



The World's First Certified-Organic Professional Shampoo & Conditioner

We created what no other hair care brand could.

www.kerabotanica.com

kerabotanica[®]

Simplicity:

Our Most Complicated Goal

kerabotanica is a Professional hair care concept for the most demanding health conscious citizen. Our goal was create revolutionary hair care with better performance & without damaging ingredients.

We went *beyond* our goals and created the World's First Certified Shampoo and Conditioner.

No chemical and synthetic ingredients like silicone or phthalates that other brands use for lather means NO damage to colored hair, NO frizz, NO dry scalp. Absolutely NO sulfates (SLS). NO synthetic fragrances.

Using USDA guidelines our products received third party certifications. Natural and Certified Organic ingredients. The manufacturing process was certified tand each vendor was certified.

Introducing the World's First Certified Organic Shampoo and Conditioner. Period.



Testimonials:

"When my stylists use It's Pure Shampoo and Conditioner, our clientele immediately see and feel the difference in their hair. It's incredible how soft and shiny their hair gets. Plus, the bottle looks amazing! It feels like an apothecary plus holistic plus professional all came together in this product!"

--Elizabeth Pierro

Master Hair Stylist

Owner, Beau Monde Salon and Spa

Englewood, NJ

"I love using the Shampoo and Conditioner on my hair. The results are instant. I can see a difference right away, and I love it. The products are certified-organic, which is so important to me to not put any chemicals in my hair. kerabotanica is the first to accomplish this. I feel secure and trust my hair is in good hands with It's Pure."

--Amber C.

Redondo Beach, CA

"It's Pure Shampoo and Conditioner rinse clean and leave no residue. It must be all the natural ingredients. I got rid of all my other shampoos and conditioners. It's Pure is the one I know will give me beautiful hair every day and protect my hair and my health. Highly recommend!"

--Lauren P.

Saint Paul, MN



It's Pure Chāmpu

The World's First Certified Organic Shampoo

*Certified to NSF/ANSI 305
Certified by Oregon Tilth*

We weren't kidding when we said we did it.



All-Natural High Performance Ingredients
Repair, Restore, Renew

This Shampoo deep cleanses while moisturizing and nourishing
with an invigorating + hydrating blend of organic oils

Benefits, Benefits, Benefits.

- Organic Argan Oil conditions hair while adding shine
- Organic Jojoba Seed Oil hydrates & promotes hair growth
- Organic Olive Oil moisturizes & softens hair
- Organic Hemp Seed Oil strengthens & promotes hair growth
- Organic Eucalyptus Oil cleanses with antiseptic properties & thickens hair
- Organic Rosemary Oil moisturizes & promotes hair growth
- Organic Peppermint Oil rejuvenates & thickens hair
- Organic Spearmint Oil cleanses with antibacterial properties & strengthens hair
- Organic Red Raspberry Seed Oil protects against UV rays from the sun
- Niacin (Vitamin B3) strengthens & stimulates hair growth
- Tocopherol (Vitamin E) repairs damage & promotes hair growth
- Biotin strengthens & thickens hair

WITHOUT

Sulfates, Silicone, Parabens, Keratin, Triclosan, Phthalates, GMOs, Benzene,
Animal Derivatives, Alcohol, Gluten.

It's Pure Conditioner

The World's First Certified Organic Conditioner

*Certified to NSF/ANSI 305
Certified by Oregon Tilth*

Really we did it.



All-Natural High Performance Ingredients
Refresh, Rebalance, Revitalize

This Conditioner softens and add shine
with a hydrating + fortifying blend of nourishing organic oils.

Benefits, Benefits, Benefits.

- Organic Aloe Vera conditions hair while nourishing the scalp
- Organic Argan Oil conditions hair while adding shine
- Organic Hemp Seed Oil strengthens & promotes hair growth
- Organic Jojoba Seed Oil hydrates & promotes hair growth
- Organic Olive Oil moisturizes & softens hair
- Organic Eucalyptus Oil cleanses with antiseptic properties & thickens hair
- Organic Peppermint Oil rejuvenates & thickens hair
- Organic Rosemary Oil moisturizes & promotes hair growth
- Organic Spearmint Oil cleanses with antibacterial properties & strengthens hair
- Organic Red Raspberry Seed Oil protects against
- UV rays from the sun
- Biotin strengthens & thickens hair
- Niacin (Vitamin B3) strengthens & stimulates hair growth
- Tocopherol (Vitamin E) repairs damage & promotes hair growth
- Organic Tea Tree Oil promotes hair growth and cleanses the scalp

WITHOUT

Sulfates, Silicone, Parabens, Keratin, Triclosan, Phthalates, GMOs, Benzene,
Animal Derivatives, Alcohol, Gluten.