



AG IS ADVANCED GOODNESS

ABOUT AG

Proudly made in Canada since 1989, our products are thoughtfully crafted and bottled at the source. Each stage of development occurs onsite at our FDA approved state-of-the-art manufacturing facility.

SINCE 1989, WE'VE REMAINED TRUE TO THREE CORE BELIEFS

CLEAN IS IN OUR NATURE:

We combine science and nature, selecting the highest quality ingredients to develop formulas that deliver results. Driven by care the entire collection is vegan and cruelty-free.

RESPONSIBLE IMPACT:

We believe how we make our products, how we treat our people and our planet matters. By manufacturing onsite in Vancouver, we can ensure safe and sustainable manufacturing practices, the highest quality control, and inclusivity and care for every team member.

WE GIVE BACK:

Giving back is the reward for our success. Each year we donate product, food and financial support to organizations across our community. Since 2008, we have partnered with ONE GIRL CAN, donating over \$2.3M to fund education, mentorship and training for girls in Kenya, helping harness their power to create gender parity and meaningful change.



AG FAN FAVES

100% VEGAN AND ALWAYS WITHOUT DRYING SULFATES, GLUTEN, PARABENS, DEA, PABA, DMDMH.



RE:COIL Curl Activator

Add separation and hold without stiffness or stickiness using this award-winning curl cream that's rich in our Curl Creating Complex, formulated with tomato extract and rice amino acids.

Define Curls | Seal in Moisture | Silicone-Free



FIREWALL Argan Shine & Flat Iron Spray

Slip your iron seamlessly through your hair while helping protect from heat, add shine and reduce flyaways. Mist lightly prior to applying heat or use as a finishing spray for maximum shine.

Protect from Heat | Enhance Shine | Prevent Frizz



FAST FOOD Leave-On Conditioner

Instantly feed, smooth and calm dry or coarse hair with soothing and calming aloe and Abyssinian oil plus additional potent humectants to add strength, shine and weightless condition.

Hydrate Hair | Manage Frizz | Lightweight



MOUSSE GEL Extra-Firm Curl Retention

Get high shine, extra firm curl retention and definition with this lightweight mousse that is infused with our exclusive Curl Creating Complex containing rice amino acids and bio-fermented tomato extract.

Define Curls | Firm Hold | High Shine



BALANCE Apple Cider Vinegar Sulfate-Free Shampoo

BOOST Apple Cider Vinegar Silicone-Free Conditioner

Organic apple cider vinegar for super soft and healthy hair.

Gently cleanse hairs and scalps, and enhance shine. These 98% plant-based and naturally derived shampoos and conditioners are formulated with organic apple cider vinegar, argan oil, and an abundance of nourishing superfoods.



CURL FRESH DEFINER Silicone-Free Soft Hold Styling Cream

Pea peptides for smooth, hydrated and shiny curls.

Activate your curls, add definition and leave hair feeling smooth, nourished and shiny. This 98% plant-based and naturally derived cream contains pea peptides, almond and olive leaf extracts.