

Developed by a master stylist and trichologist with more than 40 years of expertise, AWARE is defining a new era of salon-grade scalp wellness in luxury salons, spas, and boutiques across the U.S.



Our Story

"AWARE Hair was born in my salon after seeing countless clients, including my daughter, Jade, struggle with scalp issues that most products only masked. After 40+ years as a stylist and trichologist, I set out with Jade to translate my hands-on methods into a simple, holistic ritual that supports long-term scalp wellness without compromising salon-treated hair. I use AWARE daily on real clients and see the difference firsthand. It's the standard only a mother would insist on, and a ritual you can truly trust."

TINA (MASTER STYLIST & CERTIFIED TRICHOLOGIST) AND JADE, CO-FOUNDERS OF AWARE

How We're Different

Elevated, high-performance scalp care. For wellness-conscious guests who want to proactively care for their scalp health without compromising luxurious salon-quality results.

Meticulously crafted with sustainably-sourced materials. Science-backed, natural-first formulations made in small batches with a signature 100% natural fine fragrance and certified organic ingredients.

Nine benefits. One ritual. Rooted in scalp science, AWARE's core system is powered by our proprietary AWAREBIO™ Complex to support the scalp barrier, balance the microbiome, and defend against daily environmental stress.

📍 Launched 2025
Los Angeles, CA

★ Trichologist
Developed

🔄 Clinically Proven
Ingredients

✓ Small Batches
Made in USA

♥ Mother-Daughter
Owned

👥 1% of Profits
Donated

The AWARE 4R Scalp Care Ritual

Reset • Restore • Reinforce • Reactivate

STEP 1 • RESET



Purifying Shampoo

Reset and cleanse. Clears the scalp of buildup and impurities without stripping color or treatments. pH balanced.

Best for: product buildup, scalp congestion

STEP 2 • RESTORE



Nourishing Conditioner / Mask

Restore and support. Nourishes and balances the microbiome while sealing in moisture. Doubles as a scalp mask.

Best for: dryness, sensitivity, flakes, post-color scalp stress

STEP 3 • REINFORCE



Leave-In Treatment

Reinforce and protect. Innovative gel-serum hybrid that treats, styles, and protects from daily environmental stress.

Best for: city living, heat styling, lightweight moisture

STEP 4 • REACTIVATE



Meridian Scalp Gua Sha

Reactivate and stimulate. Tool rooted in ancient ritual to stimulate circulation and promote wellbeing.

Best for: self-care ritual, tension relief, scalp fitness

The AWAREBIO™ Complex *Clinically developed bioactives from across the Pacific*



Dual-Weight Hyaluronic Acid

Deep, layered hydration. High-weight molecules form a surface moisture barrier; low-weight molecules penetrate deeper to support cell renewal and elastin structures.



Tahitian Microalgae

Scalp barrier and microbiome support. Clinically-proven extract that nourishes the scalp, prolongs the anagen growth phase, and helps reduce hair fall and irritation.



Green Tea Extract

Antioxidant defense. Natural anti-inflammatory that neutralizes free radicals, helps inhibit DHT, balances sebum production, and strengthens hair fibers.



Keratin Amino Acids

Repair and strengthen. Vegan amino acids that replenish hair's natural proteins, reduce breakage and split ends, and restore structural integrity.

Found in the Leave-In Treatment.



Turmeric & Beetroot

Natural color and pH balance. Botanical extracts that balance scalp and shaft pH, retain hair color, and offer antioxidant and UV-absorption benefits.

Our Signature Natural Scent



Pacific Air FUNCTIONAL NATURAL AROMA

Dawn breaking over the ocean. A coastal breeze carrying sun-kissed citrus, soft florals, and grounding woods.

HEAD	Bergamot, Meyer Lemon, Grapefruit, Petitgrain
HEART	Wild Jasmine Sambac, Geranium Accord, Black Currant, Basil
BASE	Cedarwood, Sandalwood, Gyokuro, Vetiver

Why it matters: 99% of haircare uses synthetic "Fragrance", masking up to 3,000 undisclosed compounds, many linked to hormone disruption, scalp irritation, and respiratory sensitivity.

STANDARDS: Free of sulphates, parabens, phthalates, and more • Color-safe • Extension-safe • Keratin-safe • Dermatologist-tested • Vegan • Cruelty-free • EU Standards

AS FEATURED IN THE WALL STREET JOURNAL Women's Health WWD NEWBEAUTY InStyle Esquire Bustle

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