

Rituals redefines the future of hair care

Amsterdam, XX 202X – Infusing everyday moments with deeper meaning, Rituals Cosmetics introduces the groundbreaking Hair Care Collection, a revolution in holistic hair nourishment. With this launch, the brand transforms routine hair treatment into an indulgent practice of self-care and an opportunity to pause, reconnect and restore.

Expertly formulated with cutting-edge scientific precision, each product is crafted with premium ingredients and a signature scent that enriches the senses. This comprehensive collection includes everything from hydrating shampoos and conditioners to intense scalp treatments, a targeted men's solution, and innovative styling aids. Tailored for all hair types, it offers a bespoke approach to achieving healthy, radiant locks.

Sustainability is a core value of Rituals. The products feature over 90% natural origin ingredients, ensuring your hair care is not only luxurious but planet-friendly. Vegan formulations, refillable packaging, and a dedication to holistic self-care turn every wash day into a lush experience.

DISCOVER THE COLLECTION

The Rituals Hair Care Collection features 26 high-performance, luxury hair care products. Explore a range of products designed to breathe life into your hair. With categories such as Hydrating, Volumising, Restoring, and Scalp Balancing, Rituals offers solutions that cater to every hair need. Highlighted products include:

- **Hydrating Shampoo & Conditioner:** This duo revitalizes with advanced Hyaluronic Strength Complex and Argan Oil for unrivaled shine. The formula not only hydrates and protects, it also leaves your hair feeling silky smooth and looking glossier and healthier than

ever. Discover a creamy shampoo that's recommended by hair stylists and say goodbye to dryness and hello to beautiful, healthy hair with this conditioner.



- **Detox Shampoo Concentrate:** A deep-cleansing and exfoliating formula with pink clay and apple vinegar, guaranteeing hair that's fresh and renewed. Elevate your hair care with this super-concentrated detox shampoo—designed for a deep yet nourishing cleanse. This 100 ml tube delivers the power of a full bottle, lasting as long as 250ml.



- **30 Seconds Ultra Shine Mask:** Achieve salon-like care in seconds with a lightweight formula that tames frizz and enhances natural gloss. The Ultra Shine Mask is like a 30-second miracle providing intense conditioning, hydration, and shine, making hair softer, silkier, and frizz-free with easy application. Infused with triple hyaluron, provitamin B5, and soothing plant sugars.





- **Hair Perfume:** Lightly fragrance your hair while maintaining smoothness and shine. This is (hair)legance in every spritz—perfume, refresh and protect your hair with a fresh, floral, and fruity scent and hints of orange, jasmine, peach, and musk. Enriched with Vitamin E, a powerful antioxidant, and hydrating glycerin, it protects against moisture loss and leaves your hair feeling fresh, smooth, and hydrated.



About Rituals Cosmetics

Rituals Cosmetics is a proud Certified B Corporation™ and is dedicated to continuously improving its social & environmental impact in the beauty luxury industry. As a foremost founder of integrating bath, body and home care into a single portfolio, Rituals embraces the philosophy of transforming everyday routines into more meaningful moments. Each product is inspired by an ancient tradition allowing you to find happiness in the smallest of things. With an expansive innovation portfolio in body care, home fragrances, natural skin care, men care and home wear, Rituals invites the consumer to enrich their world with wellbeing moments. Founded in Amsterdam in 2000, Rituals has since been established as a global industry expert in over 33 countries present in vibrant cities such as London, Paris and Hong Kong with more

than 1,400 stores, 4,176 shop-in-shops, and world's first Mind Oasis. As part of Rituals' commitment to continuously improving its social & environmental impact, the brand is on a journey to 90% natural origin formulas and packaging that's either refillable, recyclable or made of recycled material. Next to its sustainability efforts, the brand is committed to making an impact beyond the company with their pledge of 10 percent net profit towards the wellbeing of people and planet. For more information, please visit www.rituals.com.

For more information on our sustainability efforts, please read [our sustainability report](#)

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