



# GARNIER FRUCTIS

GARNIER HAIRCARE

TRAINING MANUAL 2023

# GARNIER FRUCTIS





# GARNIER COMMITS TO GREENER BEAUTY

## OUR 2025 COMMITMENTS TOWARDS MORE SUSTAINABILITY



### MORE SOLIDARITY SOURCING

Today, we empower **787 communities as part of our ingredient sourcing programs.**

By 2025, this will include **1000 communities.**



### APPROVED BY Cruelty Free INTERNATIONAL

Since March 2021 all Garnier products are officially approved by Cruelty Free International under the Leaping Bunny Programme, the leading organisation working to end animal testing.



### MORE RENEWABLE ENERGIES

Since 2005, our plants and distribution centres have cut water by 53% and CO2 emissions by 69%.

By 2025, 100% of our industrial sites will be carbon neutral, and will only use renewable energy.



### MORE ECO FRIENDLY FORMULAS

In 2020, our new or renovated hair care formulas reach an average of 90% biodegradability<sup>1</sup>.

By 2025, 75% of our ingredients in our new and renovated skincare and haircare will be biobased, derived from abundant minerals or from circular processes.



### MORE RECYCLED & RECYCLABLE PACKAGING

In 2020, thanks to the use of recycled plastic, we saved 9019 tons of virgin plastic. Starting February 2021, Fructis and Whole Blends bottles are made of 100% recycled plastic in Europe and in the US.

By 2025, all Garnier plastic packaging will be reusable, recyclable and compostable.



More information on [WWW.GARNIER.COM.AU](http://WWW.GARNIER.COM.AU)

By **GARNIER**,  
Naturally!

1. As per OECD 301 or equivalent tests - 2. Compared to 2018

# GARNIER FRUCTIS

SUPER FRUITS FOR  
**SUPER HAIR**

At the heart of all Fructis formulas are **Superfruits enriched with a shot of Fortifying Fruit Actives (FFA)**, an innovative association of active ingredients with **strengthening properties that occur naturally in fruits**, giving you healthier, stronger hair.

## SOLUTIONS FOR EVERY HAIR NEED



SHAMPOO



CONDITIONER



TREATMENT



STYLING

## FORTIFYING FRUIT ACTIVES



# GARNIER FRUCTIS HAIR FOOD

**DO NOT EAT**  
**FOR HUNGRY HAIR ONLY**

Your favourite Fructis Hair Food treatments are now available in the full hair care regime! The **vegan\*** and **biodegradable\*\*** formulas are made **from 96% natural origin** and powered by superfruits to nourish even the hungriest hair.

## MORE COMMITTED

- YES** VEGAN FORMULA\*
- YES** BIODEGRADABLE FORMULA\*\*
- YES** RECYCLED ^ & RECYCLABLE
- YES** DERMATOLOGICALLY TESTED
- NO** NO SILICONE FOR A LIGHTER HAIR TOUCH
- NO** ARTIFICIAL COLOURANTS
- NO** PARABENS

## MORE SUSTAINABLE



\*Without animal-origin or derived components.

\*\*From 93%, as per OECD 302 or equivalent tests.

^From April 2022. Shampoo & conditioner bottles only.



# FRUCTIS HAIR FOOD



GARNIER'S FIRST HAIRCARE REGIME MADE FROM 96% NATURAL ORIGIN INGREDIENTS



+



+



+



*Cleanse*

*Condition*

*Cleanse & Care*

*Nourish*

\*The Hair Food range contains products from 96% to 98% natural origin ingredients.

# FRUCTIS HAIR FOOD

**YES** VEGAN FORMULA\*

**YES** BIODEGRADABLE FORMULA\*\*

**YES** RECYCLED ^ & RECYCLABLE

**YES** DERMATOLOGICALLY TESTED

**NO** SILICONE FOR A LIGHTER HAIR TOUCH

**NO** ARTIFICIAL COLOURANTS

**NO** PARABENS

Each recommended retail price ("RRP") set out or referred to in this document is a recommended price only, there is no obligation to comply with this recommendation.

\*Vegan formula: without animal origin or derived components.

\*\* From 93%, as per OECD 302 or equivalent testing.

^ From April 2022. Shampoo & conditioner bottles only.

## SHAMPOO & CONDITIONER

### FRUCTIS CREATES ITS FIRST NATURAL ORIGIN SHAMPOO & CONDITIONER!

Five variants to suit every hair type, nourishing even the hungriest hair.

**Shampoos** gently cleanse and nourish hair.

**Conditioners** deeply penetrate hair for instant nourishment and express detangling for healthy looking hair.

**RRP:**

350ml Shampoo ..... \$11.99

350ml Conditioner ..... \$11.99



## 2-IN-1 SHAMPOO BAR

### THE GREENEST WAY TO CLEANSE AND CARE FOR YOUR HAIR.

Our greenest way to **CLEANSE** and **HYDRATE** your hair, without weighing it down.

Our most nourishing superfruits, rich in nutritive actives, now pressed into our 94% plant origin shampoo bar.

Say YES to hydrated hair, NO to plastic waste!

**RRP:**

Shampoo Bar ..... \$16.95



# FRUCTIS HAIR FOOD

**YES** VEGAN FORMULA\*

**YES** BIODEGRADABLE FORMULA\*\*

**YES** RECYCLED ^ & RECYCLABLE

**YES** DERMATOLOGICALLY TESTED

**NO** SILICONE FOR A LIGHTER HAIR TOUCH

**NO** ARTIFICIAL COLOURANTS

**NO** PARABENS

## NOURISHING TREATMENTS

### HAIR FOOD 3-IN-1 TREATMENT

#### USE IT 3 WAYS:

**A conditioner:** Apply to wet hair after shampoo, then rinse.

**A mask:** Apply to wet hair after shampoo and conditioner. Leave in for 1 minute, then rinse.

**A leave-in:** Apply to wet or dry hair. Dispense a 10-cent amount focusing on mid-lengths and ends. Dry and style as normal.

#### RRP:

3-in-1 Treatment .....\$13.99



\*Vegan formula: without animal origin or derived components.

\*\* From 93%, as per OECD 302 or equivalent testing.

^ From April 2022. Shampoo & conditioner bottles only.



# FRUCTIS HAIR FOOD



## Nourishing



### BANANA HAIR FOOD

#### FOR DRY HAIR

Enriched with banana extract and moisturising nutrients, the nourishing Banana Hair Food regime is the luscious treat dry hair is craving. Smell its sweet banana fragrance and be transported to a tropical holiday!

A complete routine formulated from 96% natural origin ingredients, vegan formula and silicone-free for deeply nourished, healthy looking hair!

#### RESULT:

+52% MORE NOURISHED HAIR, INSTANTLY\*

## Smoothing



### MACADAMIA HAIR FOOD

#### FOR DRY & UNRULY HAIR

Boosted by macadamia oil, the smoothing Macadamia Hair Food regime made from 96% natural origin ingredients offers deep nutrition for unruly hair combined with an exquisite milky macadamia fragrance.

A complete vegan formula and silicone-free range for deeply smoothed, healthy looking hair that feels soft and supple!

#### RESULT:

24H ANTI-FRIZZ\*

## Hydrating



### ALOE VERA HAIR FOOD

#### FOR NORMAL TO DRY HAIR

The hydrating Aloe Vera Hair Food regime is enriched with aloe vera gel extract to hydrate normal to dry hair with a refreshing, floral fragrance.

Made from 96% natural-origin, vegan formula and silicone-free, the Aloe Vera Hair Food is the perfect way to get intensely hydrated, healthy-looking hair.

#### RESULT:

4X SHINIER HAIR AND +86% HYDRATION\*

## Volumising



### WATERMELON HAIR FOOD

#### FOR FINE HAIR

Powered by watermelon extract & loaded with nutrients, the Watermelon Hair Food regime is the juiced-up goodness fine hair craves.

A complete routine made from 96% natural origin ingredients, vegan formula and silicone free for volumised hair with bounce, movement that isn't weighed down.

#### RESULT:

77% AGREE THE REGIME PROVIDES FULL BODY TO THE HAIR\*\*

## Glossy



### PINEAPPLE HAIR FOOD

#### FOR LONG, DULL HAIR

The NEW Garnier Fructis Pineapple Hair Food is crafted using pineapple extract to nourish long, dull hair for a glossy finish that lasts for 48 hours^^!

Made from 96% natural origin, vegan formula and silicone-free, the Pineapple Hair Food is the perfect way to maintain your long lengths.

#### RESULT:

4x MORE NOURISHED HAIR^  
2x LESS SPLIT ENDS^^

\*Instrumental test after 1 application of shampoo + conditioner

\*\*Consumer study, 58 subjects

^Instrumental test on Mask

^^Instrumental test on Shampoo and Mask



# FRUCTIS HAIR FOOD

**YES** VEGAN FORMULA\*

**YES** 98% BIODEGRADABLE ^

**YES** RECYCLABLE

**YES** LEAPING BUNNY APPROVED BY CRUELTY FREE INTERNATIONAL

**NO** PLASTIC

**NO** SILICONES

**NO** ARTIFICIAL COLOURANTS

**NO** PRESERVATIVES

## FRUCTIS HAIR FOOD



### 2IN1 SHAMPOO BAR

**HOW TO use ?**

Follow these steps to enjoy our **bubbly foam** and **yummy fragrance**, the **green way**.

Wet your hair and the shampoo bar. Rub the bar from roots to tips to let it foam.



Massage your hair and rinse out as usual!



Store your shampoo bar in a dry place for best preservation.



**WANT more ?**

with your favourite Hair Food conditioner.



**OR**

with your favourite Hair Food multi-use treatment!



LASTS UP TO 2 BOTTLES<sup>(1)</sup>

250ML 250ML



<sup>(1)</sup> The equivalent of up to 2x 250ml shampoo bottles; the quantity may vary depending on hair length.

\*Vegan formula: without animal origin or derived components.

^As per OECD 301 or equivalent tests.

## NORMAL STRENGTH & SHINE

*strengthens and adds shine*

### FOR NORMAL HAIR

The Normal Strength & Shine range is enriched with grapefruit extract, vitamins B3 and B6 to deliver healthier, stronger hair.

**This shampoo and conditioner is paraben and silicone free for a lighter hair touch.**

**RESULT:** Hair is stronger and shinier day after day.



### RRP

315ml Shampoo and Conditioner ..... \$7.49  
 850ml Shampoo and Conditioner ..... \$15.99

## COCONUT WATER

*cleanses and hydrates*

### FOR OILY ROOTS AND DRY ENDS

The Coconut Water Fortifying range is enriched with coconut water and purifying agents specially designed to rebalance an oily scalp and hydrate dry ends.

**This shampoo and conditioner is paraben and silicone free for a lighter hair touch.**

**RESULT:** Hair is healthy and soft without being weighed down.



### RRP

315ml Shampoo and Conditioner ..... \$7.49  
 850ml Shampoo and Conditioner ..... \$15.99

## FULL & LUSCIOUS

*beautifully thickens\* hair*

### FOR THIN HAIR

The Full & Luscious range combines natural pomegranate extract with volumising Fibra-cylane that penetrates deep into the hair fibre and then expands, creating lasting thickness.

**RESULT:** Hair is beautifully thicker\*, fuller, healthier and stronger.



### RRP

315ml Shampoo and Conditioner ..... \$7.49  
 850ml Shampoo and Conditioner ..... \$15.99

\*Instrumental test: shampoo + conditioner after 5 applications.

## COLOUR LAST

*protects colour vibrancy*

### FOR COLOURED HAIR

The Colour Last range is enriched with acai berries and grape seed polyphenols to lock in colour, and nourish hair.

**RESULT:** Colour vibrancy is protected for longer\*.



### RRP

315ml Shampoo and Conditioner ..... \$7.49  
 850ml Shampoo and Conditioner ..... \$15.99

\*Instrumental tests: after applying shampoo + conditioner vs. classic shampoo.



## NUTRI-REPAIR 3

*nourishes and repairs*

### FOR DRY HAIR

The Nutri-Repair 3 range combines the nourishing properties of Triglycerides with the benefits of 3 powerful fruit oils: olive, avocado and shea, to combat dry hair.

The range of treatments instantly detangle, nourish, and provide heat styling protection to the hair (see treatments page for more information).

**RESULT:** Hair is nourished and repaired, leaving it silky, soft and shiny.



### RRP

315ml Shampoo and Conditioner .....	\$7.49
850ml Shampoo and Conditioner .....	\$15.99
150ml Marvelous Oil .....	\$13.95
400ml 10 in 1 Cream .....	\$11.95

## VITAMIN & STRENGTH

*reinforces and protects*

### FOR WEAK HAIR

Vitamin & Strength Reinforcing Shampoo by Garnier is packed with Vitamin C and Biotin to give you 10x stronger hair\*.

Our shampoo is powered by a super duo of ingredients, a natural origin superfruit and powerful scientific actives: blood orange, one of the fruit the most concentrated in vitamins, to fortify hair fibre and a multivitamins complex, Vitamin C derivative and Biotin, to strengthen hair from roots to tips.

\*instrumental test, shampoo + conditioner.

**RESULT:** Hair is visibly healthier and stronger.



### RRP

315ml Shampoo and Conditioner .....	\$7.49
850ml Shampoo and Conditioner .....	\$15.99

**NEW**

## MARVELOUS OIL



**BENEFITS:**

Nourishing, smoothing and weightless treatment oil.

**DIRECTIONS FOR USE:**

See below for our tips and tricks on the Marvellous Oil Range.

**RRP**

150ml Oil ..... \$13.95

## NUTRI REPAIR 3 10 IN 1



**BENEFITS:**

Delivers 10 actions in 1 for nourishment, detangling and protection.

1. Nourishes deeply. 2. Heat protection 230°C.
3. Frizz control 24h. 4. Adds shine. 5. Repairs.
6. Detangles. 7. Easier to style. 8. Softens.
9. Adds movement. 10. Won't weigh down hair.

**DIRECTIONS FOR USE:**

Apply on lengths and end of damp or dry hair. Use with the entire Nutri-Repair 3 range.

**RRP**

400ml 10 in 1 Cream ..... \$11.95

## SLEEK & SHINE ANTI-FRIZZ SERUM



**BENEFITS:**

Anti-frizz and shine.

**DIRECTIONS FOR USE:**

Dispense 1 or more pumps of this leave in serum into your hands. Apply from mid-lengths to ends on wet or dry hair.

**BEFORE BLOW DRYING:**

For the sleekest look, style using your brush and blow dryer.

**RRP**

150ml Serum.....\$11.95

## MARVELOUS OIL – TIPS & TRICKS

**BEFORE SHAMPOO:** Apply a few drops to your hair 10 minutes before shampooing to smooth the fibre and restore hair texture.

**BEFORE BLOW DRYING:** Apply a little oil to mid-lengths and ends distributing with a wide tooth comb to protect your hair against heat damage.

**PROTECT FROM THE SUN, POOL OR SEA:** Apply a few drops to your hair to protect from the sun, chlorine or salt water.

**FOR ANTI-FRIZZ SMOOTHING:** Apply a few drops to wet hair and detangle gently using a wide tooth comb, style as usual.

## MOUSSE

### CURL CONTROL STYLING MOUSSE

#### RESULT

- Perfectly defined curls with bounce.
- Long-lasting anti-frizz action.
- Soft curls with a healthy looking shine.

#### RRP:

200ml Mousse .....\$7.35



## SMOOTHING

### SLEEK & SHINE FLAT IRON PERFECTOR

#### RESULT

- 24 hour straight finish.
- Tames frizz.
- Heat Protection up to 450°F/230°C.

#### RRP:

177ml Mist .....\$10.99



## GEL

### ENDURANCE 24H GEL

#### RESULT

- Enriched with bamboo extract for resistance and flexibility.
- Non sticky formula with no visible residue.
- Long lasting 24 hour ultra strong hold.

#### RRP:

200ml Gel .....\$7.49







# GARNIER FRUCTIS

## NEED MORE INFORMATION?

For all product queries, usage queries and customer complaints or compliments please call **Consumer Advisory: 1300 651 743**

For all business queries relating to orders, damaged stock or returns please call **Client Services: 1300 659 259**



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