



85% Certified Organics

*Semi-permanent,*  
eliminates frizz and leaves hair  
smoother and shinier for approximately 4-6 weeks.

*Non-toxic,*  
leaves hair stronger.

*Formaldehyde-free*

*No harmful fumes,  
no unpleasant odors,*  
makes formula safer and easier to use.

*Pelusi Phyto Ceramide Complex  
(patent pending),*

Lipid Hydration System rearranges the keratin bonds  
deep within the hair, leaving hair renewed,  
silky and lustrous while smoothing and straightening.

*Phyto-Keratin Microemulsion,*  
deep penetrating natural moisture-based plant  
derived amino acids and natural fruit acids  
give hair long-lasting strengthening and smoothing  
benefits by giving it a soft, healthy and hydrated  
appearance. Cuts down on drying time.

*Paraben Free*

*No Aldehydes*

*Sulfate Free*

*No Harsh Chemicals*

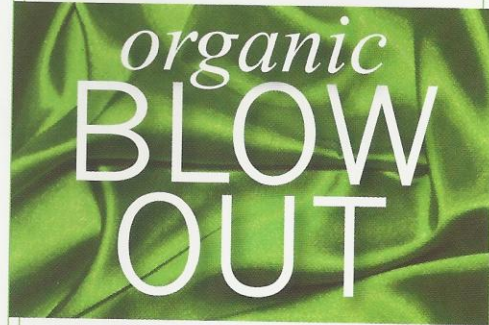
*Strengthens Keratin Bonds*

Gentle enough to use immediately after color service.

Can be used on all hair types including color treated  
or highlighted hair. for best results use Tela Shampoos  
and conditioners only.

For retouches, can and should be overlapped  
over hair previously smoothed with Tela Phyto-Keratin  
Smoothing Treatment.

*Tela*<sup>TM</sup>  
Beauty Organics  
by Philip Pelusi



**SMOOTHING TREATMENT**

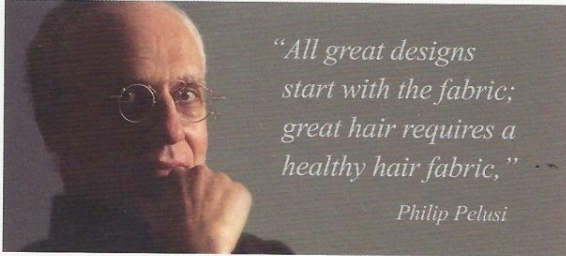


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# PHILIP PELUSI

Designer, Educator, Inventor, Philanthropist



Philip Pelusi is an internationally recognized stylist, photographer and product artist, synonymous with excellence in the industry. Having gone from 1 salon to 13 salons as well as a magnificent industry centerpiece in New York City, Philip Pelusi has created a philosophy, a product line, Tela Beauty Organics by Philip Pelusi. InStyle named Philip one of the top Stylists in the country.

Philip Pelusi has been well received in such magazines as *Launchpad*, *InStyle*, *WWD*, *O*, *Marie Claire*, *Cosmo*. Philip's *Art of Business* column was a readers' favorite in *American Salon*. He is a returning guest on *Martha Stewart's Living Today* show on Sirius Radio, as well as a favorite go-to beauty expert on ABC Television Network. He is currently a featured contributor to *Happi* magazine, [www.beautysnob.com](http://www.beautysnob.com) and a 5 Carat Expert for [www.therealcougarwoman.com](http://www.therealcougarwoman.com). Philip Pelusi® products are regularly used in the television and movie industry.

Philip premiered Tela Beauty Organics by Philip Pelusi as the industry's first USDA certified organic line of hair care products, created in accord with the highest USDA certifiable organic standards and well as ingredients that meet the stringent requirements of the US Pharmacopeia. Tela Beauty Organics are available in select high end retail establishments and salons. Tela Design Studio in New York City is where Philip houses his Tela Beauty Organics by Philip Pelusi, develops and assesses new product formulations and invites world class designers to call it home.



## TELA ORGANIC BLEND

Tela's proprietary blend of 100% USDA Certified Organic ingredients, enriched with "super fruits", impart incredible results on hair, skin and scalp. As super fruits have become an ever-growing part of our bodies' internal health, Tela applies this concept to positively affect our external health, enhancing the look and feel of our hair, skin and scalp.

Tela's Organic blend fortified with antioxidants will exfoliate and reduce oils from the scalp, create shine, detangle, add weightless moisture, strengthen, protect from heat damage and prevent color from fading. Our formulations protect the integrity of the hair and scalp, depositing vitamins and minerals that reinforce this process and maintain consistent results.

Tela's Organic formulations have miraculous benefits for the skin. The skin's surface is gently exfoliated, while powerful humectants deeply bind moisture into dry skin, leaving it feeling hydrated, never greasy or heavy. Antioxidants help protect the skin from free radical damage, protecting the integrity of the skin's strength and resilience.

Tela's Organic Bilberry, Lemon and Orange reduce oil and exfoliate the skin and scalp to eliminate debris and dry flakes while sustaining hair's Ph balance. Lemon and Orange close the hair's cuticle, creating shine and smoothing frizz and tangles.

Apricot, Kiwi, Tomato, Olive and Plantain are humectants, which draw and seal in moisture leaving the hair, skin and scalp to look and feel well conditioned while continuing to resist heat and external pollutants.

Fig, Grape, Kiwi, Plum, Pomegranate, Tangerine, Tomato, Apple, Blackberry and Sea Buckthorn Berry are known for their large antioxidant content. These elements protect the strength of the skin and scalp and improve hair color, moisture and strength retention. Thus, stronger hair is more resilient to chemicals and heat styling.

Kiwi, Plum, Tangerine, Tomato and Blackberry are loaded with vitamins and minerals such as Potassium, Calcium, Magnesium, Iron, Phosphorus, Zinc, Copper, Selenium, Vitamin B6, B12 and Folate (a form of Vitamin B9) which are effective in protecting against overall damage.



For results use Tela Shampoos and Conditioners only.  
For retouches, can and should be overlapped over to  
smoothed with TELA Phyto-Keratin Smoothing Treatment.

**Ingredients: Certified Organic**

Aloe Barbadosensis Leaf Juice, Certified Organic Infusion  
(Ganoderma Lucidum) & Red Sage (Salvia Millen-  
nium Byemiale) & Horsetail (Equisitum Hyemale) &  
(Glycine Max) & Burdock (Arctium Lappa) & Lavender  
(Lavandula) Oil, Polytetramethyl Pyridinyl Dimethicone, PEG-  
15-Numb-7, Phytokeratin, Polyquaternium-11,  
Polyquaternium-10, Vaccinium Myrtillus (Bilberry) Ex-  
tract, Saccharum Officinale (Sugar Cane) Extract, Acer  
Saccharum (Sugar Maple) Extract, Citrus Aurantium  
Dulcis (Orange) Fruit Extract, Citrus Medica Limonum  
(Lemon) Fruit Extract, Ceramide II, Betaine, PEG-4,  
Hydrogenated Castor Oil, PPG-26-Buteth-26, Pe-  
nethan-1, Caprylyl Glycol, Chlorphenesin.

[www.ahhhaustorganics.com](http://www.ahhhaustorganics.com)

Made in U.S.A.

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Phyto-Keratin LLC

Washington, PA 15201

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