



Mothers Mane

Product

Our product Mothers Mane shampoo bars were created to make cleaning your hair safer, easier, cheaper, and overall better. Our brand contained absolutely no plastic! Bars are made from all natural ingredients and packaged in recycled paper to help tackle the plastic waste issue we face. Other benefits of our brand is cost efficiency, one of our shampoo bars are equivalent to about THREE bottles of liquid shampoo. Also travel friendly!

Why it Matters

Hair products produce a huge amount of plastic waste. Around 550 million empty bottles of shampoo in the USA are thrown out in just one year (Future.green).

The average American uses 11 bottles of shampoo a year, which is equal to only four shampoo bars! Most popular shampoo brands contain micro beads and harmful chemicals that not only hurt our hair and bodies, but also our waterways and environments. A lot of product packages are not recyclable at all and takes thousands of years to decompose. Our products are 100% decomposable and any contaminates!

Audience

Our product target audience is mainly younger women. Although our products are encouraged to be used by anyone with hair, the main consumers are women interested in bettering themselves and the planet! Travelers are another target audience, shampoo bars take up little space and are great for someone traveling by plane!