



everescents
organic hair care

[[salon
prospectus]]

The **EverEscents Organic Hair Care** Range is brought to you by a group of passionate and **energetic Australians** dedicated to providing a **real alternative** in the professional hair care market.

100% australian



Recycled
Supporting responsible
use of forest resources
For more information
www.fsc.org
www.fsc.org/coc/forestry

[forest stewardship council (fsc) certified]

This salon prospectus is printed on 100% recycled, post consumer fibre and is 100% Australian made. It is also certified by the Forest Stewardship Council. The printing process is conducted on an environmentally friendly waterless press with soya based inks.



[protect & preserve our planet]

EverEscents is committed to operating a sustainable business ensuring all of our activities are in the best interests of the environment. We will use environmentally sustainable resources and certified organic ingredients wherever technically possible and economically viable.



[no animal testing]

EverEscents is against the testing of cosmetic products and ingredients on animals and we will not commission others to do so.



[value australian trade]

EverEscents is committed to supporting initiatives that contribute to the economic, social and cultural growth of Australia and its communities. We will choose ingredients that are responsibly harvested by Australian producers, growers and manufacturers.



[support a disease free future]

EverEscents has shown that we should all take our health and the health of future generations seriously. To support this campaign EverEscents donates 5c from every product sold to Camp Quality, a children's cancer charity.

salon exclusive

pure. organic.

[why choose EverEscents]

- ✓ 100% Australian owned & made
- ✓ Plant based formulations
- ✓ Contains pure Certified Organic ingredients
- ✓ Exclusively sold in professional hairdressing salons
- ✓ Stylish contemporary packaging
- ✓ Effective and condensed range – easy to sell
- ✓ No minimum orders or trade restrictions
- ✓ Comprehensive and educational website

www.everescents.com.au

- ✗ No harmful chemicals
- ✗ No PEG's (Polyethylene Glycol)
- ✗ No Sodium Lauryl Sulphate or Sodium Laureth Sulphate
- ✗ No Parabens, MIT's or toxic preservatives
- ✗ No Dimethicone or Propylene Glycol
- ✗ No artificial colours or fragrances
- ✗ Not tested on animals



the EverEscents range



Organic Lavender Shampoo & Conditioner *normal to dry hair or a sensitive scalp*

An ultra-reconstructive, nourishing formula that treats hair affected by moisture loss or colour treatments. Designed for dry hair with normal to dry scalp & is also perfect for conditions such as dandruff, psoriasis, itchy or flaky scalp.

125ml | 250ml | 1litre



Organic Bergamot Shampoo & Conditioner *normal to fine hair or oily roots*

A clarifying deep cleanse that nourishes the hair & scalp without leaving it limp or oily. It also infuses the hair with a fresh vitamin hit to moisturise the mid-lengths & ends. Designed for normal to fine hair with oily roots & dry ends.

125ml | 250ml | 1litre



Organic Rose Shampoo & Conditioner *for all hair types*

An ultra-rich, moisture-replenishing formula that enhances & promotes natural hair vitality. Designed to keep the balance in all hair types.

125ml | 250ml | 1litre

Got coloured hair? Great news -
EverEscents products are colour safe!



Organic Grapefruit & Lemongrass Hairspray

A natural hairspray lacquer that provides strong hold and a natural gloss finish without any aerosols. It is water-resistant, strong and durable with a natural UV protector & hold-factor - this means no petro-chemicals, plastics or polymers.

50ml | 250ml



Organic Geranium & Mandarin Sculpting Lotion

A multi-purpose medium hold styling lotion. When used with a blow dryer provides root lift and extra body to all hair types. Scrunched into towel dried hair, it is also very effective for curl definition and controlling flyaways.

150ml



Organic Aqua Finishing Serum

Designed as a light finishing product to reduce frizzies and flyaways. Seals and protects the surface of the hair and delivers a beautiful natural shine to the hair without leaving it oily or limp.

50ml



Organic Peppermint Matt Mudd

Conditions the hair as it styles. Low to medium hold, subtle definition and a water soluble matt finish. Certified Organic Beeswax gives the hold factor - no artificial waxes and no plastics.

100g



Organic Ginger & Lime Styling Wax

Designed to provide medium to strong hold and a glossy, natural sheen. Water resistant, strong, durable and perfect for sensitive scalp conditions, including dandruff and psoriasis.

90g

certified organic ingredients



Organic Cinnamon & Patchouli Deep Treatment

This traditional moisture mask is an intensive treatment that nourishes, replaces moisture, reconstructs and restores hair structure. Designed as a once-a-week treatment for dry, damaged, chemical treated and coloured hair.

175ml | 1 Litre



Organic Jasmine & Ylang Ylang Leave In Moisture

A high-protein, high moisture hair elixir that provides a penetrating action to moisturise the hair without silicones or masking agents. Apply prior to blow-drying or heat styling to ensure the hair is sealed, strengthened and protected from the mid lengths through to the ends.

150ml

[why go organic]

EverEscent is your ticket to certified organic ingredients and formulas that address your needs while also addressing your concerns.



Salon Quality



salon support

[advertising support]

[incentive products]

EverEscents has a full marketing plan which includes:-

- In-Salon promotional support
- Hair specific magazine advertising
- Green / Health magazine advertising
- Comprehensive educational website
- Expos & trade shows
- Sampling campaigns
- Advertising on In-salon TV plasma screens

During selected advertising and promotional campaigns there are special items available as incentives to those stockists that want to enhance their salon experience for the client. These items include organic chocolates & candies, pens & pencils, salon towels and capes and t-shirts – all branded with the EverEscents Organic logo!



[bonus packs]

To coincide with special events during the year bonus packs will be released to allow our stockists the opportunity to pass on a special offer to the client.



[point of sale]

We have an effective range of promotional items for use in the salon to inform your clients that there is an organic choice available. POS materials include posters, brochures & brochure holders, shelf talkers, window stickers, bags and display stands.

salon exclusive

[the EverEscents experience]

- EverEscents offers your clients a unique choice
- Great start-up packages OR Tailor your own package
- Excellent mark-up across the range
- Efficient & friendly ordering and speedy dispatch system
- Point of sale and incentive support
- Free advertising on everescents.com.au
- Staff training available by appointment
- No minimum start-up order
- No minimum on-going orders
- No exclusivity restrictions
- No need to remove current range



*...have a great
hair day!*

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