

# FAQs

## FREQUENTLY ASKED QUESTIONS

**satinique™**  
WITH PLANT-BASED GOODNESS

## SCALP and HAIR INFORMATION

### How is the scalp different from other skin areas?

Scalp skin is thicker than facial skin, providing ample blood flow and a strong anchor for hair follicles and has more sebaceous glands. It also tends to have a weaker protective barrier than the rest of our skin as it is normally covered by hair fibres. Excess oil in combination with this more delicate barrier can make it difficult to properly clean, requiring intentional care.

### What is hair made of, and what factors affect it?

Hair mostly consists of a protein called keratin. The remaining components are water, lipids, pigment, and trace elements. The outer layer of hair is called the cuticle and resembles tiny scales. These scales can either stick out or be smoothed down, depending on their environment and condition. For example, a high pH (over seven) can cause cuticles to stick out, as can dryness, which occurs when the hair's delicate lipid layer is stripped away. The result of all those scales sticking out creates frizz. A lower pH will keep cuticles tightly smoothed down, resulting in shiny, manageable hair. Under the hair cuticle are two other layers: the cortex, key for hair strength and volume, and the medulla, the innermost layer.

### What causes hair damage? How can hair be protected and repaired?

Hair is up against a lot. As it ages and as it's exposed daily to aggressors such as heat styling, UV light, poor diet and chemical processes, its cuticles are worn down, making it prone to damage. When hair is damaged, it has a negative charge – turning frizzy and weak, dull and lifeless. Positively charged nutrients are necessary to bring hair back into an energised, healthy-looking state. The right products and lifestyle changes make a world of difference.

### What's a desirable pH level for the hair and scalp? How can pH-balanced products help hair quality?

Normally, our body and hair pH is mildly acidic, with a pH value of about 4.5 to 6.5. But the surface of dyed, or chemically treated hair is often damaged when subjected to alkaline solutions well above pH 7, which can lead to hair that looks dry and brittle because the scales of the cuticle stick out. Experts strongly suggest using a mildly acidic shampoo to help keep the pH level in balance. The right pH-balanced products will keep those cuticle scales tightly tucked in and keep hair looking smooth and shiny. Also, if the pH of a product isn't in the same slightly acidic range as your natural pH, it can cause disruption. This leads to the scalp becoming dry, oily, itchy or irritated and hair that does not look its best. It's important to choose pH-balanced shampoos to maintain a healthy scalp and hair.

## INGREDIENTS

### **Are Satinique products 100% natural?**

No. Our formulas are created with Plant-Based Goodness, which means they include plant-based ingredients along with non-plant-based ingredients to support quality and performance standards. Some of the natural origin index ratings Satinique has achieved are:

- Satinique shampoos: 85%.
- Satinique conditioners: 96%.
- Intensive Repair Hair Treatment: 90%.
- Intensive Repair Hair Lotion: 89%.

### **Are Satinique products paraben-, cyclic silicone- and sulphate-free?**

Yes. None of our products contain cyclic silicone oil while still maintaining efficacy for smooth, silky hair. This is a differentiator, as many competing products do contain these chemicals.

### **Are any Satinique products fragrance-free?**

No. These products are scented with our exclusive signature fragrances inspired by nature to deliver a refreshing, botanical experience. All Satinique fragrances are exclusive to our collection.

### **Are any ingredients or technologies exclusive to Satinique products? How many patents are associated with Satinique products?**

Yes. There are four Amway U.S. patents associated with Satinique: The Phytojuve Technology (U.S. Patent 8,263,053 and 8,999,306) and Scalp Liposome Technology (U.S. 9,445,975) as well as an ingredient composition patent (U.S. Patent 8,057,830).

### **Do Satinique products contain any animal ingredients?**

No, there are no animal-derived ingredients in any Satinique product.

This line is registered with The Vegan Society. To obtain this registration, there must be no animal product, by-product or derivative in the manufacture and development of the product and its ingredients.

### **Were Satinique products tested on animals?**

No. These products were not tested on animals.



## USE and STORAGE

### What is the shelf life and how many uses will I get once opened?

Three years. If used daily, the shampoos and conditioners will last approximately 30-45 uses. If used daily, the Intensive Repair Leave On Lotion can last 70-150 uses; the Anti-Hair Fall Tonic can last about 70 uses.

### Can I mix and match products?

Yes, the collection was designed to provide a personalised solution tailored to individual hair and scalp concerns. You can mix and match products based on your specific needs. For example, you can use shampoo from the hair care line and conditioner from the scalp care line, or combine other treatments like lotions, tonics or treatments with shampoos and conditioners from different sub-lines. This flexibility allows you to create a customised regimen that works best for your hair concerns, so feel free to choose what suits you best.

### What steps can be taken to ensure a smooth experience opening the Anti-Hair Fall Scalp Tonic applicator?

The tonic's on/off function works by twisting the applicator head to the left and right to open and close. At first, it may feel tight when twisting though it will become easier and smoother after two to three uses.

### My pump is not working. What should I do?

*If this is your first time using the product:*

- Prime the pump. It may take about 10 pumps to get the product flowing. Gently tap the bottom of the bottle on a solid surface like a table or countertop, then keep pumping until the product is dispensed.

*If the pump suddenly stops working while you are using the product:*

- Gently tap the bottom of the bottle on a solid surface like a table or countertop, then pump a few times and it should dispense as usual. This occasionally happens when air pockets form at the bottom of the pump mechanism.
- If you haven't used the product in a while, any product that was left in the tip of the pump can dry out when exposed to air and could form a blockage. Use a toothpick or similar tool to remove any dried product, then pump a few times to refresh the flow.

## CONDITIONS and RESULTS

### What is the difference between dandruff and dry scalp?

Dandruff and dry scalp are often mistaken for one another but are two distinct conditions.

**Dandruff** is a chronic scalp condition where the normal skin cell turnover rate fails, caused by a fungus called *Malassezia*. It results in skin cells dividing too quickly (every 15 days instead of the more typical 30) for the normal keratinisation or hardening process at the epidermis of the scalp. Skin cells are shed in large clumps, appearing as white or greyish patches on the scalp, skin and clothes. **Dry scalp** occurs when the scalp loses moisture due to environmental factors like heat, UV damage or lifestyle factors such as over-shampooing. Dry scalp can cause itchiness. It is possible to have dandruff and dry scalp at the same time.

### What clinical testing or laboratory support was involved in these products?

Third-party clinical testing was conducted to ensure the safety of all products. Some efficacy claims are substantiated using validated laboratory testing conducted at Amway laboratories. The results for all clinical evaluations regarding efficacy are on file in the Amway Innovation and Science Department archives.

### How long does it take to see results from the Anti-Dandruff collection?

Significant results can be seen after two weeks of use with continued improvement at four weeks.

### Do the Anti-Hair Fall Shampoo and Conditioner revive hair from the root?

No, these products soothe and condition the outside of the hair to prevent breakage. To support the roots, use the Anti-Hair Fall Tonic.

### How long does it take for the Anti-Hair Fall Scalp Tonic to restore moisture?

After one single use of the Anti-Hair Fall Scalp Tonic (in conjunction with the Anti-Hair Fall Shampoo and Anti-Hair Fall Conditioner).

## **Does the Anti-Hair Fall Scalp Tonic grow hair?**

No, but the product will help to reduce hair fall due to breakage or over-shampooing. The Scalp Tonic helps make hair look fuller by decreasing the amount of hair shedding from breakage or over-shampooing. According to the clinical study, it was shown to reduce hair loss from shampooing by 42% and reduce hair loss from breakage by 62% after four weeks of use.

## **Is my shampoo making my hair fall out?**

No. Shampoos do not cause hair to fall out. Most people lose 100 hairs a day on average, not including the weakened hairs that break easily from combing, blow drying or chemical processing. Research on hair loss and consultation with our Scientific Advisory Board concludes a number of physical conditions that can lead to a greater than average amount of hair to fall out in both men and women, like:

- Male pattern baldness
- Changes in hormone activity in women
- Pregnancy
- Stress
- Poor diet
- Scalp inflammation or skin disorder

The Satinique Anti-Hair Fall Shampoo, Conditioner and Scalp Tonic were developed for people with weak, fragile hair. When used together, they help reduce breakage so hair looks thicker and fuller.

## APPENDIX

### Patent list

- **Phytojuve technology:** U.S. Patent 8,263,053 and 8,999,306.
- **Phytoliposome technology:** U.S. 9,445,975.
- **Ingredient composition:** U.S. Patent 8,057,830.