

BE KIND TO YOUR HAIR
+ BE GENTLE ON THE EARTH.



FINALLY, A HAIRCARE LINE THAT'S AS GOOD
FOR THE ENVIRONMENT AS IT IS FOR YOUR HAIR.

TO LEARN MORE ABOUT CONCEPT VERT,
VISIT WWW.PRIVEPRODUCTS.COM

PRIVÉ
formule aux herbes

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www.priveproducts.com

CAN REUSE PROGRAM.

HOW IT WORKS:

Because our cans use a patented one way valve system, there is no chance for contamination. As the industry leader with this technology, we have installed a can return program with the help of our salons. When the cans come back to us, they will be reused, leaving zero eco-footprint. It's as easy as 1-2-3!

1. Return empty can to your salon.
2. Your salon will return these cans to Privé.
3. Privé will sanitize the cans and reuse.

THE FUTURE IS NOW.

THANK YOU FOR DOING YOUR PART TO HELP SAVE OUR PLANET!

GREEN: THE NEW GOLD STANDARD.



introducing
Privé CONCEPT VERT
Rejuvenating Pure Shampoo
and Conditioner

PRIVÉ
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CONCEPT VERT



> WHY CONCEPT VERT?

Now you don't have to sacrifice quality, performance or results in order to do your part for the planet. Introducing the revolutionary eco-design of **Privé CONCEPT VERT Rejuvenating Pure Shampoo and Conditioner**, developed with Thoughtful Planet Technologies, for a product that is planet friendly in every possible way. With our color safe formulas, there are no trade-offs, just gloriously replenished and strengthened youthful hair, full of healthy body and luminous shine.

- **Sulfate and Paraben Free** – it is not so much what is in Concept Vert, but what is not. In addition, there are no phthalates, gluten, PABA, mineral oil, paraffin, DEA, TEA or artificial colors and we NEVER test on animals!
- Performance fueled by responsibly sourced Amazonian ingredients. **Certified Organic Açai Berry** is highest in naturally occurring antioxidants per kilogram and aids in the protection from free radicals and future damage, encouraging more vibrant hair and healthier scalp. **Babassu Oil** is a superior emollient beneficial for both dry and oily scalps, which gently moisturizes the hair.
- **High Yield** – our 6.7 oz. can provides the same amount of washings or conditionings as a 13 oz. bottle of regular liquid shampoo or conditioner. This is achieved through the use of patented air powered technology. This also helps to save transportation emissions because product weight is reduced while shipping from one location to another.

- Certified as **Environmentally Preferred Products (E.P.P.)**, which reduce the impact on our planet and are achieved using new hybrid technologies. Adheres to the following E.P.P. Guidelines:



- > Increases the usage amount of a product without resorting to concentrates
- > More than 50% of the ingredients are from replenishable materials
- > Packaging designed to be refillable
- > Products that utilize 50% less preservatives

- **Recyclable and Reusable Packaging.**

OUR MISSION IS SIMPLE.

“ The hair industry is one of the worst for the environment due to excessive water, chemical and electricity usage. With the revolutionary eco-design of **CONCEPT VERT**, we can begin to reduce Privé's carbon footprint while continuing our search for additional sustainable alternatives to counteract the hazardous effects of the hair industry on the environment. ”



Laurent D.
Founder / COB Privé Products

BEING GREEN IS EASY.



CONCEPT VERT rejuvenating pure shampoo + conditioner

Enriched with Amazon Açai and Babassu Oil, Privé CONCEPT VERT **No. 101** rejuvenates hair with antioxidants and strengtheners as it gently nourishes and cleanses. Privé CONCEPT VERT **No. 102** is a penetrating conditioner that rejuvenates hair with potent antioxidants and healing strengtheners. These high-yield formulas leave hair shiny, healthy and replenished.