

AUTHENTIC BEAUTY CONCEPT

Welcome to the AUTHENTIC BEAUTY CONCEPT; a holistic, premium brand...

We believe in **AUTHENTIC BEAUTY**.

- From over-engineered formulas to carefully selected, pure ingredients.
- From over-glamourised looks to real, authentic hairstyles.
- From retouched imagery and distant corporate communication to visuals that are real and an honest, direct discussion.
- From a fast-paced lifestyle to taking the time to disconnect.

Today there is a new philosophy, demonstrating a desire for truth and authenticity. **AUTHENTIC BEAUTY CONCEPT** has been crafted in response to today's consumers, experiencing life in the new now.

AUTHENTIC BEAUTY CONCEPT was inspired by hairdressers, artisans and people who share the same values as us. We wanted to produce a range of hair products that fit with our beliefs and feel true to us. Something honest, simple and made with carefully-selected ingredients; something authentic.

WE BELIEVE IN AUTHENTIC BEAUTY

- It's our shared belief,
- It's what binds and drives us.
- It begins the moment you decide to be yourself.

WE BELIEVE

authentic beauty is natural and simple. It doesn't need filters; it grows with character.

WE BELIEVE

in pure ingredients from carefully selected origins, free from silicones, sulphates and parabens.

WE BELIEVE

in the honest artisan, building on empathy, experience and skills.



Our Beliefs

1. PURE FORMULAS

The **AUTHENTIC BEAUTY CONCEPT** believes that what you leave out is as important as what you put in. Our care and styling formulas are created with a free-from philosophy; free from sulphates, parabens, silicones, mineral oils and artificial colourants. These are products with integrity.

Within **AUTHENTIC BEAUTY CONCEPT**, nature meets science with purified ingredients powered by ultrasound decomposition and steam distillation; a remarkably gentle way of extracting natural ingredients while preserving their benefits.

AUTHENTIC BEAUTY CONCEPT also supports the Sustainable Guar Initiative (SGI); a program launched by chemical company, Solvay, to enhance the livelihoods of thousands of smallholder Guar bean farmers in India and responsibly source the ingredient (Guar Hydroxypropyltrimonium Chloride).

2. NO-FILTER ATTITUDE

AUTHENTIC BEAUTY CONCEPT was created as a movement with hairdressers and artisans that share the same values and beliefs, making the #authenticbeautymovement an inspiring community embracing a new attitude towards authentic beauty.

The mindset behind the #authenticbeautymovement is 'be yourself'. It's about being real, direct and open. Honesty is attractive. Our individuality and character are what gives us beauty.

3. AUTHENTIC HAIR

Modern hair is all about a loose, natural take on beauty; it's what you don't see that makes the difference. Care products create the canvas for beautiful products with a 'no styling' approach, invisibly enhancing the hair. It's about building on the beauty that is already there, for hair that's perfectly imperfect, touchable and effortless in every way.

4. MINDFUL EXPERIENCE

A mindful moment is about connecting inner and outer beauty through a real experience. It's about looking within to reconnect with yourself. When you're present in the now, you can rebalance your mind and soul, bringing out your inner beauty.

AUTHENTIC BEAUTY CONCEPT allows hairdressers to create a different, premium in-salon environment that blocks out the noise of the busy world, creating a moment to remember; a memento.

AUTHENTIC BEAUTY CONCEPT: IN-SALON MEMENTO MENU



Authentic Beauty Concept has created a care and styling service menu to help hairdressers bring out their client's inner beauty through a unique sensorial journey with premium ingredients, blissful products and a relaxing, spa-like experience.

Clients choose their service based not only on need, but also mood. Products are then available to purchase for home.

AUTHENTIC BEAUTY CONCEPT: PRODUCT RANGE AT A GLANCE

AUTHENTIC BEAUTY CONCEPT GLOW - FOR COLOURED HAIR

Inspiration can come from anywhere, and you can thank the local bakery for this one - in particular, their delicious date and cinnamon loaf. A bit of research and a few slices of delicious baked goods was all that was needed to discover that as well as being tasty, date and cinnamon are the perfect ingredient extracts for a formula that enhances coloured hair, giving it a natural, healthy glow. Making it glow in a beautifully natural way.

AUTHENTIC BEAUTY CONCEPT AMPLIFY - FOR FINE HAIR

You don't have to be British to love tea! Green tea, known for its powerful antioxidants, was the starting point for the Amplify range and is the key ingredient. Not just good for the body, green tea is super-hydrating, energising and anti-inflammatory, making it the perfect gentle, lightweight ingredient for a volumising range to add body to the hair.

AUTHENTIC BEAUTY CONCEPT HYDRATE - FOR DRY HAIR

Love summer, sun, and the delicious fruit that comes with it? When the sun is high and the air is warm, there's nothing better than juicy mango to hydrate - and your hair loves it too. Dry hair, like dry skin, needs serious moisture, which is why we've turned to the antioxidant properties of mango for this range. Hydrate also contains basil, known for its soothing and purifying properties to revitalise the hair.

AUTHENTIC BEAUTY CONCEPT REPLENISH - FOR DAMAGED HAIR

Everyone needs a little boost sometimes. Busy, stressed-out lifestyles are a problem for hairdressers and clients alike, and it's not just our bodies that show the impact of a busy schedule; it also takes a toll on your hair. As with your body, hair needs the right food for energy and strength, which is why the Replenish range contains healthy maple and pecan nut extracts to restore your shine and nourish the hair.

AUTHENTIC BEAUTY CONCEPT - FOR ALL HAIR TYPES

Suitable for all hair types, our deep cleansing shampoo removes impurities and product build up. The secret ingredient? Fair Trade Violet Rice Extract, which is ethically sourced in South-East Asia. The formula helps to absorb grease and impurities from the hair and scalp, for a fresh, clean finish.

AUTHENTIC BEAUTY CONCEPT STYLING ASSORTMENT

Today, hair is about effortless style and loose, free flowing textures. To create your perfectly (im)perfect look try the Authentic Beauty Concept pure styling formulas.

- **AUTHENTIC BEAUTY CONCEPT FLAWLESS PRIMER** The perfect base for any style, with subtle control combined and light conditioning
- **AUTHENTIC BEAUTY CONCEPT AMPLIFY MOUSSE** A lightweight, medium-hold mousse with Coconut Oil and Jojoba Oil for body and volume with a light hold.
- **AUTHENTIC BEAUTY CONCEPT SHAPING CREAM** Formulated with Shea Butter and ECOCERT® Emollient for flexible hold and definition.
- **AUTHENTIC BEAUTY CONCEPT GRITTY WAX PASTE** Create strong hold with this wax paste, containing Kaolin mineral for a gritty texture.
- **AUTHENTIC BEAUTY CONCEPT SOLID POMADE** A solid, yet flexible pomade, for flexible texture, medium hold and shine.
- **AUTHENTIC BEAUTY CONCEPT DRY SHAMPOO** Formulated with natural, biodegradable Rice Starch for texture and style refreshment.
- **AUTHENTIC BEAUTY CONCEPT GLOW TOUCH** An aerosol spray for a natural glowing finish - not artificial shine.
- **AUTHENTIC BEAUTY CONCEPT WORKING HAIRSPRAY** A super-fine aerosol hairspray with flexible hold and a fast-drying formula.
- **AUTHENTIC BEAUTY CONCEPT STRONG HOLD HAIRSPRAY** A super-fine aerosol hairspray with strong hold and long-lasting control.

Join the #AUTHENTICBEAUTYMOVEMENT via www.authenticbeautyconcept.com and @authenticbeautyconceptuk on Instagram, Facebook and YouTube.

For more information, please contact Emilie Scott at LWPR on emilie@lwpr.biz or call 01858 419668

