have you reformulated any products?



As is common in the hair care industry, periodically we make minor updates to some ingredients in a small number of products. We do this to improve quality, enhance the performance of the product or to comply with the latest regulatory requirements. When preservatives or fragrances are updated, the updated formula is subject to rigorous performance and safety testing again to ensure it meets industry and our own high-quality standards and regulatory requirements. We know that ingredients are very important to our curly consumer, so we declare all ingredients on our product labels in compliance with the requirements of the US Food and Drug Administration. As such, any ingredient updates are reflected directly on product packaging. You should always refer to the ingredient list on the product package that you receive for the most up to date and accurate list of ingredients.

product	what changed?	why?
2017		
Mister Right	Updated fragrance, removed DMDM Hydantoin and replaced with Phenoxyethanol and Ethylhexylglycerin	To comply with fragrance regulatory updates and replace formaldehyde donor preservatives to address consumer requests for gentler preservative ingredients.
2018		
Curl Maker, No Comb Detangling Spray	Updated fragrance	To comply with fragrance regulatory updates.
Heaven-In-Hair	Updated fragrance, removed Diazolidinyl Urea, lodopropynyl Butylcarbamate and replaced with Phenoxyethanol and Ethylhexylglycerin	To comply with fragrance regulatory updates and replace formaldehyde donor preservatives to address consumer requests for gentler preservative ingredients.
2019		
Light Defining Gel	Removed DMDM Hydantoin and replaced with Phenoxyethanol, Ethylhexylglycerin	Replaced formaldehyde donor preservatives to address consumer request for gentler preservative ingredients.
Styling Cream, No-Poo Decadence	Removed Diazolidinyl Urea, lodopropynyl Butylcarbamate and replaced with Phenoxyethanol, Ethylhexylglycerin	Replaced formaldehyde donor preservatives to address consumer request for gentler preservative ingredients.
Low-Poo Delight	EU: Hydroxypropyl guar hydroxypropyltrimonium chloride was removed and increased Hyrdroxyethylcellulose; updated fragrance.	To improve viscosity and comply with regulatory updates.
One Condition Decadence	Added Sodium Hydroxide, removed Diazolidinyl Urea, lodopropynyl Butylcarbamate and replaced with Phenoxyethanol, Ethylhexylglycerin	To improve consistency of product pH and replace formaldehyde donor preservatives to address consumer requests for gentler preservative ingredients.
One Condition Original	Added Sodium Hydroxide, updated fragrance, removed Diazolidinyl Urea, lodopropynyl Butylcarbamate and replaced with Phenoxyethanol and Ethylhexylglycerin	To improve consistency of product pH, comply with fragrance regulatory updates, formaldehyde donor preservatives to address consumer request for gentler preservative ingredients.
No-Poo Original	Updated fragrance, removed Diazolidinyl Urea, lodopropynyl Butylcarbamate and replaced with Phenoxyethanol and Ethylhexylglycerin	To comply with fragrance regulatory updates and replace formaldehyde donor preservatives to address consumer requests for gentler preservative ingredients.
DevaFresh	Update in progress: Removing PEG-75 Meadowfoam Oil	Removing due to ingredient availability.

