

STOCKHOLM SWEDEN

REF



PRODUCT
PRESENTATION

REFINE

A refined journey since 2004. We welcome you to join our world where nature meets science.

Making conscious choices and bringing out the uniqueness and individuality in all hair types, while empowering Natural Beauty.

ALWAYS

- Refine your hair
- Refine your style
- Refine the nature



PRODUCT PHILOSOPHY

ALWAYS

- ✓ 100% VEGAN FORMULAS
- ✓ SULPHATE & PARABEN FREE
- ✓ CRUELTY FREE
- ✓ ORGANIC & NATURAL INGREDIENTS
- ✓ LATEST CUTTING-EDGE TECHNOLOGY
- ✓ MADE WITH LOVE



100% VEGAN & CRUELTY FREE

- We believe in a sustainable world.
- Animals should live side by side with humans, without exploitation.
- We put great effort in research of new vegan ingredients and materials.



NATURE + SCIENCE

- All products are made with the philosophy Nature + Science.
- Only promote organic ingredients.
- We use the latest and most effective ingredients from nature, combined with advanced science to create performance driven products.
- We offer two key systems that are promoted in all products: Strengthening Quinoa Protein and Colour Preserve System.
- Close collaboration with Zeromission and Plan Vivo, who implement climate compensation to ensure a limited environmental footprint.



ORGANIC INGREDIENTS

- All REF products contain carefully selected ingredients.
- Each hair care line features an organic ingredient with performance characteristics to achieve the desired result.
- The organic ingredients are harvested from certified farms.



ALWAYS

COLOUR PRESERVE SYSTEM

- A natural UV-Filter in all products for ultimate protection.
- The UV-filter is derived from Sunflower seed oil.
- Sunflowers move towards the sun and have therefore developed nature's strongest UV-filter.
- Combined with an anti-fade polymer, this system provides natural, effective protection against UV-rays and preserves the colour in hair.

STRENGTHENING QUINOA PROTEIN

- A strengthening protein for long-lasting repair.
- The vegan Keratin of Nature.
- This protein has among the widest spreads of amino-acids with a similar structure to Keratin, which is the natural building block of hair.
- Provides deep, long-lasting repair and buffers each hair strand with proteins for protection.



STOCKHOLM SWEDEN

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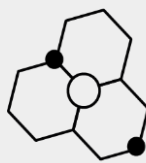
PRODUCT SEGMENTS



HAIR
CARE



LEAVE IN
PRODUCTS



PROTECT &
PREPARE



VOLUME &
BODIFYING



TEXTURE
& FORM



STYLING
& FINISH



STOCKHOLM SWEDEN

REF

INTENSE HYDRATE

A series of intensely hydrating products developed to soften the hair without weighing it down. A hydrating cocktail of organic **Coconut Oil** and **Bergamot Oil** nourishes each hair strand.

BEST RECOMMENDED FOR

All hair types, especially dry and dull hair. Works wonders for curly hair as well.

FEATURES

- ✓ DEEPLY MOISTURISING
- ✓ SMOOTHING OUT HAIR
- ✓ DETANGLING PROPERTIES
- ✓ ADDS SHINE



ORGANIC
COCONUT OIL



HYDRATING
PROPERTIES

KEY INGREDIENTS

The fatty acids from the Coconut Oil deeply hydrate and smooth out hair, while richly nutritious Bergamot Oil leaves hair with a radiant shine.



ULTIMATE REPAIR

STOCKHOLM SWEDEN

REF

A reconstructing series containing organic **Murumuru Butter** with an enhanced dose of **Strengthening Quinoa Protein**. Helps build up, protect, and condition hair to preserve its natural strength.

BEST RECOMMENDED FOR

All hair types, especially dry, damaged or chemically treated hair.

FEATURES

- ✓ DEEPLY REPAIRING
- ✓ REDUCES DAMAGE
- ✓ PROTECTS CUTICLES
- ✓ STRONGER HAIR FIBERS



ORGANIC
MURUMURU BUTTER



RECONSTRUCTING
PROPERTIES

KEY INGREDIENTS

Murumuru Butter promotes moisture retention, restores sheen and softness to the hair while improving its flexibility.



ILLUMINATE COLOUR

REF

STOCKHOLM SWEDEN

A series developed to infuse hair with nutrients while leaving it with an enriched colour reflex and luminescent shine. The series contains beneficial oils from organic **Acai** and **Joboba**.

BEST RECOMMENDED FOR

All hair types, especially colour treated hair.

FEATURES

- ✓ PRESERVES HAIR COLOUR
- ✓ ILLUMINATING SHINE
- ✓ ELIMINATES FLY AWAYS
- ✓ RICH IN VITAMINS



ORGANIC
ACAI OIL



ILLUMINATING
SHINE

KEY INGREDIENTS

Acai and Jojoba Oils are rich in vitamins, Omega 3 and Omega 6, which smooth out and help to protect hair, providing enriched colour reflex and glossy lustre.



WEIGHTLESS VOLUME

STOCKHOLM SWEDEN

REF

A bodifying series that leaves hair with superior volume. Contains a nourishing mixture of organic **Grapefruit Oil** and **Jojoba Oil**. The hair's fullness is intensified while softness is enhanced.

BEST RECOMMENDED FOR

All hair types, especially fine and thin hair.

FEATURES

- ✓ LIGHTWEIGHT VOLUME
- ✓ REVITALIZING EFFECT
- ✓ DETANGLING PROPERTIES
- ✓ NON-DRYING FORMULA



ORGANIC
GRAPEFRUIT OIL



LIGHTWEIGHT
VOLUME

KEY INGREDIENTS

Nourishing Grapefruit Oil and Jojoba Oil provide radiant shine and generous hydration, while keeping the hair light and airy.



STOCKHOLM SWEDEN

REF

COOL SILVER

High concentrations of violet and blue pigments neutralizes warm hair tones for a cool colour. Features organic **Blueberry Oil** and **Linseed Oil** for extra shine while delivering nutrients and hydration.

BEST RECOMMENDED FOR

All naturally blonde, white or bleached hair types. Suitable for a level 8 or higher.

FEATURES

- ✓ NEUTRALIZES YELLOW & ORANGE TONES
- ✓ RICH IN VITAMINS
- ✓ PROTECTS HAIR COLOUR
- ✓ ADDS SOFTNESS



KEY INGREDIENTS

Blueberry Oil is rich in vitamins and protective antioxidants, which enhance the colour reflection. Linseed Oil adds lustrous shine to hair.



HAIR & BODY

STOCKHOLM SWEDEN

REF

- A unique product that cleanses both hair and body. Organic oils from **Almond, Montana** and **Camelina** with **Arnica Extract** helps protect and soften hair, scalp and skin. The combination of gentle ingredients makes this product suitable for sensitive skin and scalps.
- BEST RECOMMENDED FOR
- All hair and skin types. Excellent duo product to bring to the gym or when travelling.
- FEATURES
- ✓ NUTRITIOUS & HYDRATING
- ✓ SOOTHES SKIN
- ✓ PROTECTS HAIR COLOUR
- ✓ ADDS SOFTNESS



KEY INGREDIENTS

A blend of nutritious oils from Almond, Montana and Camelina with deeply soothing properties from Arnica Extract.

MASQUES

Ground-breaking Masques where the latest cutting-edge technology is merged with superpowers from nature to protect, strengthen and bring out the natural beauty in all types of hair.



ILLUMINATE COLOUR

- ✓ ENHANCED QUALITY
- ✓ EXTRA GLOSS
- ✓ REPAIRING EFFECT
- ✓ ILLUMINATING SHINE
- ✓ COLOUR REFLECTION



INTENSE HYDRATE

- ✓ EXTRA HYDRATION
- ✓ ESSENTIAL MOISTURE
- ✓ ENHANCED SHINE
- ✓ LESS FRIZZ
- ✓ ADDED SMOOTHNESS



ULTIMATE REPAIR

- ✓ DEEPLY REPAIRING
- ✓ VITAL PROTEINS
- ✓ DETANGLING EFFECT
- ✓ PROTECTS HAIR
- ✓ IMPROVES SOFTNESS



WEIGHTLESS VOLUME

- ✓ LIGHT VOLUME
- ✓ HAIR FEELS FULLER
- ✓ MOISTURE & BODY
- ✓ PROTECTING SHIELD
- ✓ EXTRA ELASTICITY



ULTIMATE REPAIR MASQUE

Repairing treatment with the latest cutting-edge technology to protect, strengthen and reconstruct dry, damaged hair from chemical or thermal use.

STRENGTHENING QUINOA PROTEIN



Extra concentration of strengthening Quinoa Protein provides hair with a wide spread of essential amino acids for long-lasting repair.

ORGANIC MURUMURU BUTTER



Derived from the Murumuru nut and known for its highly moisturizing properties. It creates an impermeable barrier that prevents moisture loss and locks in amino acids for long-term repair.

CERAMIDE 2



Ceramide 2, a natural molecule that binds and locks in moisture in hair. Protects hair fibers and improves its resilience.

ANTI-BREAKAGE SYSTEM



Natural molecules and organic butter make up the foundation of this specially designed conditioning technology. Provides hair with a soothing agent and encloses each hair strand with a protective shield. Protects cuticle

COLOUR PRESERVE SYSTEM



The ultimate combination of natural ingredients merging with the latest cutting-edge technology make up our Colour Preserve System.



INTENSE HYDRATE MASQUE

Hydrating treatment with the latest cutting-edge technology to protect, strengthen and smooth out hair.

ORGANIC COCONUT OIL



Coconut Oil provides the hair with elasticity and shine. Superior moisturizing properties, this lightweight oil provides the hair cuticle with deep moisture that lasts longer.

ORGANIC BERGAMOT OIL



Bergamot oil is a natural alternative to silicones in hair care. Nourishing properties with significantly increased shine and luster.

ANTI-FRIZZ SYSTEM



Oils provide conditioning and hair manageability. The hair cuticle is protected and smoothed out as the moisture-resistant, antistatic technology prevents frizzy hair and enhances shine.

STRENGTHENING QUINOA PROTEIN



Extra concentration of strengthening Quinoa Protein provides hair with a wide spread of essential amino acids for long-lasting repair.

COLOUR PRESERVE SYSTEM



The ultimate combination of natural ingredients merging with the latest cutting-edge technology make up our Colour Preserve System.



STOCKHOLM SWEDEN

REF

ILLUMINATE COLOUR MASQUE

Protective treatment with the latest cutting-edge technology to protect, strengthen and infuse illuminating shine to natural and coloured hair.

ORGANIC ACAÍ OIL



The fatty acids omega-3, omega-6 and omega-9 stimulate the scalp and boost the hair. B-vitamins help strengthen hair from the inside while vitamin C provides anti-inflammatory properties and vitamin D minimizes hair loss.

ORGANIC SWEET ALMOND OIL



Contains a composition of moisturizing and caring nutrients that contribute to the ultimate vitality of the hair. With a natural property that effectively encapsulates moisture from minerals, vitamins and fatty acids, hair will feel smoother and look more lustrous.

STRENGTHENING QUINOA PROTEIN



Extra concentration of strengthening Quinoa Protein provides hair with a wide spread of essential amino acids for long-lasting repair.

COLOUR PRESERVE SYSTEM



The ultimate combination of natural ingredients merging with the latest cutting-edge technology make up our Colour Preserve System.

STOCKHOLM SWEDEN

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WEIGHTLESS VOLUME MASQUE

Volumizing treatment with the latest cutting-edge technology to protect, strengthen and boost structure in fine, thin hair strands.

ORGANIC GRAPEFRUIT OIL



In addition to soothing irritated scalps and providing hair with a fresh scent, this lightweight oil boosts volume as hair strands are stimulated with an airy lift. Moisturizing agent, while contributing to a strong cuticle structure and lustrous shine.

VEGETABLE PROTEIN SYSTEM



An advanced composition of protein derived from rice. The rice protein contains both negative and positive charges which, together with amino acids, build up hair fibers.

ANTI-BREAKAGE SYSTEM



Oils and proteins make up the foundation of this specially designed conditioning technology, creating superior slip and wet combing ability. It provides hair with a soothing agent and encloses each hair strand with a protective shield.

STRENGTHENING QUINOA PROTEIN



Extra concentration of strengthening Quinoa Protein provides hair with a wide spread of essential amino acids for long-lasting repair.

COLOUR PRESERVE SYSTEM



The ultimate combination of natural ingredients merging with the latest cutting-edge technology make up our Colour Preserve System.



MASQUES

Ground-breaking Masques where the latest cutting-edge technology is merged with superpowers from nature to protect, strengthen and bring out the natural beauty in all types of hair.



ILLUMINATE COLOUR

- ✓ ENHANCED QUALITY
- ✓ EXTRA GLOSS
- ✓ REPAIRING EFFECT
- ✓ ILLUMINATING SHINE
- ✓ COLOUR REFLECTION



INTENSE HYDRATE

- ✓ EXTRA HYDRATION
- ✓ ESSENTIAL MOISTURE
- ✓ ENHANCED SHINE
- ✓ LESS FRIZZ
- ✓ ADDED SMOOTHNESS



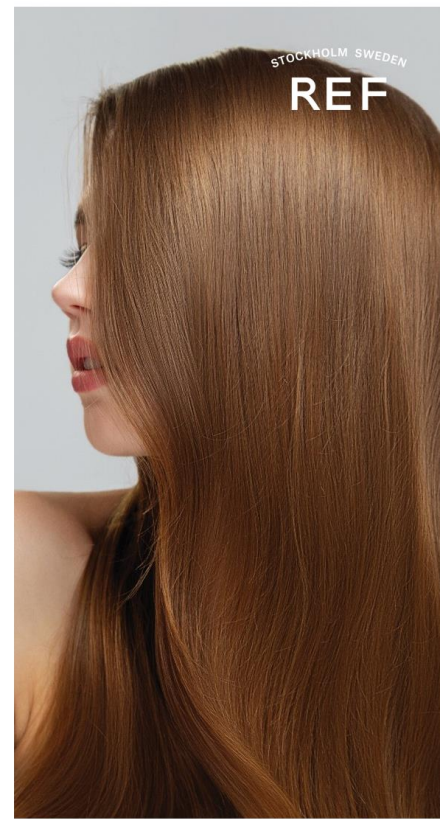
ULTIMATE REPAIR

- ✓ DEEPLY REPAIRING
- ✓ VITAL PROTEINS
- ✓ DETANGLING EFFECT
- ✓ PROTECTS HAIR
- ✓ IMPROVES SOFTNESS



WEIGHTLESS VOLUME

- ✓ LIGHT VOLUME
- ✓ HAIR FEELS FULLER
- ✓ MOISTURE & BODY
- ✓ PROTECTING SHIELD
- ✓ EXTRA ELASTICITY



QUICK GUIDE

Take your hair care routine to the next level – in only 10 minutes!

BENEFITS

- ✓ REPLENISHES LOST MOISTURE
- ✓ PROVIDES EXTRA NOURISHMENT
- ✓ TREATS SPLIT ENDS
- ✓ TAMES FRIZZ
- ✓ HELPS REGAIN NATURAL ELASTICITY



STOCKHOLM SWEDEN
REF

COLOUR BOOST MASQUES

REFINE YOUR HAIR COLOUR

ALWAYS

- ✓ 100% VEGAN
- ✓ STRENGTHENING QUINOA PROTEIN
- ✓ UV-PROTECTION
- ✓ MOISTURISING PROPERTIES



AVAILABLE IN 10 SHADES

- | | | | | |
|------------------|-------------------|------------------|--------------|-------------------|
| ■ Dark Blonde | ■ Vivid Turquoise | ■ Golden Blonde | ■ Ash Blonde | ■ Radiant Red |
| ■ Cool Chocolate | ■ Intense Copper | ■ Brilliant Pink | ■ Ash Brown | ■ Platinum Blonde |

COLOUR BOOST MASQUES

Nourishing colour treatments in 10 different shades, that quickly gives hair a colour boost and irresistible shine.

BEST RECOMMENDED FOR

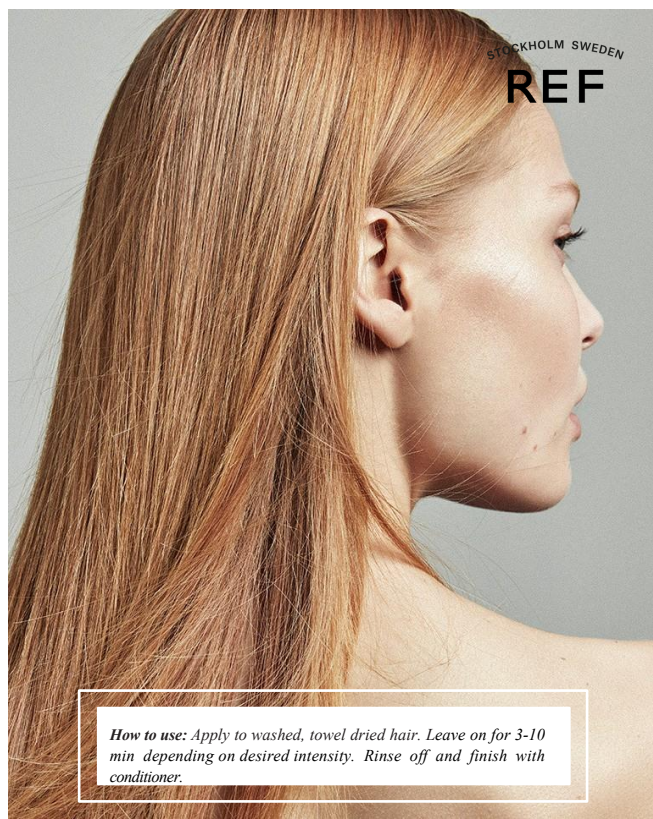
All hair types. Light hair will get a more vibrant result while dark hair gets colour reflex and shine.

FEATURES

- ✓ ENHANCED HAIR COLOUR
- ✓ ADDS SHINE & MOISTURE

KEY INGREDIENTS

- ✓ SHEA BUTTER
- ✓ AVOCADO OIL
- ✓ ARGAN OIL



How to use: Apply to washed, towel dried hair. Leave on for 3-10 min depending on desired intensity. Rinse off and finish with conditioner.

LEAVE IN TREATMENT

Intensely moisturising treatment with nutritious botanical extracts that soften, detangle and add shine to hair. Contains Glycerin, organic **Coconut Oil** and **Jojoba Oil** that hydrate the hair deeply without leaving it feeling heavy. The ultimate every-day hair serum.

BEST RECOMMENDED FOR

All hair types, especially dry or frizzy hair.

FEATURES

- ✓ DEEPLY MOISTURISING
- ✓ SMOOTHS OUT HAIR
- ✓ DETANGLING PROPERTIES
- ✓ EXTRA SHINE



ORGANIC
COCONUT OIL



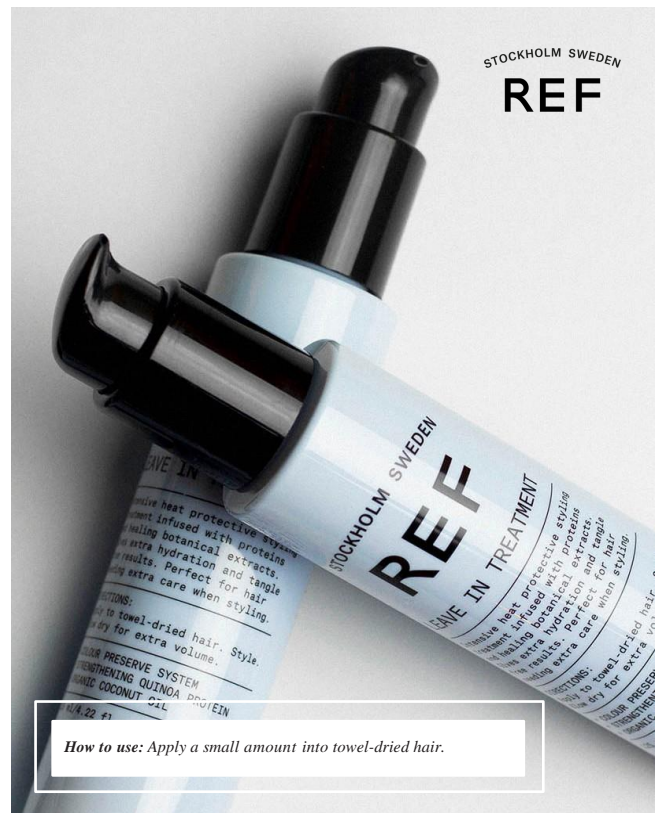
BLOW DRY
PROTECTION



HYDRATING
PROPERTIES

KEY INGREDIENTS

- ✓ COCONUT OIL
- ✓ JOJOBA OIL



LEAVE IN CONDITIONER

A light conditioning spray that moisturises and detangles hair. This multifunctional spray features organic oils from **Marula**, **Camelina** and **Coconut** to soften hair and add shine.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ EASY TO USE SPRAY
- ✓ ESSENTIAL MOISTURE
- ✓ DETANGLING PROPERTIES
- ✓ PROVIDES NATURAL GLOSS



ORGANIC
MARULA OIL



BLOW DRY
PROTECTION



DETANGLING
PROPERTIES

KEY INGREDIENTS

- ✓ MARULA OIL
- ✓ CAMELINA OIL
- ✓ COCONUT OIL



How to use: Spray on damp or dry hair – does not require rinsing.

WONDER OIL

Rich formula that works wonders for dry hair in need of a hydration boost. The perfect blend of oils from **Jojoba** and **Marula** strengthen and nourish the hair while giving shine. Avoid scalp when applying this silicone-free oil to hair to prevent oily roots.

BEST RECOMMENDED FOR

All hair types, especially thick, curly hair. Can be used as beard oil.

FEATURES

- ✓ DEEPLY MOISTURISING
- ✓ SMOOTHES HAIR
- ✓ HYDRATING BOOST
- ✓ IMPECCABLE SHINE



ORGANIC
JOJOBA OIL



NATURAL
UV-PROTECTION



FRIZZ
CONTROL

KEY INGREDIENTS

- ✓ JOJOBA OIL
- ✓ MARULA OIL



STYLING

REFINE YOUR STYLE

ALWAYS

Refine your hair
Refine your style
Refine the nature



UNIQUE N° SYSTEM

All REF styling products have a numerical performance system to instantly recognize what appropriate product to use for each hair need and style.

How much hold? How much shine? How much volume?

HOLD	0 1 2 3 4 5	→ N° 545
SHINE	0 1 2 3 4 5	
VOLUME	0 1 2 3 4 5	



OCEAN MIST N°303

TEXTURE & FORM

Mineral-rich sea salt spray that created a natural, after-beach look. This effortless styling product leaves hair fresh and soft, with workable body and a matte finish.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ CREATES TEXTURE
- ✓ WORKABLE BODY
- ✓ SOFT, MATTE FINISH
- ✓ ADDS STRUCTURE



LIGHTWEIGHT
VOLUME



BLOWDRY
PROTECTION



NATURAL
TEXTURE



NATURAL
UV-PROTECTION



How to use in damp hair: Apply to towel dried hair and let air dry, or use a blow dryer to enhance beach feeling.

How to use in dry hair: Use as a last step in your styling routine, after serum and heat protection.

DRY SHAMPOO N°204

TEXTURE & FORM

Refreshes hair in-between washes by absorbing excess oil from the hair. Leaves a matte finish while adding extra boost of volume and texture to hair. Comes in Clear or with Brown pigments.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ ABSORBS EXCESS OIL
- ✓ ADDS TEXTURE
- ✓ NATURAL VOLUME
- ✓ MATTE FINISH

KEY INGREDIENTS

- ✓ POTATO STARCH



LIGHTWEIGHT
VOLUME



BLOWDRY
PROTECTION



NATURAL
TEXTURE



NATURAL
UV-PROTECTION



ROOT TO TOP N° 335

VOLUME & BODIFYING

Innovative spray in a mousse format that provides a maximum bodifying effect exactly where you need it. Creates buildable, weightless volume with a long-lasting hold.

BEST RECOMMENDED FOR

All hair types.

FEATURES

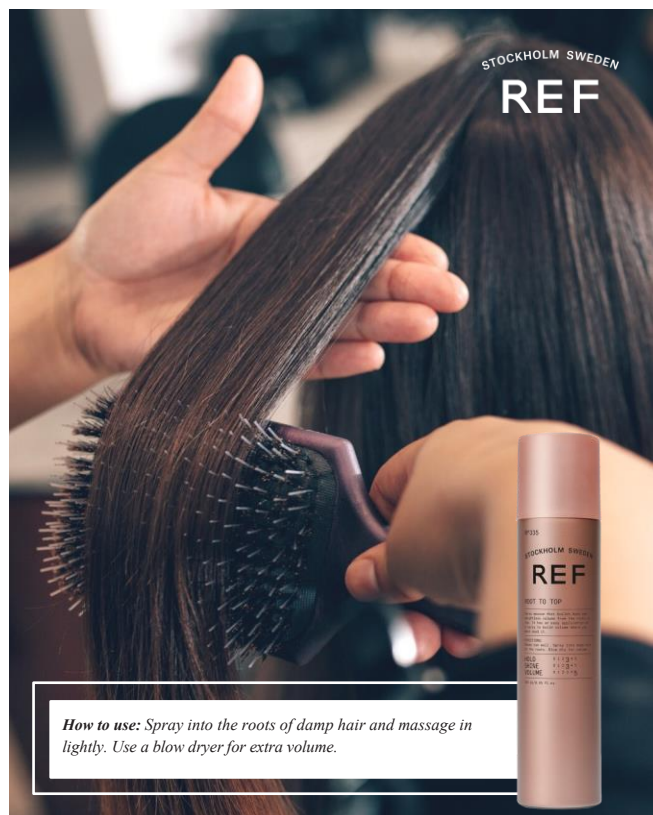
- ✓ MAXIMUM FULLNESS
- ✓ WEIGHTLESS FORMULA
- ✓ LONG-LASTING HOLD
- ✓ ADDS SHINE



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Spray into the roots of damp hair and massage in lightly. Use a blow dryer for extra volume.

THICKENING SPRAY

N° 215

VOLUME & BODIFYING

This light hold spray leaves hair with a flexible, touchable texture – formulated especially for fine and thin hair. It additionally protects against humidity, making this a great all-weather companion.

BEST RECOMMENDED FOR

All hair types, especially fine hair.

FEATURES

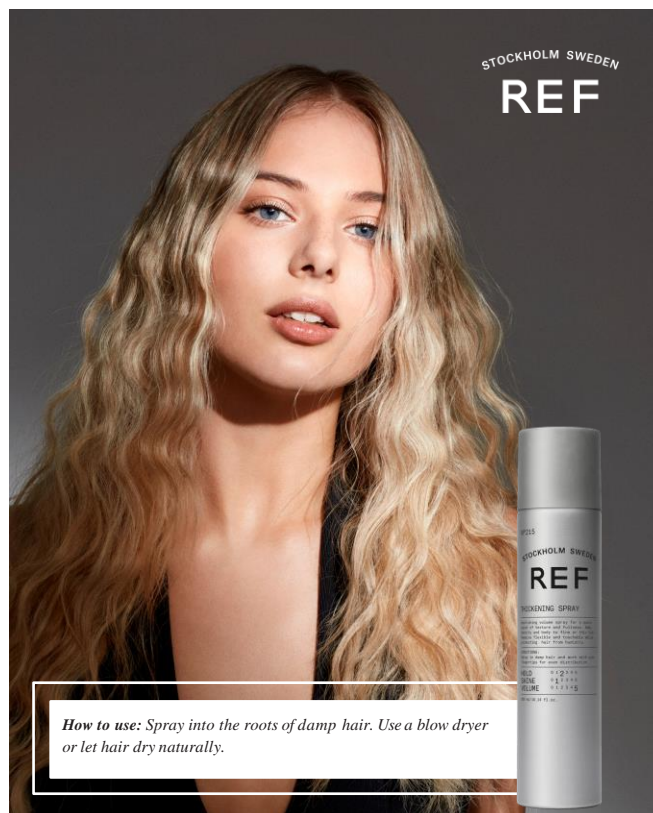
- ✓ BODYFYING
- ✓ HUMIDITY PROTECTION
- ✓ ADDS STRUCTURE
- ✓ SOFT HOLD



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



HEAT PROTECTION N° 230

PROTECT & PREPARE

Prepares hair for the use of thermal styling and provides it with a protective shield which prevents damage from heat up to 450°F / 230°C while adding natural shine and light hold.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ HEAT PROTECTION UP TO 450°F
- ✓ ADDS LIGHT HOLD
- ✓ ENHANCES NATURAL STRUCTURE
- ✓ REDUCES BLOW DRY TIME



450°

THERMAL
PROTECTION



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Apply into damp hair before using a blow dryer or styling tools.

STAY SMOOTH N° 141

STYLING & FINISH

A light, smoothing cream that combats flyaways and frizz while providing hair with softening properties. Leaves hair with a natural lustre for a beautiful, healthy finish.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ MOISTURISING
- ✓ SMOOTHS OUT FRIZZ
- ✓ CONTROLS FLY-AWAYS
- ✓ ADDS SHINE



FRIZZ
CONTROL



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Apply into damp hair and let dry. Style with heat to achieve definition, or use in dry hair as a finishing product.

MOUSSE N° 435

VOLUME & BODIFYING

Our classic, volume mousse that adds structure and long-lasting hold to any hair style. Creates buildable, airy volume with weightless control without drying out hair.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ BUILDABLE VOLUME
- ✓ WEIGHTLESS FORMULA
- ✓ ADDS SHINE
- ✓ LIGHT STRUCTURE



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



FIBER MOUSSE N° 345

VOLUME & BODIFYING

A unique, soft mousse that gives hair body, texture and volume. Makes hair feel fuller from root to tip through fibers that become activated via heat contact.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ BODYFYING EFFECT
- ✓ WORKABLE TEXTURE
- ✓ BUILDS VOLUME
- ✓ ACTIVE FIBERS



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Activate fibers by warming up the product in your hands. Distribute evenly in damp hair. Use a blow dryer to promote extra body or dry naturally.

CURL POWER N° 244

TEXTURE & FORM

Creamy gel that defines and enhances natural curls, leaving them bouncy, flexible and gorgeously glossy. Provides an anti-static effect ensuring curls are perfectly refined.

BEST RECOMMENDED FOR

Perfect for naturally curly and wavy hair.

FEATURES

- ✓ BOUNCY EFFECT
- ✓ DEEP HYDRATION
- ✓ ANTI-STATIC
- ✓ ADDS SHINE



ENHANCED
DEFINITION



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



SPRAY WAX N° 434

TEXTURE & FORM

Innovative styling product that allows for a multitude of looks – from sleek updos to textured everyday looks. This non-sticky wax takes control of each strand to form body, structure, and hold.

BEST RECOMMENDED FOR

All hair types.

FEATURES

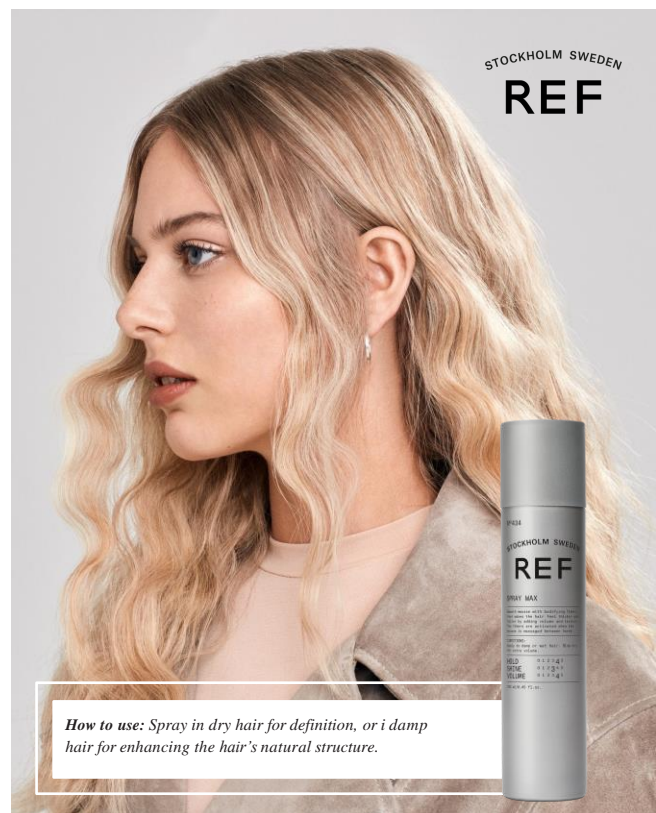
- ✓ NON-STICKY SPRAY
- ✓ WORKABLE STRUCTURE
- ✓ BUILDS BODY
- ✓ LONG-LASTING HOLD



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Spray in dry hair for definition, or i damp hair for enhancing the hair's natural structure.

SHINE SPRAY N°050

STYLING & FINISH

A lightweight shine spray that leaves hair with a radiant luster. This spray maximizes glow and adds an elegant finishing touch to hair without weighing it down.

BEST RECOMMENDED FOR
All hair types.

FEATURES

- ✓ HIGH SHINE
- ✓ LIGHT WEIGHT
- ✓ ELEGANT FINISH
- ✓ ILLUMINOUS LUSTRE



ILLUMINATING
SHINE



NATURAL
UV-PROTECTION



How to use: Spray in any hair style to add a glossy finish.

FIRM HOLD SPRAY N° 545

STYLING & FINISH

Non-aerosol spray that provides maximum hold and buildable volume which help create a multitude of looks. Dries slowly, which allows you to style the hair to perfection before being fixated.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ ADDS SHINE
- ✓ MAXIMUM HOLD
- ✓ MOISTURE RESISTANT
- ✓ WORKABLE FORMULA



BLOWDRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Apply into dry or damp hair, during styling.
Apply more for extra hold and fixation. Spray with a
distance of 20-30 cm.

FLEXIBLE SPRAY

N° 333

STYLING & FINISH

A versatile spray for natural movement with workable control and weightless manageability. Tames and refines hair, while protecting against humidity and moisture, ensuring frizz-free results.

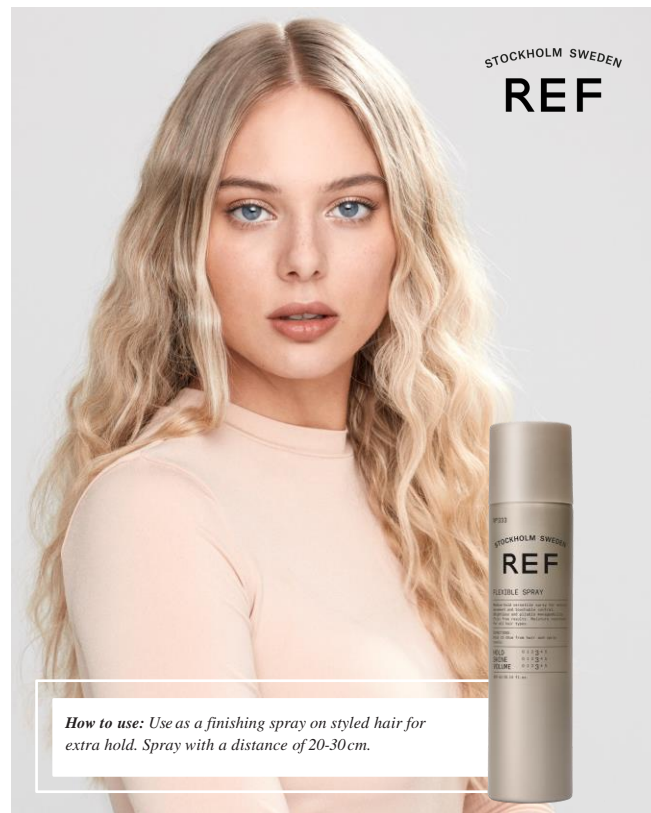
BEST RECOMMENDED FOR
All hair types, especially fine hair.

FEATURES

- ✓ ADDS SHINE
- ✓ WORKABLE FORMULA
- ✓ MOISTURE RESISTANT
- ✓ FLEXIBLE CONTROL



NATURAL
UV-PROTECTION



HOLD & SHINE N° 545

STYLING & FINISH

Hair spray with strong hold and high shine, providing a gorgeous, glossy finish without weighing hair down. Has a layering formula which makes it easy to brush out for a softer look.

BEST RECOMMENDED FOR
All hair types.

FEATURES

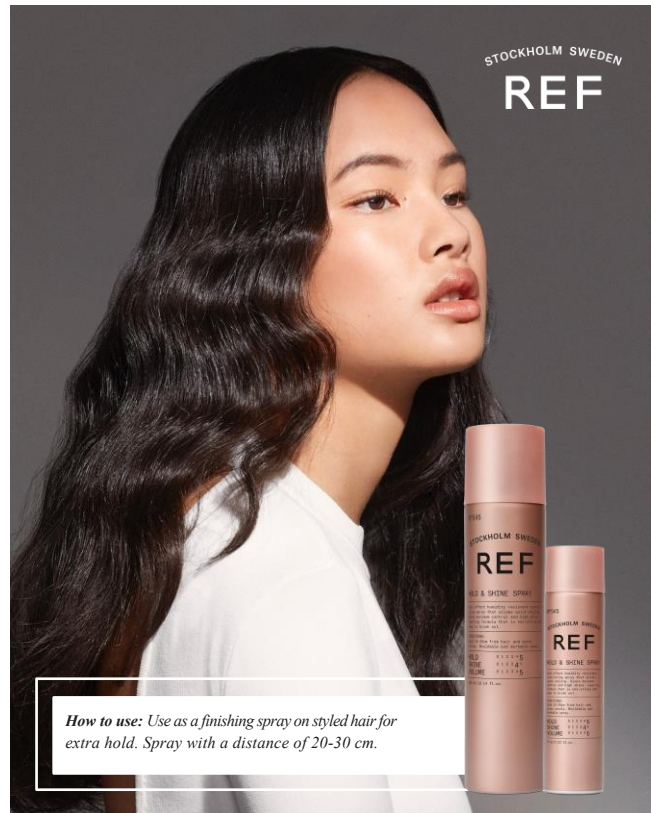
- ✓ MAXIMUM HOLD
- ✓ LONG-LASTING SHINE
- ✓ GLOSSY FINISH
- ✓ EASY TO BRUSH OUT



ILLUMINATING
SHINE



NATURAL
UV-PROTECTION



How to use: Use as a finishing spray on styled hair for extra hold. Spray with a distance of 20-30 cm.

EXTREME HOLD SPRAY N° 525

STYLING & FINISH

Finishing spray for extra lift and extreme, long-lasting hold. This quick drying formula provides controls without ever making hair appear stiff. Hair stays in place through both humidity and wind.

BEST RECOMMENDED FOR
All hair types.

FEATURES

- ✓ EXTREME HOLD
- ✓ LONG-LASTING CONTROL
- ✓ QUICK DRYING FORMULA
- ✓ MOISTURE RESISTANT



NATURAL
UV-PROTECTION



SCULPTING GEL N°433

STYLING & FINISH

A multitasking gel that provides flexible hold, texture and shine. Can be used in both dry and damp hair but too much water can make product lose its definition and hold.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ MULTI-TASKING GEL
- ✓ FLEXIBLE HOLD
- ✓ BUILDS BODY
- ✓ ENHANCES NATURAL SHINE

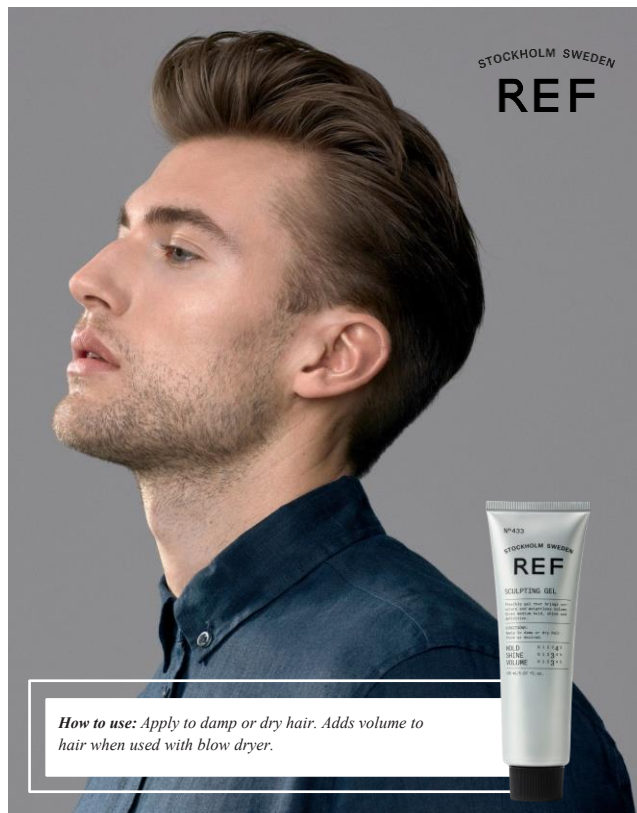
* CONTAINS BEESWAX



BLOW DRY
PROTECTION



NATURAL
UV-PROTECTION



How to use: Apply to damp or dry hair. Adds volume to hair when used with blow dryer.

ROUGH PASTE N° 404

STYLING & FINISH

A matte paste that provides a rough texture and strong hold. Has a workable formula that that helps create desired definition and structure. Hair feels and looks fuller.

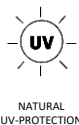
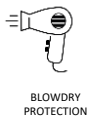
BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ ADDS TEXTURE
- ✓ MATTE FINISH
- ✓ WORKABLE FORMULA
- ✓ STRONG HOLD

* CONTAINS BEESWAX



FORMING CREAM

N°424

STYLING & FINISH

Volumizing cream that defines and creates shape in coordination with hair's natural movement. Adds hold and fullness to hair while making it more manageable.

BEST RECOMMENDED FOR

All hair types.

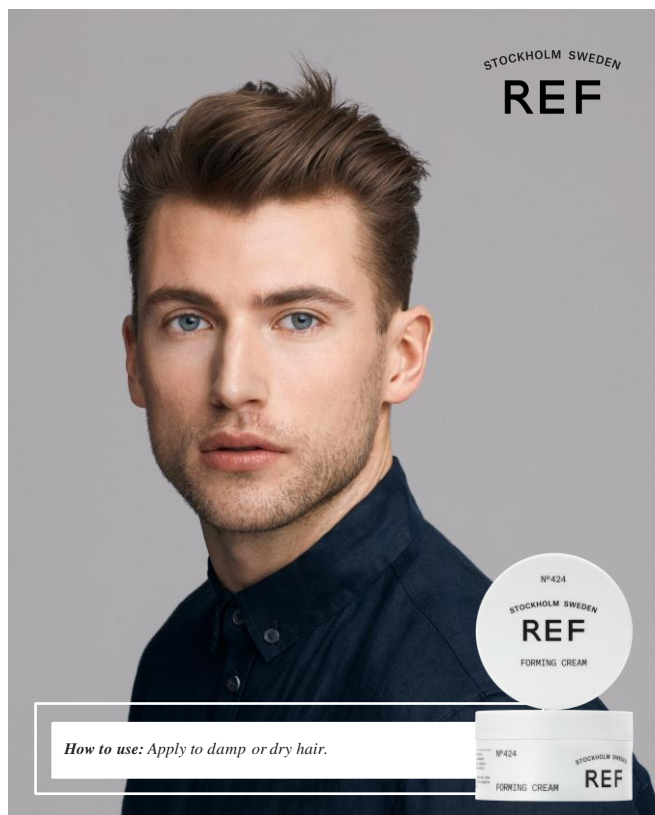
FEATURES

- ✓ NATURAL SHINE
- ✓ STRONG HOLD
- ✓ WORKABLE CREAM FORMULA
- ✓ ADDS VOLUME

* CONTAINS BEESWAX



NATURAL
UV-PROTECTION



STYLING WAX N°534

STYLING & FINISH

Strong hold with maximum control. A powerful product that gives a natural shine and ensures extra long-lasting hold. Formula is easy to work with into any look that wants to stay in place.

BEST RECOMMENDED FOR

All hair types.

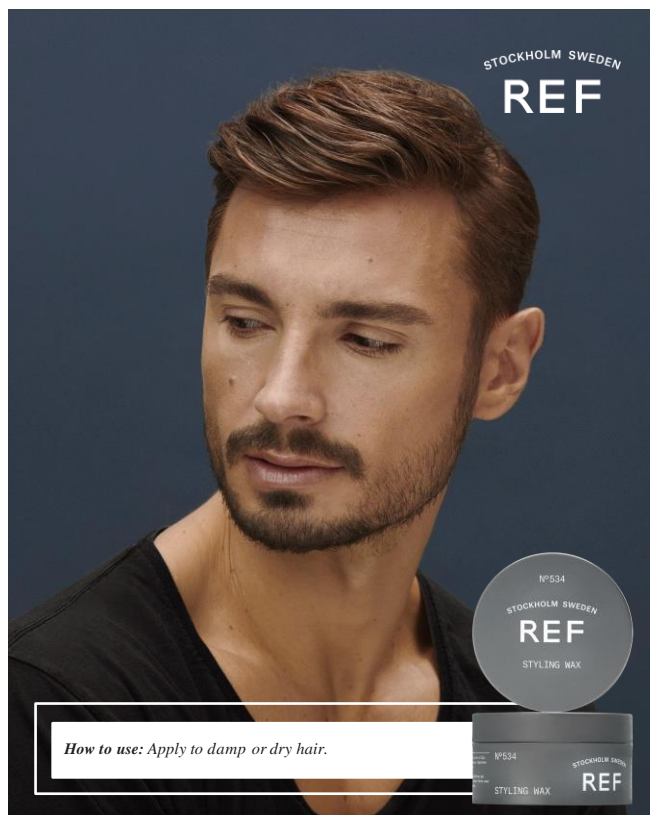
FEATURES

- ✓ ADDS NATURAL SHINE
- ✓ WORKABLE FORMULA
- ✓ LONG-LASTING CONTROL
- ✓ MAXIMUM HOLD

* CONTAINS BEESWAX



NATURAL
UV-PROTECTION



ROUGH WAX N°505

STYLING & FINISH

Oil-free wax providing hair with a matte finish. Adds volume to hair while giving it maximum hold, defined structure and long-lasting control.

BEST RECOMMENDED FOR

All hair types, especially thicker hair looking for a matte, soft finish.

FEATURES

- ✓ MATTE FINISH
- ✓ ADDS VOLUME
- ✓ LONG-LASTING CONTROL
- ✓ MAXIMUM HOLD

* CONTAINS BEESWAX



NATURAL
UV-PROTECTION



POMADE N°550

STYLING & FINISH

A high shine gel wax providing maximum hold. Helps to create various classic, sleek looks with an elegant finish. Gives strong hold to a sculpted style that lasts long.

BEST RECOMMENDED FOR

All hair types.

FEATURES

- ✓ HIGH SHINE
- ✓ STRONG HOLD
- ✓ SMOOTH EFFECT
- ✓ EASY TO WORK WITH



NATURAL
UV-PROTECTION



ROOT CONCEALER

PIGMENTED SPRAY

A pigmented spray that effectively and temporarily camouflage hair regrowth and unwanted grey roots. The formula dries quickly and stays in place until your next hair wash.

BEST RECOMMENDED FOR
All hair types.

FEATURES

- ✓ QUICK DRY
- ✓ EASY TO USE
- ✓ TEMPORARY COVERAGE
- ✓ MATTE FORMULA



CONCEALER SHADES

REFINE YOUR STYLE REF CONCEALER

- Comes in four colour shades.
- Unique pigments that effectively cover the surface of the hair and scalp temporarily hiding grey roots, regrowth and thinning or sparse scalp areas.
- The perfect product to refresh hair colour in between hairdresser visits.
- The pigments merge naturally with the natural hair colour and provide perfect coverage when, and where, you need it the most.
- Quick fix for a fresh look with temporary colour coverage.

