

## Creating the Future of Beauty

**The desire to make better daily choices is real, and for that reason alone, we love Everist's commitment to offering better hair and skin care options.**



Co-founders Jayme Jenkins and Jessica Stevenson met at Western University's Ivey Business School and became respective veterans in the beauty industry. Together, they later launched Everist, a Canadian company creating waterless, zero-waste, concentrated hair and body care products. Boom. Everist will forever challenge the market to make superior body products the right way.



**Discover why Everist concentrates are 15x award-winning and recognized as one of Time's Best Inventions.**

While Jayme and Jessica passionately researched for clean, low-waste and low-impact beauty products, they also developed an awesome new category - *concentrates*. These concentrates are formulated with moisturizers rather than water, and Everist users report silkier, shinier hair after one wash and fuller, healthier-looking hair after 30 days.

We all want the healthiest, glossiest hair and the kind of hydrated skin that says 'wow, this is plump'. Well, Everist products are the only shower essentials made with more than 30% glycerin for amazing results that get better with each use.



## LOWER CARBON FOOTPRINT

### **Everist concentrates have a 77% smaller *carbon* impact**

Traditional shampoo is 70% water. Everist isn't. Their waterless and low-water formulations are 3x concentrated, reducing the impact of shipping heavy, water-filled beauty products worldwide.

## LESS PLASTIC WASTE

### **Everist concentrates have a 62% smaller *waste* impact**

Everist's original premise was to help remove plastic from the beauty industry. They consciously choose to package their products in 100% recycled aluminum, a safe, trusted, and highly recyclable material.

## BIODEGRADABLE INGREDIENTS

### Everist concentrates are 100% *plant-based*

It turns out, what's better for the planet is very often better for us as well. Everist products are proudly silicone-free and free of hundreds of cosmetic additives, including synthetic fragrances, dyes, phthalates, and endocrine disruptors.

Patented all-natural hair bond repair, anti-aging aloe for skin and scalp, and the perfect accessories make Everist products essential to completing your self-care routine.

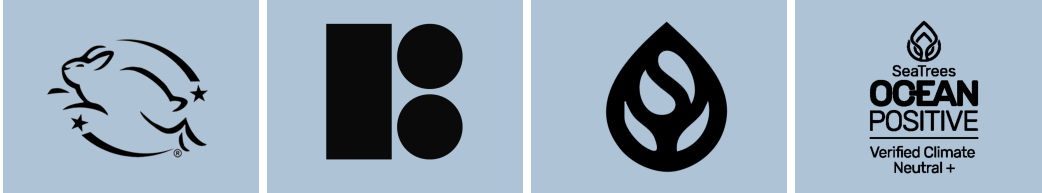
**Read the ingredient list - we challenge you to find a 'cleaner' body product!**

There's nothing else like Everist

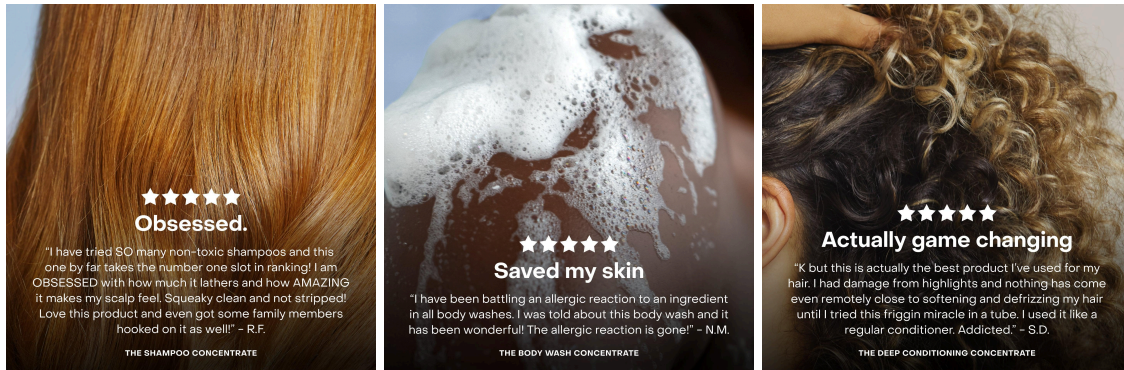
Traditional shower products		Everist concentrates
70% water		No added water
5% moisturizers		50% moisturizers
Made from petrochemicals		Natural, plant-based formula
Plastic bottle		Infinitely recyclable aluminum packaging
Not travel-friendly		TSA travel-approved
<b>30-50 washes</b> <b>10 fl oz • 300 ml</b>		<b>30-50 washes</b> <b>3.4 fl oz • 100 ml</b>

As part of Everist's ongoing commitment to transparency and accountability, they partner with:

- [Leaping Bunny](#)
- [Bluebird Climate](#)
- [SeaTrees](#) and
- [Ocean Positive](#)



These trusted third-party certifications and globally recognized reporting frameworks help them share their progress openly and honestly, with a measurable impact, credibility, and alignment with the highest standards.



# everist™

Products that aren't just better for the planet—they're just better. Period.

