

plant-powered + purposeful

GRW

for Hair



the Collection





the Brand

New and now. GRW for Hair is the inclusive plant-powered + purposeful hair care brand formulated for all hair types and textures. More than just incredible ingredients, GRW is a proud partner of Black Progress Matters, the organization that ensures the development of successful Black ownership.

"I struggled with my hair my entire life; I am biracial, and have a unique mix of my mom's hair and my dad's hair. I could never find products dynamic enough to work for me. This inspired me to create GRW, a flexible collection of wide-reaching, ultra-nourishing hair care essentials workable for all different hair types and textures."

Gabrielle Dovey

Creator, GRW for Hair
RN BSN, Registered Nurse

the ingredients

- **plant powered**

marula
mango
shea butter
mafura
papaya
cocoa butter
coconut oil
castor seed oil
hibiscus

watermelon seed oil
pumpkin seed
nettle
gotu kola
saw palmetto
sunflower seed oil
carrot seed oil
avocado oil
meadowfoam seed oil

- **pure**

vegan
cruelty-free
non-gmo
paraben-free

sulfate-free
phthalate-free
made in the usa



formulated by

Friends

The best beauty secrets are those that are found amongst friends. At GRW, the beauty formulations are whipped up from the imaginations of best friends and beauty connoisseurs, Gabrielle and Lexi. They met in high school through their DJ boyfriends, and while always getting ready together for fun nights out, their endless sharing/comparing of beauty products began.

Ten years later, they still love going out and getting ready together, but both being working professionals, they wanted products to make their daily and nightly getting ready process more effortless. GRW is their secret to keeping their hair youthful, strong, healthy, fun, and fresh.

Formulating Partners [L to R]: Lexi Anczok, Director of Marketing and Gabrielle Dovey, Creator



the Unicorn

the ultra VIP day + night hair oil

This multipurpose hair oil works as a pre-styling + finishing product, an overnight treatment, and hair mask boost.

2 fl. oz. | \$34



why it's so good

- **limitless ways to use**

The Ultra VIP Day + Night hair oil has multi-purpose magic. It works as a pre-styling + finishing product, an overnight treatment, a hair mask boost, and more. Use it your own way, morning, noon, or night.

- **it's loaded with nutrient-rich ingredients**

This plant-powered formula uses Coconut Oil, Castor Oil, Watermelon Seed Oil, Hibiscus, Avocado Oil, Carrot Seed Oil and Meadowfoam Seed Oil to tackle everything from moisture loss and breakage, to boosting high shine, improving manageability, fighting frizz, and more.

- **it smells divine**

Dreamy, breezy, and lightly tropical, it leaves your hair smelling like heaven.



the guide

- **pre-styling + finishing use:**

Apply to wet + dry hair. Activate the oil by massaging 2-3 drops between the fingers and massage into the hair, starting at the ends and working up to the roots.

- **treatment use:**

(1) Apply before bed. Massage the desired amount of oil into the scalp and all over the hair. Rinse out in the morning.

(2) For a moisturizing beauty boost, add 3 drops of the oil to a hair mask.



the Hero

the everything hair + scalp mask

The Everything Hair + Scalp Mask is your instant fix of healing hydration for healthy hair repair. It's your transformer, your tamer, your thicker + fuller hair game-changer.

8 fl. oz. | \$28



why it's so good

- **it does what conditioners can't do**

Similar to a face mask, the GRW hair mask works deeper than your everyday products. We put our hair through so much on a day-today-basis, and the GRW hair mask helps to reset and restore your hair so you can keep living your best life.

- **it's packed with problem-solving actives**

Made with Marula, Mafura, Mango, and Shea Butter to nourish, smooth, strengthen, and completely restore your hair with the ultra-nourishing powers of these plants.

- **it makes your hair happy**

Hair is a mood. Treat it, nourish it, and love it. Whether your hair comes in spirals, loops, zig-zags, coils, or bought, grown, straightened - the GRW hair mask gives it the necessary TLC.



the guide

- the ritual

‘Mask day’ is a way to pamper yourself while allowing some time to reconnect and get in touch with yourself and enhance your natural beauty.

- the use

The Everything Mask works best with towel dried hair. To preserve hydration, divide your hair into sections and apply the mask from scalp to ends to lock in moisture. Leave the mask on for 10 minutes and rinse. Allows for beautiful, nourished, restored, frizz-free hair with each treatment.

- grw tip

Leave a little in when you need an extra boost of hydration.



the Pill

the hair beauty boost

The Hair Beauty Boost is your daily supplement for stronger + healthier hair. It helps to promote hair growth and repair with a powerful combination of life-giving Vitamins and Minerals + Nettle, Pumpkin Seed, Gotu Kola, Saw Palmetto, Grape Seed and Silica.

60 capsules | \$24

Supplement Facts

Serving size: 2 capsules

Servings per container: 30

**Amount
per serving**

**% Daily
Value**

Vitamin A (as vitamin A acetate)	625 mg	13%
Vitamin C (as ascorbic acid)	15 IU	25%
Vitamin D (as cholecalciferol)	100 mg	25%
Vitamin E (as dl-alpha tocopheryl acetate)	25 IU	83%
Thiamine (vitamin B1)(as thiamine hydrochloride)	0.75 mg	50%
Niacin (as niacinamide)	12.5 mg	63%
Vitamin B6 (as pyridoxine hydrochloride)	1 mg	50%
Folate (as folic acid)	100 mcg	25%
Vitamin B12 (as cyanocobalamin)	3 mcg	50%
Biotin	5000 mcg	1667%
Pantothenic acid (as d-calcium pantothenate)	12.5 mg	125%
Iodine (from kelp)	75 mcg	50%
Magnesium (as magnesium oxide)	15 mg	4%
Zinc (as zinc oxide)	1.5 mg	10%
Copper (as copper gluconate)	1 mg	50%

Proprietary Blend	291 mg	*
Nettle Leaf Powder (Urtica dioica), Pumpkin Seed Powder (Curcubita pepo), Gotu Kola Herb Powder (Centella asiatica), L-Lysine Hydrochloride, Bioflavonoids, Cynatine® Soluble Keratin, L-Proline, Saw Palmetto Fruit Extract (Serenoa repens (Standardized to 45% Fatty Acids), Inositol, Grape Seed Extract (Vitis vinifera) (Standardized to 95% Proanthocyanidins), Silica (silicon dioxide).		

* Daily Value not established

Other Ingredients: Cellulose, Dicalcium Phosphate, Vegetable Stearates, Calcium Silicate.



Proud Partner of Black Progress Matters

GRW goes beyond just incredible ingredients.

GRW for Hair is a proud partner of Black Progress Matters, and has received initial funding from the Black Progress Matters Minority Business Incubator Program. Black Progress Matters's core mission is to change the face of leadership in organizations worldwide through its various executive minority staffing activities. BPM is built on the premise that if BPM can secure the opportunity to fill an executive opening for an organization with the best candidate [who is a person of color], BPM will begin to change the color of the executive suite while enhancing the aspiration of everyone of color within the organization.

BPM also provides for executive-level internships for students from historically black colleges and other minority sources, minority business representation, and an ambitious incubator program for the development and funding of minority-owned start-ups. Developing successful Black ownership is an essential component of BPM's core mission to change the color of the executive suite and ownership of organizations worldwide.