











LUXE AUSTRALIAN SALON PRODUCTS FOR PERFECT HAIR DAYS WITH BOTANICAL EXTRACTS. CRUELTY FREE. PARABEN & SULPHATE FREE.

PRODUCT

- SO REPAIRING
 Shampoo & Conditioner
- SO INTENSE
 Repairing Masque
- SO ESSENTIAL
 Shampoo & Conditioner
- SO COOL* Shampoo & Conditioner
- SO BLONDE Toning Treatment
- SO PINK Shampoo
- SO CLEAR
 Anti-dandruff Shampoo
- SO DEEP
 Clarifying Shampoo
- SO MAGIC Smoothing Shampoo
- So MAGIC Smoothing Conditioner
- SO MAGIC
 Styling Treatment
- SO HOT Thermal Styler
- So SWELL
 Sea Salt Spray
- SO STRONG Hair Spray

BENEFIT

Restructures and nourishes dry, damaged and coloured hair. Vegan.

Intensely restructures and nourishes dry, damaged and coloured hair.

Gentle weightless daily shampoo and conditioner for all hair types. Vegan.

Ultimate no yellow silver blonde toning. Very nourishing. Vegan.

Brightens, tones and hydrates blonde, grey and highlighted hair.

A nourishing shampoo to infuse rose pink and blush tones in blonde, bleached and highlighted hair. Vegan.

Scalp therapy to relieve and soothe an irritated scalp. Vegan.

Deep cleansing to detox and remove oil, minerals and build-up. Vegan.

Silky, smooth, glossy hair. Colour protection. Vegan.

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28 Amazing benefits to smooth, add body, hold and create shine. Perfect for blow waves. Vegan.

Thermal protection with hold for blow drying, curling and straightening.

Sexy, wild and textured beach waves. Vegan.

Strong hold hair spray. Vegan.

AUSTRALIAN EXTRACTS

Quandong and Kakadu Plum

Quandong, Kakadu Plum and Desert Lime

Lilly Pilly and Hempseed Oil

Davidson Plum

Wattleseed and Desert Lime

Australian Caviar Lime and Cocoa Butter

Peppermint Oil and Nettle

Lemon Aspen

Australian Caviar Lime and a rich elixir of Oils and Butters Australian Caviar Lime and a rich elixir of Oils and Butters Australian Caviar Lime and a rich elixir of Oils and Butters

Kakadu Plum and Banksia Flower

Quandong and Marine Collagen

Alpine Mist

• For superior performance SO COOL Shampoo contains a small amount of sulphate.



Ethical Australian hair care blended with Plant Actives and the latest science. Cruelty Free and Paraben Free with Sulphate Free options.

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