

the Collection







the ingredients

plant powered

marula watermelon seed oil

mango pumpkin seed

shea butter nettle

TICCLIC

mafura

gotu kola

papaya

saw palmetto

cocoa butter

sunflower seed oil

coconut oil

carrot seed oil

castor seed oil

avocado oil

hibiscus

meadowfoam seed oil

pure

vegan

sulfate-free

cruelty-free

phthalate-free

non-gmo

made in the usa

paraben-free







why its so good

limitless ways to use

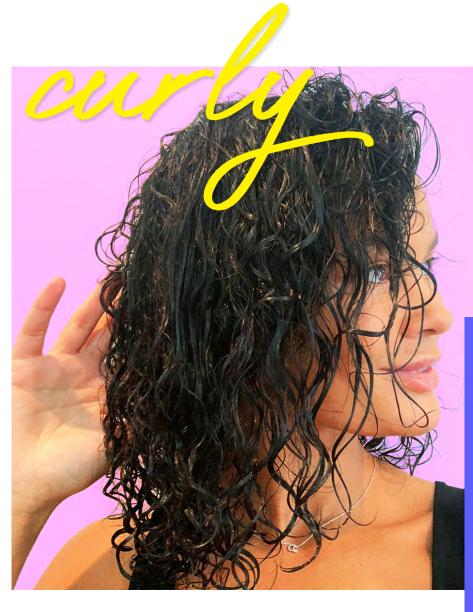
The Ultra VIP Day + Night hair oil has multi-purpose magic. It works as a pre-styling + finishing product, an overnight treatment, a hair mask boost, and more. Use it your own way, morning, noon, or night.

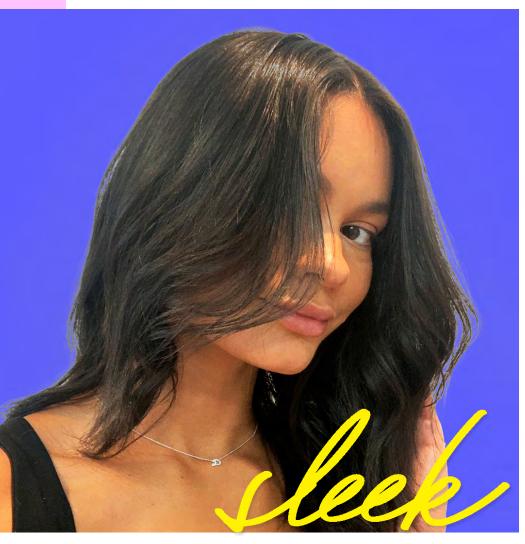
• it's loaded with nutrient-rich ingredients

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 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 full

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 Am Servings per container: 30 per ser	ount rving		% Daily Value
Vitamin A (as vitamin A acetate)	625	mq	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%
	5000	mcg	1667%
Pantothenic acid (as d-calcium pantothenate	12.5	mg	125%
lodine (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).

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

^{*} Daily Value not established





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.