



INDIA  
**HAIR-YURVEDICS**  
FROM I.C.O.N.<sup>®</sup>

healing \* strength \* tranquility \* luster \* well-being

India is a mystical country, full of wisdom and beauty. INDIA from I.C.O.N. is equally mysterious, capturing the essence of health and tranquility inside a product line that incorporates ancient practices with the restorative oils of Moringa to add luster and strength to hair; Argan to nourish and revitalize; and the fragrance of Amber to invoke past, present and future peace.

The women of India use these oils to heal; they are liquid gold. Like ayurvedic remedies they, transform the body, mind and spirit. They become the essence of life.

In fact, Ayurveda means the science of life. It is a healing art, practiced for more than 5,000 years with a mission to influence a person's ultimate journey back to optimal health and well-being. Using herbs, colors, aromas, sound and more, it allows for a glimpse into our true nature as we each discover our life of balance.

This deep connection between the body, mind and spirit encourages a third eye, the chakra that exists in between to open us up to the inner realms and spaces of a higher consciousness. It is the ultimate connection we can make with peace and tranquility.

It's no wonder that I.C.O.N. has harnessed these principles to create our own version of hair-yurvedics, products that transform hair from dull and lifeless to silky, manageable and full of shine.



## ingredient: moringa

Inside INDIA Shampoo, Conditioner and Oil, this miraculous oil works to nourish and heal hair, encouraging each strand to hold needed moisture, infusing goodness to create a smoother, stronger cuticle. Its cumulative benefits create an incredible head of hair that simply feels different, looks more vibrant.

It begins life as a hardy tree that grows strong in predominantly dry climates. It needs only 10 inches of water each year and with proper care can grow up to 16 feet in height. Its seeds can be eaten raw, similar to edamame; its pods can be cooked like okra and its leaves can be made into a salad. The leaves can also be dried and powdered to be used in drinks and teas. An oil is obtained by pressing the seeds together.

Its exceptional oxidative stability may explain why the Egyptians placed vases of Moringa Oil in their tombs. Or perhaps it was because of its healing properties, tremendous cosmetic value and ability to infuse hair with incredible strength and luster.

Contains 90+ nutrients including:

- 4 times as much vitamin A as a carrot
- 17 times the calcium in milk
- 15 times as much potassium as a banana
- 7 times as much vitamin C as an orange
- 25 times the iron in spinach



Moringa leaf

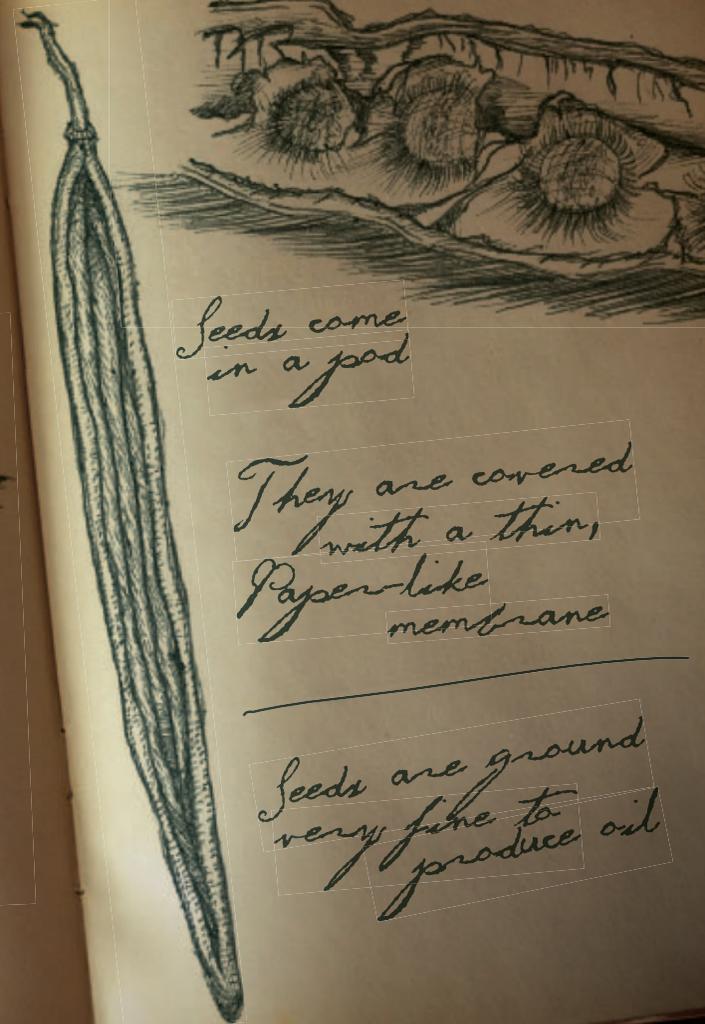


Raw Ingredient:  
Moringa Oleifera



tree form

Pods hang from tree branches



Seeds come in a pod

They are covered with a thin, paper-like membrane

Seeds are ground very fine to produce oil

# ingredient: argan

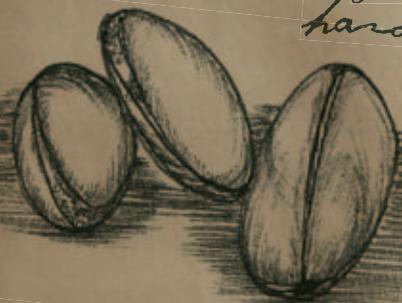
Inside INDIA Shampoo, Conditioner and Oil, Argan works its antioxidant magic to revitalize hair, imparting a youthful look and feel. It drenches each strand in nourishment to create strength and vitality. Hair is lush.

## Argan Contains:

- 3 times as much vitamin E as found in olive oil - a potent anti-oxidant to combat aging
- Oleic acid, highly effective in controlling cholesterol
- Omega-6 & Omega-9 fatty acids for protection

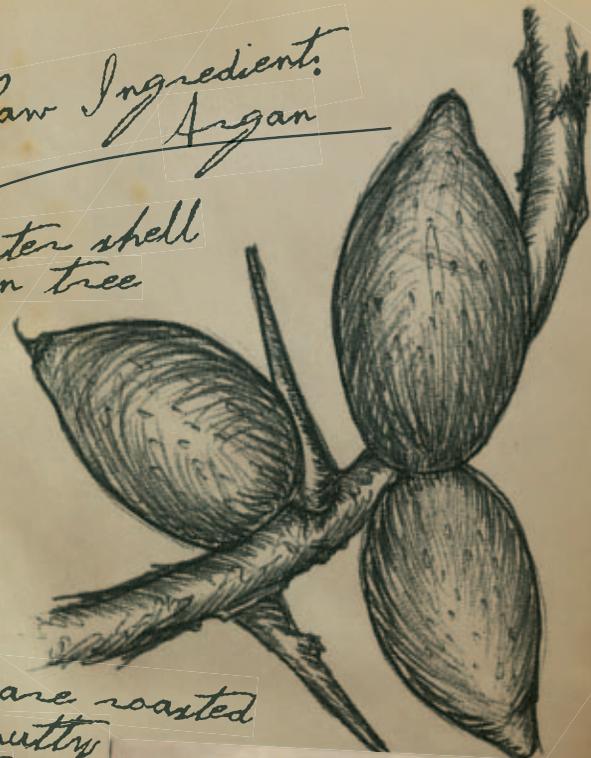
Argania Spinosa

Inner hard shell



Raw Ingredient: Argan

Outer shell on tree



Seeds are roasted for nutty scent and ground into oil



Grinding Argan



The Argan tree's origins date to 1.6 million years ago, with each living up to 200 years. Growing in extremely dry areas, in semi-desert soil, it has a deep root system that actually works to help protect the environment, including the northern advance of the desert. It's a wild tree, very adaptive and known for its nutritive, cosmetic and medicinal aspects. In fact, it is often called the "tree of life" because it helps reduce cholesterol, facilitates digestion and acts as a natural anti-inflammatory. Some even believe it has anti-cancer properties. Though the tree is now virtually extinct, it is also a protected species.

First discovered in 1510, the oil harvested from its fruit kernels is extracted by hand, making it extremely potent. Deep, gentle roasting gives it a distinctive, nutty flavor that can be used in cooking, as a dressing on salads, or as a dip for bread.

This oil is gloriously lightweight and contains:

- Emollients being studied for their positive effects on acne, psoriasis, eczema and even to help prevent stretch marks during pregnancy
- Soothing properties known to tame unruly and soothe frizzy hair

# ingredient: amber

The amber used in INDIA becomes its own unique formula inside I.C.O.N. products, with a luscious scent that wraps each user in peace and tranquility.

Raw Ingredient:  
Amber



Amber  
Resin

a resin made of fossilized plant material that is refined into perfume.

Liquidambar  
Orientalis



known as  
"Sweet Gum"  
tree



"gum  
Benjamin"  
tree

Styrax  
Benjamin



In ancient times, amber came from a substance floating on the world's oceans known as ambergris. Its source remained a mystery for centuries but was eventually determined to emanate from sperm whales expelling their favorite foods. Scientists now know that these deep ocean mammals were producing "amber" as a counter-irritant.

When ambergris/amber is refined, it becomes an oil with a strong, pleasant fragrance.

Much of today's amber oil is distilled from fossilized amber, a resin with a rich history. It was once thought to possess the power to heal and was used as a remedy against ailments such as rheumatism, sore throats, toothaches and more. It was even thought to contain magical powers.

Hippocrates, the father of healing, declared amber to be active against a number of diseases

In 79 AD, Plinius of Rome observed the women of Northern Italy wearing amber beads to ward off thyroid disease

The prophet Martin Luther carried amber to protect against kidney stones

In ancient China, amber was used to deliver honor, wealth and health

Now harvested from plants, amber is highly sought after by perfumers because of its unique aroma and strong fixative value. Amber oil fragrance is powdery, sweet, resinous, and a bit smoky, with a dark woody scent and zero sweetness.



amber





India from I.C.O.N. captures the essence of health and tranquility inside a product line that incorporates ancient practices with the restorative oils of Moringa and Argan. The women of India use these oils to heal. I.C.O.N. uses them for hair-yurvedic benefits to transform hair from dull & lifeless to silky, manageable and full of shine with an Amber fragrance.

- An enriching emollient to soothe frayed hair.
- Argan oil works to tame unruly hair.
- Moringa oil helps heal each strand.
- Can be pressed into damp hair to ease comb out/cutting.
- Smooth onto dry hair for lush feel and luster.
- Kelp extract revitalizes hair from scalp to ends.



THE ESSENCE OF  
**ARGAN.**

THE MIRACLE OF  
**MORINGA.**

THE SCENT OF  
**AMBER.**



- A lustrous shampoo with exceptionally rich lather.
- Moringa and Argan nourish and heal.
- Shea butter, from the African tropics, which helps smooth frayed hair.
- Proteins (soy, wheat, oat) bind moisture and build strength.
- Spirulina adds youthful shine and luster.

- An intense conditioner for exotic strengthening.
- Moringa and Argan transform hair's inner and outer health.
- Aloe vera helps facilitate healthier hair growth.
- Carrageenan extract infuses a deep, glossy shine.
- Kelp extract revitalizes hair from scalp to ends.

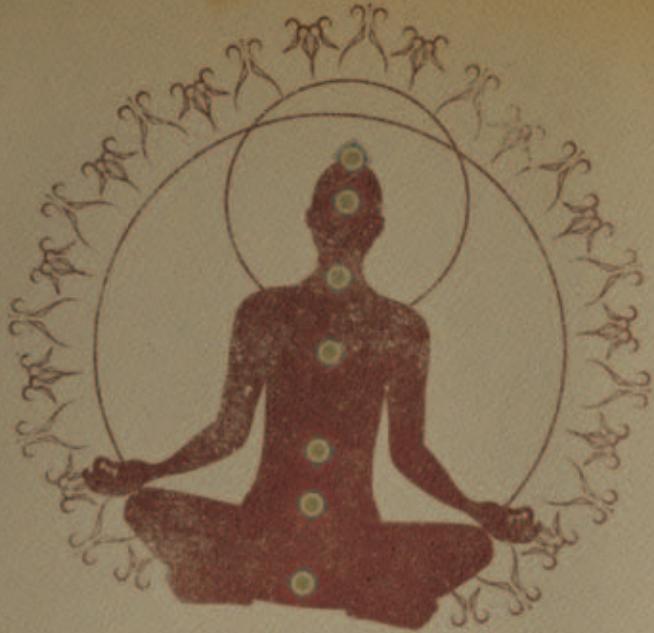
*Using ingredients  
for products*

*Moringa & Argan  
oils in each product*

*plant-derived  
Amber scent*

*Keeps products  
safe for the  
environment*





The hair-yurvedic remedies continue with Touch Therapy. Return for a moment to the third eye, that meditative state that encourages your consciousness chakra to make the connection between body, mind and spirit. Open this third eye with your clients in the care bar, transforming their experience into one of peaceful tranquility.

Begin by warming up your hands. Rub them together and run them under perfectly tempered water. Then touch their temples.

As the water then cascades through their hair, warmth is generated making your hands, the water, and the client one.

Roll your fingers down the head as you Shampoo. Begin with the lather and a gentle temple massage, working around to the base of the neck. On the crown, rub gently and furiously, pulling your fingers up off the head. Move to the back of the head, continuing to rub, using your fingers to infuse cosmic energy. Rinse thoroughly.

Place a warm towel at base of the client's neck to soothe and relax. Massage INDIA through hair using circular movements. Use thumbs to apply firm, gentle pressure long the top of the head. Use inside corner of eyebrow as a guide, moving back and toward the crown. Move back to crown, approximately 1 inch at a time to calm. Begin near temples and move backwards, placing palms along side of head and press with even pressure. Finish by massaging the back of the neck with up and down strokes.

This completes the client's transition to tranquility.

for india: oil

Once the client is in your chair, apply Oil to soothe. Comb through to make cutting even easier. After the cut is finished and hair is dry, apply Oil as a soothing Liquid Fashion tool.

You and your client will be connected by an invisible power, and he or she will feel transformed by the hair-yurvedics of INDIA.

POST CARD  
UNIVERSAL POSTAL UNION



CARTE POSTALE  
UNION POSTALE UNIVERSELLE

BRITISH INDIA

THIS SIDE FOR THE ADDRESS





© 2011 I.C.O.N. Line, Inc.  
Woodland Hills, CA 91364.  
I.C.O.N. Europe S.L. 36203 Vigo-Spain.  
All Rights Reserved. Made in the USA.

[iconproducts.com](http://iconproducts.com)

