

REVERIE Haircare

Botanical Pleasures

Est. 2011

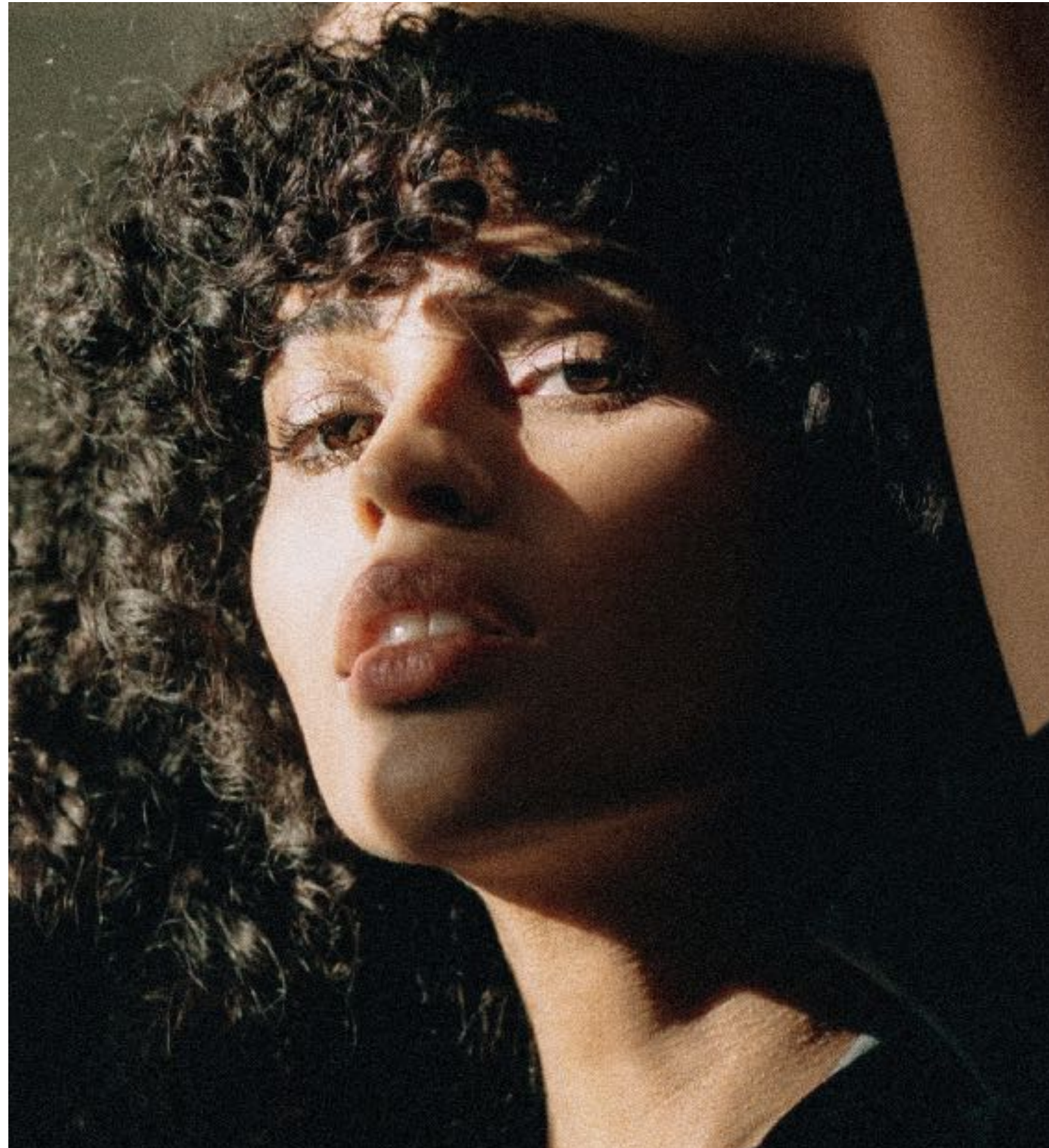


The Founder

Over a decade ago, industry-leading hairstylist Garrett Markenson had a vision. After a career of actively listening to what his clients wanted, he was inspired to transform the haircare industry and the way we treat hair. REVERIE was the result — rooted in a desire to challenge the status quo while fostering innovation and artful collaboration. Today Garrett is still equally passionate about balancing his work behind the chair while astutely helping REVERIE alongside his wife, Hillary Markenson.



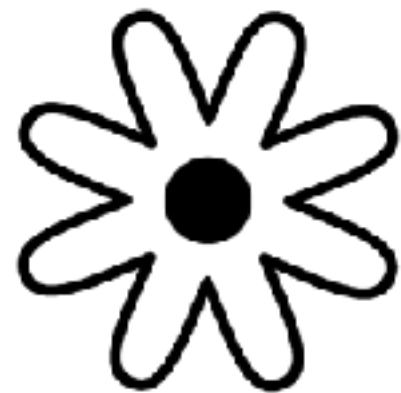
Garrett and Hillary Markenson



The Brand

A daydream of Botanical Pleasures™, REVERIE is haircare for all humans. No matter your hair type or texture, our clean and innovative formulas nurture the integrity of your hair for unrivaled results. We believe that less is plenty and the collection reflects our desire to distill the nuances of haircare into a thoughtful curation of essentials.

Made intentionally in California, we utilize skincare methodology and ingredients to formulate products that transform the scalp + strands. Our attention to detail at every stage of the process—from mindfully sourced ingredients, to comprehensive in-salon and lab testing, rigorous sustainability protocols, and environmentally conscious packaging choices—is our commitment to creating alchemy in a bottle. A ritual that stands above and apart.



VEGAN



CRUELTY-FREE



GLUTEN-FREE



CALIFORNIA
MADE



ENVIRONMENTALLY
CONSCIOUS



TRANSPARENT

allure

the
COVETEUR

W

VOGUE

goop

BYRDIE

ELLE

BAZAR

GOQ

O
THE OPRAH
MAGAZINE





Environmentally Conscious Efforts

We are constantly striving to do better across the board without compromising quality. Our packaging materials are printed with ink instead of using labels and our secondary packaging, used only when absolutely necessary, is made from FSC-certified recycled paper to ensure forest sustainability. For shipping materials, we opted for biodegradable boxes and filler that are 100% recyclable in North America and all our shipments are plastic free. In addition to these initiatives, we offset our carbon emissions with contributions to Carbon Fund.

We hope that by providing as much detail as possible around our sustainability practices our customers can feel confident that they are supporting a best-in-class business and together we can continue to do better.

Packaging

Currently we utilize 70% recycled glass bottles, bio-resin tubes and 100% PCR PET.

Ingredients

Transparency lies at the core of REVERIE. For this reason we chose to partner with family-run farms around the world who produce organic, Fair Trade and EcoCert ingredients of the highest quality. To ensure the welfare of the workers, all ingredients are also grown and harvested ethically. Due to the organic nature of our products, we recommend using them within a year after opening. Look for an expiration date on your bottle.

REVERIE is proud to be Leaping Bunny certified cruelty-free, vegan and gluten-free. Tested on people, never on animals.





**PLASTIC
NEGATIVE**

For every plastic bottle purchased, we remove 2x as much ocean-bound waste from the environment in developing nations most impacted by waste through our partnership with rePurpose Global.

rePurpose Global funds initiatives in developing nations to aid in the recovery of low-value plastic waste streams, the true culprits behind marine ecosystem damage. With a multi-faceted approach to support waste workers by providing a living wage, managing waste and also creating a product in which the community is able to sell not only decreases the amount of waste heading to landfills, oceans or the incinerator, but also helps to lift the workers and their families out of the cycle of poverty.



Milk Anti-Frizz Leave-in Nourishing Treatment

100 ML / \$44.00 and XL 200ML / \$64.00

Our award-winning, silicone-free, leave-in treatment has all your hair needs covered. Powered by amino acids to repair surface damage and protect against future breakage; nourishing oils + shea butter offer thermal protection, moisturize, detangle, soften, and add shine; plus French mushrooms protect against environmental damage. The perfect companion for air dry days, curl prep, blowouts or post-wash day hair refreshes - this lightweight, silicone-free serum does it all. Made for all hair types + textures.

- Buildable, never greasy
- Infuses moisture
- Strengthens
- Protects against thermal damage
- Detangles

Protein + Amino Acids repair surface damage, strengthen and add elasticity for hair that is resilient against breakage

Pracaxi Oil increases moisture and shine

French Mushroom Extract protects hair from environmental pollution

Shea Butter produced by women farmers in Northern Uganda and Southern Sudan infuses moisture into the hair, creating softness and manageability.



Hymn Hair Gel

178 ML / \$36.00

A gel for all hair textures. The versatility you've been dreaming of married with the performance you expect. Thoughtfully crafted with skincare ingredients to preserve the health of your hair without sacrificing style or hold.

Whether you're enhancing curls with defined, lasting shape, boosting volume with fullness and softness, or creating a sleek, glossy style that holds all day — Hymn has you covered.

- No Flakes, No Fuss. Enjoy a flake-free finish every time
- Clean Ingredients. Free from alcohol, silicones, and artificial fragrances
- Long-Lasting Hold. Lock out humidity and maintain your desired style for days

Pullan locks in moisture to keep your hair hydrated and healthy

Trehalose anti-humidity and anti-frizz

Amaranth peptides thickens each strand for fuller looking hair, strengthens against damage and improves shine

Glycerin a humectant that prevents strands from drying out

Fermented Bamboo extract antioxidant powerhouse and natural silicone alternative



Cake Restorative Scalp Tonic

50 ML / \$72.00

A restorative skincare serum for your scalp. Cake is formulated with clinically-proven ingredients to protect, restore, hydrate and soothe. Powered by Swiss apple stem cells to create optimal conditions for hair growth and protect against hair fall; hydrolyzed protein from the white lupine plant is rich in peptides and antioxidants that work to increase circulation; Indian Senna and rose hydrosol hydrate and soothe dry, irritated scalps. A blend of eight essential oils—including frankincense, sandalwood, and ylang ylang—complete Cake's intensely nourishing experience. Cake will never leave your hair looking greasy, use daily or as needed. pH 5.5

Encourages healthy hair growth
Protects & balances pH
Deeply hydrates + soothes Scalp

Hydrolyzed Lupine Peptides helps to increase blood circulation, improves barrier function, and protects against environmental stressors

Swiss Apple Stem Cells support follicle health for optimal growth

Rose Hydrosol soothes dry, itchy, irritated skin

Rosemary Hydrosol

Indian Senna attracts water to deeply hydrate dry skin and prevent trans-epidermal water loss. The scalp is more supple after one use.



Eros Resurrection Hair Mask

178 ML / \$62.00

A luxuriously rich, deep conditioner that protects, strengthens and revives for instant moisture and endless shine. Eros Resurrection Hair Mask harnesses a unique, synergistic complex of sustainably-sourced ingredients to rebuild your hair's strength and reveal major shine, all while helping protect against - breakage, pollution, and UV damage. Designed to work best on color-treated, dry and damaged strands. Eros provides a weightless veil, rinsing clean without leaving residue behind.

Rebuilds strength + elasticity

Reveals major shine

Protects against breakage, heat, pollution, and UV damage.

Weightless moisture

Crambe Abyssinica Oil is clinically proven to improve hair elasticity by 191%*- this extract protects and strengthens with Omega-6 and Omega-9 essential fatty acids for a healthy shine.

Babassu Oil A low molecular weight oil able to penetrate the hair shaft to instantly fortify strands.

Artichoke Leaf Extract Rich in polyphenols, this extract protects the hair cuticle from pollution to maintain color and shine.

Panthenol Increases elasticity to protect against breakage while creating a brilliant, lustrous shine.



Ever Recovery Oil

45 ML / \$52.00

A luxuriously lightweight, highly absorbent blend of moisturizing marula oil, bio-compatible squalane, and nourishing crambe abyssinica* works to increase elasticity to help protect against split ends, add shine, and deliver a mega dose of nutrients for healthier looking hair. Full of essential fatty acids, Ever Recovery Oil is formulated to penetrate into the cuticle to seal, nourish, and smooth for softer, shiner hair. Apply Ever for daily maintenance to increase elasticity, provide thermal protection, and protect against breakage and color fading. For your silkiest, healthiest strands, use Ever as an overnight or a pre-shampoo treatment. *Clinical studies on Crambe Abyssinica demonstrated a +191% improvement in hair elasticity after 12 treatments.

Increases elasticity to minimize breakage

Enhances shine

Delivers essential nutrients to nourish scalp + strands

Marula Seed Oil delivers a mega dose of fatty acids to the hair cuticle to nourish for a satin shine with a non-greasy finish.

Crambe Abyssinica Seed Oil nourishes and penetrates hair shaft to seal in moisture and increase elasticity for less breakage.

Squalane protects hair from color degradation, reduces thermal damage, and helps smooth unwanted frizz.



Mare Mediterranean Sea Mist

150 ML / \$34.00

The perfect beachy waves can be found in this bottle. Our sea mist is powered by rice seed extract to add volume and strengthen hair, while algae extract thickens strands. A dash of Mediterranean sea salt conditions and helps amplify your natural hair texture without any dryness or stiffness. Perhaps the best part is the scent — A blend of vanilla, bergamot, lemon and almond that will instantly transport you to shores of Southern Italy. pH 4.5

Flexible hold
Enhances natural texture
Adds volume

Rice Seed Extract is full of antioxidants and minerals to help add volume and resilience

Algae contains vitamins and nutrients to hydrate and thicken strands

Mediterranean Sea Salt provides that sought after voluminous texture you want



Rake Styling Balm

50 ML / \$36.00

You've never met a styling balm like this. Part curl cream, part finishing cream — perfect for every single hair density and texture, from thin to thick, curly to straight. Rake defines with touchable hold, all while nourishing and conditioning with mango nut butter and a blend of botanical oils. The lightweight, non-sticky, whipped texture provides flexible definition to create defined curls or a sleek chignon that lasts all day long. pH 4.9

Defines curls
Adds separation
Finishes styles
Light hold

Meadowfoam Oil is a lightweight oil with superb antioxidant properties. Known to enhance shine, soften, and rejuvenate brittle hair. Highly resistant to oxidation which aids in hair color retention.

Mango Nut Butter is rich in antioxidants, vitamin A and E. Mango Butter restores and maintains moisture, while promoting cell regeneration. This natural butter also helps shield against harmful UV rays, acting as a natural sunscreen for the hair.

Pomegranate Seed Oil can work miracles for fine or thinning hair. This luxurious oil contains high amounts of fatty acids which revitalizes your hair leaving it looking thick and shiny. It is also a great protector against chemicals and other environmental stressors.



The Best Hair Products
That Launched in 2021

Suna Exfoliating Shampoo

250 ML / \$46.00

Deeply cleansing your scalp at least once a week helps promote healthier, stronger hair. This gentle, salt-free cleanser exfoliates the scalp to eliminate build-up, dry flakes and excess sebum, all while providing essential nutrients and moisture to keep hair looking cleaner, longer. This powerful formula harnesses an Essential Mineral Complex to enhance the scalp's barrier function, deliver essential nutrients directly to scalp and hair, decrease frizz, increase shine and softness. Rhassoul Clay purifies, removes build-up, dead cells and excess sebum; while Hibiscus flower extract gently exfoliates the skin. The formula is rounded out with Sodium Hyaluronate to lock in moisture to soothe dry scalps. The scent is bright, woody, and calming with notes of spearmint, spruce and hinoki. pH 5.3-5.5

Exfoliates the scalp

Eliminates build up, dry flakes, and excess sebum

Nourishes + enhances barrier function

Essential Mineral Complex enhances scalp's barrier function, delivers essential nutrients directly to scalp and hair, decreases frizz, increases shine and softness.

Rhassoul Clay purifies, removes build-up, dead cells and excess sebum

Hibiscus flower extract gently exfoliates the skin and encourages moisture retention.

Sodium Hyaluronate moisturizes, preserves skins elasticity and firmness



Shampoo

250 ML / \$38.00

A gentle yet effective, sulfate- and silicone-free formula that deeply cleanses while adding essential protein and nutrition for healthy, voluminous hair. Biodegradable sugar cane and coconut provide a lather that doesn't strip hair of hydration while a blend of botanical ingredients, like amino acids and sweet almond oil, strengthen and moisturize hair. Shampoo specifically addresses the needs of the scalp and hair shaft to remove build-up to help you go longer between washes, while improving strength and restoring vibrancy. Safe for color treated hair. pH 5.5 - 6.1

Biodegradable Ingredients

Gently cleanses

Enhances Shine

Sweet Almond Nut Oil is thought to have been discovered by the Egyptians. Rich in vitamin A, E, B1 and B6, the building blocks of strong, healthy hair. Fatty acids allow the oil to penetrate deep into the hair shaft to moisturize from within.

Hydrolyzed Oat Protein increases luster, reduces breakage, smoothes and repairs hair cuticles.

Zinc prevents harmful bacteria from forming on the scalp that could lead to dandruff and other similar conditions.



Conditioner

250 ML / \$40.00

A lightweight yet deeply hydrating formula that adds immediate shine and softness while leaving hair bouncy and manageable. Infused with a thoughtful blend of high-quality, nourishing botanicals, including murumuru butter, babassu oil, and strength-building ingredients, like amino acids to revitalize without weighing hair down. Conditioner will leave your hair silky and full of vibrancy. pH 4.9

Softens
Repairs
Intense hydration

Amino Acids repair surface damage, strengthen and add elasticity for hair that is resilient against breakage

Murumuru butter protects against damage, deeply moisturizes dry hair

Babassu oil is full of fatty acids to increase elasticity for less breakage and add shine

Pracaxi oil increases moisture and shine



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