

# VIRTUE®



After decades in the beauty industry, we were surprised by Alpha Keratin 60ku®, a transformative protein we couldn't keep to ourselves. At Virtue, our team of believers prioritizes innovation and integrity. We're committed to delivering on our promises, ensuring cruelty-free products, and supporting like-minded nonprofits. Social responsibility is at the core of our business.

- Free of sulfates, parabens, phthalates, synthetic colors, and dyes. Gluten free. Cruelty free. Vegan.
- Discovered by medical research and developed by biochemists.
- Designed to repair every hair type and texture.

