

Nécessaire Detox Shampoo Short-Form Script

Healthy hair starts with removal, not addition.

But most routines work the opposite way.

They focus on what to add, not what stays behind.

Over time, what doesn't wash out builds up, and defines your hair—duller, heavier, harder to clean.

And your haircare routine stops cutting through it.

Nécessaire Detox Shampoo is designed to reset the scalp and hair's clean state, clearing what even your shampoo leaves behind.

Hair feels like hair again.

And your expensive routine starts working the way it's meant to.