



HEADS UP – Defining Moment Shampoo

Step: 1 **Size:** 4 oz./120 ml **Hair Type:** All – especially treated or severely damaged hair
Purpose: To deeply cleanse and protect without stripping moisture

This is unequivocally the finest shampoo that money can buy!

Heads Up is far and away, the most scientifically superior and unique shampoo in the world . . . and once you've tried it, you will never go back to your old brand. Imagine if you can . . . hair that stays clean twice as long as it used to!

Containing chirally correct **D-panthenol** (proVitamin B5), this is the first shampoo of its kind that can deliver on the previously mythical "**Panthenol Promise.**" D-Panthenol penetrates and repairs the hair shaft, boosts moisture retention and greatly improves elasticity. The added moisture "grabber" - **D-glucuronic**, right-handed **Vitamin E** and the anti-bacterial **L-menthol**, make **heads up** a must try!

Formula Highlights

- Supercritical distillation and **Fullerene** filtration make this the "hungriest" and purest water on the planet - capable of holding and delivering exponentially more ingredients!
- Liquid Crystals
- **Lichen Succinate** - Lichen-sourced, this mild surfactant benefits the succinic acid stage of our ATP production! Lichens survive and thrive under two extremes of weather conditions: equatorial sun and arctic frost. As such, lichens carry their own built-in sun protection to withstand six months of continuous sunshine at a stretch.
- **Heads Up** contains **D-Lanosterol**, which is a yeast derivative that improves the effectiveness of **D-Panthenol!** It is the water-soluble precursor to Vitamin D.
- **Coconut methyl L-glycine** acts as a sweet assistant to the lathering effort of this cleanser as it simultaneously boosts glycine in the cell-envelope.
- **D-Glucuronic Acid** is the most basic building block of hyaluronic acid and chondroitin sulfate. As such, this precursor of Vitamin C is Nature's chief de-toxifier in plants and animals! It also contributes more moisture to the skin during the cleansing process.
- The **L-Menthol** in **heads up** is extremely effective for those with aggravated scalp conditions such as shingles, psoriasis or dandruff. Its chemo-prophylactic properties keeps "foreign invaders" from landing as they simultaneously render existing surface bacteria ineffective. **L-menthol** maintains the chiral purity of the skin during the aging process.
- Right-handed Vitamin E or **D-alpha-tocopherol**, is the only natural version of Vitamin E and is the antioxidant with the best and most widely respected reputation. Sourced from Purslane (portulaca oleracea) where it occurs at 2300 parts per million (PPM), it is hands down more effective than the left-handed version.
- Wonderfully beneficial for both skin and hair, **D-Panthenol** is part of the Vitamin B-5 family and is sourced from queen bee jelly. D-Panthenol is a promoter of **coenzyme a** and as such, possesses strong anti-dermatitis properties. D-panthenol is true right-handed B5, which combines with pyridoxine (B6) to increase the hyaluronic acid content of hair!

