Almond Oil, Argan Oil, Shea Butter, Natural Silicones, with Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Provides deep nourishing and protection
- Proteins & Pro-Vitamin B5 add body, especially on fine hair
- Fights oxidative damage
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub through your hair. Pay special attention to the ends. Rinse. Additional conditioner can be applied longer to the ends for an extra conditioning effect.



TARGET CUSTOMER

Ideal for customers that want a premium conditioner to use every day that restructures, adds volume and shine. Normal to Oily Hair. Great on thick or thin hair.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

Can be left on the hair longer for deeper conditioning and repair. Great for boosting volume on thin hair.

+ OTHER USES

Can be used in a similar way to a Hair Treatment Masque.

\$ ADD ON SALE

Volume Shampoo
Argan Oil Light Spray
Moisturising Body Wash



Hydrate Shampoo (with Argan Oil)

An intense burst of moisture and nourishment. Everyday stresses, UV, chlorine and environmental factors have a damaging effect on fine, chemically treated, or naturally pale hair. Ash Eden Hydrate Shampoo is specifically designed to gently cleanse, while delivering vital moisture. Bio-Lipids and Plant-Based Proteins strengthen and rebuild the cuticle. Argan Oil and Natural Silicones add lasting shine and seal in vital moisture, while special additives provide enhanced UV and Heat protection. All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.

Ideal for Normal to Dry Hair. Safe for daily use.
All Ash Eden Shampoos and Conditioners



KEY INGREDIENTS

Gentle Coconut Cleansers, Panthenol, Plant-Based Protein, Glycerin, Bio-Lipids, Argan Oil, Macadamia Oil, Natural Silicones, Aloe Vera Extract, Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Provides deep nourishing and protection
- Builds body, intense hydration for moisture starved hair
- Fights oxidative damage
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub together to form a luscious foam. Apply to your hair starting at the roots and working your way through to the ends. Rinse and repeat. Follow with Hydrate Conditioner. Enjoy!



TARGET CUSTOMER

Ideal for customers that want premium shampoo to use every day. Ideal for hair that needs extra moisture.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

First wash may not lather as much as harsh SLS based shampoos. Second wash foams richly. Rinse thoroughly.

+ OTHER USES

The shampoo can be left on hair longer for a more subtle conditioning effect.

\$ ADD ON SALE

- Hydrate Conditioner
- Argan Oil Light Spray
- Moisturising Body Wash



Hydrate Conditioner (with Argan Oil)

The finishing touch to our Hydrating Hair Care regimen. Ash Eden Hydrate Conditioner is the ultimate in treating moisture starved, damaged or dry hair. Rich conditioning agents and Anti-Oxidants actively seek out and help reconstruct damaged hair, while proteins and natural silicones improve overall condition, to leave a long lasting, deep shine. Lose yourself in the moment with this wonderfully luxurious treatment product. All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.

Perfect for Dry or Fine Hair. Safe for daily use.

All Ash Eden Shampoos and Conditioners feature Colour Safe formulations.



KEY INGREDIENTS

Bio-Lipids, Plant-Based Protein, Panthenol (Pro-Vitamin B5), Vitamin E, Glycerin, Evening Primrose Oil, Almond Oil, Argan Oil, Aloe Vera, Natural Silicones, Heat and UV Inhibitors.



BENEFITS

- Restructures hair
- Provides deep nourishing and protection
- Builds body, intense hydration for moisture starved hair
- Fights oxidative damage
- Adds shine



INSTRUCTIONS

Place a small twenty cent piece sized amount in your hands, gently rub through your hair. Pay special attention to the ends. Rinse. Additional conditioner can be applied longer to the ends for an extra conditioning effect.



TARGET CUSTOMER

Ideal for customers with thin, dry or damaged hair. Ideal for customers that swim in salt or chlorine. Puts back the vital moisture that environmental stresses take out.

AVAILABLE OPTIONS

- 250ml Bottles
- 500ml Bottles
- 1000ml Professional Bottles

* TIPS

Great for boosting moisture and restructuring thin, dry, or chemically damaged hair.

+ OTHER USES

Can be used in a similar way as a Treatment Masque.

\$ ADD ON SALE

Hydrate Shampoo
Argan Oil Light Spray
Moisturising Body Wash

Argan Oil Light Treatment (with Argan Oil)

10 Second Shine Miracle. This is a wonder product. All the benefits of Argan Oil, combined with Anti-Frizz, Heat and UV inhibitors, exotic Anti-Oxidants & natural silicones in a weightless, non-greasy formula. Perfect for coloured, heat treated or stressed hair. No artificial colours (unlike others) so it won't add brassy tones to Blondes. Protect and help extend the life of your coloured hair. Bring tired, dry hair back to life. Keep it with you, spray and brush through for instant Frizz-Free, runway perfect hair...anytime...anywhere!

Perfect for All Hair Types. Safe for daily use.

All Ash Eden Shampoos, Conditioners and Treatments feature Colour Safe formulations.



KEY INGREDIENTS

Argan Oil, Vitamin E, Natural Silicone Blend, Heat and UV Inhibitors.



BENEFITS

- Anti-Frizz
- Intense hydration
- Heat, UV and Colour protection
- Adds body
- Adds intense shine



INSTRUCTIONS

Spray 2-4 pumps onto palm of hand, or hair brush, then gently work through from crown to tips, on dry or damp hair. Style or blow-dry. This 'miracle product' adds gentle volume and lustrous shine, while fighting heat, UV and humidity.



TARGET CUSTOMER

Every customer should use this product. This is a take anywhere, apply anywhere miracle in a bottle. Helps lock in colour, fights frizz, refreshes hair, adds moisture and intense shine for 'runway-perfect' looks. Our favourite product.

AVAILABLE OPTIONS

- 50ml Pump Spray
- 125ml Pump Spray

* TIPS

Use after colouring to help seal the cuticle and lock in colour. Apply before going out for extra WOW factor!

+ OTHER USES

Freshens hair between washes. Adds moisture and shine after the beach. Use as a 'hot-iron' spray.

\$ ADD ON SALE

Another Argan Oil Light Spray to take everywhere.
Moisturising Body Wash