**JoVelle**

**Beard & Hair Shampoo**

**Stay Natural**

**Key Ingredients & How they Work**

**Hemp Seed (Cannabis Sativa) Oil**

Hemp seed oil has tremendous application for personal use. Its chemical profile is very similar to oils our body already produces and helps carry nutrients into hair roots. It's full of Vitamin E which is a dynamite conditioning agent. Vitamin E also helps with keratin formation while the hair is growing. Hair grows healthier and more vibrant.

**Macadamia Seed Oil**

A non greasy natural oil from the Macadamia tree. It has phytosterols (plant lipids), highly regarded for health benefits and reduction of scalp irritation.

**White Ginger Lily Root Extract**

A natural extract from Hawaiian white ginger root used in traditional & modern medicine.

**Aloe Vera Leaf Juice**

Prized for its anti inflammatory properties, natural Aloe Vera soothes the scalp.

**Kola Seed (Cola Nitida) Extract**

Derived from the seeds of Cola Nitida, kola seed extract has stimulating and anti-irritant properties.

**Guarana Seed Extract**

This natural herb comes from an Amazonian plant. It is an antioxidant and an anti-inflammatory.

**Yerba Leaf Extract**

This natural herbal tea extract from South America is rich in antioxidants.

**Panthenol**

This is a provitamin of B5 and has a proven ability to condition and moisturize hair.

**Hydrolyzed Wheat Protein**

Studies have shown that hydrolyzed wheat protein improves the tensile strength of hair fibers, particularly as they are drying. Essentially, it keeps hair elastic and is able to prevent breakage.

The scientifically developed formula includes all the latest ingredients for hair, beard, and scalp health. This is a salon exclusive product.

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