

live clean

Introducing...

LIVE CLEAN APPLE CIDER VINEGAR CLARIFYING SHAMPOO

Live Clean, the company that has earned the trust of Canadians for their commitment to the creation of eco-friendly personal care products, has turned to nature and to history for their newest offering. The time-tested natural health and beauty qualities of apple cider vinegar have been harnessed in the creation of [Live Clean Apple Cider Vinegar Clarifying Shampoo](#).

Designed to be a part of virtually everyone's hair care regimen, this is the ideal gentle daily shampoo for oily hair and an exceptional weekly 'clarifier' for all hair types. Known for its effective but gentle deep cleansing and detoxifying qualities, apple cider vinegar's natural acidity and powerful enzymes also support a healthy scalp. [Live Clean Apple Cider Vinegar Clarifying Shampoo](#) leaves hair wonderfully shiny.

In the creation of [Apple Cider Vinegar Clarifying Shampoo](#), Live Clean went to the best; the shampoo contains only world famous Bragg® Organic Apple Cider Vinegar. "Our new apple cider vinegar shampoo is a wonderfully simple, effective product," explains Executive Vice President Michelle Sparrock. "We simply had to use what we believe to be the purest organic apple cider vinegar in the world."

All Live Clean products are formulated without many of the still too commonly used chemicals that are damaging to the environment and our well-being. Live Clean is free of Sodium Lauryl Sulfate (SLS), a common petro-chemical surfactant used in most shampoos, as well as Diethanolamine (DEA), a common ingredient used for rich lather and viscosity building. Live Clean is also free of parabens (preservatives used to extend the shelf life of personal care products) and other harsh preservatives, as well as phthalates (chemicals commonly used to make fragrances last longer).

Completely vegan with no animal products or animal by-products used in the formulations, Live Clean is also cruelty-free; none of the products or their ingredients have been tested on animals. In

its sensitivity to the environment, Live Clean is also free of phosphates, known contributors to water pollution.

Live Clean Apple Cider Vinegar Clarifying Shampoo is available across Canada at Shoppers Drug Mart and Pharmaprix (suggested retail price, \$6.99CDN).

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