



AWAPUHI

WILD GINGER

HYDRATE

INGREDIENT SPOTLIGHT



HYDRATRIPLEX™

A rich blend of amino acids, vegetable protein, and nourishing oils penetrates deeply to hydrate, bind and seal the hair with rich moisturizing ingredients.

HYALURONIC ACID

Known to hold up to 1,000 times its weight in water, hyaluronic acid helps to deeply hydrate the hair and replenish moisture from the inside out.

VEGAN COLLAGEN

Pioneered by Paul Mitchell® in the 1980s, vegan collagen delivers the benefits of animal-derived collagen—like enhanced levels of moisturization and strong, healthy-looking hair—with zero animal byproducts.

AWAPUHI GINGER

Sustainably harvested, organic awapuhi grown on our very own farm in Hawaii helps smooth and soften every strand.

MARINE PLANT EXTRACT

Cultivated from maritime climates, marine plant extract helps treat hair from root to tip with excellent hydration and shine.