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Body

	My conventional product	The clean, eco-friendly, and conscious alternative
Product name	Keratin Shampoo	Keratin Shampoo
Brand name	Kativa	Herbscience
Overall hazard rating	5	1
Potentially hazardous ingredient	Cocamide Dea, Cocamidopropyl Betaine, parfum, Propylene Glycol, Linoleamidopropyl Pg Dimonium Chloride Phosphate, Triethanolamine, Peg 120 Methyl Glucose Trioleate, Sodium Lactate, Benzyl Salicylate, Tocopheryl Acetate, Methylchloroisothiazolinone, Fd&C Red No. 40 (Ci 16035), Fd&C Yellow 5 (Ci 19140), Methylisothiazolinone, Sodium Benzoate	Aloe Barbadensis (Aloe Vera) Leaf Extract, Lawsonia Inermis (Henna), Melaleuca Alternifolia (Tea Tree) Leaf Oil
The most hazardous ingredient	Cocamide Dea, Methylisothiazolinone, Fragrance	None
The health and environmental impacts the product is shown to have	The packaging is recyclable	<ul style="list-style-type: none"> • Certified 100% natural and 100% safe • COSMOS Natural certified by ECOCERT
The cost	\$ 70,-	\$ 59,-
Product image		

What are the benefits of the conscious product?

The benefit of the conscious product is that it is Certified 100% natural and 100% safe, it is COSMOS Natural certified by ECOCERT and it is Made Safe certified. This product is also an Ayurvedic Proprietary Medicine, Recommended by Doctors. It is 100% vegan, cruelty free and it contains herbs.

Will you make the switch? Why or why not?

Considering the health properties and the impact the product makes on the environment, I will make a switch from the conventional product to the conscious alternative product. The clean, eco-friendly, and conscious alternative is also a bit cheaper than the conventional product.

The graphic compares two shampoo products. On the left is HERBCIENCE Hair Nourishing Pro-V Keratin Shampoo, a dark bottle with a gold cap, surrounded by green apples. On the right is KATIVA Keratina Shampoo, a white bottle with a gold cap. The background is light beige with dark green and brown decorative shapes.

Product	Benefit/Feature
HERBCIENCE <i>Hair Nourishing Pro-V Keratin Shampoo</i>	1. Made Safe Certified
	2. Hazard rating: 1
	3. No hazardous ingredients
	4. \$ 59,-
My clean, eco-friendly, and conscious alternative	
KATIVA <i>Keratina Shampoo</i>	1. Packaging is recyclable
	2. Hazard rating: 5
	3. 2 most hazardous ingredients
	4. \$ 70,-
My conventional product	



roxanna_soerohardjo
Paramaribo, Suriname - South America



HERBCIENCE

*Hair Nourishing Pro-
V Keratin Shampoo*

1. Made Safe Certified
2. Hazard rating: 1
3. No hazardous ingredients
4. \$ 59,-



My clean, eco-friendly,
and conscious alternative

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