

“Wash with beauty serum”
New! Mofid Shampoo

Beauty power of Persia

The developers of this shampoo pursued the power of Mother Nature based on the principles of “Yunani,” a form of traditional medicine developed in ancient Persia and still practiced today.



Mofid®

Beauty Essence Shampoo

Ziziphus spina-christi
Damask rose water, Damask rose oil
Heracleum persicum extract
Nettle extract, Burdock extract
Chickpea, Pomegranate extract
Sweet almond oil, Date palm extract
Gum arabic, Turmeric extract
Aloe vera extract, Henna extract

Cèdre (Jujubier)
Eau de Rose de damas
Huile de Rose de damas
Extrait de Heracleum persicum
Extrait d'Ortie, Extrait de Bardane
Pois chiches, Extrait de Grenade
Huile d'Amande, Extrait de Dattes
Gomme arabique
Extrait de Curcuma, Extrait d'Aloe vera
Extrait d'Henné

Mofid

Medicinal Benefits and Healing Power of Natural Plants

Carefully-selected ingredients

Point 1 First in Japan! Contains 3 new natural plants

The developers of Mofid Shampoo were the first in Japan to be authorized by the Ministry of Health, Labour and Welfare to use Ziziphus spina-christi, Heracleum, and Chickpeas, which have been known for ages to be beneficial for hair and scalp. These natural plants maximize the effects of the ingredients, and their natural nutrients condition the scalp, nurturing shiny, supple, beautiful hair.

▶ Ziziphus spina-christi (Rhamnaceae)



Cleanses, prevents hair loss, prevents dandruff and itchiness, prevents infection and bacteria

▶ Heracleum (Apiaceae)



Promotes blood flow through scalp, detoxifying agent, enhances absorption of nutrients

▶ Chickpea (Fabaceae)



Contains 9 essential amino acids, activates female hormones, promotes healthy skin, promotes hair growth, prevents inflammation, moisturizes

Point 2 Contains Damask rose oil, the world's finest natural fragrance

Only 1 gram of oil is extracted from 2,500 roses. Because it is so rare, the oil is said to be "more valuable than gold." Enjoy the elegant aroma of natural Damask roses.

Point 3 Uses world's finest Damask rose water

The shampoo uses organic Damask rose water instead of water. It has outstanding antiseptic properties and is a luxurious preservative provided by nature.

Point 4 Natural plants prized as food in their growing regions

Contains natural plants used for medicine, beauty products, and food ever since the ancient Persian era.

Commitment to comfort and safety

Point 1 Germination experiment

Buds of plants sprouted from Mofid Shampoo.



Buds sprouting from shampoo

Buds will sprout when you place seeds that germinate quickly on tissue paper soaked in a dilution of this product.

Point 2 Additive-free

The shampoo is completely free of silicon, paraben, petroleum-based surfactants, mineral oils, artificial colors, synthetic fragrances, phenoxyethanol, and animal-derived ingredients.

《Ingredients that draw out the natural power of plants》

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|------------------------|---|---------------|--|
| Ziziphus spina-christi | Cleanses, prevents hair loss, prevents dandruff and itchiness, prevents infection and bacteria. | Date palm | Moisturizes, nourishes hair. |
| Heracleum | Detoxifying agent, enhances absorption of nutrients. | Gum arabic | Emulsion stabilizer, thickening agent. |
| Chickpea | Contains 9 essential amino acids, promotes hair growth. | Licorice root | Maintains healthy skin, prevents hair loss and breakage, detoxifies. |
| Damask rose oil | Natural fragrance. | Tragacanth | Treatment effect, thickening agent. |
| Damask rose water | Moisturizes, antiseptic and anti-inflammatory properties. | Turmeric | Maintains healthy skin. |
| Pomegranate | Moisturizes, maintains healthy skin, softens skin. | Henna | Prevents static charge, emollient and treatment effect. |
| Nettle | Promotes hair growth, prevents hair loss, nourishes hair. | Cucumber | Emollient effect, maintains healthy skin, vitamin C. |
| Burdock | Moisturizes, prevents dandruff, prevents hair loss, promotes blood flow. | Aloe vera | Moisturizes, prevents hair loss, protects skin. |
| Sweet almond | Emollient effect, protects hair, softens hair. | Olive | Removes active oxygen, anti-aging and anti-allergy properties. |



What is the traditional Persian "Yunani"?

Abbreviation of Persian word "Yunatoppu." A form of traditional medicine practiced in ancient Persia based on ancient Greek medicine and influenced by Egyptian medicine and Indian Ayurveda that has greatly impacted Western medicine. It is considered one of the world's three great medical practices alongside Indian Ayurveda and traditional Chinese medicine. The history of Western medicine only dates back around 100 years, and before that, healing depended on such traditional medical practices based on natural ingredients. This shampoo was developed with the help of Dr. Razani Hossein, Doctor of Agriculture (University of Tokyo).

[Mofid Shampoo] Content 400 ml 8,380yen(excluding tax) Made in Japan, Product name "Mofid Shampoo"

(Ingredients) ROSA DAMASCENA FLOWER WATER, WATER, SODIUM METHYL COCOYL TAURATE, SODIUM LAUROYL ASPARTATE, COCAMIDOPROPYL BETAINE, GLYCERIN, PUNICA GRANATUM FRUIT JUICE, PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) OIL, PHOENIX DACTYLIFERA (DATE) FRUIT JUICE, CITRIC ACID, BETAINE, POLYQUATERNIUM-10, ZIZYPHUS SPINA-CHRISTI LEAF, HERACLEUM SPHONDYLIIUM EXTRACT, IRAKUSA HA EKISU(JTN), ROSA DAMASCENA FLOWER OIL, CICER ARIETINUM SEED POWDER, OLEA EUROPAEA (OLIVE) LEAF EXTRACT, ASTRAGALUS GUMMIFER GUM, PULLULAN, ACACIA SENEGAL GUM, ALOE BARBADENSIS LEAF JUICE, GLYCYRRHIZA GLABRA (LICORICE) ROOT EXTRACT, ARCTIUM LAPPA ROOT EXTRACT, CURCUMA LONGA (TURMERIC) ROOT EXTRACT, CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT, LAWSONIA INERMIS (HENNA) EXTRACT, HYDROLYZED COLLAGEN, GLYCERYL LAURATE, DIPOTASSIUM GLYCERYLPHOSPHATE, BUTYLENE GLYCOL

(To use) Shake well before use since the shampoo is made from many natural plants. Wet hair and scalp thoroughly with warm water. Apply appropriate amount of shampoo on hair. Wash hair and massage scalp, then rinse thoroughly. No need to follow with conditioner or treatment since the shampoo delivers a treatment effect.

(Caution) ● Stop use if irritation occurs on skin. ● If shampoo gets in eyes, rinse well with water. ● Keep out of small children's reach. ● Do not leave in direct sunlight and places with extremely high or low temperature.



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