



Merweyl.
1993

MIRACLE POWDER 3in1 hair | shower | shave

Shampoo, body wash and shaving foam all in one product: VEGAN ; GLUTEN FREE & REDUCED PACKAGING

Three grams. And only three grams. This white powder is the cutting edge of natural cosmetics 100 % natural cosmetics, certified by BDIH, vegan and gluten-free. A brilliant concept since water is a valuable resource with a reduction to the essentials!

The formula combines valuable, natural ingredients such as gluten-free wheat protein hydrolysate, extracts of witch hazel and horse chestnut to create an innovative, water-free product. The paper sachets contain the perfect amount of powder – the powder is either applied to wet hair or can be worked into a rich lather with a sponge

Benefits the skin, benefits the environment

The entire packaging consists of renewable raw materials and is Made in Germany. The folding box is manufactured from wood harvested within a radius of 150 kilometers, the paper sachets are biodegradable and have an innovative internal coating made from a plant-based biopolymer – hence the reduced packaging, less weight, easier transport, smaller volume, shorter distances, and less packaging weight are benefiting the environment.

Application

Upon contact with water, the Magic Powder transforms into a rich and luxurious lather. A miracle product that will revolutionize your shower experience. You will love its delicate scent and high-quality ingredients. The hair is strengthened, and its natural quality restored, while the body enjoys gentle care with a shower and shave.

Rinse body and hair. Turn off the water, apply the contents of the sachet to one spot on the wet hair and lather. Gather the foam from your hair for cleaning your body and shaving. You can create more foam at any time by re-foaming your hair. Without shampooing: empty the content of the sachet onto a wet sponge. Each sachet contains enough powder for a single use.

Content & ingredients

VEGAN

SKIN COMPATIBILITY DERMATOLOGICALLY TESTED

BOX & SACHETS MADE FROM RENEWABLE RAW MATERIALS

CERTIFIED NATURAL COSMETICS MADE IN GERMANY

INGREDIENTS: SODIUM BICARBONATE, SODIUM MYRISTOYL GLUTAMATE*, TALC, MALTODEXTRIN, CITRIC ACID, XANTHAN GUM, HYDROLYZED WHEAT PROTEIN, AESCULUS HIPPOCASTANUM (HORSE CHESTNUT) SEED EXTRACT, HAMAMELIS VIRGINIANA (WITCH HAZEL) LEAF EXTRACT, PARFUM**, LIMONENE***, LINALOOL***, CITRAL***

- * mild plant-based surfactant
- **natural fragrance mixture
- ***from natural essential oils

The comparison of conventional liquid cosmetics (e.g. shampoo and body wash) to plaine Pulverwunder speaks for itself:



Liquids

Amount of waste/based on mineral oils/plastic/aluminum **waste: 96 grams**

Approx. 25/30 days of showering and shampooing daily. Plus additional packaging for the shaving product

High energetic effort for the production and recycling processes

These 2 containers, when **full, weigh 470 grams**. Reason: formulas contains at least 70% valuable water

More weight and volume mean more trucks and increased exhaust emissions



plaine Pulverwunder 3in1

Amount of waste/plant-based sachets **compostable: 49,4 grams**

Exactly 30 days of showering, shampooing and shaving daily

Cradle to cradle concept

The full package with 30 sachets **weighs 145 grams**. Reason: pure, dry extracts. No waste of water

Less volume/transportation weight, leading to fewer trucks and less exhaust emissions.

Natural cosmetics for the Hospitality Sector

Miracle Powder is the perfect product for Hotels, Bed & Breakfast, Lodges who wish to ensure a healthy and sustainable environment. The small sachets are light, don't take up much space, are leakproof and can even be carried by the end user in the hand luggage when traveling by air. The paper sachets are

manufactured from renewable materials and are even compostable – that makes them the perfect “travel companion”.

How to Use the Powder?

Here you can see how the Mircacle Powder works:

<https://www.plaine.de/produkte/pulverwunder/>

BDIH natural cosmetics Seal:

In the growing natural cosmetics market, credibility is essential ! Therefore PLAINE® products are certified by BDIH natural cosmetics, one of the leading certification organizations in Europe:

https://www.kontrollierte-naturkosmetik.de/e/index_e.htm