

Salon-quality hair care without the high cost. A team of millennial women making the best shampoo at the best price for people like us. Great hair should always start and end with great care.

- No parabens. No gluten. No harmful sulfates. Only good stuff added.
- · Born in Austin & raised in New York.
- We keep it real with real products, real results, and real people.
- · Great products at a great price.

