

Briogeo

SCALP REVIVAL COLLECTION

Who It's For

Those with dry, irritated, itchy, and/or flaky scalp and those with significant product build up.

Key Collection Ingredients

Binchotan Charcoal: Detoxifies the hair and scalp by absorbing impurities such as oil, dirt, sebum, and product build up.

Biotin: Strengthens the hair shaft and hair follicle to reduce hair loss.

Witch Hazel: Normalizes oil production to control oily scalp and extend time between washes.

Tea Tree Oil: Reduces flakiness and itchiness, while supporting healthy hair growth.

Peppermint & Spearmint Oil: Soothes itchiness and maintains a healthy scalp pH.

Formulated WITHOUT

Sulfates, parabens, phthalates, silicones, DEA, & synthetic dyes.



Scalp Revival™ charcoal + biotin dry shampoo

WHAT IT IS: A scalp-nourishing dry shampoo that absorbs excess oil at the roots while drawing out impurities from the scalp & hair and balancing the scalp to promote healthy hair growth.

HOW TO USE: Squeeze the bottle and dispense at the roots. Let sit for two minutes and then comb through the hair until the powder is fully absorbed.



PRICE: \$24 / 1.7 oz

Scalp Revival™ charcoal + tea tree scalp treatment

WHAT IT IS: A pH balancing scalp treatment that soothes itchiness & irritation, restores balance & hydration, and draws out deep rooted impurities from the scalp and hair follicle.

HOW TO USE: Part the hair into sections and apply 1-2 drops to each partition and massage into the scalp. Do not rinse. Can be applied after washing/conditioning or to dry scalp.



PRICE: \$32 / 1 oz

CLINICAL CLAIMS:

Hydration & Moisturization

- 96% of participants indicated that the treatment was effective in hydrating and moisturizing their scalp.

Reduction in Itchiness, Irritation, & Flakiness

- 100% of participants said the treatment was effective at reducing flakiness.
- 95% of participants said the treatment was effective in reducing itchiness.
- 89% of participants said the treatment was effective in reducing irritation.

Scalp Healthiness

- 89% of participants said the treatment was effective at reducing buildup on the scalp.
- 92% of participants said the treatment was effective in enhancing their scalp health.

Scalp Revival™ charcoal + coconut oil micro-exfoliating shampoo

WHAT IT IS: A creamy, exfoliating shampoo that removes dead skin and impurities from the scalp and hair, while also soothing itchiness & irritation and restoring balance & moisture.

HOW TO USE: Apply to wet hair and vigorously massage into the scalp and hair. Rinse and repeat as necessary. Follow up with your favorite Briogeo conditioner.



PRICE: \$42 / 8 oz

CLINICAL CLAIMS:

Hydration & Moisturization

- 92% of participants indicated that the shampoo was effective in hydrating and moisturizing their scalp.

Reduction in Itchiness, Irritation, & Flakiness

- 100% of participants said the shampoo was effective at reducing flakiness.
- 100% of participants said the shampoo was effective in reducing irritation.
- 86% of participants said the shampoo was effective in reducing itchiness.

Scalp Healthiness

- 85% of participants said the shampoo was effective at reducing buildup on the scalp.
- 85% of participants said the shampoo was effective at reducing buildup on the scalp.