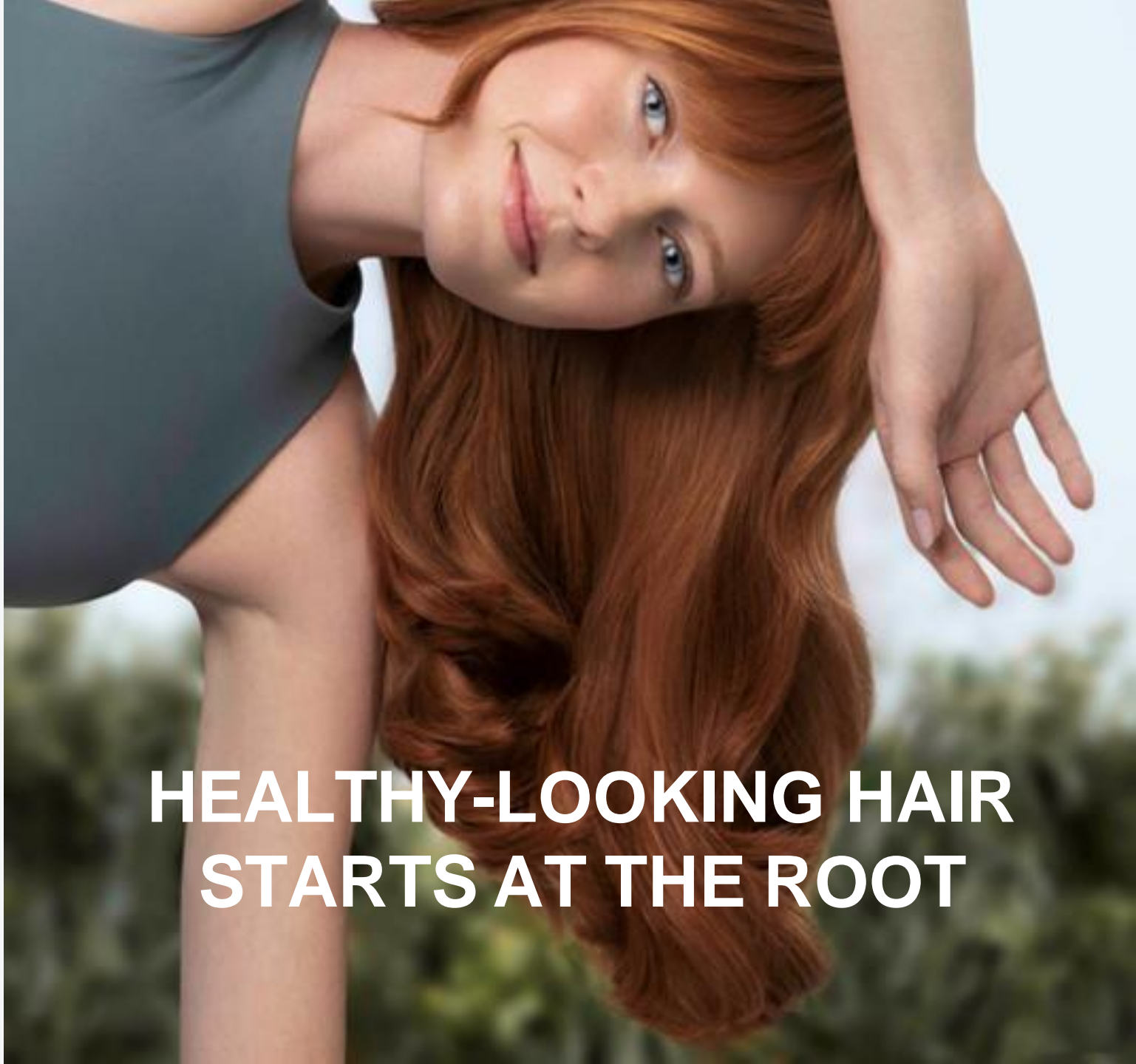


satinique™
WITH PLANT-BASED GOODNESS

**HEALTHY-LOOKING HAIR
STARTS AT THE ROOT**



What makes Satinique™ unique

Why choose between clean and gentle or effective products when you can have both?

Satinique combines the **best of plant-based goodness** and **more than 60 years of hair and skin science**. Our advanced formulas deliver **plant-based protein+ complex, prebiotics** and **Phytoliposome technology** to nurture and strengthen hair and scalp.

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5 reasons to love Satinique



SCALP CARE

Care for your scalp as you would for your skin, because **beautiful hair starts at the root**. Satinique provides targeted care for your scalp.



NATURE AND SCIENCE UNITED

Our gentle formulas combine **60 years of hair research, 65 years of Artistry™ skin science** and **botanical expertise**, to deliver **effective results**.



GENTLE, CLEANSING CARE

Satinique is formulated **without harsh chemicals** to cleanse and hydrate hair and scalp while **maintaining the optimal pH level**, making it **safe for the whole family** including children¹ (age 3+).



PERSONALIZED SOLUTION

Our collection is designed to provide a **personalized solution** tailored to your hair and scalp needs. You can **mix and match products** based on your concerns.



HARMONIZED WITH NATURE

Satinique's products **are vegan, not tested on animals** and use **wind power energy²** and bottle packaging made with **30% PCR³ material**. The formulas of rinse-off products are **Biodegradable⁴**

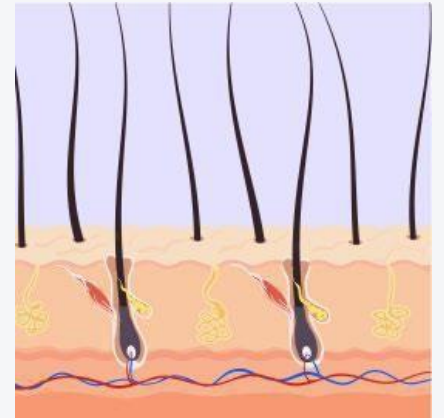
Understanding Scalp and Hair Biology – the Scalp

SCALP IS THE SOIL FOR HEALTHY-LOOKING HAIR

The scalp has distinct characteristics compared to the skin on our face and body. It is thicker than facial skin, has its own unique microbiome, and plays an **important role in maintaining a healthy environment for hair follicles**.

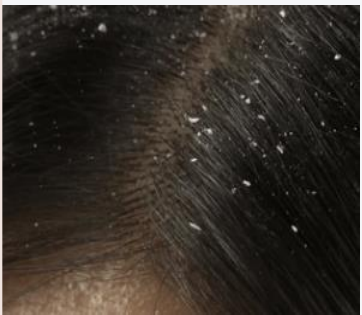
DID YOU KNOW?

- Scalp grows about **100.000 to 150.000 strands of hair** through hair follicles.
- The follicles also **produce sebum**, or oil, that helps keep the scalp moisturized and protects its skin.
- It has a **weaker protective barrier**.



SCALP CONCERNS

DUNDRUFF



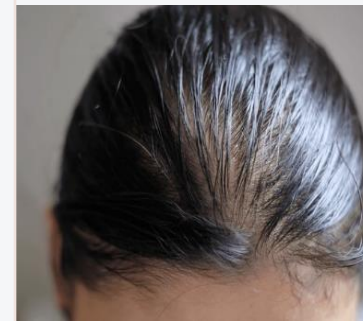
Dandruff is a common scalp concern that may be associated with the presence of the *Malassezia* fungus, which causes skin cells to divide too quickly and shed in large clumps, appearing as whitish flakes on the scalp and clothes.

DRY SCALP



An itchy dry scalp may be caused by moisture loss due to environmental factors like heat, UV damage, or lifestyle habits such as over-shampooing.

EXCESS SEBUM



Excess sebum production can contribute to an oily-looking scalp and hair. A variety of reasons can be behind, such as over- or under-washing, hormones and even the weather.

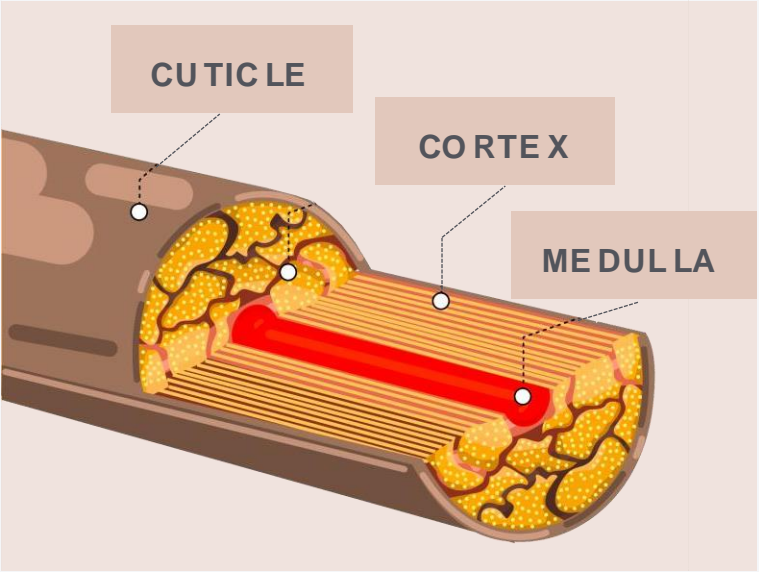
Understanding Scalp and Hair Biology – the Hair

THE SCIENCE BEHIND HAIR GROWTH

Hair grows from follicles in the scalp, where new hair cells form and move upward toward the surface, lengthening, cross-linking, and hardening. **Each follicle has its own growth cycle** that can be influenced by age, genetics, stress, nutrition, and other factors.

DID YOU KNOW?

- Hair grows at a rate of about 6 inches/**15 centimetres per year** and has a **2 to 6-year growing cycle**.
- Hair from the scalp **sheds approximately 100 to 200 strands per day**.
- Hair is **90%** composed of **proteins**, along with **water, melanin, lipids**.



HAIR STRUCTURE

CUTICLE

The outer layer of hair shaft, it protects the cortex from damage.

A damaged cuticle causes dull, dry or frizzy hair.

CORTEX

Underneath the cuticle layer, it makes up the bulk of the strand.

It determines the strength, elasticity and texture and colour of the hair.

A damaged cortex causes hair breakage and split ends.

MEDULLA

At the very centre of the hair strand is the medulla.

The medulla, only present in thicker hair types and it does not run through the entire hair fiber length.

Understanding Scalp and Hair Biology – the Hair

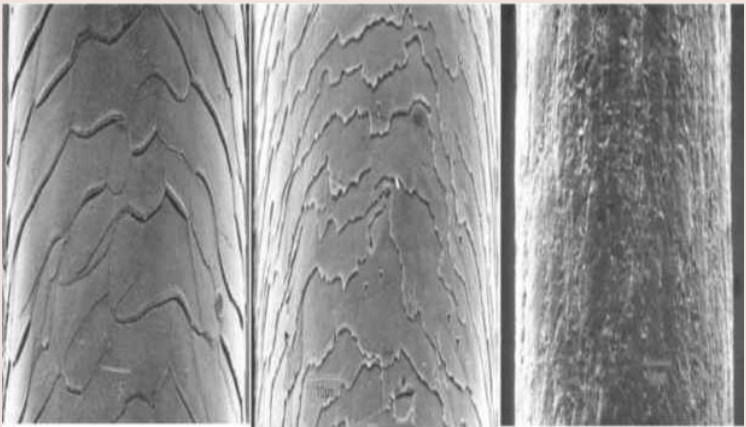
CUTICLES -THE OUTER SURFACE OF HAIR- ARE ESPECIALLY VULNERABLE TO DAMAGE

When exposed to everyday aggressors over time, the hair's cuticle and cell membrane complex become worn down and more susceptible to damage.

**NEW
HAIR**

**DAMAGED
HAIR**

**SEVERE
DAMAGE**



HAIR CONCERNS



EVERYDAY AGGRESSORS

Too much chemical processing (curling, straightening, colouring hair), hot shower temperatures, the environment, UV light and a poor diet can harm hair and wear down cuticles.



DAMAGED HAIR

Damaged hair looks dry, brittle, frizzy and has split ends. It may become unmanageable and shed more significantly.



HAIR LOSS

Hair loss is a common issue for both men and women. It can be hereditary or caused by stress, hormones or damaged hair follicles and more.

Plant-based ingredients pair with proven science and technology

PLANT-BASED GOODNESS

PLANT-BASED COMPLEX WATER¹
adds **moisture** and **antioxidants** to skin.

PLANT-BASED ESSENTIALS
Protein+Complex smooths, **repairs** and **protects** the hair. **Prebiotics²** support a **healthy scalp**.

PLANT-BASED NUTRIENTS from NutriCert™
certified partner farms to benefit hair and scalp.



PHYTOLIPOSOME TECHNOLOGY^{2***}

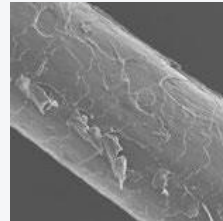
Helps maintain the **scalp's moisture level** and **reinforces the scalp barrier** with naturally derived ceramides.



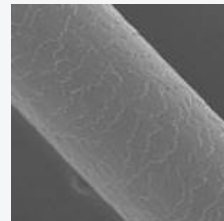
PHYTOJUVE TECHNOLOGY³

Provides targeted **damage repair** for hair using a patented* complex of **strengthening** lipids and **reinforcing** creatine

BEFORE



AFTER



Damaged hair
treated with
Phytojuve
Technology**



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1. Present in all products except intensive Repair Hair Oil Serum.

2. Present only in Purifying Shampoo and Conditioner, Anti-Dandruff Shampoo and Anti-Hair Fall Shampoo and Conditioner and Anti-Hair Fall Scalp Tonic.

3. Present in all products, except Intensive Repair Hair Oil Serum and Anti-Hair Fall Scalp Tonic.

*U.S. Patents 8,263,053 and 8,999,306.

**The image after treatment with shampoo containing Phytojuve Technology

*** U.S. Patent 9,445,975

Gentle to your hair and scalp, kind to nature

CLEAN FORMULAS

All Satinique formulas follow our Personal Care Clean philosophy.

That means:

YES to:

- Vegan friendly
- Inspired by nature
- Dermatologist and allergy tested to minimise risk of allergies

NO to:

- Animal-derived ingredients
- Animal testing
- Harsh chemicals



PLANT-BASED NUTRIENTS

Satinique formulas contain **traceable Plant-Based Nutrients** sourced from **NutriCert™ certified partner farms**, which employ sustainable practices and operate in a way that is respectful to the land and the communities that surround it.



SUSTAINABILITY

- Biodegradable formulas²
- With botanical essential oils
- Bottle made with 30% recycled material³
- Recyclable bottles (excluding pumps)
- Recyclable carton packaging

What's more, **100% of the electricity required** by Amway to manufacture Satinique products **comes from sustainable wind power⁴**.

2. Shampoos, conditioners and Intensive Repair Hair Treatment only.
3. Does not apply to products packaged in tubes.
4. Based on 2023 data for Ada, Michigan, USA



Meet the Satinique portfolio, for every hair and scalp need.



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Hair Care Lines

SMOOTH MOISTURE *Soft Touch*



ARE YOU DREAMING ABOUT SMOOTH,
SOFT HEALTHY-LOOKING HAIR?

Our Smooth Moisture Shampoo and Conditioner leave your hair **92% smoother**¹. This magic combo adds exceptional softness, leaving hair feeling nourished and manageable.

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INTENSIVE REPAIR *Stronger at the Root*



ARE YOU TIRED OF HAIR THAT LOOKS
DULL, WEAK AND DAMAGED?

When used together these products are scientifically proven to make your hair **2X stronger**² and **mend split ends**². Perfect for dyed hair to maintain hair colour vibrant over time.

2-IN-1 *One-Step Shine*



ARE YOU LOOKING FOR A QUICK AND
EFFECTIVE HAIRCARE ROUTINE?

Experience the convenience of a 2-in-1 Shampoo and Conditioner that gently **cleanses** and **conditions** in **1 easy step**, simplifying your hair care routine.

1. When used in a system with Smooth Moisture Shampoo and Conditioner.
2. When used in a system with Intensive Repair Shampoo and Conditioner.

Scalp and Hair Care Lines

ANTI-HAIR FALL *Rooted Balance*



ARE YOU STRUGGLING WITH HAIR LOSS OR HAIR THAT LACKS VOLUME?

Discover our Anti-Hair Fall line that strengthens, thickens and boosts hair volume and helps **reducing hair fall from breakage of up to 55%¹**.

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PURIFYING *Refreshing Balance*



IS YOUR HAIR WEIGHED DOWN BY EXCESS OIL AND IMPURITIES FROM CITY POLLUTION?

Enjoy strands that feel clean, refreshed, and free from fine dust, pollution, dirt and excess oil. The Purifying Scalp & Hair Shampoo and Conditioner are proven to **reduce scalp oil by 28% in a single wash²**.

ANTI-DANDRUFF *Restored Balance*



FRUSTRATED WITH STUBBORN DANDRUFF AND AN ITCHY SCALP?

Our Anti-Dandruff Scalp & Hair Shampoo is scientifically proven to **reduce dandruff** and scalp flaking **in as little as 2 weeks** and to increase dry scalp moisturization by 35%.

1. When used in a system with Anti-Hair Fall Shampoo and Conditioner.

2. When used as a system with Purifying Shampoo and Conditioner.

Conversion Chart

SMOOTH MOISTURE <i>for dry, unruly hair</i>	INTENSIVE REPAIR <i>for damaged, colour-treated hair</i>			2-IN-1 <i>for all hair types</i>	ANTI-DANDRUFF <i>for dry, flaking scalp</i>	PURIFYING <i>for oily hair and scalp</i>	ANTI-HAIR FALL <i>for fragile, thinning hair that lacks volume</i>	
		Hair Treatment	Hair Lotion					Scalp Tonic
			 NEW ✨					

PREVIOUS SATINIQUE™ PRODUCTS

								
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Find the haircare solution tailored for your needs



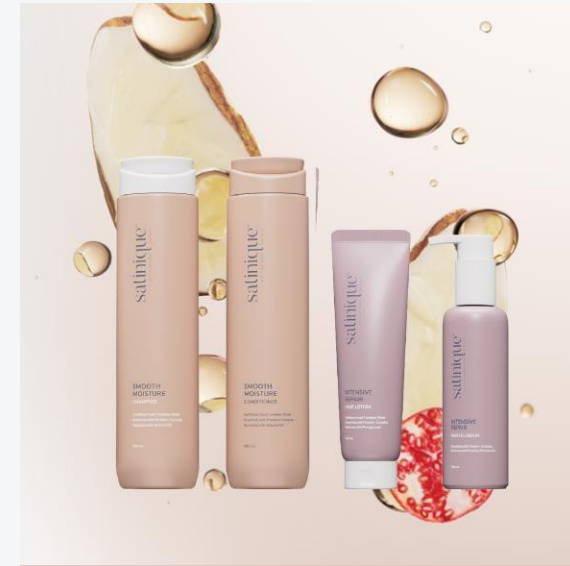
DYED OR CHEMICALLY TREATED HAIR

After a chemical treatment, your hair needs extra care. Use the **Intensive Repair** line by pairing **Shampoo** and **Conditioner** with **treatments** to prevent split ends and make your hair 2x stronger.¹



OILY HAIR AND SCALP

Remove impurities, excess oil and buildup from your scalp and hair with the **Purifying Shampoo** and **Conditioner**. To help counteract everyday stressors and repair hair damage, include the **Intensive Repair Hair Treatment**.



SUN-EXPOSED HAIR

Replenish hydration for sun-exposed hair with the **Smooth Moisture Shampoo** and **Conditioner**. Protect hair from UV rays with the **Intensive Repair Hair Lotion** or **Hair Oil Serum**.

<https://cmsadmin.prod.amcomm.intranet.local/media/PDF/ZA/Downloads/Satinique/25043015363/satinique-ps-flyer.pdf>

FIND OUT MORE ON OUR DIGITAL FLYER

Proactive daily habits to support your healthspan and achieve healthier-looking skin, scalp, and hair.



DRINK AT LEAST 2L OF WATER EVERY DAY

Without enough water, your scalp can become dry and flaky, weakening the foundation for healthy hair growth.

eSpring¹ is your trusted source of clean, great-tasting water that retains the essential minerals from your drinking water source



GET EVERY DAY THE RIGHT NUTRIENTS

Nutrilite™ Iron Folic Plus

Iron is essential for the synthesis of haemoglobin and the oxygenation of the blood³ that nourishes the skin, hair and scalp.

Biotin C Plus Nutrilite™

Biotin promotes the production of keratin², the basic protein of hair making it one of the best-known vitamins for hair growth.

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1. The information about availability of new eSpring will be shared respectively to each market timelines.
2. Biotin contributes to the maintenance of normal hair.
3. Iron contributes to normal formation of red blood cells and haemoglobin.



How Satinique can support your business

1. A GROWING BILLION-DOLLAR MARKET

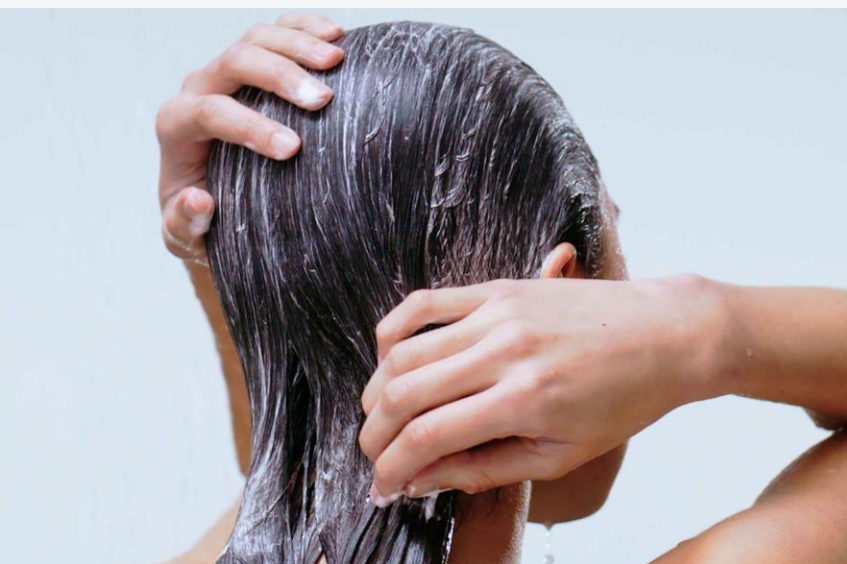
The global hair care market generated **\$97.65 billion in 2024** and is expected to **grow steadily** at an average annual rate of **3.1% from 2025 to 2037¹**.



3. WHOLE FAMILY'S EVERYDAY ESSENTIALS²

Satinique **ensures repeat purchases** and **supports your monthly volume**, as haircare products require regular replenishment. Perfect to be added in the **recurring order program**.

Just like skincare, visible hair improvements drive customer **loyalty**.



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2. ON TREND MARKET PROPOSITION

- Satinique **stands out** by offering **plant-based** and **science-backed** solutions with **proven results**.
- The **Skinification** trend focuses on scalp care using **skincare ingredients**, just like those used in Satinique's formulas.
- Satinique offers **personalized solutions** for every hair and scalp need.



1. Global Market Size, Forecast, and Trend Highlights Over 2025-2037, Research Nester

2. Smooth Moisture, Intensive Repair, 2in1 shampoos and conditioners suitable also for kids 3+.



satinique™

Have all the support you need!

List of assets designed to support your business:



Digital Flyer



Business News



Whatsapp Tile



Brand Video, Scalp Video



FAQ Document



Amway Academy Micro-learning videos



Virtual Background



Social Media Posts



Find out more at [Amway.co.za](https://www.amway.co.za)

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EMBRACE THE JOURNEY TO HEALTHY LOOKING HAIR

with Satinique™

FIND OUT MORE AT www.amway.co.za

