

# Innersense Organic Beauty Launches New Clarity Collection, a Fragrance-Free Shampoo and Conditioner



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Award-winning clean beauty brand Innersense Organic Beauty is expanding their hair care line with their hypoallergenic Clarity Hairbath and Conditioner, gently formulated for overall hair and scalp health. Both products are developed for all hair types and textures, especially those with sensitivities to essential oils, gluten, soy and nuts.

Formulated with Comfrey Leaf and Japanese Swertia to calm and soothe skin, Clarity Hairbath is a fragrance-free shampoo that gently cleanses hair and calms the scalp. Another key ingredient in this clean shampoo formulation is Chufa Milk, which is packed with amino acids and antioxidants to promote hair elasticity and overall hair health.

Clarity Conditioner is a fragrance-free conditioner that provides lightweight hydration and moisture for the hair. It is formulated with Colloidal Oatmeal to ease irritation and includes a blend of Manuka Honey and Apricot Kernel Oil to leave hair softer and shinier.

Clarity shampoo and conditioner products are designed for those who experience allergies, scalp or skin sensitivities and parents looking for hair care that's safe and effective for their children. Following the debut of this new hypoallergenic collection, the brand expects to launch additional new hair care products during the year.

Clarity Hairbath and Conditioner are gluten free and cruelty free. Innersense Organic Beauty is both Plastic and Carbon Neutral and offsets all of their plastic usage as well as carbon emissions. The brand uses 100% PCR (Post-Consumer Recycled) materials for the majority of its packaging.

"We are always working to develop products that are accessible for all hair types and listening to what our customers need," says Greg Starkman, CEO and Founder of Innersense Organic Beauty. "There is a large consumer base who have sensitive skin and are looking for luxurious, but highly efficacious hair formulas. We're happy to see the Clarity Collection on shelves after two and a half years in development."

Clarity Hairbath retails for \$28 (10oz) and \$70 (32oz). Clarity Conditioner retails for \$30 (10 oz) and \$80 (32oz). The collection will be available online at [innersensebeauty.com](https://innersensebeauty.com), in select salons, and in-store at specialty retailers such as **Credo Beauty** and **The Detox Market**.

### **About Innersense Organic Beauty**

Beauty professionals Greg and Joanne Starkman founded **Innersense Organic Beauty** to bring clean, pure and toxin free hair care to salons, stylists and consumers. The clean hair care brand's products include shampoos, conditioners, scalp scrub, styling and treatment products for all hair types. For more information, visit [innersensebeauty.com](https://innersensebeauty.com).

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