

NATURAL
HAIRCARE



BOD
FOOD



Suffering from chronic fatigue and autoimmune conditions, BodFood founder Linda Ireland ditched everything with potential hormone-disrupting chemicals in an effort to heal.

Frustrated by a lack of effective hair care with natural ingredients, she decided to make her own dry shampoo that guaranteed effectiveness and safe formulations. BodFood was born to solve a problem for her and every woman: to provide salon-quality hair care with no nasties.

“Don’t put on your body what you wouldn’t put in your body.”

Determined to heal herself and help other women like her, she developed her first natural shampoo formula with an Australian chemist. After receiving glowing feedback from focus groups, it prompted her to start the company and eventually bring 12 products to market.

Vitamins, Superfoods & Magic

Driven by a desire to provide affordable hair care that outperforms non-natural formulations, BodFood products are packed full of vitamins, superfoods and even crystals that nourish and heal your hair.

Developed on Queensland’s Sunshine Coast, Linda created each product to help protect and nourish hair exposed to the Australian way of life: salt, sun and UV.

BodFood’s products help women heal both physically and mentally. BodFood positively contributes to the world, not only with its natural ingredients but by promoting health overall and supporting sustainability with ethical, vegan-friendly formulations.

Love & Magic

Made for women by a woman





Moisture & Magic

**Yas Queen, we
put crystals in
our haircare!**

Why? Because your hair is your crown and beauty belongs to you! Wear it proud.

Apart from crystals & magic, BodFood's mission is to make clean products more accessible and create a new industry standard. People with sensitivities shouldn't be the exception. Our products make sure every ingredient benefits not just your hair, but your overall health.

You can tick all of the green, sustainable, and quality ingredient boxes.

- Naturally derived and organic
- Environmentally conscious practices
- Australian-made
- Women-owned
- Crazy effective
- Sustainable
- Cruelty-free
- 100% vegan
- Sulphate and paraben-free

Love Linda and the BodFood team xo





Nourishing Oils & Magic

Nourishing oils for glowing growing hair

Salon-quality natural hair care full of VITAMINS, SUPERFOODS and CRYSTALS to nourish and repair your hair.

BodFood uses NOURISHING OILS & SUPERFOODS FOR SHINE, REPAIR & MOISTURE:

- ✓ Jojoba Oil
- ✓ Argan Oil
- ✓ Avocado Oil
- ✓ Flaxseed Oil
- ✓ Macadamia Oil
- ✓ Dragonfruit
- ✓ Tasmanian Bluegum
- ✓ Ginseng
- ✓ Nettle
- ✓ Waratah

BodFoods VITAMINS & MAGIC:

- ✓ Vitamin B5
- ✓ Vitamin E
- ✓ Ethically sourced rose quartz





Love & Care

Community Shares

” Great for long, coloured hair. It's brought my waist-length hair back to life.

Toni

100%
would recommend to family and friends

86%
experienced more moisturised hair

85%
claimed products more effective than others

67%
preferred our natural ingredients

” I've tried every hair product for curly hair ever made and never found anything as good as the BodFood Sea Salt spray! It is the best!

Mia



Moisture & Shine

Maxim Moisturising Shampoo

Hair Diagnosis

Dry | Medium/Thick Hair

Description

Gently cleanses your hair whilst delivering direct hydration to the hair cuticle

Ingredients

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Quinoa -

Composed of seventeen amino acids to enhance hair moisturisation

Elderflower -

A powerful conditioning agent that builds protein hydrolysate to add moisture to the hair

Maxim Moisturising Conditioner

Hair Diagnosis

Dry Hair

Description

Deeply moisturising and nourishing for hair. Recommended for dry & brittle hair

Ingredients

INGREDIENTS: Aqua, Glycerin, Cetearyl Alcohol, CocoCaprylate, Behentrimonium Chloride, Polyquaternium-10, Argania Spinosa Kernel Oil (Argan Oil) *, Olea Europaea (Olive) Fruit Oil*, Persea Gratissima (Avocado) Oil*, Linum Usitatissimum (Flax) Seed Oil*, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panthenol, Panax (Ginseng) Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima (Waratah) Flower Cellular Extract, Polyquaternium-7, Phenoxyethanol, Ethylhexylglycerin, Sodium Edetate, Parfum, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Quinoa -

Composed of seventeen amino acids to enhance hair moisturisation

Elderflower -

A powerful conditioning agent that builds protein hydrolysate to add moisture to the hair



Volume & Shine

Voluminous Shampoo

Hair Diagnosis

Thin Hair | Hair Growth

Description

A unique blend of botanicals that infuse volume into the hair cuticle to generate hair growth and shine

Ingredients

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Sodium Lauroamphoacetate, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Hydrolyzed Rice Protein, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid *Certified Organic Ingredients

Hero Ingredients

Rice protein-

Infuses volume directly into the hair cuticle

Ginseng and Rosemary-

Both promote healthy growth by increasing the dermal cells on the scalp, encouraging new growth and preventing hair thinning

Voluminous Conditioner

Hair Diagnosis

Thin Hair | Hair Growth

Description

Cleanses your hair without weighing it down. Use regularly for healthy, full-bodied, voluminous locks

Ingredients

INGREDIENTS: Aqua, Glycerin, Cetearyl Alcohol, Behentrimonium Chloride, Coco-Caprylate, Argania Spinosa Kernel Oil (Argan Oil)*, Panthenol (ProVitamin B5), Polyquaternium-10, Polyquaternium 7, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Chamomilla Recutita (Matricaria) Flower Extract*, Hydrolyzed Rice Protein, Olea Europaea (Olive) Fruit Oil*, Persea Gratissima (Avocado) Oil*, Prunus Amygdalus Dulcis (Almond) Oil*, Phenoxyethanol, Ethylhexylglycerin, Parfum, Sodium Edetate, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Rice protein-

Infuses volume directly into the hair cuticle

Argan Oil-

Moisturises and conditions both the scalp and the hair follicles. The oleic acid, linoleic acid and squalane replenish and hydrate the hair



Repair & Protect

Strength and Repair Shampoo

Hair Diagnosis

Dry | Heat Styled Hair

Description

Nourishing oils to protect the hair from breakage and split ends during brushing or heat-based styling

Ingredients

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Hylocereus Undatus Fruit (Dragonfruit) Extract*, Eucalyptus Globulus Leaf (Tasmanian Blue Gum) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Jojoba -

Rich in vitamins and minerals that nourish, strengthen and protect the hair to keep it thick and shiny

Dragonfruit-

Dragonfruit contains iron which is responsible for carrying oxygen to your hair roots which stimulates healthy hair growth

Strength and Repair Conditioner

Hair Diagnosis

Dry | Heat Styled Hair

Description

A deeply nourishing and restorative formulation suitable for dry, brittle, coloured and heat styled hair

Ingredients

INGREDIENTS: Aqua, Glycerin, Cetearyl Alcohol, Behentrimonium Chloride, Coco-Caprylate, Argania Spinosa Kernel Oil (Argan Oil)*, Panthenol (ProVitamin B5), Polyquaternium-10, Hylocereus Undatus Fruit (Dragonfruit) Extract*, Polyquaternium 7, Eucalyptus Globulus Leaf (Tasmanian Blue Gum) Extract*, Olea Europaea (Olive) Fruit Oil*, Linum Usitatissimum (Flax) Seed Oil*, Hydrolyzed Quinoa, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Persea Grattissima (Avocado) Oil *, Phenoxyethanol, Ethylhexylglycerin, Parfum, Sodium Edetate, Citric Acid *Certified Organic Ingredients

Hero Ingredients

Argan Oil-

Moisturises and conditions both the scalp and the hair follicles. The oleic acid, linoleic acid and squalane replenish and hydrate the hair

Avocado Oil-

Helps tame frizz, promote hair growth, moisturize, strengthen and repair. Seals the cuticles to reduce breakage



Moisture & Tone

Blondie Shampoo

Hair Diagnosis

Blonde/Silver with Slight Brassiness

Description

Used to balance out any yellow/grey tones and for blondes looking for an over toned silver effect

Ingredients

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Citrullus Lanatus Fruit (Watermelon) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, CI 60725, CI 60730, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Watermelon extract -

A powerful conditioning ingredient that leaves the hair smooth and tangle-free

Hydrolyzed Quinoa-

Improves hair colour uptake by up to 20% so you can enjoy longer-lasting results

Blondie Conditioner

Hair Diagnosis

Damaged Brassy Hair

Description

Deeply nourishing, detangling and hydrating to the hair whilst toning blonde and grey hair

Ingredients

INGREDIENTS: Aqua, Glycerin, Cetearyl Alcohol, Behentrimonium Chloride, Coco-Caprylate, Argania Spinosa Kernel Oil (Argan Oil) *, Panthenol (ProVitamin B5), Polyquaternium-10, Hydrolyzed Quinoa, Linum Usitatissimum (Flax) Seed Oil*, Polyquaternium 7, Squalane, Citrullus Lanatus Fruit (Watermelon) Extract*, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Phenoxyethanol, Ethylhexylglycerin, Sodium Edetate, CI 60725, CI 60730, Parfum, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Watermelon extract -

A powerful conditioning ingredient that leaves the hair smooth and tangle-free

Hydrolyzed Quinoa-

Improves hair colour uptake by up to 20% so you can enjoy longer-lasting results



Volume & Style

Organic Dry Shampoo

Hair Diagnosis

Oily | Sensitive Scalp

Description

The product you just can't live without. Keeps your hair feeling fresh and clean whilst nourishing your scalp.

Ingredients

INGREDIENTS: Zea Mays (Corn) Starch, *Maranta Arundinacea (Arrowroot) Powder, Bambusa vulgaris (Bamboo) Powder, Santalum Album (Sandalwood) Powder, Sodium Bicarbonate, Actium Lappa (Burdock) Root Powder, Althaea Officinalis (Marshmallow) Root Powder, *Aloe Barbadensis (Aloe Vera) Leaf Powder, Kaolin Clay, Citrus Grandis (Grapefruit) Peel Oil, Salvia Sclarea (Clary Sage) Oil. *Certified Organic Ingredients

Hero Ingredients

Rose Quartz -

Ethically sourced Rose Quartz. Because your hair is your crown and beauty belongs to you! Wear it proud.

Bamboo extract -

Also known as bamboo silica which supports the production of collagen for healthy hair and scalp

Organic Sea Salt Spray

Hair Diagnosis

Fine | Limp Hair

Description

Creates gorgeous volume and beachy curls with aloe vera and olive oil to provide hydration and balance

Ingredients

INGREDIENTS: *Aloe Barbadensis (Aloe Vera) Leaf Juice, Maris Sal (Pacific Sea Salt), Sucrose (Cane Sugar) Extract, *Maris Sal (Celtic) Sea Salt, Rosmarinus Officinalis (Rosemary) Leaf Extract, Olea Europaea (Olive) Leaf Extract, Citrus Aurantifolia (Lime) Oil, Salvia Sclarea (Clary Sage) Oil, Sodium Levulinate, Sodium Anisate, Cellulose, Citric Acid, Glycerin. *Certified Organic ingredients
Allergens: Linalool, Limonene, Citral, Geraniols

Hero Ingredients

Rose Quartz -

Ethically sourced Rose Quartz. Because your hair is your crown and beauty belongs to you! Wear it proud.

Aloe Vera -

Contains vitamins A, C, and E which all contribute to cell turnover, promoting healthy cell growth and shiny hair



Moisture & Shine

Shine and Moisture Hair Serum

Hair Diagnosis

Dry / Frizzy Hair

Description

Transforms dry, damaged and dull hair into shiny, silky, healthy locks. Suitable for all hair types.

Ingredients

INGREDIENTS: Cyclopentasiloxane, Dimethiconol, Argania Spinosa (Argan) Kernel Oil*, Tocopherol (Vitamin E), Macadamia Integrifolia (Macadamia) Seed Oil*, Parfum.. *Certified Organic Ingredients

Hero Ingredients

Argan Oil -

Moisturises and conditions both the scalp and the hair follicles. The oleic acid, linoleic acid and squalane replenish and hydrate the hair and prevent frizz

Macadamia Oil-

Rich in fatty acid it helps to add shine, strengthen & nourish the hair follicles, preventing hair loss and brittle strands

Nourishing Hydration Mask

Hair Diagnosis

Dry / Damaged Hair

Description

Intensive hydration treatment to deeply penetrate the hair follicles to repair breakage, split ends & dry hair

Ingredients

INGREDIENTS: Aqua, Behentrimonium Chloride, Cetearyl Alcohol, Glycerin, Coco-Caprylate, Olea Europaea Fruit (Olive) Oil*, Argania Spinosa (Argan) Kernel Oil*, Polyquaternium 10, Hydrolyzed Quinoa, Polyquaternium 7, Chamomilla Recutita (Matricaria) Flower Extract*, Hydrolyzed Jojoba Esters, Fragrance, Panthenol, Sambucus Nigra (Elderflower) Extract*, Hylocereus Undatus Fruit (Dragonfruit) Extract*, Eucalyptus Globulus (Tasmanian Blue Gum) Extract, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Sodium Edetate.

*Certified Organic Ingredients

Hero Ingredients

Jojoba -

Rich in vitamins C, B, E, copper and zinc to help strengthen, protect and repair in order to keep your hair thick and shiny

Tasmanian Bluegum/Eucalyptus -

A potent botanical scalp & hair treatment that strengthens, boosts shine & stimulates follicles for healthier hair growth

Heal & Hydrate

Nourishing Body Balm

Skin Diagnosis

All skin types

Description

A deeply hydrating & nourishing body balm, high in antioxidants & vitamins C, B & E to heal & protect skin

Ingredients

INGREDIENTS: Aloe Barbadensis Leaf Juice*, Coco Caprylate, Glycerine, Cetearyl Alcohol, Dicaprylyl Carbonate, Capric/Caprylic Triglycerides, Glyceryl Stearate Citrate, Polyglyceryl-3 Stearate, Panthenol, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract*, Davidsonia Pruriens (Davidson Plum) Fruit Extract*, Citrus Australasica (Finger Lime Caviar) Fruit Extract, Citrus Glauca (Desert Lime) Fruit Extract, Hibiscus Sabdariffa (Hibiscus) Flower Extract, Tocopherol (Vitamin E), Eucalyptus Globulus (Eucalyptus) Oil, Leptospermum Petersonii Oil, Xanthan Gum, Ethylhexylglycerin, Phenoxyethanol, Citric Acid. *Certified Organic Ingredients

Hero Ingredients

Aloe Vera-

Stimulates the production of hyaluronic acid, collagen and elastin fibers in the skin. It is also very soothing, cooling and hydrating

Kakadu Plum extract -

This nourishing & hydrating botanical stimulates the growth of collagen & helps to reduce fine lines & wrinkles

Coming Soon

Travel Maxim Moisturising
Shampoo & Conditioner



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