

▶ Surface, What's In and What's Out of Our Products?

Great Hair! While Respecting Health & Earth.

Organic sources are important healthy choices. According to the Journal of Agriculture and Food Chemistry, organic foods have 50% to 60% higher levels of antioxidants compared to non-organic foods. The people of Surface believe the use of organic sustainably harvested ingredients maximize product performance while leaving people healthier and our earth a better place.

Industry Standards:

Natural Alternatives:

Sodium Laurel Sulfate
Sodium Laureth Sulfate

- We use Palm and Coconut Oil naturally derived surfactants.

Parabens

- We use Rose Ether.

Petrochemicals (PVP)

- Our styling products are formulated with resins extracted from natural sugars and corn starch (instead of plastic derivatives).

Mineral Oil

- We use ingredients derived from organic Babassu, Palm, Aloe, Flax and Safflower Seed Oil.

Animal and Wheat Protein - We use Vegan Protein.

DEA and TEA

- We use ingredients derived from organic Babassu and Palm Oil.

Surface is formulated with plant derived aromas and product colors are the natural color of the ingredients. No added dyes.

There comes a time, when you have to stand up, and do what is right.

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SULFATE FREE

Surface achieves gentle yet thorough cleansing by formulating with **Palm and Coconut Oils**. As a bonus, strengthening qualities are achieved by covalently (permanently) bonding fatty acids of the oils to vegetable protein. The result is shampoo with thorough gentle cleansing and a luxurious 'velvet' lather. Vegan proteins, botanical moisturizers and Color Lock Vita Complex make the cleansing process reparative and color locking as well as cleansing.

Surface products are **free of Sodium Laureth Sulfate and Sodium Laurel Sulfate**. For years Sodium Laureth Sulfate and Sodium Laurel Sulfate have been widely used surface active agents (cleanser) in shampoos. They are also used in cleansers from dish soap to garage floor cleansers. They have good deep cleansing properties and provide a 'bubbly suds'. The stronger the cleanser the greater the chance to dry out the skin and hair, fade color and cause irritation.

PARABEN AND FORMALDEHYDE FREE

Hair care products must be safe for use. Shampoo, conditioners, and styling products containing water and without an ingredient to prevent microbial growth, will go 'bad' and may even grow potentially pathogenic organisms. To control microbial growth and to stabilize any cosmetic product a preservative needs to be used. The choice of preservative is very

important. Parabens are effective, relatively inexpensive preservatives. They do however come with increasingly controversial health concerns but are continued to be used by many companies.

Surface chooses to use only naturally derived preservatives, while considerably more expensive, "doing what is right is the only option". Surface uses a globally approved naturally derived preservative commonly known as **Rose ether**. Rose ether is produced by fermenting plant sugars. Another Surface preservative is a food grade preservative Sorbic Acid. Sorbic acid is derived from fruit.

PETROCHEMICAL PVP FREE

Naturally derived sugars and corn starch are proving to be superior natural resins for styling products! They provide strong, flexible hold and anti frizz properties and in high humidity these natural resins show exceptional style retention. Sugar and corn starch are NOT plastic derivatives and are easily shampooed off.

Surface does NOT use petroleum, not only is it non-renewable, it carries with it possible health issues. A common hair care styling resin derived from petroleum is PVP (poly vinyl pyrrolidone). PVP is considered hazardous by OSHA Communication Standards (29CFR 1910:1200). It can be particularly harmful if inhaled, which is a problem because of its use in styling products such as hair sprays.

MINERAL OIL FREE

Mineral oil is a petroleum derivative and is often used as a softening or moisturizing agent. When you have mineral oil on your skin and hair, nothing goes in and nothing can get out. Mineral oil forms a barrier which does not allow toxins to be eliminated or beneficial proteins, moisture and antioxidants to penetrate.

Surface chooses a **natural alternative in organic Babassu seed oil**, which is a non-drying penetrating oil that is high in lauric and myristic acids, they have a melting point that is close to the human body temperature so, when applied, Babassu oil draws heat from the skin to initiate melting (penetration). Babassu oil is considered a superior emollient that is beneficial for either dry or oily skin and hair. It gently moisturizes without leaving an oily sheen or weight. Palm, Aloe, Flax and Safflower seed oil are complimentary to Babassu.

ANIMAL AND WHEAT PROTEIN FREE

Surface believes being free of animal protein is simply the right thing to do. With the continued environmental stress surrounding us there have been a growing number of rashes and allergies. One of the causes is Gluten, which is Wheat Protein. Surface is free of wheat and maximizes hair strength and repair with pure vegan protein of Amaranth, Keravis and Soy!

DEA AND TEA FREE

Diethanolamine (DEA) and Triethanolamine (TEA), long used in industrial strength lubricants, surfactants and foaming agents are potential irritants. Surface has replaced these chemicals with ingredients derived from organic Palm and Babassu oil.

Synthetic Fragrance and Color

Surface products are formulated only with plant-derived aromas. The color of all Surface products is from the natural color of the product's ingredients.

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Technical information sourced by Surface from various companies and agencies including: Cosmetic, Toiletry and Fragrance Association, CRODA, ARCH and ACTIVE ORGANICS.

