

A Healthy Approach to Simple, Natural Lifestyle

Simple. Healthy. Natural.

These three modest words describe the Elucence® Beauty & Wellness® collection — a complete line of hair care products made from all natural ingredients. Based on the premise that hair needs the same nutrients your body does to thrive and repair, Elucence® blends proteins, lipids, vitamins and minerals together into special formulas designed to balance, strengthen, condition and relax your hair. Natural ingredients in personal care products ensure the most effective and healthy approach to a simple and natural lifestyle.

Meanwhile, experience the extraordinary soothing aromas of all natural ingredients in Elucence® Beauty & Wellness® hair care products. These sweetly seductive aromas will invigorate your senses and awaken your spirit. A great way to begin each day.

Shampoos

Elucence® Shampoos are designed to provide simple, natural solutions for the cleansing of all hair types. Natural ingredients provide nutrition for healthy scalp and hair as well as protection from environmental elements. Elucence® Shampoos are specially formulated with a unique cleansing agent that has a larger molecule size than normal shampoos. This means the shampoo will not penetrate the hair or scalp during the lathering processes, leaving any moisture already existing in the hair locked in.

Conditioners

Elucence® Conditioners reduce friction, tangles, static electricity and overall brittle texture. Our three different conditioners work to provide specialized hair nutrition for daily and extreme needs.

Styling & Finishing Aids

A unique combination of humidity-resistant holding agents, vitamins and botanicals provides Elucence® Styling & Finishing Aids with the ability to style and protect your hair. Lightweight and made from natural ingredients, Elucence will never dry out your hair or build up on the scalp.

Nutri-Therapy™ Relaxers

Your body needs proteins, lipids, polysaccharides, vitamins and minerals. So does your hair. That's Nutri-Therapy™. Pharmaceutical grade ingredients and essential nutrients, including strengthening proteins, moisturizing polysaccharides and conditioning lipids, provide consistent, reliable results and beautiful, healthy hair. Elucence® Nutri-Therapy™ Conditioning Relaxers include four types of permanent straighteners and maintenance products designed for slightly wavy to excessively coarse, curly hair.

Outward beauty is first and foremost a reflection of your inner light. Let it shine with all natural Elucence® products.

The Elucence® Beauty & Wellness® collection is available at fine salons everywhere. In the United States, call 1-800-428-8073 or log on to www.elucence.com for store and salon locations. In Canada, call toll free 866-705-HAIR (4247) or visit www.bodyandhairdirect.com. For more information, contact Camille Walton, Brand Manager, at 800-441-2372 or e-mail cwalton@kenra.com.

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