

live clean



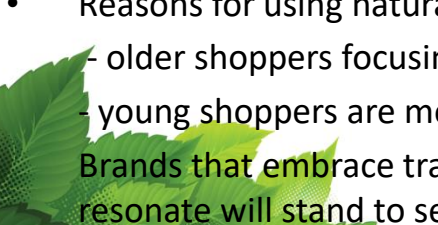
Eco – Friendly
Hair Care Presentation

Market and Consumer Trends



Environmental responsibility and sustainability play an increasing role in the purchase decisions of consumers

- Natural personal care market growth in double digit growth since 2008, outperforming the general personal care market (13% vs 3%). The natural personal care market has seen a compound annual growth rate (CAGR) of 11.3% over the last five years and is projected to post an increase of 9.2% to reach \$46 billion in 2018. (Source: Kline & Co. Dec 2013)
 - **Canadians continue to become more environmentally conscious:** Nationally, 66% said environmental conservation is more important to them than it was a few years ago.
(Source: Harris-Decima Survey, October 2009)
 - **Economy not stopping Canadians from going green:** Canadians are adopting more green financial products, despite focus on the economy. According to the recent BDC -Ipsos survey, while half of Canadians consider the health impact of a product when making purchasing decisions, one-third claim they are willing to pay a premium for healthy products
(Source: Ipsos-Reid Survey, October 2009)
 - Consumers are also concerned about how products affect their health, particularly when they are ingested or absorbed through the skin.
 - Reasons for using natural and organic products vary by age:
 - older shoppers focusing on health concerns
 - young shoppers are motivated by quality and being perceived as green by others.

Brands that embrace transparency while targeting different age groups with benefits most likely to resonate will stand to see the most success (Intel Dec 2013)
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Consumer Trends - Sustainability



The “Made in Canada” Advantage

- Canadians are concerned about the environment and increasingly aware of their social responsibility. Buying locally and Canadian lets them translate these concerns into action
- According to the recent BDC -Ipsos study, close to two-thirds of Canadians claim they have “made an effort” to buy local or Canadian-made products in the past year
- Most consumers decide to buy local produce for economic reasons: 97% of Canadians do it to support the local economy, 96% do it to support local farmers and 93% do it to create local jobs, while 87% think it is better for the environment. Translates into the purchase and use of other Canadian goods and services

Global Sustainability

- Social and environmental consciousness among consumers has reached a tipping point. Over half of global consumers take “green” factors into account when making purchasing decisions
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The Live Clean Brand






Brand Equity

- Live Clean is a proven, successful brand that consumers recognize and trust for 8 years and growing
- Nationally distributed in all major retailers
- Proudly Canadian
- Number 1 natural brand in Canada
- Live Clean is 11th strongest brand in total shampoo/conditioner category

Family Brand

Expansive line-up that has something for everyone in the family; baby, kids, mom and dad
...even man's best friend!



Mission Statement



Go Green without compromising performance.

- Our mission is to provide a line of products that contribute to a greener planet and perform at the highest level. Live Clean is a unique eco-friendly beauty care line that delivers exceptional results using natural, plant based ingredients. Live Clean formulations are made with a minimum of 96% replenishable, renewable and sustainable plant ingredients... as good for the earth as they are for your body.

Live simple. Live beautiful. Live clean.





Key Product Attributes

Made with up to 98%* Plant Ingredients / Petroleum Free

Live Clean uses only plant sourced and non-petrochemical based ingredients.

SLS/sulfate Free ◆ DEA Free

Live Clean uses a plant derived surfactant that is natural and renewable. Live Clean is mild, safe and gentle, with a rich foaming lather.

Paraben Free ◆ Silicone Free ◆ Phthalate Free ◆ Phosphate Free

Live Clean does not use any harsh preservatives or unnecessary additives.

Pure Vegan ◆ Cruelty Free

*No animal products or by-products are used in any Live Clean formulations.
Live Clean is never tested on animals.*

Enriched with Certified Organic Botanical Extracts

Live Clean formulas are enriched with certified organic botanicals of Rosemary, Chamomile, Lavender, Eucalyptus and White Tea.

Biodegradable Ingredients. Recyclable Package. Local Sourcing.

Reducing the ecological footprint.

Natural vs. Plant Ingredients



Natural Ingredients = From the Earth


Anything that is derived from the earth is natural. This includes petro-chemicals and mineral ingredients which are not renewable or sustainable and their use depletes our natural resources.

Live Clean does not use any non-renewable ingredients.

Plant Ingredients = Green = Environmentally Conscious

Plant derived ingredients are natural, renewable, replenishable, and sustainable, and therefore the eco-conscious choice to respect, preserve and make as little environmental impact as possible.

Live Clean uses only plant sourced or non-petrochemical based ingredients where possible which are renewable and sustainable without depleting our natural resources. Live Clean respects the earth and does everything it can to make the lightest possible footprint.



Hair Care



Live Clean offers a full range of Hair Care products including shampoos, conditioners and styling products.

Live Clean Family Chart

FRESH WATER (hydrating)	GREEN EARTH (daily care)	CLEAN AIR (weightless volume)	PINK FIRE (colour protect)	APPLE CIDER (clarifying)	SENSITIVE (hypoallergenic)	COCONUT MILK (moisturizing)
Dry Hair	Normal Hair	Fine / Limp Hair	Colour Treated	Oily / Weighed Down Hair	Extra Gentle / Perfume Free	Extra Moist for Dry Damaged Hair
FW Shampoo FW Conditioner	GE Shampoo GE Conditioner	CA Shampoo CA Conditioner	PF Shampoo PF Conditioner	AC Shampoo AC Ultra Light Conditioner	Hypo Shampoo Hypo Conditioner	CM Shampoo CM Conditioner

MOROCCAN COLLECTION (argan oil)	BALI COLLECTION (bali oil)	INDONESIAN COLLECTION (monoi oil)	BRAZILIAN COLLECTION (keratin oil)
Replenishing	Shine	Strength	Smoothing
Argan Oil Shampoo Argan Oil Conditioner Argan Oil Leave-In Conditioning Spray Argan Oil Treatment	Bali Oil Nutri-Shine Shampoo Bali Oil Nutri-Shine Conditioner	Monoï Oil Shampoo Monoï Oil Conditioner Monoï Oil Leave-In Conditioning Spray Monoï Oil Leave-In Treatment	Keratin Oil Shampoo Keratin Oil Conditioner Keratin Oil Thermal Protective Spray Keratin Oil Leave-In Treatment

HEALTHY SCALP	VITAMIN	BIOTIN	MINERAL CLAY
Flaking / Care for Scalp	Multi boost	Extra body	Rebalancing
Healthy Scalp Balancing Shampoo Healthy Scalp Balancing Conditioner	Multi Boost Vitamin Shampoo Multi Boost Vitamin Conditioner	Extra Body Shampoo Extra Body Conditioner	Rebalancing Shampoo Rebalancing Conditioner

Live Clean Hair Care Collection

Green Earth Collection Daily Care (for Normal Hair)



Green Earth Shampoos and Conditioners (350ml, 750ml) are infused with certified organic botanicals of Lavender and Eucalyptus.

Key Benefits:

Stimulates the senses and rejuvenates hair and scalp.

Fresh Water Collection Hydrating (for Dry Hair)



Fresh Water Shampoos and Conditioners (350ml, 750ml) are formulated with the perfect blend of Vitamin E, Panthenol and certified organic botanicals of Rosemary and Chamomile.

Key Benefits:

Restores moisture balance to hair and makes hair feel healthy and full of life.

Clean Air Collection Weightless Volume (for Fine Hair)



Clean Air Shampoo and Conditioner (350ml) are infused with the perfect blend of Vitamin E and Panthenol, and added Oat Proteins.

Key Benefits:

Helps strengthen hair and provide shine. Added Oat Proteins build body for fuller, healthier looking hair.

Live Clean Hair Care Collection

Pink Fire Collection Colour Protect (for Colour Treated Hair)



Shampoo and Conditioner (350ml) are formulated with certified organic botanical extracts of healing Calendula and protective Sunflower extract.

Key Benefits:

Gentle formula shields colour treated hair from stripping. Certified organic botanical extracts of healing Calendula and protective Sunflower extract keep hair healthy and shiny.

Apple Cider Collection Clarifying (for Oily/Weighed Down Hair)



Shampoo and Conditioner is an SLS/sulfate Free formula (350ml) is infused with Bragg certified organic Apple Cider Vinegar and certified organic botanical extracts of Chamomile and Sunflower Seed.

Key Benefits:

Organic Apple Cider Vinegar removes dulling hair residue. The high acidity and powerful enzymes in apple cider vinegar also supports a healthy scalp. Chamomile and Sunflower Seed extracts help restore hair's natural moisture.

Sensitive Collection (Hypoallergenic for All Hair Types)



Shampoo and Conditioner (350ml) are enriched with Vitamin E to hydrate and provide non-irritating and gentle moisture from root to tip. Further infused with certified organic botanicals of Chamomile and White Tea to penetrate and condition keeping hair soft and healthy.

Key Benefits:

This perfume free formula is ideal for those with sensitive skin.

Live Clean Hair Care Collection

Coconut Milk Collection (Extra Moisture for Dry Hair)



Coconut Milk Shampoo and Conditioner (350ml) replenishes and rejuvenates hair. Enriched with Vitamins C, E and Provitamin B5 and rich in milk and rice protein to nourish and strengthen hair. This luxuriously hydrating creamy formula leaves your hair feeling soft, silky and smooth.

Key Benefits:

Rich creamy formula hydrates and restores moisture balance and vitality to dry hair.

Helps maintain elasticity and overall hair health due to natural emollient content of the coconut milk and oil.

Moroccan Collection Argan Oil (for Moisture/ Hydration)



Moroccan Collection Restorative Shampoo (350ml) and Conditioners (350ml) are infused with Argan oil and Argan extract, Panthenol, and certified organic olive oil and organic grape seed oil.

This collection also includes a Silicone Free Argan Oil Lightweight Leave-In Treatment (110ml).

Key Benefits:

Argan oil and Argan extract for enhanced long term conditioning, shine and UV protection.

Panthenol provides long lasting moisture and shine to hair, and certified organic oils protect against damaging free radicals and regenerate damaged, stressed hair.

The Argan Oil Treatment offers an eco-friendly shine and anti-frizz treatment.

Indonesian Collection Bali Oil (for Shine / Sheen)



Indonesian Collection Nutri-Shine Shampoo and Conditioner (350ml) are formulated with Coconut Oil, organic Sweet Almond and Soy Proteins.

Key Benefits:

Bali Oil is a blend of the exotic Coconut Oils that are extracted from coconut (kelapa) trees, and Almond Oils. Blends of Bali Oils impart shine and softness to hair, while organic almond proteins have smoothing properties and help to close the cuticle.

Soy proteins help to coat the hair, keeping it looking sleek and shiny all day long.

Live Clean Hair Care Collection

Polynesian Collection Monoï Oil (for Strength / Elasticity)



Polynesian Collection Strengthening Shampoo (350ml) and Conditioners (150ml, 350ml) are naturally concentrated with Monoï oil and certified organic Jojoba Oil. Bamboo extracts contain natural silicones and proteins. This collection also includes a Silicone Free Monoï Oil treatment (100ml).

Key Benefits:

Monoï Oil is a natural blend of rich coconut oil infused with Tahiti's native Tiaré flower (*gardenia tahitensis*). It is concentrated in silkening emollients that strengthen hair before damage can begin, and protects the scalp.

Jojoba Oil is most similar to human skin oil (sebum), and helps prevent excess oil production and buildup that may clog pores and inhibit hair growth.

Bamboo extracts help sustain moisture in the hair shaft and assists in filling in and temporarily smoothing out the ruffled, roughened hair cuticles of dry hair.

Exquisite treatment oil penetrates easily and shields against external damage preventing protein loss to hair.

Brazilian Collection Keratin Oil (for Smoothing / Straightening)



Brazilian Collection Smoothing Shampoo and Conditioner (350ml) seal the hair cuticle with Phyto-Keratin Protein, locking frizz out. Further enriched with the repairing omegas of Macadamia Nut Oil, and the natural moisture humectants of Wild Flower Honey.

Key Benefits:

Phyto-Keratin Protein is a plant based protein made with a combination of botanical quinoa, rice and oat proteins to repair, smooth and penetrate the hair shaft sealing in shine and moisture. Rich Phyto-Keratin infuses tresses and locks hair into smooth, straight shiny looking strands.

Brazilian Buriti Oil works to control and reduce frizzing, without the drying effect of the alcohol found in conventional products.

Live Clean Hair Care Collection

Healthy Scalp Collection

Balancing



Healthy Scalp Balancing Shampoo and Conditioner (350ml) were created to respond to consumer demand for a mass market professional/salon quality line of eco-friendly, plant-based formulation specifically targeted to unbalanced scalp and thicker fuller hair. Exclusive Vita-Bond Complex includes a combination of nature's essential vitamins and nutrients with bonding vegetable derived technology that improves hair strength and texture to promote thicker fuller hair.

Designed to restore and balance natural moisture levels by cleansing and exfoliating down to the roots while removing flaking and combating dry, itchy scalp.

Key Benefits:

Balancing Shampoo (ideal for all hair types) removes oil to purify and clarify the scalp while still replenishing moisture levels in hair. It exfoliates the scalp and removes flaking and dryness while also gently cleaning down to the roots to remove excess sebum and build-up.

Balancing Conditioner restores natural moisture levels on scalp and within the hair cuticle. Infused with vitamin complex B5, E, C to restore hair back to healthy beauty. Relieves irritated skin with cooling, soothing ingredients.

Biotin for Extra Body



BIOTIN-EXTRA-BODY-SHAMPOO

Live Clean Biotin Extra Body Shampoo thickens and adds volume to any hair type while helping retain natural moisture and a luxurious shine. Combined with the strengthening power of Ginseng and Lavender, Live Clean Biotin Extra Body Shampoo improves texture and manageability, creating the appearance of thicker, fuller, healthier looking hair.

BIOTIN-EXTRA-BODY-CODITIONER

Live Clean Biotin Extra Body Conditioner thickens and adds volume to any hair type while helping retain natural moisture and luxurious shine. Combined with the strengthening power of Ginseng and Lavender, Live Clean Biotin Extra Body Conditioner improves texture and manageability, creating the appearance of thicker, fuller, healthier looking hair.

Live Clean Hair Care Collection

Vitamin Boost



VITAMIN MULTI BOOST SHAMPOO & CONDITIONER

Hair health is always on our minds and we created **Live Clean Vitamin Multi Boost Shampoo and Conditioner** to help you establish and restore super-healthy, lustrous hair. We've taken important ingredients known for their restorative and maintenance capacities. Vitamin E improves hair quality and texture and smoothes the fibre surface of the hair preventing splitting and dryness. Vitamin B works to nourish the hair strand by strand while Vitamin K, the “strength” vitamin, supports the follicle and brings dry, brittle hair to its softest and shiniest. Vitamin D supports healthy hair while Avocado extract takes Multi Boost Shampoo and Conditioner to a superior hair health and conditioning level.

Mineral Clay Rebalancing



MINERAL CLAY SHAMPOO & CONDITIONER

The Live Clean Mineral Clay Shampoo and conditioner purifies oily roots and hydrates dry ends for gorgeously fresh, flowing hair from root to tip.

Combines 3 mineral clays: Kaolin, Montmorillonite, and Bentonite
Enriched with Certified Organic Botanicals of: Apple Cider, Witch Hazel, Tea Tree, Green Tea, Vitamins: C, E and Provitamin B5.

APPENDIX – Glossary and Definition of Claims

SLS/sulfate Free

SLS refers to Sodium Lauryl Sulfate and Sodium Lauryl Ether Sulfate. These are high foaming surfactants derived from petro-chemical ingredients used as the primary cleanser in 95% of personal care products. SLS is the primary irritant in personal care products.

DEA Free

DEA = Diethanolamine used in personal care products for rich lather and viscosity building. DEA is severely irritating and corrosive. The EU has banned DEA from shampoos.

Silicone Free

Silicone dioxide undergoes high level of chemical processing to be useful as a cosmetic ingredient and is undesirable due to its ecological footprint. Also, certain silicones called siloxanes are suspected to negatively impact aquatic life.

Live Clean uses a plant derived surfactant that is natural and renewable. Live Clean formulas are mild, safe, gentle and silicone free.

Paraben Free

Parabens are synthetic, harsh preservatives used for extending product shelf life and have been linked to sensitivity and irritation issues. There is evidence to warrant caution in the use of or exposure to parabens.

Phthalate Free

Phthalates are synthetic fragrance compounds used to make the scent last longer in personal care products. There are some studies that suggest that phthalates are not considered safe.

Phosphate Free

Phosphates are additives that contribute to algae bloom in our streams and lakes which negatively impacts aquatic life.

Live Clean does not use any harsh preservatives or unnecessary additives.

Certified Organic Botanicals

Certified organic botanicals = extracts from plants that have been grown and processed according to certain guidelines for a sustainable system of agriculture and independently certified by a third party accreditation agency.

Live Clean formulations are enriched with certified organic botanicals of Rosemary, Chamomile, Lavender, White Tea and Eucalyptus.