

The logo for lemvia, featuring the brand name in a gold, serif font inside a dark, irregular oval shape. The background of the entire page is decorated with faint, light-colored line art of various plants and leaves.

lemvia

# Product Information

## Clarifying Shampoo

### 100% Natural

Cleanse, hydrate, nourish, restore, and invigorate your hair and scalp with our Clarifying Shampoo. It delicately removes the residue of hair styling products such as mousse, wax, and gel, without damaging your hair or stripping out the moisture.

Its gentle but powerful natural blend deeply nourishes the scalp to help relieve common dry skin conditions. Engineered to restore hair to its natural strength and shine. Its soothing agents balance the scalp to encourage healthy hair growth and reduce dandruff.

Available with, or without CBD (Cannabidiol) infused.

- Sulphate-free
- Promotes hair growth
- Balanced for perfect harmony with your hair's natural pH
- Gentle enough for regular use
- Non-medicated
- Paraben-free
- Non-drying formula
- Natural sensual fragrance



## Variants



### DAILY USE

For normal and dry hair

### TREATED HAIR

For coloured, permed, stressed, and damaged hair.

Container sizes available in 200ml

## Ingredients

Aqua, Coco Glucoside, Decyl Glucoside, Cocamidopropyl Betaine, Lauryl Betaine, Vegetable Glycerine, Polyquaternium-7, Natural Sensual Fragrance, Alkane, D-panthenol, Sodium Benzoate, Potassium Sorbate, Aloe Barbadensis Leaf Extract, Carthamus Tinctorius (Safflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Guar Hydroxypropyltrimonium Chloride, Xanthan Gum

TREATED HAIR - Keratin (Protein) added.

CBD (Cannabidiol) - CBD is only infused into products clearly marked as such. Products that are infused with CBD have a strength of 75mg per 1 000ml.

# Specific Ingredient Focus

## Why Alkane?

Alkane is used to enhance spread and deliver a soft after feel, without weighing tresses down. Alkane softens, protects and conditions, but with a much lighter and dry feeling. It provides better volume and frizz control and has been shown to improve the scalp's condition by providing moisturization and improved barrier function. It also helps maintain the pH of the skin of the scalp.

## Why Jojoba Oil?

*Simmondsia Chinensis* (Jojoba) Seed Oil moisturize the scalp and may be a dandruff remedy.

Jojoba is rich in vitamins and minerals that nourish hair, including vitamin C, B, and E, copper, and zinc.

Because it strengthens hair, it is also thought that Jojoba oil can prevent hair loss and promote hair thickness.

## Why Aloe Vera?

*Aloe Barbadensis* Leaf Extract is known for its emollient and moisturizing properties which help to keep the scalp and hair well-nourished and hydrated.

Its pectin and sugar molecules help to moisturize the strands while the essential amino acids present in the leaf juice help to strengthen the cortex of the damaged hair shaft.

## Why CBD?

CBD (Cannabidiol) is a natural compound found in Cannabis plants. CBD is not impairing, meaning it does not cause a high. It is claimed that CBD improves blood flow and hair growth.

In an article published on the USA Government's website National Library of Medicine dated 30 June 2021, it is stated that "Moreover, CBD treatment regulates proliferation via activation of CB1 receptor of keratinocytes in hair follicles" and "There are some reports that CBD can promote the growth of the hair. CBD oil contains high concentration of vitamin E, which can stimulate hair growth and help improvement of alopecia." (baldness.)

CBD is claimed to help with dry skin and other skin conditions, making it beneficial for your scalp. In the same article above, it is stated that "preclinical evidence suggests topical application of CBD may be efficacious for some skin disorders, and inflammatory diseases".