

# Nourishing Hair Shampoo – Strength & Shine

Category: Hair Care – Cleansing & Conditioning



Cleanse, strengthen, and revitalise your hair with our Nourishing Hair Shampoo, formulated with gentle cleansers, botanical extracts, and hair-loving nutrients. Designed to remove impurities without stripping natural oils, leaving hair silky, healthy, and full of life.

We provide fully customisable shampoo formulations for all hair types from everyday gentle cleansing to targeted treatments for dandruff, hair fall, or colour protection. Your brand can choose from various active ingredients, fragrances, and premium packaging options.

3. Key Features

- pH-balanced, sulfate-free cleansing options
- Gentle yet effective removal of dirt and product buildup
- Infused with natural oils & botanical extracts
- Available for all hair types (dry, oily, damaged, colour-treated)
- Anti-frizz, strengthening, and volumising variants available
- Custom scents and colours for brand identity

4. Technical & OEM Specifications

| Specification | Details                                                |
|---------------|--------------------------------------------------------|
| Texture       | Liquid gel or creamy shampoo                           |
| Finish        | Clean, soft, smooth, manageable hair                   |
| Customisation | Hair type focus, actives, fragrance, colour, packaging |
| MOQ           | 300 units (depending on packaging type)                |
| Shelf Life    | 24–36 months (unopened)                                |
| Packaging     | Pump bottles, flip-top bottles, refill pouches         |
| Lead Time     | 45–60 days after sample approval                       |

5. Formulation Options

- Moisturising Argan Oil – For dry, frizzy hair
- Strengthening Keratin Complex – For weak or damaged hair
- Anti-Dandruff Zinc & Tea Tree – Scalp care & freshness
- Colour Protection with UV Filter – For dyed hair
- Volumising Biotin & Collagen – For thin or flat hair

## **6. Packaging Options**

- Pump bottles (classic or luxury)
- Flip-top bottles
- Refill pouches (eco-friendly)
- Matte or glossy label finishes
- Custom colour bottles with logo printing

## **7. Target Market Ideas**

- Premium haircare brands
- Salon-exclusive product lines
- Herbal or natural personal care brands
- Hotel & spa amenities suppliers

## **8. How OEM Works for Hair Shampoo**

1. Choose Formula Base – Select according to target hair type & benefits.
2. Add Active Ingredients – Oils, vitamins, proteins, and herbal extracts.
3. Select Fragrance & Colour – Signature scents & brand colours.
4. Customise Packaging – Bottle design, label style, branding.
5. Sample Testing – Check cleansing power, lather, fragrance.
6. Safety & Stability Tests – Ensure product remains effective over time.
7. Bulk Production – After final approval.
8. QC & Delivery – Ready to launch under your brand.