



SanoBella™

Protecting Shampoo

Product Description

dōTERRA's SanoBella Protecting Shampoo is a color-safe, sulfate-free professional salon formula of gentle cleansers, essential oils, and other botanical extracts which provide antioxidant protection against UV damage and photo degradation of color in treated hair. SanoBella Protecting Shampoo safely cleans and detoxifies treated hair while repairing and reducing damage caused by styling. Its conditioning and moisturizing formula leaves hair soft, shiny, and silky.

Concept

The hair shaft is composed two parts. The outer layer visible to the naked eye is called the cuticle. It is composed of small keratin plates, which, in healthy hair, overlap smoothly on the hair shaft like shingles on a roof. Between each of these tiny plates rests a lipid which helps to seal the plates and protect the hair shaft. The function of the cuticle is to protect the inner cortex of the hair shaft, composed of a softer tissue, by controlling water content of the hair fiber. The cuticle is what gives hair its smooth, glossy appearance.

Dirt and toxins can cause damage to healthy hair but frequent washing can also be a root cause of unhealthy-appearing hair– water penetrates the hair shaft and causes the shaft to swell, damaging the cuticle and lifting it up. This regular swelling and contracting of the hair shaft can cause split ends and breakdown. Combing or brushing wet hair can produce a mechanical damaging effect as well. Chemical treatments including coloring, perms, and straightening as well as heat styling and exposure to UV light (sunlight) also damage the cuticle by breaking down the lipid seal causing the plates to lift and separate. This damage leaves the surface of the cuticle rough and jagged and creates an overall appearance of dull, dry, faded and frizzy hair.

dōTERRA's SanoBella™ Protecting Shampoo

dōTERRA's SanoBella Protecting Shampoo provides the gentle cleansers necessary to remove dirt, toxins, and other impurities from hair. CPTG Certified Pure Therapeutic Grade™ essential oils help to detoxify the hair without increasing mechanical damage to the hair shaft. Protecting Shampoo also provides protection against damage caused by exposure to UV sunlight, heat styling, and chemical treatments. Natural antioxidants protect the hair shaft and increase retention of color in treated hair. Other ingredients work to correct previous damage and improve overall appearance and hydration of the hair, resulting in hair that looks and feels healthier, shinier, and softer.

Primary Benefits

- Provides antioxidants which protect hair from damaging UV radiation and increase color retention in chemically treated hair
- Provides deep conditioning and moisturization and promotes hair surface maintenance in chemically-treated hair leaving hair soft, shiny, and silky
- Reduces combing force in both wet and dry hair to reduce styling damage to hair
- Temporarily repairs split ends
- Reduces mechanical styling damage to hair and shortens styling time by reducing drying time by 70%
- Promotes cleansing and detoxification of the hair, hair follicle, and scalp especially of styling product residue that can build up and dull hair

Key Ingredients

- Extracts of rice (*Oryza sativa*), soybean (*Glycine soja*), and African palm oil (*Elaeis guineensis*) provide hair color maintenance and protection, as well as antioxidants that protect cuticle lipids from oxidation
- An emulsion of silica (sand) penetrates the cuticle to deeply condition, smooth the cuticle, and protect hair from damage caused by styling and chemical treatments
- Citrus essential oils cleanse and detoxify the hair, hair follicle, and scalp

What makes this product unique?

- Contains CPTG Certified Pure Therapeutic Grade® essential oils to help naturally cleanse and detoxify hair
- Contains proprietary formula of botanicals, essential oils, and other ingredients which not only work to repair previous damage to hair but also help to reduce future damage caused by UV exposure, heat, and styling
- Formulated according to dōTERRA's "NONE OF THE BAD" philosophy not to use artificial colors, diethanolamine (DEA), formaldehyde donors, parabens, phthalates,

propylene glycol, sodium laureth sulfate (SLES), sodium laurel sulfate (SLS), toluene, triethanolamine (TEA), and animal testing

Who should use this product?

dōTERRA's SanoBella Protecting Shampoo is formulated for all hair types but is especially targeted to provide support to chemically treated and heat-styled hair. It also helps to cleanse the hair of multiple or frequently use styling products.

Directions for Use

Apply a small amount of shampoo to damp hair. Lather and rinse. Follow with SanoBella Smoothing Conditioner.

Ingredients

Water, Sodium Methyl Cocoyl Taurate, Sodium Lauroamphoacetate, Laurylamidopropyl Betaine, Sodium Cocoyl Isethionate, Guar Hydroxypropyltrimonium Chloride, Acrylates Copolymer, Citrus Sinensis (Wild Orange) oil, Citrus Nobilis (Mandarin Orange) oil, Citrus Aurantium Dulcis (Orange) oil, Citrus Aurantifolia (Lime) oil, Glycine Soja (Soybean) Seed Extract, Elaeis Guineensis (Palm) Fruit Extract, Oryza Sativa (Rice) Extract, Panthenol, Trimethylsiloxymodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12, Butylene Glycol, Fragrance, Ethylhexylglycerin, Hexylene Glycol, Caprylyl Glycol, Disodium EDTA, Phenoxyethanol, Mica, and Titanium Dioxide.

SanoBella™ Protecting Shampoo

8 fluid ounces

Item code: 3604

Consultant price: \$19.50 (19.50 PV)

Preferred customer: \$21.45

Retail customer: \$26.00

SanoBella™ Smoothing Conditioner

8 fluid ounces

Item code: 3606

Consultant price: \$21.50 (21.50 PV)

Preferred customer: \$23.65

Retail customer: \$28.67

SanoBella™ Shampoo & Conditioner AutoShip Pack

Item code: 3608

Consultant price: \$26.50 (21.50 PV)

Preferred customer: \$29.15

Retail customer: N/A