

PRORITUALS®

SEE THE LATEST NEWS, INFORMATION, ETC. ABOUT PRORITUALS

SUPER FORM

FIRM HOLD HAIRSPRAY

NON-AEROSOL FINISHING SPRAY

Super Form Firm Hold Hairspray is a versatile non-aerosol styling spray with a firm hold formula that keeps styles in place. This non-aerosol Hairspray will give you a beautiful high-gloss sheen without the build-up or flaking. It provides a brushable hold option and memory which locks your look in place. Supreme holding power with a delightful fruity apple fragrance keeps your hair tame and frizz-free while smelling great.

PARABEN-FREE

SULFATE-FREE

GLUTEN-FREE

KEY BENEFITS:

- Non-Aerosol
- Firm Hold Formula
- High Shine
- No Residue
- Adds Volume and Lift at the root
- Suitable for all hair types

*Not available in all states

EGO BOOST

INSTANTLY DELIVERS ALL-OVER VOLUME AND TEXTURE

Ego Boost Texture Powder instantly delivers all-over volume and texture to all hair types. Our unique delivery system evenly disperses a light veil of product onto the root, providing a maximum boosting lift, separation, and mattifying effect. Tapioca Starch naturally absorbs oil from hair, distributing easily without leaving a white cast or visible residue. Build body with ease with just a few pumps at the root of the hair, massage to activate, and style as desired.

PARABEN-FREE

PHTHALATES-SULFATE-FREE

GLUTEN-FREE

PRORITUALS®
EGO BOOST
TEXTURE POWDER

1oz. (32g)



LET'S GET SOCIAL: PEEK-A-BOO PURPLE

The look of the month comes from @caydensara.



BRUNETTE BALAYAGE



Long layers with root smudge and balayage using Pro Platinum 9 + Bondor

Hair by: Karla Vasquez
Model: Lori Leib



MONTHLY COCKTAIL

Volume & Texture Foam & Ego Boost Texture Powder

Apply Volume & Texture Foam to towel-dried hair from roots to ends to create incredible volume and to add thickness to the hair without weighing it down. Blow dry as usual with a flat or round brush.

Once hair is dried, apply Ego Boost Texture Powder from roots to ends for added texture that will maintain the longevity of the blowout and style.

Ego Boost can be used on 2-3 day-old hair to help absorb oils and style the hair. Ego Boost is also excellent for up-dos or wedding styles; the grippy formula will ensure these styles last all night!

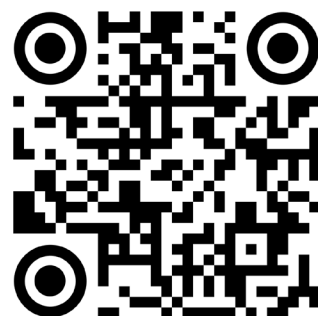


WILLIAM WHATLEY

METALLICS RIBBON TECHNIQUE



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STEP-BY-STEP
TUTORIAL



BARBERING TRENDS

Over all men's barbering trends are going from polished to casual. We are seeing a lot of buzz cuts, bleached out hair and tousled beach looks – less is more and we like it that way! Use our Volume & Texture Foam to create the perfect 'post beach swim' hair.



Fall 2022 Hair Trends:



BUTTERSCOTCH BABE

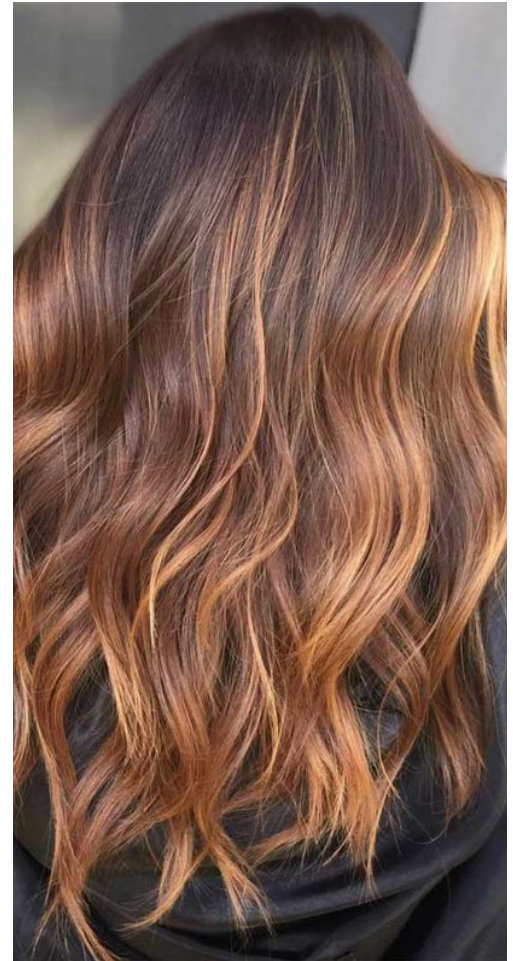
With hints of summer sun, this rich caramel blonde shade showcases darker roots with creamy blonde ends and a hint of Auburn lowlights. GORGEOUS!



SOFT COOL BLACK

Black hair doesn't always need to be harsh and intense. This soft cool black look gives striking romance and depth to the hair and really flatters a warm skin tone.

AUBURN FADE



Auburn hair is made for fall. With the Auburn Fade you get the warmth and depth of Auburn brunette, faded into a blonde – easy to maintain and stunning.

APRICOT, WHY NOT?



Apricot Red is a brighter take on Copper Red. This orange-toned red is the perfect way to add major eye-catching appeal to natural red hair.



CARAMEL TOFFEE SWIRL

For all the brunettes out there, we are seeing a beautiful swirl of rich caramel and toffee. Bringing warmth, light and dimension to brunette hair and adding just the right amount of blanding.



ROOT MELT SANDY BLONDE

As your bright blondes transition to a color more manageable for Fall, the root melt is a popular choice. Root melting helps to de-intensify harsh transitions which is usually done on wet hair to help it benefit from the porosity. By melting the colors together, a very natural, 'lived-in' look is created. The look can be done from brunette to blonde or vice versa, but the whole idea is that the transition from one color to the other is soft and seamless.

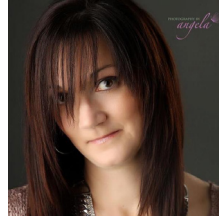
MEET THE TEAM



Richie Munoz
New Jersey @richie_fresh24



Jeffrey James
@hairslayer1129



Tracy Mckain
@tracy_mckain



Sami Haberkorn
St. Louis, Missouri @cosmic_stylist



Danny Rivera
Las Vegas, NV @burningupvogue



Emily Murphy
@ehm.murph.hair



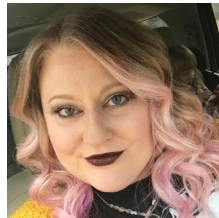
Michael Kunz
Florida @michaelangelo13



MaryAnn Minella
@mlmhairshop



Destiny Whatley
@destinyshairlounge



Shalon Wilson
Georgia @razzledsalon



Karla Gomez
@karlagomezhair



Amanda Wilson
Greenville, South Carolina @elevatecolor1980



Karla Vasquez
@Darla_who



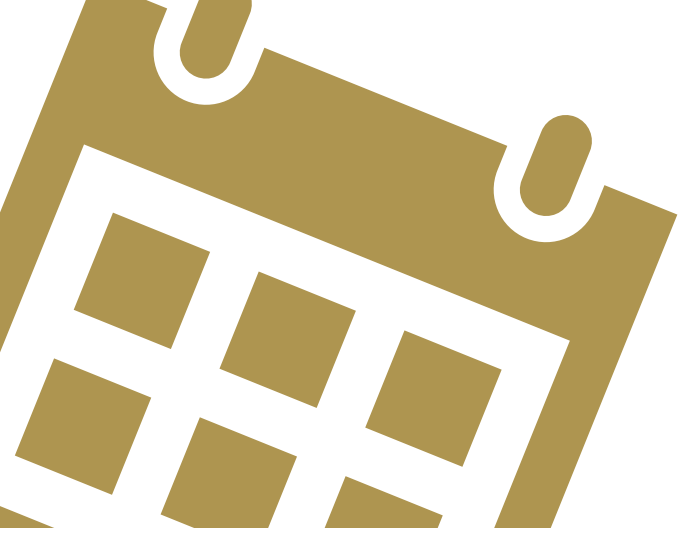
Cyndie Makarewicz
Detroit, Michigan @cyndiemakarewicz

PRORITUALS HOTLINE

+1-833-4RITUAL | +1-833-474-8825



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FALL 2022 EVENTS

SMITH'S BEAUTY SUPPLY

DATE/TIME: **SEPTEMBER 26TH**

EUGENE BEAUTY SHOW

DATE/TIME: **OCTOBER 17TH**

EUGENE BEAUTY HANDS ON COLOR & CUTTING TRAINING

DATE/TIME: **OCTOBER 17TH**

THE BIRMINGHAM, ALABAMA SHOW

DATE/TIME: **OCTOBER 23 & 24**

EGO BOOST TEXTURE POWDER LAUNCH INSTANTLY DELIVERS ALL-OVER VOLUME AND TEXTURE LIVE WEBINAR

Ego Boost Texture Powder instantly delivers all-over volume and texture to all hair types and lengths. Our unique delivery system evenly disperses a light veil of product onto the root, providing a maximum boosting lift, separation, and mattifying effect. Tapioca Starch naturally absorbs oil from hair, distributing easily without leaving a white cast or visible residue. Build body with ease with just a few pumps at the root of the hair, massage to activate, and style as desired.

DATE/TIME: **Monday September 12th, 2022 | 10:00am PST**

DURATIIN: **1 HOUR**

WEBINAR ID: **892 8814 0474**

PASSWORD: **313553**

FALL IN LOVE WITH AUTUMN: A COLOR FOCUS LIVE WEBINAR

Take your sun-bleached summer hair from drab to fab with Autumn's rich copper, brown and red tones.

DATE/TIME: **Monday October 10th, 2022 | 10:00am PST**

DURATIIN: **1 HOUR**

WEBINAR ID: **843 0799 6973**

PASSWORD: **671852**

DISTRIBUTOR SPOTLIGHT

OCEAN SALON SYSTEMS

LAKWOOD, NEW JERSEY

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