




Ha:rTry

Make a **clear-headed** decision



KEY BRAND TENETS

- Trychological approach to taking care of the scalp, and „hair maniac" take care of the hair shaft.
 - Ecology.
 - No age division.
 - Showing hair care as something simple and easy.
 - Holistic approach to hair care.
 - Caring for the microbiome and skin well-being.
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BRAND VALUES

- **Transparency.** We show the ingredients of the products we have created.
- **Effectiveness.** We have tested hundreds of ingredients and the effects are backed by research.
 - **Doing good.** We help customers and the environment.
- **Realism in care.** We do not give empty promises but a simple recipe for healthy hair.
- **Holistic approach.** We take a head-on approach to care. Literally.



FOUNDATIONS

A donation is made from each Hairtry product produced:

- **ReSea Project** - Ocean Waste Plastic Foundation.
Compensating for introduced plastic by cleaning up the
seas and oceans.
 - **SeedBalls Kenya** - Reforestation of land devastated by
humans.
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RESEA PROJECT - FOUNDATION

OCEAN WASTE PLASTIC



An organization that collects plastic from the ocean off the coast of Indonesia and then recycles it. It's a project that not only supports the environment, but also the local community by providing stable, fair employment.

In the case of HairTry, an amount of plastic corresponding to the weight of cosmetic packaging is removed for each product. In this way, we compensate for the amount of additional plastic in circulation in nature.



SEEDBALLS KENYA

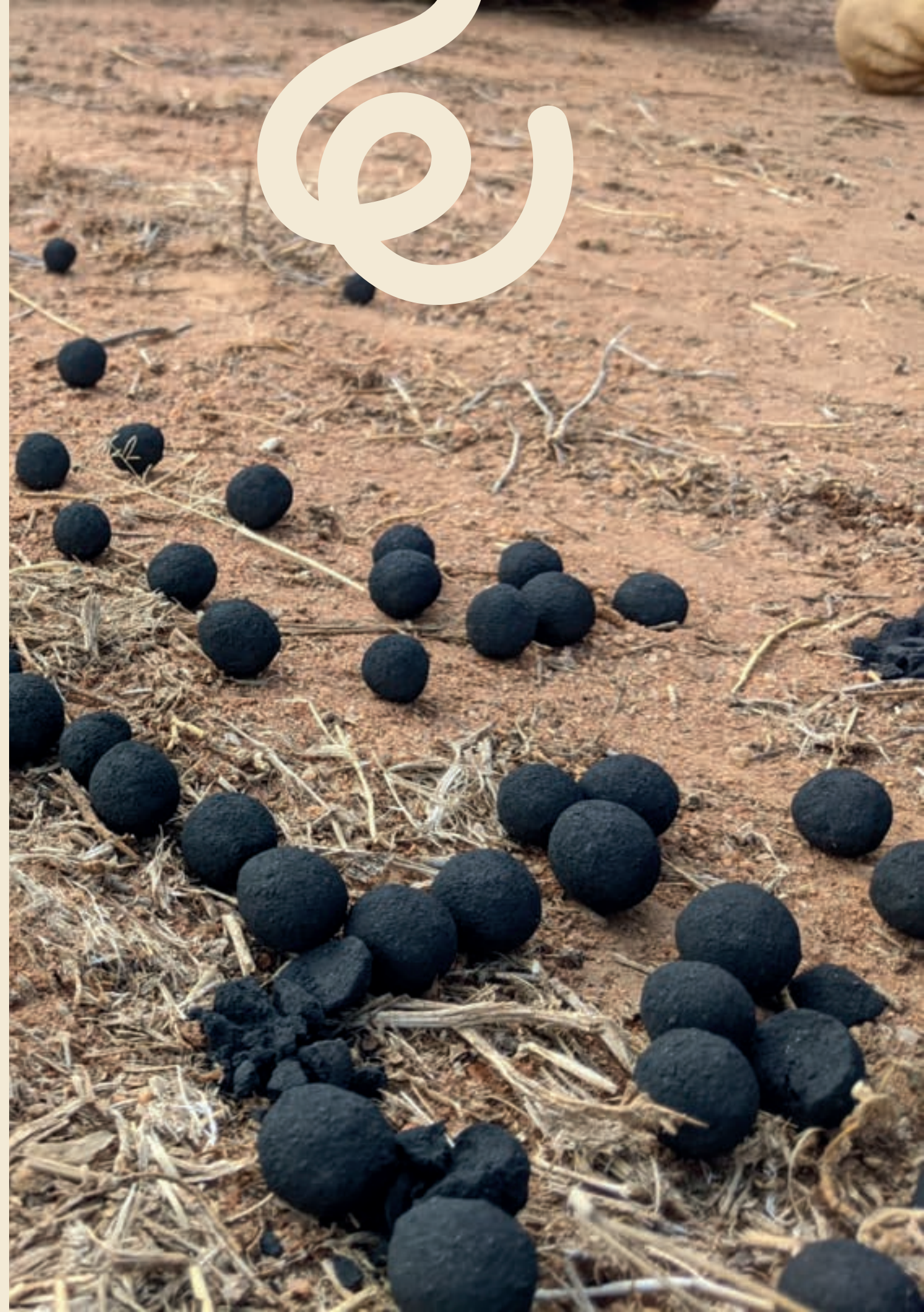


A project that fights climate change in a region that is most vulnerable to its effects.

SeedBalls Kenya is greening Kenya in an unconventional way - scattering multiple seed balls over large, often hard-to-reach areas to increase the chance of adoption. **The seeds are housed in carbon dust** - so they won't be eaten by animals, and are more resistant to lack of water and high sunlight.

One HairTry product produced = about 20 balls.







Shampoo

Feel The NMF

Moisturizing Shampoo

PRODUCT FEATURES:

- Formula: gel
- Capacity: 500 ml
- Packaging: 98% rPET with pump
- Fragrance: fresh, chamomile

Recommendations:

- great as a choice for the whole family or children (can be used after age 3),
- for dry skin and long hair, but also for daily washing of normal or medium oily skins.





PRODUCT PROPERTIES:

- it foams very well (we recommend foaming the shampoo in your hands and washing twice),
- it is both cleansing and moisturizing,
- is ideal for people with "capricious" scalp and dermatoses such as SD, AD, psoriasis.

Characteristic ingredients:

- Surfactants of each group - The use of mixed surfactants ensures thorough cleansing without irritation or dryness, and guarantees the production of a creamy foam to facilitate the washing process,

- Pantenol - an essential humectant, it moisturizes, soothes and calms,
- 1% Moisturizing factor - NMF ingredients, restore balance to the disturbed skin microbiome, moisturize, soothe and calm,
- Polyplant Moisturizing - a complex composed of arnica, ivy, mallow, cucumber, pomegranate, elderberry and lime has a moisturizing effect on the skin and hair to the ends. It prevents excessive TEWL, soothes itching and redness.



Date With Exfoliat

Enzymatic Shampoo

PRODUCT FEATURES:

- Formula: gel, not leaking through fingers, forms a creamy foam
- Capacity: 500 ml and 250ml
- Packaging: 98% rPET with pump
- Fragrance: fresh, perfumy, yet not suffocating
- Application: once every 7/10 days, keep a second foam on the skin







PRODUCT PROPERTIES:

- good foaming,
- leaves hair smooth on the length,
- visible extension of freshness bounces hair back from the roots
- a solution for people who do not have time to do a scalp scrub,
- helpful in the fight against oily dandruff.

Characteristic ingredients:

- Surfactants of each group - The use of mixed surfactants ensures thorough cleansing without irritation or dryness, and guarantees the production of a creamy foam to facilitate the washing process,

- Ficin - extracted from figs, the most powerful of enzymes (20 times more potent than papain), effectively removes corneocytes (dead skin cells) leaving skin refreshed and smooth,
 - KeratolineTMC PS - a proteolytic enzyme obtained by fermentation, with an action comparable to AHA acids. It exhibits enzymatic action, eliminating dead skin cells, smoothing the skin surface and promoting cell renewal.
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Take Off The Sebum

Cleansing Shampoo



EXCEPTIONAL PRODUCT PROPERTIES:

- good foaming,
- visible extension of hair freshness,
- rebounding of hair from the root shine and smoothing of hair lengths.





Characteristic ingredients:

- Surfactants of each group - The use of mixed surfactants ensures thorough cleansing without irritation or dryness, and guarantees the production of a creamy foam to facilitate the washing process,
 - 1% Fruit Vinegar - fruit extract based on vinegar from the following fruits: apple, apricot and peach, adds elasticity, shine and volume to the hair, when used regularly it has a positive effect on the microbiome of the scalp and reduces greasiness,
 - 2% Polyplant A/S - a complex of extracts of burdock, juniper, gentian, lemon and thyme with soboregulatory and sebostatic effects.
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The background is a light beige color. It features four stylized, hand-like shapes in a light tan color, positioned at the top-left, top-right, bottom-left, and bottom-right corners. Each hand shape has five elongated, rounded fingers. In the center of the image, the text "Hair Rub" is written in a bold, dark red, sans-serif font. Additionally, there are two red, swirling, hair-like loops, one in the top-left and one in the bottom-right corner, mirroring the placement of the hands.

Hair Rub

Babyhair Fever

Hair Growth Warming Rub

PRODUCT FEATURES:

- Formula: water-based, non-stressing
- Fragrance: light vanilla
- Packaging: 100ml and 250ml, 98% rPET bottle, with spout dispenser






APPLICATION AND EFFECT:

- stimulates hair growth, prevents hair loss,
- gives a warming sensation - improves micro-circulation, which has a positive effect on hair growth, a warming sensation may occur again during physical exertion,
- does not weigh down the hair.

Characteristic ingredients:

- Vitamin B Complex - It has a nourishing effect on hair and scalp, promotes tissue regeneration, prevents seborrhea, protects hair follicles and prevents hair loss,
- Vanillyl Butyl Ether - a warming ingredient, it activates hair growth and improves microcirculation of the scalp.

- Biotinoyl Tripeptide-1 - tripeptide combining vitamin H (biotin) and matrikin, biotin prevents hair loss, strengthens hair and protects against the appearance of gray hair, while matrikin, as a peptide and skin matrix product, regulates cell reproduction and connective tissue regeneration, accelerating the production of proteins to repair hair and skin and stimulate hair growth.
 - Caffeine - It reduces and prevents hair loss, stimulates hair roots and enhances hair growth, strengthens hair structure, stimulates circulation and strengthens the hair shaft.
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Long Hair Don't Care

Nourishing Head Skin Rub with Encapsulated Oil and Plant Extracts

PRODUCT FEATURES:

- Formula: water-based
- Capacity: 100 ml
- Packaging: brown bottle, 98% rPET + black dispenser with a spout
- Fragrance: slightly noticeable, fairly neutral, slightly noticeable alcohol smell





PRODUCT FEATURES:

- has a nourishing effect on the scalp and hair roots,
- stimulates hair growth,
- reduces hair greasiness,
- improves microcirculation of the scalp,
- does not dry out the scalp (despite its alcohol content),
- reduces hair loss,
- efficient,
- has a pleasant fragrance.






Characteristic ingredients:

- Elaya renova - The raw material is extracted from the stem cells of the olive tree, *Olea europaea*, forming the so-called cell oil, which has been encapsulated in innovative cyclodextrin capsules. Thanks to the encapsulation process, the active substances are more effectively delivered to the deeper layers of the scalp and hair. The oil is rich in a new generation of phytolipid fractions and structural membrane proteins. Elaya renova has a broad spectrum of action and multifaceted functioning.

By effectively delivering the active ingredient deep into the scalp, inside the root and throughout the hair, it effectively strengthens, regenerates, nourishes, moisturizes, and protects against harmful external factors.

- Kerascalp - amla extract, a source of vitamins and amino acids thanks to its nourishing effect on hair, prevents hair loss and makes it grow back stronger.
 - Caffeine - It reduces and prevents hair loss, stimulates hair roots and enhances hair growth, strengthens hair structure, stimulates circulation and strengthens the hair shaft.
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Breezy not Greasy

Seboregulatory Thinner with Encapsulated Salicylic Acid

PRODUCT FEATURES:

- Formula: water-based
- Capacity: 100 ml
- Packaging: brown bottle, 98% rPET + black atomizer
- Fragrance: slightly herbal, the scent of tea tree oil is gently pierced, but it is not dominant or suffocating







PRODUCT PROPERTIES:

- reduces hair greasiness, prolongs the freshness of the hairstyle, does not weigh hair down,
- does not dry out or irritate the scalp.

Directions for use:

- Divide hair into sections and apply the rub directly to the scalp. Gently massage with your fingertips. Leave the product on for at least 2 hours and preferably overnight. Apply 2-3 times a week. Avoid contact with eyes.
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Characteristic ingredients:

- Encapsulated Salicylic Acid 0.5% - thanks to the acid's encapsulation technology, it is released in a gentle manner, so it does not dry or irritate the skin; salicylic acid effectively eliminates excess sebum located on the surface of the scalp and around the hair follicles.
- Zinc PCA 0,5% - Zinc L-PCA salt. Zinc is known to inhibit 5- α -reductase and as a trace element responsible for sebum regulation. It helps regulate sebaceous gland activity and reduce sebum levels.
- Terpinen-4-ol - an active substance that is obtained by fractional distillation of tea tree oil. The compound has anti-inflammatory and antibacterial properties.
- Salix Alba Bark Extract - obtained from Salix alba, it has keratolytic, anti-irritant and anti-seborrheic properties. In addition, it has astringent, analgesic, anti-inflammatory and antibacterial effects. The extract is rich in polyphenols, flavonoids and salicylic derivatives.

Hydrate Hero

Moisturizing and Soothing Head Skin Rub with NMF Complex and Ectoin

PRODUCT FEATURES:

- Formula: water-based
- Capacity: 100 ml
- Packaging: brown bottle, 98% rPET + black atomizer
- Scent: pleasant, slightly perfumy, associated with freshness



PRODUCT PROPERTIES:

- moisturizes,
- soothes irritation,
- supports the microbiome of the scalp, relieves the sensation of itching,
- restores balance to the skin.

Characteristic ingredients:

- Ektoine - it has anti-inflammatory, protective and stabilizing effects on cell membranes, improves skin hydration, smooths, soothes, regenerates.
- Aloe Vera Extract - it acts primarily as a moisturizer, but also soothes and calms irritated skin,

- Saccharomyces/Barley Seed Ferment Filtrate - the raw material has a soothing effect providing long- lasting hydration to thirsty skin, is a source of carbohydrates and polyphenols, in addition to being a source of ferulic acid.
- NMF Complex - Natural Moisturizing Factor, is a natural factor that protects the skin from dehydration. It also plays a key role in maintaining the physical properties of the top layers of the skin (stratum corneum). (Sodium PCA, Glucose, Urea, Glutamic Acid, Lysine, Glycine, Alantoin, Lactic Acid, Water, Glycerin, Potassium Sorbate, Sodium Benzoate, Gluconolactone, Calcium Gluconate).



Conditioner



EMOLLIENT CONDITIONERS - COMMON FEATURES

PACKAGING

98% rPET 250ml bottle with pump for easy dispensing.

FRAGRANCE


All variants have the same fragrance composition - floral and fruity

CONSISTENCY

The conditioners have a very mousse-like consistency, which guarantees greater efficiency and better coverage of all hair lengths.

EFFECT ON HAIR

Smoothing, ease of combing, reducing frizz, giving shine, taming unruly strands, adding extra weight to the length of the hair.



Shine (f)low

Emollient Conditioner for Low-Rough Hair

PRODUCT FEATURES:

- Formula: emulsion
- Capacity: 250 ml
- Packaging: brown bottle, 98% rPET + black pump
- Fragrance: pleasant, perfumery, slightly fruity, a little floral

Characteristic ingredients:

- Baobab Oil
- Tucuma Butter
- Cupuacu Butter







PRODUCT PROPERTIES:

- smoothing the hair, shining the hair, adding shine, facilitating combing, providing emollients, reducing frizzy hair,
- pH ~3.5 (lowered pH closes the hair cuticle making it smoother).

Purpose:

- low-porous hair,
 - hair sometimes unruly, with a tendency to frizz,
 - problem with combing, lack of shine,
 - electrifying hair.
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What are the characteristics of low porous hair?

- straight/healthy/loose hair,
 - they often lack volume,
 - are resistant to mechanical damage, they are difficult to style with heat - they quickly return to their original appearance,
 - easy to weigh them down,
 - slow to dry.
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Shine Brightly

Emollient Conditioner for Highly Coarse Hair

PRODUCT FEATURES:

- Formula: emulsion
 - Capacity: 250 ml
 - Packaging: brown bottle, 98% rPET + black pump
- Fragrance: pleasant, perfumery, slightly fruity, a little floral

Characteristic ingredients:

- Watermelon Seed Oil
- Safflower Oil
- Borage Oil






PRODUCT PROPERTIES:

- smoothing the hair, stress relief, shining the hair, facilitating combing, providing emollients, reducing frizzy hair,
- pH ~3.5 (lowered pH closes the hair cuticle making it smoother).

Purpose:

- high porous hair, unruly, frizzy hair,
 - damaged hair, problem with combing,
 - lack of shine, electrifying hair.
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What are the characteristics of high porous hair?

- damaged/ bleached/ curly hair, easily subject to mechanical damage, are difficult to weigh down,
- are susceptible to heat styling, dries quickly.



Like a Dimond

Emollient Conditioner for Medium-Rough Hair

PRODUCT FEATURES:

- Formula: emulsion
- Capacity: 250 ml
- Packaging: brown bottle, 98% rPET + black pump
- Fragrance: pleasant, perfumery, slightly fruity, a little floral

Characteristic ingredients:

- Pracaxi Seed Oil
- Baobab Oil






PRODUCT PROPERTIES:

- smoothing the hair, ballasting, shining the hair, facilitating combing, providing emollients, reducing frizzy hair,
- pH ~3.5 (lowered pH closes the hair cuticle making it smoother).

Purpose:

- medium-porous hair,
- hair sometimes unruly, with a tendency to frizz,
- damaged/dyed hair,
- combing problem, lack of shine,
- electrifying hair.

What are the characteristics of medium porous hair?

- wavy/lightly frizzy hair,
 - are easily subject to mechanical damage, are susceptible to heat styling,
 - dries relatively quickly.
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Everyone, everyday

Emollient-humectant conditioner for all hair types

PRODUCT FEATURES:

- Formula: emulsion
- Capacity: 250 ml
- Packaging: brown bottle, 98% rPET + black pump
- Fragrance: pleasant, fresh yet elegant

Purpose:

- any type of hair.



PRODUCT PROPERTIES:

- the combination of ingredients creates a blend ideal for everyone, for daily use to take care of hydration and radiance,
- smooths hair,
- makes combing easier,
- gives shine,
- moisturizes,
- nourishes.

Characteristic ingredients:

- Broccoli Seed Oil - an emollient suitable for any porosity of hair, acts as a silicone, improves elasticity, smooths and softens hair, protecting it from the external environment,
- Hydrolyzed Jojoba oil esters - make it easier to comb, smooth the hair, protect against color loss and against the negative effects of heat,
- Panthenol - a humectant, effectively moisturizes, strengthens and rebuilds due to its high affinity for the external structure of the hair.

The background is a light beige color. It features four stylized, abstract hands in a light tan color, positioned at the top-left, top-right, bottom-left, and bottom-right corners. Each hand is composed of several elongated, rounded fingers. In the center of the image, the word "Peeling" is written in a bold, dark red font. Additionally, there are two green, swirling, ribbon-like shapes, one in the top-left and one in the bottom-right, framing the central text.

Peeling

Enzymatic King

Trichological Enzymatic Peeling with Ficin



EXEPTIONAL PRODUCT PROPERTIES:

- cleanses the skin of impurities and excess sebum,
- removes dry cuticles and dead skin from the scalp,
- improves microcirculation of the scalp,
- cleanses the estuaries of the hair follicles,
- improves hydration.







PRODUCT FEATURES:

- Formula: light, emulsive.
 - Smell: subtle and fresh scent of sea breeze.
 - Packaging: 100 ml brown glass bottle with pipette.
 - Application: Before shampooing, apply a small amount of product to a dry scalp, separating strand by strand. Gently massage in. Leave on for 10 minutes, then wash your head twice with shampoo. Depending on your needs, use every 10-14 days or so.
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Characteristic ingredients:

- Ficin - effectively removes dead skin cells, leaving skin refreshed and smooth,
 - Saccharide Isomerate - a polysaccharide, deeply moisturizes and maintains the appropriate level of skin hydration, reduces dryness, irritation and itching,
 - Allantoin - a derivative of uric acid, deeply moisturizes, as well as softens and soothes, additionally supports regeneration,
 - Squalane - moisturizes and nourishes.
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Acid Queen

Trichological Acid Peeling for the scalp

PRODUCT FEATURES:

- Formula: gel
- Capacity: 100 ml
- Packaging: brown glass bottle with pipette
- Fragrance: intense mint

Characteristic ingredients:

- Mandelic Acid 4%
- Salicylic Acid 0.8%
- Urea 3% Moisturizing Plant Complex








Directions for use:

- Before shampooing, apply a small amount of product to dry scalp, separating strand by strand. Gently massage in. Leave on for 5-10 minutes, then wash your head twice with shampoo. Depending on your needs, use every 10-14 days or so.

Characteristic ingredients:

- oily skin,
 - seborrheic and normal skin,
 - hair lacking volume,
 - need for cleansing and refreshing,
 - skin prone to dandruff,
 - itchy scalp,
 - problem with hair growth and excessive hair loss.
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Vin Glosser

Shine-Smoothing Hair Rinse with Vinegar


EXEPTIONAL PRODUCT PROPERTIES:

- smooths hair,
- makes combing easier,
- adds shine,
- closes the hair's cuticle,
- reduces electrification and frizz,
- positively influences the microbiome of the scalp.






PRODUCT FEATURES:

- Formula: watery.
 - Smell: fruity, slightly noticeable vinegar smell.
 - Packaging: 200 ml brown plastic bottle (98% rPET) + twist-on dispenser.
 - Application: Wash your hair as you always do and apply the conditioner you use every day. Then rinse out the conditioner and pour a generous vinegar rinse over wet, dripping hair. Wash it off after a while. Blow dry and style as usual. Use every 3-4 washes.
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Characteristic ingredients:

- Fruit Vinegar - adds bounce, shine and volume to the hair, when used regularly it has a positive effect on the scalp microbiome and reduces oiliness,
 - Hydrolyzed Wheat Protein - hydrolyzed wheat protein, a substance of plant origin that acts as an anti-static and conditioning agent, reduces static and frizz and fills in the loss of the cuticle.
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Who is she?

Smoothing hair conditioner with lamellar water technology

PRODUCT FEATURES:

- Formula: liquid consistency
- Capacity: 100 ml
- Packaging: brown bottle, 98% rPET + black atomizer

Purpose:

- damaged hair,
- frizzy hair,
- hair lacking shine,
- combing problems.






Unique properties of the product:

- smooths hair,
- makes combing easier,
- adds shine,
- moisturizes and nourishes,
- provides a banquet effect.

Characteristic ingredients:

- Oil ingredients - replenish lipids in the hair shaft, intensely smooth, condition and add shine.

EFFECT ON HAIR:

- Intensely smooths, adds radiance and exceptional softness.
 - The conditioner makes combing and styling easier, while not weighing hair down.
 - It provides a banquet effect that will delight owners of dull, rough and tangle-prone hair.
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