

LUXEORGANIX

feel beautiful

User Guide:

CoWash Cleansing Conditioner

FAQs:

"How often can I use it?"...

"Do I still need to shampoo?" ...

Tips for Best Results



Thank you for purchasing LuxeOrganix Cleansing Conditioner CoWash.

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.

- Christine Kominiak, Founder of LuxeOrganix

Understanding and Maximizing Your Results With Your New CoWash

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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?"

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)

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.



Understanding and Maximizing your Results with your New CoWash Cleansing Conditioner

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 we’re loving cowashing for color-treated, naturally curly, frizzy, fine hair....



When you wash in the morning with our LuxeOrganix [Argan Oil Shampoo and Conditioner](#), and then go to the gym later in the day, if you need to do your hair again that day (if you’re going out, for instance), you will shower and co-wash your hair instead of using the shampoo again.

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

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

To get natural, beach waves, squeeze your hair with a towel (being careful not to rub your hair, which can cause frizz), scrunch in a small amount of LuxeOrganix [Argan Oil Styling Cream](#), and then allow your 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.

Frequently Asked Questions:

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, many of our customers have fine, naturally curly/wavy hair, and their hair has responded 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 [Sulfate Free Shampoo and Conditioner Sets](#) such as our [Invigorate Biotin Shampoo and Conditioner](#) and [Argan Oil Shampoo and Conditioner](#). 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.

Recommended Products

To save you some time and effort searching for products that you know will be safe for your skin and body, we'd like to let you know about some of our complimentary products that likely will benefit you. You can find them on [amazon.com](https://www.amazon.com) or on our [online store](#).

[Biotin Hair Rescue Shampoo and Conditioner](#)

Formulated with more than 20 ingredients that stimulate the scalp and promote healthier hair growth, this sulfate-free shampoo and conditioner set is perfect for those who are looking for a natural and organic hair care product. Whether you are challenged with hair woes that you're hoping to overcome, or if you just enjoy aromatic essential oils of Tea Tree, Mint and Rosemary, you'll be excited to try out this heavenly scented duo. To read up on some of the hair challenges it can help you overcome, check out this [post](#) or go [here to order](#) it.





Coconut Oil Deep Conditioner Hair Mask

A solution for dry or damaged hair from color treatments that allows you to dry without tangles. This organic deep conditioning hair mask is what you've been searching for. Fuller feeling hair for less than the cost of dinner for two? Yes! Marshmallow root extract soothes dry scalp, with a calming and relaxing scent. You'll wish you found it long ago. Buy it [here](#).

Rejuvenating Sulfate-Free Moroccan Argan Oil Shampoo

It's free of harsh ingredients, such as sulfates and sodium chloride (so it's safe for colored and keratin treated hair) and works beautifully on most hair types, including even those with fine hair. To read up on it and make sure it's a good fit for you, check out this [post](#) or go [here](#) to order it.



Rejuvenating Paraben-Free Moroccan Argan Oil Conditioner

Also free of all the nasty ingredients discussed before, and has a delightful, citrus creamsicle scent. Our customers absolutely love this product for how soft and manageable it leaves their hair. Though appropriate for all hair types, we will say our customers with curly (fine or coarse) hair have particularly gorgeous results with it! Available as a set with the shampoo, or individually in larger sizes.

Order [here](#).



Moroccan Argan Oil Styling Cream

Perfect if you're wanting to give your hair added protection, while softening and adding manageability to your hair, with a light hold. Works beautifully for all hair types, especially those with wavy, curly or frizz-challenged hair. Read more about it [here](#), or buy it [here](#)

Brilliant Eyes Bio-Advanced Daily Eye Cream

Though it's designed to be gentle for the most delicate skin around the eyes, this daily eye treatment packs a punch of cutting edge peptides, ocean plant-based retinol and fruit-based glycol acid to firm, rejuvenate, repair and soothe your eye area. With more than a dozen botanicals, pure plant oils and organic vitamins and minerals, your skin will be soft and hydrated with the look of fine lines and wrinkles minimized. Check it out [here](#).



Remarkably Clean Purifying Facial Cleanser

This detoxifying activated bamboo charcoal face cleanser tightens and lifts dull, dead skin, and draws out pore-clogging impurities, oils, and makeup like a magnet. Perfect for all ages. Anti aging and pore minimizing, collagen boosting MSM drives botanical extracts deep into skin to balance oil production and improve tone, texture, and elasticity, leaving skin revitalized. Read more about it, and buy it [here](#).



[Vitamin C Infusion Daily Face Moisturizer](#)

Safe organic and natural ingredients. This gently crafted dark spot remover formula is a natural hyperpigmentation treatment. You'll love knowing it's vegan, cruelty and paraben-free. Known to smoothes wrinkles, this natural facial moisturizer is ideal for dry or mature skin. Helps slow the signs of aging by firming; fine lines become less noticeable with improved texture. Lightweight, easy to apply and penetrates quickly. Works great for daytime use under makeup or days without makeup. The perfect Vitamin C boost that hydrates skin without feeling heavy or greasy. Read more about it [here](#), or buy it [here](#).



Need help?

It means the world to us that you have a delightful experience with our products! 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 - just text **LUXEHELP** to 44222.

Feel Beautiful,

Christine Kominiak
Founder, LuxeOrganix
LuxeOrganix.com



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