

STOCKHOLM SWEDEN

REF



## WASH & CARE

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Reconstructing series for dry, damaged or chemically treated hair. Based on organic Murumuru Butter and proteins to protect hair and provide it with a wide spread of essential amino acids for long-lasting repair.



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



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



250 ml /  
8.45 fl.oz

ULTIMATE REPAIR

Intensely hydrating products containing organic oils from Coconut and Bergamot. Provides dry and dull hair with moisture and radiant shine.



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



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



250 ml /  
8.45 fl.oz

INTENSE HYDRATE

Developed to infuse hair with colour lustre and luminescent shine. The series contains beneficial and smoothing oils from organic Acai and Jojoba.



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



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



250 ml /  
8.45 fl.oz

ILLUMINATE COLOUR

## WASH & CARE

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Contains a nourishing mixture of organic ingredients. Grapefruit Oil for bodifying effect and Jojoba Oil for enhanced softness.



WEIGHTLESS VOLUME



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



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



250 ml /  
8.45 fl.oz

Based on a mixture of organic Blueberry and Linseed oils with blue and violet pigments. Resulting in a cool hair tone, full of hydration and illuminating shine.



COOL SILVER



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



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

A blend of organic Almond Oil and Camelina Extract for nourishment and smoothness of both body and hair. Excellent duo product, suitable for sensitive skin and scalp.



HAIR & BODY



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

### ALWAYS

- ✓ Sulphate free
- ✓ UV-Protection
- ✓ 100% Vegan

## COLOUR BOOST MASQUES

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Nourishing colour treatments that quickly give hair a boost of colour with irresistible shine. Features a soothing cocktail of Shea Butter and Avocado Oil. Apply to washed, towel dried hair. Leave on for 10-30 min, depending on desired intensity. Rinse off and finish with REF Conditioner.



Brilliant  
200 ml / 6.76 fl.oz

Available in 10 Colours

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

## CARE COMPANIONS

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### WEIGHTLESS VOLUME REFRESHING MOUSSE

A 2-in-1 treatment that gives volume and shine to every hair strand while absorbing oils from the roots. Nourishing formula that strengthens the hair-roots. Leaves the hair feeling refreshed between washes, without weighing down the hair or leaving any product residues.

200 ml / 6.76 fl.oz

## LEAVE IN PRODUCTS

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### LEAVE IN SERUM

Heat protectant styling serum with proteins and botanical extracts. Gives hair hydration and long lasting hydrating results.

125 ml / 4.22 fl.oz



### DETANGLING SPRAY

Light multifunctional spray with botanical extracts specially chosen to protect, strengthen and detangle all hair types.

175 ml / 5.91 fl.oz

### SHINE ELIXIR



Hair oil that provides shine and hydration while strengthening the hair. Makes hair soft, smooth and shiny. Includes natural UV-protection.

80 ml / 2.70 fl.oz

## HAND WASH

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### HAND WASH AMBER & RHUBARB



A luxurious hand wash for a gentle cleanse with a warm scent of rich amber and sweet rhubarb. Enriched with almond oil to soften and moisturize your hands.

300 ml / 10.14 fl.oz

## ALWAYS

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### 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.



## VOLUME & BODYFYING

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### MOUSSE N°435

Weightless mousse that adds structure and long-lasting hold. Creates buildable volume without drying hair out.

75 ml / 2.53 fl.oz 250 ml / 8.45 fl.oz



### FIBER MOUSSE N°345

A unique, soft mousse for body, texture and volume. Makes hair feel fuller through fibers that become activated via heat contact.

75 ml / 2.53 fl.oz 250 ml / 8.45 fl.oz



### THICKENING SPRAY N°215

Nourishing volume spray for a quick boost of texture and fullness. Adds body and protects hair from humidity.

300 ml / 10.14 fl.oz



### ROOT TO TOP N°335

Provides maximum volume with long-lasting hold. The innovative spray mousse format is perfect for building weightless volume.

250 ml / 8.45 fl.oz

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## UNIQUE N° SYSTEM

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We have created a unique numerical performance system on all REF styling products to help you directly recognize the correct REF styling product for your needs.

*How much hold?*

*How much shine?*

*How much volume?*

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

HOLD           ○ 1 2 **3** 4 5  
SHINE         ○ 1 2 3 4 5  
VOLUME      ○ 1 2 **3** 4 5

—————> **N°303**

## STYLING & FINISH

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### FLEXIBLE SPRAY N°333

Versatile spray for workable control and weightless look. Tames and refines hair while protecting against humidity to ensure a frizz-free result.

300 ml / 10.14 fl.oz



### EXTREME HOLD SPRAY N°525

Finishing spray for extra lift and extreme, long-lasting hold. Humidity resistance protects against moisture and wind. Quick-drying formula that doesn't make hair stiff.

75 ml / 2.53 fl.oz 300 ml / 10.14 fl.oz



### HOLD & SHINE SPRAY N°545

Hair spray with strong hold and high shine. Gives gorgeous, glossy finish without weighing hair down.

75 ml / 2.53 fl.oz 300 ml / 10.14 fl.oz



### FRIZZ TAMER N°130

Helps you to keep flyways and baby hairs in place. Nourishing formula with caring coconut oil and strengthening quinoa protein. Gives natural finish and shine, without grease.

20 ml / 0.67 fl.oz



### FIRM HOLD SPRAY N°545

Non-aerosol spray for maximum hold and buildable volume. This moisture resistant spray styles hair to perfection.

175 ml / 5.91 fl.oz



### SHINE SPRAY N°050

Lightweight spray that leaves hair with a radiant lustre. Maximizes shine and leaves hair with an elegant touch.

150 ml / 5.07 fl.oz



### SCULPTING GEL N°433

Multitasking gel that gives hair texture and flexible hold. Use in dry or damp hair.

150 ml / 5.07 fl.oz



### ROUGH PASTE N°404

Workable paste with strong hold and matte finish. Gives structure and fullness to all hair types. Contains Bees Wax.

75 ml / 2.53 fl.oz 150 ml / 5.07 fl.oz

## ROOT CONCEALER

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Pigmented spray that effectively and temporarily helps cover unwanted hair regrowth and/or grey roots. Quick-drying formula that remains until your next hair wash.

How to use: On dry, styled hair. Shake container well. Hold can 3-5 inches from hair and spray where desired.



Dark Blonde Light Brown Brown Black

125 ml / 4.22 fl.oz

## WAXES

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### SHAPER WAX N°424

Medium hold shaping cream that remains pliable and gives enhanced body and texture with natural shine.

85 ml / 2.87 fl.oz



### FIBER CREAM N°323

Medium hold cream with fibers that gives volume and definition. Easy to use formula that provides hair with natural shine.

85 ml / 2.87 fl.oz



### DRY SHAMPOO PASTE N°205

Reworkable paste that gives a fresh lift and second-day texture. Leaves a matte finish and flexible hold without leaving any residue.

85 ml / 2.87 fl.oz



### STYLING WAX N°534

Maximum control wax with medium shine for hairstyles that require extra long-lasting hold. Suitable for all hairtypes.

85 ml / 2.87 fl.oz



### POMADE N°550

Long-lasting, strong hold pomade for a classic, sleek look. Gives hair high shine for an elegant finish. Perfect for when you want your hairstyle to stay all day. Suitable for all hairtypes.

85 ml / 2.87 fl.oz



## PROTECT & PREPARE

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### HEAT PROTECTION N°230

Protects hair and prevents damage from heat up to 230°C / 450°F. Adds natural shine and light hold to hair.

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



### GET IT STRAIGHT N°241

Smooth anti-static gel that protects from humidity. Relaxes curls while adding shine.

125 ml / 4.22 fl.oz

## TEXTURE & FORM

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### CURL CREAM N°244

Formable curl cream that enhances curls with a barrier that protects from heat. Contains Bamboo extract to help soothe the scalp. Gives soft, defined, and hydrated curls. Lightweight formula that fits great for thin to fine hair.

150 ml / 5.07 fl.oz



### OCEAN MIST N°303

Mineral-rich sea salt spray adds texture for a natural after-beach look. Gives hair workable body with a matte finish.

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



### CURL POWER N°244

Enhances natural curls, leaving them bouncy and glossy. Provides an anti-static effect ensuring curls are perfectly defined.

125 ml / 4.22 fl.oz

## DRY SHAMPOO

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



**BROWN:**  
200 ml / 6.76 fl.oz

**CLEAR:**  
75 ml / 2.54 fl.oz  
200 ml / 6.76 fl.oz

## GET TO KNOW REF

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A REFinEd journey since 2004.

REF is a globally renowned Swedish hair care brand creating 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.

We welcome you to join our world where nature meets science, bringing out the uniqueness, individuality and natural beauty in all hair types.



## JOIN OUR COMMUNITY

Let's get inspired. Make sure to tag us on Instagram for a chance to be featured and get a shoutout on our channel:



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