

Essentiel

Care basics providing rapid structural balancing
for easy-care hair

ESSENTIEL

La Biosthétique Essentiel offers everything you need for mild cleansing and rapid structural balancing of easy-care hair and for hygienically fresh hands — every day and for the whole family.

To stay as beautiful as it is, even hair that is naturally easy to care for needs to be lovingly taken care of. This task is carried out by the products in the *Essentiel* range. The delicately scented *Classic Shampoo* gently cleanses all hair types while supporting a healthy scalp environment. After hair-washing, *Classic Conditioner* locks the moisture in the hair, conditions it to make it silky soft and gives it vibrant shine. *Leave-in Classic Conditioning Spray* offers immediate structural balancing and instant care deep down. Like the other members of the *Essentiel family*, *Classic Hand Cleansing Gel* also stands out due to its easy application. When you're out and about and whenever soap and water are not within reach, it provides a boost of freshness and hygienically clean hands. *Essentiel* is the daily care ritual for the whole family.

With *Essentiel*, *La Biosthétique* is taking another step towards a sustainable future. The solution: a refill system with which empty bottles can be refilled at the hair salon.



Caring classics
for the whole family.

PRODUCTS

ART. NO.

RETAIL PRODUCT
SALON PRODUCT
REFILL**Classic Shampoo**

Gentle cleansing for daily hair-washing

120244

130562

120299

Bottle, 250 ml

Bottle, 1000 ml

Bag in a box, 5000 ml

Classic Shampoo Bar

Shampoo bar for all hair types

120215

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Folding box, 100 g

—

Classic Conditioner

Express hair care for all hair types

120885

130949

Tube, 200 ml

Pot, 1000 ml

Classic Conditioning Spray

A restructuring conditioning spray

120718

130709

Bottle, 250 ml

Bottle, 1000 ml

Classic Hand Cleansing Gel

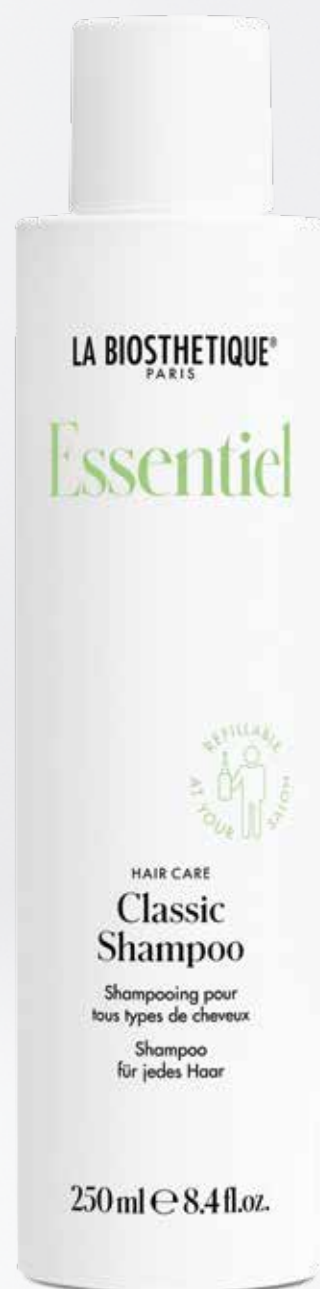
A refreshing hand cleansing gel

003905

005252

Tube, 75 ml

Bottle, 1000 ml



CLASSIC SHAMPOO

The mild, delicately scented conditioning shampoo offers gentle cleansing for daily hair-washing for the whole family.

Mild cleansing and a delicate scent for easy-care hair that you want to stay as beautiful as it already is — with *Classic Shampoo*, daily hair-washing becomes an uncomplicated ritual for the whole family. Surfactants, some based on natural coconut oil, cleanse the hair and scalp particularly gently, while plant betaine supplies them with moisture. After wash-

ing, the hair is easy to comb and noticeably conditioned. It can be perfectly styled and has impressive elasticity and shine. What's more, *Classic Shampoo* is good for both the hair and the environment because the empty bottle with the refill icon can be refilled in the *La Biosthétique* salon, meaning that as much as 90 percent less plastic is used!

PRODUCT TYPE
Shampoo

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 1000 ml

REFILL PRODUCT
Bag in box, 5000 ml

Ingredients

- *Betaine*: supplies the scalp and hair with moisture.
- *Surfactant based on coconut oil*: gently cleanses the scalp and hair.
- *Cationic cellulose compound*: improves combability and has a conditioning and anti-static effect.

Application

Evenly distribute into damp hair and on the scalp and massage in, then rinse out thoroughly.
Classic Conditioner provides the ideal care for maintaining the natural beauty of the hair.

Consultation

- *Classic Shampoo maintains the natural beauty of your hair.*
- *It is mild and suitable for use as a daily shampoo for the whole family.*
- *It makes the hair easy to comb and leaves it looking shiny and noticeably conditioned.*
- *Refill: If you want to do something good for the environment, get your empty bottle refilled at a La Biosthétique salon.*

Mild shampoo for every day.

LA BIOSTHETIQUE®
PARIS

Essentiel Refill

HAIR CARE

Classic Shampoo

Shampooing pour
tous types de cheveux

Shampoo
für jedes Haar

5000 ml e 169 fl.oz.

ESSENTIEL

How to refill

Construction

Step 1: Stand the box upright and push in the round piece of cardboard before lifting up the perforated box flap.

Step 2: Grab the tap, tilt the box back and slot the tap into the opening in the box.

Step 3: To allow as much of the refill product as possible to be used, a tilting stand is integrated into the bottom of the box. If needed, push in the semi-circular piece of cardboard, then pull out the perforated box opening and place it in the slot behind it.

Step 4: As soon as the tap has been opened, the box must no longer stand upright so that the refill bag remains in the ideal position in the box.

Refilling in the salon

The bottle being refilled should not be used for any longer than two years. You can find information on when the bottle should no longer be refilled on the base of the bottle (REFILL UNTIL month / year).

Bottles may only be refilled by salon staff. Make sure that the bottle is empty and has been cleaned and dried before refilling. Bottles that are clearly soiled are not allowed to be refilled.

On the side of the bottle, you will find a narrow window with a scale to show the filling level.

Refill-Icon

Our refill products are marked with the following icon:



Refills are only permitted in bottles that contained the same product and only when the bottle is marked with the refill logo.



CLASSIC SHAMPOO BAR

More sustainable than ever, this shampoo alternative in plastic-free packaging cleanses every hair type and has a gentle conditioning effect.

For the sake of both the hair and the environment, *Essentiel* now offers a sustainable conditioning shampoo bar. The resource-saving shampoo alternative gently cleanses the hair and scalp with its mild foam based on coconut-oil surfactants — a little goes a long way! In combination with the innovative care formulation of glycerine and shea butter, the shampoo bar supplies essential moisture from a compact and environmentally friendly source and in doing so, maintains the healthy balance of the hair and scalp. The hair's natural beauty is preserved. What's more,

the small shampooing wonder also captivates users with its own delicate scent composition by the scent designer Geza Schön. The senses are pampered by an invigorating fruity note combined with a floral cocktail of jasmine and lily of the valley and a sensuous base note of musk and sandalwood. The handy shampoo bar provides enough foam for 40 to 60 washes. It comes in plastic-free, recyclable paper packaging. The bar can be ideally stored and dried in a sisal pouch. It's a real alternative for all hair types!

PRODUCT TYPE
Shampoo

SALON PRODUCT
Folding box, 100 g

Ingredients

- *Coconut-oil-based surfactants*: mildly cleanse the hair and scalp.
- *Glycerine*: supplies the hair and scalp with moisture.
- *Shea butter*: conditions the hair and scalp.

Application

Thoroughly moisten the hair and the shampoo bar. Lather the shampoo between your palms or directly on the scalp, massage it in and then rinse it out thoroughly. Between washes, hang up the shampoo bar in a sisal pouch and leave it to dry well. As soon as the shampoo bar becomes too small, you can lather the remnants directly in the pouch. Store in a cool and dry place.

The restructuring *Classic Conditioning Spray* improves the softness and elasticity of the hair, makes it easy to comb and gives it vibrant shine.

Tip: For the life cycle of the shampoo bar, it is important to hang it up in a sisal pouch or place it in a soap dish and leave it to dry well between washes.

Consultation

- *The hairdresser-quality shampoo bar is a sustainable alternative for anyone who is environmentally conscious.*
- *2-in-1: the shampoo gently cleanses all hair types, conditions the hair and scalp with shea butter and supplies moisture.*
- *The shampoo bar provides enough foam for 40 to 60 washes.*
- *The production of the shampoo bar also saves water.*

Shampoo bar none.



LA BIOSTHETIQUE®
PARIS

Essentiel

HAIR CARE
Classic
Conditioner

Soin express pour
tous types de cheveux

Schnellhaarpflege für
jedes Haar

200 ml e 6.7 fl.oz.

CLASSIC CONDITIONER

The conditioner cares for hair that has structural damage due to external influences and optimises its combability. The hair is given silky softness and radiant shine.

Our hair has to withstand a lot, be it sun and wind, straightening and curling irons or combing and brushing. *Classic Conditioner* ensures that, despite this daily stress, the hair doesn't reveal its tiredness by going limp and losing its natural vitality. In a processing time of just a few minutes, a ceramide refills areas of the outer cuticle that have become porous and repairs structural damage. Panthenol improves the

hair's moisture-binding capacities and thus restores its elasticity. Valuable plant oils leave the hair feeling soft and supply it with conditioning nutrients. The completely conditioned hair becomes easy to comb and thanks you for the care with velvety soft grip and breathtaking shine. These impressive results will soon make *Classic Conditioner* an integral element of your daily beauty care!

PRODUCT TYPE
Express hair care

RETAIL PRODUCT
Tube, 200 ml

SALON PRODUCT
Pot, 1000 ml

Ingredients

- *Ceramide*: repairs damaged areas in the hair shaft.
- *Oil of the miracle tree*: has a conditioning effect.
- *Avocado and soybean oil*: improve combability and give the hair softness and shine.
- *Panthenol*: supplies and binds moisture and has a calming effect.
- *Moisture-locking plant-based substances*: reduce frizz by supplying and binding moisture.

Application

After hair-washing, evenly distribute into damp hair and leave in for 2–3 minutes before rinsing out thoroughly.

Classic Shampoo is ideal for washing the hair in preparation for the conditioner.

Consultation

- *Classic Conditioner makes your hair smooth, soft and extremely shiny.*
- *It is suitable for all structurally damaged and stressed hair, from fine to thick.*
- *The hair structure is protected and lastingly improved.*
- *The conditioner enhances the shine of the hair and makes it easier to comb after washing.*
- *You can use Classic Conditioner daily to condition and protect your stressed hair.*

Shiny and conditioned in a flash.



CLASSIC CONDITIONING SPRAY

The instantly effective leave-in spray restructures and strengthens the hair, conditions it deep down and gives it flexible hold.

Over time, hair is subjected to stress in many different forms, for example climatic influences, environmental factors, UV rays and regular heat styling. This stress may cause the hair to become brittle and lacklustre or even to break. *Classic Conditioning Spray* is a clever conditioning solution for stressed hair. It is simply sprayed into damp hair, where it instantly deposits itself on the hair structure, repairs damaged

areas and combats hair breakage. While wheat peptides condition the hair fibre right to the inside, an active ingredient from potato starch protectively coats the outside of the hair. Almost at the push of a button, the hair structure is balanced, and its combability and resistance are improved. A combination of a lipoamino acid and lipids provides additional softness and elasticity and vibrant shine.

PRODUCT TYPE
Leave-in spray care

RETAIL PRODUCT
Bottle, 250 ml

SALON PRODUCT
Bottle, 1000 ml

Ingredients

- *Wheat peptides*: penetrate down to the cortex, condition the hair fibre deep down and reduce hair breakage.
- *Potato starch*: coats the hair without any build-up effect and improves its combability as a result.
- *Lipoamino acid*: makes the hair soft, smooth and shiny.
- *Lipids*: give the hair silky shine.

Application

Spray into towel-dried hair. Do not rinse out. Shake before use!

Classic Conditioning Spray is the perfect addition to *Classic Shampoo*.

Consultation

- *The practical leave-in spray restructures and strengthens your hair immediately after being applied.*
- *It increases your hair's resistance and combats hair breakage.*
- *Your hair becomes soft, elastic and shiny.*

Perfectly conditioned in a matter of seconds.



CLASSIC HAND CLEANSING GEL

The refreshing gel with antibacterial alcohol is your constant companion for fast hand cleansing on the go — without any soap and water.

When you're out and about and whenever soap and water are not within reach, *Classic Hand Cleansing Gel* frees the hands from dirt. Alcohol has an antibacterial effect, while plant glycerine conditions the skin of the hands and prevents it from drying out.

Simply squeeze a hazelnut-sized amount of the cleansing gel into the hands and evenly rub it in, right down to the fingertips. The freshly scented cleansing gel is literally always at hand to provide instant hygienic cleanliness.

PRODUCT TYPE
Cleansing gel

RETAIL PRODUCT
Tube, 75 ml

SALON PRODUCT
Bottle, 1000 ml

Ingredients

- *70% vol. alcohol*: cleanses and has an antibacterial effect.
- *Plant glycerine*: cares for the skin and protects it against moisture loss.

Application

Squeeze a hazelnut-sized amount into the palm, distribute all over the hand and rub in, right down to the fingertips.

Important information

Caution: easily flammable, for external use only. Avoid contact with eyes. Contains 70% vol. alcohol. Keep out of the reach of children.

Consultation

- *The refreshing gel is ideal for hygienically cleansing your hands when water and soap are unavailable.*
- *You can take it with you in your handbag and easily use it when out and about.*
- *Alcohol has an antibacterial effect, and glycerine prevents the skin on your hands from losing moisture.*

Water-free hand hygiene.