



HAIR CARE COLLECTION



Rituals' new Hair Care Collection unites carefully selected ingredients, expert craftsmanship, and a bespoke fragrance, turning every wash into an indulgent ritual. Defined by performance, quality, and intention, it's designed to make you feel beautiful - inside and out.

With over 90% natural origin ingredients, vegan-friendly formulas, and refillable packaging, Rituals delivers healthy, radiant and shiny hair while staying true to a commitment to sustainability. Silky textures, foamy lathers, and a signature scent make every moment a pampering experience.

Shampoo & Conditioner

Hydrating Shampoo

What is it?

Discover a creamy, pearly shampoo that breathes new life into your hair. This revitalising formula not only hydrates and protects, it also leaves your hair feeling silky smooth and looking glossier and healthier than ever. Transform dry, dull hair with this Hydrating Shampoo, recommended by hair stylists.

How to use:

Massage the shampoo well during washing. Rinse it out and then use the Hydrating conditioner.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil boosts elasticity and adds shine & softness.



Hydrating Conditioner

What is it?

Say goodbye to dryness and hello to beautiful, healthy hair! This formula hydrates, protects and leaves your hair feeling silky smooth and looking glossier and healthier than ever. Infused with hyaluronic acid, it offers comprehensive hydration by forming a protective film to prevent moisture loss and penetrating deep to enhance softness and manageability. Enriched with marula oil, argan oil, and plant sugars like betaine, it boosts moisture, giving your hair a youthful, radiant appearance.

How to use:

After shampooing, distribute the conditioner over the lengths and ends of your hair. Let it sit for a few minutes before rinsing.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil Boosts elasticity and adds shine & softness.

Restoring Shampoo

What is it?

Targeting damage, breakage, and split ends, this restorative shampoo transforms stressed hair into strong, healthy locks. Enriched with a powerful blend of repairing actives, it leaves hair shiny, healthy, and beautifully revived.

How to use:

Massage the shampoo well during washing. Rinse it out and then use the Restoring conditioner.

USP's:

- Infused with an Oil Repair Complex, this formula nourishes deeply while helping to counteract dryness and damage.
- With fermented rice water, it reduces friction and enhances your hair's natural elasticity.
- Enriched with vitamin E-rich argan oil, it revitalises, softens, and delivers long-lasting moisture.



Restoring Conditioner

What is it?

Transform your hair care routine with our restorative conditioner! Designed to tackle damage, breakage, and split ends, this formula revitalizes tired hair, making it smooth and easy to style. Packed with nourishing agents, it enhances shine and supports healthier hair growth. Let your hair thrive with vitality and resilience!

How to use:

After shampooing, distribute the conditioner over the lengths and ends of your hair. Let it sit for a few minutes before rinsing.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil Boosts elasticity and adds shine & softness.

Volumising Shampoo

What is it?

Unlock the secret to voluminous, vibrant hair with our expertly formulated volumising shampoo. This nourishing blend of amino acids and peptides envelops each strand, enhancing volume and improving elasticity for hair that feels and looks revitalized.

How to use:

Massage the shampoo well during washing. Rinse it out and then use Volumising conditioner.

USP's:

- Strengthens fibres for unparalleled volume with hydrolysed pea protein and chia seed extract.
- Bamboo meristem cell extract increases density, giving hair a fuller, more vibrant appearance.
- Rich in vitamin E, argan oil revitalizes, softens, and moisturizes, leaving hair silky and radiant.



Volumising Conditioner

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How to use:

After shampooing, distribute the conditioner over the lengths and ends of your hair. Let it sit for a few minutes before rinsing.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil Boosts elasticity and adds shine & softness.

Scalp Balancing Shampoo

What is it?

Transform your hair care routine with a restorative shampoo that nurtures both your hair and scalp. Enriched with repairing actives, it strengthens strands while supporting a balanced scalp environment, helping reduce irritation and maintain healthy, resilient hair from root to tip.

How to use:

Massage the shampoo well during washing. Rinse it out and then use the Scalp Balancing conditioner.

USP's:

- A blend of moisturizing plant sugars that instantly hydrates, soothes irritation, and balances natural oils to create an optimal scalp environment.
- Manuka extract, with antibacterial and antioxidant properties, helps calm the scalp and reduce dandruff.
- Provitamin B5 enhances moisture retention, shine, and manageability, leaving hair softer, fuller, and easier to comb.



Scalp Balancing Conditioner

What is it?

Elevate your hair care routine with a luxurious conditioner that nurtures both hair and scalp. Created to restore scalp health and balance sebum production, it smooths strands, reduces oiliness, and lowers friction, helping to minimize stress on the scalp. The result is softer, more manageable hair and a comfortable, refreshed scalp from root to tip.

How to use:

After shampooing, distribute the conditioner over the lengths and ends of your hair. Let it sit for a few minutes before rinsing.

USP's:

- A blend of moisturizing plant sugars that instantly hydrates, soothes irritation, and balances natural oils to create an optimal scalp environment.
- Manuka extract, with antibacterial and antioxidant properties, helps calm the scalp and reduce dandruff.
- Argan oil Boosts elasticity and adds shine & softness.



Homme Strengthening Caffeine Shampoo

What is it?

Powered by caffeine to boost circulation and encourage healthy growth and enriched with betaine to lock in moisture and amplify shine, this transformative formula strengthens and restores from within, helping your hair look and feel its best. The refreshing, energizing scent completes the experience, turning every wash into a moment of renewal and confidence.

How to use:

Massage the shampoo well during washing. Rinse it out and then use your favourite conditioner.

USP's:

- Revitalises and strengthens the hair while deeply cleansing the scalp
- Infused with caffeine, betaine, and a cedarwood & vitamin E complex to boost growth, moisture, and repair.
- Leaves hair healthy, shiny and resilient. Recommended by professional stylists.



Refills

Hydrating Shampoo Refill

What is it?

Discover a creamy, pearly refill shampoo that breathes new life into your hair. This revitalising formula not only hydrates and protects, it also leaves your hair feeling silky smooth and looking glossier and healthier than ever. Transform dry, dull hair with this Hydrating Shampoo, recommended by hair stylists.

How to use:

Unscrew the cap and pour your refill into your empty shampoo bottle. Squeeze to get all the remaining product out of the pouch.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil boosts elasticity and adds shine & softness.



Restoring Shampoo Refill

What is it?

Targeting damage, breakage, and split ends, this restorative shampoo transforms stressed hair into strong, healthy locks. Enriched with a powerful blend of repairing actives, it leaves hair shiny, healthy, and beautifully revived.

How to use:

Unscrew the cap and pour your refill into your empty shampoo bottle. Squeeze to get all the remaining product out of the pouch.

USP's:

- Deeply hydrates, nourishes, and smooths through the Hyaluronic Strength Complex featuring hyaluron and natural betaine.
- Hyaluronic Acid protects against damage.
- Argan oil Boosts elasticity and adds shine & softness.

Volumising Shampoo Refill

What is it?

Unlock the secret to voluminous, vibrant hair with our expertly formulated volumising shampoo. This nourishing blend of amino acids and peptides envelops each strand, enhancing volume and improving elasticity for hair that feels and looks revitalized.

How to use:

Unscrew the cap and pour your refill into your empty shampoo bottle. Squeeze to get all the remaining product out of the pouch.

USP's:

- Strengthens fibres for unparalleled volume with hydrolysed pea protein and chia seed extract.
- Bamboo meristem cell extract increases density, giving hair a fuller, more vibrant appearance.
- Rich in vitamin E, argan oil revitalizes, softens, and moisturizes, leaving hair silky and radiant.



Scalping Balancing Shampoo Refill

What is it?

Transform your hair care routine with a restorative refill shampoo that nurtures both your hair and scalp. Enriched with repairing actives, it strengthens strands while supporting a balanced scalp environment, helping reduce irritation and maintain healthy, resilient hair from root to tip.

How to use:

Unscrew the cap and pour your refill into your empty shampoo bottle. Squeeze to get all the remaining product out of the pouch.

USP's:

- A blend of moisturizing plant sugars that instantly hydrates, soothes irritation, and balances natural oils to create an optimal scalp environment.
- Manuka extract, with antibacterial and antioxidant properties, helps calm the scalp and reduce dandruff.
- Provitamin B5 enhances moisture retention, shine, and manageability, leaving hair softer, fuller, and easier to comb.



Treatments

Detox Shampoo Concentrate

What is it?

Transform your hair care routine with this super-concentrated detox shampoo. Designed to deeply cleanse while caring for your hair and scalp, it removes impurities, excess oil, and product build-up without drying out your strands. The result is hair that feels fresh, purified, and visibly more radiant.

How to use:

After shampooing, squeeze excess water out of hair. Use your fingers to part the hair, lather up a coin-sized dollop, and massage into the scalp. Leave for a few minutes, then rinse out.

USP's:

- Gently exfoliates and removes impurities with pink clay.
- Enhances shine and nourishment with apple vinegar.
- Protects hair from stressors and adds softness with argan oil and moringa peptides.



Leave-In Anti Frizz Conditioner

What is it?

Meet your new hair essential: a luxurious leave-in conditioner that hydrates, detangles, and shields hair from heat and breakage. It leaves hair feeling soft, shiny, and resilient, perfect for curls and colour-treated strands.

How to use:

A conditioning milky emulsion leave-in conditioner. After towel-drying, spray the leave-in conditioner evenly throughout your hair. Dry and style as desired. Conditions hair with no need to wash off.

USP's:

- Hydrates and repairs hair with amino acids and squalane.
- Protects against heat damage and breakage.
- Adds shine and strengthens hair for resilient, healthy-looking strands.

Leave-In Ultra Curl Balm

What is it?

Bring your curls to life with this nourishing leave-in curl balm. It defines, shapes, and protects curls while keeping them soft, touchable, and beautifully detangled. Ideal for all curl types.

How to use:

Depending on your hair length, apply 1-3 pumps on fingers and distribute through towel-dry hair. No need to rinse. Blow-dry your hair with a diffuser to enhance your curls.

USP's:

- Delivers intense moisture and protection with saccharides, hyaluronic acid, and fructose.
- Softens and adds shine with coconut oil.
- Strengthens and enhances heat defense with argan oil, olive emollients, and apple vinegar



30 Seconds Ultra Shine Mask

What is it?

Give your hair a quick spa-worthy treatment with this ultra-lightweight shine mask. In just 30 seconds, it deeply conditions, hydrates, and smooths frizz, leaving hair silky, soft, and radiant.

How to use:

After shampooing, squeeze excess water out of hair. Twist the nozzle and apply in sections, from mid-length to ends. Wait 30 seconds, then rinse. For fine and oily hair, use instead of conditioner; for thick and dry hair, use after shampoo and conditioner.

USP's:

- Intensely hydrates with triple hyaluron and plant sugars
- Enhances softness and frizz control with provitamin B5
- Adds brilliance and luminosity with high-gloss minerals

Hair Perfume

What is it?

Indulge your hair in a delicate, long-lasting fragrance that refreshes and protects. The fresh, floral, and fruity scent leaves hair soft, smooth, and fragrant throughout the day.

How to use:

Spritz evenly throughout the hair, dividing hair into sections.

USP's:

- Refreshes and boosts shine with hydrating glycerin.
- Protects against moisture loss with vitamin E.
- Leaves hair smooth and soft with velvet flower extract.



Phyto Keratin Recovery Hair Mask

What is it?

Restore and strengthen your hair with this intensive keratin treatment. It repairs hair structure, prevents breakage, and improves softness, leaving hair visibly stronger and healthier.

How to use:

Nourish your hair by applying it to wet hair, from roots to ends. Leave in for 5 min, then rinse thoroughly. Use at least 1 x week.

USP's:

- Repairs and strengthens with hydrolyzed vegetable and plant proteins.
- Protects against split ends and breakage.
- Improves hair softness and vitality

Intense Hair Oil

What is it?

Give your hair a moisture boost with this high-gloss oil. It smooths frizz, tames flyaways, and adds shine for a silky, polished finish.

How to use:

For the softest hair ever, apply a small amount between your palms & work through dry hair from mid-length to ends.

USP's:

- Softens and nourishes with argan and tsubaki oil.
- Smooths frizz and flyaways.
- Protects and strengthens hair with vitamin E.



Scalp Scrub

What is it?

Give your scalp the attention it deserves with this gentle exfoliating scrub. It removes dead skin, excess oil, and product residue for a refreshed, balanced scalp and healthy-looking hair.

How to use:

Mix a small tablespoon of product with water and rub between your palms to create a lather. Gently massage the scalp and back of the neck. Rinse thoroughly and follow the treatment with a nourishing hair conditioner.

USP's:

- Exfoliates and removes build-up with fine-grain sugar crystals.
- Nourishes with argan oil.
- Leaves scalp fresh, balanced, and healthy.

Intense Nutrition Hair Mask

What is it?

Treat your hair to deep nourishment with this intensive mask. It strengthens, smooths, and enhances shine for visibly healthier, more resilient strands.

How to use:

Nourish your hair by applying it to wet hair, from roots to ends. Leave in for 5 min, then rinse thoroughly. Use at least 1 x week.

USP's:

- Deeply nourishes with rice and macadamia seed oil.
- Smooths hair cuticles for sleek, shiny strands.
- Strengthens and improves overall hair health.



Styling

Refreshing Dry Shampoo

What is it?

Give your hair an instant refresh with this dry shampoo. It absorbs oils, sweat, and odours while soothing the scalp and nourishing your hair, leaving strands feeling light, clean, and voluminous.

How to use:

Refresh your hair in seconds. Spray from 15 cm away. Let dry and massage into scalp, roots & ends with fingers or brush.

USP's:

- Absorbs oils and sweat instantly.
- Soothes the scalp with boswellia.
- Nourishes hair with shikakai.



Refreshing Dry Shampoo 50 ml

What is it?

Give your hair an instant refresh with this dry shampoo. It absorbs oils, sweat, and odours while soothing the scalp and nourishing your hair, leaving strands feeling light, clean, and voluminous.

How to use:

Refresh your hair in seconds. Spray from 15 cm away. Let dry and massage into scalp, roots & ends with fingers or brush.

USP's:

- Absorbs oils and sweat instantly.
- Soothes the scalp with boswellia.
- Nourishes hair with shikakai.



Hairspray XL

What is it?

Achieve long-lasting, natural styles with this weightless hairspray. It holds your hair in place without build-up while protecting strands from free radicals, leaving hair looking healthy and flexible.

How to use:

For the perfect hold, spray on styled hair from 15 cm away. To boost your hair's volume, spray roots before styling.

USP's:

- Provides weightless, medium hold.
- Protects hair from free radicals with vitamin E.
- Long-lasting hold without build-up.



Fixating Hairspray 75ml

What is it?

Keep your hair styled and protected with this fixating hairspray. It offers weightless, long-lasting hold, shields strands from UV rays and oxidative stress, and keeps your hair looking natural and healthy.

How to use:

For the perfect hold, spray on styled hair from 15 cm away. To boost your hair's volume, spray roots before styling.

USP's:

- Offers weightless, long-lasting hold.
- Protects hair with vitamin E and UV filter.
- Maintains natural style without build-up.