

EMPOWER COMMUNITIES
10% OF SHEAMOISTURE
COMMUNITY COMMERCE

invest in communities by funding training, infrastructure and safety programs to sustainably source indigenous ingredients, grow local manufacturing of high quality goods in their own villages, and provide fair prices for their goods and labor. Earning a better, more sustainable living makes a better life possible for themselves, their families and their communities. It's not a donation. It's an investment in an equitable world.

For more information and to get involved, please visit sheamoisture.com

OUR STORY

Our Grandmother Sofi Tucker started selling Shea Nuts at the village market in Bonthe, Sierra Leone in 1912. By age 19, the widowed mother of four sold Shea Butter, African Black Soap and her homemade hair and skin preparations all over the countryside. SheaMoisture is her legacy.

Ingredients

Water (Aqua), Decyl Glucoside, Sodium Lauroyl Lactylate, Fragrance (Parfum), Glycol Stearate, Glycerin, Hydrolyzed Rice Protein, Panthenol, Butyrospermum Parkii (Shea) Butter**♥, Adansonia Digitata Seed Oil, Guar Hydroxypropyltrimonium Chloride, Trichilia Emetica Seed Butter, Ficus Carica (Fig) Extract, Caprylhydroxamic Acid, Caprylyl Glycol, Stearamide AMP Aloe Barbadensis Leaf Juice, Tocopherol

*Certified Organic Ingredient. ♥Fair Trade Ingredient.
Natural ingredients may vary in color and consistency.
If irritation occurs, discontinue use.

Tested on our family for four generations. Never on animals.
This packaging contains a minimum of 25% post consumer resin.

sales of this product go to support women's empowerment in three key areas -Entrepreneurship, Education and Equity. We train, infrastructure and safety programs to sustainably source indigenous ingredients, grow local manufacturing of high quality goods in their own villages, and provide fair prices for their goods and labor.

SheaMoisture®
Established 1912



MANUKA HONEY & MAFURA OIL INTENSIVE HYDRATION SHAMPOO

w/ African Rock Fig & Baobab Oil



Hydrate & Replenish
DRY, DAMAGED HAIR

Sulfate Free & Color Safe
13 fl oz / 384 mL

No
Sulfates

No
Parabens

No
Phthalates

No
Propylene
Glycol

No
Mineral
Oil

No
Animal
Testing

No
Petrolatum

This Sulfate-free shampoo cleanses while infusing hair with intense moisture and shine-enhancing nutrients. Certified organic Shea Butter, Mafura and Baobab are blended into a rich formulation of restorative oils to soften and revitalize hair. Antioxidant-rich African Rock Fig helps boost hydration while protecting distressed hair from environmental influences.

Apply to wet hair and gently massage into a rich lather. Rinse thoroughly. Repeat, if necessary.

Manuka
Honey

Acts as a
humectant
bringing
moisture
to hair.

Mafura
Oil

Natural damage
control – softens
and promotes
healthy hair.

African
Rock Fig

Antioxidant
Vitamin C
protects. Keeps
hair looking
vibrant.



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