# **NIELSEN BRANDBANK**

# L'Oreal Botanicals Arnica Damaged Hair Repairing Vegan Shampoo 400ml



EAN 3600523761791

Target market(s)

GB, IE

# Components

### Ingredients

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Aqua / Water

Sodium C14-16 Olefinsulfonate

Glycerin

Cocamide MEA

Cocamidopropyl Betaine

Glycol Distearate

Sodium Lauroyl Sarcosinate

Parfum / Fragrance Hexylene Glycol

Coco-Betaine

Cocos Nucifera Oil / Coconut Oil Sodium Hydroxide

Sodium Chloride

Sodium Benzoate

Hydroxypropyl Guarhydroxypropyltrimonium Chloride

PEG-55 Propylene Glycol Oleate

Salicylic Acid

Polyquaternium-7 Benzoic Acid

Linalool

Arnica Montana Flower Extract

Propylene Glycol

Carbomer

Citric Acid

Potassium Sorbate

Prunus Amygdalus Dulcis Oil / Sweet Almond Oil

Glycine Soja Oil / Soybean Oil

FIL C233835/1

# **Product Description**

#### **Brand**

L'Oreal

#### Features

For damaged hair Crafted with Arnica Flower Extract Reinforces lengths and seals the appearance of split ends Infused with a fresh, calming fragrance Helps to leave hair feeling softer and strengthened Vegan formula, 94% Biodegradable formulas, recycled packaging

#### Standardised Brand

Brand - L'Oreal Paris

#### **Regulated Product Name**

Arnica Damaged Hair Repairing Vegan Shampoo

# Marketing

#### **Product Marketing**

Introducing our L'Oreal Botanicals Arnica Hair Repairing Shampoo for damaged hair.

#### Arnica

A reinforcing formula for your damaged hair!

Our Arnica repairing formula helps to strengthen lengths & seals split ends, leaving hair feeling healthier and softer.

Our Botanicals hair philosophy

A hair philosophy from our roots, to yours.

Vegan Formulas\*

Our formulas don't contain any animal component or derived ingredients.

#### Natural Formulas

Our conditioners & treatments are crafted with at least 97% naturally derived ingredients.

94% Biodegradable Formulas

All our formulas are at least 94% biodegradable.

### Recycled Packaging

All our shampoo & treatment bottles are made of 100% Recycled PET. Our conditioner tubes are 50% recycled. All our packaging is 100% recyclable, except the caps- we're not perfect but we're working on it!

It's a journey but we're committed to constantly improving our sustainability credentials

\* Formula contains no animal origin or derived ingredients

### **Brand Marketing**

A hair philosophy from our roots, to yours.

Goes well with

L'Oreal Botanicals Arnica Damaged Hair Repairing Conditioner 200ml

L'Oreal Botanicals Arnica Damaged Hair Repairing Mask 40ml

# Storage & Usage

### Storage Type

Туре

Ambient

## Preparation and Usage

Massage onto wet hair, lather then rinse, follow with Arnica conditioner.

In case of contact with eyes, rinse them immediately and thoroughly.

# Brandbank Captured Pack Data

Pack Size

400ml

Numeric Size

Numeric Size - 400

Pack Type

Type - Pump

# **Extended Data**

# **Description Breakdown**

Functional Name - Damaged Hair Repairing Vegan Shampoo Variant - Arnica

**SEO Tags** 

Search Tag - L'Oreal Paris; Botanicals; Hair; Arnica; Damaged Hair; Repairing; Reinforcing; Vegan Shampoo; Arnica Shampoo; Arnica Repairing Shampoo; Vegan Hair Products; Vegan Hair Treatment; Natural Formula Hair Products







