



Tonics

for scalp health

YOURS TRULY[®]
CLEAN AND PERSONALIZED HAIR CARE.



Renew your
hair from
root to tip



Sustainable & efficient

The content of the 200 ml bottle lasts for at least 6 months when used daily.

The bottles are made of recycled PCR (Post Consumer Recycled) plastic and are 94% recyclable.

The tonic, like all Yours Truly® products, is vegan and is made of natural ingredients according to the highest Clean Beauty standard from Yours Truly®.

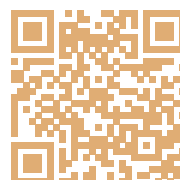


Developed for you

YOUR HAIR IS UNIQUE. YOUR HAIR CARE SHOULD BE TOO. We create a custom mix from millions of active ingredients to create your one-of-a-kind shampoo. Our proprietary algorithm calculates all formula variables in real time with the help of an online questionnaire. This is how we develop your individual formula of active ingredient complexes.

Achieve your goal faster with a shampoo tailored to your exact needs. You want healthier and more vital scalp, more volume and moisture for your tips - all at once? No problem for Yours Truly®. Just add a personalized shampoo to your tonic.

This way: www.yourstruly.eu.



Ready to create your own shampoo?





TONIC SCALP CARE

Balance out your scalp

THE SOLUTION FOR SENSITIVE SCALPS

How is the scalp relieved and effectively freed from dandruff?

The active ingredient complex DANDRILYS[®], with bark extracts derived from the evergreen Juazeiro tree, knows the answer! In its native Brazil, the tree bark is renowned for its anti-inflammatory characteristics. It has an antibacterial and antibiotic effect.

The new tonic from Yours Truly[®] utilizes these properties: Stressed scalp is soothed and protected from dehydration, and itching is effectively reduced. Natural saponins slow down the keratinization of the scalp and thus actively combat the formation of dandruff. The result: after 14 days of use, the active ingredient complex DANDRILYS[®] has been proven to reduce dandruff by 37%.*

Effortless application: spray and massage into the scalp once a day in sections. Applicable on dry and towel-dried hair. No rinsing needed. Shake well before use to activate the ingredient complexes!



* Based on a placebo-controlled in vivo study of DANDRILYS[®] active ingredient with 34 participants, all with moderate to severe dandruff, after 14 days of use (hair washing three times a week).

TONIC SCALP CARE

Study results*

SEE THE RESULTS AND CUSTOMER FEEDBACK FOR YOURSELF



“

My scalp seems much more relaxed and no longer as dry. The itching has completely stopped, dandruff is also no longer visible!

Test person #1, age 36

“

The itching ceased after 3-4 applications and the dandruff decreased by about 40% already after 2 weeks. The redness is also gone!

Test person #2, age 30



QUESTIONS	#1	#2
How is the feeling on your scalp after the test phase?	good	good
How well could the tonic solve your scalp problems?	reasonably	well
How satisfied are you with the tonic?	satisfied	satisfied
Would you recommend the tonic?	yes	yes
My scalp seems healthier.	agreed	agreed
My scalp seems more balanced.	agreed	agreed
The itching on the scalp has significantly decreased.	agreed	agreed
Dandruff has decreased significantly.	agreed	agreed

*Test phase: 8th July 2022 – 22nd July 2022



TONIC DETOX

Provide your hair with new freshness and energy

ENERGY BOOST FOR HAIR AND SCALP

Harmful environmental influences can weaken not only your body, but also your hair and scalp which can lead to a lack of shine and volume. Don't panic! Yours Truly® offers immediate help with its Tonic „Detox“.

The Rambutan tree seed extract, contained in this tonic, is rich in antioxidants and rehydrates the scalp. Your hair will be vitalized and protected from environmental pollutants. Hair and scalp can recover from harmful environmental influences. You will be left with shiny, bouncy hair and a pleasant feeling of freshness on your scalp. Unpleasant odors are eliminated. The hair stays clean and fresh longer.

The result: 85% of consumers confirm that with regular use of the active ingredient complex RAMBUVITAL® their hair is more vital and the scalp healthier. Visible results can already be seen in the first 14 days! The positive side effect: Hair washes or dry shampoos can wait longer.

Effortless application: spray and massage into the scalp every 2 days in sections. Applicable on dry and towel-dried hair. No rinsing needed. When the desired result is achieved, reduce the application to once a week. Shake well before use to activate the ingredient complexes!

* Results of a BASF consumer test on the RAMBUVITAL® active ingredient with 117 participants aged 18-35 years, after 14-day application (hair washing according to application usage).

TONIC DETOX

Study results*

SEE THE RESULTS AND CUSTOMER FEEDBACK FOR YOURSELF



“

My hair is now not only smoother and shinier, but I also wash it only twice a week and no longer need dry shampoo! I am incredibly happy with the result.

Test person #1, age 30



“

My hair is no longer flat, looks more alive and has more volume. I only wash it every 4 days! I don't use dry shampoo anymore.

Test person #2, age 37



“

Before I had to wash my hair every day. Now it looks more alive, and I wash it only every second day. In particular, when used after washing, the tonic acts almost like a styling primer!

Test person #3, age 28

QUESTIONS	#1	#2	#3
How does your hair feel after the test phase?	very good	very good	very good
How well could the tonic solve your hair problems?	well	very good	reasonably well
How satisfied are you with the tonic?	satisfied	very satisfied	satisfied
Would you recommend the tonic?	Yes	Yes	Yes
My hair stays fresh longer.	fully agreed	fully agreed	fully agreed
My hair has more shine.	agreed	fully agreed	agreed
My hair appears more vital and alive.	Stimme zu	fully agreed	fully agreed
My hair wash frequency decreased.	Yes	Yes	Yes




* Test phase: 3rd June 2022 – 17th June 2022



YOURS TRULY®

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WWW.YOURSTRULY.EU

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As of April 2024

