



Julia Du Sartel

Founder of Maison Hädenn

By I FEEL GOOD event

Julia, Tell us about yourself and your journey

I am Julia, I'm 29 years old and I am passionate about cosmetics. After several years in the world of finance, I have created Maison Hädenn, an innovative and responsible shampoo, I did put all my energy into a cause that is close to my heart: helping those who want to go zero-waste and natural more easily. and above all... with pleasure.

Maison Hädenn, what is it ?

It's a new zero-waste alternative, a diluting powder shampoo! An innovative and sustainable concept: a shampoo powder to be diluted at home with water in a refillable glass bottle that can be reused indefinitely.

It makes it possible to obtain a zero-waste shampoo while retaining the pleasure of a liquid shampoo when shampooing.

Beyond being innovative, it is also an eco-designed shampoo from A to Z: natural Breton ingredients, eco-responsible packaging (an eco-refill + a reusable glass bottle), manufacture in Brittany, a 100% biodegradable formula and above all a format healthier and more ecological powder!

Why did you choose the particular shampoo?

I realised that the classic shampoo industry is all about selling us bottled water! Buying a bottle of classic shampoo ultimately comes down to buying a bottle:

- In plastic
- Filled to more than 80% with water
- Which ends up in the trash

I then realised that I wanted to propose a new, more ecological solution to focus on the essentials: a healthy, natural and effective formula.

What is the benefit of the powder format?

The powder format is both greener and healthier. It has the advantage of being lighter and less bulky, which makes it possible to further reduce the CO2 impact linked to the weight / volumes transported. In addition, this anhydrous format makes it possible to limit the use of preservatives.

How many products will Maison Hädenn's range offer?

At the moment, I am launching this first shampoo which is suitable for all types of hair and hair types, even the most sensitive. Other products will arrive later.

Tell us about your shampoo formula?

The formula was created exclusively by Maison Hädenn in collaboration with a laboratory expert in natural active ingredients. After months of research, that's it, we've finally found the perfect formula.

Foam shampoo, this point was very important and above all respects the scalp.

Because our hair is like plants, there's no point in caring for it if we don't take care of the roots first.

We obtain a gentle, natural and healthy shampoo even for the most sensitive scalps.

What about the ingredients you use?

The active ingredients are 100% natural, organic and Breton. They have been selected for their exceptional virtues: red algae for soft and hydrated hair, an unprecedented buckwheat active ingredient which is a source of Phyto-keratin for fortified and shiny hair. And finally hemp to protect and nourish in depth.

Will your products have any certifications or labels? Is it important to you?

I prefer the "sensible" to the "certified" but I think that the certifications are nevertheless a point of reference and a source of confidence for the consumer so yes the shampoo is in the process of organic certification with Ecocert and the mention of a formula Vegan and "Suitable for sensitive scalps" will also be indicated.

In addition, the formula is 100% biodegradable, a claim that can be made after having passed a very strict regulated test protocol on the subject, as is the claim concerning a sensitive scalp.

How to reconstitute your liquid shampoo at home?

Maison Hädenn shampoo is very quick and easy to prepare:

- Fill the bottle with hot water
- Add directly the ready-to-use shampoo powder already dosed in the eco-refill
- Shake vigorously for 30 seconds, and you're ready to go!

What are the main values of Maison Hädenn?

"Hädenn" means seed in Breton. The idea that we sow beauty and goodness through our daily actions by consuming better with quality products that are better for us and the environment. Beyond an ecological dimension, Maison Hädenn is also a committed brand. 1% of the collection of pre-sales currently in progress on Kiss Kiss Bank Bank will be donated to an association which accommodates pregnant women in precarious situations.

Where can we buy your products?

The products are available for pre-orders until July 13 on the crowdfunding platform on the Kiss Kiss Bank Bank website. They will then be available for purchase on the Maison Hädenn website from fall.

What is your greatest pride?

The user's feedback! The formula was co-created with a panel of testers who version after version helped us come up with this perfect formula! The shampoo is popular because, beyond being eco-responsible, it is above all an ultra-effective and sensory shampoo.

You will find Maison Hädenn at stand 111, at **I FEEL GOOD** event, Espace Champerret Paris, on September 22 and 23, 2022.



Find the launch campaign [**HERE**](#)

