



P R O D U C T
B O O K

weDo/
PROFESSIONAL



CONTENT

weDo/ Professional

- Eco-ethical at heart
- Professional performance
- Natural origin ingredients
- Recycled & recyclable packaging

Products

- No Plastic Shampoos
- Rinse-out care lines
- Leave-in treatments & specials

Salon Services



eco-ethical at heart

Natural Haircare.
Vegan. Recyclable.



our commitments



DERMATOLOGICALLY
TESTED



NATURAL
ORIGIN



CLEAN
MINIMALIST
FORMULA



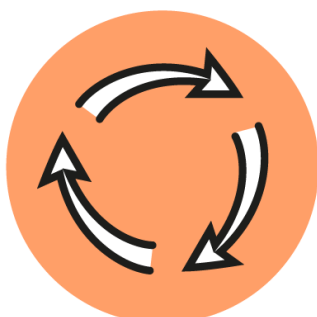
NO SULFATES,
NO SILICONES



PROFESSIONAL
PERFORMANCE



NURTURE &
PREVENT DAMAGE



MADE WITH
RECYCLED MATERIAL
& RECYCLABLE



FIGHTING OCEAN
PLASTIC*



ECO-ETHICAL HAIRCARE

/ CLEAN

Minimalist formula design
Dermatologically tested

/ NATURAL

Natural origin

/ ETHICAL

Vegan Society certified &
Cruelty Free International
approved

/ SUSTAINABLE

Made with recycled
material & recyclable

/ **CLEAN**



MINIMALIST FORMULA
ONLY 15 INGREDIENTS ON
AVERAGE



**DERMATOLOGICALLY
TESTED**
& SKIN COMPATIBLE pH



DESIGNED WITHOUT
**SULFATES, SILICONES AND
ARTIFICIAL COLORANTS**



**CLEAN LABEL
FRAGRANCE**



/ **NATURAL** INGREDIENTS



86% TO 99.7% NATURAL-ORIGIN

Exact number is on pack of each product

Our products contain various natural ingredients e.g. Bamboo Water, Macadamia Oil, Rooibos, Argan Oil, Red and Green Clay, Cassava Root...



WITH ETHICALLY SOURCED MURUMURU & CUPUACU BUTTER

/ ETHICAL



VEGAN SOCIETY CERTIFICATED

In 1944, The Vegan Society **created the word 'vegan'** - their Trademark is the **authentic international vegan standard**. One of the **oldest** and **most respected** vegan organizations in the world.



CRUELTY-FREE INTERNATIONAL APPROVED

The **global gold standard for cosmetics products**. It is the **only internationally recognized** certification that requires:

- 1. A supplier monitoring system** to be implemented by the brand.
- 2. Checks for animal testing down to ingredient manufacturer level** of the supply chain.
- 3. Regular independent supply chain audits** to ensure compliance.



/ SUSTAINABLE



RECYCLABLE PACKAGING
MADE WITH UP TO **94%**
RECYCLED PLASTIC



1 PRODUCT SOLD
= 8 REMOVED FROM THE
ENVIRONMENT
IN PARTNERSHIP WITH



SUSTAINABLE SALON TRAINING
Helping salons towards more
sustainable actions and habits



professional performanc e

**NURTURES HAIR AND HELPS
TO PREVENT DAMAGE***

CARING FOR YOUR HAIR THE GENTLE WAY

2/3rd of consumers agree that after using weDo products, hair is **more manageable, easier to detangle, feels softer and smoother and look healthier** vs. their usually used products.

weDo products are also colored hair friendly!



**Mechanical damage*

2 patented technologies

weDo/ INCLUDES SPECIAL
TECHNOLOGIES THAT ARE PARTICULARLY
EFFICIENT IN CONDITIONING HAIR

Without sulfates:

weDo/ has replaced sulfates with natural-origin surfactants

Without silicones:

weDo/ has replaced silicones with natural origin olive oil derivatives

**RESULTING SUPERIOR WET
CONDITIONING ON HAIR**



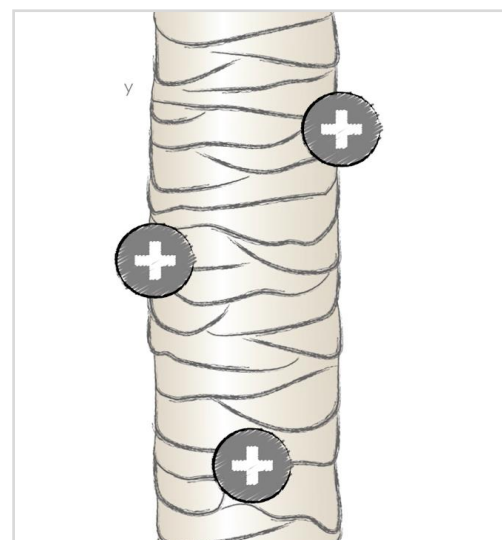
OUR SILICONE-FREE CONDITIONING TECHNOLOGY

HOW IT WORKS?

TRADITIONAL TECHNOLOGY WITH SILICONES

Silicone conditioning technology deposits on hair **thanks to cationic charge**

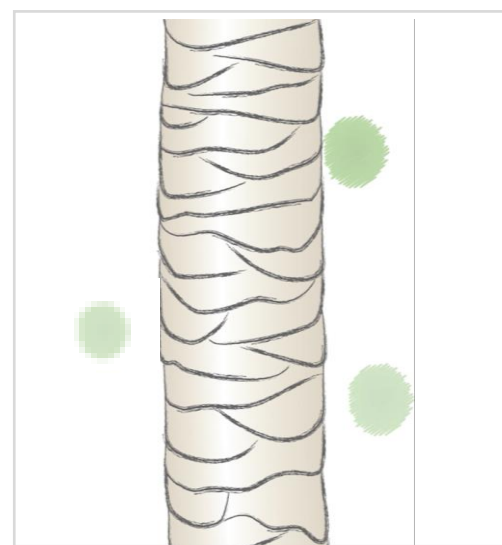
Result: Smooth hair that feels conditioned (with the help of silicones)



BUT REPLACING SILICONES CAN BE DIFFICULT TO ACHIEVE

Natural conditioning agents often lack charge and therefore **don't deposit as effectively** on hair.

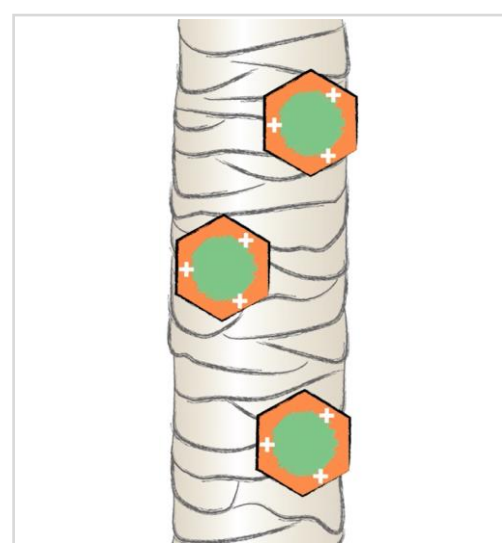
Result: Hair does not feel as smooth or conditioned



WEDO/ NATURAL-DERIVED TECHNOLOGY WITHOUT SILICONES

weDo/ offers a **unique cationic carrier system** that enables natural conditioning agents derivatives to effectively deposit on hair.

Result: Smooth, conditioned hair with natural origin conditioning agents



natural haircare = different experience

The transition to naturals might take time to get used to, as natural products offer a new usage experience in terms of texture, application and hair feel.

Consult your client on these differences and how best to use the products!

This is specifically important with

- Low-foaming shampoos – right usage
- Treatments and leave-ins: Using the right amount



good to know
SHAMPOOS

gentle shampoos respecting scalp & hair

- ✓ Shampoos that gently cleanse & condition hair simultaneously
- ✓ Dermatologically tested & skin compatible pH
- ✓ With natural-origin surfactants – low-foaming

weDo liquid low-foaming shampoos foam less vs. traditional shampoos. If hair is dirty, the first shampooing does not have a lot of foam because the surfactants are *busy cleaning, not foaming*. Once hair is cleaner, more foam appears.

WHO SAID
CLEANSING MEANS
FOAM?



good to know
SHAMPOOS

TOP TIPS

WHEN USING NATURAL ORIGIN SHAMPOOS



1.

IF HAIR IS DIRTY, SHAMPOO TWICE

Pre-shampoo the hair first **with a small amount** and then do the **second shampoo**.



2.

ADD WATER AS YOU LATHER AND MASSAGE

This will generate more foam!



3.

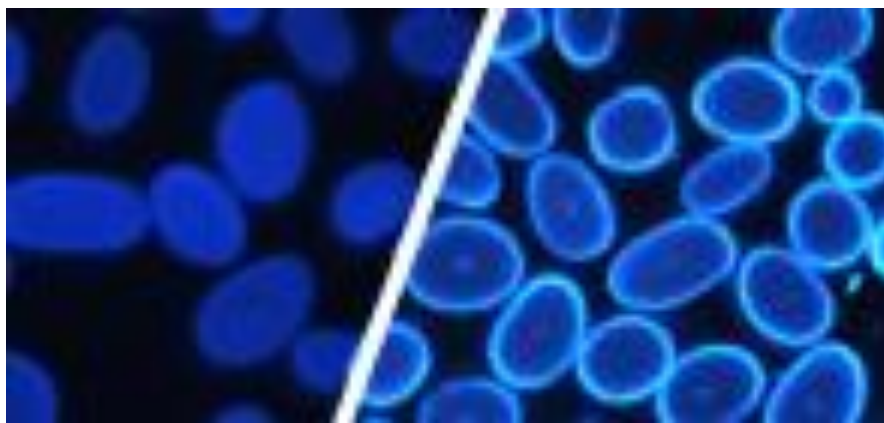
APPLY EVENLY TO SCALP FROM DOWN TO TOP OF THE HEAD

Apply product first below and then to top of the head – make sure you apply shampoo on nape and occipital area (back) and sides.

WITH POWER FROM NATURE

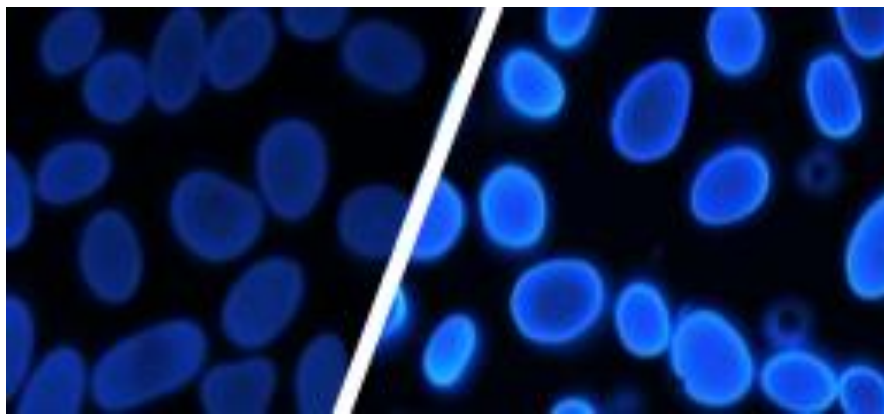
Many of our natural ingredients like murumuru butter, cupuacu butter and macadamia oil penetrate the hair fiber and instantly nourish the hair.

Visualization of penetration into the hair fibers over the hair cross section with a higher concentration at the cuticle area with fluorescence microscopy:



untreated hair

hair treated with weDo/
Natural oil with
macadamia oil



untreated hair

hair treated with weDo/
Moisturising Day cream
with murumuru butter



untreated hair

hair treated with weDo/
Nourishing Night cream
with cupuacu butter

good to know
TREATMENTS

superior wet conditioning

Hair is more prone to breakage when wet. weDo/ provides hair with excellent wet conditioning, which results in hair that is **smoother and easier to comb, preventing mechanical damage.**



before after the use of **weDo/**
conditioner

**NO SILICONES,
YET AMAZING
DETANGLING!**

Note that natural treatments are rich, and therefore you might need to use less product vs. what you've used to.



Hybrid products

Not only for hair...

/ The following weDo products are designed to be used on hair & body!

- No Plastic shampoos – for hair & body
- Moisturising Day cream – for hair & hands
- Natural Oil – for hair & body
- Protect Balm – for hair ends & lips
- Spread Happiness – for hair & body

HAIR &
BODY



NATURAL ORIGIN INGREDIENTS

UP TO 99.4%
NATURAL ORIGIN

WeDo/ products	% NATURAL ORIGIN FORMULA
SHAMPOOS	93 – 94
CONDITIONERS	94 – 95
MASKS	94 – 96
DAY & NIGHT CREAMS	97
FRAGRANCE MIST	98
OIL	99.4
DETANGLER SPRAY	99
SCALP TONIC	99
NO PLASTIC SHAMPOO	86
HAIR END BALM	93

Why not 100% natural origin ?

- All products have a synthetic “Clean label” fragrance (up to 0.9%) to ensure an extremely low level of allergens.
- The remaining % of synthetic ingredients for some products is necessary to ensure the right preservation and high quality in-use performance.

NATURALLY INGREDIENTS

weDo contains various natural ingredients e.g.

- Bamboo water
- Rooibos leaf extract
- Cassava root
- Macadamia and argan oil
- Red clay
- Murumuru and cupuacu butters



WANT TO KNOW MORE?

You will find full ingredient lists
available in our website:

wedoact.com

sustainable packaging



MADE WITH RECYCLED MATERIAL

plastic packaging is
made of up to 94% **post-
consumer recycled
plastic (PCR)**



RECYCLABLE



REDUCING PLASTIC

With pouches



PLASTIC-FREE ALTERNATIVES

With No Plastic
shampoo bars

Shampoo bottles from 75% recycled plastic

- Spray bottles 94% recycled plastic*
- Tubes from 50% recycled plastic*

*closures excluded

POUCHES

One of the first recyclable pouch with recycled plastic in professional haircare

LOVE REFILL

80% LESS PLASTIC PER ML*

POUCHES ARE

- MADE WITH **25% RECYCLED PLASTIC**
- **RECYCLABLE**



WeDo pouches are available with all liquid shampoos, conditioners and masks!
Shampoos 1l / Conditioner 1l / Masks 500ml



- Use pouches with the **Recharge station**
- **Refill your weDo salon bottles** (see next page how to refill the right way)
- **Sell pouches to your clients** so they can refill their weDo shampoo & mask at home
 - We do **not recommend salons to refill packaging**, but to sell pouches to consumers and let them refill.

A SUSTAINABLE ROUTINE IN SALON!

*Shampoo 80% less plastic per ml compared to 300ml weDo/ bottle. Conditioner 82% less plastic per ml compared to 250ml weDo/ tube. Mask 92% less plastic per ml compared to 150ml weDo/ jar.

REFILL THE RIGHT WAY

Learn our refilling rules to maintain the hygiene of the products the best possible way!

BOTTLES



DO NOT WASH



Do not wash the bottle or pump before refilling.



RINSE & DRY

MASK JARS



Rinse & dry the jar. Ensure the jar is clean & dry before refilling.

Maintain cleanliness and hygiene of the bottle or jar in use;

- Before **the refill of a bottle** check carefully the bottle for visible contamination or malodor; in case of any contamination exchange the bottle .
- Do not wash the bottle/pump or dilute the product with water.
- Before **the refill of a jar**, rinse the jar/lid thoroughly until it is clean and dry it completely; in case of any left product, repeat the cleaning or exchange the jar.
- Do not refill the bottle/jar or use the pump with any different product than the original product.
- Close bottle/jar and the pouch after refilling.
- Keep the refill pouch until all product is used for having a reference in case of an enquiry.



weDo/
PROFESSIONAL

weDo/ fight
ocean plastic!



1 WEDO/
PRODUCT
SOLD

= 8

PLASTIC BOTTLES
REMOVED FROM
THE ENVIRONMENT

WeDo/ Professional is in
partnership with Plastic Bank
which fights ocean plastic &
poverty by turning plastic trash
into currency.

Read more: plasticbank.com



FRAGRANCE

A SCENT THAT **SPEADS** HAPPINESS

All WeDo/ products (except Protect Balm) have our fresh signature fragrance. It's designed to lift your mood & make you feel happy!

It opens with sparkling and zesty grapefruit and petit grain accents that bring color ad solarity. The dewy floralcy of cyclamen and muguetis blended with bright and crisp marine notes. Orris and musky notes extend the smoothness and the sophistication of the petaly signature.

It is a *Clean label fragrance*, meaning that it has **extremely low level of allergens**.

This makes products available for use for the widest possible population and not to exclude people with intolerance to certain fragrance allergens.



GRAPEFRUIT

LEMON

PETITGRAIN

LILY OF THE VALLEY

CYCLAMEN

MARINE

ORRIS

MUSK

VIOLET



PRODUCTS

NO PLASTIC SHAMPOO BARS

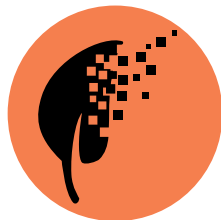
NO PLASTIC LESS WATER

A SMALL HABIT
FOR A BIG IMPACT

No Plastic solid shampoos
are our sustainable
champions!
No plastic. Less water.
Can last up to 3 of our 300ml
shampoo bottles!



HAIR & BODY
USE



99.8%
BIODEGRADABLE*



FASTER
RINSE**



SUITABLE FOR
COLOURED HAIR



WITH NATURAL
ORIGIN INGREDIENTS



DERMATOLOGICALLY
TESTED



VEGAN SOCIETY
CERTIFIED



CRUELTY-FREE
INTERNATIONAL
APPROVED



*Based on the mass of ingredients that are relevant for biodegradation
and when disposed in a sewer connect to a waste water treatment plant

**Compared to weDo/ Professional Light & Soft shampoo

NO PLASTIC SHAMPOO BAR

LIGHT & SOFT

FOR FINE HAIR



Cleanses hair leaving it **soft** without **weighing it down**.
With **Organic Olive oil** and **Green mineral clay**
(80 g)

No Plastic shampoos contain natural clays & oils! Clays help to purify, while oils help to nourish hair.



NO PLASTIC SHAMPOO BAR

MOISTURE & SHINE

FOR NORMAL OR DAMAGED HAIR



Leaving hair **soft, vibrant** and **moisturized**.
With **Organic Argan oil** and **Red mineral clay** (80 g)

HOW TO USE SHAMPOO BAR

1. Wet hair thoroughly.
2. Wet the bar and rub it on your hands until it lathers, then massage into your scalp and hair. You can also rub the bar directly into your scalp & hair.
3. Rinse.
4. Leave the shampoo to dry till the next use.



New NO PLASTIC SHAMPOO BAR PURIFY FOR OILY SCALP



Cleanses the hair and scalp effectively, with **a light exfoliating effect**, while providing an even light conditioning feel from root to tip.

With apricot kernels.
(80 g)

**Ideal for oily scalp.
Can be also used on body!**

FOR SCALP & HAIR



FOR BODY



New ! DEEP CLEANSING, HIGH FOAMING* PURIFY FOAMING SHAMPOO

Deep-cleansing / clarifying shampoo with a power combination of four plant-based cleansing ingredients that **cleanse the scalp and hair efficiently.**

92% natural origin ingredients.

Recommended to be used every now and then as a clarifying wash (e.g. weekly / bi-weekly)

300 ml, 100ml
1000ml pouch



Follow by a suitable
weDo/ conditioner or
mask.

LOW FOAMING vs. HIGH FOAMING

WEDO LIGHT & SOFT
LOW-FOAMING
SHAMPOO



WEDO PURIFY
FOAMING SHAMPOO

LOW-FOAMING,
MILDLY CLEANSING,
CONDITIONING ADJUSTED TO
DIFFERENT HAIRTYPES' NEEDS

HIGH FOAMING,
DEEP CLEANSING

FOR FINE HAIR LIGHT & SOFT

Gentle, lightly moisturizing formulas leave hair soft without weighing down hair.

With naturally-activated
Bamboo Leaf Water



FOR FINE HAIR LIGHT & SOFT



LIGHT & SOFT SHAMPOO

94% Natural origin

A lightly moisturising low-foam shampoo for fine hair

300 ml



LIGHT & SOFT CONDITIONER

95% Natural origin

A lightly moisturising conditioner for fine hair

250 ml



LIGHT & SOFT MASK

96% Natural origin

A moisturising mask for fine hair

150 ml

Upcycled ingredient

The bamboo leaves are by-products of the bamboo wood industry.



R I N S E O U T

FOR NORMAL OR DAMAGED HAIR MOISTURE & SHINE

Formulas that give moisture and enhance shine & hair vibrancy.

With naturally-activated
Rooibos Leaf



FOR NORMAL OR DAMAGED HAIR MOISTURE & SHINE



MOISTURE & SHINE SHAMPOO

94% Natural origin
A moisturising low-foam
shampoo for normal or
damaged hair
300 ml



MOISTURE & SHINE CONDITIONER

95% Natural origin
A moisturising conditioner for
normal or damaged hair
250 ml



MOISTURE & SHINE MASK

94% Natural origin
A nourishing mask for normal
or damaged hair
150 ml

Rooibos gives products the
subtle reddish color

FOR COARSE OR VERY DAMAGED HAIR RICH & REPAIR

Formulas that protect hair from breakage, leaving hair smooth and manageable. Our secret to fight frizz!

With naturally-activated
Cassava Root.
The mask includes also
Cupuacu butter.



FOR COARSE OR VERY DAMAGED HAIR RICH & REPAIR



RICH & REPAIR SHAMPOO

93% Natural origin
A low-foam shampoo for
breakage protection
300 ml



RICH & REPAIR CONDITIONER

94% Natural origin
A breakage protection
conditioner. Instantly detangles
and reduces hair breakage.
250 ml



RICH & REPAIR MASK

94% Natural origin
A deeply nourishing breakage
protection treatment.
With cubuacu butter.
150 ml

The tapioca starch contained in cassava roots has been used as an herbal remedy as a sores treatment for skin and it is used in developing countries to fight dehydration.

FOR HAIR & HANDS MOISTURIZING DAY CREAM



HAIR AND HAND
CREAM
97% Natural origin

Moistures, softens and provides manageability. Leaves hair silky and shiny all day. With murumuru butter. Great for unmanageable frizzy hair, and you will like it on your hands too! (100ml)

HOW TO USE

Apply to clean, damp hair lengths and ends. Start with only a peanut-size, add more if needed. Blow dry or let it air dry.

Keeps your hands hydrated for up to 2h. It absorbs quickly into the skin to prevent any tacky feel.



Great for using anytime during the day.

Contains Murumuru butter, a known moisturizer in creams for skin and hair

LEAVE IN

FOR HAIR & BODY NATURAL OIL



HAIR & BODY OIL ELIXIR **99.4% Natural origin**

This composition of natural oils instantly nourishes hair, leaving it soft and shiny with anti-frizz effect.
(100ml)



HOW TO USE

Use sparingly!

Natural oils are rich! A tiny bit is enough! Apply on clean, damp hair lengths and ends. Try it on your skin too for a pampering effect.

A composition of 5 essential oils:
Macadamia Seed Oil
Sunflower Seed Oil
Avocado oil
Camellia Seed Oil
Sweet Almond Oil



Upcycled ingredient: The macadamia oil is a by-product of the macadamia nut food industry

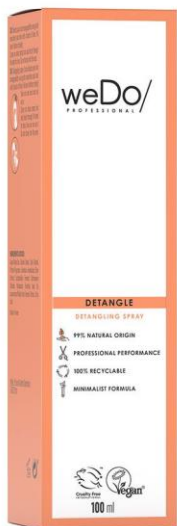
LEAVE IN

FOR ALL HAIR TYPES DETANGLE



DETANGLING SPRAY **99,6% Natural origin**

Boosts your hair manageability and gently nourishes your hair with a touch of shine. With **Macadamia oil and naturally activated bamboo water**. We love it before styling!
(100ml)



HOW TO USE

Spray on clean damp hair and comb through. No need to rinse.

Macadamia oil is known for providing softness and moisturization for hair



LEAVE IN

HYBRID FOR HAIR & LIPS PROTECT BALM



HAIR ENDS & LIP
BALM

**93% Natural
origin**

Seals split ends and provides protection from further damage. With sweet almond oil.
(25g)

HOW TO USE

Apply tiny tiny amount on dry hair.
Works great on lips too!



SPECIALS

FOR HAIR & BODY SPREAD HAPPINES



SCENTED HAIR & BODY MIST **98,2% Natural origin**

A sparkling fragrance signature of crisp dewy petals gently floating on water. Our recipe to lift your mood!
(100ml)



HOW TO USE

Simply spray on the skin and hair and enjoy.



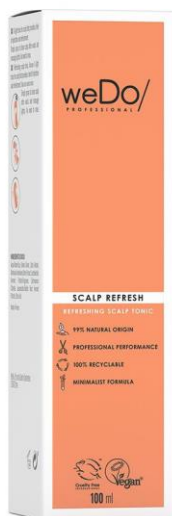
SPECIALS

FOR SCALP SCALP REFRESH



REFRESHING SCALP TONIC **99,7% Natural origin**

A light tonic for scalp that provides a feel of hydration and refreshment. With naturally-activated bamboo water. (100ml)



HOW TO USE

Simply spray to clean scalp after wash, and massage lightly. No need to rinse.

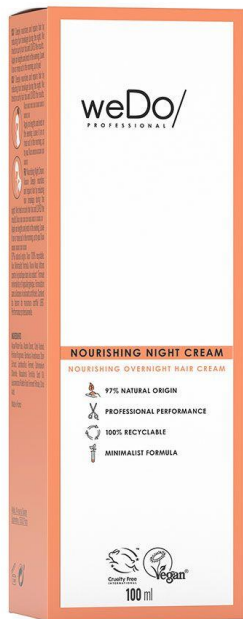


Suitable for any kind of common scalp type (normal, sensitive, oily or dry scalp).



SPECIALS

OVERNIGHT TREATMENT NOURISHING NIGHT CREAM



OVERNIGHT HAIR CREAM **97% Natural origin**

Deeply nourishes and repairs hair during the night. With cupuacu butter.
(100ml)

HOW TO USE

Apply on lengths and ends in the evening. Rinse out in the morning. For coarse or curly hair you may also use it as a leave-in product - up to you!



Contains
Cupuacu butter
Intensively
nourishes hair

SPECIALS



SERVICES

SALON SERVICES INSPIRED BY THE NATURAL RECIPES.

SUGAR SCRUB SERVICE

Natural exfoliation for dry or flaky scalp

Exfoliation effect & scalp nourishment
With WeDo/ conditioner & oil + 100%
natural brown sugar

15'

NOURISHING OIL-MASK SERVICE

Deep nourishing ritual for very dry
or damaged hair

Smoothness & softness for hair with our
99.4% natural oil mixed with nourishing
mask.

15'

VINEGAR RINSE

For healthy or fine hair

A rinsing ritual to brighten & beautify hair
100% natural

10'



SUGAR SCRUB SERVICE

Natural exfoliation for dry or flaky scalp

Exfoliation effect & scalp nourishment

With WeDo/ conditioner & oil
+ 100% natural brown sugar

1. Mix 20g brown sugar with 10g **weDo/ Light & Soft conditioner**, for very dry scalp add 2-3 drops of **weDo/ Natural Oil**
2. wet hair and scalp and apply sugar paste on wet scalp,
3. massage gently for few minutes to create an exfoliation effect & sensation,
4. rinse with warm water
5. cleanse and condition with appropriate **weDo/ regimen**, finish with **weDo/ Scalp Refresh**.



NOURISHING OIL-MASK SERVICE

Deep nourishing ritual for very dry or damaged hair

Smoothness & softness for hair with our 99.4% natural oil mixed with nourishing mask.

1. Cleanse the hair with **weDo/ Rich & Repair Shampoo**
2. mix 30ml of **weDo/ Rich & Repair Mask** with ~3-5 pumps of **weDo/ Natural Oil**,
3. apply on damp hair lengths,
4. let it sit for 5-10 min (optional wrap a towel around the head or add heat)
5. rinse with warm water thoroughly.
6. finish with **weDo/ Day Shift Cream**



VINEGAR RINSE

For healthy or fine hair

A new rinsing ritual to brighten & beautify hair
100% natural

1. Cleanse the hair with **weDo/ Light & Soft shampoo**,
2. mix 250ml apple cider vinegar with 500ml water (1:2)
3. apply vinegar rinse and let it sit for 1-2 minutes,
4. rinse with warm water thoroughly,
5. only use **weDo/ Light & Soft Conditioner** if needed at the lengths
6. finish the service with **weDo/ Spread Happiness**.

note, once hair is dry, the vinegar smell is gone.





weDo/
PROFESSIONAL



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#togetherwedo

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