

## Ingredients of Ancient Living Rejuvenating Shampoo:

The brand claims that their products are free from Sulphates, Parabens, Silicones, artificial fragrance, and colorants. I was pretty curious after seeing this line. Interestingly, Ancient Living does not want to hide anything; they have written full information about their products both on labels and also on website. The list is pretty short and hopefully, you would not feel bored while reading it. If you want to read it later on, simply click on this [LINK](#) and download the file to read offline. Let's decipher the ingredients.

1. **DM water:** Demineralized water is actually purified water that is devoid of any salts or minerals. Water is the base of any liquid product.
2. **Aloe Vera Gel:** It is capable of repairing dead cells of scalp; it reduces dandruff and promotes hair growth. AL has used 6gm of Aloe Vera in this formulation which is pretty good.
3. **Jjoba Oil:** Jjoba oil is a great moisturizer for hair. It can help in the regrowth of hair.
4. **Lemon Oil:** It has the power to stimulate the scalp, which helps in the growth of new hair.
5. **Rosemary Oil:** It rejuvenates hair follicles and has been proven to regrow hair.
6. **Caprylic Capric Glucoside:** I truly loved the fact that how AL has chosen a wise surfactant. This component is a pretty mild surfactant. It is basically produced from renewable raw materials; has 60% active matter. Overall, this particular ingredient in the formulation is an excellent foaming or surfactant agent.

7. **Coco Glucoside:** This surfactant is produced by a chemical reaction between Glucose and Coconut Oil derived ingredients. It is another cleansing agent which is mild in nature.
8. **Coco Amido Propyl Betaine:** Umm..this ingredient is not at all of my taste. It is low to moderately hazardous to the ecosystem according to EWG. It works as a hair conditioning agent, as a surfactant, and also as an anti-static agent.
9. **Xanthan Gum:** It thickens a cosmetic formula and is widely used. It is indeed a safe ingredient.
10. **Potassium Sorbate:** It works as a fragrance ingredient and also as a preservative.

That's all; I think Ancient Living Rejuvenating Shampoo has a very defined line of ingredients. The functions of each and every ingredient is easily understandable. Actually, this is how a shampoo is made. You need few active (herbs) ingredients and inactive ingredients like Surfactants to clean all the oil and dirt, Thickening agent, Hair Conditioning agent, and a preservative. So, I really liked the list of ingredients as a whole.