



**Briogeo**

Clean care.  
Healthy hair.

# We're on a mission to build confidence.



Confidence in yourself that comes  
from your healthiest hair ever.



Confidence in us through our  
transparency and care for the planet.

# Briogeo is more than just a name

There was no word for what we set out to do, so we created one...

## brio • geo

(bree-oh; jhee-ōh)



**brio** noun (italian)  
means full of life, vibrancy,  
Energy + intention

When someone radiates that "brio" feeling, it's undeniable – it's a confident, contagious energy! We love to bring it out in you and use our own brio to fuel the way we work

**geo** prefix (latin)  
means of the earth or nature

The earth is the source of our natural ingredients. It's the inspiration for how we formulate (our NOVA Complex\*) and it inspires us to create clean and effective products for everyone

# Our story

## A soul-searching journey



I'm Nancy Twine – the Founder and CEO of Briogeo. I began my professional career working in Finance—but almost half way through my career, my world changed after I suddenly lost my mother. This tremendous loss was incredibly difficult and it made me see that life is short; it also inspired me to begin a soul-searching journey to fill my life with purpose and work that ignited passion and positivity.

## Bringing my passion to life



Ultimately, I realized I had a deep desire to make a larger impact on the natural beauty world, which inspired me to embark on a journey to develop my own line of carefully-crafted, clean and plant-based haircare.

## The journey continues!



This journey started almost 11 years ago. Today, Briogeo is sold worldwide and is one of the fastest-growing haircare brands in the U.S.

## Discovering passion in life + work



This journey led me to reconnect with memories which brought me the most joy and happiness: the times I spent with my mom when I was young, concocting custom beauty treatments from scratch in our home kitchen. As a doctor and chemist, my mom understood how to emulsify oil and water, create incredible textures and make customized products from natural ingredients that were truly effective for our exact needs.

## Haircare for all



From day one, I knew I wanted Briogeo to be about more than just me—I wanted Briogeo to be about everyone. I created this brand to be clean and natural, offering solutions for every hair type, texture, need, ethnicity, background and person.



# The authority in clean, natural + effective haircare

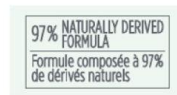
Our clean + natural philosophy drives our product efficacy

## CLEAN

- **"6-Free"™ Haircare**  
NO Harsh Sulfates  
  
NO Silicones  
  
NO Parabens  
  
NO Artificial Dyes  
  
NO DEA
- **Long Briogeo Blocklist™(1)**
- **Ingredient Lists Free of All Known Allergens**


## NATURAL

- **The NOVA Complex™**  
Our signature, potent healthy hair blend of Natural Oils, Vitamins and Antioxidants to fortify, nourish + protect
- **Incredibly High Naturally-Derived Percentage**  
Proudly displayed on the back of every pack as calculated by the ISO



- **Clean Ingredient Lists, with Recognizable and Natural Ingredient Callouts on Packaging**

## EFFECTIVE




- **Clinicals**  
50+ clinical and consumer perception studies across the portfolio
- **Naturally Powerful Performance Actives**  
Unique ingredients + technologies (e.g. Advanced ceramide technology)
- **Strong, Relatable Before + Afters**  

- **Ratings + Reviews**  
4.3 average rating on ~40k total reviews (vs. 4.0 average hair category rating in Sephora)
- **110+ Awards**  
Including 20 Allure Awards<sup>(2)</sup>  
Don't Despair, Repair! Deep conditioning mask is an Allure Hall of Fame Winner



(1): Inclusive of hundreds of potentially harmful ingredients commonly used in hair and personal care.  
(2): From 2017-2023; Allure Awards is the leading / most trusted Beauty awards.

# Unique Approach to Formulation

Our clean + natural philosophy is rooted in proprietary brand principles

	<b>6-free™ hair care</b>  no phthalates • no silicones • no parabens no harsh sulfates • no dea • no artificial dyes	<b>NO</b> Harsh Sulfates <b>YES</b> Plant-base Surfactants
		<b>NO</b> Silicones <b>YES</b> Natural Oils +Extracts
	<p>We pride ourselves on our 6-free™ methodology, which is our promise to the Brigeo community that we will always say “no” to controversial and unnecessary ingredients like harsh sulfates, silicones, phthalates, parabens, DEA and artificial dyes.</p> <p><b>6-free™</b> allows for the safe, effective penetration of <b>NOVA complex®</b> and other naturally potent ingredients.</p>	<b>NO</b> Phthalates <b>YES</b> Natural + Safe Synthetic Fragrances
		<b>NO</b> Parabens <b>YES</b> Safe Stabilizers
		<b>NO</b> DEA <b>YES</b> Plant-base Surfactants
		<b>NO</b> Artificial Dyes <b>YES</b> NaturalColorants
	<b>NOVA COMPLEX™</b>  natural oils • vitamins • antioxidants our signature healthy hair blend	
	<p>All Brigeo products are naturally derived with our <b>NOVA Complex®</b>: a signature healthy hair blend of natural oils, vitamins and antioxidants that fortify, nourish and protect hair.</p>	
		<p>All of our products are <b>Vegan, Cruelty-Free and Gluten-Free</b>. We're always striving to do the best for hair and overall health of all people and the planet.</p>

# Passionate commitment to sustainability

We protect our planet through sustainable packaging + formulation practices

1	<b>Reduce waste + recycle</b>	All product bottles, tubes, jars + caps are 100% recyclable, helping to reduce the amount of unnecessary trash in landfills
2	<b>Responsible sourcing</b>	99% of our secondary packaging + boxes are certified by the Forest Stewardship Council, ensuring they come from responsibly managed forests.
3	<b>Give materials a second life</b>	All HDPE (High Density Poly Ethylene) bottles are made with a minimum of 30% PCR - and we're pursuing opportunities to increase the percentage of recycled content used.
4	<b>Less plastic promise</b>	As of 2021, we've removed all plastic trays from our haircare kits and ensured all kit packaging is 100% recyclable. We exclude individual outer cartons whenever possible to ensure our packaging remains minimal.
5	<b>Climate conscious</b>	Briogeo, with the help of Shop Pay and Cloverly, supports climate consciousness with eco-friendly + carbon-neutral solutions.

In addition to....

## 6-free™ hair care

...we also formulate without

**Aerosols**

**Micro-plastics**

**Palm Oil**

# Impact beyond beauty

Brigeo is deeply committed to a safe and healthy future for all—with inclusivity at the heart of all that we do.

## SOUL FIRE FARM

We've partnered with Soul Fire Farm, an Afro-Indigenous centered community farm, in their commitment to uprooting racism and seeding sovereignty in the food system.

Our year-long partnership will consist of donations and participation that will benefit the organization in the following areas:

- **Carbon Sequestering:** our donations help their team increase the organic matter in garden beds that aid in capturing carbon in the soil.
- **Solidarity Shares:** this doorstep harvest delivery service provides farm-fresh food at no cost for low-income households in food deserts.
- **Youth Food Justice Empowerment Program:** this intensive youth training teaches farming and harvesting, cooking with whole fresh foods, leadership, business development, and food justice.
- **Community Farm Volunteer Day:** allows our employees to connect not only with the Soul Fire Team but also with the land.



## BEAM-SHOPPING FOR GOOD

We've partnered with Beam, a tool that enables our customers to donate part of each purchase to one of the many causes that we are proud to support.






- **Step One:** At check out, select a cause to support.
- **Step Two:** With every order we donate to the nonprofit that the customer selects
- **Step Three:** The customer can track their progress personally and with the rest of our brand community on how we are tracking towards our goals



room to grow



# Curated Assortment of Powerhouse Products

Scalp Revival™	<p><b>soothe + detoxify</b> for dry, flaky + oily scalp</p> <p>7 total products</p> 	Don't Despair, Repair!™	<p><b>repair + strength</b> for dry + damaged hair</p> <p>7 total products</p> 
Destiny for Density™	<p><b>thickness + density</b> for thinning hair</p> <p>4 total products</p> 	Farewell Frizz™	<p><b>fight frizz + smooth</b> for dry + frizzy hair</p> <p>5 total products</p> 
Color Me Brilliant™	<p><b>color + heat protection</b> for long, lasting color</p> <p>3 total products</p> 	Curl Charisma™	<p><b>define + de-frizz curls</b> for wavy, curly + coily hair</p> <p>5 total products</p> 
Briogeo Superfoods™	<p><b>hydrate + nourish</b> to boost moisture + shine</p> <p>8 total products</p> 	Be Gentle, Be Kind™	<p><b>hypoallergenic + fragrance free</b> for sensitive skin</p> <p>4 total products</p> 

# Steadfast commitment to representation + inclusion

...and our D+I commitments are strong

 <p>Straight      Wavy      Curly      Coily</p>	<p>“From day one, I knew I wanted Briogeo to be about more than just me—I wanted Briogeo to be about everyone. I created this brand to be clean and natural, offering solutions for every hair type, texture, need, ethnicity, background and person.”</p> <p><b>Nancy Twine</b> Briogeo Founder + CEO</p>
---	--

We celebrate inclusion + representation	We advocate support + educate	We amplify voices + stories
<p>The Briogeo team + community is strong + diverse and a big part of who we are as a brand. We:</p> <ul style="list-style-type: none"><li>• Create products + solutions for all hair types, hair textures + people of every ethnicity</li><li>• Tap into wide representation of brand ambassadors from different backgrounds</li><li>• Complete mandatory trainings on diversity, inclusion + cultural sensitivity</li><li>• Actively recruit new team members with diversity as a priority, with the help of diversity recruiting partners</li></ul>	<p>We enlighten our community through education + provide actionable resources</p> <p>We proudly partner with organizations + initiatives that advocate for people of color + the Black community</p>	<p>We're thrilled to share our platform with other Black-founded brands + professionals to help amplify their authentic stories</p> <p>We also constantly collaborate with exceptional BIPOC content creators whose voices shape the beauty industry</p>

# Award-winning products

Our brand was built with powerful, award-winning formulations at the core





Briogeo

# Scalp Revival™ Collection

Soothe + treat a dry, flaky or itchy scalp





Briogeo

# Scalp Revival™

Product Line-up



Rosemary Pre-wash Oil	Charcoal + Tea Tree Buildup Detox Spray	Charcoal + Coconut Oil Micro-exfoliating Shampoo	MegaStrength+ Dandruff Relief Shampoo Charcoal AHA/BHA	Charcoal + Tea Tree Cooling Hydration Scalp Mask	Charcoal + Tea Tree Scalp Treatment Drops	Charcoal + Biotin Dry Shampoo
Pre-wash oil treatment	Pre-wash exfoliating treatment	Physical exfoliating shampoo	Chemical exfoliating shampoo	Hydrating scalp mask	Leave-in hydrating scalp serum	Non-aerosol dry shampoo
For replenishing scalp + strand moisture	For dry shampoo + product buildup	For flaky, itchy scalps due to excess oil or dryness	For dandruff, psoriasis + seborrheic dermatitis	For dry itchy scalps seeking hydration + relief	For dry itchy scalps seeking hydration + relief	For refreshing hair between wash days
Weekly, before shampooing	Wash day, before shampooing	Weekly, in shower	Wash days, in shower	Weekly, after shampooing	Wash days, post-shower	Between wash days, on dry hair

Brigeo

# Scalp Revival™

Rosemary Pre-wash Oil



## What

An expertly formulated 360° moisturizing treatment oil rooted in rosemary and fortified with vitamins + lipids for a soothed scalp and stronger strands.

## How

- Shake well before use.
- Part hair and apply oil directly to dry scalp and hair.
- Massage in and leave for 10-15 minutes or overnight for best results.
- Rinse out and follow with your favorite Brigeo shampoo and conditioner.

## CLINICAL RESULTS

97%

of users agree their scalp feels more moisturized and soothed after one use\*

94%

of users reported soft hair after one use\*

\*Based upon the average of 34 participants in a consumer perception study

99%  
NATURALLY  
DERIVED

## NOVA COMPLEX™



**stimulate**  
**Rosemary Oil**  
Encourages scalp circulation + provides antioxidant protection



**soothe**  
**Tea Tree Oil**  
Reduces flakiness and soothes itchiness while supporting healthy hair growth



**moisturize**  
**Castor Oil**  
Replenishes essential moisture from scalp to strand



**strengthen**  
**Biotin**  
Nourishes strands + strengthens the follicle to promote healthy hair

Brigeo

# Scalp Revival™

Charcoal + Tea Tree Buildup Detox Spray



## What

A scalp exfoliating pre-wash treatment that gently eliminates product buildup and dry shampoo scalp congestion for a more effective cleanse.

## How

- Prior to washing, part hair and spray directly onto the scalp, focusing on areas with the most buildup.
- Massage in to evenly distribute.
- Leave on for up to 15 minutes, rinse out, and wash hair with your favorite Brigeo shampoo and conditioner.

## CLINICAL RESULTS

100%

of users said their scalp felt detoxified and healthier after one use.

94%

of users agree their other hair care products worked better after using Scalp Revival Detox Spray.

95%  
NATURALLY  
DERIVED

## NOVA COMPLEX™



**exfoliate**  
**Triple-acid complex**  
A blend of AHAs, BHAs, and PHAs gently exfoliate + blast away excess buildup



**detoxify**  
**Binchotan Charcoal**  
Helps detoxify hair and scalp by absorbing impurities and buildup



**hydrate**  
**Hydration complex**  
Hyaluronic acid and sodium PCA hydrate and nourish the scalp to prevent dryness.



**soothe**  
**Tea Tree Oil**  
Reduces flakiness and soothes itchiness while supporting healthy hair growth.

Briogeo

# Scalp Revival™

Charcoal + Coconut Oil Micro-exfoliating Shampoo



## What

A weekly scalp scrub clinically shown to reduce up to 82% of dry scalp flaking after one use\*.

## Who

Dry, flaky, or oily scalps of all hair types and textures

## How

- Use weekly in place of shampoo.
- Apply to wet hair and vigorously massage into the scalp, then rinse clean.
- For best results, apply a deep conditioning mask or your favorite Briogeo conditioner on mid-lengths to ends after cleansing.

## CLINICAL RESULTS

### 82% decrease

in scalp flaking.\*

### 91%

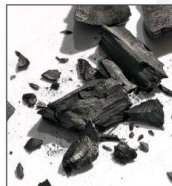
of users felt their scalp was less itchy after one use.\*\*

\*Results observed in a clinical study using expert evaluation and skin hydration instrumentation.

\*\*Subject's perception following a single use of Scalp Revival™ Charcoal + Coconut Oil Micro-Exfoliating Shampoo in a clinical study.

### 95% NATURALLY DERIVED

## NOVA COMPLEX™



**detoxify**  
**Binchotan Charcoal**  
Helps detoxify hair and scalp by absorbing impurities and buildup



**moisturize**  
**Coconut Oil**  
Deeply moisturizing to help balance oil production on the scalp



**exfoliate**  
**Microcrystalline Cellulose**  
A vegetable-derived dissolvable exfoliant that gently loosens buildup and flakes



**soothe**  
**Tea Tree, Peppermint + Spearmint Oils**  
Stimulate and soothe the scalp, while reducing flakiness, itchiness, and redness.

Briggeo

# Scalp Revival™

MegaStrength+ Dandruff Relief Shampoo  
Charcoal AHA/BHA



## What

A dandruff relief shampoo that helps eliminate and prevent the recurrence of scalp itching, irritation, redness, and flaking due to dandruff, psoriasis, and seborrheic dermatitis.

## Who

Dry, flaky, or oily scalps of all hair types and textures

## How

- Massage into a wet scalp and hair to build lather, then rinse.
- For best results, apply a deep conditioning mask or your favorite Briggeo conditioner on mid-lengths to ends after cleansing.

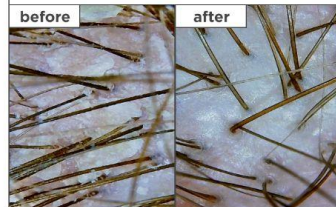
## BENEFITS

### Gentle

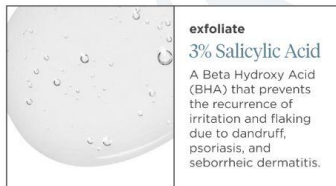
chemical exfoliation.

### Relieves the symptoms

associated with dandruff, psoriasis, and seborrheic dermatitis.



## NOVA COMPLEX™



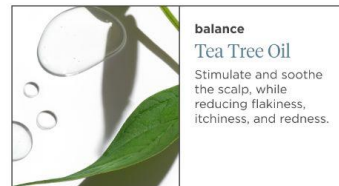
**exfoliate**  
**3% Salicylic Acid**  
A Beta Hydroxy Acid (BHA) that prevents the recurrence of irritation and flaking due to dandruff, psoriasis, and seborrheic dermatitis.



**hydrate**  
**Lactic Acid**  
An Alpha Hydroxy Acid (AHA) that hydrates and gently exfoliates.



**detoxify**  
**Binchotan Charcoal**  
Helps detoxify hair and scalp by absorbing impurities and buildup



**balance**  
**Tea Tree Oil**  
Stimulate and soothe the scalp, while reducing flakiness, itchiness, and redness.

Briogeo

# Scalp Revival™

Charcoal + Tea Tree Cooling Hydration  
Scalp Mask



## What

A weekly scalp hydration mask clinically shown to increase scalp hydration by up to 2X.\*

## Who

Dry, flaky, or oily scalps of all hair types and textures

## How

- For best results, use in-shower after exfoliating with the Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Shampoo.
- Massage directly into the scalp and leave on for up to 10 minutes.
- Rinse out thoroughly and condition the hair normally with your preferred Briogeo hair conditioner.

## CLINICAL RESULTS

89%

reduction in dry scalp flaking.\*

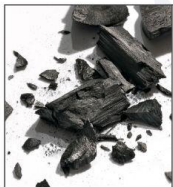
100%

felt instant cooling relief on their scalp after one use.\*

\*Results observed in a clinical study using expert evaluation and skin hydration instrumentation.

98%  
NATURALLY  
DERIVED

## NOVA COMPLEX™



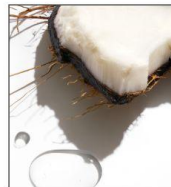
**detoxify**  
**Binchotan Charcoal**  
Helps detoxify hair and scalp by absorbing impurities and buildup



**balance**  
**Tea Tree Oil**  
Reduces flakiness and soothes itchiness while supporting healthy hair growth



**soothe**  
**Peppermint + Spearmint Oils**  
Stimulate and soothe the scalp, while providing an instant cooling sensation



**moisturize**  
**Coconut Oil**  
Deeply moisturizing to help balance oil production on the scalp



Briogeo

# Scalp Revival™

Charcoal + Tea Tree Scalp Treatment Drops



## What

A leave-in soothing scalp treatment clinically shown to increase scalp hydration by up to 142%.\*

## Who

Dry, flaky, or oily scalps of all hair types and textures

## How

- Part the hair into sections, apply 1-2 drops to each partition, and massage into the scalp.
- Do not rinse out.
- Can also be applied before bedtime as a pre-shampoo scalp treatment.

## CLINICAL RESULTS

Clinically shown to

**increase scalp hydration by up to 2X.\***

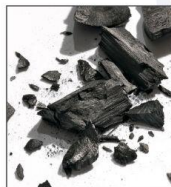
**98% less**

less dry scalp flaking after one use.\*\*

\*Clinical study using skin hydration measurement instrumentation  
\*\*Clinical study with expert clinician evaluation.

**99%  
NATURALLY  
DERIVED**

## NOVA COMPLEX™



### detoxify Binchotan Charcoal

Helps detoxify hair and scalp by absorbing impurities and buildup



### calm Tea Tree Oil

Reduces flakiness and soothes itchiness while supporting healthy hair growth



### soothe Peppermint + Spearmint Oils

Stimulate and soothe the scalp, while providing an instant cooling sensation



### balance Witch Hazel

Normalizes oil production to balance overall scalp hydration.

Briogeo

# Scalp Revival™

Charcoal + Biotin Dry Shampoo



## What

A non-aerosol dry shampoo that refreshes hair and supports a healthy scalp.

## Who

All hair types and textures looking to refresh their hair between wash days.

## How

- Shake well before use and twist the cap to reveal spray dispenser.
- Part hair and squeeze the bottle to dispense evenly five inches away from hair, focusing at the roots.
- Let the dry shampoo sit for two minutes and then brush or finger through the hair thoroughly until the powder is blended completely.

## BENEFITS

**refreshes hair**

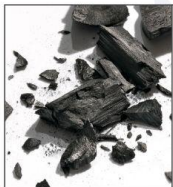
between wash days.

**absorbs**

excess oil.

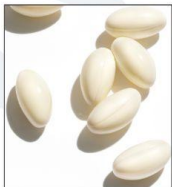
**99%  
NATURALLY  
DERIVED**

## NOVA COMPLEX™



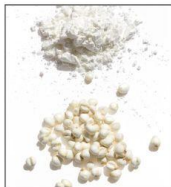
### **detoxify** Binchotan Charcoal

Helps detoxify hair and scalp by absorbing impurities and buildup



### **support** Biotin

Nourishes and strengthens the hair and follicle to support elasticity



### **refresh** Clay, Tapioca + Rice Starch Complex

Absorbs excess oil to refresh and extend the time between wash days.



### **balance** Witch Hazel

Normalizes oil production to balance overall scalp hydration.

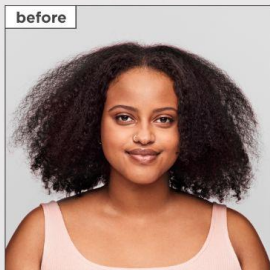


Briogeo

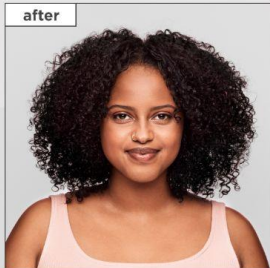
# Don't Despair, Repair!™ Collection

Strengthen + repair dry, damaged hair

before



after



# Causes of Damage

LIFESTYLE	THERMAL	PHYSIOLOGICAL	PHYSICAL	CHEMICAL
<ul style="list-style-type: none"><li>• Diet</li><li>• Stress</li><li>• Climate</li><li>• Environmental factors</li><li>• Infrequent hair trims</li></ul>	<ul style="list-style-type: none"><li>• Blow drying</li><li>• Heat curling</li><li>• Rollers</li><li>• Salon dryers</li></ul>	<ul style="list-style-type: none"><li>• Health concerns</li><li>• Dry scalp</li><li>• Dry strands</li><li>• Genetic makeup</li><li>• Vitamin deficiencies</li></ul>	<ul style="list-style-type: none"><li>• Elastic hair ties</li><li>• Pulling / tugging</li><li>• Styling</li><li>• Incorrect brushing and combing</li><li>• Over-washing</li><li>• Improper towel drying</li></ul>	<ul style="list-style-type: none"><li>• Coloring</li><li>• Bleach</li><li>• Professional Straightening</li><li>• Perms / Relaxes</li><li>• Silicone damage</li><li>• Chemical ingredients in hair products</li></ul>

Briogeo

# Don't Despair, Repair!™

## Product Line-up



Rich Rice Shampoo Concentrate	Super Moisture Shampoo	Super Moisture Conditioner	MegaStrength+ Rice Water Protein + Moisture Strengthening Treatment	Deep Conditioning Mask	Moisture + Damage Defense Leave-In Treatment	Strengthening Treatment Oil
Concentrated repair shampoo	Moisturizing shampoo	Moisturizing conditioner	Intensive repair treatment	Moisturizing shampoo	Leave-in moisturizing treatment	Concentrated hair oil
For severely damaged hair	For dry, damaged hair	For dry, damaged hair	For severely damaged hair	For dry, damaged hair	For sealing split ends + moisturization	For shine + damage repair
Weekly, in shower	Wash days, in shower	Wash days, in shower	Weekly, after shampooing	Weekly, after shampooing	Wash days, post-shower	As needed, on wet or dry hair

Briogeo

# Don't Despair, Repair!™

Super Moisture Shampoo + Conditioner



## What

An ultra-hydrating, sulfate-free shampoo and super moisturizing, protein-free conditioner that strengthens damaged hair and helps prevent future breakage.

## Who

Dry, damaged hair of all types and textures

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Cleanses + conditions

dry, damaged hair

**91%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



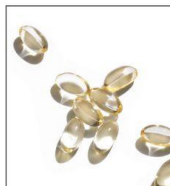
### moisturize Sweet Almond Oil

Enhances the shine, luster, and moisture of dry or weak hair.



### protect Algae Extract

Provides powerful antioxidant benefits that nourish and protect hair



### strengthen B Vitamins

Strengthens and nourishes hair for increased elasticity and moisture.



### hydrate Rosehip oil

Provides essential fatty acids that balance hair hydration and control frizz.

Briogeo

# Don't Despair, Repair!™

Deep Conditioning Mask



NOVA COMPLEX™

## What

A weekly deep conditioning mask that balances protein and moisture to strengthen and repair dry, damaged hair.

## Who

Dry, damaged hair of all types and textures

## How

- Use weekly in place of conditioner.
- After shampooing, massage into hair, ensuring even application.
- Leave on for at least 10 minutes, then rinse thoroughly.

## CLINICAL RESULTS

Reduces breakage in

**10 minutes**

Hair is up to

**2x stronger**

after three uses

**97%**  
NATURALLY  
DERIVED



repair

### Plant proteins

Replace missing keratin proteins in hair shaft to strengthen and repair.



hydrate

### Rosehip Oil

Provides essential fatty acids which balance hair hydration and control frizz.



moisturize

### Almond Oil

Enhances the shine, luster, and moisture of dry or weak hair.



protect

### Algae Extract

Contains minerals, antioxidants, and vitamins that nourish and strengthen hair.

Briogeo

# Don't Despair, Repair!<sup>TM</sup>

Rich Rice Shampoo Concentrate



PAIRS WELL WITH

NOVA COMPLEX<sup>TM</sup>

## What

A concentrated water-activated treatment shampoo that gently cleanses severely damaged hair while replenishing it with vital nutrients.

## Who

Severely damaged hair of all types + textures

## How

- Apply a small amount\* of concentrate to hands. Add water and mix in hands to build lather. Apply directly to wet hair and massage in, adding more water if needed.
- Rinse out and follow with Rice Water Protein + Moisture Strengthening Treatment. For best results, use once per week.

\*Usage amount will vary based on hair thickness, length, and texture:

- short/fine - 1 pea size
- medium - 2 pea sizes
- long/thick - 3 pea sizes

## CLINICAL RESULTS

Up to

**7x less breakage**

after one use\*

Hair is up to

**91% softer and smoother**

after two uses\*

\*When paired with Don't Despair, Repair! MegaStrength+ Rice Water Protein + Moisture Strengthening Treatment

**92% NATURALLY DERIVED**



repair

### Rice Protein Complex

Protects hair against future damage by strengthening the cuticle with vital protein



moisturize

### Ceramides

Biomimetic lipids that strengthen and reinforce hair cuticle



protect

### Algae Extract

Provides powerful antioxidant benefits that nourish and protect hair



strengthen

### B Vitamins

Strengthens and nourishes hair for increased elasticity and moisture



Briogeo

# Don't Despair, Repair!™

MegaStrength + Rice Water Protein +  
Moisture Strengthening Treatment



NOVA COMPLEX™

## What

An intensive weekly hair treatment that delivers the optimal balance of protein + moisture and is scientifically proven to double the strength of hair after one use.

## Who

Dry, brittle, damaged hair of all types and textures

## How

- Use weekly for intensive treatment.
- After shampooing, wring hair of excess water and apply the treatment evenly throughout damp hair.
- Leave in for at least 10 minutes or longer, or overnight as desired.
- Rinse out and then apply your favorite Briogeo mask or conditioner to complete your intensive treatment process.

## CLINICAL RESULTS

### 2x increase

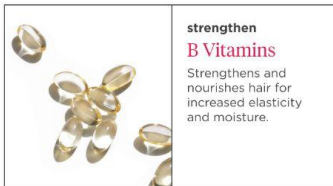
in hair strength  
after one use



repair

### Rice Protein Complex

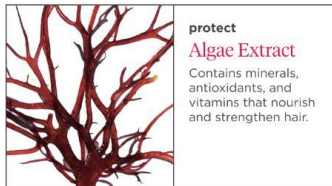
Protects hair against future damage by strengthening the cuticle with vital protein



strengthen

### B Vitamins

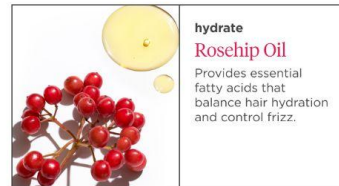
Strengthens and nourishes hair for increased elasticity and moisture.



protect

### Algae Extract

Contains minerals, antioxidants, and vitamins that nourish and strengthen hair.



hydrate

### Rosehip Oil

Provides essential fatty acids that balance hair hydration and control frizz.

Briogeo

# Don't Despair, Repair!™

Moisture + Damage Defense  
Leave-in Treatment



NOVA COMPLEX™

## What

An invisible, leave-in treatment that seals split ends, reverses damage, and prevents future breakage.

## Who

Dry, brittle, damaged hair of all types and textures

## How

- Use weekly for intensive treatment.
- Comb through to ensure even application. Do not rinse.
- Style as normal.

## CLINICAL RESULTS

Visibly seals up to

**100% of  
split ends**

after two uses.

Scientifically proven to

**protect from  
hair breakage**

**97%  
NATURALLY  
DERIVED**



**moisturize**  
**Ceramides**  
Biidentical lipids that  
strengthen and  
reinforce hair cuticle



**hydrate**  
**Argan, Coconut+  
Rosehip Oil**  
Provides essential  
fatty acids to balance  
hair moisture



**repair**  
**Naturally  
Derived Repair  
Copolymer**  
Bonds and seals the  
lifted and damaged  
hair cuticle



**protect**  
**Algae Extract**  
Provides powerful  
antioxidant benefits  
that nourish and  
protect hair



Briogeo

# Don't Despair, Repair!™

Strengthening Treatment Oil



NOVA COMPLEX™

## What

An invisible, leave-in treatment that seals split ends, reverses damage, and prevents future breakage.

## Who

Dry, brittle, damaged hair of all types and textures

## How

- Use weekly for intensive treatment.
- Comb through to ensure even application. Do not rinse.
- Style as normal.

## CLINICAL RESULTS

**Repairs  
up to 88%**

of damage after 2 uses\*

\*In a third-party trial testing 50 damaged split end human hair fibers



**strengthen**  
**Ceramides**

Bioidentical lipids that strengthen and reinforce hair cuticle



**hydrate**  
**Macadamia Nut  
Derivative**

Provides a silky texture, mimics hair's lipid content, and increases shine.



**moisturize**  
**Almond Oil**

Enhances the shine, luster, and moisture of dry or weak hair



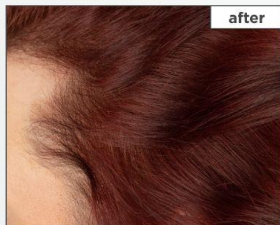
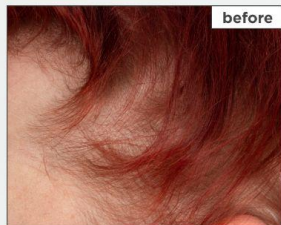
**protect**  
**Rose  
Flower Oil**

Provides antioxidant protection and increases shine

Briogeo

# Destined for Density™

A holistic scalp + hair care system for thicker, fuller, healthier-looking hair.



Briogeo

# Destined for Density™

## Product Line-up



Caffeine + Biotin Peptide Density Shampoo	Caffeine + Biotin Peptide Density Conditioner	MegaStrength+ Caffeine + Biotin Peptide Density Serum
For all hair types + textures concerned with thinning + excess shedding		
Density boosting shampoo	Density boosting conditioner	Leave-on density boosting serum
Wash days, in shower	Wash days, in shower	Daily, on wet or dry hair

Briogeo

# Destined for Density™

Caffeine + Biotin Peptide Density  
Shampoo + Conditioner



## What

A lightweight density-boosting shampoo and conditioner duo that encourage nutrient-rich microcirculation to the scalp and roots for fuller, healthier-looking hair.

## Who

All hair types and textures concerned with thinning or loss of density

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Stimulates

the scalp.

### Boosts

and extends serum benefits.

**93%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



### energize

#### Energy Complex (Caffeine + CoQ10 + Green Coffee Oil)

Stimulates the scalp  
and delivers antioxidant  
protection



### support

#### Copper Peptides

Helps support a  
healthy hair life cycle



### protect

#### Zinc

Protects and soothes  
hair follicles while  
normalizing sebum  
production



### health

#### Biotin

Nourishes and  
strengthens the hair  
and follicle to support  
elasticity

Briogeo

# Destined for Density™

MegaStrength+ Caffeine + Biotin  
Peptide Density Serum



## NOVA COMPLEX™



### energize

**Energy Complex**  
(Caffeine + CoQ10  
+ Green Coffee Oil)

Stimulates the scalp  
and delivers antioxidant  
protection



### support

**Copper Peptides**

Helps support a  
healthy hair life cycle



### protect Zinc

Protects and soothes  
hair follicles while  
normalizing sebum  
production



### health Biotin

Nourishes and  
strengthens the hair  
and follicle to support  
elasticity

## What

A concentrated leave-on daily serum,  
clinically shown to increase hair density by  
up to 3X\*

## Who

All hair types and textures concerned with  
thinning or loss of density

## How

- Section hair and apply 1-2 drops on the  
scalp, focusing on areas of concern (such  
as temples, crown, and hairline).
- Massage into the scalp.
- For best results, use daily on wet or dry  
hair. Results are expected in as little  
as 16 weeks.

## CLINICAL RESULTS

Clinically shown to  
increase hair density by  
**up to 3X\***

**Up to 31%**

more follicle activity  
with daily use\*

\*Compared to baseline in a  
16-week study of 35 participants.





Briogeo

# Briogeo Superfoods™

Superfood-infused and packed with vitamins, minerals & nutrients to quench parched, dull strands and support healthy hair.



Briogeo

# Briogeo Superfoods™

Product Line-up



Mango + Cherry  
Balancing  
Shampoo + Conditioner



Avocado + Kiwi Mega  
Moisture Mask



Banana + Coconut  
Soft Wave  
Texture Spray



Avocado + Kiwi  
Mega Moisture 3-in-1  
Leave-In Spray

## NOVA COMPLEX™



**condition**

### Avocado oil

Delivers lightweight moisture, softens hair, and enhances shine.



**antioxidant**

### Kiwi extract

Contains high levels of Vitamin C, which provides antioxidant protection.



**protect**

### Mango extract

Provides antioxidant protection to defend against free-radical damage.



**nourish**

### Banana extract

Contains high levels of potassium and antioxidants to strengthen and protect hair.

Briogeo

# Briogeo Superfoods™

Mango + Cherry

Balancing Shampoo + Conditioner



## What

A juice and smoothie inspired shampoo and conditioner duo that helps balance oil production.

## Who

All hair types and textures, particularly balanced-to-oily

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Balances

oil production with papaya enzymes.

### Conditions

hair with vitamins + minerals.

**93%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



### protect Mango Extract

Provides power antioxidant benefits to protect against environmental damage



### hydrate Cherry Extract

Rich in natural sugars + Vitamin C to increase hydration and provide antioxidant protection.



### balance Papaya Enzyme

Helps balance oil production on the scalp



### nourish Goji Berry Extract

Rich in amino acids and antioxidants to strengthen and protect hair.



Briogeo

# Briogeo Superfoods™

Avocado + Kiwi Mega Moisture Mask



## What

A weekly protein-free nourishing hair mask scientifically proven to boost moisture for softer, smoother, and more manageable hair after two uses.

## Who

All hair types and textures in need of added moisture

## How

- Use weekly in place of conditioner.
- After shampooing, massage into hair, ensuring even application.
- Leave on for at least 10 minutes, then rinse thoroughly.

## CLINICAL RESULTS

Scientifically proven to

**boost moisture**  
for **softer,**  
**smoother,**  
**and more**  
**manageable**

after two uses.

**97%**  
NATURALLY  
DERIVED

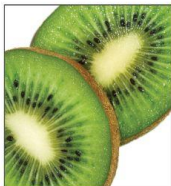
## NOVA COMPLEX™



### condition

#### Avocado Oil

Delivers lightweight moisture, softens hair, and enhances shine.



### protect

#### Kiwi Extract

Contains high levels of Vitamin C, which provides antioxidant protection.



### moisturize

#### Chia Seed Oil

Rich in protein, amino acids and minerals to fortify and nourish.



### nourish

#### Spinach

Rich in vitamins and minerals to promote overall hair and scalp health.

Briogeo

# Briogeo Superfoods™

Banana + Coconut Soft Wave Texture Spray



NOVA COMPLEX™

## What

A lightweight texture spray for styling tousled beach waves and piecey separation.

## Who

Straight, wavy, and curly hair types looking to enhance their natural texture

## How

- Spray throughout damp or dry hair.
- Scrunch or twist hair to enhance wave formation, then air dry or diffuse to finish.

## BENEFITS

### Defines

hair for touchable waves.

### Hydrates

and restores shine.

**98%**  
NATURALLY  
DERIVED



#### condition Banana Extract

Contains high levels of potassium and antioxidants to strengthen and protect hair.



#### hydrate Coconut Sugar

Provides hydration and grit to hair for piecey separation.



#### protect Mango Extract

Provides antioxidant protection to defend against free-radical damage.



#### soothe Aloe Vera

Provides antimicrobial and skin-soothing benefits

Briogeo

# Briogeo Superfoods™

Avocado + Kiwi Mega Moisture 3-in-1  
Leave-In Spray



NOVA COMPLEX™

## What

A 3-in-1 leave-in spray that conditions, detangles and provides UV protection for healthier-looking hair.

## Who

All hair types and textures

## How

- Apply to damp hair, focusing on mid-lengths to ends.
- Comb through to ensure even application. Do not rinse.
- Style as normal

## BENEFITS

### Protects

hair from UV damage.

### Conditions

hair with vitamins + minerals.

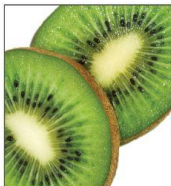
**97%**  
NATURALLY  
DERIVED



#### condition

##### Avocado Oil

Delivers lightweight moisture, softens hair, and enhances shine.



#### antioxidant

##### Kiwi Extract

Contains high levels of Vitamin C, which provides antioxidant protection.



#### protect

##### Sunflower Sprout Extract

Protects hair from the drying and damaging effects of the sun's UV rays.



#### nourish

##### Spinach

Rich in vitamins and minerals to promote overall hair and scalp health.

Briogeo

# Farewell Frizz™ Collection

Scientifically proven frizz protection.



Briogeo

# Farewell Frizz™

## Product Line-up



Smoothing Shampoo	Smoothing Conditioner	Rosarco Milk Leave-In Conditioning Spray	Blow Dry Perfection + Heat Protectant Creme	Rosehip, Argan, & Coconut Oil Blend
Frizz-fighting shampoo	Frizz-fighting conditioner	Smoothing leave-in conditioner	Smoothing heat protectant	Smoothing hair oil
For frizz reduction	For frizz reduction	For frizz reduction + detangling	For heat styling + frizz reduction	For frizz-reduction and shine
Wash days, in shower	Wash days, in shower	Wash days, post-shower	Wash days, post-shower	As needed, on wet or dry hair

Briogeo

# Farewell Frizz™

Smoothing Shampoo + Conditioner



## What

A frizz-fighting, sulfate- and silicone-free shampoo and conditioner duo that smooth strands and add shine to hair.

## Who

All hair types and textures concerned with dryness and frizz

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Smooths

hair and reduces frizz.

### Hydrates

and cleanses without stripping.

**93%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



### hydrate Rosehip Oil

Provides essential fatty acids that balance hair hydration and control frizz.



### condition Argan Oil

Provides extensive conditioning benefits to combat dryness and diminish frizz.



### moisturize Coconut Oil

Penetrates the hair shaft to seal in moisture, protecting against breakage and excess heat.



### protect Vitamin E

Moisturizes and protects hair against free radical damage.



Briogeo

# Farewell Frizz™

Rosarco Milk Leave-In Conditioning Spray



## What

A frizz-fighting leave-in conditioning spray scientifically proven to reduce frizz for up to 48 hours.\*

## Who

All hair types and textures concerned with dryness and frizz

## How

- Apply to damp hair, focusing on mid-lengths to ends.
- Comb through to ensure even application. Do not rinse.

## CLINICAL RESULTS

Scientifically proven to decrease frizz for up to

**48 hours\***

\*In a third party study using human hair tresses

**98%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



### hydrate Rosehip Oil

Provides essential fatty acids that balance hair hydration and control frizz.



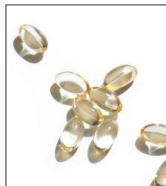
### condition Argan Oil

Provides extensive conditioning benefits to combat dryness and diminish frizz.



### moisturize Coconut Oil

Penetrates the hair shaft to seal in moisture, protecting against breakage and excess heat.



### protect Vitamin E

Moisturizes and protects hair against free radical damage.

Brigeo

# Farewell Frizz™

Blow Dry Perfection + Heat Protectant Creme



NOVA COMPLEX™

## What

A silicone-free heat protectant cream that minimizes frizz, smooths hair, and protects against heat up to 450°F.

## Who

All hair types and textures concerned with dryness and frizz.

## How

- Apply a dime to quarter-sized amount to damp hair, focusing on mid-lengths to ends, combing through to ensure even application.
- Blow dry and style as desired.

## CLINICAL RESULTS

Scientifically proven to decrease frizz for up to

**48 hours\***

Scientifically proven to protect hair from heat styling up to

**450°F (233°C)**

\*In a third party study using human hair tresses

**94%  
NATURALLY  
DERIVED**



### hydrate Rosehip Oil

Provides essential fatty acids that balance hair hydration and control frizz.



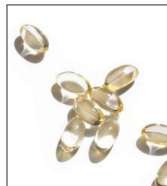
### condition Argan Oil

Provides extensive conditioning benefits to combat dryness and diminish frizz.



### moisturize Coconut Oil

Penetrates the hair shaft to seal in moisture, protecting against breakage and excess heat.



### protect Vitamin E

Moisturizes and protects hair against free radical damage.

Briogeo

# Farewell Frizz™

Rosehip, Argan, & Coconut Oil Blend



## What

A silicone-free hair oil scientifically proven to decrease frizz for up to 48 hours.\*

## Who

All hair types and textures concerned with dryness and frizz

## How

- Dispense 1-2 drops and rub between your palms so that the oil is evenly distributed.
- Distribute throughout dry or damp hair, focusing on the mid-length and ends.

## CLINICAL RESULTS

Scientifically proven to decrease frizz for up to

**48 hours\***

\*In a third party study using human hair tresses

**98%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



### hydrate

#### Rosehip Oil

Provides essential fatty acids that balance hair hydration and control frizz.



### condition

#### Argan Oil

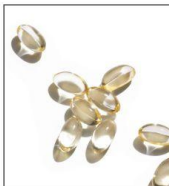
Provides extensive conditioning benefits to combat dryness and diminish frizz.



### moisturize

#### Coconut Oil

Penetrates the hair shaft to seal in moisture, protecting against breakage and excess heat.



### protect

#### Vitamin E

Moisturizes and protects hair against free radical damage.

Briogeo

# Curl Charisma™

Enhance definition of waves, curls and coils and provide lasting hydration.



Briogeo

# Curl Charisma™

## Product Line-up



**Rice Amino + Avocado  
Hydrating Shampoo**

**Rice Amino + Avocado  
Hydrating Conditioner**

**Rice Amino + Avocado  
Hydrating + Defining  
Mask**

**Rice Amino + Avocado Leave-In  
Defining Creme**

**Rice Amino + Quinoa Frizz  
Control Gel**

For curls, coils + waves

Curl enhancing shampoo

Curl enhancing conditioner

Curl enhancing  
hair mask

Curl enhancing  
styling cream

Curl enhancing frizz  
reducing styling gel

Wash days,  
in shower

Wash days,  
in shower

Weekly,  
after shampooing

Wash days,  
post-shower

Wash days,  
post-shower

Briogeo

# Curl Charisma™

Rice Amino + Avocado  
Hydrating Shampoo + Conditioner



## What

A creamy, sulfate-free shampoo and nourishing conditioner duo that seals in moisture and minimizes frizz for defined curls, coils, and waves.

## Who

Waves, curls and coils

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Smooths

hair and reduces frizz.

### Hydrates

and cleanses without stripping.

**95%**  
NATURALLY  
DERIVED

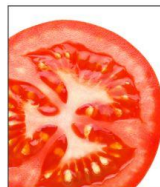
## NOVA COMPLEX™



**smooth**  
**Rice Amino Acids**  
Seals the hair cuticle to lock out frizz-inducing environmental moisture



**condition**  
**Avocado Oil**  
Delivers lightweight moisture, softens hair, and enhances shine.



**define**  
**Tomato Fruit Extract**  
Enhances moisture retention to ensure consistent curl formation and enhanced definition.



**moisture**  
**Shea Butter**  
Softens and hydrates curl, while providing antioxidant protection.



Briogeo

# Curl Charisma™

Rice Amino + Avocado  
Hydrating + Defining Mask



## NOVA COMPLEX™



**smooth**  
**Rice Amino Acids**  
Seals the hair cuticle to lock out frizz-inducing environmental moisture.



**condition**  
**Avocado Oil**  
Delivers lightweight moisture, softens hair, and enhances shine.



**define**  
**Tomato Fruit Extract**  
Enhances moisture retention to ensure consistent curl formation and enhanced definition.



**nourish**  
**Castor, Chia + Flax Seed Oils**  
Deeply nourish, condition, and define curls

## What

A weekly protein-free curl-enhancing hair mask proven to increase hair moisture after two uses.\*

## Who

Waves, curls and coils

## How

- Use weekly in place of conditioner.
- After shampooing, massage into hair, ensuring even application.
- Leave on for at least 10 minutes, then rinse thoroughly.

## CLINICAL RESULTS

**Curls are up to 3.5x more moisturized after two uses.\***

\*Compared to non-conditioned hair in a third party study.

**97%  
NATURALLY  
DERIVED**

Briogeo

# Curl Charisma™

Rice Amino + Avocado  
Leave-In Defining Creme



## What

A curl-defining styling cream that boosts hydration, minimizes frizz, and provides soft, flexible control for waves and curls.

## Who

Waves, curls and coils

## How

- Apply a dime- to quarter-sized amount evenly to damp hair.
- Allow curls to air dry or diffuse with a blow dryer.

## BENEFITS

Soft, flexible hold.

**Hydrates**  
and minimizes frizz.

**95%**  
NATURALLY  
DERIVED

## NOVA COMPLEX™



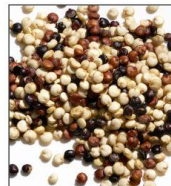
**smooth**  
**Rice Amino Acids**  
Seals the hair cuticle to lock out frizz-inducing environmental moisture.



**condition**  
**Avocado Oil**  
Delivers lightweight moisture, softens hair, and enhances shine.



**define**  
**Tomato Fruit Extract**  
Enhances moisture retention to ensure consistent curl formation and enhanced definition.



**nourish**  
**Quinoa Extract**  
Nourishes and enhances the texture of curls.

Briogeo

# Curl Charisma™

Rice Amino + Quinoa Frizz Control Gel



## NOVA COMPLEX™



**smooth**  
**Rice Amino Acids**  
Seals the hair cuticle to lock out frizz-inducing environmental moisture.



**nourish**  
**Quinoa Extract**  
Nourishes and enhances the texture of curls.



**define**  
**Tomato Fruit Extract**  
Enhances moisture retention to ensure consistent curl formation and enhanced definition.



**condition**  
**Avocado Oil**  
Delivers lightweight moisture, softens hair, and enhances shine.

## What

A light-to-medium-hold hair gel that creates definition and minimizes frizz for curls, coils, and waves.

## Who

Waves, curls, and coils

## How

- Apply one-to-two-quarter-sized amounts of gel evenly to damp hair, raking through hair, scrunching, or glazing over strands to encourage curl pattern.
- Air dry or diffuse curls.
- Can also be used to slick back styles and smooth strands for a sleek look.

## BENEFITS

### Defines

curls with light to medium hold.

### Hydrates

and reduces frizz.

**94%**  
**NATURALLY**  
**DERIVED**

Briogeo

# Color Me Brilliant™ Collection

Protects color-treated hair from fading +  
helps maintain vibrancy longer.



Briogeo

# Color Me Brilliant™

## Product Line-up



**Mushroom +  
Bamboo Color  
Protect Shampoo**

**Mushroom +  
Bamboo Color  
Protect Conditioner**

**Mushroom + Bamboo  
Color Protect Primer**

For color treated hair of all types + textures

Color preserving  
shampoo

Color preserving  
conditioner

Color preserving  
heat protection

Wash days,  
in shower

Wash days,  
in shower

Wash days,  
post-shower

Briogeo

# Color Me Brilliant™

Mushroom + Bamboo Color Protect  
Shampoo + Conditioner



NOVA COMPLEX™

## What

A naturally derived shampoo and conditioner duo that protects dyed hair against color fade and extends the needed time between color treatments.

## Who

Color-treated hair of all types and textures

## How

- Massage shampoo into wet hair to build lather, then rinse.
- After shampooing, apply conditioner and massage into the hair, ensuring it is applied evenly.
- Leave in for up to two minutes before rinsing.

## BENEFITS

### Protects

against color fade.

### Extends time

between color treatments.

**94%**  
NATURALLY  
DERIVED



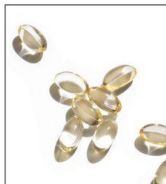
#### protect Color Protection Complex

Turkey Tail Mushroom +  
Bamboo Leaf Extract  
works synergistically to  
protect hair against  
color fade.



#### soften Flaxseed, Apricot + Sunflower Oils

Enhance softness,  
shine + vibrancy.



#### moisturize Vitamin E

Moisturizes and  
protects hair against  
free radical damage.



#### soothe Aloe Vera

Provides antimicrobial  
and skin-soothing  
benefits



Briogeo

# Color Me Brilliant™

Mushroom + Bamboo Color Protect Primer



NOVA COMPLEX™

## What

A leave-in styling cream that prevents color fade with thermal protection up to 450°F.

## Who

Color-treated hair of all types and textures

## How

- Dispense a small amount into hands and work through clean, damp hair from root to tip prior to heat styling.
- Do not rinse out.

## CLINICAL RESULTS

Protects hair from thermal damage

up to 450° F

**97%**  
NATURALLY  
DERIVED



### protect Color Protection Complex

Turkey Tail Mushroom +  
Bamboo Leaf Extract  
works synergistically to  
protect hair against  
color fade.



### soften Flaxseed, Apricot + Sunflower Oils

Enhance softness,  
shine + vibrancy.



### moisturize Vitamin E

Moisturizes and  
protects hair against  
free radical damage.



### soothe Aloe Vera

Provides antimicrobial  
and skin-soothing  
benefits