

PRODUCT  
FACTSHEETS

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NOURISH  
+ SHINE

Daily Clean  
Conditioner

Shea Butter and Aloe  
Extract for optimal  
moisture and shine

12 FL. OZ. / 354 mL



For all hair types

## NOURISH + SHINE

### Daily Clean Shampoo

Being NOURISH + SHINE Daily Clean Shampoo is an all-rounder daily cleanse that suits all hair types, focused on nourishing strands and making them shine. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Shea Butter and Aloe Extract for a gentle yet thorough wash. Hair is left feeling hydrated and balanced with optimal shine.



#### MAIN CHARACTER INGREDIENTS

Shea Butter  
Aloe Extract

#### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



**“MY HAIR WAS SOFT  
AND GLOWING”**

Quote taken from a July 2022 consumer perception study

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, lather and rinse well. Pair with Being Daily Clean Conditioner, or mix-and-match with another Conditioner from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

For all hair types

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



For all hair types

## NOURISH + SHINE

### Daily Clean Conditioner

Being NOURISH + SHINE Daily Clean Conditioner is an all-rounder daily hydration boost that suits all hair types, focused on nourishing strands and making them shine. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Shea Butter and Aloe Extract for lightweight yet thorough nourishment. Hair is left feeling hydrated and balanced with optimal shine.



### MAIN CHARACTER INGREDIENTS

Shea Butter  
Aloe Extract

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



**“MY HAIR WAS SOFT  
AND GLOWING”**

Quote taken from a July 2022 consumer perception study

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, gently massage and rinse. Pair with Being Daily Clean Shampoo, or mix-and-match with another Shampoo from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

For all hair types

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



For all hair types

## MEGA SHINE

### Hydrating Hair Mask

Being MEGA SHINE Hydrating Hair Mask works to maintain moisture levels and optimal shine in normal to dry hair, with nourishing natural ingredients. Suitable for all hair types, this dermatologically tested, sulfate-free and silicone-free formula is ideal for use as a twice-weekly treatment, or for use in place of a conditioner for hair that is especially dry and/or depleted. Naturally derived Shea Butter and Aloe Extract help to lock moisture into the hair, leaving it hydrated with healthy shine.



### MAIN CHARACTER INGREDIENTS

Shea Butter  
Aloe Extract

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

### FOR BEST RESULTS

Apply to damp or dry hair from ends to roots and leave for at least 10 minutes before rinsing out. Use twice a week for best results.

### THINGS YOU'LL LOVE

For all hair types

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients



FOR HAIR THAT MAKES YOU FEEL MORE YOU



For all hair types

# MAJOR SHINE

## Hydrating Leave-In Conditioner

Being MAJOR SHINE Hydrating Leave-In Conditioner was created for hair types in need of additional moisture and shine. This dermatologically tested, sulfate-free and silicone-free formula is ideal for use after washing, by working into ends to help style naturally, or alternatively for use as a heat protectant. Naturally derived ingredients such as Shea Butter and Aloe Extract help to support hair health, leaving it soft with optimal shine.



### MAIN CHARACTER INGREDIENTS

Shea Butter  
Aloe Extract

### THE 411

Available @ Walmart  
7.6 fl oz for \$6.97 USD



## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

## FOR BEST RESULTS

Post-shower, after washing with the Being Shampoo and Conditioner of your choice, add a small amount to damp hair, focusing on ends. Do not rinse out. Style as usual.

## THINGS YOU'LL LOVE

For all hair types

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



**1A-1C**  
For straight or fine hair

# BIG HAIR

## Volumizing Shampoo

Being BIG HAIR Volumizing Shampoo is ideal for type 1A-1C hair, including those with straight and/or thin and fine hair who are looking for more fullness and body. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Avocado Oil and Macadamia Oil for a thorough, clarifying wash. Hair is left feeling balanced, plump and full of body.



**MAIN CHARACTER  
INGREDIENTS**  
Avocado Oil  
Macadamia Oil

**THE 411**  
Available @ Walmart  
12 fl oz for \$6.97 USD



**“I ABSOLUTELY LOVE  
THIS SHAMPOO”**

Quote taken from a July 2022 consumer perception study

## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

## FOR BEST RESULTS

Apply to wet hair, lather and rinse well. Pair with Being Volumizing Conditioner, or mix-and-match with another Conditioner from the Being line depending on your hair type and texture.

## THINGS YOU’LL LOVE

- Ideal for type 1 (straight) or fine hair
- No sulfates or silicones
- No parabens or phthalates
- Dermatologically tested
- Leaping Bunny approved
- Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



**1A-1C**  
For straight or fine hair

## BIG HAIR

### Volumizing Conditioner

Being BIG HAIR Volumizing Conditioner is ideal for type 1A-1C hair, including those with straight and/or thin and fine hair who are looking for more fullness and body. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Avocado Oil and Macadamia Oil for weightless hydration. Hair is left feeling balanced, plump and full of body.



### MAIN CHARACTER INGREDIENTS

Avocado Oil  
Macadamia Oil

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



**“LEFT MY HAIR SOFT AND SILKY”**

Quote taken from a July 2022 consumer perception study

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, gently massage and rinse. Pair with Being Volumizing Shampoo, or mix-and-match with another Shampoo from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

Ideal for type 1 (straight) or fine hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



**2A-2C**

For wavy or frizzy hair

## BYE BYE FRIZZ

### Smoothing Shampoo

Being BYE BYE FRIZZ Smoothing Shampoo is the 'one' for those looking to tame their frizz on wash day. Perfect for wavy (type 2A-2C) and coarse hair, this dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Jojoba Oil and Almond Oil. Hair is left feeling soft and smoothed.



### MAIN CHARACTER INGREDIENTS

Jojoba Oil  
Almond Oil

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



### 79% SAID WAVES WERE MORE DEFINED

From a July 2022 consumer perception study involving 19 participants

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, lather and rinse well. Pair with Being Smoothing Conditioner, or mix-and-match with another Conditioner from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

Ideal for type 2 (wavy) or frizzy hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



**2A-2C**

For wavy or frizzy hair

# BYE BYE FRIZZ

## Smoothing Conditioner

Being BYE BYE FRIZZ Smoothing Conditioner is the ‘one’ for those looking to tame their frizz on wash day. Perfect for wavy (type 2A-2C) and coarse hair, this dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Jojoba Oil and Almond Oil. Hair is left feeling soft and smoothed.



### MAIN CHARACTER INGREDIENTS

Jojoba Oil  
Almond Oil

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



## 79% SAID WAVES WERE MORE DEFINED

From a July 2022 consumer perception study involving 19 participants

## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

## FOR BEST RESULTS

Apply to wet hair, gently massage and rinse. Pair with Being Smoothing Shampoo, or mix-and-match with another Shampoo from the Being line depending on your hair type and texture.

## THINGS YOU'LL LOVE

- Ideal for type 2 (wavy) or frizzy hair
- No sulfates or silicones
- No parabens or phthalates
- Dermatologically tested
- Leaping Bunny approved
- Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



## 2A-2C

For wavy or frizzy hair

# MEGA NO-FRIZZ

## Smoothing Hair Mask

Being MEGA NO-FRIZZ Smoothing Hair Mask works to soften and smooth wavy and frizzy hair, especially types 2A-2C, with nourishing natural ingredients. This dermatologically tested, sulfate-free and silicone-free formula is ideal for use as a twice-weekly treatment, or for use in place of a conditioner for hair that is especially dry and/or frizzy. Naturally derived Jojoba Oil and Almond Oil help to restore softness and shine in the hair, leaving it smooth and frizz-free.



## MAIN CHARACTER INGREDIENTS

Jojoba Oil  
Almond Oil

## THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD

## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

## FOR BEST RESULTS

Apply to damp or dry hair from ends to roots and leave for at least 10 minutes before rinsing out. Use twice a week for best results.

## THINGS YOU'LL LOVE

Ideal for type 2 (wavy) or frizzy hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients



FOR HAIR THAT MAKES YOU FEEL MORE YOU



## 2A-2C

For wavy or frizzy hair

# MAJOR NO-FRIZZ

## Smoothing Leave-In Conditioner

Being MAJOR NO-FRIZZ Smoothing Leave-In Conditioner is perfect for hair in need of additional softness—such as type 2A-2C waves and otherwise frizzy or coarse hair. This dermatologically tested, sulfate-free and silicone-free formula is ideal for use after washing, by working into ends to help style naturally, or alternatively for use as a heat protectant. Naturally derived ingredients such as Jojoba Oil and Almond Oil to manage frizz and flyaways, leaving hair soft, manageable and frizz-free.



## MAIN CHARACTER INGREDIENTS

Jojoba Oil  
Almond Oil

## THE 411

Available @ Walmart  
7.6 fl oz for \$6.97 USD



## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

## FOR BEST RESULTS

Post-shower, after washing with the Being Shampoo and Conditioner of your choice, add a small amount to damp hair, focusing on ends. Do not rinse out. Style as usual.

## THINGS YOU'LL LOVE

Ideal for type 2 (wavy) or frizzy hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



### 3A-3C

For curls of all types

## CURL POWER

### Curl Defining Shampoo

Being CURL POWER Curl Defining Shampoo is a nourishing formula specially created for type 3A-3C curls, designed to help soften and provide shape. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Coconut Oil and Grapeseed Oil to detangle and hydrate. Curls are left feeling defined and protected.



### MAIN CHARACTER INGREDIENTS

Coconut Oil  
Grapeseed Oil

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



## 87% SAID HAIR WAS MORE HYDRATED

From a July 2022 consumer perception study involving 15 participants

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, lather and rinse well. Pair with Being Curl Defining Conditioner, or mix-and-match with another Conditioner from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

Ideal for type 3 (curly) hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



### 3A-3C

For curls of all types

## CURL POWER

### Curl Defining Conditioner

Being CURL POWER Curl Defining Conditioner is a nourishing formula specially created for type 3A-3C curls, designed to help soften and provide shape. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Coconut Oil and Grapeseed Oil to detangle and hydrate. Curls are left feeling defined and protected.



### MAIN CHARACTER INGREDIENTS

Coconut Oil  
Grapeseed Oil

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



## 87% SAID HAIR WAS MORE HYDRATED

From a July 2022 consumer perception study involving 15 participants

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

### FOR BEST RESULTS

Apply to wet hair, gently massage and rinse. Pair with Being Curl Defining Shampoo, or mix-and-match with another Shampoo from the Being line depending on your hair type and texture.

### THINGS YOU'LL LOVE

Ideal for type 3 (curly) hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



### 3A-4C

For curls and coils of all types

## MEGA MOISTURE

### Moisturizing Hair Mask

Being MEGA MOISTURE Moisturizing Hair Mask works to restore hydration to type 3A-3C curls and 4A-4C coils, with nourishing natural ingredients. This dermatologically tested, sulfate-free and silicone-free formula is ideal for use as a twice-weekly treatment, or for use in place of a conditioner for hair that is especially dry and/or damaged. Naturally derived Cocoa Butter and Oat Extract help to replenish hair's moisture levels, leaving it feeling hydrated and soft.



### MAIN CHARACTER INGREDIENTS

Cocoa Butter  
Oat Extract

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

### FOR BEST RESULTS

Apply to damp or dry hair from ends to roots and leave for at least 10 minutes before rinsing out. Use twice a week for best results.

### THINGS YOU'LL LOVE

Ideal for type 3 (curly) and type 4 (coily) hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients



FOR HAIR THAT MAKES YOU FEEL MORE YOU



### 3A-4C

For curls and coils of all types

## MAJOR MOISTURE

### Moisturizing Leave-In Conditioner

Being MAJOR MOISTURE Moisturizing Leave-In Conditioner helps to protect and perfect type 3A-3C curls and type 4A-4C coils of all kinds. This dermatologically tested, sulfate-free and silicone-free formula is ideal for use after washing, by working into ends to help style naturally, or alternatively for use as a heat protectant. Naturally derived ingredients such as Cocoa Butter and Oat Extract help to restore moisture in the hair, leaving it hydrated with soft shape.



### MAIN CHARACTER INGREDIENTS

Cocoa Butter  
Oat Extract

### THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD

### BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not. Whether you're curly + coarse or fine + flat, help unlock hair that makes you feel more you—for less doing and more Being.

### FOR BEST RESULTS

Post-shower, after washing with the Being Shampoo and Conditioner of your choice, add a small amount to damp hair, focusing on ends. Do not rinse out. Style as usual.

### THINGS YOU'LL LOVE

Ideal for type 3 (curly) and type 4 (coily) hair

No sulfates or silicones

No parabens or phthalates

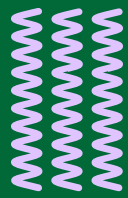
Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients



FOR HAIR THAT MAKES YOU FEEL MORE YOU



## 4A-4C

For dry hair or coils

# MAX MOISTURE

## Intense Moisturizing Shampoo

Being MAX MOISTURE Intense Moisturizing Shampoo is for hair in need of an intense hydration boost, whether coily (type 4A-4C) or otherwise dry. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Cocoa Butter and Oat Extract to combat dryness, providing a supportive wash to hair in need of deep nourishment.



## MAIN CHARACTER INGREDIENTS

Cocoa Butter  
Oat Extract

## THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



## 100% WOULD RECOMMEND TO A FRIEND

From a July 2022 consumer perception study involving 17 participants

## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

## FOR BEST RESULTS

Apply to wet hair, lather and rinse well. Pair with Being Intense Moisturizing Conditioner, or mix-and-match with another Conditioner from the Being line depending on your hair type and texture.

## THINGS YOU'LL LOVE

Ideal for type 4 (coily) or dry hair

No sulfates or silicones

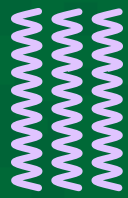
No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU



## 4A-4C

For dry hair or coils

# MAX MOISTURE

## Intense Moisturizing Conditioner

Being MAX MOISTURE Intense Moisturizing Conditioner is for hair in need of an intense hydration boost, whether coily (type 4A-4C) or otherwise dry. This dermatologically tested, sulfate-free and silicone-free formula contains naturally derived ingredients such as Cocoa Butter and Oat Extract to combat dryness, providing deep nourishment and soft definition to dry hair or coils.



## MAIN CHARACTER INGREDIENTS

Cocoa Butter  
Oat Extract

## THE 411

Available @ Walmart  
12 fl oz for \$6.97 USD



## 100% WOULD RECOMMEND TO A FRIEND

From a July 2022 consumer perception study involving 17 participants

## BEING U, WITH US

Being is a community-led hair care brand created to meet all hair types exactly where they are. The range works to finesse and de-stress what you have, rather than trying to turn it into something it's not.

## FOR BEST RESULTS

Apply to wet hair, gently massage and rinse. Pair with Being Intense Moisturizing Shampoo, or mix-and-match with another Shampoo from the Being line depending on your hair type and texture.

## THINGS YOU'LL LOVE

Ideal for type 4 (coily) or dry hair

No sulfates or silicones

No parabens or phthalates

Dermatologically tested

Leaping Bunny approved

Ethically sourced ingredients

FOR HAIR THAT MAKES YOU FEEL MORE YOU