

the
reinvention
of dry shampoo

K18
patented
biotech



K18
BIOMIMETIC
HAIRSCIENCE™

AirWash™
dry shampoo
shampooing sec
118 ml / 4 fl oz liq

AirWash™ dry shampoo

reduce oil + eliminate odor

instant, weightless, long-lasting clean

WHAT IT IS

A non-aerosol dry shampoo powered by smart-release **odorBIND™** biotechnology that delivers a high-performance clean—clinically eliminating odor, and reducing oil without starchy buildup or white cast. Keeps working for up to 3 days¹.

K18
BIOMIMETIC
HAIRSCIENCE

¹Results observed in a scientific test of 30 subjects after 1 use of **AirWash™ dry shampoo** after 72 hours. Measurements were made by a sebumeter and expert odor grader

@k18hair #k18results

02/29/2024

WHAT IT DOES

Biotech-powered, non-aerosol dry shampoo delivers day 1 hair on contact⁴

- **Absorbs oil** - made with translucent microbeads to absorb oil without visible starchy buildup or white cast
- **Eliminates odors** - smart-release **odorBIND™** biotechnology recognizes, traps, and eliminates odor-causing molecules and replaces malodors with a subtle fragrance for a clean, fresh feel for up to 3 days¹ Tested on 4-day unwashed hair.
- **Supports a healthy scalp** - supports scalp sebum balance to promote scalp health between washes and minimizes excess buildup
- **Leaves hair feeling and looking clean** - deeply cleanses without feeling gritty or heavy buildup, for a run-your-fingers-through clean feeling
- **Lasting results** - high-performance formula lasts for up to 3 days¹; highly concentrated so you can go longer between washes

WHY IT WORKS

- **Translucent, porous microbeads** absorb excess oil without starchy buildup or visible residue/white cast. Continues working for up to 3 days¹
- **odorBIND™ biotechnology** recognizes and captures odor-causing molecules and eliminates them - replacing the malodor with a subtle, easily layered fragrance.
- **Biotech-derived mediterranean microalgae** - helps balance scalp and control excess oil production over time

¹Results observed in a scientific test of 30 subjects after 1 use of **AirWash™ dry shampoo** after 72 hours. Measurements were made by a sebumeter and expert odor grader

⁴Results observed in scientific testing of 30 subjects after 1 use on 4 days unwashed hair. Measurements were made by expert odor grader.



HOW TO USE

SHAKE WELL. Non-aerosol format may feel slightly damp but will not disturb your style.

1. Hold the bottle 4-6 inches away from scalp for even distribution
2. Start with 1 spray per section, increasing up to 3 sprays per section, as needed
3. Massage in and brush or style as usual

SCENT

Clean, fresh, subtle fragrance

CLINICALS

Clinically proven to reduce oil and eliminate odor. Keeps working for up to 3 days¹

Absorbs odor and helps control oil for up to 3 days (72 hours) after 1 application¹

Go 3 days longer between washes², without white cast or starchy buildup

Clinically proven to eliminate odor on contact³

Extends time between washes⁴

Helps balance scalp and reduce excess oil production over time⁵

Supports hair and scalp, and improves hair health⁶ and manageability⁷

Increases moisture and moisture barrier⁸ while balancing sebum to control a healthy scalp⁷

Oil control that doesn't strip, dry, or irritate the hair and scalp⁹

Helps promote scalp health⁷ by maintaining scalp sebum balance between washes¹⁰

Highly concentrated so you can go longer between washes¹¹

Highly concentrated so you can go longer between washes and use less product¹²

¹Results observed in a scientific test of 30 subjects after 1 use of **AirWash™ dry shampoo** after 72 hours.

Measurements were made by a sebumeter and expert odor grader

²Results observed in a consumer test of 30 subjects after 4 weeks when asked how many days longer they could go between washes when compared to their usual dry shampoo

³Results observed in scientific testing of 30 subjects after 1 use on 4 days unwashed hair. Measurements were made by expert odor grader

⁴In a consumer study of 30 subjects after 4 weeks, 94% agreed that **AirWash™ dry shampoo** allowed them to extend time between in-shower shampoos

⁵Results observed as a reduction in sebum measured by a sebumeter and expert grading on 30 subjects in a 3 week clinical study

⁶Hair health - We define "hair health" as hair that exhibits a combination of strength, elasticity, manageability, softness, smoothness, vibrancy, and shine. It is hair that you feel confident in, and which you repair regularly with K18 molecular repair products.

⁷Healthy scalp/scalp health - we define a healthy scalp as a scalp that exhibits a combination of balanced sebum and oil, lack of buildup, and moisturized.

⁸Results observed with improvements to sebum balance, hair/scalp dryness, hair/scalp health in scientific testing on 30 subjects in a 3 week clinical study.

⁹Results observed with improvements to sebum balance, hair/scalp dryness, hair/scalp health in scientific testing on 34 subjects with sensitive scalps in a 2 week clinical study.

¹⁰Results observed with improvements to sebum, hair/scalp dryness, hair/scalp health in scientific-technical testing on 30 subjects in a 3 week clinical study.

¹¹Results observed in a consumer test of 30 subjects after 4 weeks. 94% of subjects agreed that **AirWash™ dry shampoo** allowed them to extend time between in-shower shampoos.

¹²Results observed in a consumer test of 30 subjects after 4 weeks. 86% of subjects agreed that they could go longer between washes and 83% of subjects agreed that they used less product compared to their regular aerosol dry shampoo.

CLAIMS

100% agreed hair and scalp looks and feels healthy¹³

100% agreed product instantly removed oil from scalp¹⁴

100% agreed hair and scalp felt fresh¹⁵

96% agreed AirWash™ was invisible on hair¹⁶

94% agreed dry shampoo allowed them to go longer between wash days¹⁷

93% agreed product did not revert their hair style¹⁸

¹³Results observed in a consumer test of 30 subjects after 3 weeks of using **AirWash™ dry shampoo**.

¹⁴Results observed in scientific testing of 30 subjects after 1 use on 4 days unwashed hair. Measurements were made by a sebumeter.

¹⁵Results observed in a consumer test of 30 subjects after 1 use and 72 hours.

¹⁶Results observed in a consumer test of 30 subjects after 3 weeks, using **AirWash™** in place of their regular aerosol dry shampoo

¹⁷Results observed in a consumer test of 30 subjects after 4 weeks, using **AirWash™** in place of their regular aerosol dry shampoo.

¹⁸Results observed in a consumer test of 30 subjects after 3 weeks of using **AirWash™ Dry Shampoo**

SIZE + PRICE

4.0 fl oz

SRP \$48 USD

INGREDIENTS

Water (Aqua) (Eau), Alcohol Denat., Silica, Tetraselmis Suecica Extract, Arginine, Lactic Acid, Sodium Hyaluronate, Glycerin, Mannitol, Gellan Gum, Hydrolyzed Hyaluronic Acid, Sodium Phytate, Tromethamine, Escherichia Coli Extract/Sr-(Methionyl Tripeptide-46 Hexapeptide-40 Decapeptide-27 Methionyl, S-Pig Polypeptide-2 Oligopeptide-234 Sh-Oligopeptide-78), Potassium Sorbate, Sodium Benzoate, Citric Acid, Sodium Chloride, Fragrance (Parfum), Linalool, Hexyl Cinnamal, Limonene, Benzyl Alcohol.

