

Product guide for

PROFESSIONAL STYLISTS

NEÄL  WOLF®



Tailored for your success



Neäl & Wolf was born out of frustration. With over 30 years' experience within the hair industry, founder Neil Capstick saw salons buying large ranges of products they'd never use - and, in fact, never sell.

We saw this as an opportunity. By listening to the needs of both salon owners and stylists', we evolved our range of essential products for men, women and the home – not just here today, gone tomorrow fads.

Each luxurious styling product is designed to nourish the hair using our rich formula.

SIX STAGES, ONE RESULT - PERFECTION.

Our products have been specifically created for the six different stages of treatment:

CLEANSE / CONDITION / PROTECT / STYLE / FINISH / INDULGE

So no matter what hair type your client has or style they are looking to achieve, you can turn to a single, affordable brand that delivers on performance and value. Put simply, every product in our collection will become an essential part of your salon.





NEAL & WOLF INDULGENCE REDEFINED

RITUAL

/

Daily Cleansing Shampoo

*Gently cleanses the hair
leaving it full of shine*

WHAT YOU NEED TO KNOW

Ritual is designed to gently cleanse the hair. It removes oil and dirt from the hair and scalp and prevents it from being redeposited, leaving it fresh, shiny and ready for styling.

WHAT MAKES IT SO SPECIAL?

Ritual combines silk and milk proteins to boost vital moisture levels and reduce flyaway hair. The finishing touch is the liquid shea extract, which delivers brilliant shine. The end result - luxurious, easy-to-manage, radiant locks.

HOW TO GET THE BEST RESULTS

Massage directly into wet hair, then rinse and repeat. Use with Ritual Daily Conditioner for optimum effect.

DID YOU KNOW?

Proteins are the building blocks of your hair so adding more silk protein helps to retain hydration giving greater flexibility. The natural ingredients in Ritual will also nourish the scalp.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 250ml



RITUAL

/

Daily Conditioner

For wonderfully smooth results

WHAT YOU NEED TO KNOW

Ritual is a weightless conditioner that instantly detangles the hair, leaving it perfectly smooth and ready for styling.

WHAT MAKES IT SO SPECIAL?

Silk protein complex delivers vital moisture while shea butter extract creates brilliant shine. The result? Luxurious, easy-to-manage, radiant locks.

HOW TO GET THE BEST RESULTS

Massage through wet hair, leave for 30 seconds then rinse out thoroughly.

DID YOU KNOW?

The natural ingredients in Ritual will also nourish the scalp so make sure you work all the way down to the roots.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 200ml





HARMONY

/

Intensive Care Shampoo

*Helps repair and revitalise
damaged hair*

WHAT YOU NEED TO KNOW

Harmony has been specifically created to help restore, rebalance and re-energise damaged hair, transform texture and appearance, and help to provide colour protection.

WHAT MAKES IT SO SPECIAL?

Harmony includes a combination of nutrient-rich camellia seed oil and argan oil, for incredible shine, and silk protein complex, which is proven to provide moisture from within. The end result — shiny, healthy-looking and manageable hair.

HOW TO GET THE BEST RESULTS

Massage directly into wet hair, then rinse and repeat. Use with Harmony Intensive Care Treatment for optimum effect.

DID YOU KNOW?

Silk proteins can hold many times their own weight in moisture, which makes Harmony Shampoo the perfect product to rehydrate dry hair.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 250ml



HARMONY

/

Intensive Care Treatment

Helps repair and transform damaged hair

WHAT YOU NEED TO KNOW

Harmony intensive care treatment has been specifically created to help repair damaged hair.

WHAT MAKES IT SO SPECIAL?

Thanks to the unique combination of intensive conditioners, Harmony delivers an instant transformation, leaving hair shiny, healthy-looking and manageable. The end result – a difference in texture and appearance that is truly stunning.

HOW TO GET THE BEST RESULTS

Massage through wet hair, leave for 3-5 minutes then rinse out thoroughly.

DID YOU KNOW?

Harmony deeply penetrates through all of the cuticle layers in the hair shaft, ensuring a more intense deposit of moisture compared to a regular conditioner. You can also use Harmony and Glow together to create a shine-boost treatment, excellent for thick and coarse hair.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 200ml





NEAL & WOLF INDULGENCE REDEFINED

AMPLIFY

/

Volumising Shampoo

*Designed to cleanse
and enhance*

WHAT YOU NEED TO KNOW

Amplify Volumising Shampoo blends panthenol, silk, milk and wheat proteins to lift and condition even the finest of hair without creating build-up.

WHAT MAKES IT SO SPECIAL?

Our unique formulation helps the hair to retain water and feel thicker and stronger after each wash.

HOW TO GET THE BEST RESULTS

Massage directly into wet hair, then rinse and repeat. Use with Amplify Volumising Conditioner for optimum effect.

DID YOU KNOW?

Amplify is part of our range of volumising products. It is designed to improve manageability and create a natural body and shine. Use with Uplift Volumising Spray to generate even more volume.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 250ml



AMPLIFY

/

Volumising Conditioner

A luxurious boost for your hair

WHAT YOU NEED TO KNOW

Amplify Volumising Conditioner gently conditions even the finest of hair using shea butter and silk proteins to make it bigger, beautiful and even more glossy.

WHAT MAKES IT SO SPECIAL?

Amplify Conditioner contains Pro Vitamin B5, which hydrates, conditions without leaving build-up and helps hair to attract and retain water. Whilst Shea butter helps to revitalise damaged or brittle hair, replenishing moisture and repairing breakages.

HOW TO GET THE BEST RESULTS

Massage directly into wet hair, then rinse and repeat. Use with Amplify Volumising Shampoo for optimum effect.

DID YOU KNOW?

Amplify is part of our range of volumising products. It is designed to help strengthen, enrich and enhance your hair. Use with Elevate Volumising Lotion for even more volume.

PROFESSIONAL SIZE 950ml

RETAIL SIZE 200ml





BLONDE

Purple Brightening Shampoo
Protects and enhances
blonde or lightened hair

WHAT YOU NEED TO KNOW

Blonde has been specially designed to protect and enhance blonde or lightened hair. Use Blonde Purple Brightening Shampoo after blonde colouring treatments to remove brassy tones. Or, use in between colouring sessions to re-fresh blonde hair and highlights.

WHAT MAKES IT SO SPECIAL?

Our unique blend of wheat proteins and glycerine offers long-lasting colour protection while helping to safely neutralise brassy tones, to ensure luxuriously healthy-looking and brighter hair.

HOW TO GET THE BEST RESULTS

Wash hair in hot water to open the cuticle, then apply a generous amount of Blonde Purple Brightening Shampoo and massage from roots to tips. Allow to sit for one to two minutes. Rinse, and repeat if necessary.

DID YOU KNOW?

Wheat proteins, also known as hydrolysed keratin, strengthen the hair. It also provides moisture to reduce the risk of breakage and ensures hair stays gorgeous for longer.

PROFESSIONAL SIZE 950ml
RETAIL SIZE 250ml



BLONDE

Purple Brightening Conditioner
Nourishes and moisturises
blonde or lightened hair

WHAT YOU NEED TO KNOW

Blonde nourishes and moisturises blonde or lightened hair, to keep it looking and feeling stunning, manageable and silky smooth.

WHAT MAKES IT SO SPECIAL?

Blonde's unique infusion of violet pigments keeps hair bright and light for longer.

HOW TO GET THE BEST RESULTS

After cleansing with Blonde Purple Brightening Shampoo rinse hair with hot water. Apply a generous amount of Blonde Purple Brightening Conditioner and massage thoroughly, from roots to tips. Leave for one to two minutes. Rinse, then repeat if necessary.

DID YOU KNOW?

Blonde Conditioner contains Pro Vitamin B5, which hydrates, conditions without leaving build-up and helps hair to attract and retain water.

PROFESSIONAL SIZE 950ml
RETAIL SIZE 200ml





SILK

/

Smoothing Blow-dry Balm

Put an end to tangles and frizz

WHAT YOU NEED TO KNOW

Silk is our smoothing blow-dry balm that helps to tame tangles and refine frizz.

WHAT MAKES IT SO SPECIAL?

The hydrating wheat protein complex provides moisture, balance and manageability to the hair. It is this that also keeps the hair looking fuller yet controlled. The end result - sleek, straight and silky-smooth hair.

HOW TO GET THE BEST RESULTS

Apply evenly throughout towel-dried hair.
Blow-dry the hair using your preferred styling brush to achieve a sleek straight style.

DID YOU KNOW?

Silk is the perfect choice for clients who desire a silky-smooth, straight finish - whatever their hair type.

RETAIL SIZE 200ml



FORM

/

Sculpting Lotion

Volume and control when styling

WHAT YOU NEED TO KNOW

Form is a liquid mousse that offers a light-to-medium hold and is ideal for creating volume and aiding control during styling.

WHAT MAKES IT SO SPECIAL?

Form has been designed to help shape and hold the look you want, with the added benefit of head-turning texture and stunning shine. Offering medium hold, Form also helps to retain moisture and eliminate static.

HOW TO GET THE BEST RESULTS

Apply evenly throughout towel-dried hair.
Style with heat to achieve a light-to-medium hold.

DID YOU KNOW?

You can use Form to create and adapt different styles - from enhancing curls to smoothing ends. It's also great for male styling.

RETAIL SIZE 200ml





SHAPE

/

Pliable Paste

Lets you style hair to create outstanding hold

WHAT YOU NEED TO KNOW

Shape is a great finisher for short hair styles and offers incredible hold.

WHAT MAKES IT SO SPECIAL?

Shape is a texturing paste that has been specially formulated to give unbeatable hold. The end result - improved definition in shorter styles.

HOW TO GET THE BEST RESULTS

Apply to dry hair with fingertips to add texture and definition.

DID YOU KNOW?

By combining Shape and Glow then applying to dry hair, you can actually reduce the hold of Shape but increase the shine in the hair.

RETAIL SIZE 100ml



GLOW

/

Super Shine Spray

For all-over shine that leaves hair glowing

WHAT YOU NEED TO KNOW

Glow is a weightless spray serum that adds beautiful, deep and lasting shine.

WHAT MAKES IT SO SPECIAL?

Glow's unique formula helps to smooth hair, control frizz and reduce static. The end result - incredible all-over shine that leaves hair glowing.

HOW TO GET THE BEST RESULTS

Simply spray evenly over dry hair to create incredible shine.

DID YOU KNOW?

Glow can be mixed with any of the other Neäl & Wölf products to add shine. For thick, coarse hair, try mixing Glow and Silk together as a blow-dry cream.

RETAIL SIZE 100ml





FIX

/

Hold & Shine Spray

For long-lasting results

WHAT YOU NEED TO KNOW

Fix is a hold and shine spray that has been designed to give maximum long-lasting hold while intensifying the hair's natural shine.

WHAT MAKES IT SO SPECIAL?

Fix is a pump-action hairspray that contains a non-drying alcohol. It is two parts hold and one part shine, and even protects the hair from the environmental factors that could otherwise ruin a beautiful hair style. The end result – all-day hold with radiant shine.

HOW TO GET THE BEST RESULTS

Spray 30cm away onto dry hair until the desired hold and shine is achieved. Alternatively, if you want to create volume, spray onto wet hair and dry in at the root.

DID YOU KNOW?

On its own, Fix is a mild and gentle product, but it is very adaptable and can be mixed with other Neäl & Wølf products to create a more intense hold. For the most extreme hold, use Fix and Shape together – great for short, textured styles.

RETAIL SIZE 250ml



AURA

/

Hair and Body Fragrance

To revitalise and refresh

WHAT YOU NEED TO KNOW

Aura is Neäl & Wølf's signature scent that can be used on the hair and body.

WHAT MAKES IT SO SPECIAL?

Perfect for revitalizing hair and body, its unique blend of oriental orange blossom with white thyme engages and awakens the senses, revealing delicate undertones of saffron, lily and vanilla. This lasting fragrance also provides hair with shine.

HOW TO GET THE BEST RESULTS

Aura will help to revitalise hair in between washes. Simply spritz all over the hair and body for a lasting fragrance.

DID YOU KNOW?

Consumers loved the signature fragrance of our Neäl & Wølf products so much that we bottled it.

RETAIL SIZE 50ml





GUARD

/

Heat Protection

Helps defend hair from heat damage

WHAT YOU NEED TO KNOW

Guard helps protect the hair from heat damage associated with styling tools.

WHAT MAKES IT SO SPECIAL?

Every time you use a heated styling tool it damages the cuticle by burning the carbon and hardening the keratin. In simple terms, it ruins the flexibility of the hair. The silk protein complex in Guard locks in moisture, protecting against heat up to 220°C. At the same time, a film-forming polymer guards cuticles from moisture loss during styling, keeping them soft and smooth. The end result - healthier-looking hair that looks amazing.

HOW TO GET THE BEST RESULTS

Simply apply Guard to wet or dry hair to protect it from heat styling.

DID YOU KNOW?

Limananthes Alba seed oil, one of the ingredients in Guard, is made up of a long chain of fatty acids, and it is these that help shield hair from damage. This vital ingredient not only protects the hair, but also ensures it has a glossy and vibrant finish.

RETAIL SIZE 150ml



CONTROL

/

Flexible Styling Aerosol Hairspray

Giving finished hair an all-day hold

WHAT YOU NEED TO KNOW

Control is a flexible styling aerosol hairspray that works on all hair types.

WHAT MAKES IT SO SPECIAL?

Control contains Pro vitamin B5, providing humidity protection. The end result - your finished style is equipped with added control for the entire day.

HOW TO GET THE BEST RESULTS

Shake well. Hold can upright and spray in sweeping motions approximately 15cm from the finished style. Avoid contact with eyes.

DID YOU KNOW?

Control is designed to give a flexible hold to finished hair so your clients will benefit from hair that looks natural and not laden in product, with a style lasting all day.

RETAIL SIZE 250ml





VELVET

/ *Nourishing Hair Oil* *Transforming unruly hair*

WHAT YOU NEED TO KNOW

Velvet is designed to transform rough, unruly hair into healthy-looking smooth and nourished hair.

WHAT MAKES IT SO SPECIAL?

Velvet blends together three natural oils; argan, avocado and jojoba, to help reduce colour fade and turn untamed hair into healthy-looking hair. The end result - hair with a gorgeous natural shine.

HOW TO GET THE BEST RESULTS

Apply a small amount of Velvet to clean damp hair and style as desired. Alternatively, apply the oil to dry hair for a perfect finish and to give the hair a natural shine.

RETAIL SIZE 100ml



UPLIFT

/ *Volumising Mist* *For a flexible, long-lasting, voluminous hold*

WHAT YOU NEED TO KNOW

Uplift Volumising Mist has been specifically developed to enhance volume, even in high humidity. Our unique blend of panthenol and silk proteins creates a strong, long-lasting but flexible hold, leaving you with gorgeous, glossy hair for up to 48 hours.

WHAT MAKES IT SO SPECIAL?

This unique formulation allows the product to be brushed out without leaving residue.

HOW TO GET THE BEST RESULTS

Spray onto towel-dried hair before blow-drying. For even greater volume, use with Amplify Volumising Shampoo and Conditioner.

DID YOU KNOW?

Uplift is part of our range of volumising products. It is designed to help strengthen, enrich and enhance your hair. Pair with Enhance Volumising Mousse for even more body and shine.

RETAIL SIZE 100ml





ELEVATE

/

Volumising Lotion

*Improves body and texture,
leaving hair shiny and manageable*

WHAT YOU NEED TO KNOW

Elevate is a volumising lotion that allows you to say goodbye to drab, limp locks and hello to luxuriously thick hair, full of body.

WHAT MAKES IT SO SPECIAL?

Its specially selected ingredients reduce static and add a spectacular glossy finish, so you can keep even more control over your hair.

HOW TO GET THE BEST RESULTS

Apply evenly throughout towel-dried hair. Then use a large round brush to achieve the ultimate volume when blow-drying.

DID YOU KNOW?

Elevate forms part of our range of volumising products designed to produce a high-volume finish. Pair with Fix Hold & Shine Spray for maximum volume.

RETAIL SIZE 200ml



ENHANCE

/

Volumising Mousse

For a long-lasting hold

WHAT YOU NEED TO KNOW

Enhance Volumising Mousse is designed to give your hair long-lasting volume with a durable hold. It improves body, shine and manageability, and provides thermal protection.

WHAT MAKES IT SO SPECIAL?

As a light, pump-action mousse, Enhance creates intense body and volume. It also protects your hair against heat – even in high humidity.

HOW TO GET THE BEST RESULTS

Begin with lightly towel-dried hair. Shake can, and then add a small amount to palms and massage into hair from root to tip, applying more if necessary. Comb through hair with a wide-tooth comb, and then blow-dry to finish.

DID YOU KNOW?

Enhance is part of our range of volumising products. It is designed to improve manageability and leave a natural-looking body and shine. Use with Uplift Volumising Mist for even more volume.

RETAIL SIZE 250ml





NEÄL & WØLF®

INTRODUCING

EXTRAORDINARY COLOUR

BY NEÄL & WØLF

Introducing Neäl & Wølf's debut collection of 129 luxurious permanent hair colours. Each one offers your salon savings of up to 50% versus most branded alternatives, your stylists the creative freedom to formulate no fewer than 169 gorgeous shades with confidence and your clients the vivid, professional-standard, long-lasting colours they desire.

We are also ICC, in line with other major colour brands, meaning it couldn't be easier for you to make the switch.



NEW



PROFESSIONAL COLOUR CARE

PROFESSIONAL PERMANENT COLOUR

WHAT MAKES IT SO SPECIAL?

Permanent Colour combines pure pigment with the finest ingredients, such as organic essential botanical extracts, to significantly enhance each hair from the inside out. Available in 129 shades, creating no fewer than 169 gorgeous colours, Permanent Colour allows stylists to stay one step ahead with the ultimate colour palette. Our bespoke formulation is enriched with vitamin C, which has antioxidant properties to help retain hydration and reduce damage caused by UV rays, resulting in longer-lasting colour.

HOW TO GET THE BEST RESULTS

Dilute Permanent Colour with Cream Peroxide (5, 10, 20, 30, 40% vol) and mix evenly.

DID YOU KNOW?

Permanent Colour uses the latest generation of colours to ensure an impressive, long-lasting finish every time.

MIXING RATIO

Combine Neäl & Wølf Permanent Colour with Cream Peroxide at a ratio of 1:1.5. The tube size is 100ml so at a mixing ratio of 1:1.5 this gives 250ml in the bowl, providing great value for money compared to other brands.



SIZE
100ML

PROFESSIONAL COLOUR CARE

PROFESSIONAL ULTRALIFT & TONERS

WHAT MAKES IT SO SPECIAL?

Ultralift & Toners combines pure pigment with the finest ingredients, such as organic essential botanical extracts, to significantly enhance each hair from the inside out, giving up to 5 levels of lift and tone in one easy step. Cool undertones deliver clean, fresh and gorgeous blondes. Our bespoke formulation is enriched with vitamin C, which has antioxidant properties to help retain hydration and reduce damage caused by UV rays, resulting in longer-lasting colour.

HOW TO GET THE BEST RESULTS

Dilute Ultralift & Toners with 40 vol Cream Peroxide and mix evenly.

DID YOU KNOW?

Ultralift & Toners use the latest generation of colours to ensure an impressive, long-lasting finish every time.

MIXING RATIO

Combine Neäl & Wølf Ultralift & Toners with Cream Peroxide at a ratio of 1:2. The tube size is 100ml so at a mixing ratio of 1:2 this gives 300ml in the bowl, providing great value for money compared with other brands.



PROFESSIONAL COLOUR CARE

PROFESSIONAL CREAM PEROXIDE

WHAT MAKES IT SO SPECIAL?

Cream Peroxide has an exceptionally creamy formulation enriched with Limnanthes Alba seed oil. This allows it to quickly and easily transfer colour and guarantees optimum bonding with the hair cuticle, giving natural gloss with a silky touch and enhanced manageability - leaving a gorgeous, healthy-looking shine.

HOW TO GET THE BEST RESULTS

Dilute Permanent Colour with Cream Peroxide 10, 20, 30 and 40 vol. To create a demi-permanent system, add chosen colour only into the bowl and beat for 5 minutes to remove most of the ammonia, then add in 5 Vol, bind together and then let sit for a further 5 minutes and mix evenly.

DID YOU KNOW?

Limnanthes Alba seed oil has unique cosmetic qualities. It helps protect skin and hair by forming a defensive film across the scalp and around each strand. By actively helping to repair the structural cuticle, Limnanthes Alba oil helps to maintain bright, hydrated, healthy-looking hair.

MIXING RATIO

Combine Permanent Colour with Cream Peroxide at a ratio of 1:1.5.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
BLEACHING	Bleach Powder 2 (scoop measures) & Peroxide 20/30/40 vol. 100ml	30 - 50 min
HIGHLIGHTS	Bleach Powder 1 (scoop measure) & Peroxide 20/30/40 vol. 50ml	15 - 30 min
COLOUR REMOVER	Bleach Powder 2 (scoop measures) & Peroxide 20/30/40 vol. 100ml	20 - 40 min
COLOUR REMOVER HAIR WASHING	Bleach Powder 1 (scoop measure) & Shampoo 5ml & Peroxide 10 vol. 100ml	5 - 10 min



PROFESSIONAL COLOUR CARE

ILLUMINATION CREAM BLUE BLEACH

WHAT MAKES IT SO SPECIAL?

Illumination Cream Blue Bleach is perfect for partial or complete lightening of the hair by up to seven levels. Our specialist blend is fast, easy to use and safe to use on the scalp up to 30 vol. It includes an anti-yellowing formula and can be used alongside any technique or bleaching tool.

HOW TO GET THE BEST RESULTS

Combine Illumination Cream Blue Bleach with Cream Peroxide using the mixing ratio displayed in the table.

DID YOU KNOW?

This specialist formula includes Limnanthes Alba oil, a naturally protective substance that creates a defensive film around each hair to hydrate, moisturise and help to give optimum lift.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
SCALP BLEACHING	1:1.5 up to 1:2 (no higher than 30 vol on scalp)	30 – 50 min
HIGHLIGHTS	1:1.5 or 1:2 (10,20,30,40 vol)	15 – 30 min



PROFESSIONAL COLOUR CARE

LIGHTENING BLEACH POWDER

AVAILABLE IN
WHITE AND BLUE

WHAT MAKES IT SO SPECIAL?

White or Blue Lightening Bleach Powder is perfect for creating a uniformed look across all lengths of hair. Our specialist formula is easy to use, significantly lightens hair up to seven levels and perfectly prepares hair for precision lifting.

HOW TO GET THE BEST RESULTS

Combine White or Blue Lightening Bleach Powder with Cream Peroxide and mix well – refer to the table for mixing ratios of each ingredient. Our Lightening Bleach Powder creates a soft, uniform and creamy consistency, making it ideal for bleaching, highlighting and colour removal.

DID YOU KNOW?

White Lightening Bleach Powder lifts any hair type up to seven levels from its natural tone.

Blue Lightening Bleach Powder contains excellent anti-yellow action and blue micro-pigments. This will neutralise unwanted warmth for a softer, more natural blonde.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
SCALP	1 part bleach powder to 1.5 to 2 parts peroxide (no higher than 20 vol on the scalp)	30 – 50 min
HIGHLIGHTS	1 part bleach powder to 1.5 to 2 parts peroxide (10/20/30/40 vol peroxide)	15 – 30 min



FOIL-FREE ILLUMINATION CLAY BLEACH

WHAT MAKES IT SO SPECIAL?

Foil-free Illumination Clay Bleach is a unique formulation that offers stylists even more creative freedom. Its thick texture doesn't require foil to function and dries on the outside of the hair shaft while retaining moisture on the inside, allowing stylists to monitor the colouring progress closely.

HOW TO GET THE BEST RESULTS

Combine Foil-free Illumination Clay Bleach with Cream Peroxide at the correct ratio and mix well. Apply to hair, leave to develop and then rinse away.

DID YOU KNOW?

This unique formulation does not drip, allowing for incredible precision and optimum free-hand application.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
FREE HAND	1:1 up to 1:3 (20,30,40 vol)	30 – 50 min



ULTIMATE 9 TONALISING BLEACHING POWDER

WHAT MAKES IT SO SPECIAL?

Ultimate 9 Tonalising Bleaching Powder is a unique formulation that lightens all hair types up to nine levels, delivering a cool undertone. When combined with Cream Peroxide, it develops the perfect consistency for precision colouring with foil and freehand techniques.

HOW TO GET THE BEST RESULTS

Combine bleaching powder with Cream Peroxide in a clean, non-metallic bowl. If you plan to use the mixture with foil and for highlights, allow 15-30 minutes for development. And for freehand application, allow 50-60 minutes for development.

DID YOU KNOW?

Our professional formula combines next-generation anti-yellowing compounds to create beautiful cool tones and leave behind a gorgeous, long-lasting finish. a defensive film around each hair to hydrate, moisturise and help to give optimum lift.

MIXING RATIO	RATIO	DEVELOPMENT TIME
HIGHLIGHTS AND FOILS	1:1,5 up to 1:2	15 – 30 min
FREEHAND WORK	1:1 up to 1:1,5	50 – 60 min (20,30 OR 40 VOL)

“As a salon owner I’ve tried a number of bleach products over the years, and found only one that filled me with any confidence... until I tried Ultimate 9. What can I say, it’s amazing. It’s slick to apply, gives you the lift you need, evens neutralisation and rinses off easily with no gritty residue. Hair is left crystal-like glossy, even before conditioner! Ultimate 9 is a game changer for us – our clients are loving it and I’d never use anything else.”

— ADRIAN ALLEN
Salon Owner





— — — — —
G R O O M I N G
FOR MODERN
G E N T L E M E N
— — — — —

SIMPLE. BOLD. EFFECTIVE.

Men are reclaiming the salon. That's why we've launched an essential collection of everyday grooming products for the modern gentleman.

Research proves that the rise of men visiting salons is far from a fad. And not only is it here to stay, their annual spend is increasing... just like their use of grooming products. Men want the ultimate in style and performance, and that's exactly what each product in our collection delivers.

COMPLETE

3-IN-1 SHOWER GEL

Shampoo, conditioner and shower gel

WHAT YOU NEED TO KNOW

Complete is an intense 3-in-1 shampoo, conditioner and shower gel, which cleanses from head to toe.

WHAT MAKES IT SO SPECIAL?

Enriched with milk and silk proteins, panthenol and shea butter, Complete has been specifically created for convenience. Its unique blend effectively removes everyday dirt whilst refreshing and rehydrating the body, and calming the mind.

HOW TO GET THE BEST RESULTS

Apply a generous amount of Complete 3-in-1 to palms. Massage into body and hair, rinse, and then repeat.

DID YOU KNOW?

Designed for sensitive skin, Complete 3-in-1 is perfect for all skin types. It is also ideal for cleaning hair before applying any Neál & Wølf styling products.

PROFESSIONAL SIZE 950ML

RETAIL SIZE 250ml



RESTORE

NOURISHING TREATMENT

An intensive treatment for dry or damaged hair

WHAT YOU NEED TO KNOW

Restore's unique blend of intensive conditioners instantly repairs, revitalises and transforms damaged hair, for a healthier-looking, more manageable finish.

WHAT MAKES IT SO SPECIAL?

Our highly intensive ingredients deeply penetrate the cuticle layers of the hair shaft, to ensure a bold transformation.

HOW TO GET THE BEST RESULTS

Work a generous amount between palms and massage into scalp. Leave for 15 minutes, then rinse away using warm water.

DID YOU KNOW?

Restore's intensive formulation also prepares hair for cutting.

PROFESSIONAL SIZE 950ml



01 STYLE

SHAPING CREAM

A flexible cream designed to add shape, texture and shine

WHAT YOU NEED TO KNOW

Style is a light conditioning base designed to give hair the definition it deserves. Created by experts, its unique blend of ingredients creates shape, adds texture and leaves a healthy-looking shine.

WHAT MAKES IT SO SPECIAL?

Style's unique formulation locks in moisture to give hair a rehydration boost and keep each strand under control all day long.

HOW TO GET THE BEST RESULTS

Work a small amount of Style Shaping Cream between hands and massage into hair from roots to ends, smoothing hair firmly to the head.

DID YOU KNOW?

Style Shaping Cream is designed to style hair and leave a natural shine, but for an even glossier finish, just add more product.

RETAIL SIZE 100ml



02 CREATE

MATTIFYING PASTE

For textured, messy styles

WHAT YOU NEED TO KNOW

Create's unique blend of kaolin, shea butter and beeswax has been specially blended into a flexible, workable paste. It gives a medium hold and matte appearance, making it ideal for short or medium length hair.

WHAT MAKES IT SO SPECIAL?

Create's unique blend of Kaolin, Shea Butter and Beeswax Creates a workable paste, which is particularly effective for lighter hair as it wont darken or dull.

HOW TO GET THE BEST RESULTS

Work a small amount of Create Mattifying Paste between hands, then massage into hair from roots to ends to maintain the hair's natural wave.

RETAIL SIZE 100ml



03 DEFINE

MOULDING CLAY

Perfect for working and reworking a textured style

WHAT YOU NEED TO KNOW

Define is a pliable clay that combines natural beeswax, cocoa butter and kaolin for effortless style with a touchable matte texture.

WHAT MAKES IT SO SPECIAL?

Define needs heat to activate its fibres. Apply to hair, then allow to set naturally. Define is also perfect for reworking throughout the day.

HOW TO GET THE BEST RESULTS

Work a small amount of Define Moulding Clay between hands until it feels tacky. Work the clay from roots to ends, adding more if necessary.

DID YOU KNOW?

The rich kaolin clay found in Define not only styles hair but detoxifies it and, over time, restores moisture to dry or brittle hair.

RETAIL SIZE 100ml



04 DESIGN

POMADE

For a firm, slick style

WHAT YOU NEED TO KNOW

Design is a water-based formula designed to give a firm, slick finish. Sculpt the perfect style with a light, versatile wax hold for extreme definition and moisture.

WHAT MAKES IT SO SPECIAL?

Design is a rich blend of minerals and natural oils. It deeply nourishes hair and leaves an extremely glossy finish.

HOW TO GET THE BEST RESULTS

Work a small amount of Design Pomade between hands and lightly massage into hair to avoid clumping. Add more if necessary.

DID YOU KNOW?

To achieve optimum shine, apply to damp hair.

RETAIL SIZE 100ml



05 SHAPE

PLIABLE PASTE

A texturising paste with a very strong hold

WHAT YOU NEED TO KNOW

Specially formulated for shorter hair Shape Pliable Paste will help you style with confidence. It creates unique definition and bold texture for an outstanding finish every time.

WHAT MAKES IT SO SPECIAL?

Shape Pliable Paste was created due to popular demand, and incorporates our unique masculine scent.

HOW TO GET THE BEST RESULTS

Work a pea-size amount between palms. Then, massage in to dry hair for outstanding texture and definition.

DID YOU KNOW?

For enhanced styling, add Form Sculpting Lotion to towel-dried hair, blow dry as usual, and then add Shape Pliable Paste.

RETAIL SIZE 100ml



06 FORM

SCULPTING LOTION

A light lotion that creates shape, texture and shine

WHAT YOU NEED TO KNOW

Form offers shape, texture, shine and a light-to-medium hold. Now tailored to men, Form helps to retain moisture.

WHAT MAKES IT SO SPECIAL?

Form is a liquid mousse that actually cares for the hair. It retains moisture, and allows you to create looks with ease. The end result – incredible shape and hold, with the added benefit of head-turning texture and shine.

HOW TO GET THE BEST RESULTS

Apply generously throughout towel-dried hair before styling. Then dry and style as normal.

DID YOU KNOW?

Form Sculpting Lotion is designed to aid styling. For more control, pair with any of our N&W styling pots.

RETAIL SIZE 200ml



ELYSIÄN

The

H O M E & S P A C O L L E C T I O N

Inspired by the Heavens

SALON OWNERS TOLD US THEY LOVED THE IDEA OF A HOME AND SPA RANGE WITH THE SIGNATURE SCENT OF NEÄL & WOLF STYLING PRODUCTS. SO WE CREATED ONE.

We know that taking care of your clients' hair is your top priority – but we also recognise your customers look for escapism, indulgence and relaxation while enjoying the sanctuary of your salon.

With that in mind, we've developed a heavenly range:

ELYSIÄN gives your loyal customers an immersive relaxation experience, all thanks to our signature Neäl & Wølf scent.



REFRESH /

HAND WASH
CLEAN, NOURISH AND
PROTECT YOUR HANDS

WHAT YOU NEED TO KNOW

A divine, gently foaming hand wash designed to cleanse and moisturise.

HOW TO GET THE BEST RESULTS

Apply a small amount to damp hands. Lightly rub between the palms and fingers before rinsing off under warm water. Follow with Revive Hand & Body Lotion to rehydrate the skin.

DID YOU KNOW?

Panthenol and shea butter with silk and milk proteins combine to deeply nourish the skin.

RETAIL SIZE 250ml



REVIVE

HAND & BODY LOTION
SOOTHES AND REHYDRATES
HANDS AND BODY

WHAT YOU NEED TO KNOW

A heavenly, non-greasy lotion designed to nourish and rehydrate the skin.

HOW TO GET THE BEST RESULTS

Apply a small amount to the hands and massage into skin for a soft, supple finish. Use after our Refresh Hand Wash for luxurious, long-lasting moisture.

DID YOU KNOW?

Passionflower and borage oil give long-lasting care, softening and smoothing hands and body.

RETAIL SIZE 250ml



INDULGENCE

SCENTED CANDLE
TRANSFORM YOUR HOME AND
SALON INTO A TRANQUIL SPA

WHAT YOU NEED TO KNOW

Indulgence is the signature fragrance scented candle from Neäl & Wølf that lets you create a calming ambience in your home or salon.

WHAT MAKES IT SO SPECIAL?

Our Indulgence Scented Candle bursts with scents of mandarin and orange blossom until it melts to floral aromas of lily, ylang-ylang and orchid.

DID YOU KNOW?

The Indulgence candle has a 45-hour burn time. Keep wick trimmed for best results.

RETAIL SIZE 200g





CALM

REED DIFFUSER

A ROOM-FILLING FRAGRANCE,
PERFECT FOR HOME OR SALON

WHAT YOU NEED TO KNOW

Transform your home into a tranquil spa with Calm, the first luxury reed diffuser by Neäl & Wølf, incorporating the signature scent of our gorgeous styling products.

WHAT MAKES IT SO SPECIAL?

Our diffuser bursts with notes of mandarin and orange blossom transforming into floral aromas of lily, ylang-ylang and orchid.

DID YOU KNOW?

To get the best results in your home, salon or spa, position the diffuser high up and rotate the reeds once a week to allow the scent to circulate naturally.

RETAIL SIZE 120ml

NEÄL & WØLF®
INDULGENCE REDEFINED

Focusing on what works

When it comes to launching a new product, we stick to our ethos of creating products that salons, stylists and clients genuinely need.

WE'RE CONSTANTLY LOOKING FOR
NEW WAYS TO IMPROVE OUR RANGE.

In fact, we're developing all kinds of products that we believe will become proven bestsellers right now.

WHEN WILL YOU SEE THEM?

Only when they're perfect and the market is ready for them.

GIVE YOUR SALON THE BEST
OPPORTUNITY TO BOOST ITS
PROFITS WITH NEÄL & WØLF.

NEÄL & WOLF®



Search: NealandWolf

WWW.NEALANDWOLF.COM