



THE POWDER SHAMPOO®

Good for You & Good for Earth

Our Story

The Powder Shampoo™ is revolutionising the personal care industry by doing good for you & good for Earth.

We're rewriting the industry's standards with our beauty products, which are made lovingly by us and with your needs in mind, in the most sustainable way possible. We do that by eliminating the most unnecessary ingredient found in today's beauty products – water.

All of our powder-to-foam botanical formulas are 100% water-free, cruelty-free, vegan, naturally-derived, and contain no sulphates, silicones, parabens or synthetic fragrances. All of our packaging is 100% plastic-free and made with recyclable aluminium or paper. With every bottle sold, we plant one tree through our partners at Tree-Nation.

This is our promise to you. We will remain good for you & good for Earth, and spearhead the powder revolution.



Our Values



Planet-First

We tackle climate change head-on with a multi-faceted approach: not only do we create sustainable products for everyday life, but we also combat our minimal carbon emissions by working with our partners at Tree-Nation to plant one tree for every product we sell.

Our goal is to plant one million trees by 2030 and you're helping us get there. There is no "Planet B", so we're committed to doing everything we can to do good for you & good for Earth.



Plant-Powered

Our vegan and cruelty-free products are formulated with 28 botanical extracts and 8 essential oils. The natural properties of each ingredient are harnessed to show real results. We've left out all nasties like sulphates, silicones, parabens, mineral oil, and synthetic fragrances, to provide you with clean and effective plant power.



Plastic-Free

All of our products are 100% plastic-free! Every single one of our bottles and refill pouches is 100% recyclable. Without water in our formulas they're more concentrated so one bottle of The Powder Shampoo is equal to over five bottles & five litres of liquid shampoo - just think about all of the water & plastic saved!

How To Use Our Products

1



Wet your palm and hair or body thoroughly

2



Pour a sufficient amount on your palm or body

3



Lather to activate the foam

4



Rinse your hair or body as usual



THE
POWDER
SHAMPOO

Good for You &
Good for Earth

THYME & BERGAMOT

Inigorating &
Stimulating Shampoo
For Thinning & Ageing Hair

Thym & Bergamote
Shampooing Stimulant & Reaprat
Pour Cheveux Fin & Vieillesant.

Powder
Acti

THE POWDER SHAMPOO®

Good for You & Good for Earth

Strengthening & Soothing Shampoo For Normal & Sensitive Scalp

Infused with Grapefruit Essential Oil to eliminate impurities, Licorice Root for anti-irritation & anti-inflammatory effects and Pre + Probiotics to restore scalp balance. Gentle for daily use and for the family.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle



100g/3.5oz Aluminium Refillable Bottle

Invigorating & Stimulating Shampoo For Thinning Hair

Enriched with Bergamot Essential Oil to boost nutrients & oxygen to the hair. Ginger & Ginseng Extracts to strengthen hair bulb, and Pre + Probiotics to restore scalp balance. Your scalp is fortified and energised; your hair is happy and resilient.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle



100g/3.5oz Aluminium Refillable Bottle

Exfoliating & Balancing Shampoo For Dandruff Flakes

Enhanced with Tea Tree Essential Oil for its anti-bacterial & anti-fungal action, White Willow Tree & Xylitol to remove impurities and keep dandruff away, and Pre + Probiotics to restore scalp balance. Your scalp is calm and flake-free; your hair is happy and soft.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle



100g/3.5oz Aluminium Refillable Bottle

Purifying & Regulating Shampoo For Oily Scalp & Limp Hair

Strengthened with Peppermint Essential Oil to boost circulation, Papaya Enzyme to eliminate sebum build-up, Zinc PCA to prevent bacterial and fungal infections, and Pre + Probiotics to restore scalp balance. Your scalp is refreshed and purified; your hair is happy and rejuvenated.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle



100g/3.5oz Aluminium Refillable Bottle

Energising Day Body Foam Wash To Awaken Your Senses

Fortified with Turmeric, Ginger & Spirulina for their powerful antioxidant & soothing properties. Infused with Lemongrass Essential Oil for its zesty, uplifting aroma. Start your day invigorated with this energy booster. Just the way nature intended.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle

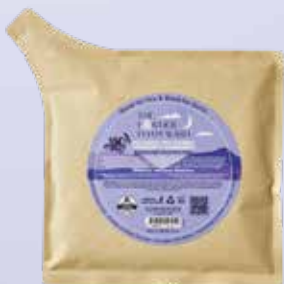


100g/3.5oz Aluminium Refillable Bottle

Relaxing Night Body Foam Wash To Unwind Your Mind

Infused with a soothing blend of Butterfly Pea Flower Extract, Lavender & Chamomile Essential Oils to promote restful & blissful tranquillity. End your day rested, rejuvenated & ready to drift off to the land of dreams. Your skin feels soft & supple. Just the way nature intended.

Also available in :



100g/3.5oz Paper Refill Pouch



20g/0.70oz Aluminium Refillable Bottle



100g/3.5oz Aluminium Refillable Bottle

Our Founder

Lynn Tan is the Founder and CEO of The Powder Shampoo

A veteran in the Hair Care industry. Over the past 20 years, she established a successful beauty distribution business in Asia while also being a mother of 3.

Now, she's taking on the beauty industry with her own eco-conscious brand, which is lovingly formulated & made in Singapore.

What was your inspiration for The Powder Shampoo?

The inspiration for The Powder Shampoo came to me the moment I learnt that Greenhouse Gas Emissions will increase to 49 metric tons by 2030 and will double by 2050, eroding the place we call home. At this rate, the sad reality is that my grandchildren would not have Mother Earth to call home. This fact shook me to my core. I took time to do some soul searching to reflect on my business ethos and how in the grand scheme of things, a lot of old practices did not make sense.

From there, I set out on a mission with a vision to change the way we shampoo. I believe there has to be a better, smarter and more sustainable way for us to care for our hair.

I had the vision to create something that retains the cleansing power of a foaming shampoo yet is also pleasurable, vegan & toxin-free. Most importantly, how could I make it without using plastic packaging?

So thus, The Powder Shampoo was born.



Point of Sales & Events









Media Coverage



THE BUSINESS TIMES

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Redesigning hair care for a sustainable future

Lynn Tan is making shampoo greener by getting rid of the water and plastic in each bottle

By [Name] 27 FEB 2021 1:30 AM

THE POWDER SHAMPOO
A Revolutionary Powder-To-Foam Sustainable Hair Care

- 100% Water-free
- 0% Waste
- 0% Plastic

BREAKING NEWS

- 02:43 AM Singapore has been working to secure food supply: PM Lee
- 02:25 AM Preventing the next stock heat means beating the cyborgs
- 02:53 AM US dollar slides for second week as traders adjust Fed rate hike views
- 02:48 AM Robinhood agrees to settle customer lawsuit over 2020

As a business leader, I can harness my experience and know-how to create a ripple effect that will start the winds of change and break out of the mould we are so accustomed to. Lynn Tan, Founder and CEO of The Powder Shampoo at 26/07/2019 10:14:04 AM

IN EARLY 2021, beauty industry veteran Lynn Tan was inspired to revolutionise the hair care industry after she learnt about the harm that plastic was doing to the environment. As a mother of 3, Ma Tan was motivated by concern for the future her children to create a hair care brand that was sustainable and eco-friendly.

cna LIFESTYLE

She's making shampoo more sustainable by eliminating the most useless ingredient in it — water

After selling two-million bottles of liquid shampoos and beauty products over 20 years, beauty veteran Lynn Tan is rewriting the rules by creating her own water-free powder shampoo. CNA Lifestyle speaks to her for this installment of our women's sustainability series.

Beauty industry veteran Lynn Tan believes that switching from a liquid to a water-free powder shampoo is a huge contribution to the world and our planet. (Photo: The Powder Shampoo)

Did you know that 80 per cent of our regular shampoo is made of water? This water however does not enhance the formula in any way. On the contrary, it dilutes the product so consumers need a larger quantity for a single wash.

"The thing is, when you shampoo, you still need to wet your hair to lather the product. So why do we need to add water to the shampoo formula in the first place?" said Lynn Tan, founder of The Powder Shampoo.

THE POWDER SHAMPOO

The Telegraph

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The new shampoo must-dos

The latest haircare revolution centres on washing in a more eco-friendly manner, with less plastic and more recycling

By Jan Masters
29 March 2022 13:06pm

Another water-free format I tried – and preferred – is powder-to-foam shampoo. I rated *The Powder Shampoo's* range, especially Thyme & Bergamot for thinning and ageing hair (£24.50). In a refillable aluminium bottle, it's tagged as being good for 100 washes. You can sprinkle directly on to wet hair – but if you're hanging your head over the bath it's all a little Shake n' Vac, so I tapped the powder into my palm first. The end result was soft, clean hair with weightless lift.

NYLON

FASHION BEAUTY TRAVEL HOME TRAVEL DESTINATIONS THE BUSINESS

Shampoo Goes Sustainable — In The Form Of Shampoo Bars, Powder Shampoo, And Eco-Friendly Haircare Lines

The Powder Shampoo

We met just the powder-free packaging that's got going on here — no more water. Local brand The Powder Shampoo is straightforward about their stance: less plastic, less water, less waste. Their powder-to-foam shampoos that use the likes of water-free bottles, including their new line of 100% water-free shampoo bars, are a game-changer. Each shampoo is also housed in a recyclable aluminium bottle, so you can be sure to minimize plastic waste with a material that can be recycled multiple times.

While being a new category of shampoos, we can be assured that the ingredients are familiar and very suitable for our hair and scalp — the brand uses more than 20 plant-derived active ingredients, with the key ingredient being 'Thyme-Chemical' technology, which promotes hair growth, overall to every hairline, to make your hair stronger.

2021 01 available online at [thepowdershampoo.com](https://www.thepowdershampoo.com)

Women's Weekly

CAREER

"How I Used Crowdfunding To Start My Eco-Friendly Business In Singapore"

Keen to start your own business? Try these crowdfunding tips from mum-of-three Lynn Tan, founder of The Powder Shampoo

By Louise May | April 23, 2022

You can use your savings to launch your own business. Or you can borrow from a bank or your relatives. Or you can try crowdfunding. This innovative method is based on the concept of raising funding via crowds of people. Crowdfunding is becoming more popular because it is a way to raise money quickly. It's used where traditional banking channels provide only partial and imperfect solutions – or no solutions at all.

Lynn Tan cleverly used crowdfunding to start her own eco-shampoo business.

DAILY VANITY

Refillable skin and hair products in Singapore

The Powder Shampoo Strengthening & Soothing Shampoo

Meet our new favourite homegrown vegan haircare brand, The Powder Shampoo. It's all in the name – this shampoo starts off as a powder, but when you add water to it, it transforms into a soft foam that lathers and cleanses your hair and scalp just effectively as liquid shampoo do.

The formula has deliberately left our water, which revolutionizes the way we shampoo. Free of harsh sulfates, parabens, phthalates, and silicones, all four variants are formulated with plant-powered, naturally-derived ingredients and brewed in cleanest borders.

The Strengthening & Soothing Shampoo is great for those with normal hair and a sensitive scalp. Enriched with aloe vera and easy-to-absorb Essential Oil, it remains impervious to pollution, pollen, dust, and chlorine, while Licorice Root Extract stimulates hair growth.

HONEYCOMBERS

May beauty buys: Planet-friendly powder shampoo, a night serum with three biotics, and a cleanser that doesn't cut it

Available through 8 Apr. 2022

The Powder Shampoo - Exfoliating and Balancing

We need no explanations – The Powder Shampoo is truly an eye-opening. This homegrown option for hair shampoo is kind to your scalp and the planet, but only does it come in a water-free formula. It's also packed in 100% recyclable and reusable aluminum bottles. Available for the right weight (comparable to liquid shampoos), the shampoo releases carbon footprints by over 80% The necessary four plants are for every health use.

Next, we're the product – The brand has a range of hair shampoos to suit all scalp types. I love the exfoliating and balancing shampoo. It's not only kind to your scalp and the planet, but it's also packed in 100% recyclable and reusable aluminum bottles. Available for the right weight (comparable to liquid shampoos), the shampoo releases carbon footprints by over 80% The necessary four plants are for every health use.

The Powder Shampoo, \$18.97 for 100g available while stock lasts. Available through 8 Apr. 2022. The Powder Shampoo, \$18.97 for 100g available while stock lasts. Available through 8 Apr. 2022.

BT Lifestyle

Go green with these local brands

Apr 22 marks Earth Day, but for these businesses, being sustainable is an everyday affair. By Louisa Chan

Green and clean
Lynn Tan, founder of The Powder Shampoo, is a woman who is not only a mother of three but also a successful entrepreneur. She has established a successful hair and beauty distribution business in Asia while also being a mother to her 3 children.

The Powder Shampoo
The Powder Shampoo is a unique, convenient, and sustainable alternative to traditional liquid shampoos. Named after the powder form of shampoo, which comes from the removal of water in the formula and production, powder shampoo reduces your environmental footprint in three ways:
1. Saving clean water, which is a scarce resource that we don't actually need in a shampoo.
2. Decreasing your CO2 emissions per wash by transporting only the good stuff when shipping.
3. Reducing plastic waste, as the packaging can be made from sustainable, recyclable materials.

What pivotal moment led you from being a successful businessman in the distribution industry to venturing into creating your own eco-conscious brand, The Powder Shampoo?
For the last two decades, my sole mission was to advise consumers to purchase high quality of personal care and beauty products and frequently sell a wide variety of these products to them. This was the belief I had for my business to grow its revenue and profits. Then I realised the personal care industry that I belong to has produced over 8 billion metric tons of plastic since 1950. Only 9% of plastic bottles are recycled, 12% are incinerated & 78% have accumulated in landfills. Greenhouse gas emissions will increase to 49% metric tons by 2050 & 91% metric tons by 2060. And a great sense of guilt that I have indirectly contributed to this problem.

Your concern for the environment and the future of your grandchildren will surely be evident. Can you describe how The Powder Shampoo addresses the challenge of reducing greenhouse gas emissions and contributes to a more sustainable personal care industry?
Firstly, the products I have and will create have precious, clean water. It might not be hot of mind in some areas of the world but, according to the CDC, 2 billion people

GETTING AHEAD WITH THE EDGE

BEAUTY

Meet the woman who is creating a shampoo revolution

Jasmine Almin
7/4/2022 • 03:05 AM GMT+08 • 10 min read

Tan: You cannot claim to be sustainable while you are still indulging in plastic packaging. You cannot claim to be sustainable if you are cheating profits as your primary in the company.

Follow us on Facebook and join our Telegram channel for the latest updates.

Over her 20-year journey as an entrepreneur and distributor for internationally-renowned botanical beauty brands such as Phyto, Lierac and Trilogy, Lynn Tan has become more aware of the devastating impact the beauty industry has placed on the environment.

"In recent years, I've become more aware of the facts and figures of climate change. The more I read, the more I knew, the more it bothered me. I started to question the role I play in the ecosystem as a distributor, if I have been part of the problem for the past 20 years?" expresses Tan in an interview with CosmeticsDesign-Asia.

The Powder Shampoo uses a unique mild, sulphate-free, powdered surfactant derived from biodegradable cocount

PLANTING THE SEEDS OF CHANGE

By Louise May

Lynn Tan is the Founder & CEO of The Powder Shampoo. A veteran in the Hair Care industry and over the past 20 years, she has established a successful hair and beauty distribution business in Asia while also being a mother to her 3 children.

"WE BELIEVE GOOD PRODUCTS SHOULDN'T HAVE TO COST THE EARTH. AND REGULAR INNOVATION IS THE ONLY WAY TO SAVE THE CLIMATE CRISIS. WE ALSO BELIEVE SUSTAINABLE PRODUCTS SHOULD BE EFFECTIVE AND A PLEASURE TO USE."
LYNN TAN

What pivotal moment led you from being a successful businessman in the distribution industry to venturing into creating your own eco-conscious brand, The Powder Shampoo?

Your concern for the environment and the future of your grandchildren will surely be evident. Can you describe how The Powder Shampoo addresses the challenge of reducing greenhouse gas emissions and contributes to a more sustainable personal care industry?

The concept of eliminating plastic packaging is a commendable goal. Can you share the process you underwent to develop packaging alternatives for The Powder Shampoo that maintain convenience while minimizing environmental impact?

From the start, I really had to think about what I myself would want as an eco-consumer, and then how to achieve that as a small business. Glass could work, but is too heavy and no one wants broken glass in their shower. Recycled plastic can only be recycled to recycle, and not all types of plastic, so it's just not a viable option to me to be truly sustainable. I settled on aluminium as the material, which is infinitely recyclable and can last your entire lifetime, and then it was working on my first-generation bottle. Since then, we've taken customer feedback into account and changed our caps to be more user-friendly. We also recently upgraded our travel sizes so they're easier to refill and less likely to leak. What our customers think about the product and packing really matters to me, so we'll always be upgrading based on their helpful feedback.

Your commitment to planting one tree with every product sold is a noteworthy initiative. Could you share the inspiration behind incorporating reforestation into your brand's mission and how your vision of this action contributing to the larger goal of combating climate change?

Starting a new eco-conscious brand is great in theory, but the only problem is the problem from here forward. I also wanted to look at the damage that has been done to

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6个洗头坏习惯 害你头皮发痒又脱发!

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The Powder Shampoo 洗更爽

8视界 娱乐生活志

6个洗头坏习惯 害你头皮发痒又脱发!

marie claire

NEW! GLAMOUR A&A & BEAUTY SHOP LIVE! YOUR FAVORITE ENTERTAINMENT TALK SHOWS APPEAR!

Q&A Progress, Colour & Common Britains

WIN products from The Powder Shampoo worth nearly £50

Existing Members

Log In

STYLIST LOVES

Water-conscious products are the next big thing in beauty – 5 brands to know now

Plant-based, vegan, sulphate-free, cruelty-free, water-free, and plastic-free alternatives to liquid shampoo are the next big thing in beauty. Here are five brands to watch, including The Powder Shampoo.

L'OFFICIEL

BEAUTY AWARDS 2022

An Ethical Step Towards Combating Multiple Hair Woes

Transform the way you cleanse your scalp with the world's first revolutionary foaming vegan powder shampoo formula, The Powder Shampoo™

11.02.2022 by Veronic Tia

L'OFFICIEL

BRITISH VOGUE

The Powder Shampoo

The Powder Shampoo* is a powder-to-foam, vegan, cruelty-free, water-free, and plastic-free alternative to liquid shampoo. Available in four color-coded formulas for all hair types: sulfate, silicone, parabens, or synthetic fragrances. Each formula is plant-powered and packed with nature-derived ingredients chosen for their natural but effective results. They also don't contain any sulfates, silicones, parabens or synthetic fragrances, so you can shower with planetary and personal peace of mind.

THE TIMES

Powder planet

A powder-to-foam? Yes, really. Pioneered by experts as an eco-friendly alternative to liquid soaps, powder-to-foam balms and shower products are becoming the force of nature and zero-waste beauty.

The Guardian

Green and Ethical checklist

Commerce with a conscience - these environmentally-balanced businesses are run with strong principles, aiming to be good for the soul and the planet too

Sustainable shower swaps to save the planet

The Powder Shampoo offer a range of powder-to-foam, vegan, cruelty-free, water-free, plastic-free, plant-based and plastic-free alternatives to typical liquid shampoos and body washes, which are good for you and good for Earth.

Their products are available in four scalp-specific shampoo and now two new second-skin body wash formulas. Each formula is plant-powered and packed with nature-derived ingredients chosen for their natural but effective results. They also don't contain any sulfates, silicones, parabens or synthetic fragrances, so you can shower with planetary and personal peace of mind.

The Powder Shampoo's packaging is also 100% recyclable and plastic-free. Their bottles are made from aluminium and their refill pouches are made from compostable paper.

Use code GREEN20 for 20% off and visit thepowderzshampoo.com or scan the QR code for more.

The Guardian

Family checklist

Take care of your family, whether they're babies, toddlers or teenagers, with our selection of creative ideas, fabulous foods and educational essentials

Read more online! Visit checklist.guardian.com and follow us @theguardian

Sustainable showers for all the family

The Powder Shampoo offer a range of powder-to-foam, vegan, cruelty-free, water-free and plastic-free alternatives to typical liquid shampoos and body washes, which are good for you and good for Earth.

Their products are available in four scalp-specific shampoos and now two new mood-enhancing body wash formulas. Each formula is plant-powered and packed with nature-derived ingredients chosen for their natural but effective results. They also don't contain any sulfates, silicones, parabens or synthetic fragrances, so you don't have to worry about what's in your shower.

The Powder Shampoo's packaging is also 100% recyclable and plastic-free. Their bottles are made from aluminium and their refill pouches are made from compostable paper. Their 100g bottles contain more than 200 washes, so you have more than enough for the family in a single bottle. The refill pouches are designed with a convenient funnel corner to make refilling and reducing plastic waste even easier.

They plant one tree for every product sold in a bid to offset the world's carbon emissions, and their goal is to plant 1 million trees by 2025. If you purchase directly from their website, you can dedicate your trees with a special message - a great way to get the gift message!

To use, simply wet your hands or hair thoroughly, sprinkle on the powder, then lather and rinse like a typical liquid shampoo.

Planet-first, plant-powered and plastic-free. Join #ThePowderRevolution today.

THE POWDER SHAMPOO

Use code FAMILY20 for 20% off and visit thepowderzshampoo.com or scan the QR code for more.

STYLIST

Shop the vegan powder-to-foam shampoo from The Powder Shampoo

heat world

They plant one tree for every product sold in a bid to offset the world's carbon emissions, and their goal is to plant 1 million trees by 2025. If you purchase directly from their website, you can dedicate your trees with a special message - a great way to get the gift message!

To use, simply wet your hands or hair thoroughly, sprinkle on the powder, then lather and rinse like a typical liquid shampoo.

Planet-first, plant-powered and plastic-free. Join #ThePowderRevolution today.

Testimonials



Claudine, Switzerland

"The bottle is very pretty and doesn't let moisture in. I recommend this product because it is effective and helps preserve our planet!"



Anita, Switzerland

"This shampoo is simply great. It's innovative features does not take away from a normal shampoo experience."



James, Australia

"I love how The Powder Shampoo feels! Feels so silky on my scalp and it is so healthy for Mother Earth."



Katherine, United States

"I tried The Powder Shampoo for the first time last night and I loved it. I am so impressed with this plastic free shampoo alternative."



Peter, Hong Kong

"The Powder Shampoo is a unique and special experience. I like that it's environmental friendly and it lathers smoothly."



Ema, Indonesia

"I love The Powder Shampoo! It makes my scalp clean. The smell is subtle and nice!"



Cazi, Philippines

"I'm surprised as how it lathers my long hair, it feels clean & refreshed after washing. I love the smell."



Veron, Malaysia

"I am surprised how The Powder Shampoo keeps my hair soft without conditioner! It smells good and relaxing."



Atilla, Switzerland

"The Powder Shampoo is really easy to use. It lathers very quickly and the smell is very pleasant! It is an economical and eco-friendly solution."



Monika, Singapore

"I love it! The Powder Shampoo is easy to use, very convenient for traveling. It's environment friendly."



Vanessa, Singapore

"I tried out the Purifying & Regulating Shampoo. The minty cooling feeling is so refreshing!"



Kelvin, Malaysia

"I have short hair but very oily scalp. When I used this shampoo, it smelled good and I feel refreshed after using"



Karen

"After I try the body wash it is super nice n after using my skin is very smooth."



Fas

"My daily shower routine has become more invigorating and relaxing after trying out the Energising Day body wash."



Nana

"One of the advantages is that they are lightweight and easy to travel with, as they don't take up much space in your luggage."



Priscilla

"When it comes to relaxing the senses, I always find the scent of lavender so uplifting and it's one of my favourites for its calming effect, especially after a long day."

Satisfied Customers







THE POWDER FOAM WASH

Good for You & Good for Earth