

# LUXEORGANIX

*feel beautiful*

## User Guide:

### Argan Oil Shampoo & Conditioner

## FAQs:

*"Does it have Sulfates or Sodium Chloride?" ...*

*"I'm using a lot. How can I get it to lather or spread better?" ...*

## Tips for Best Results



Thank you for purchasing LuxeOrganix Argan Oil Shampoo and Conditioner.

It is our sincere desire that you will *absolutely love your hair* and love your experience when you use our products. Because we weren't willing to settle for less than the best ingredients, with health as our priority, you may notice some differences between what you've used in the past, as you begin using our products. Our goal is for you to have beautiful hair, without sacrificing your health. So now that you've got our healthy products in your hands, let's focus on what you can expect with LuxeOrganix, and how you can get your best, beautiful results with it.

## Understanding and Maximizing Your Results With Your New Sulfate-Free Shampoo

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## Frequently Asked Questions

Here are some questions or requests we've received from our customers:

### *“Does it contain sulfates?”*

No. LuxeOrganix Argan Oil Shampoo and Conditioner are 100% free from sulfates. Some ingredients may cause confusion over this because they have similar names that lead to the assumption that there are sulfates, such as:

**Sodium Lauryl Sulfoacetate (SLSA)** - though Sodium Laurel Sulfate (SLS) and SLSA look and sound very similar, they are not the same. SLSA is a natural alternative to SLS. It is derived from coconut and palm oils, and conforms to Ecocert's natural and organic cosmetic standard and is 100% of natural origin.

**Disodium Laureth Sulfosuccinate (DLS):** This is not the same thing as Sodium Lauryl Sulfate or any other Sulfate surfactant. Sulfates are irritating in part because they're small molecules that can penetrate and irritate the skin. DLS is a larger molecule that can't penetrate skin. It belongs to a category known as anionic surfactants, meaning that it has a negative charge. The safety and mildness of DLS lies in the absence of a sulfate ion head, which is commonly found in many other surfactants. The sulfate ion, which originates in sulfuric acid, is replaced with the more stable and safer sulfonated ester. The result is an effective yet safe product that offers a plethora of advantages over sulfate chemicals. It's considered very gentle on the skin, and is even suitable for more sensitive skin types. It's manufactured as an added gentle foaming agent, which helps to create a lathering effect (since we don't use sulfates that would otherwise help the shampoo lather).

While DLS has gentler properties than SLS, studies have shown that it can potentially irritate the skin in some people. There is no such thing that is not irritating to everyone, as our bodies are unique. Even 100% organic compounds (such as peanut oil or grape seed oil) can cause reactions in some people.

What's important to note here is that DLS cannot penetrate the hair or skin. It does not affect keratin treatments, for example, because it only removes surface oil, which would be outside the keratin.

**Sodium Lauroyl Sarcosinate** is a natural product, made from coconut oil, and is derived from sarcosine, a natural amino acid found in the human body and just about every type of biological material from animals to plants. They may have the same initials (SLS), but sodium lauroyl sarcosinate and sodium lauryl sulfate are NOT the same thing. Sodium lauroyl sarcosinate is only similar to sodium lauryl sulfate in that they're both surfactants, but that's about where it ends. A comprehensive safety assessment published in the [International Journal of Toxicology](#) deemed that sodium lauroyl sarcosinate was not expected to be potentially toxic or harmful, and had no mutagenic, irritating, or sensitizing effects. We chose Sodium Lauroyl Sarcosinate because it is very

mild, but also very effective. What's more, it's included in the [Handbook of Green Chemicals](#) and is also [Whole Foods Premium Body Care](#) approved — two stamps of approval that validate our confidence in the safety and sustainability of this ingredient.

For more about ingredients, [click here](#).

### *“I wish the shampoo had more lather.”*

First, it's important that you are aware that sulfate-free shampoos do not foam or lather up like other sulfate-based shampoos that can be harsh on hair and scalps, and cause health issues. Since LuxeOrganix is a sulfate-free shampoo (which means it will not lather the same as shampoos containing sulfates), hair type and length make a big difference when it comes to how much product is needed, as well as how it is used to get beautiful results.

As you know, using products with sulfates can cause a lot of problems for people, such as itchy, flaky and irritated scalps. It can be a little strange at first if this is your first experience using a sulfate-free shampoo, but just because it doesn't have a lot of suds, doesn't mean it isn't cleansing your hair. We have been conditioned to associate suds with cleanliness, so it can take some getting used to (and trusting) that your sulfate-free shampoo is doing the job. (I know it was an adjustment for me!)

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**Get the same great results without using more product than necessary.**

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## **Applying the Shampoo**

Before adding the shampoo, you first want to make sure you've rinsed your hair *really* well. Consider how your hair stylist rinses your hair, and even uses their fingertips to massage and scrub the scalp to get the extra sediment out and dead skin cells removed, before applying the shampoo.

Now, after your thorough rinse, spread the shampoo across your palms. Add a splash of water to your hair and then apply the shampoo to your roots. Use your palms to rub the shampoo around, and then use your fingertips to scrub and spread evenly. This will help the gentle sulfate-free cleansing agents lather up a bit and evenly spread. If you're still not getting the shampoo to spread or are not feeling any lather, try adding a splash of water.

Then when rinsing the shampoo from your hair, alternate from using the fingertip scrubbing technique to get the product and any remaining sediment rinsed out, to squeezing from your roots to your ends.

Once you have rinsed thoroughly, your hair texture should feel squeaky clean (not moisturized or even soft necessarily), because our shampoo doesn't contain parabens

or other unnecessary conditioning ingredients. The conditioning is to be done by the conditioner, and by having the hair be squeaky clean, it will be better prepared to soak up the conditioning ingredients.

### **Applying the Conditioner**

After rinsing out the shampoo, apply a dollop of conditioner to your hair and scalp. (For some people it is necessary to avoid adding the conditioner to the roots, as their hair/scalp type can tend to be oily and will cause the hair to lay down or become greasy-looking sooner. In this case, simply focus applying the conditioner to the hair alone.)

Using a comb can also be helpful to spread the conditioner down to the ends of your hair, as well as detangle. Take a few minutes to massage it thoroughly into your hair and leave it on to soak for the remainder of your shower. (If your hair is typically dry, you'll get more benefit from leaving it 5-10 minutes, vs. the standard 3-4 minutes that are suggested on the bottle instructions).

### **Using Styling Products with your Sulfate-Free Shampoo**

It's good to know that if you use styling products (such as gels, mousse, hair cream, hairspray, etc), and/or are not washing for several days, when using any kind of sulfate-free shampoo, you're likely to have more build up, resulting in your hair or scalp appearing unclean (i.e. greasy/oily, flaky) or by feeling dry or itching.

Since sulfates are known for stripping the hair, they are able to handle lots of product build up or several days of not washing. So using a sulfate-free shampoo is a bit of a trade off: no sulfates means that you're working with a gentler product that may require a little extra effort (i.e. adding water to get it to spread better), or even a little extra shampoo to remove build up - vs - a sulfate based shampoo is more harsh on your hair/scalp and contains ingredients that are linked to numerous scalp, skin and health conditions.

Being sure to rinse and scrub well, like a professional stylist does when shampooing your hair, along with leaving the shampoo on for just a minute or two to soak, before rinsing, can give the cleansing agents a chance to work at removing extra sediment.

### ***“Where can I find an ingredients list?”***

You can find a complete list of ingredients, including additional details about each, by [clicking here](#).

### ***“The shampoo makes my hair feel dry after washing with it.”***

Though this is certainly more rare than what is normal for our customers, since our Argan Oil Shampoo and Conditioner set were designed to moisturize and soften hair,

we have had a few customers (again, different hair types can make a big difference) with this concern.

We have come across several possibilities of why someone may feel their hair is dry after using the shampoo, but let's first look at the most likely reason, which is how the shampoo is designed. LuxeOrganix Argan oil shampoo was designed to be a healthy alternative to salon quality products (as well as free from harsh and unnecessary extra ingredients that can cause many issues). It is not loaded up with extra moisturizers (or parabens), which can be found in lower quality, sulfate-based shampoos that strip hair of its natural, beneficial oils. These extra moisturizers or parabens give the impression of your hair feeling soft after washing with shampoo.

So since LuxeOrganix doesn't contain anything unnecessary, as mentioned above, this could be why for some, after rinsing out the shampoo, may feel their hair is dry; however, it should only be a reflection of your hair being squeaky clean, and is now prepared to be deeply moisturized and protected by the ingredients included in the conditioner. Simply put - it's designed not to be a stand alone product, but instead to be paired with the LuxeOrganix Argan Oil Conditioner.

However, another common reason for hair feeling dry after washing it with the shampoo, is that the hair is already severely dehydrated or even damaged.

Many of our customers have found it helpful that after washing with the shampoo and conditioner, following with a small amount of [LuxeOrganix Argan Oil Styling Cream](#) helps add hydration and control, leaving hair smooth and frizz free, and adding manageability.

Also helpful is to occasionally use a deep conditioning hair mask, in place of the Argan Oil Conditioner. The *LuxeOrganix Deep Conditioner Hair Mask* is designed to pair perfectly with the Argan Oil Shampoo, and can make a significant difference in the health of your hair and scalp. If you're frustrated with dry scalp or hair, and want to give it something nourishing, you can't beat the premium ingredients that are in this hair mask. You will notice almost immediately how it penetrates deeply, to strengthen, repair and grow healthy hair.

Of course using high quality products meant for your specific hair type is only part of the equation. Taking good care of your hair, eating healthy foods that will enable your hair to grow healthier, and using simple home remedies can help treat and restore dry hair to being naturally beautiful.

First, let's look at some of the different factors that can cause your hair to become dry or damaged:

- The weather
- Too many smoothing treatments (such as Keratin treatments) too closely together
- Hormone changes or treatments

- Using any hair products with harsh sulfates
- Brushing your hair when it is wet
- Over using shampoo, stripping your hair of its natural oils
- Daily heat styling

The good news is there are many available solutions as to how to help remedy this, in addition to using the LuxeOrganix Argan Oil Shampoo and Conditioner as part of your hair's healing process. Let's explore some ideas for you below.

## How To Rejuvenate and Protect Your Hair

1. **Dealing with the Weather:** Though you probably already realize that dry and brittle hair is a year-round problem, winter's cold combined with higher temperatures indoors can parch and dry out your hair. So you'll want to adjust your winter hair care regimen if this is a common challenge for you. Plan to give your hair a heavier dose of moisturizing love, by allowing your conditioner to soak longer than you normally would (normal soak time is 3-4 minutes, in the winter you'll want to stretch it to at least 5-10 minutes). Also consider adding a hair mask to your regimen. More on that in minute....
2. **Heat Style the Right Way with the Right Tools:** Did you ever see the YouTube video where the girl burned off all her hair with a curling wand? There are right ways and definitely wrong ways to style with heat. You can use hairspray and other products that contain, say alcohols, but you want to have a barrier between the hairspray and your hair. The way you create the barrier is by using something with an oil base. (Our [Argan Oil Styling Cream](#) is perfect for this as it is a Thermal Protectant that provides hydration and control.)
  - **IMPORTANT:** Always make sure your hair is 100% dry before using a heat styling tool, such as a curling iron or flat iron. If you are using a styling gel, spray or something similar, make sure your hair has been thoroughly dried beforehand. Be careful to avoid burning your hair when using a blow dryer by making sure your heat setting is not too high that it would burn your skin (this is a good way to test if it is too hot for your hair), and don't hold the blow dryer so close to your hair that you see smoke or smell it. Also important for drying your hair: traditional blow dryers dry the hair from within the hair shaft to the outer layer, and also take longer to dry the hair. An Ion Blow Dryer; however, dries hair from the outside, which not only makes a great impact on the health of your hair, but it also saves you a lot of time by drying the hair faster. If you blow dry your hair, investing in an Ion blow dryer is a wise investment for the health of your hair.
3. **Minimize "too many" Smoothing Treatments:** Consider taking a break from or discontinue straightening (or Keratin) treatments by just "going with" your hair type.

Typically those of us with naturally curly hair love straightening our hair because we aren't thrilled with how our locks look. They may look frizzy, or have unnatural kinks. A well trained stylist should be able to advise you of styling products that can work with your natural hair, and give you beautiful, bouncy locks. Another secret for dealing with those few sections of your hair that don't curl up well like the others, is to simply use a curl iron or wand to spot treat those difficult areas. You can also define your curls by twisting them around your finger while they are still damp after showering and applying a styling cream. Then simply let them air dry or use a diffuser on your hair dryer, occasionally scrunching (without rubbing) your hair.

4. **Use Sulfate-Free Products:** Not only do you want to watch out for sulfates in your shampoo, but you also want to check to see if your hair styling products contain sulfates. Sodium Lauryl Sulfate is widely recognized as a culprit of not only causing dry, brittle hair, but it also can lead to itchy, flaky, irritated scalp; dull, lifeless hair; frizz; volume and manageability issues, let alone other health concerns. Another issue with sulfates is that they fade color. So if you're color-treating your hair and using sulfate-based products, you may be decreasing your colors vibrance and longevity. Using products with alcohol and detergents will also cause problems. If you find that you have styling products with these ingredients, consider finding healthier alternatives that provide you with the same results. It may take some experimenting to find a permanent replacement, but your hair will thank you for it (and so will your body).
  
5. **Give Your Hair a Break From Shampoo:** You may have already heard from your stylist that "you shouldn't wash your hair everyday," and that you should give yourself at least a day off in between shampooing. This is something you may or may not already be doing; however, if for whatever reason this strategy isn't a good fit for you, here's another alternative (or even an additional bonus to consider adding if you have extremely dry or brittle hair). It's called, "co-washing." Maybe you've heard of it? The idea is to stretch out your shampoo days by exchanging it with a formulated cleansing conditioner, sometimes referred to as "co-wash" or "no-poo" (no shampoo). This can give your hair a break from shampooing, which when used frequently, has a tendency to over-strip your hair of it's good oils. Learn more about Co-Washing with our [Refreshing Mint CoWash Cleansing Conditioner here](#).
  
6. **Don't Procrastinate on Getting Your Hair Cut:** You probably have heard that regular hair cuts are important to remove the battered, split ends of your hair. Different factors, such as your hair length, if you chemically treat your hair, or if you're growing your hair out, will impact the amount of time you should plan between cuts. Your hair stylist should be able to tell you how often you should have your hair trimmed based on your unique situation. (But if it's been over 3 months - you're overdue!) A good rule of thumb for short hair is 4-8 weeks, 6-12 weeks for mid-lengths, and at least 8-12 weeks for long hair. You'll want to trim more frequently if you're dealing with damaged hair (such as split ends), and less frequently if your'e trying to grow your hair out. On the other hand, if you have

already been getting your hair cut regularly, *it may be time for a major cut*. A major cut sometimes is what will make all the difference. Three years ago I decided to cut off 11 inches, since my hormone issues had been overcome and my new hair was much healthier. Unfortunately the bottom part of my hair still showed the effects of the damage from my hormone imbalance (my ends were sparse, thin and brittle, and didn't match the top, new healthy part of my hair). Since I lopped off those 11 inches, I've averaged 6-8 weeks between my trims. My hair has never looked better and I am regularly complimented on it.

7. **Regular Deep Conditioning:** Add a hair mask to your hair care regimen. Whether you use an inexpensive DIY (Do-It-Yourself) home remedy, such as a Coconut Oil based hair mask, or a healthy, organic based hair mask that you purchase, using a hair mask regularly, combined with your Argan Oil Shampoo and Conditioner, could make all the difference in bringing your hair back to its once healthy, vibrant self. (Check out our *LuxeOrganix Deep Conditioner Hair Mask* that deeply penetrates to strengthen, repair and grow healthy hair.) Now, how often should you use a hair mask? It's going to be different for you, just as it is different for everyone. Try experimenting with once or twice a month, and then if your hair isn't feeling any difference, increase the frequency (or allow the Argan Oil Conditioner to soak in for longer periods while you shower the rest of your body). The health of your hair will determine the frequency, so it really does depend on your unique situation, so don't be afraid to experiment...or better yet, [reach out to us](#) for personalized attention and advice!
  
8. **Hormones, Illness or Nutritional Deficiencies:** Let's be honest - most of us are affected in some way or another by our hormones, let alone dealing with illness and probably more commonly, we are dealing with nutritional deficiencies and may not even be aware of it and how it is impacting the health and appearance of our hair. Hormone issues, for example, can cause sudden hair loss for many women, as well as cause the hair to be malnourished, and therefore lack luster and be susceptible to dryness and breakage. Hormone imbalance in estrogen and testosterone are just a few examples that can cause hair woes. Insulin imbalance also has a negative effect on hair. If you are using high quality hair care products and being very nurturing to your hair, getting your glucose and hormones (such as estrogen, testosterone, & thyroid) levels checked may give you a better understanding of what is at the root of your problem. Additionally, you can take charge immediately by eating clean and incorporating more fiber into your diet, which can help lower estrogen levels. Eating a high protein, low-glycemic carbohydrate diet with lots of vegetables has a positive impact on insulin resistance that may be contributing to the poor health of your hair. Stress and lack of essential vitamins also play a role, so it really is important to feed your body whole foods that are naturally loaded with vitamins, as well as to get enough sleep, and to learn what your body may be lacking so you can give it what it needs to thrive. A Functional Health Practitioner or holistic health care professional can be a great resource for all of these concerns to help you achieve overall health for your hair and body.

## Let's NOT Make This Too Complicated!

I realize you may be feeling a bit overwhelmed after reading through all of this information, so please let me try to help you put your mind at ease. Your hair didn't get to it's current state overnight, so expecting yourself to have perfect, healthy hair overnight isn't fair to expect from yourself. Yes, some of us have some work to do, but be gentle with yourself and give yourself time to explore what remedies will work best for you. Being focused and taking consistent action will always lead to results. I lost nearly 2/3's of the thickness of my hair, and struggled with thin, brittle ends for some time. Once I started chipping away and being intentional about my health and the health of my hair, my life changed. Your goal absolutely is possible...go for it!

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

Have a lovely day!

Warmly,

Christine Kominiak  
Co-Founder, LuxeOrganix  
By Designe, Amazon Marketplace  
+1-(888) 634-7234  
<http://LuxeOrganix.com>



**Stay Connected With Us!**



**Introducing LuxeOrganix Rejuvenating Argan Oil Shampoo & Conditioner**

LuxeOrganix is designed exclusively for health-conscious women who want to *Feel Beautiful!*

Here at LuxeOrganix we believe you should *Feel Beautiful!* without sacrificing your health. If you're like us you're not willing to compromise being healthy and having beautiful hair. Why can't you have both beautiful AND healthy hair?



**Why You Will Love LuxeOrganix!**

- ✔ Contains Bio Argan Oil from Morocco to combat dryness and to give your hair a healthy and more beautiful appearance
- ✔ Modern therapeutic collagen infusion and antioxidants, conditioning professional hair care, without harsh additives, such as sulfates, parabens and sodium chloride
- ✔ Safe for colored and straightened hair, UV and Thermal Protection
- ✔ Good for ALL hair types, including fine, curly, dry, coarse and aging hair.
- ✔ Adds health, volume and shine, no matter the hair type
- ✔ Made in the USA! Women-owned business.

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