

shibui.

CONSCIOUS COLOR CARE

Prime Rejuvenation™ Scalp Serum



PRIME REJUVENATION COMPLEX



White Tea Leaf Extract:

Balances scalp oils, strengthens hair, and protects with antioxidants during coloring. Adds shine, softness, and soothes the scalp—perfect for color-treated hair.



Quinoa Extract:

A plant-based protein rich in amino acids that strengthens, protects, and repairs hair during coloring. It locks in color and moisture for smoother, shinier, longer-lasting results.

A healthy scalp is the foundation of overall hair wellness. When the scalp is balanced, nourished, and functioning properly, it supports stronger, smoother, more resilient hair from the very start. Here's why scalp health matters:

Improved Hair Growth Environment

A clean, balanced scalp helps keep follicles clear of excess oil, buildup, and flakes. This creates the ideal environment for healthy hair and helps reduce issues like discomfort.

Reduced Irritation & Sensitivity

A strong scalp barrier minimizes redness, irritation, and flaking. When the scalp is well-nourished, it's better able to tolerate styling, washing, and environmental factors without becoming stressed or sensitive.

Stronger, More Resilient Hair Strands

Healthy scalp conditions support stronger hair at the root. When new growth starts off strong and hydrated, hair is less prone to brittleness, breakage, and uneven texture.

Balanced Oil Production

A well-regulated scalp maintains a healthy level of natural oils—preventing excess greasiness while avoiding dryness or flakiness. Balanced oil production helps hair look and feel healthier day-to-day.

Protection From Environmental Stressors

A well-maintained scalp barrier helps defend against UV exposure, pollution, hard water minerals, and other everyday irritants that can impact scalp comfort and overall hair health.

Step-by-Step Hair Prep & Care Routine:

PRODUCTS NEEDED:



*Clarifying Shampoo,
Peptide Primer Leave-In Treatment,
Prime Rejuvenation Scalp Serum*



HOW TO:

1. Use any **Shibui Shampoo** to cleanse the scalp and hair thoroughly. Rinse well. Alternatively, use the **Shibui Clarifying Shampoo** to gently cleanse the scalp and hair. This formula is designed to effectively lift away product buildup, excess oil, and impurities without stripping moisture or color—creating a clean foundation for optimal scalp and hair health.
2. Apply and **Shibui Conditioner** from mid-length to ends. Rinse thoroughly. Or use the **Shibui Peptide Primer Leave in Treatment**.
3. Towel-dry hair or apply to dry hair if you're skipping wash day. Part hair in sections and apply a few drops of **Shibui Prime Rejuvenation Scalp Serum** directly to the scalp. Gently massage in with fingertips or a scalp massager to stimulate and distribute evenly. Do not rinse out. Style as usual.
4. Follow with your usual styling products. The serum won't interfere with styling and can be layered under most leave-ins or heat protectants.

Pro Tip: Use the serum daily or as needed for a soothing, balanced scalp. It's lightweight and absorbs quickly, making it ideal for both AM and PM routines.

Prime Rejuvenation™ Scalp Serum

Designed for daily use, this lightweight serum absorbs effortlessly to help maintain scalp comfort and support an optimal foundation for healthy hair.



How To Use:

- Apply to towel-dried hair or dry hair if you're skipping wash day.
- Gently massage in product to scalp.
- Do not rinse & style as usual.

Why We Love It:

- Promotes a calm, refreshed scalp
- Helps boost color vibrancy & longevity
- Helps promote an ideal environment for healthy hair
- For all hair types

Scalp Comfort, Refined: Prime Rejuvenation Scalp Serum is designed to support lasting scalp comfort by helping calm and rebalance the scalp's surface. Its lightweight formula helps reduce feelings of dryness or tightness, leaving the scalp feeling refreshed, soothed, and cared for throughout the day.

Thoughtfully Formulated Performance: Formulated with White Tea Leaf Extract and Quinoa Extract, this serum delivers antioxidant support while helping protect and enhance color vibrancy and longevity. The carefully selected ingredients work together to support both scalp health and the appearance of hair, making it suitable for all hair types.

Weightless by Design: Engineered for effortless daily use, this ultra-light serum absorbs quickly without leaving residue or buildup. It delivers targeted scalp benefits without weighing hair down, allowing styles to maintain natural movement, volume, and softness.



Fragrance Notes: A clean blend of chilled cucumber and aromatic sage for a fresh, effortlessly refined scent.



color care



sulfate free



gluten free



cruelty free



paraben free



vegan



phthalate free