

ESSENTIAL HAIRCARE
NEW SOLU SEA SALT SCRUB CLEANSER
FOR HAIR & SCALP



New **SOLU Sea Salt Scrub Cleanser** is the equivalent of a cleansing facial exfoliator for your hair and scalp when they are in need of a thorough, deep but gentle cleanse. A fabulously revitalising treatment that stimulates circulation and leaves a lasting feeling of ultra clean, buoyant hair with an additional texturizing effect, it is suitable for all hair types. Additionally, it helps maintain the wellbeing of scalp and hair, as the removal of pollution particles helps prevent signs of ageing and preserves the quality of the hair fibre.

Ideal for use after exposure to highly polluted environments, to remove excess styling residue, also to prep the hair pre-bleaching. It can also be used seasonally in the spring, to refresh for the new season ahead, whilst in the summer it can be used to remove excess sea salt from the beach and residue from sun protective products.

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INGREDIENTS: As with all Essential Haircare products, SOLU Seat Salt Scrub Cleanser harnesses the beautifying, active properties of an ingredient from the **Italian Slow Food Presidium**, in this instance **Sea Salt from Signor Culcasi's salt pond in Paceco, Trapani**, to provide a deep exfoliating action. Other ingredients include **beet sugar** extract for its mild foaming action. **Jojoba beads** provide a gentle scrubbing action and remove impurities from scalp and hair.

HOW TO USE: Apply a generous amount to wet hair and gently massage the paste on the scalp to build a rich lather, adding more water if necessary. Rinse thoroughly and follow with a Davines nourishing mask or conditioner. Use every second or third wash.

This is best used in conjunction with SOLU Shampoo, which contains the extract of **Valtellina Buckwheat from the farm of Signor Patrizio Mazzucchelli of Teglio, Sondrio, Slow Food Presidium**. Rich in mineral salts, in particular iron, zinc, selenium and protein, it contains a high concentration of all essential amino acids and rich antioxidants.

PRICE: £22.50, 250ml

AVAILABLE: from September 2018 at Liberty, Net-a-Porter and Davines salons nationwide.



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About Essential Haircare

The Essential Haircare line is a targeted response for every type of hair, conceived with respect for people, their values, and the environment we all live in. Essential Haircare is the daily haircare product line that *best epitomizes* the Davines brand and embodies the company's values more than any others. Produced using Zero Impact® packaging and reduced use of plastic, Essential Haircare confirms its commitment to the environment with a clear objective: to contribute to the safeguarding of our planet's biodiversity.

The Essential Haircare line has been reborn out of an astute combination of the scientific commitment of Davines' scientific laboratories and protection of the Mediterranean's artisan and cultural heritage, with optimal formulas free from sulphates and parabens, and with just a few, selected active ingredients grown in Italy that contribute to keeping alive vegetable species at risk of extinction.

Essential Haircare And Biodiversity

Davines has decided to collaborate with the non-profit Slow Food Foundation for Biodiversity by joining the Presidia Project; this non-profit foundation protects selected places in order to safeguard the Earth's biodiversity, by building bridges between ecology, gastronomy, ethics and the pleasures of the table. There are more than 400 Slow Food Presidia worldwide, which technically and financially support more than 10,000 small producers so that they can continue to grow plants that are typical of specific places, thus preventing the disappearance of a genetic heritage with an inestimable biological value. The goal is to re-launch the economy of these areas and prevent the extinction of local artisan traditions.

Essential Haircare & Environmental Sustainability

The packaging for Essential Haircare is created with the minimum amount of plastic necessary to adequately protect the formulas inside. The packs are produced using food grade plastics and can be reused as plant pots. As part of LifeGate's Zero Impact® project, the carbon dioxide emissions generated by the production of each Essential Haircare container are offset by contributing to the creation and protection of forests in Madagascar.

Essential Haircare & Its Formulas

Davines has enhanced the quality of each formula by enriching them with high percentages of rapidly biodegradable ingredients of natural origin, to minimize environmental impact and

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combine sustainability with results of the highest level. Essential Haircare shampoos are formulated using gentle surfactants that respect the hair and are sulphate free; their foam is incredibly creamy and dense and dissolves easily in water. All of the products are also paraben free.

Essential Haircare Other 8 Product 'Families'

MINU Family: illuminating and protective for cosmetically coloured hair. Every product is enriched by an extract of Salina Capers from the farm of Mr Salvatore D'Amico, Leni, Salina Island, (Messina), Slow Food Presidium.

NOUNOU Family: nourishing for hair that has been damaged or left dry by treatments like highlighting or bleaching, perms or straightening. With extract of Fiaschetto di Torre Guaceto Tomatoes from the Calemone farm of Mr Mario di Latte in Serranova di Carovigno (Brindisi), Slow Food Presidium.

MOMO Family: moisturizing for dry or dehydrated hair. With extract of yellow Cartucciaru di Paceco Melon from the farm of Mrs Francesca Simonte in Dattilo (Trapani), Slow Food Presidium.

DEDE Family: gentle for daily use. With extract of Orbassano red celery from the farm of Messrs Giancarlo and Dorian Pozzanello, Orbassano (Turin), Slow Food Presidium.

LOVE Curl Family: elasticising and controlling conditioner for wavy or curly hair. With extract of Noto Almonds from the farm of Mr Carlo Assenza, Noto (Syracuse), Slow Food Presidium.

LOVE Smoothing Family: smoothing for frizzy or unruly hair. With extract of Sicilian Minuta Olives from the farm of Mr Carmelo Messina, Ficarra (Messina), Slow Food Presidium.

MELU Family: anti-breakage shampoo that brings shine to long or damaged hair. With extract of Villalba lentil seeds from the farm of Mr Francesco di Gesu, Villalba (Caltanissetta), Slow Food Presidium.

VOLU Family: volumizing shampoo for fine or limp hair. With extract of Caprauna Turnips from the farm of Mrs Donatella Ferraris, Caprauna (Cuneo), Slow Food Presidium.

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