

shibui.

CONSCIOUS COLOR CARE

We know color services are a salon's main revenue system. Shibui was created to enhance & preserve hair color, while supporting color lines already being used in salons. Shibui is a clean beauty line that cares for the integrity of the hair with our Core 4 Color Complex and custom blended essential oil fragrances all in a natural, vegan base.

This conscious color care collection ranges from shampoos & conditioners to styling aids & treatments.

hello, shibui.

Def: "An aesthetic of simple, subtle, and unobtrusive beauty."

When we say *Hello Shibui* we are saying we are saying *Hello Beautiful*.

MISSION

Shibui believes in simple & clean color care. Color care that is devoted to exceptional natural ingredients that promise the best for your hair and our planet. Building better beauty with ethics is part of every Shibui formulation.

VISION

- Continue to seek solutions that protect & enhance all hair color
 - Define "beauty" less, and embrace health, happiness, and even imperfection
- Promise honest, safe, and sustainable formulas with integrity

CONSCIOUS COLOR CARE



CONSCIOUS - Sustainable, clean, and naturally derived ingredients are just the start. Free of toxins including sulfates, parabens, synthetic fragrances, and phthalates.



COLOR - The main goal is to help protect, prolong, and enhance every hue. From rich, natural and bold brunettes to radiant reds, beautiful color evokes happiness & confidence.



CARE - Hair endures a lot. We put it through color processing, heat styling, and environmental stresses. To combat this, Shibui moisturizes, preserves, rejuvenates, and protects.

CORE 4 COLOR COMPLEX

This is the heart of Shibui's color care. Our proprietary blend of 4 essential ingredients was specifically chosen to enhance and retain beautiful hair color, and it's in every Shibui formula.

- Vegan Tripeptides
- Oat Oil
- Bamboo Extract
- Rice Seed Protein

NATURAL FRAGRANCES

We only use natural, custom-blended essential oils & botanical extracts to achieve better, synthetic-free fragrances.

ABOUT UNITED HAIR CARE

3rd generation family-owned manufacturing business located in St Paul, Minnesota with 30 years of experience. We complete in-house manufacturing and have a fully staffed lab, art department, and production & packaging facility.



color
care



sulfate
free



gluten
free



cruelty
free



paraben
free



vegan



phthalate
free