

# Shampooheads®

## PROFESSIONAL



our hair



our style



our way



Use with confidence, reassurance and trust.

## OUR BRAND AMBASSADOR, DR. MIRIAM STOPPARD OBE



A brand developed and built upon the credibility and authority of Dr. Miriam Stoppard OBE, providing aspirational healthcare, information and services designed to support women and their families through every stage of their lives.

- The UK's leading expert on family health, trusted by millions of mums and their families.
- Voted the UK's No.1 Parenting Guru by Bounty Mums.
- Global sales of over 25 million childcare and parental books.
- Enjoys a very large market awareness (average 85%) among mums aged between 18 and 44.
- 18 years on television as a family health expert, and presently 3 million readers every day in the Daily Mirror.
- Received an OBE in the new years honour's list 2010.

## BY KIDS...FOR KIDS...

Shampooheads Professional is a new salon hair care range created by Geoff and Colette Bell who together have over 30 years of industry and educational expertise.

Designed and developed with major contributions from Teens and Tweens, including their very own kids, who were the inspiration behind the Shampooheads Professional range.

The input by 'kids for kids' was crucial to create the look and feel of the products and also provided true insights into the thought processes and demands of modern day Teen and Tweens.

Quite simply, we asked, we listened, as a result we created a market driven product range: The Original Salon Professional Haircare range for Teens and Tweens - BY KIDS, FOR KIDS.



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# WHAT'S DIFFERENT ABOUT SHAMPOOHEADS?

All of our products:

- ✓ Dermatologically tested
- ✓ GM free
- ✓ Hypoallergenic approved
- ✓ Not tested on animals
- ✓ PH balanced
- ✓ Tear free formulations
- ✓ Contains natural fruit extracts
- ✓ Paraben free

We are the only children's hair care range to be endorsed by the UK's most trusted childcare expert, Dr. Miriam Stoppard OBE.

Because Parents need a Dermatologist they can Trust!



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# SCIENCE AND NATURE, WORKING TOGETHER

When you use Shampooheads Professional products you're using a unique product range with gentle but powerful ingredients that are specially designed for boys and girls with different hair types.



Our formulations are enriched with soft cotton extract. Cotton plants produce creamy-white flowers and are native to most subtropical countries. Cotton is a symbol of softness, connecting to the feeling of comfort and smoothness.

Our formulations are enriched with mango fruit extract. Mango is native to southern Asia. It is a very colourful fruit commonly named 'peach of the tropics' and is renowned for its emollient and nourishing properties.



Our formulations are enriched with refreshing water mint. The plant is common across Europe, North and South America and is cultivated in Africa and Asia. It is used in shampoos for its refreshing qualities.



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# STRAWBERRY KISS



**Daily Shampoo**

Mild and gentle, suitable for fine, soft and normal hair. Enriched with soft cotton extract to leave hair feeling moisturised.



**Daily Conditioner**

Mild and gentle, suitable for fine, soft and normal hair. Enriched with soft cotton extract to leave hair feeling moisturised and smooth.



**Detangler and Blow Dry Spray**

Powerful leave in heat protection and detangling blow dry spray with provitamin B5 to improve the comb-ability of the hair.

All of our products are:

- \* Dermatologically tested
- \* Hypoallergenic approved
- \* PH balanced
- \* Contains natural fruit extracts

- \* GM free
- \* Not tested on animals
- \* Tear free formulations
- \* Paraben free

Enriched with Soft Cotton extract



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# TROPICAL TWIST



## Moisturising Shampoo

Rich and nourishing for thick, coarse and curly hair, enriched with extracts of mango. Cleanses and moisturises unruly hair.



## Moisturising Conditioner

Rich and nourishing for thick, coarse and curly hair, enriched with extracts of mango. Smoothes and detangles unruly hair.

All of our products are:

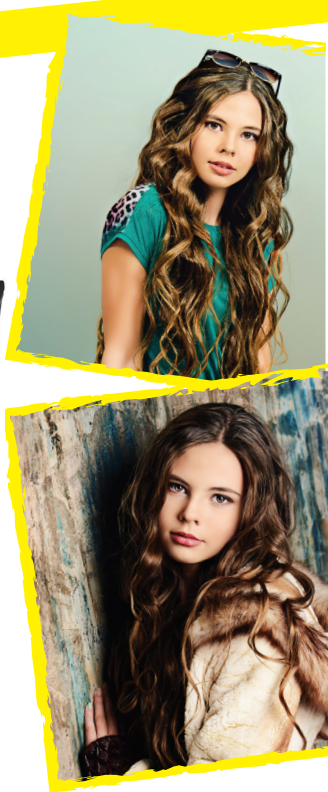
- \* Dermatologically tested
- \* Hypoallergenic approved
- \* PH balanced
- \* Contains natural fruit extracts

- \* GM free
- \* Not tested on animals
- \* Tear free formulations
- \* Paraben free

Enriched with  
Mango Fruit  
extract



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# BLUEBERRY BURST



## Cleansing Shampoo

Energising and fresh. Suitable for all hair types and formulated with extracts of watermint. Provides a refreshing feel and finish to the hair.



## Sculpting Gel

A strong gel that can be used on either wet or dry hair to hold style in place. Formulated with extracts of watermint. Provides a refreshing feel and finish to the hair.



All of our products are:

- \* Dermatologically tested
- \* Hypoallergenic approved
- \* PH balanced
- \* Contains natural fruit extracts

- \* GM free
- \* Not tested on animals
- \* Tear free formulations
- \* Paraben free

Enriched  
with  
Water Mint



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[www.shampooheadsprofessional.com](http://www.shampooheadsprofessional.com)

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Check out our  
website for a  
chance to win  
fantastic  
prizes!

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