

I've developed this special kit to let you give yourself the ultimate reconditioning treatment - the same one you'd get in an upscale salon - in the comfort and privacy of your home. You'll enjoy pampering yourself with my scientifically formulated blends of herbal extracts, proteins, and deliciously scented essential oils.

But you must promise me one thing: To get the very best results, you absolutely must do all four steps just as I describe them. Please follow the instructions carefully to gain the full, rejuvenating benefits of PHILIP B® products. You'll see and feel the healthy, silky, and shiny difference after your very first application.

Philip B.



## PHILIP B® FOUR STEP Hair & Scalp Treatment Kit

Everyone can improve the condition of their hair and scalp in the same way they nurture their face and body. A facial for the scalp that normalizes scalp circulation, and cleanses build-up of excess cells, sebum and product, leaving you feeling refreshed and revived. With our rich, botanically derived products, and a strong consciousness, you can restore optimal health to your scalp and youthful condition to your hair from your very first treatment. The Kit includes:

1. Rejuvenating Oil
  2. Peppermint & Avocado Volumizing & Clarifying Shampoo
  3. Light-Weight Deep Conditioning Crème Rinse
  4. pH Restorative Detangling Toning Mist
- + Instruction Booklet

# Q&A



**Q:** How does PHILIP B® Rejuvenating Oil work?

**A:** Think of your distressed hair as a rough, dry sea sponge, shrunken and dehydrated. If you soak the sponge in water, it swells. As the water evaporates, the sponge shrinks and becomes dehydrated again. Now imagine a sponge that's been saturated in oil and then squeezed to remove all the excess. Days later, it's still pliant, soft, and plump. When you apply heat to hair saturated with PHILIP B® Rejuvenating Oil, the hair cuticle opens, allowing the essential and carrier oils to soak into the fiber of your hair shaft while moisturizing your scalp.



**Q:** I'm really busy! How can I find the time to use PHILIP B® Rejuvenating Oil?

**A:** Let the treatment work while you play - at the gym, in the sauna or while you do laps in the pool. (The treatment helps keep chlorine from drying out your hair.) Or let the oil work its magic overnight. Use an old pillowcase or wear a shower cap to bed.

**Q:** Why do I need an oil treatment?

**A:** Your scalp is a living organ, with oil glands constantly producing sebum to keep the hair shaft healthy. So your roots are the healthiest part of your hair, which gets more dehydrated the further it is from your scalp. Every strand of your hair is wrapped in a sheath of stacked, transparent "plates." When these plates dry out, they become opaque and lose their translucency. Oil restores the moisture content in your hair, making the plates transparent again - and giving you the wonderful shine that says "healthy hair."



**Q:** But won't my hair feel oily if I give it an oil treatment?

**A:** No. But you must faithfully follow the directions! Apply shampoo to oiled hair before adding water, and you'll be delighted with the results. I designed the oil treatment to even out your hair's porosity, which is damaged by sun, chemicals, and heat styling. My four-step process rids your hair and scalp of heavy product build-up and residue. Your hair will be lighter, shinier, and full of body - I promise!



**Q:** How often can I use PHILIP B® Four-Step Treatment?

**A:** On dry to very dry/damaged hair and dry or dry/flaky scalp: 1 or 2 times a week. On normal hair, 1 to 4 times a month.

**Q:** I have color-treated hair. Is the Four-Step Treatment right for me?

**A:** Yes! Use it 1 or 2 days before applying color. The oil treatment evens out hair porosity while clarifying and conditioning. Result: color will deposit more evenly on your hair, adding more shine and bolstering the color's fade-resistance.



**Q:** Is there anything else I can do to keep my hair and scalp in peak condition?

**A:** Yes. I call it "effective brushing." It's the best way to rev up circulation, remove dirt, and distribute the natural oils in your hair before you start the 4-Step Process. The most effective time to brush is before you shampoo. Here's how:

- Use the right brush. Tender scalp: Use a brush with natural bristles. Normal scalp: Use a brush with natural and nylon bristles.
- Start with a dry scalp. (For eczema, psoriasis or hardened dandruff build-up, apply oil before brushing to soften the skin of the scalp. If in doubt, please consult a dermatologist.)
- Bend over and hold the bristles against the scalp at the nape of your neck. Wiggle the brush back and forth in three small, controlled motions to loosen dirt and dandruff.
- Then, twist your wrist as you roll the brush down the length of your hair.
- Repeat in small sections until you've brushed your entire scalp.

### STEP 1

#### PHILIP B® REJUVENATING OIL TREATMENT

- Start with dry hair, clean or dirty. (Why? Because oil and water don't mix!)
- Hold a handful of your hair and let drops of oil trickle from the tube along the length of the hair shaft, concentrating on the ends. Repeat until all your hair is covered.
- Now, *s-l-o-w-l-y* add the oil from the roots to the ends of your hair. Enjoy that fun, slippery feeling as you work in the nourishing oil so that it thoroughly saturates your hair.
- Comb through twice.
- Heat your hair with a blow-dryer for 1 to 5 minutes. (The more damaged your hair, the more heat you need.)
- Let the oil soak in while you exercise, relax, or sleep. (Check the chart below for your correct soaking time.)
- Proceed to Step Two.

For:	Leave On:
Dry	20-45 min.
Dry to Damaged	45 min.-2 hrs.
Deep Conditioning	2 hrs.-15 hrs.

An intensive hair and scalp treatment that closely replicates the scalp's own natural sebum, the body's natural hair food. PHILIP B® Rejuvenating Oil is a fragrant blend of Carrier and Essential Oils derived from plants, nuts and flowers. PHILIP B® Rejuvenating Oil imparts lipids into dry to damaged hair and scalp. Deep, penetrating & soothing essential oils revive and restore hair's elasticity, resilience, and over-all strength. Define your hair, renewing the depth, vibrance and vitality of your color and texture dissipating the appearance of coarse gray, silver and regrowth. This is the Oil that started it all! See and feel the results of bouncy, healthy, soft, silky, shiny hair from your very first treatment!



### STEP 2

#### PHILIP B® PEPPERMINT & AVOCADO VOLUMIZING & CLARIFYING SHAMPOO

- Apply shampoo to your dry, oiled hair. **Don't add water yet!**
- Starting at your hairline and moving to the back and sides of your head, massage shampoo into your scalp for 2 to 3 minutes. Feel the tingle as you give yourself a strong, sensuous scalp massage.
- Now, *s-l-o-w-l-y* add water as you lather your hair. Keep adding water as you push all the lather to the ends of your hair and squeeze it out. (This process will remove all the excess oil.)
- Rinse with warm water. Your hair should feel squeaky clean. If it doesn't, shampoo again to remove the last traces of dirt and oil.
- Proceed to Step Three.



With its gentle pH of 5.5 to 6, PHILIP B® Peppermint & Avocado Shampoo is a clarifying shampoo and a powerful active aroma-therapeutic scalp treatment in one. Formulated with sixteen pure plant extracts plus eleven essential and carrier oils, with an active dose of 2.3% pure Peppermint oil, PHILIP B® Peppermint & Avocado Shampoo works as a local anesthetic to alleviate scalp tension while stimulating circulation during the shampooing process. PHILIP B® Peppermint & Avocado Volumizing & Clarifying Shampoo cleanses, refreshes, revives, volumizes, and awakens you! PHILIP B® Peppermint & Avocado Shampoo gives back natural shine without stripping your hair of precious moisture and elasticity. Safe for color-treated hair. Feel the amazing scalp & hair difference from the very first use.

### STEP 3

#### PHILIP B® LIGHT-WEIGHT DEEP CONDITIONING CRÈME RINSE

- Squeeze a small amount of PHILIP B® Light-Weight Deep Conditioning Crème Rinse into your palm. (About the size of a quarter.)
- Work it into your hair with a downward motion as you squeeze the product through your dripping wet ends.
- Comb through your hair with a fine-toothed comb thoroughly. If your hair is tangled, comb out the ends first.
- Leave on 1 minute, then rinse well.
- Proceed to Step Four.



Moisturize and detangle your hair with PHILIP B® Light-Weight Deep Conditioning Crème Rinse. A base of African Shea Butter, Wheat Germ and Soy Proteins works to revive hair and seal split ends. A fragrant botanical blend of pure plant extracts and essential oils of California Lemon, Orange, Lavender and Gardenia increase hair's elasticity and strength adding shine and body back to your hair. PHILIP B® Light-Weight Deep Conditioning Crème Rinse imparts each strand with light-weight conditioning moisture and impeccable detangling action.

### STEP 4

#### PHILIP B® pH RESTORATIVE DETANGLING TONING MIST

- Shake well.
- Spray 6 to 8 mists on wet hair.
- Work through hair with your fingers.
- Comb through twice, first with a wide-tooth comb, then with a smaller-tooth comb.
- Do not rinse!
- Towel hair dry and style as usual... and get ready for some envious glances!



PHILIP B® pH Restorative Toning Mist is a detangling, leave-in toner for the hair. This super-lightweight toner adjusts the pH of tap water allowing the cuticle of the hair to seal tightly, leaving smooth, detangled, shiny, gorgeous, finished, toned hair. With Apple Cider Vinegar as a natural astringent and pH balancer, together with lightweight essential oils, PHILIP B® pH Restorative Toning Mist detangles hair, reduces frizz and static, while enhancing shine, leaving your hair with a fresh, beautiful finish. A great refresher mist to be used at any time.