

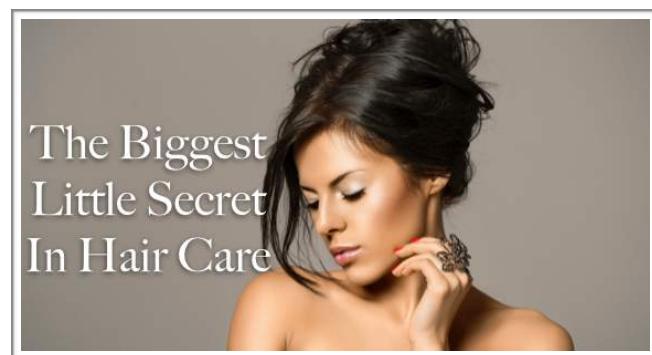
LUXEORGANIX Best Results

With Your CoWash Cleansing Conditioner

Thank you again for purchasing LuxeOrganix. It is our sincere desire that you will *absolutely love your hair and your experience whenever you use our products.* We use only the best ingredients, with your health as our priority. So you may notice some differences between what you've used in the past and our products. Our goal is for you to have beautiful hair, without sacrificing your health. Now that you've got our healthy product in your hands, let's focus on what you can expect with LuxeOrganix, and how you can get your best, beautiful results with it.

Why You Will Feel Beautiful And Amazing When You Use This Product

Not only do you now have a product that is designed to give you beautiful, healthy hair, but you'll also feel great when you're using it knowing that it's "Made in the USA" by a small, woman-owned family business; it's made with the highest quality ingredients, and it is not tested on animals. So when you use LuxeOrganix, you're not just benefiting yourself, but you are also positively impacting U.S. companies, jobs and animals!



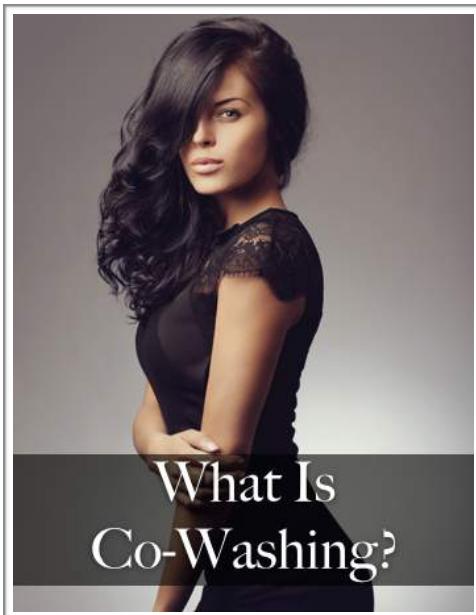
The Biggest Little Secret In Hair Care

Everyone has heard that we're "*not supposed to wash our hair everyday because it's too hard on our hair and strips our scalp & hair of good oils.*" But if you're like most active women, what do you do after the gym? Or after a long day of work?

Not wash because your stylist said it's bad to wash your hair too often?

Our solution: ***Co-Washing...**

**But not in the way that many people have heard or been told it's supposed to be done.* More on this in a moment, but first, if this is your initial exposure to co-washing, let me help you get familiar with it....



What Is Co-Washing?

“What is Co-Washing?”

Simply put, co-washing is short for “conditioner-only washing.” It means skipping shampoo and relying solely on conditioner, whether you’re a daily or a weekly washer. The result is something between squeaky-clean and second-day hair—that is, smoother, softer, and easier to manage. (realsimple.com)

Understanding and Maximizing your Results with your New Argan Oil Styling Cream

Co-Washing responds to the age-old advice from hair stylists that we need to give our hair “days off” from washing so that you don’t strip your scalp and hair of natural, healthy oils. It’s a simple way to stretch out your shampoo days by instead using a formulated cleansing conditioner, sometimes referred to as “co-wash” or “no-poo” (no shampoo).

If you already have stressed hair from chemical treatments or hormone imbalance, co-washing can really help your hair in your recovery and rebuilding process. But beyond that, it’s an ingenious treatment for so much more, such as reducing frizz, smoothing curls, softening hair and making styling more manageable, to name just a few.

Here’s just one of the reasons I’m loving cowashing for my color-treated, naturally curly, frizzy, fine hair....

When I wash in the morning with our LuxeOrganix Argan Oil Shampoo and Conditioner, and then go to the gym later in the day, if I need to do my hair again that day (if I’m going out, for instance), I



Why You Will Love Co-Washing

will shower and co-wash my hair instead of using the shampoo again.

I simply skip the shampoo step, and instead apply LuxeOrganix CoWash Cleansing Conditioner and massage it really well into my hair and scalp (as I normally would with shampoo). Then I use a wide tooth comb to spread it through my hair, which helps detangle and spread the product evenly.

Then after several minutes, I rinse and style as usual. It's nice because it also saves me time in the shower not having to both shampoo and condition.

To get natural, beach waves, I squeeze my hair with a towel (being careful not to rub my hair, which can cause frizz), scrunch in a small amount of LuxeOrganix Argan Oil Styling Cream, and then allow my hair to air dry, occasionally scrunching during and after it dries to enhance the waves.

(Be sure to have a look below at our "[Professional Washing Techniques](#)" for best tips on how to co-wash with LuxeOrganix CoWash Cleansing Conditioner.)

Beyond Co-Washing; How Others Are Using LuxeOrganix CoWash Cleansing Conditioner

- For Shaving
- For Co-Washing Beards
- As a Regular Conditioner following washing with Shampoo

As If There Aren't Enough Reasons To Already Love The Idea Behind Co-Washing and our Refreshing Mint CoWash Cleansing Conditioner...Here are a Few More:

- Co-washing can allow you to go longer between salon treatments, since it doesn't strip your strands of pigment the way traditional cleansing can.
- You may discover that you don't need to use as much styling products, since your hair will be less parched and more responsive.
- Yes, it's even recommended for extensions, and is gentle and safe for Chemically-Treated hair, including colored and professionally straightened, or Keratin treatments.

Q&A

Below are some questions or requests we've received from our customers, to help you get the best results using your LuxeOrganix CoWash Cleansing Conditioner.

"How much should I use?"

The Recommended Amount Of Co-Washing Varies From One Person To The Next!

Of course we all know that length of hair can make a difference when it comes to how much product you should use and how often you should use it; however, hair type will make an impact as well. For example, if your hair is longer or thicker, or has build-up from styling products or several days without washing, you may need to increase the amount you use. In some cases, co-washing twice to remove heavy build-up may be necessary. (Please be sure to read our "*Professional Washing Techniques*" below.)

Typically a generous dollop (about the size of half of a golf ball) is right for most people. You'll know that you have enough product in your hair when you're able to easily scrub it into your roots and massage it down to your ends. This brings us to the next important question....

How Often Should I Co-Wash?

Some women co-wash to the point that they only clarify with a shampoo once a week, and some once a month. In my case, I'm still stretching out my "in-between" days to see what my hair likes best. I tend to wash twice a week with our sulfate-free Argan Oil Shampoo and Conditioner, and then other days I either "take off" or I co-wash with LuxeOrganix CoWash Cleansing Conditioner.

IMPORTANT: Unlike some companies who advise customers that they can abandon shampooing all together, this is not our stance, nor do we recommend it. Our CoWash Cleansing Conditioner is an "In-Between Shampoo Alternative," which means that we advise clarifying with a shampoo occasionally to remove build-up. If build-up becomes out of hand, it can cause itchy, flaky scalp, or in extreme cases, can lead to hair loss. Hair appearance can also become negatively affected by excessive build-up.

Though some with extremely dry hair can nearly eliminate shampoo from their routine, depending on your hair type, as well as the climate, you can co-wash as often as you like. However, if your hair is feeling oily or spongy, this means you're overdoing it and need to co-wash less frequently.

In most cases, you'll want to plan to clarify weekly or more often (depending on your needs) with a sulfate-free shampoo, as your hair and scalp may still need a shampoo to adequately cleanse.

Not All Conditioners Are Good For Using As A Co-Wash.

LuxeOrganix Argan Oil Conditioner, for example, is not meant to be used as a co-wash because it wasn't designed that way. If not formulated properly, using a conditioner for the purpose of co-washing will lead to build-up, which as just mentioned, can lead to irritated scalp, residue on your hair, and even hair loss over time. So it's very important that when you co-wash you are using a conditioner that is designated as a "cleansing conditioner" or "co-wash". You'll also want to make sure that it is free of harsh, problem-causing ingredients, such as phthalates, parabens, sulfates, alcohol or sodium chloride. (Of course, none of these are included in LuxeOrganix CoWash Cleansing Conditioner.)

So who does Co-Washing work for?

LuxeOrganix CoWash Cleansing Conditioner is great for all hair types. However, for those with dermatitis or if your hair is prone to being oily after just one day, it may not be the right for you. It's also been suggested that if you have fine hair, that co-washing might weigh it down.

(On the contrary, I have fine, naturally curly/wavy hair, and my hair responds great to co-washing and doesn't get weighed down.)



Of course, you know that we stand behind you as our customer and our products, so if you try it and it's not right, just let us know so we can help you to achieve the result you're looking for.

Professional Washing Techniques

You'll find that LuxeOrganix CoWash Cleansing Conditioner works best after washing with our LuxeOrganix Argan Oil Shampoo and Conditioner set. It's the perfect pairing to gently cleanse your hair, giving it the ability to grow healthy, nourished locks.



If you are using the CoWash Cleansing Conditioner for the purpose of co-washing, it's important that before you apply the product that you rinse your hair thoroughly and use your fingertips to massage and scrub your scalp to get extra sediment out and remove any dead skin cells.

Then as you apply the CoWash Cleansing Conditioner, work from the roots outward, and scrub the entire scalp vigorously with your fingertips for a few minutes. Because this product does not contain sulfates (which lather and strip the hair of sediment and your good oils), it will require a little more scrubbing than a traditional, sulfate-based shampoo.

If necessary, add a splash of water to help spread the product evenly. (Do not do this if your hair is overly dry and is needing extra moisturizing.) Using a comb can also be helpful to spread the conditioner down to the ends of your hair.

You may find it beneficial to give the gentle cleansing agents in the CoWash Cleansing Conditioner extra time to soak longer than you would when washing with a normal shampoo. So after you scrub and comb through it, perhaps leave it to set while you finish showering (5-10 minutes), and then rinse at the end of your shower.

Something else to keep in mind is that if you use styling products, you're going to have more build up than what you would by just taking a day or two off from washing. This of course will require a cleansing conditioner (that is not like shampoo) to have to work harder, which means being sure you're rinsing and scrubbing well (like a professional stylist does when shampooing your hair). As mentioned before, you may find that leaving the conditioner to soak, before rinsing, gives the cleansing agents a chance to work at removing the sediment.

Product Description

Now you can refresh your hair and liberate it from the daily grind of everyday shampooing, while igniting your senses with this gentle, luxurious Refreshing Mint CoWash Cleansing Conditioner. Enhanced with natural Essential Oils and Botanicals that won't strip your hair, color or scalp. Designed to protect and preserve your hair's natural oils, while still gently cleansing and providing your hair with enhanced moisture. Hair becomes relaxed and styling becomes easier with this premium cowashing treatment.

- Sulfate-Free
- No Sodium Chloride, Parabens, Alcohol, Dyes, Gluten, Harsh Salts or Phthalates
- pH Balanced to Enhance Moisture Absorption and Prevent Dry, Damaged Hair or Breakage
- Rich in Essential Fatty Acids to Help Promote Hair Growth
- Enriched with Peppermint Oil and Natural Vital Botanicals and Nutrients.
- Enhanced with natural Essential Oils and Botanicals that won't strip your hair, color or scalp.
- Designed to Protect and Preserve your hair's natural oils, while still gently cleansing and providing your hair with enhanced moisture.



Thank you!

I would like to thank you for looking deeper for answers to your health and beauty. I have faith that women's perspectives about what they put in and on their body are changing.

In my journey to regain my health and restore my hair, I have learned that most products fall into two categories. The first group are highly processed and packed with unsafe chemicals, and the second usually includes herbs, essential oils and natural ingredients.

In choosing a product, we work diligently for you to decipher the long list of ingredients and eliminate what is unsafe or not necessary. I have found that competing with industry beauty giants can be challenging, with their unlimited marketing budgets and sometimes choice of low-quality ingredients.

But I believe there are more and more of us who see our health as an investment, and would only want to choose the best and healthiest options for ourselves and our loved ones.

"I Am Not Interested In Achieving Beauty At The Cost of My Health. I Want to Look And Be Healthy And Radiant. I Want To Be My Best Me."
- Christine Kominiak,
Co-Founder

If you have any questions or if there's anything we can do to help you, please don't hesitate to reach out to us! We are committed to you feeling beautiful, without sacrificing your health.

Thank you so much for being our customer.

Gratefully,

Christine Kominiak
Co-Founder, LuxeOrganix
By Designe, Amazon Marketplace
(888) 634-7234
<http://LuxeOrganix.com>

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P.S. Check out what our customers are saying about LuxeOrganix CoWash Cleansing Conditioner below!

"Her Solution Was Cowashing" I have human i-link hair extensions and I like to wash my hair everyday/other day. With extensions, you are only supposed to wash them once or twice a week. I needed a solution and googled "best shampoo for hair extensions" and LuxeOrganix

Shampoo and Conditioner came up. I placed an order, tried the products and loved them. I received an email from the owner of LuxeOrganix, asking my thoughts and offering to answer any of my questions. I sent her back a long note and in less than 24 hours, she came back to me with a very detailed email offering solutions. She really cared! Her solution was "cowashing". I had never heard of the term, but was familiar with the concept - have condition-only days. I tried her Cleansing Conditioner and it's the most amazing hair product I have ever used on my extensions. My hair is now full of life, soft and shiny. - **Kim C**

This CoWash is amazing **I love it since I work out at gym daily I do not like to wash my hair daily this works great.**

- **Maureen M.**

Finding a product that will keep my hair clean and healthy and not damage my scalp has been tough, but I am super thankful for LuxeOrganix and their CoWash Cleansing Conditioner. This is not intended to completely replace your shampoo, although I think those who have extremely dry hair could. It's intended to help your shampoo do its job without ruining your hair. You use it between shampoos or as a conditioner when you shampoo. It **helps prevent stripping the color from your hair, split ends, frizz**, and more. One thing I have noticed is my hair does not tangle as much now. When you have super long hair like mine, that's a very important thing. It feels good against my skin, a slight tingle, and from the first time I tried it, it has made my hair soft, manageable, and looking wonderful! - **Lois J.**

I love this Cleansing Conditioner Co Wash by LuxeOrganix. I just discovered cowash products & was intrigued because I sometimes get a greasy feeling from using straight conditioner. I decided to try this product & I love it because it's natural, which I really prefer -- and I appreciate that LuxeOrganix uses very high quality natural ingredients. This is the 2nd sulfate free product of theirs that I've used, they are both winners!! I can tell a HUGE difference in the way my hair looks. My hair is really shiny, has great body, & is **easy to straighten** if I want, or I can wear it **naturally wavy**. - **Gail G.**

My hair is frizzy from chemical treatments and its naturally blond so it is susceptible to being dry and hard to manage. I loved the result after using this product! **The dry time was less, I used less styling products and I did not have to use a brush the next morning** after I slept on my hair. I just ran my fingers through my hair and it feels amazing. My scalp didn't feel like my pores were clogged either which is what I experienced with other cheap and alternative products.

- **Karie H.**

I absolutely love this stuff! This **makes my curls soft and distinct**, I would highly recommend this to anyone with super curly hair! - **B. Chrisman**

LuxeOrganix is unlike any other hair care product I've used. First, it smells amazing! I **love the refreshing mint fragrance**. With my wavy hair I have to be careful what I use. Chemicals and fillers in hair care products can easily make my hair look dull and frizzy. LuxeOrganix is gluten free and contains no sulfates, parabens, sodium chloride, harsh salts or phthalates. All that translates into **soft, beautiful, bouncy and wavy hair**. I love how my hair felt after it dried. I let it air dry and it looked full of body and had plenty of bounce. - **S. Gebhard**

My wife and I bought the LuxeOrganix cleansing conditioner and my wife loves it. I lack in the hair category, but I saw results in the fact that my hair is not look like I touched an electric socket. My wife has long, thick, curly hair. Over time she has noticed significant loss of curliness to her hair. With this CoWash **she has seen a huge increase in curls back in her hair**.