

Perfect hair Day™ Dry Shampoo

Actually clean hair – without water or work
– with the #1 Prestige Dry Shampoo.*



Living proof.®

problem.

Many hair experts agree: washing your hair every day can cause damage (think split ends, dryness, and breakage). But many of us do it anyway because our hair looks and feels dirty. We can turn to dry shampoo for a quick fix, but the current options on the market may help hair look better, but they don't help hair feel clean.

With trade-offs like powders to mask oil or fragrance to mask odors, we're left with residue-ridden hair. These dry shampoos don't always clean hair like that rinse and repeat.

solution.

Perfect hair Day™ (PhD) Dry Shampoo has been the #1 Prestige Dry Shampoo* for five years running because it *actually* cleans hair.

In just one minute, our **Triple-Action Cleaning Technology** uses fast-absorbing powders to soak up oil and sweat, while our patented **Healthy Hair Molecule** helps remove the powders, leaving hair residue-free. With **odor neutralizers** and **time-released fragrance**, your hair will smell clean and feel fresh all day long.

No shower and style necessary. With 19 industry awards and over 3,600 five-star reviews, it's a fan favorite (for good reason).





~~Wash hair~~
make time for

When you use Living Proof's PhD Dry Shampoo, the time you save can go a long way. From shampooing and conditioning to blowdrying and styling, your haircare routine is far from quick and easy. Until now. Shake, spray, massage, and get those minutes (or hours) back.

PhD Dry Shampoo *actually* cleans hair – unlike some other options on the market that mask oil or add fragrance. Without water or work, our dry shampoo **removes oil, sweat, and odor, so your hair looks, feels, and smells clean.** Because it is. Embrace second - or - third-day hair and bring back quality time, pastimes, and me-time. We've got you covered.

[Living Proof PhD Dry Shampoo. Make time for more.](#)



the #1 Prestige Dry Shampoo* actually cleans hair, eliminating oil, sweat, and odor.

key benefits.

- Absorbs oil, sweat, and odor
- Makes hair look, feel, and smell clean
- Delivers a fresh scent throughout the day

 Free Of: parabens silicones phthalates	 cruelty-free	 safe for chemically treated hair	 color-safe
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usage.

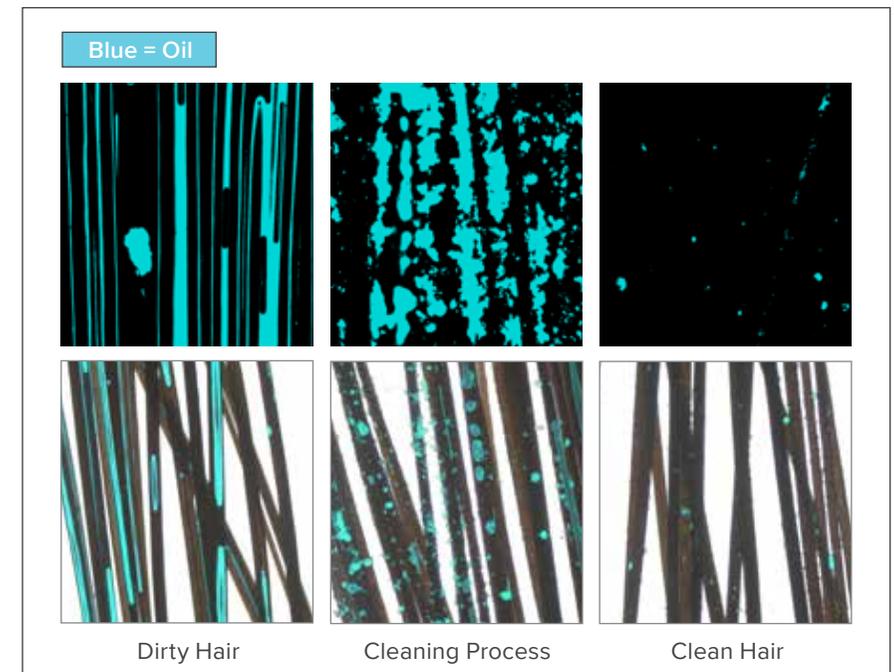
Before each spray, shake can well. Hold canister about 6-10" away from dry hair. Section thoroughly and apply product in a sweeping motion to dirty/oily areas.

Wait 30 seconds for the powders to activate and cleanse. Then remove by massaging and shaking at roots with fingers, or brush hair. Apply more if needed, make sure to shake again. Style as desired. *Ideal for most hair types.*



the proof.

Living Proof's PhD Dry Shampoo makes hair look, feel, and smell clean – just as an in-shower shampoo would.



when science works like magic.



the three dimensions of clean hair.

Fast-absorbing powders

Our patented
Healthy Hair Molecule

Odor neutralizers

breakthrough triple-action cleaning technology.

PhD Dry Shampoo's Triple-Action Cleaning Technology tackles the three dimensions of clean hair:

01.

how it looks

A unique, balanced blend of **fast-absorbing powders** soak up oil *and* sweat. Most other dry shampoos are designed to work only on oil.

02.

how it feels

Our patented **Healthy Hair Molecule** reduces the surface friction on hair, so it's easy to remove the powders (and the oil and sweat they've soaked up). Most dry shampoos add something (namely powders) to the hair to absorb oil – but they don't remove anything. That's why your hair doesn't feel clean. Our technology helps remove the powders. It's the next best thing to washing your hair.

03.

how it smells

Odor neutralizers eliminate less desirable smells, and **time-release fragrance** provides a light, clean scent all day long.

the why

BEHIND WHITE POWDERS.

The majority of dry shampoos on the market use white powders to absorb oil – but these powders stay on your hair and scalp, along with everything they absorbed. Some dry shampoos are formulated with tinted powders to match your hair color and camouflage the powders (they may be less visible, but they're still left on your hair and scalp.) It's no wonder why consumers don't always take advantage of dry shampoo -- saving time and money doesn't make up for excess residue!

THE PROOF

absorbs sebum + removes powders



Before
Sebum



After
Living Proof

Competitor
1

Competitor
2

Living Proof's PhD Dry Shampoo is also formulated with white powders, but our Dry Shampoo gets rid of the residue. The powders absorb oil and sweat and then our Healthy Hair Molecule allows the white powders to get shaken out by reducing the surface friction of hair strands. By simply rubbing or massaging hair with your fingers or a brush, you will rid your scalp of unwanted residue. If any white powders are left behind, a quick blast with the blowdryer will do the trick.

a fan favorite (for good reason)

THE PROOF

we've got the numbers to back it up:

9 in 10 users
agree it *keeps hair clean* between shampoos

8 in 10 users
say it is *better than other dry shampoos*

the same majority of non-users
agree PhD Dry Shampoo is
the next best thing to washing

“

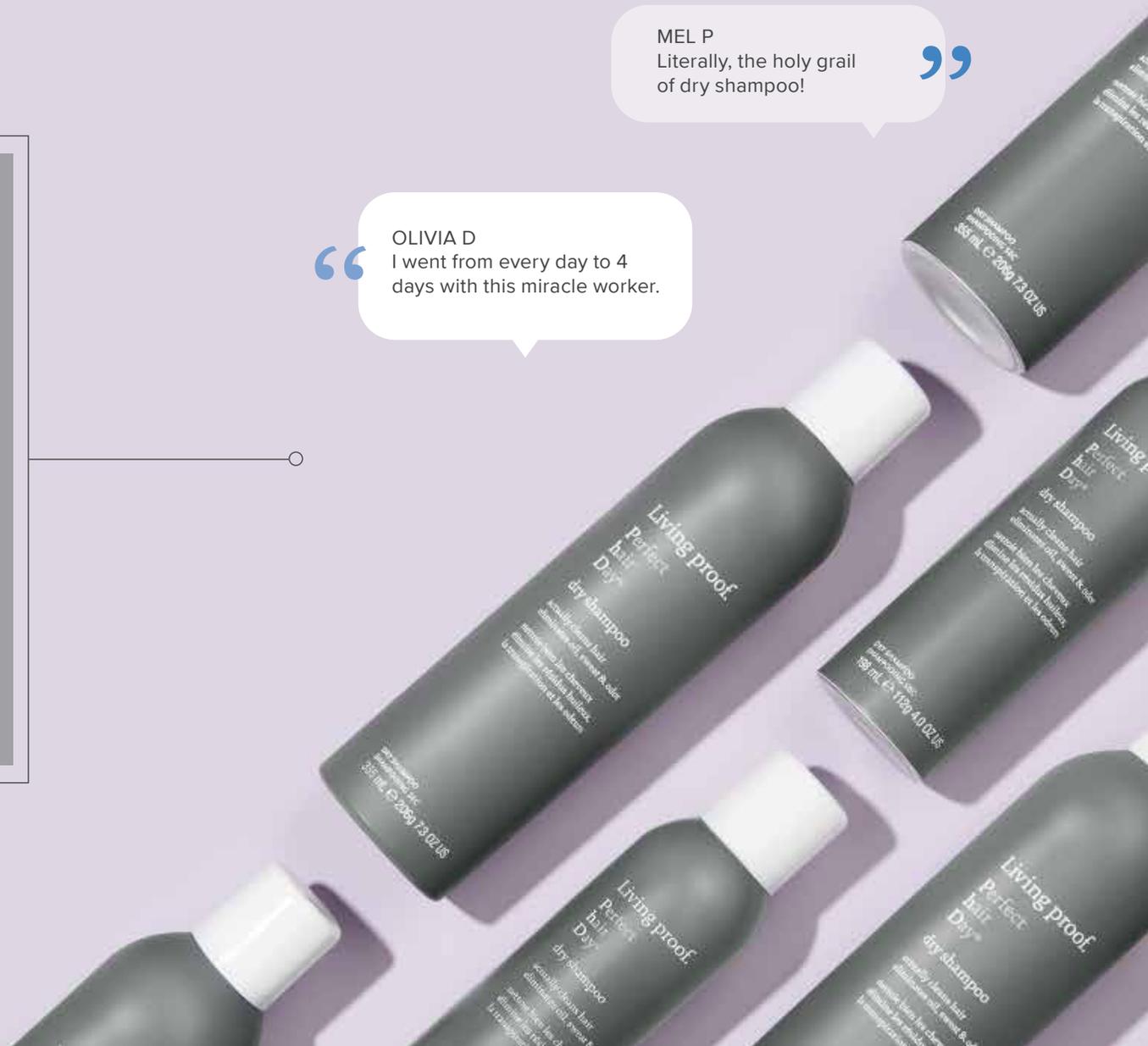
LAUREN H
One of the best of the best!
I love this dry shampoo and I
have tried them all.

”

MEL P
Literally, the holy grail
of dry shampoo!

“

OLIVIA D
I went from every day to 4
days with this miracle worker.



tips + tricks.



white residue

A little residue that can be easily removed is expected (that's the cleaning in the works). If you experience more than that, make sure you shake the can and hold the can farther from your head. In addition to fingers, you can use a bristle brush and/or blow dryer to remove visible powders.



curly hair

Apply as directed. Instead of massaging with fingers or brushing hair you can use a blow dryer on low speed to remove the powders from hair (the force of the air will remove powders without disrupting curls).



layering with other products

PhD Dry Shampoo can be layered with all treatment and styling products, but it works best with other Living Proof products because our patented Healthy Hair Molecule creates the optimal foundation for keeping hair cleaner, longer and removing the powders. If you layer with resin or silicone-based products, you may find that the powders are slightly harder to remove. Use a blow dryer and/or brush if needed.



post-workout

This dry shampoo soaks up sweat and odor (in addition to oil), making it an essential for post-workout hair. Apply to damp, air-dried hair. If your hair is very sweaty, speed up the air drying process by toweling off or blow drying before applying PhD Dry Shampoo.



- shake
- spray
- repeat

Living proof.
Perfect
hair
Day[®]

dry shampoo

actually cleans hair
éliminates oil, sweat & odor

nettoie bien les cheveux
élimine les résidus huileux,
la transpiration et les odeurs

DRY SHAMPOO
SHAMPOING SEC
198 mL e 112g 4.0 OZ US

FAQs.

What is PhD Dry Shampoo free of?

PhD Dry Shampoo is silicone-free, paraben-free, phthalate-free, cruelty-free. Also safe for colored or chemically treated hair.

What makes PhD Dry Shampoo different than others on the market?

There are countless dry shampoo options available – aerosols, powders, clear formulas, tinted options – that don't actually clean your hair. In fact, the powder-based formulas soak up oil (not sweat) and leave behind a residue that you can see and feel. PhD Dry Shampoo was designed to mimic all the benefits of actually shampooing your hair, giving you similar results as if you just washed it in the shower. PhD Dry Shampoo can clean beyond an ordinary dry shampoo, absorbing oil, sweat, and odor.

Does PhD Dry Shampoo work on all hair types?

Yes, PhD Dry Shampoo can be used on most hair types. For thicker, coarser hair, section more thoroughly. For curly hair, remove powders with a blow dryer (vs. fingers or brush, which will deconstruct the curl).

Can you layer PhD Dry Shampoo with other products?

Yes, you can use PhD Dry Shampoo on top of the styling products you used on damp hair to style (i.e. styling cream followed later in the day or the next day with dry shampoo). You can also use dry shampoo before using products on dry hair to re-touch (i.e. dry shampoo followed by hairspray or finishing serum).

How does PhD Dry Shampoo interact with other types of products?

PhD Dry Shampoo is compatible with all Living Proof care and styling products. The powders may stick more to resin-base products but they should still be easily removed. If you do still see powders after using fingers and/or brush, use a blow dryer for more thorough removal.

How much PhD Dry Shampoo should I spray?

The amount of PhD Dry Shampoo depends on your hair type and the level of oil, sweat, and odor in hair. Section hair and spray. Wait 30 seconds for the powders to activate and cleanse, and then add more as needed.

I see white residue after using PhD Dry Shampoo. What should I do?

White residue that is easy to remove is normal and expected—especially if you have dark hair. To remove the white residue, rub and massage hair with fingers or use a brush. A boar's bristle brush will be the most efficient in removing the powders. If white residue still exists, use a blow dryer.

I have curly hair and don't want to break up my curls, how should I use PhD Dry Shampoo?

Apply PhD Dry Shampoo as directed. Instead of massaging with fingers or brushing hair, you can use a blow dryer on low speed to remove the powders from hair (the force of the air will remove powders without disrupting curls).

Does PhD Dry Shampoo break down or remove (clean) other products from your hair?

No, PhD Dry Shampoo won't remove other products, we know you worked hard for your style and don't want to start from scratch. It absorbs and removes just the bad—oil, sweat and odor.

Can you use PhD Dry Shampoo right on sweaty hair or should you wait/dry your hair a little before using?

We recommend drying sweat before applying PhD Dry Shampoo.

Is PhD Dry Shampoo safe on extensions?

Yes, it is safe to use PhD Dry Shampoo on extensions.

Is PhD Dry Shampoo safe on keratin treated hair?

Yes, PhD Dry Shampoo is safe to use on keratin treated hair.

Is there alcohol in PhD Dry Shampoo?

Yes, PhD Dry Shampoo contains alcohol.

Why do some brands make tinted dry shampoos? Why don't we?

Tinted dry shampoos are colored so they can mask any powders left in your hair. PhD Dry Shampoo is specifically formulated to allow the powders to easily come out of your hair, which removes the need for tinted powders.





@LIVINGPROOFINC #YOURBESTHAIR

