



**SAPONARIA**  
S A V O N N E R I E

### **Solid Shampoo Lavender;**

INGREDIENTS INCI: Sodium Cocoyl Isethionate, Behentrimonium Methosulfate (and) Cetyl Alcohol (and) Butylene Glycol, Cocos Nucifera (Coconut) Oil, Hamamelis Virginiana (Witch Hazel) extract, Distearoylethyl Dimonium Chloride (and) Cetearyl Alcohol, Lavandula angustifolia (Lavender) Oil, Moroccan Lava Clay, Panthenol, Aloe Barbadensis Leaf Juice, Colorant.

And here is a bit of information on each ingredient:

**Sodium Cocoyl Isethionate** is a surfactant derived from coconut oil, presented as a granulated powder. It is used to formulate mild shampoos that are soft and well tolerated by the scalp and hair, while providing a rich and creamy foam. Rating of 1 (green) on the EWG Skin Deep website.

**Behentrimonium Methosulfate** A very mild yet effective ingredient known for its de-tangling properties. It is highly regarded for its conditioning abilities but also acts as an emulsifying agent, gentle enough to be used in baby products that are left on the skin. It replaces silicones. Behentrimonium Methosulfate (BTMS) prevents hair from becoming electrified and improves styling, it is accepted by the Cosmebio\* label, which is present in the majority of organic hair conditioners. Rating of 4 (yellow) on EWG Skin Deep website.  
\* *Cosmebio is the French association of organic cosmetics.*

**Cetyl Alcohol** is a long chain organic alcohol; ours is of plant origin. It is used to emulsify and give consistency. Very emollient fatty substance, cetyl alcohol belongs to the family of "fatty alcohols". It has nothing to do with ethyl alcohol. It is an emollient of choice in natural cosmetics that softens and protects. Very

nourishing, it softens the hair and facilitates the untangling. Rating of 1 (green) on EWG Skin Deep website.

**Butylene Glycol** is a type of alcohol. At Saponaria's we have selected the one made from distilled corn. It's a humectant, which serves to maintain the water content of a cosmetic on the skin. This means that you end up with a more effective product since the dissolved ingredients can spread better on your scalp and penetrate. In addition, they can have antimicrobial effects.

**Cocos Nucifera (Coconut) Oil:** Coconut oil is 100% natural, it stimulates hair growth repairs dry, tired hair and slows down hair loss. It adds luster, shine and softness to the hair.

**Hamamelis Virginiana (Witch Hazel) extract:** Witch hazel is a genus of deciduous shrubs or small trees native to North America and Asia. Witch hazel helps with dandruff, pH imbalance, it can also alleviate itching, close oil producing pores, and reduce inflammation. Witch hazel is also thought to reduce and help prevent hair loss by increasing blood circulation to the scalp and keeping hair follicles anchored firmly into pores on the scalp.

**Distearylethyl Dimonium Chloride** is a quaternary ammonium salt, a conditioner for the hair. It is a unique component, one of the few conditioners approved by the COSMOS\* standard for natural and organic cosmetics. It is indispensable in hair conditioners and masks. It leaves hair smooth and shiny while detangling and releasing static electricity. Rating of 4 (yellow) on the EWG Skin Deep website.  
*\*Private standard on a European scale, the COSMOS label (COSMetic Organic Standard)*

**Cetearyl Alcohol** is a very emollient fat that belongs to the family of "fatty alcohols" very common in natural cosmetics. Cousin of cetyl alcohol it is lighter and nourishes without the effect of shine. It has nothing to do with ethyl alcohol. Softener and protector, it has excellent penetration with a velvety finish. It is creamy and nourishing. Rated 1 on the EWG Skin Deep website.

**Lavandula Angustifolia (Lavender) Oil:** A study has shown that lavender essential oil helps promote hair growth, it also has antimicrobial properties. As an added bonus, lavender has a wonderful smell. Its aroma can literally calm your nervous system.

**Moroccan Lava Clay** is also known as rhassoul clay. This clay has a long history of use in beauty care. It has been used for more than 1500 years as a facial cleanser and shampoo. This clay has a high cleaning power and a high electrostatic force. It binds excess oil and dirt particles, which are then easily washed with water, leaving the natural protective layer intact.

**Panthenol**, also called provitamin B5, is a potent active ingredient found regularly in shampoos and hair care. Panthenol works by improving effects of hair elasticity, moisture retention and flexibility. The hair is then softer, brighter and softer. It strengthens and repairs the hair, while participating in their growth and limiting their fall. Rated 1 on the EWG Skin Deep website.

**Aloe Barbadensis Leaf Juice:** Aloe vera is an excellent moisturizing ingredient that respects the natural pH, its action will then be strengthened. On wet hair, it retains water in the hair fiber. It soothes and purifies gently. Dry hair like greasy hair will particularly like it, since it is known to regulate the production of sebum.

**Colorant:** A hint of color for the pleasure of our eyes.