

STOCKHOLM SWEDEN

REF

PRODUCT CATALOGUE



# ABOUT REF

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REF is a globally renowned Swedish hair care brand that creates hair products for professionals – by professionals. At the heart of REF is a true passion for creativity, innovation, and high-quality products that really make a difference.

Our Swedish origin is known for our sense of design and sustainability. REF offers high performing products that never compromise on the concern and care for cruelty free products and the love for the environment.

A refined journey since 2004. Where nature meets science, bringing out the uniqueness, individuality and natural beauty in all hair types.

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



# VISION

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Be the leading, professional hair brand that meets the demands of our global community. For professionals – by professionals.

A modern choice that blends high impact formulas while leaving a limited footprint on the environment.

# MISSION

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REF stands for affordable luxury, making conscious choices and empowering natural beauty for all hair types. The mission is to re-invent professional hair care and styling for every hairstyle and hairdresser.

REF is creating a niched and curated assortment of hair products that challenges the industry.

This is done through cutting-edge technology, Swedish quality and a deep understanding of the needs of professional stylists.

# ALWAYS

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## COLOUR PRESERVE SYSTEM

REF provides vibrant hair colour that is full of life through our signature Colour Preserve System. The system protects hair colour, both natural and treated. The System is composed of a unique mix of Sunflower Seed extract and a high performing polymer that together form a natural source of protection. The System also works as an environmental shield providing great anti-fade protection. It not only protects against UV rays but also free radicals which both damage hair quality and colour over time. Since our Colour Preserve System is included in all REF products, you can be sure your colour is in good hands, no matter which product you select.

## STRENGTHENING QUINOA PROTEIN

Strength is the secret behind beautiful hair that doesn't lose its healthy glow over time. Your hair gets its strength from the natural building block keratin: a strengthening protein with a highly concentrated amount of different amino acids. All REF products contain the protein derived from the South American superfood: Quinoa. This vegan Quinoa Protein is very similar to the keratin of hair, which can provide the right strength that hair needs to be healthy and beautiful. In addition to building strength, Quinoa Protein repairs, protects, and adds shine to the hair.



# REF ASSORTMENT

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### OUR PROMISE:

*The highest quality & efficiency in products that simply work.*

- ✓ SUSTAINABLE & VEGAN
- ✓ GLOBAL NETWORK OF PROFESSIONALS
- ✓ HIGH QUALITY FOR & PRODUCT PERFECTION
- ✓ CREATIVITY & INNOVATION
- ✓ USER FRIENDLINESS



# NEW MASQUES

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Whether your hair strands are dry, fine, thin or battling breakage due to sun, hot tools or chemical treatments, the right Masque can help improve the quality of your hair. By adding the right amount of hydration, protein, or vitamins, hair's vitality can be restored and refined.

After four years of research, we have developed seamless cutting-edge technology, merged with superpowers from nature, to protect and strengthen hair. REF Masques are innovative hair care treatments that boost every type of hair with nutrients, leaving it radiant and healthy.

These groundbreaking formulas strengthen the hair from the inside, while adding extra shine and vitality to each strand of hair. Each high performing ingredient is carefully selected to bring out the natural beauty in every type of hair – whether it's dull, damaged, fine, dry, and/or colour treated.

# ULTIMATE REPAIR

The Ultimate Repair series contains organic Murumuru Butter, which promotes moisture retention, restores sheen and softness to the hair while improving its flexibility. Amino acids from an enhanced dose of Strengthening Quinoa Protein create an impermeable barrier that prevents moisture loss. Helps protect, build, and condition hair to preserve its natural strength.

## RECOMMENDED FOR:

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

## KEY INGREDIENTS

Organic Murumuru Butter

Strengthening Quinoa Protein

Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to **protect, strengthen and reconstruct** dry, damaged hair from chemical services and thermal styling. Protein strengthening, hand-selected natural extracts soften and smooth, while providing illuminating brilliance and colour protection.

pH 5.5  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

## CONDITIONER

Conditioner with botanical extracts specially chosen to **protect, strengthen and reconstruct** dry, damaged hair from chemical services and thermal styling. Proteins strengthen while the cocktail of natural extracts detangles and protects fading.

pH 3.5  
100 ml / 3.38 fl.oz  
245 ml / 8.28 fl.oz  
1000 ml / 33.81 fl.oz

## MASQUE

Intensive treatment with specifically chosen botanical extracts and active ingredients. New improvement with the latest cutting-edge technology and a richer formula with less water. **Protects, strengthens and reconstructs** dry, damaged hair from chemical or thermal use.

pH 4.0  
250 ml / 8.45 fl.oz





# INTENSE HYDRATE

**A series of intensely hydrating products that soften the hair without ever weighing it down.** A hydrating cocktail of organic Coconut Oil and Bergamot Oil nourishes each hair strand. Their smoothing properties increase hair's manageability. The fatty acids from the organic Coconut Oil deeply hydrate, while richly nutritious Bergamot Oil leaves hair with a radiant shine.

## RECOMMENDED FOR:

All hair types, especially dry and dull hair.

## KEY INGREDIENTS

- Organic Coconut Oil
- Organic Bergamot Oil
- Strengthening Quinoa Protein
- Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

**Sulphate free** shampoo with botanical extracts specially chosen to protect, strengthen and hydrate hair. Results create a smoother, more manageable, nutrient dense, colour safe shine. Antioxidant and vitamin rich formula penetrate the hair to **deliver long-lasting moisture and reduce flyaways.**

pH 5.5  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

## CONDITIONER

Conditioner with botanical extracts specially chosen to protect, strengthen and hydrate hair while protecting hair colour. Penetrates quickly, saturating the hair with abundant moisture and shine. **Increases smoothness as well as manageability.**

pH 3.5  
100 ml / 3.38 fl.oz  
245 ml / 8.28 fl.oz  
1000 ml / 33.81 fl.oz

## MASQUE

**Hydrating treatment** with specifically chosen botanical extracts and active ingredients. New improvement with the latest cutting-edge technology and a richer formula with less water. Protects, strengthens and adds moisture to dry and dull hair.

pH 4.0  
250 ml / 8.45 fl.oz



# ILLUMINATE COLOUR

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The **Illuminate Colour series contains nutritious oils from organic Acaí and Jojoba**. The Masque also contains Sweet Almond Oil for extra sheen. The oils are rich in vitamins, Omega 3 and Omega 6, which smooth out and helps to protect each strand, leaving hair with enriched colour reflex and a glossy lustre. The series works to illuminate both treated and untreated hair.

## RECOMMENDED FOR:

All hair types, especially coloured hair.

## KEY INGREDIENTS:

- Organic Acaí Oil
- Strengthening Quinoa Protein
- Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

**Sulphate free** shampoo with botanical extracts specially chosen to protect, strengthen and infuse illuminating shine to natural and colour treated hair. This unique formulation contains enhancing colour preserving nutrients to help revitalize while **providing luminescent shine and eliminating flyaways**.

pH 5.5  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

## CONDITIONER

Conditioner with botanical extracts specially chosen to protect, strengthen, nourish and detangle. Infuses brilliant and illuminating weightless shine to both natural and colour treated hair. **Adds reflective, enhanced colour shine and manageability**.

pH 3.5  
100 ml / 3.38 fl.oz  
245 ml / 8.28 fl.oz  
1000 ml / 33.81 fl.oz

## MASQUE

Protective treatment with specifically chosen botanical extracts and active ingredients. A redeveloped formula of the latest cutting-edge technology to protect, **strengthen and infuse illuminating shine** to natural and colour treated hair. Has a richer formula with less water.

pH 4.0  
250 ml / 8.45 fl.oz



# WEIGHTLESS VOLUME

## A bodifying series that leaves hair with superior volume.

The series contains a nourishing mixture of organic Grapefruit Oil and Jojoba Oil. Together these oils create radiant shine and generously hydrate hair, while keeping it light and airy. The hair's fullness and body are intensified while softness is enhanced thanks to revitalizing and detangling properties.

## RECOMMENDED FOR:

All hair types, especially fine and thin hair.

## KEY INGREDIENTS

- Organic Grapefruit Oil
- Organic Jojoba Oil
- Strengthening Quinoa Protein
- Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and boost structure of fine or thin hair. Revitalizing properties intensify fullness, density and shine. **Seals in volume for long-lasting lift and flexibility** while protecting coloured hair from fading.

pH 5.5  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

## CONDITIONER

Lightweight conditioner with botanical extracts specially chosen to protect, strengthen and detangle fine or thin hair. **Intensifies fullness, density and shine.** Seals in volume for long-lasting lift and flexibility while protecting coloured hair from fading.

pH 3.5  
100 ml / 3.38 fl.oz  
245 ml / 8.28 fl.oz  
1000 ml / 33.81 fl.oz

## MASQUE

**Volumizing treatment** with specifically chosen botanical extracts and active ingredients. New product with the latest cutting-edge technology and rich formula with minimal amount of water to protect, strengthen and **boost structure in fine, thin hair strands.**

pH 4.0  
250 ml / 8.45 fl.oz



# COOL SILVER

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**A pigmented series that neutralizes yellow and orange hair tones.** Organic Blueberry Oil and Linseed Oil add extra shine while delivering nutrients and hydration. Organic Blueberry Oil is rich in vitamins and protective antioxidants, which enhance the colour reflection and add lustrous shine to hair. Our high concentrations of violet and blue pigments aid to neutralize warm tones leaving hair with a beautiful, cool tone colour.

## RECOMMENDED FOR:

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

## KEY INGREDIENTS

Organic Blueberry Oil  
Organic Linseed Oil  
Strengthening Quinoa Protein  
Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

Sulphate free shampoo with botanical extracts, along with violet and blue pigments, specially chosen to protect, strengthen and **neutralise unwanted warm tones** caused from minerals or oxidation. Gently tones lightened, natural or sun bleached hair and protects against colour fading. **Adds a hint of silver to grey hair.**

pH 5.5  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

## CONDITIONER

Conditioner with botanical extracts and violet pigments specially chosen to protect, strengthen and neutralise unwanted yellow tones caused from minerals or oxidation. **Gently tones lightened, natural or sun bleached hair** and protects against colour fading.

pH 3.5  
100 ml / 3.38 fl.oz  
245 ml / 8.28 fl.oz  
1000 ml / 33.81 fl.oz





# HAIR & BODY

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**A unique product that cleanses both hair and body with a refreshing yet relaxing scent.** A blend of organic oils from Almond, Montana and Camelina provide key nutrients the the skin, while protecting the hair colour reflection. hair colour reflection. Contains moisturizing and deeply soothing properties from Arnica Extract and is suitable for sensitive skin and scalp.

## RECOMMENDED FOR:

All hair and skin types. Excellent duo product to bring to the gym or when travelling.

## KEY INGREDIENTS

Organic Almond Oil  
Soothing Arnica Extract  
Strengthening Quinoa Protein  
Colour Preserve System

## ALWAYS

- ✓ SULPHATE FREE
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## SHAMPOO

**Sulphate free** shampoo with botanical extracts specially chosen to **protect, strengthen and add moisture to both hair and skin.** Healing oils and proteins soothe skin and protect hair from colour fading.

pH 7.0  
100 ml / 3.38 fl.oz  
285 ml / 9.63 fl.oz  
1000 ml / 33.81 fl.oz

# LEAVE IN PRODUCTS

Moisturizing products to apply on the lengths of the hair and leave in for extra nourishment and smoothness. They aid in protecting against UV-rays and free radicals.



## 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 ever leaving it feeling heavy. The ultimate every-day hair serum.

125 ml / 4.22 fl.oz



## LEAVE IN CONDITIONER

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

175 ml / 5.91 fl.oz



## WONDER OIL

Treatment with a rich formula that works wonders for dry hair in need of a hydration boost. The perfect blend of nutritious oils from Marula and Jojoba strengthen and nourish the hair while giving impeccable shine. Avoid scalp when applying this silicone-free oil to hair to prevent oily roots. Can be used as beard oil.

15 ml / 0.50 fl.oz  
125 ml / 4.22 fl.oz



### ALWAYS

- ✓ UV-PROTECTION
- ✓ DETANGLING PROPERTIES
- ✓ 100% VEGAN

# COLOUR BOOST MASQUE

**Masques with a quick, hydrating enhancement that breathes life into the hair colour.** The Masques are composed of strong yet gentle pigments that gradually fade over the course of 2-5 washes. To ensure that hair is cared for, organic Shea Butter softens hair while a combination of Avocado Oil and Argan Oil hydrate and provide incredible lustre.

## RECOMMENDED FOR:

All hair types. Light hair will get a more vibrant result while the colour reflex and shine will be enhanced on darker hair.

## KEY INGREDIENTS

Organic Shea Butter

Strengthening Quinoa Protein

Colour Preserve System

## ALWAYS

- ✓ MOISTURIZING PROPERTIES
- ✓ UV-PROTECTION
- ✓ 100% VEGAN



## MASQUE

Nourishing colour pigmented masques for **quick refreshing, colour enhancement and weightless conditioning shine.** Recommended for colour treated hair.

pH 3.5  
200 ml / 6.76 fl.oz

### Available in 10 Colours

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

### How to use:

*Apply to washed, towel dried hair. Spread the Masque using a comb/fingers. Leave on for 3-10 min, depending on desired intensity. Rinse off and finish with conditioner.*



# UNIQUE N° SYSTEM

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

*How much hold do I want?  
How much shine do I want?  
How much volume do I want?*

*The numbers will help you choose the right product for your needs.*

HOLD	0 1 2 3 4 5
SHINE	0 1 2 3 4 5
VOLUME	0 1 2 3 4 5

→ N° 545

DIRECTIONS:	
Hold 15-20cm from hair and spray evenly. Mouldable and workable spray.	
HOLD	0 1 2 3 4 5
SHINE	0 1 2 3 4 5
VOLUME	0 1 2 3 4 5
300 ml/10.14 fl.oz.	



# PROTECT & PREPARE

100% vegan products that protect and prepare the hair for heat styling and blow dryers. They give a natural, workable hold and ensure beautiful shine – the best primer for any hairstyle.



## HEAT PROTECTION N°230

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

100 ml / 3.38 fl.oz  
175 ml / 5.91 fl.oz

0 1 **2** 3 4 5

0 1 2 **3** 4 5

0 1 2 3 4 5



## GET IT STRAIGHT N°241

Smooths out frizz while providing an anti-static effect – creating a silky, straight look. It additionally protects against humidity, helping to protect your hair style in every type of weather.

125 ml / 4.22 fl.oz

0 1 **2** 3 4 5

0 1 2 3 **4** 5







0 **1** 2 3 4 5





# VOLUME & BODIFYING

100% vegan products with bodifying effects that build weightless volume, leaving the hair fuller while never weighing it down.

	<b>FIBER MOUSSE N°345</b>	A unique, soft mousse that gives hair body, texture and volume. Makes hair feel fuller from root to tip through fibers that become activated through heat contact.  75 ml / 2.53 fl.oz 250 ml / 8.45 fl.oz	0 1 2 <b>3</b> 4 5 0 1 2 3 <b>4</b> 5 0 1 2 3 4 <b>5</b>	 
	<b>MOUSSE N°435</b>	Our classic, volume building mousse that adds structure and long-lasting hold to any hairstyle. With a workable texture, it creates buildable, airy volume.  75 ml / 2.53 fl.oz 250 ml / 8.45 fl.oz	0 1 2 3 <b>4</b> 5 0 1 2 <b>3</b> 4 5 0 1 2 3 4 <b>5</b>	 
	<b>ROOT TO TOP N°335</b>	A spray mousse that provides maximum volume exactly where you need it, with long-lasting hold. Perfect for building weightless volume with an innovative spray mousse format.  250 ml / 8.45 fl.oz	0 1 2 <b>3</b> 4 5 0 1 2 <b>3</b> 4 5 0 1 2 3 4 <b>5</b>	 
	<b>THICKENING SPRAY N°215</b>	This light hold spray leaves hair with a flexible, touchable texture - formulated especially for fine and thin hair. Protects against humidity, making this a great all-weather companion.  300 ml / 10.14 fl.oz	0 1 <b>2</b> 3 4 5 0 <b>1</b> 2 3 4 5 0 1 2 3 4 <b>5</b>	 





# STYLING & FINISH

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100% vegan products for finishing touches to complete your hairstyle, giving it an extra boost of shine, reliable hold and volume – ensuring it is your best look yet.



## EXTREME HOLD SPRAY N°525

Provides strong, long-lasting control. This quick drying formula controls hair without ever making it appear stiff. Hair stays strong through both humidity and wind.

75 ml / 2.54 fl.oz  
300 ml / 10.14 fl.oz

0 1 2 3 4 **5**  
0 1 **2** 3 4 5  
0 1 2 3 4 5



## HOLD & SHINE SPRAY N°545

Strong hold hair spray that provides a gorgeous, glossy finish without ever weighing it down. Hold & Shine is easy to brush out when you are ready to change your hairstyle.

75 ml / 2.54 fl.oz  
300 ml / 10.14 fl.oz

0 1 2 3 4 **5**  
0 1 2 3 **4** 5  
0 1 2 3 4 5



## FLEXIBLE SPRAY N°333

A medium hold hair spray that takes control of hair while keeping its natural movement with buildable volume. Tames and refines hair, while protecting it against humidity and moisture. And when you're ready to change your hairstyle, Flexible Spray easily brushes out of hair.

300 ml / 10.14 fl.oz

0 1 2 **3** 4 5  
0 1 2 **3** 4 5  
0 1 2 **3** 4 5



## SHINE SPRAY N°050

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

150 ml / 5.07 fl.oz

**0** 1 2 3 4 5  
0 1 2 3 4 **5**  
**0** 1 2 3 4 5



# STYLING & FINISH

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100% vegan products for finishing touches to complete your hairstyle, giving it an extra boost of shine, reliable hold, and volume.



## FIRM HOLD SPRAY N°545

Non-aerosol pump spray that provides maximum hold, which helps create a multitude of looks - from classic updos to modern, creative looks. This fine spray dries slowly, allowing you to style to perfection at your own pace.

175 ml / 5.91 fl.oz

0 1 2 3 4 **5**  
0 1 2 3 4 5  
0 1 2 3 4 5



## STAY SMOOTH N°141

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

125 ml / 4.22 fl.oz

0 **1** 2 3 4 5  
0 1 2 3 4 5  
0 **1** 2 3 4 5



## SCULPTING GEL N°433

Multitasking gel that provides flexible hold, texture and natural shine. Gives definition to hair.

150 ml / 5.07 fl.oz

0 1 2 3 **4** 5  
0 1 2 3 4 5  
0 1 2 **3** 4 5



# WAX

## STYLING & FINISH

Our waxes have the ability to redefine your hairstyle and are essential tools in any hair routine. Through a wide range of waxes you are able to find the amount of hold and shine that you desire. With our revolutionary polymer technology, each wax is able to provide reliable control while being extremely user friendly.

	<b>ROUGH PASTE N°404</b>	Strong hold, workable paste with a matte finish. Gives structure and fullness to all hair types. <i>Contains beeswax.</i>	0 1 2 3 4 5 0 1 2 3 4 5 0 1 2 3 4 5	 
	<b>ROUGH WAX N°505</b>	Maximum hold, oil-free wax with matte finish. Adds volume and structure. <i>Contains beeswax.</i>	0 1 2 3 4 5 0 1 2 3 4 5 0 1 2 3 4 5	
	<b>STYLING WAX N°534</b>	Strong hold with maximum control. A powerful product that gives a natural shine and ensures extra long-lasting hold. <i>Contains beeswax.</i>	0 1 2 3 4 5 0 1 2 3 4 5 0 1 2 3 4 5	
	<b>POMADE N°550</b>	Long-lasting, strong hold pomade with high shine for a classic, sleek look.	0 1 2 3 4 5 0 1 2 3 4 5 0 1 2 3 4 5	
	<b>FORMING CREAM N°424</b>	Volumizing cream that defines and creates shape in coordination with hair's natural movement. <i>Contains beeswax.</i>	0 1 2 3 4 5 0 1 2 3 4 5 0 1 2 3 4 5	





# TEXTURE & FORM

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100% vegan products with texturizing effects that shape hair leaving it with matte or glossy textures. No matter which product you select, each provides a natural, effortless look – with a weightless feel.

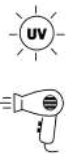


## OCEAN MIST N°303

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

100 ml / 3.38 fl.oz  
175 ml / 5.91 fl.oz

0 1 2 **3** 4 5  
0 1 2 3 4 5  
0 1 2 **3** 4 5

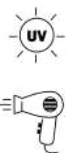


## CURL POWER N°244

Gel cream formula that defines and enhances natural curls, leaving them bouncy, flexible and gorgeously glossy. It provides an anti-static effect ensuring curls are perfectly refined.

125 ml / 4.22 fl.oz

0 1 **2** 3 4 5  
0 1 2 3 **4** 5  
0 1 2 3 **4** 5



## DRY SHAMPOO N°204

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

75 ml / 2.54 fl.oz  
200 ml / 6.76 fl.oz

0 1 **2** 3 4 5  
0 1 2 3 4 5  
0 1 2 3 **4** 5

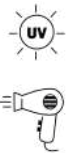


## SPRAY WAX N°434

An 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, hold and is easy to use.

250 ml / 8.45 fl.oz

0 1 2 3 **4** 5  
0 1 2 **3** 4 5  
0 1 2 3 **4** 5



# ROOT CONCEALER

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A pigmented spray with 100% vegan ingredients that effectively and temporarily camouflage hair regrowth and unwanted grey roots. Root Concealer comes in four colours and contains unique pigments that effectively cover the surface of the hair strand to seamlessly hide regrowth. The formula dries quickly and stays in place until your next hair wash. 125 ml / 4.22 fl.oz



## ROOT CONCEALER

Spray designed to cover grey root growth temporarily with just one quick spray. Dries fast and stays until next wash.



**Dark Blonde**  
**Light Brown**  
**Brown**  
**Black**



**How to use:**  
*Use on dry, styled hair. Shake container well. Hold can 10-15 cm / 3-6 inches from hair and spray roots in a light steam.*



# REF X FURRY FRIENDS

Furry Friends offers healthy dog food with nourishing ingredients, and is produced in Sweden. REF x Furry Friends is a collaboration where expertise within product development meets the passionate love for animals and sustainability. The 100% vegan fur cleansing products are based on REF's Nature + Science concept which gives pet owners the absolute best care for their furry friends.



## NATURAL PET SHAMPOO

Formulated with a special blend of botanical extracts and vegetable proteins, along with moisturising Aloe Vera and ProVitamin B5. Gently cleans while soothing dry skin and coats. Massage a small amount into damp fur, avoiding eyes and ears.

500 ml / 16.91 fl.oz



## NATURAL PET CONDITIONER

All-natural ingredients that untangle and nourish the coat. Contains Avocado Oil which moisturizes dry skin and gives the coat a soft feel. Massage a small amount into damp fur and rinse with cool, clear water.

500 ml / 16.90 fl.oz



## NATURAL PET SPRAY CONDITIONER

Contains detangling properties which make brushing and combing easy. Avocado Oil nourishes while Almond Oil softens the coat. Spray on dry fur and comb.

250 ml / 8.45 fl.oz

# PROMOTIONS

We continuously offer seasonal promotions of the latest products and gift packaging. We focus on promotions that add value to the consumer and work great as an introduction to potential REF users.



# JOIN OUR COMMUNITY



Our extensive global experience within the hairdressing industry is shared through our education platform, [REF Academy](#), where we inspire a worldwide network of hairdressers, stylists and beauty advisors. We provide hands on classes showing the latest techniques, which provide inspiration and the secrets to bring out natural beauty in all hair types.

## FOR DISTRIBUTORS & SALONS:

We offer tailor-made education workshops and training events for sales representatives, educators and hairdressers:

- ✓ Brand Presentation
- ✓ Product Specialist
- ✓ Colour Collective
- ✓ Colour Progressive
- ✓ Blonde.ID
- ✓ Complimentary and inspirational classes: Curly Perm, ProPlex, Refine & Boost, Intro To Colour, Ingredients & Fragrance

## JOIN OUR COMMUNITY:

Inspire us with your best creations of colours, cuts and styling on Instagram. Share imagery and make sure to tag REF for a chance to be featured and get a shoutout on our channel!



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*At REF we care about our community of hairdressers. Be a part of our development and help us inspire each other! Share your thoughts on product development, feedback and ideas via email to:*

[info@refstockholm.com](mailto:info@refstockholm.com)



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