



Perfect hair? Good for you. For the rest of us, there's Theorie.

Whether your hair is beautiful or compromised, it always can be better. Our professional line of shampoos and conditioners use an advanced oxygen-infused technology that unleashes the true potency of MOROCCAN ARGAN OIL, HELICHRYSUM, GREEN TEA and GRAPEFRUIT to better cleanse, condition and reform hair.

Use better products. Get better hair. That's our Theorie.

