



Illustrious Shampoo

Unlike many of the hair care products you may have used before, Illustrious Shampoo is delivered as a concentrated formula.

This means you can use far less than store-bought and other salon brands while achieving gorgeous results:

- Your hair is naturally enriched with a pro-vitamin peptide complex
This applies from the follicle to the tip.
- Every strand of hair receives super strength and perfect moisture balance.

Belegenza is designed to work beautifully on all hair types, for both women and men.

Application

GrowOut shampoo will not create the bubbly effect that you're accustomed to.

Bubbles normally come from sulfates - which are actually harmful to both your scalp and hair.

Before applying first thoroughly wet your hair.

Women: Depending upon the amount of hair, apply somewhere between 1 to 3 tablespoons.

Men: Those with relatively short hair, just apply a dab into your hand

Rub into the hair and scalp.

Allow the shampoo to soak in for a couple of minutes to be effective.

Thoroughly rinse out.

Conditioner

Although not necessary, we normally recommend applying one of our healthy conditioners:

Dramatic or Romantic.

This provides more nutrients to the hair, stimulating better hair growth, and prevents tangling.



Ingredients

Aloe Barbadensis Leaf Extract, Disodium Laureth Sulfosuccinate (Vegetable based) , Sodium Cocoyl Isethionate (Coconut based), Cocamidopropyl Betaine (Coconut based), Hypnea Musciformis (Hawaiian Seaweed) Extract, Gelidiella Acerosa (Gulfweed Seaweed) Extract, Sargassum Filipendula (Red Mapleweed) Extract, Sorbitol, PEG-18 Glyceryl Oleate/Cocoate (Coconut based), Glycol Stearate (Vegetable based) , Honey, Proprietary Ingredient Complex Palmitate, Silk Amino Acids, Hydrolyzed GLUTEN free Wheat Protein, Saccharum Officinarum (Sugarcane) Extract, Citrus Medica Limonum (Lemon) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Urtica Dioica (Nettle) Extract, Salvia Officinalis (Sage) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Symphytum Officinale (Comfrey) Rhizome/Root Extract, Ricinus Communis (Castor) Seed Extract, Tocopheryl Acetate (Vitamin E), Pyridoxine HCL-5-Phosphate (Vitamin B6), Panthenol, Caprylyl Glycol, Ethoxydiglycol, Sorbic Acid (Rowanberry distillate), Polyquaternium-10 (Cellulose/thickener) , Phenoxyethanol, Tetrasodium EDTA(Mineral chelator), Citric Acid (Lemon), Phthalate-free fragrance