



BEAUTIFULLY  
VEGAN

BEAUTIFULLY VEGAN HAIRCARE





## OUR MISSION

We are committed to making the best products made with **natural occurring, organic ingredients** that are healthy for **you** and for the **planet** so, we set out to make the most **beautiful and effective products** for your hair by using the best, most luxurious ingredients. Discover how our **100% vegan** formulas deliver healthier looking and feeling hair —with no compromises.



CRUELTY FREE



RECYCLABLE



MADE IN THE USA



# BēVē HAIRCARE

After moving to Cincinnati, Patrick and Karen Bott, the new owners of Tressa were exploring the area and found a local sunflower festival. Admiring the blooms surrounding them, they missed the fields of endless sunflowers they left behind in Northern California. As they wandered, captivated in the warmth and sunshine, they dreamed of creating a line of hair products that would elicit the feelings they were experiencing: SERENITY and magnified by an intense connection to Mother Earth. From this seedling idea, the BēVē Beautifully Vegan Hair Care Line sprouted. Using renewable resources, BēVē aims to responsibly provide hair nourishment and protection.

Botanicals and organic plant essences infuse the BēVē line. Sunflower oil features prominently in the line, penetrating into the hair to moisturize with fatty acids and protect both natural and dyed hair against free radical damage. Sunflower oil also provides a lightweight, non-greasy barrier to retain moisture in the hair and amplify shine.

Another notable ingredient is the extracts of Tara, or *Caesalpinia Spinosa*, fused with sunflower sprouts to form a powerful compound. The super potent elixir is capable of binding to proteins inside the hair, actually REPAIRING chemically treated hair, preventing color fade and restoring resilience. BēVē's HelianShield technology protects hair against physical, chemical, and environmental stressors. Sheathing the hair in lush botanicals protects and mends ends for longer, stronger growth.

BēVē is beautifully VEGAN! Great care was used to choose the most effective ingredients that are ethical and responsible solutions for a sustainable future. In our efforts to push for positive change, we are actively working to reduce our carbon emissions and energy usage while manufacturing. BēVē Beautifully Vegan Hair Care Line is designed to benefit both people and our earth.



## HYDRATING SHAMPOO

BēVē Hydrating Shampoo uses a synergistic blend of coconut and botanicals to gently cleanse and hydrate all hair types. Naturally sulfate-free compounds create a thick, lush lather to bathe hair in natural moisture while powerful antioxidants bind within. Hydrating Shampoo repairs split ends (up to 80% at the first use!), protects hair from fading and UV damage and revitalizes normal or chemically treated hair to a brilliant resilience. As with all BēVē products, HelianShield Technology restores and protects for longer, stronger tresses.

- Increases strength: protects from breakage and from UV damage
- Contains Vitamins A, B, C, E, and potassium
- Creates soft, shiny, youthful hair



# HYDRATING CONDITIONER

BēVē Hydrating Conditioner uses the newest plant-powered cationic technology to hydrate thirsty strands. Rich nutrients penetrate deep to strengthen and replenish lost moisture. A smart fusion of Sunflower and Tara extracts combine with super antioxidants to wrap hair in protection and seal the cuticle– Mending split ends (up to 80% at the first use!), protecting hair from fading, UV damage and heat styling. This surprisingly light formula offers moisture and manageability for any hair type utilizing our HelianShield technology.

- Helps prevent hair breakage and increases strength
- Delivers antioxidant protection from the inside out and seals in moisture
- Eliminates breakage with youthful looking hair





## CURLED

Curls or waves? The blending of cutting edge polymers and sustainable plant extracts make BēVē Curled the perfect elixir to tame or enhance any texture.

B vitamins and anti-oxidants nourish and protect hair.

**No crunchy curls here, just smoother, bouncy, more uniform curls and frizz control!**

- Extremely high humidity resistance.
- Reactivates easily with water.



## COMING SOON: POLISHED

The innovative use of renewable plant-based resources as a natural alternative to silicones makes room for healthy natural ingredients. A blend of Sunflower, Abyssinian, Avocado, Jojoba and Castor seed oils penetrates and envelops hair to lock in radiance and moisture and lock out frizz. This biocompatible blend penetrates deep to deliver vitamins, antioxidants and essential fatty acids to weightlessly enrich hair from the inside out. –Then shuts down external damage by sealing the cuticle.

- Vitamins A, B, C, D, E,
- Jojoba and Abyssinian oils tame frizz
- Avocado oil Increases hair strength and protects from breakage.
- Light weight shine for even the finest hair
- Heat protection up to 450

# FINISHED

BēVē Finished Hairspray provides exceptional hold and shine. But more than that, it provides both UVA and UVB protection to preserve and protect color treated hair. Our HelianShield formula forms a protective barrier between your hair and damaging outside elements to keep your style fresh all day and night.

- Medium firm hold
- Gives hair a workable style with all day control
- Naturally smooths frizz
- Adds shine to hair
- Provides UV Protection
- Humidity protection







# RESTORE AND PROTECT YOUR HAIR WITH RENEWABLE AND RESPONSIBLE BOTANICALS!



## PRICE LIST

Hydrating Shampoo Liter.....	30.00
Hydrating Conditioner Liter.....	30.00
Hydrating Shampoo 8oz.....	15.00
Hydrating Conditioner 8oz.....	15.00
Finished Hairspray.....	14.00
Curled.....	12.50
Polished.....	15.00