



ingredients:

aloe barbadensis (organic aloe vera) juice, coco glucoside, organic cane alcohol, leuconostoc/radish root ferment filtrate, xanthan gum, panthenol, oryza sativa (rice bran) oil, vegetable glycerin (kosher, non GMO), mentha piperita (organic peppermint) extract, yucca schidigera (organic mojave yucca) extract, equisetum arvense (organic horsetail) extract, urtica dioica (organic nettle) extract, citrus sinensis (organic sweet orange) essential oil, citrus medica limonum (organic lemon) essential oil, citric acid

directions:

Pour a small amount of shampoo into hands & rub gently together before applying to wet hair. Apply to the scalp, gently massaging as the lather builds. Work from scalp to ends. Rinse with cool water and follow with Pure Haven Essentials conditioner.

aloe barbadensis (organic aloe vera) juice

Aloe contains enzymes that directly promote healthy hair growth. These proteolytic enzymes are able to eradicate dead skin cells on the scalp that could be clogging the hair follicle, not allowing for the proper penetration of nutrients in the hair. Conditions like seborrhea, which occurs from an accumulation of sebum on the scalp, can contribute to partial baldness. Aloe Vera's keratolic action, breaks down the sebum and dead scalp cells, allowing for further hair growth. Also, Aloe Vera's alkalizing properties can help bring the scalp and hair's pH to a more desirable level, resulting in further hair growth promotion, while helping the hair retain water and moisture. It has anti-pruritic properties that can alleviate itching and dryness, and help psoriasis and eczema. Aloe Vera's enzymatic properties, enabling Aloe to destroy excessive dead skin cells, while conditioning the skin and scalp. Since excess skin cell production is at the heart of Psoriasis' existence, you could see why Aloe is able help eliminate this issue. Aloe can reduce the redness, scaling, itching and inflammation of scalp psoriasis, which directly benefits the hair, as well. In a study reported in Archives of Dermatology, more than 80% of the psoriasis patients treated with Aloe Vera showed improvement.

Aloe is also been used for the treatment of dandruff. There could be many underlying causes of dandruff, however some physicians attribute its existence to malassezia, a fat-eating fungus that can live on the scalp. In addition to breaking down the dead skin cells, Aloe Vera also has anti-fungal properties. The fungus thrives in an acidic environment, and the alkalizing attributes of Aloe Vera counters this lucrative fungal environment, disallowing further growth and buildup. In addition to soothing and eradicating skin and scalp problems, it has excellent conditioning ability. The gel-like substance of the aloe leaf gives it a similar chemical composition of keratin, the naturally occurring protein in hair cells. This structural similarity allows for easier penetration along

the entire length of the hair shaft. It has been proven that the skin can absorb the benefits of Aloe Vera up to 7 layers deep; as our scalps are more absorbent than our skin, you can imagine the conditioning benefits available to the scalp. The combination of aloe's 20 amino acids (which are the building blocks of hair and scalp) also adds both strength and luster to the hair. Aloe also helps hair retain water & moisture.

coco glucoside

is derived from coconut oil and fruit sugar, and works as a surfactant, foaming agent, conditioner and emulsifier. It helps increase the foaming capacity of a solution, and is particularly useful in hair care products, in which it has the ability to smooth out the hair structure and increase manageability. It mildly cleanses the skin/hair by helping water to mix with oil and dirt so that they can be rinsed off. This ingredient is compatible with all skin types and gentle enough to be used in baby products. The Duhring Chamber Test lists it as having the lowest irritation score of all common surfactants.

organic cane alcohol

is derived from organic sugar cane, triple filtered and meets USP standards. This works as a preservative system and will not attract bugs.

leuconostoc/radish root ferment filtrate

provides an effective combination of skin conditioning, moisturizing, and antimicrobial properties. In clinical studies, it has shown to successfully inhibit microbial growth such as with *S. aureus*, *E. coli*, *P. aeruginosa*, *C. albicans*, *A. niger*, *K. pneumoniae*, *B. cepacia*.

Interesting to note - Radish root properties were discovered when researchers noticed there were fewer cases of Avian Flu along the Korean Peninsula. They theorized that Kimchii, (a traditional Korean dish made of fermented vegetables including radishes) being widely eaten in Korea, may have offered resistance to the virus.

xanthan gum

is a sugar-like compound made from aged (fermented) sugars. It is used as a thickening and stabilizing agent in foods, toothpastes, and medicines. For the baby products, it is a thickener and binder. It is also an ingredient in some sustained-release pills.

Despite its rather alien-sounding name, xanthan gum is as natural as any other fermented corn sugar polysaccharide. The name is derived from the strain of bacteria used during the fermentation process. This is the same bacteria responsible for causing black rot to form on broccoli, cauliflower and other leafy vegetables. The bacteria form a slimy substance which acts as a natural stabilizer or thickener. It was developed when the United States Department of Agriculture ran a number of experiments involving bacteria and various sugars to develop a new thickening agent similar to corn starch or guar gum.

Xanthan gum is considered a polysaccharide in scientific circles, because it is a long chain of three different forms of sugar. What's important to know is that all three of these natural sugars are present in corn sugar, a derivative of the more familiar corn syrup. The bacteria eat a supply of this corn sugar under controlled conditions, and the digestion process converts the individual sugars into a single substance with properties similar to cornstarch. Xanthan gum is used in dairy products and salad dressings as a thickening agent and stabilizer; it prevents ice crystals from forming in ice creams, and also provides a "fat feel" in low or no-fat dairy products.

panthenol

is a member of the powerful B-complex vitamin family. Lotions, creams, ointments and formulations containing provitamin B5 are applied to and absorbed by the skin, this provitamin is transformed into vitamin B5, which has natural broad abilities to moisturize, soothe, heal and regenerate the skin. It is most noted for its ability to function as a humectant--a water-binding substance that attracts and retains water. As a humectant, provitamin B5 stabilizes the skin barrier function, reducing the amount of water lost through the skin. By applying a provitamin B5 formulation to the skin, you will not only increase its hydration but improve its softness and elasticity, making provitamin B5 ideal for the treatment of dry, scaly or rough skin.

oryza sativa (rice bran) oil

rice bran oil contains four times the amount of omega-6 and omega-3 fatty acids than other vegetable oils. Omega-6 and omega-3 fatty acids prevent the premature aging of skin and hair. This is particularly important for the prevention of hair loss and premature graying of hair.

vegetable glycerin (kosher, non GMO)

is an organic compound, produced as a by-product of soap manufacturing, from oils and fats. It can be made from animal fat (not ours) or, in the case of vegetable glycerin, vegetable oil. The source of the raw material does not affect the final product, but, since glycerin is widely used in foods and medications, this distinction is important for vegetarians. It is also used as a sweetener and as an ingredient in a number of cosmetic products.

mentha piperita (organic peppermint) extract

The benefits of mint have been long known throughout history. The ancient Egyptians and ancient Romans prized it for its pleasant aroma, using it to scent the air in homes and temples. Peppermint also has astringent and antiseptic properties, cools the skin, reduces redness and calms irritation and itchiness.

yucca schidigera (organic mojave yucca) extract

has strong antibacterial properties, and is beneficial in preventing and clearing up acne.

equisetum arvense (organic horsetail) extract

has been used therapeutically since ancient Roman and Greek times and the Greek physician Claudius Galenus first recorded its use, while the seventeenth century English herbalist, Nicholas Culpepper used it to treat ulcers, wounds, ruptures and inflammations in the skin. It has astringent and wound healing properties and is useful for improving circulation, as well as boosting and rejuvenating the connective tissue - the foundation of skin and regenerating skin cells. The high silica content also has a softening and smoothing effect on the skin.

urtica dioica (organic nettle) extract

has been used for centuries medicinally, and externally. It is used to improve the appearance of hair, and is believed to be a remedy against oily hair and dandruff. Nettle is also very valuable in treating skin complaints, especially eczema.

citrus sinensis (organic sweet orange) essential oil

has a fresh, sweet, citrus smell and strong anti-inflammatory, anti-septic properties. It inhibits microbial growth. It is also well-known for its uplifting properties, orange essential oil is soothing to the mind and helps to relieve stress. It is refreshing and relaxing and commonly used for the treatment of anxiety. Orange essential oil is shown to promote the production of collagen as well as increase the blood flow to the skin. It is helpful at soothing dry, irritated skin as well as acne-prone skin.

citrus medica limonum (organic lemon) essential oil

is an excellent natural astringent, antiseptic, and bactericide which is of particular benefit to people with problem skin. It is also used to balance the pH of the skin, by counteracting acidity on its surface and acts as a very mild natural bleach or lightener on the skin, which enables it to brighten dull skin color and calm redness, as well as the irritation of an inflamed skin.

citric acid

It is a natural preservative/conservative which occurs naturally in citrus fruits and is also used to add an acidic or sour taste to foods and drinks.