



FABRIQ

# Finally, you CAN have it all your way: introducing Fabriq

## Personalised treatments and products that transform all hair types

*From straighter, smoother hair, to natural curls with fantastic definition, unleash your creativity with Fabriq.*

*The brand's innovative protein-based treatments and products repair, strengthen and transform all types of hair so that it's easy-to-manage and impossible not to love.*

### A new brand built on the strongest foundations

Fabriq comes from the team behind KeraStraight and INNOLuxe and is a natural progression of their unique protein-based approach to healthy, strong and easy-to-manage hair.

The belief that everyone should have the freedom to unleash their hair with the style they choose runs loud and clear through the DNA of all three brands.

The team's worked with protein technologies since they first started developing KeraStraight back in 2008, but a lot has changed since 'Brazilian blowouts' and 'keratin treatments' first became buzzwords...

“

*“Fabriq is more than just a product. It lets us have the hair we dream of and manage it ourselves, whatever our lifestyle.”*

**SALLY BROOKS,  
FABRIQ'S GLOBAL BRAND AMBASSADOR**



**Media enquires, please contact:**  
Claire Maher, *Publicist, Cemantics PR*  
Mobile: +61 402 830 366  
Email: [clairemaher@optusnet.com.au](mailto:clairemaher@optusnet.com.au)

**For Stockists, please contact:**  
Phone: 03 9583 1575  
Email: [info@smithscollectivebrands.com.au](mailto:info@smithscollectivebrands.com.au)  
[www.smithscollectivebrands.com.au](http://www.smithscollectivebrands.com.au)

   @fabriqhair  
[@smithscollectivebrands](https://www.instagram.com/smithscollectivebrands)



FABRIQ

# Meet the family

*Think of Fabriq as a family of treatments and products that work together to create the perfect canvas so you can unleash your creativity on the healthiest, strongest, easiest-to-manage hair you can imagine.*

## Proteins and personalisation

Fabriq's range of in-salon treatments and at-home products use sophisticated blends of proteins that work with the hair's natural keratin.

Whether you want to repair and strengthen damaged or weak hair, transform unruly, frizzy locks so they're super-easy to manage, smooth and straighten curls,

or add curl definition, Fabriq will work for you. And that's all down to the way Fabriq can be personalised.

By adapting the products and techniques that are used, the

in-salon treatments can be personalised to suit any client's hair type, condition and goals.

And the at-home products can be layered and cocktailed to suit any individual style.

It's that ability to transform every hair type that makes Fabriq such a game-changer for salons and freelance hairdressers alike.

## Fabriq has two in-salon treatments

**Quick Fix** is a dream for creating stronger, healthier hair. It takes just 30 minutes and the results last for up to 30 days. You can also intensify the treatment and the results by upgrading to Quick Fix+.

**Reset** is a pro when it comes to transforming every hair type so it's straighter, smoother, softer, shinier and oh-so strong for up to four months at a time.

## Fabriq has two ranges of aftercare

These professional aftercare products are essential for getting the best out of the in-salon treatment and making the effects last.

Build Shampoo, Conditioner and Mask are perfect for fine, thin or limp hair, adding strength and softness with each use.

Hydrate Shampoo, Conditioner and Mask are a dream for hair that's coarse, dry or damaged, adding lightweight moisture every time you use them.

“

*We've come a long way... The hair industry is always evolving, science developing and trends shifting. We're excited to dive even deeper into advanced hair repair for everyone.”*

**JEZ BARNETT  
AND JOHN HUBBARD,  
FOUNDERS**

## Coming soon – Fabriq's new Style range

The Style range is really special and we're excited to share it with you later this year. Watch this space ...



**Media enquires, please contact:**  
Claire Maher, *Publicist, Cemantics PR*  
**Mobile:** +61 402 830 366  
**Email:** [clairemaher@optusnet.com.au](mailto:clairemaher@optusnet.com.au)

**For Stockists, please contact:**  
**Phone:** 03 9583 1575  
**Email:** [info@smithscollectivebrands.com.au](mailto:info@smithscollectivebrands.com.au)  
[www.smithscollectivebrands.com.au](http://www.smithscollectivebrands.com.au)

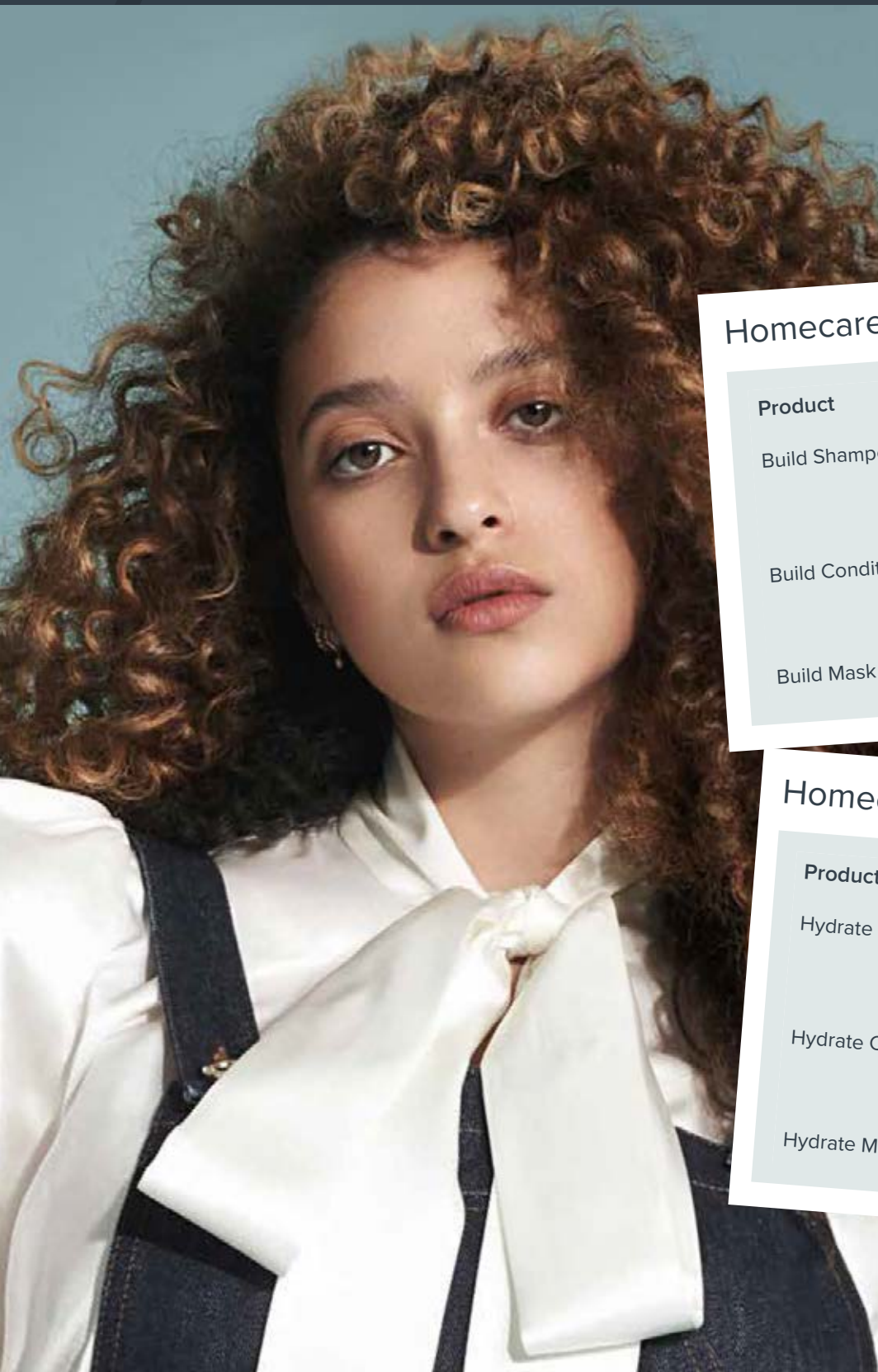


**@fabriqhair**  
**@smithscollectivebrands**

# Price List



# FABRIQ



## Homecare Build

Product	Size	RRP
Build Shampoo	250ml	42.00
	500ml	74.00
	(coming soon) 1000ml	-
Build Conditioner	200ml	42.00
	500ml	74.00
	(coming soon) 1000ml	-
Build Mask	100ml	42.00

## Homecare Hydrate

Product	Size	RRP
Hydrate Shampoo	250ml	42.00
	500ml	74.00
	(coming soon) 1000ml	-
Hydrate Conditioner	200ml	42.00
	500ml	74.00
	(coming soon) 1000ml	-
Hydrate Mask	100ml	42.00

Prices are in \$AUD and include GST.

**Media enquires, please contact:**  
Claire Maher, *Publicist, Cemantics PR*  
Mobile: +61 402 830 366  
Email: [clairemaher@optusnet.com.au](mailto:clairemaher@optusnet.com.au)

**For Stockists, please contact:**  
Phone: 03 9583 1575  
Email: [info@smithscollectivebrands.com.au](mailto:info@smithscollectivebrands.com.au)  
[www.smithscollectivebrands.com.au](http://www.smithscollectivebrands.com.au)

   @fabriqhair  
[@smithscollectivebrands](https://www.smithscollectivebrands.com.au)