

 THE PURE LOTUS

JEJU BEER YEAST SHAMPOO

Hair Loss Relief Shampoo





 THE PURE LOTUS

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JEJU BEER
COMPANY

Beer Yeast Energy from Jeju

A scalp-intensive functional shampoo born from the collaboration between THEPURELOTUS and JEJU BEER.

Packed with 40,000ppm of Jeju beer yeast extract, this formula revitalizes a fatigued scalp and fortifies hair roots from within.

Experience a new Jeju scalp care routine.

What Makes Jeju Beer Special?

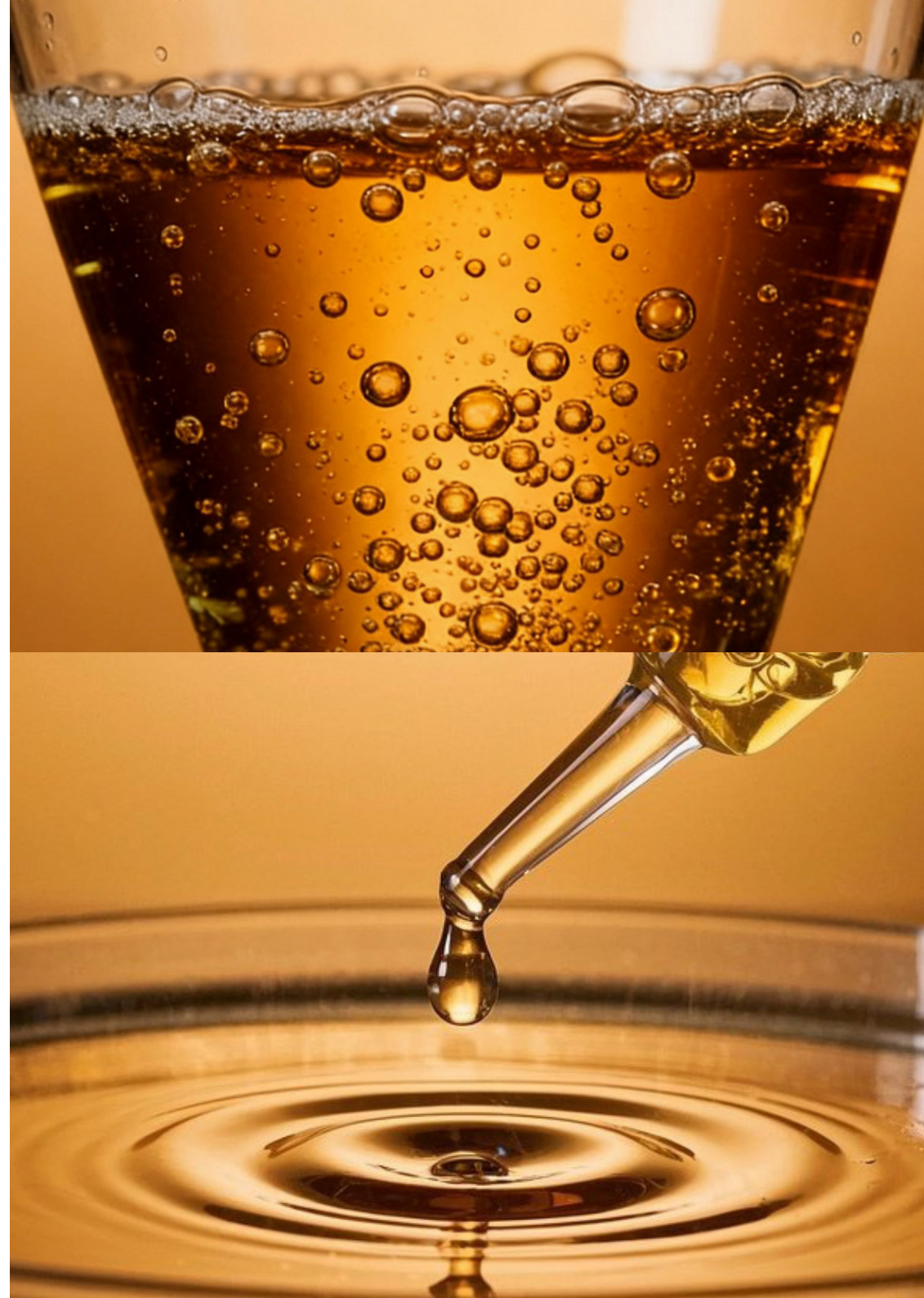
We use high-quality yeast derived from premium German beer yeast, fermented with Jeju's exceptionally clean water.

We also upcycle the by-products remaining after the brewing process, transforming them into active extracts — putting sustainability and ingredient circularity into practice.

Upcycled Ingredients — Does That Mean Less Effective?

The by-products left after brewing retain their full nutritional profile, rich in nutrients that strengthen the scalp and hair roots.

These high-performance ingredients are re-refined and extracted to deliver the same efficacy — with even greater value.



Hair Loss Care Solution That Works from the Root

3 Key Functional Ingredients for Hair Loss Relief

- **Salicylic Acid (Scalp Purifying)**
Creates a breathable scalp environment by managing excess sebum and dead skin cell buildup
- **Dexpanthenol (Hydration & Protection)**
Strengthens the scalp barrier and sustains long-lasting moisture
- **L-Menthol (Cooling Relief)**
Soothes scalp stress and delivers a refreshing cooling sensation





Boosting Scalp Vitality with Nature's Energy

A scalp-strengthening formula crafted with the finest clean ingredients.

- **Jeju Beer Yeast Extract 40,000ppm**
Energizes a dull, fatigued scalp and helps strengthen the scalp and hair roots
- **Caffeine**
Helps maintain a healthy and vibrant scalp condition
- **Centella PDRN**
Helps soothe and comfort a sensitized scalp
- **Matcha Extract — MSA Extraction Method ***
Contains 3× more antioxidant catechins than conventional green tea extract, helping to restore vitality to tired hair and scalp, and keeping damaged hair moisturized and healthy

* A next-generation natural fermentation extraction method that activates enzymes in living plants to safely produce new bioactive compounds beyond what conventional extraction yields.

CLEAN & VEGAN BEAUTY

THEPURELOTUS's Naturally Derived Recipe

A gentle functional scalp shampoo
gentle enough for daily use.

- **Nature-Derived Surfactants**

Plant-based cleansing agents that reduce
skin stress and cleanse with care

- **Silicone-Free**

Keeps the scalp feeling clean and
refreshingly lightweight

- **Mildly Acidic pH 5.5–6**

Closely aligned with the scalp's natural
moisture-oil balance, making it comfortable
even for sensitive scalps





Texture

Fine, dense lather gently purifies scalp impurities without residue.

After rinsing, the scalp feels refreshed and light, while hair is left smooth and neatly conditioned — never sticky.

Recommend

- Those whose root volume deflates easily throughout the day
- Those with a scalp that tires and sensitizes quickly
- Those concerned about early signs of hair loss
- Those struggling with excess sebum, scalp odor, or flaking