

# Natural Hair Care That Makes Caring for the Planet as Easy as Washing Your Hair.



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Hey **Name**,

We may be small...

But we are a *mighty* duo. Two sisters who came together to make a **real** difference.

Welcome to the Rypple Bodycare Family: a place of heart, design, and soul.

**Rypple exists to create the change we want to see in the world.**

***We want to bring radical awareness to the way you purchase and create hope that choosing sustainable alternatives makes a difference.***

Years spent as professionals working in consumer markets taught us a lot about waste. *Especially plastic waste.* We wondered why there weren't more solutions for many of the most common culprits in consumer waste.

Take shampoo bottles, for example. **Did you know that we throw away 550 MILLION shampoo bottles each year in the US?** 🍷

And why does it seem like all the “sustainable” options are geared towards, uh, you know, the ‘granola’ type? We searched high and low for luscious scents, stylish packaging, *and* hair care that does good for the environment.

Yet, our research came up empty.

### ***Enough is enough.***

After years of talking and dreaming of a better alternative, we committed to creating a cleaner, more sustainable solution for hair care.

### **And so Rypple was born.**

At Rypple, we’re ditching plastic and moving forward with environmentally progressive solutions.

And no, we’re not perfect – sustainability is a work in progress, always. But we’re committed to transparency in our efforts. We take pride in the fact that we’re bringing awareness to consumer waste and providing high-quality, effective alternatives.

### **Our goal with Rypple hair products is simple: to nurture YOU and the PLANET.**

We hope you’ll stick around, and see why sustainability ≠ compromising function.

We’re serious when it comes to taking care of our earth, with the same intention we take care of ourselves. Rypple products let you do just that.

Experience a curated shower ritual that soothes and nourishes your hair, without the eco-guilt.

**Take 10% off with code RYPPLEEFFECT.**

**The new standard for sustainability is here.**

Xoxo,  
Ashley & Nicki  
Co-founders of Rypple

Join our Rypple Effect!



# Toss Your Shampoo Bar for Good!



Hi **Name**,

If you're here, you probably know by now – we don't use plastic containers. Why?

**It's simple: You don't have to trash the planet with plastic bottles to have great shampoo.**

**Plus...**

1. Plastic production is TERRIBLE for the environment.
2. Only 9% of plastic gets recycled (yikes...)
3. We hate bar shampoos too... (you were waiting for someone to say it, right?)
4. We've done ALL the research and found the best alternative.

*Our list could go on... but you get the point.*

At Rypple hair care, glass is the shining star of our beautiful Shampoo and Conditioner Duos. **Not only does glass provide an elegant, timeless presentation – it's infinitely recyclable.**

We saw an opportunity to fill a void – the need for an indulgent product line *radically different* in sustainability, yet comfortingly familiar.

Zero waste bars are great, but they also have their downfalls.

**You want the ease of liquid products, minus the carbon footprint of plastic waste.**

We get it. That's why we created a sustainable alternative. 🌿

Our luscious, creamy formulas are infused with the highest quality organic essential oils for scents that invite you to indulge in an undeniably pleasant shower (or bath!) ritual.

Moisture-rich oils like *organic argan and avocado* gently cleanse and repair the scalp and hair, while nutrients like *Vitamin B5* **protect and shield the hair from everyday stressors and lock in moisture**.

Rypple products maximize natural and organic ingredients – creating holistic hair care products that **nurture you and the planet**. Get ready for the healthiest hair of your life.

We hope you'll join the Rypple effect.

With love, glass, & class,

💚 Ashley & Nicki

Co-founders of Rypple

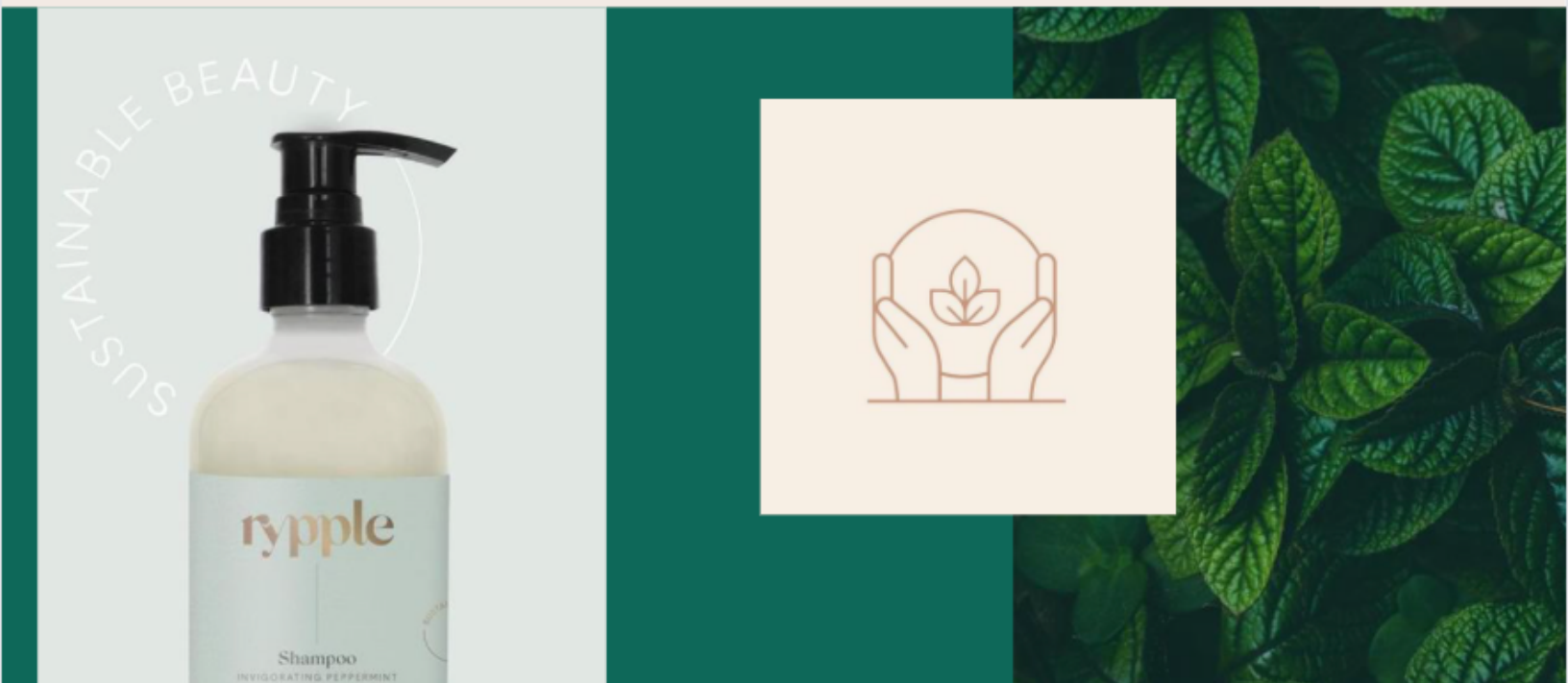
Join our Rypple Effect!





# Sustainability in the Shower

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Hello **Name**,

*Ever wondered why your hair seems dull, lifeless, and just plain tired?*

It's because traditional hair products are loaded with synthetic chemicals that coat the hair follicles in gunk (we won't go into details...it's gross.) **Your hair isn't actually dull - it's just weighed down from years of synthetic chemicals and build-up.**

***Rypple hair care products bring deep nourishment and healing to the scalp and hair follicles for long-lasting change.*** Moisture-rich formulas complemented by restorative essential oils cleanse and moisturize your hair from the inside out so you can embrace your natural hair, the way it's supposed to be:

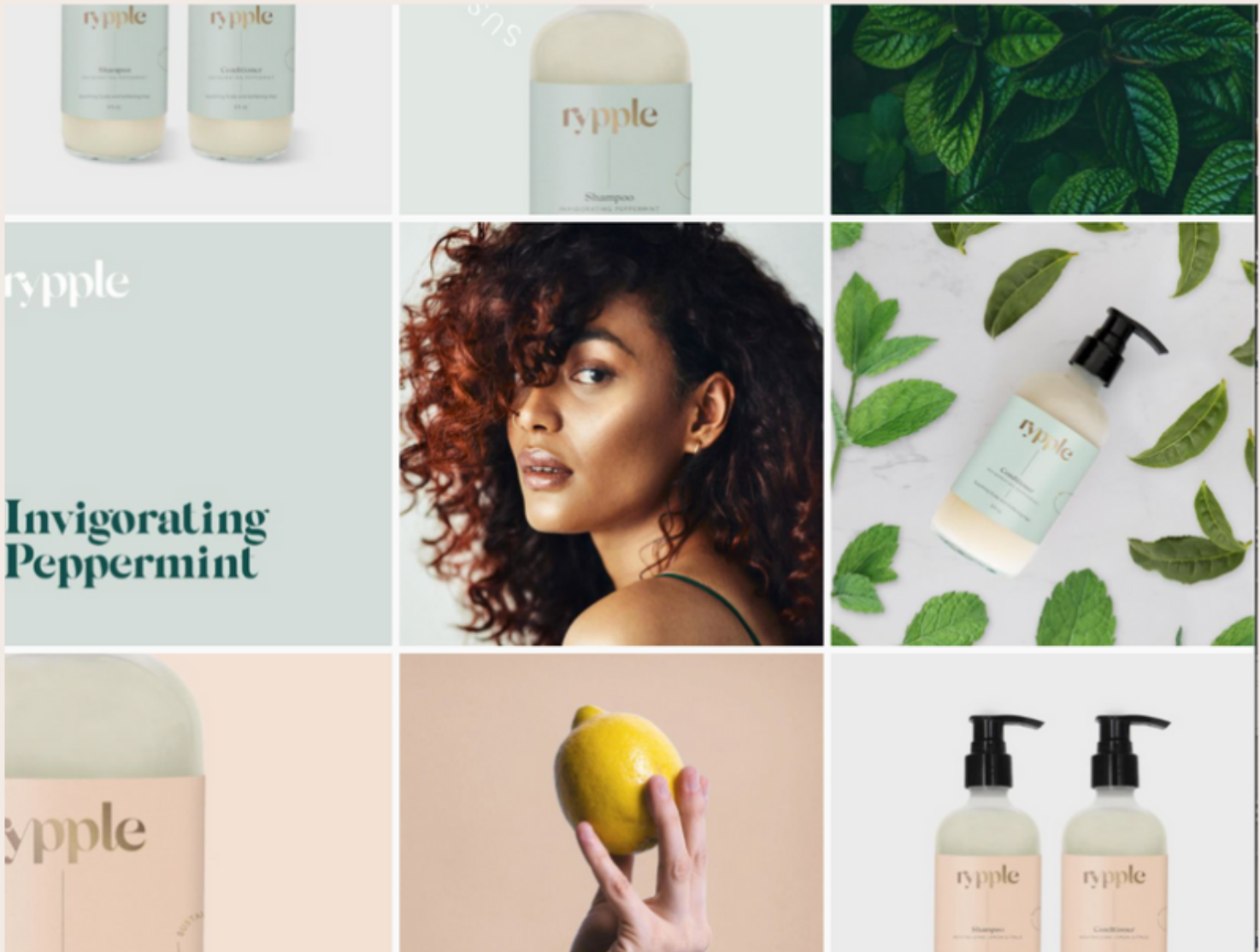
**Full of shine, volume, bounce, and softness.**

Hair talk aside, we created Rypple products with sustainability in mind. With the earth in mind, and with YOU in mind. 💚

From sourcing natural ingredients and biodegradable shipping to infinitely recyclable vessels, **Rypple lives to bring about radical change - in both your hair and the planet.**

Nature-derived scents send you on your way for a happier, healthier head of hair that restores your confidence and eliminates eco-guilt. No plastic bottles here!

**Are you ready to join our movement to bring healthy hair to the masses? We'd love to have you.**  
*Follow along on Instagram for exciting updates, beautiful photography, and uplifting messages.*



Creating a Rypple effect – one bottle at a time,  
♥ Ashley & Nicki  
Co-founders of Rypple

Join our Rypple Effect!



## “The salon-fresh smell is to die for!”



Hi **Name**,

At Rypple, we take customer feedback seriously. After all, you're the reason we're here.

### **To nourish you and our incredible planet.**

Our customers love our products as much as we do (*well...almost, we poured our heart and soul into these!*) If only you could see our beaming faces when we read reviews like:

**★★★★★ The scent is invigorating and I love how it makes my hair luxuriously shiny and soft!**

*The Lemon Citrus scent comes with an unexpected spicy twist. I once stayed at a resort right on the beach in Belize with an outdoor shower in the cabana. This scent reminds me of that refreshing and liberating experience every single time. It also lingers subtly in my hair and my partner tells me how great it smells. The glass bottles are sleek and elegant. The product is luxurious. Using it makes me feel like I'm at a spa.*

*Now no other shampoo or conditioner I use measures up to this!*

*- Kara M.*

## ★★★★★ The only sustainable shampoo I've actually enjoyed using.

*I'm obsessed with this shampoo and conditioner. I've been through the woes of shampoo and conditioner bars that are a pain (and, still full of chemicals!) I can't believe I've finally found a sustainable alternative that also prioritizes the health of your hair without chemicals and fillers. I couldn't be happier with the results. Rypple products look incredible in the shower and I think I'd continue buying them just for the beautiful bottles. On top of that, my hair has never been better - shinier, less greasy, full of volume and personality! Plus the salon-fresh smell is to die for. My husband is always commenting on how good my hair smells. I love that I've found a product (and a company!) that cares about the environmental footprint and is always striving for innovation. Thrilled to be part of their community.*  
-Hannah C.

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**Rypple Shampoos and Conditioners are designed to bring you all the perks of luxury hair care, minus the eco guilt.** *No more plastic (that may or may not get recycled). No more coating your hair in layers of synthetic, harmful ingredients that disrupt your hair's natural oils and structure.*

### **Return to nature – she knows best.**

Rypple's products harness natural ingredients for the ultimate blissful, restorative routine in the shower.

### **Finally – the clean hair care you deserve in an eco-friendly format!**

Join the Rypple effect, and together we'll change the world.

With love & clean hair,  
♥ Ashley & Nicki  
Co-founders of Rypple

Join our Rypple Effect!





# Hair Care That's Good for the Planet



Name,

There were SO many obstacles to creating our dream...

For almost a decade, we literally lived across the WORLD from each other. (Australia and Colorado!)

But we knew this dream couldn't wait.

**We couldn't just sit around hoping other people would make the change we wanted to see in the world. We had to do it ourselves.**

Fast forward, and we're living in the same country now (PRAISE!) We've moved mountains and crossed seas to get to this point, and it's because we believe in the power of YOUR choices.

Each and every one of us makes thousands of powerful choices every day...

And we believe in the power we all have as buyers to shape the future – **for good or bad.**

***When you purchase Rypple products, you're contributing to the global movement to produce and consume more sustainably.***

**We only have one beautiful planet. Let's take care of it.**

The best part? Your hair will benefit too 😊

Rypple hair care exists to nurture you and the planet.

We're ditching plastic, and empowering those around us to feel and do their best.

What are you waiting for? Join the movement and take 10% off with code X at checkout.

Shop Now

Create Your Rypple Effect.

*Your hair will thank you, and you'll never look back.*

Warmly,

Ashley & Nicki

Co-founders of Rypple

Join our Rypple Effect!

