



# DEEP CLEANSING SCALP SCRUB

SeneGence Deep Cleansing Scalp Scrub is an effective, but non-harsh, and sulfate-free sugar-based scalp scrub treatment designed to exfoliate, cleanse, detoxify, and support a balanced scalp microbiome. Say goodbye to scalp buildup caused by overproduction of oil and buildup caused by hair products, and hello to a clean and refreshed scalp.

## THE SCIENCE BEHIND THE PRODUCT

When your scalp is happy and clean, it helps your hair to look healthy and feel stronger. At SeneGence, our hair care philosophy is that healthy-looking and feeling hair starts at the root and the scalp.

SeneGence Deep Cleansing Scalp Scrub is a soothing, exfoliating scalp formula for those who experience scalp buildup and an irritated scalp, either due to overproduction of sebum and oils, infrequent washing, or heavy use of hair products. It's the perfect solution for those who go long lengths of time between washes, relying on dry shampoo. Scalp scrub helps to clear the impurities from your scalp, allowing for a primed scalp ready for shampooing and conditioning.

Deep Cleansing Scalp Scrub supports the rebalancing of the scalp microbiome, via deep exfoliation.



## WHAT IS THE SCALP MICROBIOME?

The scalp microbiome consists of organisms that grow on the skin on top of your head. In the microbiome, a mix of healthy bacteria work together to contribute to your scalp health.

When you have buildup of sebum, oil, or hair product, the microbiome cannot generate the required balance of organisms that allow it to fight against environmental stressors, which can cause the scalp to be irritated.

Via exfoliation, Scalp Scrub supports a healthy scalp microbiome. Sugar (sucrose) acts as the exfoliator in the formula, effectively unclogging and removing buildup from the scalp without drying out or irritating the scalp, leaving it feeling clean and nourished, refreshed, and comfortable. The sugar granule is round and dissolves as you massage and rinse the product out of hair, making it a gentle exfoliating choice.

Additionally, Sarcosine, an amino acid, helps to reduce oiliness of the scalp to support a healthy scalp microbiome.

Ginger root extract provides soothing and calming to an irritated scalp, while jojoba helps to soften hair and offers heat and color protection.

Invigorating menthol gives your scalp a calming and cooling feeling when massaging the product in, while the tea tree and mint scent provides a refreshing aromatherapy experience.





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## KEY BENEFITS

- Works to exfoliate, cleanse, detoxify, and support a balanced scalp microbiome.
- Removes excess buildup of oil, sebum, and hair products, while moisturizing and hydrating.
- Features a refreshing tea tree and mint scent.
- Formulated without: Gluten, parabens, sulfates, phthalates, silicones, mineral oil, formaldehydes, or animal by-products.
- Gentle formula formulated extensively for color or chemically treated hair.

## KEY INGREDIENTS

**Sucrose (Sugar):** round, small sugar granules that act as an exfoliator to help remove dirt, oil, and buildup product from the scalp. Dissolves easily in warm water.

**Sarcosine:** an amino acid that reduces oil and supports a healthy scalp microbiome.

**Ginger Root Extract:** soothing and calming to irritated skin. Helps to increase softness and smoothness of hair and reduce tangles.

**Jojoba Esters:** multifunctional emollient that enhances the moisture barrier and leaves hair soft and smooth. Also offers heat protection, color protection, and helps reduce frizz.

**Cocomidopropyl Betaine and Sodium Cocoyl Isethionate:** mild, but effective sulfate-free surfactants that helps to deep cleanse hair and scalp. Leaves scalp feeling moisturized and hair soft and supple after washing.

**Menthol:** provides a cooling, invigorating feeling on the scalp, which provides a soothing and refreshing experience.

**DL-Panthenol:** the pro-vitamin of D-Pantothenic acid (Vitamin B5) for use in hair, which helps to provide deep conditioning, helps to prevent damage, and improves hair luster and sheen.

**SenePlex+:** Powerful proprietary complex that helps reduce the signs of aging.





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## **DIRECTIONS FOR USE**

Use as needed before your normal shampoo when your hair and scalp need deep cleansing. Section hair and work a walnut-sized amount directly onto wet scalp, gently massaging with fingertips or a scalp scrub brush. Work product first from the hairline back and then from the nape of the neck up. Rinse thoroughly and follow with shampoo if desired.

## **FAQ'S**

### **What types of hair can use this product?**

SeneGence Deep Cleansing Scalp Scrub is appropriate for straight, wavy, or curly types, as well as fine, medium and thick textures. It's ideal for those who experience scalp buildup and an imbalanced, irritated scalp, either due to overproduction of sebum and oils, or due to infrequent washing or heavy use of hair products.

### **How often should I use this product?**

SeneGence Deep Cleansing Scalp Scrub can be used once a week, or as needed, before or in place of your normal shampoo.

### **How long will one bottle last in usage?**

This will depend on how often you use the product. With once weekly use, your Deep Cleansing Scalp Scrub can last up to 2.5 months before needing to repurchase.

### **Is there any added fragrance in Scalp Scrub?**

Yes- included in the formula, is a refreshing tea tree and mint scent.

*The full ingredients list is publicly available on [www.senegence.com](http://www.senegence.com).*

