

shear miracle

O R G A N I C S

[SHEARMIRACLEORGANICS.COM](http://SHEARMIRACLEORGANICS.COM)

# COMPANY OVERVIEW

## Our Story

Robyn Atticks, founder of Shear Miracle Organics and a professional second-generation hair stylist decided it was time to raise the bar when it came to the term “organic salon products.”

After discovering how truly dangerous many of the ingredients in salon products were, she and her family decided to open the first organic salon in Lancaster, PA. Robyn started her quest to find the perfect pure product line for her salon and her clients and quickly became dismayed. Many of the products that were labeled ‘organic’ or ‘all natural’ were not natural at all! The few she did find that met that standard were either too expensive or did not work properly, and some of them even contained harmful ingredients. She decided it was time to create a product that was both superior according to industry standards, yet affordable to salon customers. Shear Miracle Organics was born. Robyn began to work with an organic formulator who had over 40 years of experience as a master herbalist. Over the past nine years, Shear Miracle Organics has evolved into a company which offers a full line of hair, skin, body, baby and pet products.

“Our philosophy is simple, Shear Miracle Organics uses only the purest ingredients available to achieve a professional salon result. It is our promise to never sacrifice either professional quality or organic purity.”

“We truly came to believe in how essential pure products really are when we learned that our skin, the body’s largest organ, absorbs up to 70% of what is put on it. Because of this, Shear Miracle Organics products contain only ingredients which are proven to be beneficial to both hair and body. In fact, all of our products are VEGAN, GLUTEN-FREE, GMO-FREE, ALL ORGANIC and Peta and Leaping Bunny CRUELTY-FREE Certified.”

“In our opinion for a product to be truly “organic,” it needs to be made with only 100% certified organic or wild-crafted ingredients.”



*All Organic*

*Cruelty Free*

*Vegan*

*Gluten Free*

*non GMO*

# EXECUTIVE PROFILE



## About Robyn

Robyn's passion is people. When she is not spending time with her family, one of her favorite places to be is behind the salon chair fulfilling her mission to make her clients feel beautiful and healthy - inside and out.

*Professional  
Quality Natural  
Purity*

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"Toxic chemicals are everywhere, in the air we breathe, the water we drink and the food we eat. Some of these things are unavoidable, but we can also make choices to reduce the amount of chemicals we put into our bodies, and Shear Miracle Organics is making those choices more accessible. The best part is that the products are not only healthy, but they also work!"

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SHEAR MIRACLE ORGANICS MEDIA KIT • [SHEARMIRACLEORGANICS.COM](http://SHEARMIRACLEORGANICS.COM)

# PRODUCTS

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## Haircare



*Achieve Finishing Lotion*



*Elevate Spray Gel*

## Skincare



*Absolute Perfection Cleanser  
- Clear Skin*



*Absolute Perfection Moisturizer  
- Clear Skin*

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## Body



*Body Butter Orange/  
Ylang Ylang*

## Baby & Kids



*Baby Miracles Body Wash  
& Shampoo*



*Baby Miracles Massage  
Cream*

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## Pets



*Organic Pet Pack*

# Shear Miracle Organics Makes The Cut

Sophie Azouaou, of Step Into My Green World, explains how to Eliminate Bad Hair Days with Shear Miracle Organics!

Sunnie Brook, celebrity hairdresser, previous salon owner & educator, make-up artist & beauty blogger teaches how to have Curls While You Sleep with Shear Miracle Organics Elevate Spray Gel.

Spring Fling Fashion Show to raise money for women & children in need locally

Photographs of the 2013 Lucky Girls Fundraiser held on Saturday, Oct. 18.

# CUSTOMER REVIEWS



“ I love using Shear Miracle Organics in my salon because it is as pure as it gets! It works so well and makes my clients’ hair shiny and manageable! New clients come to our salon from other cities just to experience the organic environment and products.”

- Cathy H., owner of POSH Salon



“ I have been using Shear Miracle Organics products in my salon exclusively since I opened in 2013. As a salon owner and a hairstylist, I have devoted my career to not only giving people the information they need to make healthier and more responsible choices, but to also expose these hair care and cosmetic companies that are misleading us as consumers. Thanks to Shear Miracle Organics I can use and promote a company with integrity.”

- Bruno, owner of John Bruno Vegan and Organic Salon

“ I first saw a brochure for Shear Miracles products in my doctors office, and then I placed my first trial order. Soon I was trying more and more of their products. I love their products and love that I can use stuff that is safe on my skin and hair! ”

- Martia S.

“ I’ve been using your products for six years now and love how healthy my hair looks and feels! Also, I had my hair stylist use your hair spray on my up do for my wedding day, and she was really impressed with it (I think she was hesitant to use a pump style of hair spray, but was pleasantly surprised by how well it worked!).”

- Rachel M.

“ I love Shear Miracle Organics products! Started using them when Pure Essence Organic Salon first opened and have been using them ever since! The Shine Like a Star Serum and Shampoos are my absolute favorite products! Thank you Robyn for creating the best organic products!”

- Carrie G.



“ I have been using your products for about 3 years and LOVE them! Not just because they are organic, but because it is the only product that works with my naturally curly hair. I have started using some of the skin care products & love those also. Thank you for making this wonderful product! ”

- Sally

# CONTACT US

*non GMO* *Gluten*  
*All Organic* *Free*  
*Vegan*

**Robyn Atticks, CEO**

## Contact Information

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## Website:

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## Social Media:

Facebook: [facebook.com/shearmiracles](https://facebook.com/shearmiracles)

Twitter - [twitter.com/ShearMiracles](https://twitter.com/ShearMiracles)

Pinterest - [pinterest.com/ShearMiracleOrg](https://pinterest.com/ShearMiracleOrg)

YouTube - [m.youtube.com/user/ShearMiracleOrganics](https://m.youtube.com/user/ShearMiracleOrganics)

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## The Team

*Julie Ann Stylist*

*Jestine Salon Relationship Cultivator*

*Dianne Salon Production Administrator*

*Don Customer Service Specialist*

