

Press Release

LOGONA
NATURKOSMETIK

LOGONA Natural Cosmetics – Classic shampoo with a new look and improved formula // In stores starting autumn 2016

LOGONA shampoos make hair shine, and starting in autumn they will be offered again in the practical “travel size” (75ml) with a new design and optimised formula. LOGONA shampoos were specially developed for different scalp and hair needs – whether its dry, dull hair in need of care, hair with little volume or hair damaged by dyeing and styling. Mild, natural cleansing substances made from active plant-based ingredients ensure especially gentle hair care and are perfect for daily use.

Thanks to active plant-based ingredients such as organic camomile and organic calendula extract, carotene extract, organic scouring rush extract, invigorating ingredients such as arginine and mild sugar surfactants, hair becomes shiny, moist, supple and full. The main ingredients for each formula are incorporated into a lovely, exclusive design that adorns the respective bottles. The complete hair shampoo product line includes shampoos for fourteen different hair types – because all hair needs personalised care.

LOGONA shampoos are made in Germany. They are NATRUE certified and guarantee monitored organic quality. LOGONA makes a quality promise with all of its products. Consumers can rest assured that the hair products are made without parabens or other petroleum derivatives. They are silicone-free and do not contain synthetic preservatives or dyes. The products are vegan or plant-based and are developed without animal testing. Of course, the perfumes are also natural. Self-made extracts are the basis of the variety of products offered for personalised hair care. These precious natural extracts are made from materials taken from the “herb meadow” in Salzhemmendorf including calendula, nettle, rosemary, willow, birch, poplar, lemon balm, scouring rush, walnut, henna, chamomile, hops and rosehip. LOGONA puts nature in a shampoo bottle.

Every step is monitored and scrutinised – for that certain extra care when it comes to safety. This quality promise among other things has made LOGONA hair care a brand leader in organic products.¹

BLOND // Colour Reflex Shampoo, Blonde Organic Chamomile

The colouring formula made from organic chamomile and organic calendula extract as well as plant proteins revive the colour intensity of blonde hair and give it intense suppleness. The mild sugar surfactants cleanse naturally blonde as well as plant-dyed hair. **250ml, MRP 6.95 €, vegan**



RED-BROWN // Colour Reflex Shampoo, Red-brown Organic Henna

The Colour Reflex shampoo provides the perfect colour gloss. Whether it is for plant-dyed or natural hair. The natural, colour-intense organic henna and carotene extract make the hair feel smoother and shine with new brilliance.

250ml, MRP 6.95 €, vegan



BROWN BLACK // Colour Reflex Shampoo, Brown-Black Organic Hazelnut

Wash-activated ingredients provide gentle cleansing for natural or plant-dyed brown-black hair. A colour-care formula made from natural materials with organic hazelnut oil, colour-intensifying organic walnut extract and caramel as well as plant proteins care for hair and lend it an intense brilliant colour.

250ml, MRP 6.95 €, vegan



SENSITIVE // Sensitive Shampoo with Organic Acacia

The particularly gentle cleansing with mild ingredients soothes stressed, sensitive scalps. A soothing care formula made from liquorice root and organic scouring rush, organic acacia honey and fortifying arginine provides hair and scalp with a gentle cleansing and pleasant feeling. The shampoo is also pH neutral. **250ml, MRP 6.95 €, vegan**



INTENSIVE REPAIR // Intensive Repair Shampoo with Ginkgo

The shampoo repairs damaged and stressed hair from the roots to the tips. The mild cleansing ingredients and precious plant-based repair formula with ginkgo and organic calendula extract as well as natural betaine and plant proteins smooth damaged hair structures on the outside and nourish them from the inside. This leads



¹ Biovista 2016 (1st half year)

to supple, shiny and healthy hair. **250ml, MRP 6.95 €, vegan**

ANTI-DANDRUFF // Anti-Dandruff Shampoo with Organic Juniper Oil

Imbalanced scalps are especially pampered and cleansed with this organic juniper oil shampoo. It immediately liberates dry hair prone to dandruff, and regular use prevents the new formation of dandruff. This is triggered by a mild sugar surfactant (betaine) and an innovative, active plant-based formula made from organic juniper oil, organic birch and organic rosemary extract.

250ml, MRP 6.95 €, vegan

ANTI-OIL // Anti-oil Shampoo with Organic Lemon Balm

The shampoo suited to all hair types protects the scalp's natural pH balance and makes oily hair light and fresh. A soothing care formula with organic lemon balm, natural betaine and silk proteins as well as mild-cleansing ingredients gently removes excess oil, prevents oil build-up and makes hair feel light. **250ml, MRP 6.95 €, vegan**

VOLUME // Volume Shampoo with Beer & Organic Honey

The nurturing formula made from beer and organic honey gives fine, flat hair vibrant health and powerful volume. Heavy residues are removed with mild cleansing ingredients. The restorative care formula with structure-enhancing beer, organic honey and nourishing silk proteins gives hair better grip and makes it feel more supple. **75ml, MRP 1.99 €; 250ml, MRP 6.95 €; 500ml, MRP 10.95 €**

STRUCTURE // Structure Shampoo with Organic Calendula

This organic calendula shampoo is the best choice for over-treated and lifeless hair. The natural surfactants and revitalising, natural combination of active ingredients from organic calendula extract and the plant proteins betaine, keratin and fortifying arginine gently cleanse and regenerate hair. They nourish damaged hair, build hair structure and reduce hair breakage. **250ml, MRP 6.95 €, vegan**

CARE // Nurturing Shampoo with Organic Nettle

The shampoo for the entire family is suited to all hair types. The natural, wash-activated ingredients made from plants provide gentle cleansing and mild care. Silk proteins and a natural pampering formula with organic nettle and wheat bran extract lend hair a natural shine and a healthy feeling. **75ml, MRP 1.99 €; 250ml, MRP 6.95 €; 500ml, MRP 10.95 €**

SMOOTHING // Silky Smooth Shampoo with Bamboo

Frizzy, unruly and long hair is tamed with the silky smooth bamboo shampoo and regains its natural softness. The mild foaming cleansers and precious, plant-based nurturing formula made from bamboo extract, organic broccoli seed oil and fortifying arginine gently cleanse and strengthen hair and lend it more resilience, elasticity and sway. **250ml, MRP 6.95 €, vegan**

MOISTURE // Moisturising Shampoo with Organic Aloe Vera

The organic aloe vera shampoo provides dry scalps and thirsty hair with moisture. This natural moisturising formula with organic aloe vera, hyaluronic acid and natural betaine protects hair from drying and makes it supple and soft. The mild cleansing ingredients clean the hair and scalp and leave the hair feeling natural and nurtured. **75ml, MRP 1.99 €; 250ml, MRP 6.95 €, vegan**

SHINE // Shine Shampoo with Organic Argan Oil

The special shine formula with organic argan oil, organic apricots and organic Inca inchi oil as well as natural betaine restores dull, brittle hair to its natural silky shine. It optimises hair structure for a seductive look, and the natural surfactants gently cleanse the hair. **75ml, MRP 1.99 €; 250ml, MRP 6.95 €, vegan**

AGE ENERGY // Age Energy Shampoo with Organic Caffeine

The Age Energy Shampoo with Organic Caffeine by LOGONA is specially developed for fine, lifeless hair. The natural structure-building formula with organic caffeine, goji berries, pomegranate extract and natural betaine gives hair volume and elasticity. Mild cleansing ingredients clean hair gently while the plant-based silicic acid strengthens and invigorates. **75ml, MRP 1.99 €; 250ml, MRP 6.95 €, vegan**