

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.

POINTS OF DIFFERENCE

OUR INGREDIENTS: CLEAN IS IN OUR NATURE

We combine science and nature, selecting the highest quality ingredients to develop formulas that deliver purposeful results.

- Vegan and cruelty-free
- Always without: sulfates, gluten, DEA, PABA, parabens, DMDMH

OUR PROCESS: RESPONSIBLE IMPACT

We believe how we create our products matters. It's how we make our products, care about our people, and treat our planet.

- We've replaced our liter bottles with refill pouches.
- Aluminum packaging in shampoos, conditioners, and select stylers in our Plant-Based Essentials collection.
- A minimum of 30% recycled plastic, also known as post-consumer regrind, across products in our classic collections.

OUR HEART: GIVING BACK

Our co-founder, Lotte Davis, created One Girl Can, a charity providing education, mentorship and training to girls in Kenya, in order to create meaningful change. AG has been a proud partner since their first day in 2008.

- Over \$1.6M donated, funding education, training and mentorship
- 138 facilities, 1000 scholarships, 10,000 girls mentored annually



AG HEROES

Naturally derived ingredients

Now 100% vegan formulas

Always cruelty-free and without: sulfates, gluten, DEA, PABA, parabens, DMDMH



FIREWALL Argan Shine & Flat Iron Spray

Organic Argan Oil

Sourced from sustainable and organic farming methods by local women of the Berber tribe in Morocco. Rich in antioxidants and vitamin E to help keep hair smooth and soft.



FAST FOOD Leave-On Conditioner

Hyaluronic Acid

A clean and vegan moisture-binding humectant that is renowned in skincare.



RE:COIL Curl Activator

CURL CREATING COMPLEX:

- **Bio-Fermented Tomato Fruit Extract**
Shrinks the hair cuticle and encourages curl.
- **Rice Amino Acids**
Hydrates and improves hair strength, promotes curl formation and helps fight frizz.



BALANCE Apple Cider Vinegar Sulfate-Free Shampoo

BOOST Apple Cider Vinegar Silicone-Free Conditioner

Organic Apple Cider Vinegar

Naturally lowers the pH of the hair, sealing the cuticle, locking in colour and leaving hair noticeably softer. In addition, hair feels more manageable, shinier, less frizzy and overall healthier-looking. Being slightly astringent, ACV helps cleanse and clarify the scalp.



FOAM Weightless Volumizer

Pea Sprout Extract:

Rebalances the lifecycle of hair by prolonging the growth (anagen) phase, improving hair density and fullness.



CURL FRESH DEFINER Silicone-Free Soft Hold Styling Cream

Sweet Almond Seed Extract

Contains an abundance of nutrients and vitamin E to help nurture the hair cuticle, smoothing and adding shine.