



REVOLUTIONARY VEGAN AND NATURAL AFRO HAIRCARE BRAND

ESSENTIAL COLLECTION



Marula Oil Leave in Conditioner
from £17.00



Babassu Deep Treatment Masque with
Murumuru and Tucuma Seed Butter
from £19.00



Baobab Moisturising Sulfate free
Cleanser
from £15.00

Equi Botanics, a London based vegan and natural haircare brand, has launched a revolutionary capsule collection for afro hair. After losing her hair nine years ago, and discovering that 87% of hair products targeted at black women contain harmful chemicals founder Ekwy Chukwuji-Nnene sought a different solution and subsequently founded the brand. The range which excludes animal derived ingredients, has been lovingly created to leave hair soft, silky and moisturized, whilst eliminating tangles, reducing hair breakage and solving the problem of dry scalps.

The brand avoids harmful and toxic chemicals and instead uses rare and exotic oils such as South African Marula, Brazilian Tucuma, Murumuru and Babassu in high concentrations to deliver a lasting and nourishing treatment for afro hair to thrive. Every ingredient in their secret recipes have been painstakingly researched before inclusion - to give you exquisite healthy hair and scalp.

There are three products in the range:

MARULA OIL LEAVE IN CONDITIONER

The expertly formulated Marula oil leave-in conditioner has been rigorously tested on ladies with thick, kinky, curly hair and has received five star reviews since its release. A highly concentrated formula blending South African Marula oil, Moroccan Argan oil and organic Jojoba oil. The signature ingredient, Marula oil contains tocotrienols - potent antioxidants, which are up to 60 times more effective than vitamin E and encourage hair growth whilst reducing inflammatory damage to the hair follicles and scalp.

Marula Oil also contains 78% oleic acid which means the bulk of the oil penetrates the hair shaft, strengthening the cellular membranes. Marula oil is formed of small molecules so hair strands are left very supple and breakage is reduced significantly. The formula also combines nettle, horsetail and slippery elm actives which are proven to enhance hair elasticity, encourage growth and superbly detangle hair.

BAOBAB MOISTURISING SULFATE FREE CLEANSER

A one-of-a kind cleanser that does not strip hair but effectively cleanses with its expertly balanced blend including patented Eicosanoic Acid which lays the hair cuticles flat post-wash. This special combination of Almond Oil, Aloe Vera, Baobab and Peppermint Oil also supports an anti-inflammatory and anti-bacterial effect on the scalp, strengthens the hair shaft to avoid breakage and increases shine, bounce and health. The cleanser also helps retain hair length and stimulates the scalp for optimum hair growth.

BABASSU DEEP TREATMENT MASQUE

The mother of all deep conditioners this exquisite blend of Brazilian Babassu, Tucuma and Murumuru butter, combined with Avocado, Andiroba, Castor and sustainable Palm Kernel oils, the intensively nourishing formula is your trusted deep treatment. The formulation encourages an anti-inflammatory and anti-bacterial effect on the scalp, strengthening the hair shaft to avoid breakage, increase shine, bounce and health, helping retain hair length.

The special deep conditioner is also a very effective anti-frizz formulation that leaves the cuticles lying flat so that wet set hairstyles are smooth, sleek and shiny. Formulated without synthetic fragrances, this advanced formula relies on soothing Lavender and sweet smelling May Chang oils for its fragrance leaving you feeling relaxed and uplifted.

Notes to Editor:



Former chartered accountant and business analyst turned entrepreneur, Ekwy Chukwuji-Nnene was inspired to start the brand after she lost her hair nine years ago to a tightly done weave-on extension and discovered that products she had been using were watered down with ingredients that caused scalp inflammation leading to increased hair loss.

Ekwy Chukwuji-Nnene

You can find out more about Ekwy on www.equibotanics.com or www.instagram.com/equibotanics or www.instagram.com/i_am_equi Facebook is Equi Botanics

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