

Jhirmack Launches Everyday Silver Shampoo and Conditioner

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A daily care system designed for the unique texture of gray & silver hair

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/EINPresswire.com/ -- JHIRMACK LAUNCHES EVERYDAY SILVER SHAMPOO & CONDITIONER:

A DAILY CARE SYSTEM DESIGNED FOR THE UNIQUE TEXTURE OF GRAY & SILVER HAIR

This year, Jhirmack expands its silver hair expertise with the launch of Everyday Silver Daily Restorative Shampoo and Conditioner, a daily care system designed specifically for the evolving needs of gray, silver, and white hair.

While many products in the category focus primarily on neutralizing brass, the reality is that going gray isn't just a color change — it's a texture transformation. As hair loses pigment, strands become coarser, wirier, drier, and more brittle, with many consumers also experiencing increased thinning and manageability challenges.

Jhirmack's Everyday Silver collection was developed to address these structural shifts, delivering a non-toning daily care solution designed to soften, smooth, and improve elasticity. The first silver-pigmented system of its kind in the mass market, it enhances the natural brilliance of gray and silver hair — leaving strands brighter, healthier-looking, and more luminous.

PRODUCT HIGHLIGHTS

Everyday Silver Daily Restorative Shampoo

- Gently cleanses gray hair without stripping moisture
- Silver pigments help enhance the natural brilliance of gray and silver hair
- Softens coarse, brittle strands for improved manageability
- Peptides and biotin help fortify while vitamin E and rice protein deeply hydrate



Jhirmack Everyday Shampoo & Conditioner

- The result: Softer, glossier silver strands with reduced fly-aways
- Everyday Silver Daily Restorative Conditioner
- Hydrates without heaviness, leaving gray hair soft, bouncy — never greasy
 - Silver pigments help enhance the natural brilliance of gray and silver hair
 - Smooths and detangles coarse, wiry strands
 - Peptides and biotin help fortify while shea butter and rice protein moisturize
 - The result: Radiant, fuller-looking silver hair that's frizz-free and soft to the touch

The collection is vegan and cruelty-free, and formulated without parabens, sulfates, silicones, phthalates, or artificial colors. The Everyday Silver system complements Jhirmack's best-selling Silver Brightening Purple Toning Shampoo and Conditioner, allowing consumers to build a complete routine, using Everyday Silver for daily cleansing and conditioning, and Silver Brightening 1–3 times per week to help remove brass and maintain brightness.

Jhirmack Everyday Silver Shampoo & Conditioner launched in February 2026 and are available at Walmart, HEB, Amazon and other fine retailers, with a suggested retail price of \$6.99 each.

ABOUT JHIRMACK

For decades, Jhirmack has championed silver and gray hair with formulas designed specifically for its unique needs. Because at Jhirmack, it's simple: Your Silver, Your Spotlight.

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