



ILES
FORMULA

PARIS NEW YORK

Iles Formula

Haute Performance Haircare

Minimalism Meets Maximum Performance

As one of the most sought-after hair stylists in the industry, Wendy Iles has become internationally acclaimed for mastering the art and science of hair and beauty. Wendy spent a decade scouring the globe to find powerful ingredient blends and complexes that would provide instant results for her high-profile clientele. What began as an onset hair secret has now launched to the public.

Utilising the latest innovations and technologies and its unique blend of proprietary high-grade care and repair ingredients, Iles Formula is a 3-step high performance hair care system, which is free from harmful chemicals and is kind to the environment. From consciously designing all products and packaging to re-planting trees in the Amazon to help rebuild damaged ecosystems, we place sustainability at the core of our business.

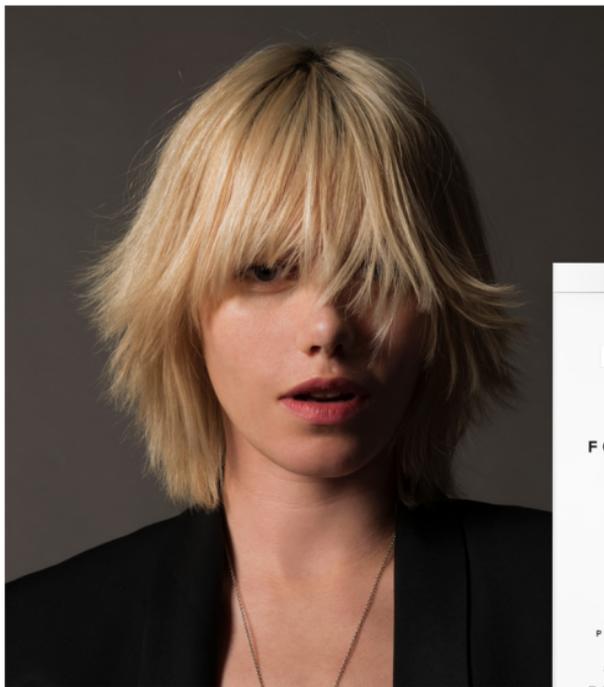
Wendy is not only committed to nurturing hair but also the environment. We use powerful ingredients that are responsibly sourced, primarily from the forest floor and are dedicated to constantly developing our sustainability commitment to reduce our impact on the environment.

A breath of fresh air in an oversaturated haircare market. Let us take your breath away from the very first use!



SHAMPOO

CLEANSE



For all ages + hair types.

Color safe + extension safe.

Detangles + Repairs + Protects.

Evens out porosity + adds root volume.

Extremely calming for even the most sensitive scalps.

Sustainable, antioxidant-rich ingredients.

Bespoke, allergen-free perfume of white tea flower.

SULFATE FREE + SILICONE FREE + PARABEN FREE + PHTHALATE FREE

DIRECTION FOR USE:

Apply to very wet hair. This applies to most shampoos but is even more important for sulfate-free shampoos. Massage and add more water, not more product, to activate the ingredients and create a sumptuous lather. For damaged and brittle hair, gently knead this lather all the way through to the ends. The lather is the first step to stopping breakage and softening the hair. Rinse thoroughly. Repeat.

CONDITIONER

REPAIR



For all ages + hair types.

Instantly repairs even the most damaged hair.

Stops breakage.

Transforms dry, straw-like hair to soft, sumptuous silk.

Dullness, frizz and rough texture disappear

Unique formulation that prevents breakage by never creating a build up of any harmful residue and overload of keratin, proteins and bond builders.

Sustainable, antioxidant-rich ingredients.

Bespoke, allergen-free perfume of white tea flower.

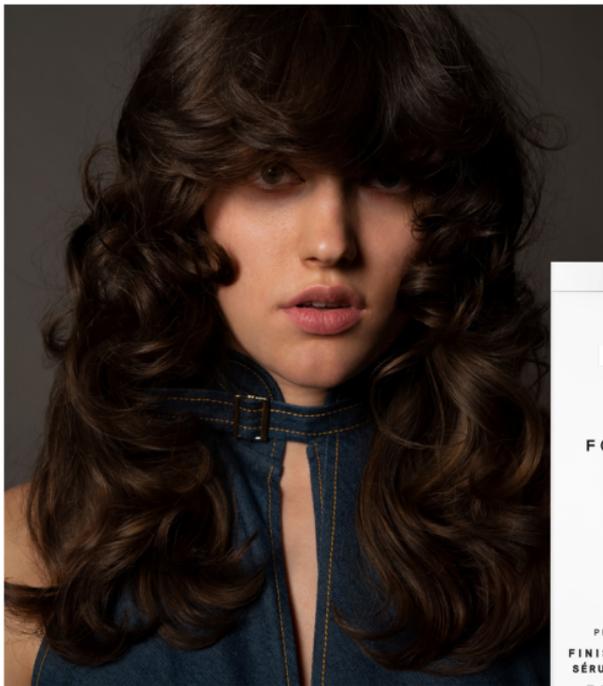
SILICONE FREE + PARABEN FREE + PHTHALATE FREE

DIRECTIONS FOR USE:

After cleansing with the Iles Formula Shampoo, apply the Iles Formula Conditioner to mid length and ends. Comb through for an even distribution. The comb is the vehicle that will deliver precisely what is needed to the roots. Rinse. This conditioner is nutrition for the hair so a little leftover product on the end of brittle dry hair will feed the hair with nothing but goodness.

FINISHING SERUM

PROTECT



For all ages + hair types.

The go-to protective styling serum.

Delivers an organic memory + spun silk suppleness to the hair.

Never weighs the hair down.

Can be applied daily to wet + dry hair.

Heat activate to transform dry, brittle hair to sumptuous silk.

Sustainable, antioxidant-rich ingredients.

Bespoke, allergen-free perfume of white tea flower.

PROTECTION AGAINST HEATED TOOLS + UV + COLOR FADE + HUMIDITY

DIRECTIONS FOR USE:

Apply evenly to mid lengths and ends of wet hair before blow drying, ensuring not to miss any sections. Once hair is dry, apply a small amount to the outer finished surface to calm any flyaways. Thereafter, apply daily to dry hair to refresh protection and prevent frizz.

SCALP + HAIR REJUVENATING BOOSTER

HAIR GROWTH



Powerful, leave-in treatment to help reduce the signs of premature hair loss + boost growth of thicker + stronger hair for women + men.

Promotes anchoring of the hair follicle by strengthening its structure + metabolism.

Fast absorbing + Lightweight + Fragrance free

For use on a damp or dry scalp.

Sustainable, antioxidant-rich ingredients.

Biotinoyl Tripeptide-1, known as Procapil™, a key, drug-free, botanical ingredient promotes anchoring of the hair.

Wasabi stimulates dermal papilla cells developing stronger follicles.

Biotin and 3 Amino Acid residues stimulate collagen synthesis.

Tomato + Apple Extract aid cell rejuvenation + reduces ageing of the scalp + hair.

DRUG FREE + RESIDUE FREE + VEGAN + GENTLE ON SCALP

DIRECTIONS FOR USE:

Apply daily, generously, and evenly to a damp or dry scalp. Massage to activate circulation and leave product on scalp. For optimal results, use the Iles Formula Scalp and Hair Rejuvenating Booster in conjunction with the Iles Formula Shampoo and Conditioner. Continue treatment for a minimum of 3 months. Once the desired result is achieved, use 2-3 times a week to maintain.

HAIR MASK

NOURISH + STRENGTHEN



For all ages + hair types.

A sumptuous cocktail for the hair + scalp.

Delivers an extra suppleness to the hair.

Never weighs the hair down.

Sustainable, antioxidant-rich ingredients.

Bespoke, allergen-free perfume of white tea flower.

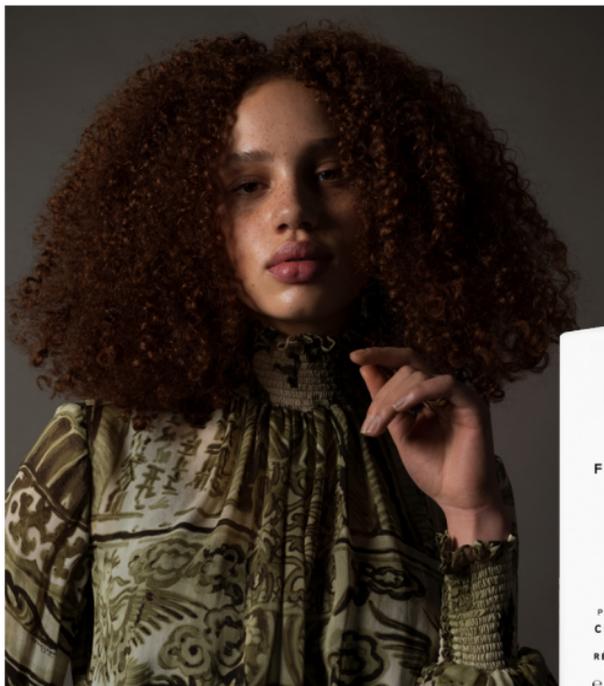
VITAMIN INFUSED + COLOR SAFE

DIRECTIONS FOR USE:

Best applied after the Iles Formula Shampoo and before the Conditioner. Remove excess water and apply generously from scalp to ends. Indulge for 5 to 20 minutes. Rinse. Follow with the Iles Formula Conditioner. Use weekly in the case of brittle, dry and damaged hair, or monthly as a hair spa treatment for all others hair types.

CURL REVIVE

FOR ALL TYPES OF TEXTURED HAIR + COARSE TEXTURED EXTENSIONS



Supercharged protective styling serum

Delivers a weightier, cashmere finish.

Beautifully formed, frizz-free curls.

Equally performant on thick + coarse straight hair + extensions + keratin treated hair.

Can be applied to wet + dry hair.

Sustainable, antioxidant-rich ingredients.

Bespoke, allergen-free perfume of white tea flower.

PROTECTION AGAINST HEATED TOOLS + UV + COLOR FADE + HUMIDITY

DIRECTIONS FOR USE

Cleanse and condition with the Iles Formula Shampoo + Conditioner before applying the Iles Formula Curl Revive. Comb the conditioner through from roots to ends to separate the curls. This should be the last time your curls are combed until dry. Rinse the conditioner in a downward direction. Squeeze excess water out of the hair with the Iles Formula Hair Turban to minimize further friction to curls. Apply the Iles Formula Curl Revive liberally throughout the hair. Diffuse or allow to dry naturally. Refresh curls the next day by applying a mist of water followed by the Curl Revive. For straight hair - Apply to mid lengths and end and blow dry as usual.

HAIR TURBAN

FAST DRYING + ANTI-FRICTION

Extra absorbent and soft microfibre towel

Gently dries hair fast without friction, reducing static, frizz and breakage.

Generously sized with an elasticized edge and secure button + loop to fit all head sizes and hair lengths.



ANTI-STATIC + ANTI-FRIZZ + ANTI-BREAKAGE

DIRECTIONS FOR USE:



PLACE



TWIST



SECURE

SPA COLLECTION

WELLNESS



SP ILES **PA**
FORMULA

PARIS NEW YORK

HAIR + BODY CLEANSE



Wash + Go for Virgin Hair + Men + Children

A luxurious hair experience with a soft, silky after cleanse on the skin.

Addresses ageing of the hair + scalp + skin at a cellular level.

Sustainable, antioxidant-rich ingredients.

Bespoke perfume of Earl Grey Tea infused with the bergamot fruit + flower.

Anti-bacterial body sponge.

Derived from elephant yam root.

Naturally nourishes skin with vitamins A, B, C, D, E, proteins + fatty acids.

Non-toxic and biodegradable.

SULFATE FREE + SILICONE FREE + PARABEN FREE + PHTHALATE FREE

DIRECTION FOR USE:

Hair Cleanse - apply to very wet hair. Massage and add more water, not more product, to activate an indulgent lather. Rinse thoroughly. Repeat.

Body Cleanse - for an optimum experience, use with the antioxidant Iles Formula Body Sponge to activate the lather.

Body Sponge - soak for 5 minutes in warm water before first use.

SCALP + BODY EXFOLIANT



For all scalp + skin types.

A gentle, high performing, anti-oxidant exfoliant.

Micro particles made from rice husks unblock clogged pores, remove dead skin and impurities to restore a healthy, breathing scalp + rejuvenated skin.

A cocktail of Vitamin E and Alpha Hydroxy Acid from the kiwi fruit nurture the scalp + skin + hair.

Sustainable, antioxidant-rich ingredients.

Bespoke perfume of Earl Grey Tea infused with the bergamot fruit + flower.

**SULFATE FREE + SILICONE FREE + PARABEN FREE
NO RESIDUE + GENTLE ON SKIN + VEGAN**

DIRECTION FOR USE:

Apply generously to a damp scalp + body before cleansing. Add water if necessary and massage in circular movements to encourage the exfoliation process. The granules will begin to dissolve leaving the scalp and skin feeling silky and soft. Rinse thoroughly. Cleanse with the Iles Formula Shampoo or Hair + Body Cleanse. Use weekly, monthly or as required.

INTENSIVE HAIR + BODY BALM



For all skin types + men's grooming + highly textured and coily hair types.

A rich, ph balanced balm infused with Vitamins A + E + omega fatty acids from the organic shea and tucuma butters.

Natural UV protection + delivers a burst of long lasting hydration.

A leave-in treatment for highly textured + coily hair + a rich styling balm for men's hair and beards.

Instantly helps to transform and heal dry, aged skin to reveal a soft, silky after feel whilst improving skin elasticity and cell renewal.

Sustainable, antioxidant-rich ingredients.

Bespoke perfume of Earl Grey Tea infused with the bergamot fruit + flower.

NO RESIDUE + PARABEN FREE + VEGAN

DIRECTION FOR USE:

Warm desired amount between hands to melt the balm for optimum application.

Hair - apply sparingly to damp or dry textured hair to protect, nourish and calm flyaways after the Iles Formula Shampoo + Conditioner. Add more as required. Leave in.

Body - apply generously to the entire body after the Iles Formula Scalp + Body Exfoliant and Hair + Body Cleanse. Massage into the skin as desired. The balm will absorb quickly without residue.

Let Us Take Your Breath Away

Mendi Iles



I L E S F O R M U L A . C O M

@ilesformula_hair