

**BOB**™  
PRODUCT  
KNOWLEDGE  
BOOK

# **INNOVATIVE HIGH-PERFORMANCE CLEAN BEAUTY**

Back Of Bottle™ brings the ingredient space to the forefront by making it the name of the line.

## **26 SHAMPOO + CONDITION + STYLING + TREATMENT PRODUCTS**

### **HIGH PERFORMANCE**

Innovative formulations crafted with new-to-industry, scientifically proven ingredients and technology.

Designed for customization and personalization.

Enhances the health and well-being of scalp and hair.

Meticulously tested and refined by our community of expert hair stylists for optimal performance.

### **CLEAN**

Back of Bottle™ features consciously selected ingredients, avoiding known toxins to individuals and the environment.

### **GREEN**

Active plant-derived ingredients powering exceptional product performance promoting balanced scalp and healthy hair.

### **SUSTAINABLE**

Packaged in kind to the earth, highly sustainable materials: Glass, Aluminum, 100% PCR plastics and 100% PCW cardboard.

**BACK OF BOTTLE CELEBRATES DIVERSITY AND INCLUSIVITY,  
AND BELIEVES IN THE BEAUTY OF PERSONAL IDENTITY.**

# BACK OF BOTTLE™/ BOB™ IS PETA CERTIFIED VEGAN + ANIMAL TEST-FREE



## SILICONE FREE\*

\*exception Hold On Hairspray

## 100% NATURAL AROMAS

We have taken “made without” lists that major retailers use to define “clean beauty” and expanded on them.

## INGREDIENTS YOU WILL NEVER FIND:

- |                      |                               |
|----------------------|-------------------------------|
| Parabens             | Animal byproducts             |
| Sulfates (SLS, SLES) | Chemical sunscreens           |
| Petrolatum           | Microbeads                    |
| Mineral oil          | BPA                           |
| Palm Oil             | Formaldehyde-releasing agents |
| Phthalates           |                               |

## WHY IS THIS IMPORTANT NOT TO USE?

### SILICONES

Although sourced naturally, silica is processed to create a synthetic ingredient that is slippery, good for shine and smoothing which has made them popular for use in beauty and self care products. Most silicones are hydrophobic (water resistant) and create a barrier on surface of skin and/or hair that prevents moisture from penetrating. Repeated use results in dryness, breakage, and causes limp hair, and may cause buildup, dehydration, irritation and blockage of skin and scalp.

### PARABENS

A group of chemicals widely used as artificial preservatives in products since the 1920's. The concern is that they may disrupt hormones in the body, harm fertility and reproductive organs, affect birth outcomes, and increase the risk of cancer. They can also cause skin irritation. EWG

### SULFATES

Including SLS and SLES- sulfates are a surfactant (causes lather, cleanses) that can cause skin irritation and dryness. Due to their aggressive nature, sulfates can strip hair, skin and scalp of natural oils, and cause damage. In hair, sulfates may strip color, increase frizz and damage to cuticle and ends.

## **PETROLATUM**

Used for lubrication and sealing in products, creates a synthetic coating on the hair, that blocks moisture. Petrolatum is mineral oil jelly (i.e. petroleum jelly). It is used as a barrier to lock moisture in the skin in a variety of moisturizers and also in hair care products to make your hair shine. A petroleum product, petrolatum can be contaminated with polycyclic aromatic hydrocarbons (PAHs). Studies suggest that exposure to PAHs – including skin contact over extended periods of time – is associated with cancer. i On this basis, the European Union classifies petrolatum a carcinogen ii and restricts its use in cosmetics. PAHs in petrolatum can also cause skin irritation and allergies. lii David Suzuki

## **MINERAL OIL**

Derived from petroleum, does not absorb into skin or hair, creates a barrier blocking moisture. Does not wash off easily causing blockage, irritation.

## **PALM OIL**

Linked to Environmental Destruction & Climate Change To grow palm oil, some of the most bio-diverse, old-growth forests in the world are cut down and torched. releasing huge amounts of CO2 from the atmosphere. According to recent statistics, 27 million hectares of forest and natural wildlife habitats have been cleared for palm oil plantations.

## **PHTHALATES**

Chemical used as a 'plasticizer' sometimes found in aromas, shampoos, is linked to health and developmental issues related to exposure whether in topical use, ingested or inhaled

## **ANIMAL BYPRODUCTS**

Common animal-derived ingredients found in beauty products include honey, beeswax, lanolin , squalene, carmine, gelatin, allantoin, ambergris.

## **CHEMICAL SUNSCREENS**

In humans these are known to be possible endocrine disruptors, possible carcinogens, also harmful to aquatic life, coral

## **MICROBEADS**

Often used as exfoliants, associated with long-term persistence in the environment if released, as they are very resistant to (bio)degradation. Microplastic pollution is irreversible. Sea animals absorb or eat microplastics; these particles can then be passed along the marine food chain. Since humans are ultimately at the top of this food chain, it is likely that we also ingest microplastics. Microplastics are not biodegradable and once they enter the (marine) environment, they are almost impossible to remove.

## **BPA**

Exposure to BPA is a concern because of the possible health effects on the brain and prostate gland of fetuses, infants and children. It can also affect children's behavior. Additional research suggests a possible link between BPA and increased blood pressure, type 2 diabetes and cardiovascular disease.

## **FORMALDEHYDE-RELEASING AGENTS**

These are preservatives which help prevent microbes from growing in water-based products, but can be absorbed through the skin and have been linked to cancer and allergic skin reactions.

**SUSTAINABILITY LOOKS PAST WHAT IS IN OUR BOTTLE AND TAKES A LOOK AT THE BOTTLE ITSELF. WE USE MORE SUSTAINABLE PACKAGING WHEREVER POSSIBLE, TAKING EACH COMPONENT PAST SINGLE USE.**

## **100% PCR PLASTIC**

PCR is an acronym for Post Consumer Recycled, meaning all the plastic used is recycled from previous applications. PCR produces less waste in our landfills and water sources. We have chosen to use 100% PCR plastic for our shampoo and conditioner bottles, tube caps, sprayers, pumps and dip tubes. All of the 100% PCR plastic in these components is fully recyclable.

## **50% PCR PLASTIC**

PCR is an acronym for Post Consumer Recycled. Using plastic packaging with PCR content produces less waste in our landfills and water sources. Our squeezable product tubes used for Free Rein Curl Cream and Hi-Hydrating Mask are constructed with 50% PCR resin. At the time of manufacturing, this was the highest percentage of PCR available for use in a malleable packaging component that would endure normal usage and not break down in a short period of time. 50% PCR plastic is fully recyclable after use.

## **ALUMINUM**

Aluminum is one of the most recycled -and recyclable- materials in use today. A recycled aluminum item is often recycled directly back into itself, and this process can happen infinitely. Our aluminum tub for Copy/Paste Styling Clay and our three aerosol components are fully recyclable.

## **GLASS**

Glass originates from natural resources and is said to be infinitely recyclable, which is why we chose to use it for many of our products. Glass containers include Shore Thing Texture Spray, Lifted Root Volumizer, Shining Armor Serum, and our Hi-Hydrating Oil.

## **PET PLASTIC**

PET stands for Polyethylene Terephthalate, and is a BPA-free plastic that is highly recyclable. While many plastics degrade in quality when recycled and can only be recycled once or a handful of times, PET may be recycled many times, increasing applications' potential beyond single use. We have used PET for our Overtime dry shampoo packaging.

## **RECYCLED CARDBOARD**

100% post consumer waste for our cardboard boxes and shipping materials. Fully recycled and recyclable past single use.

## 26 PRODUCTS

7 SHAMPOOS

7 CONDITIONERS

8 STYLING

4 TREATMENT/LEAVE IN

### SHAMPOO + CONDITIONER

ID routine

HI-HYDRATING moisturizing

TRUE HUE color protect

RESTORE & AFTER repair

REFINE INTERVENTION smoothing

VIOLETS ARE TRUE purple toning

FREE REIN curl/texture enhance

### STYLING PRODUCTS

LIFTED root volumizer

SHORE THING texturizing spray

COPY/PASTE styling clay

FREE REIN curl cream

HOLD ON hair spray

GRIP & GRACE texture finishing spray

PLENTI-FULL styling spray

SHINING ARMOR frizz & heat primer

### TREATMENT/LEAVE IN

OVERTIME dry shampoo

HI-HYDRATING moisturizing oil

HI-HYDRATING hair mask

STAY & PLAY leave in conditioner



# SHAMPOO + CONDITIONER



## ID SHAMPOO

routine

Avocado Oil Jojoba Oil Provitamin B5

250ml

A lightweight shampoo

Perfect for every time you shampoo your hair - whatever your routine is

Formulated with conditioning Avocado and Jojoba Oils and hydrating Provitamin B5

Delivers a light citrus blend of aroma accented with uplifting Grapefruit and Mint, Orange, Lime and Tangerine oils.

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, SODIUM C14-16 OLEFIN SULFONATE, COCAMIDOPROPYL BETAINE, ACRYLATES COPOLYMER, TOCOPHEROL, PANTHENOL, HYDROLYZED JOJOBA ESTERS, WHEAT AMINO ACIDS, ARGANIA SPINOSA KERNEL OIL, COCOS NUCIFERA (COCONUT) OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, HYDROLYZED PEA PROTEIN, COCAMIDE MIPA, POLYQUATERNIUM-10, CAPRYLYL GLYCOL, POTASSIUM SORBATE, ETHYLHEXYLGLYCERIN, DISODIUM EDTA, SODIUM HYDROXIDE, GLYCERIN, BUTYLENE GLYCOL, PHENOXYETHANOL



## ID CONDITIONER

routine

Provitamin B5 Argan Oil Jojoba Oil

200ml

A lightweight daily conditioner

Helps moisturize and detangle without weighing down hair

Formulated with Provitamin B5 and nourishing Argan and Jojoba Oils

Delivers a light citrus blend of aroma accented with uplifting Grapefruit and Mint, Orange, Lime and Tangerine oils.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, CETEARYL ALCOHOL, BEHENTRIMONIUM METHOSULFATE, PROPANEDIOL, ARGANIA SPINOSA KERNEL OIL, PANTHENOL, TOCOPHEROL, TOCOPHERYL ACETATE, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, BUTYROSPERMUM PARKII (SHEA) BUTTER, COCOS NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, JOJOBA ESTERS, CETRIMONIUM CHLORIDE, POLYQUATERNIUM-11, ETHYLHEXYLGLYCERIN, GLYCERIN, CITRIC ACID, PHENOXYETHANOL, FRAGRANCE/PARFUM



## HI-HYDRATING SHAMPOO

moisturizing

Apple Fruit Extract Vitamin E Provitamin B5

250ml

Deeply hydrates hair

Leaves hair free of build up

Made with rejuvenating Apple Fruit Extract, strengthening Vitamin E and hydrating Provitamin B5

Delivers a light scent of moss and floral undertones of Rose, Jasmine and Heliotrope.

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, SODIUM C14-16 OLEFIN SULFONATE, COCAMIDOPROPYL BETAINE, GLYCERIN, ACRYLATES COPOLYMER, PYRUS MALUS (APPLE) FRUIT EXTRACT, PANTHENOL, TOCOPHEROL, GLYCOL STEARATE, COCAMIDE MIPA, POLYQUATERNIUM-10, CAPRYLYL GLYCOL, CITRIC ACID, ETHYLHEXYLGLYCERIN, SODIUM HYDROXIDE, POLYQUATERNIUM-11, DISODIUM EDTA, PHENOXYETHANOL, FRAGRANCE/PARFUM



## HI-HYDRATING CONDITIONER

moisturizing

Moringa Seed Extract Avocado Oil

200ml

A lightweight conditioner that hydrates as it detangles hair

Nourishes split ends and provides much needed moisture

Won't weigh down hair

Formulated with strengthening Moringa Seed Extract and nourishing Avocado Oil

Delivers a light scent with moss and floral undertones of Rose, Jasmine and Heliotrope.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, CETEARYL ALCOHOL, COCO-CAPRYLATE/CAPRATE, BEHENTRIMONIUM CHLORIDE, PANTHENOL, TOCOPHEROL, MORINGA OLEIFERA SEED EXTRACT, PERSEA GRATISSIMA (AVOCADO) OIL, COCOS NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, ACRYLATES/STEARYL METHACRYLATE COPOLYMER, CETRIMONIUM CHLORIDE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, POLYQUATERNIUM-37, POLYQUATERNIUM-73, ISOPROPYL PALMITATE, PPG-1 TRIDECETH-6, CETYL ALCOHOL, GLYCERIN, ETHYLHEXYLGLYCERIN, CAPRYLYL GLYCOL, ISOPROPYL ALCOHOL, SORBITAN OLEATE, CITRIC ACID, SODIUM HYDROXIDE, DISODIUM PHOSPHATE, PENTASODIUM PENTETATE, SODIUM BENZOATE, PHENOXYETHANOL, FRAGRANCE/PARFUM





## TRUE HUE SHAMPOO

color protect

Moringa Seed Oil    Sugarcane Extract

250ml

Specially formulated for color-treated hair

Gently cleanses and hydrates while protecting and extending the life of color

With strengthening Moringa Seed Oil and conditioning Sugarcane Extract

Delivers a light floral scent accented with Clove buds, Cedarwood, Lemon, Rose and Lily Of The Valley

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, SODIUM COCOYL ISETHIONATE, SODIUM LAUROYL METHYL ISETHIONATE, DISODIUM COCOAMPHODIACETATE, ACRYLATES COPOLYMER, COCAMIDOPROPYL BETAINE, PANTHENOL, TOCOPHEROL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT, ARGANIA SPINOSA KERNEL OIL, Cocos NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, WHEAT AMINO ACIDS, HYDROLYZED JOJOBA ESTERS, COCONUT ACID, PROPANEDIOL, GLYCOL DISTEARATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, CETRIMONIUM CHLORIDE, SODIUM ISETHIONATE, POTASSIUM SORBATE, TRISODIUM ETHYLENEDIAMINE DISUCCINATE, BUTYLENE GLYCOL, GLYCERIN, DISODIUM EDTA, SODIUM HYDROXIDE, CITRIC ACID, METHYLCHLOROISOTHAZOLINONE, METHYLISOTHAZOLINONE, ETHYLHEXYLGLYCERIN, PHENOXYETHANOL, FRAGRANCE/PARFUM



## TRUE HUE CONDITIONER

color protect

Moringa Seed Extract    Sugarcane Extract

200ml

A lightweight conditioner

Hydrates as it detangles hair

Formulated with strengthening Moringa Seed Extract and conditioning Sugarcane Extract

Delivers a light floral scent accented with Clove buds, Cedarwood, Lemon, Rose and Lily Of The Valley.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, CETEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, C13-16 ISOPARAFFIN, PANTHENOL, TOCOPHEROL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT, LACTOBACILLUS/WASABIA JAPONICA ROOT FERMENT EXTRACT, ARGANIA SPINOSA KERNEL OIL, MYRICA CERIFERA (BAYBERRY) FRUIT WAX, Cocos NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, INULIN, JOJOBA ESTERS, MELANIN, CETYL ALCOHOL, ISOPROPYL ALCOHOL, CETRIMONIUM CHLORIDE, HEPTYL UNDECYLENATE, POLYQUATERNIUM-37, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, ISOPROPYL PALMITATE, BUTYLENE GLYCOL, PPG-1 TRIDECETH-6, KAOLIN, GLYCERIN, ACRYLATES/STEARYL METHACRYLATE COPOLYMER, SORBITAN OLEATE, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, POLYQUATERNIUM-10, PENTASODIUM PENTETATE, SUPEROXIDE DISMUTASE, CITRIC ACID, ETHYLHEXYLGLYCERIN, PHENOXYETHANOL, FRAGRANCE/PARFUM



## FREE REIN SHAMPOO

curl/texture enhance

Rosemary Leaf Extract Jojoba Oil Coconut Oil

250ml

Gently cleanses and hydrates

Helps define and enhance curls, texture and coils

Leaves hair free of build up

Made with soothing Rosemary extract and nourishing Jojoba and Coconut Oils

Delivers a fruity, floral aroma with oil harvested from the Mango seed. Accented with Violet, Vanilla and Orange oils.

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIANTS:** WATER/AQUA/EAU, SODIUM COCOYL ISETHIONATE, SODIUM LAUROYL METHYL ISETHIONATE, COCAMIDOPROPYL BETAINE, COCAMIDE MIPA, SODIUM METHYL OLEOYL TAURATE, COCONUT ACID, PANTHENOL, TOCOPHEROL, SODIUM HYALURONATE, COCOS NUCIFERA (COCONUT) OIL, PERSEA GRATISSIMA (AVOCADO) OIL, CARAPA GUIANENSIS SEED OIL, HYDROLYZED PEA PROTEIN, HYDROLYZED JOJOBA ESTERS, TREHALOSE, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, HYDROXYPROPYLTRIMONIUM HYDROLYZED CORN STARCH, UREA, SODIUM PCA, SODIUM ISETHIONATE, COCO-GLUCOSIDE, LAURYL GLUCOSIDE, POLYQUATERNIUM-4, POLYQUATERNIUM-7, POLYQUATERNIUM-51, POLYQUATERNIUM-73, GLYCOL STEARATE, ETHYLHEXYLGLYCERIN, GLYCERIN, TETRASODIUM GLUTAMATE DIACETATE, CITRIC ACID, SODIUM HYDROXIDE, BUTYLENE GLYCOL, PROPANEDIOL, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, SODIUM BENZOATE, CAPRYLYL GLYCOL, PHENOXYETHANOL, FRAGRANCE/PARFUM



## FREE REIN CONDITIONER

curl/texture enhance

Provitamin B5 Pea Protein Avocado Oil

200ml

A luxe, yet lightweight conditioner

Hydrates as it detangles hair

Nourishing curls, texture and coils without weighing them down

Helps control frizz, enhance curls and add shine

Formulated with strengthening Provitamin B5, protective Pea Protein and nourishing Avocado Oil

Delivers a fruity, floral aroma with oil harvested from the Mango seed. Accented with Violet, Vanilla and Orange oils.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIANTS:** WATER/AQUA/EAU, CETEARYL ALCOHOL, CETYL ALCOHOL, BEHENTRIMONIUM METHOSULFATE, PANTHENOL, TOCOPHEROL, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, COCOS NUCIFERA (COCONUT) OIL, PERSEA GRATISSIMA (AVOCADO) OIL, CARAPA GUIANENSIS SEED OIL, HYDROLYZED PEA PROTEIN, HYDROLYZED JOJOBA ESTERS, WHEAT AMINO ACIDS, HYDROXYPROPYLTRIMONIUM HYDROLYZED CORN STARCH, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, PROPANEDIOL, POLYQUATERNIUM-73, GLYCERIN, CETRIMONIUM CHLORIDE, CAPRYLYL GLYCOL, ISOPROPYL PALMITATE, FUMARIC ACID, SODIUM BENZOATE, BUTYLENE GLYCOL, POTASSIUM SORBATE, DISODIUM EDTA, ETHYLHEXYLGLYCERIN, PHENOXYETHANOL, FRAGRANCE/PARFUM



## REFINE INTERVENTION SHAMPOO

smoothing

Argan Oil Avocado Oil Vitamin E

250ml

A lightweight, yet luxurious shampoo

Cleans without drying or stripping hair of essential oils

Helps control frizz for smoother styling

Formulated with nourishing Argan and Avocado Oils and strengthening Vitamin E

Delivers a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense.

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, SODIUM COCOYL ISETHIONATE, COCAMIDOPROPYL BETAINE, SODIUM C14-16 OLEFIN SULFONATE, ACRYLATES COPOLYMER, PANTHENOL, TOCOPHEROL, ARGANIA SPINOSA KERNEL OIL, Cocos NUCIFERA (COCONUT) OIL, PERSEA GRATISSIMA (AVOCADO) OIL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, COCAMIDE MIPA, SODIUM ISETHIONATE, DECYL GLUCOSIDE, GLYCERYL OLEATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, HYDROXYPROPYLTRIMONIUM HYDROLYZED CORN STARCH, CAPRYLYL GLYCOL, DICAPRYLYL ETHER, ETHYLHEXYLGLYCERIN, SODIUM HYDROXIDE, CITRIC ACID, BENZOIC ACID, GLYCERIN, COCONUT ACID, PHENOXYETHANOL, FRAGRANCE/PARFUM



## REFINE INTERVENTION CONDITIONER

smoothing

Shea Butter Jojoba Oil Coconut Oil

200ml

A luxe, yet lightweight conditioner

Deeply moisturizes as it detangles and smoothes hair

Seals and smooths the cuticle

Provides extra TLC where needed without weighing down hair

Formulated with moisturizing Shea Butter and Jojoba and Coconut Oils

Delivers a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, CETEARYL ALCOHOL, BEHENTRIMONIUM METHOSULFATE, PROPANEDIOL, ARGANIA SPINOSA KERNEL OIL, PANTHENOL, TOCOPHEROL, TOCOPHERYL ACETATE, CITRUS LIMON (LEMON)PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, BUTYROSPERMUM PARKII (SHEA) BUTTER, Cocos NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA(AVOCADO) OIL, JOJOBA ESTERS, CETRIMONIUM CHLORIDE, POLYQUATERNIUM-11, ETHYLHEXYLGLYCERIN, GLYCERIN, CITRIC ACID, PHENOXYETHANOL, FRAGRANCE/PARFUM, LIMONENE



## VIOLETS ARE TRUE SHAMPOO

purple toning

Shea Butter   Moringa Seed Extract   Avocado Oil

250ml

A Violet-pigmented shampoo

Gently cleanses as it tones color

Formulated to be gentle on color-treated or grey hair and keeps brassiness in check

Made with moisturizing Shea Butter and nourishing Moringa and Avocado Oils

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla.

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, SODIUM COCOYL ISETHIONATE, SODIUM C14-16 OLEFIN SULFONATE, ACRYLATES COPOLYMER, GLYCOL STEARATE, COCONUT ACID, JOJOBA ESTERS, TOCOPHEROL, ARGANIA SPINOSA KERNEL OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, Cocos NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, COCAMIDE MIPA, SODIUM ISETHIONATE, ETHYLHEXYLGLYCERIN, GLYCERIN, AMINOMETHYL PROPANOL, SODIUM HYDROXIDE, CITRIC ACID, POTASSIUM SORBATE, CAPRYLYL GLYCOL, PHENOXYETHANOL, FRAGRANCE/PARFUM, EXT. VIOLET 2 (CI 60730)



## VIOLETS ARE TRUE CONDITIONER

purple toning

Shea Butter   Jojoba Oil   Coconut Oil

200ml

A violet-pigmented conditioner

Formulated specifically for color-treated or grey hair to keep brassiness in check

Made with moisturizing Shea Butter and nourishing Moringa and Avocado Oils

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla.

**DIRECTIONS OF USE:** Apply evenly to wet hair. Comb through, and leave for up to one minute for more toning deposition. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, CETEARYL ALCOHOL, BEHENTRIMONIUM CHLORIDE, TOCOPHEROL, PANTHENOL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, SACCHARUM OFFICINARUM (SUGARCANE) EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, JOJOBA ESTERS, CETYL ALCOHOL, CETRIMONIUM CHLORIDE, POLYQUATERNIUM-37, POLYQUATERNIUM-73, PPG-1 TRIDECETH-6, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, ACRYLATES/STEARYL METHACRYLATE COPOLYMER, SORBITAN OLEATE, SORBITOL, GLYCERIN, ISOPROPYL PALMITATE, ETHYLHEXYLGLYCERIN, BUTYLENE GLYCOL, ISOPROPYL ALCOHOL, CITRIC ACID, SODIUM BENZOATE, SODIUM HYDROXIDE, PENTASODIUM PENTETATE, PHENOXYETHANOL, FRAGRANCE/PARFUM, EXT. VIOLET 2 (CI 60730)



## RESTORE & AFTER SHAMPOO

repair

Bayberry Fruit Wax Pea Protein Provitamin B5

250ml

Gently cleans hair and helps repair damage from heat styling and chemical processing

Deeply hydrates hair while smoothing and sealing the cuticle

Formulated with revitalizing Bayberry Fruit Extract, moisturizing Pea Protein and strengthening Provitamin B5

Scented with a balancing aroma of citrus and Sage essential oils, accented with Eucalyptus, Basil and Lemon

**DIRECTIONS OF USE:** Massage through wet hair and scalp. Lather well and rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, SODIUM C14-16 OLEFIN SULFONATE, COCAMIDOPROPYL BETAINE, ACRYLATES COPOLYMER, TOCOPHEROL, PANTHENOL, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, CITRUS LIMON (LEMON) PEEL EXTRACT, LACTOBACILLUS/ DATE FRUIT FERMENT EXTRACT, HYDROLYZED PEA PROTEIN, WHEAT AMINO ACIDS, ARGANIA SPINOSA KERNEL OIL, COCOS NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, MYRICA CERIFERA (BAYBERRY) FRUIT WAX, PERSEA GRATISSIMA (AVOCADO) OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, JOJOBA ESTERS, RICE AMINO ACIDS, GLYCOL STEARATE, COCAMIDE MIPA, POLYQUATERNIUM -10, POLYQUATERNIUM-11, CETEARAMIDOETHYLDIETHONIUM SUCCINOYL HYDROLYZED PEA PROTEIN, POLYPERFLUOROETHOXYMETHOXY DIFLUOROETHYL PEG PHOSPHATE, ETHYLTRIMONIUM CHLORIDE METHACRYLATE/ HYDROLYZED WHEAT PROTEIN COPOLYMER, GLYCERIN, ETHYLHEXYLGLYCERIN, SODIUM HYDROXIDE, DISODIUM EDTA, BUTYLENE GLYCOL, CAPRYLYL GLYCOL, LEUCONOSTOC/RADISH ROOT FERMENT FILTRATE, CITRIC ACID, POTASSIUM SORBATE, PHENOXYETHANOL, FRAGRANCE/PARFUM



## RESTORE & AFTER CONDITIONER

repair

Bayberry Fruit Wax Provitamin B5 Moringa Seed Extract

200ml

A luxurious conditioner

Helps repair damage from heat styling and chemical treatments

Moisturizes and smoothes hair without weighing it down

Formulated with revitalizing Bayberry Fruit Extract and strengthening Provitamin B5 and Moringa Oil

Scented with a balancing aroma of citrus and Sage essential oils, accented with Eucalyptus, Basil and Lemon.

**DIRECTIONS OF USE:** Massage through wet hair. Rinse thoroughly.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, CETEARYL ALCOHOL, GLYCERIN, PYRUS MALUS (APPLE) FRUIT EXTRACT, CETYL ALCOHOL, PROPANEDIOL, ETHYLHEXYL OLIVATE, PANTHENOL, TOCOPHEROL, COCOS NUCIFERA (COCONUT) OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MORINGA OLEIFERA SEED OIL, MYRICA CERIFERA (BAYBERRY) FRUIT WAX, PERSEA GRATISSIMA (AVOCADO) OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, ARGANIA SPINOSA KERNEL OIL, CITRUS LIMON (LEMON) PEEL EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, JOJOBA ESTERS, CETYL ESTERS, SQUALANE, HYDROXYETHYLCELLULOSE, BEHENTRIMONIUM CHLORIDE, CETRIMONIUM CHLORIDE, ISOAMYL LAURATE, POLYQUATERNIUM-73, DICAPRYLYL ETHER, GLYCERYL OLEATE, ISOPROPYL PALMITATE, DECYL GLUCOSIDE, ETHYLHEXYLGLYCERIN, DISODIUM EDTA, CITRIC ACID, BENZOIC ACID, SODIUM BENZOATE, DISODIUM PHOSPHATE, SODIUM PHOSPHATE, POLYSORBATE 60, PHENOXYETHANOL, FRAGRANCE/PARFUM



## SHINING ARMOR FRIZZ & HEAT PRIMER

Pequi Oil Vitamin E

200ml

A lightweight, silicone-free styling primer that helps protect hair while heat styling

Layer under other styling products for added frizz control and definition

Made with moisturizing Pequi Oil and protective Vitamin E to help smooth and control frizz while styling

Offers extra conditioning to leave hair feeling soft to the touch

Crafted with a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense.

**DIRECTIONS OF USE:** Apply through damp hair, style your way.

**INGREDIENTS / INGRÉDIENTS:** ISODODECANE, ISOHEXADECANE, C13-15 ALKANE, COCONUT ALKANE, ETHYLENE/PROPYLENE/STYRENE COPOLYMER, COCO-CAPRYLATE, BUTYLENE/ETHYLENE/STYRENE COPOLYMER, CARYOCAR BRASILIENSE FRUIT OIL, FRAGRANCE/PARFUM, COCO-CAPRYLATE/CAPRATE, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, TOCOPHEROL, GLYCERIN, HYDROLYZED CORN PROTEIN, ADENOSINE, MAGNESIUM ASCORBYL PHOSPHATE, CARNITINE



## LIFTED ROOT VOLUMIZER

Vitamin E Red Clover Flower

125ml

Volumizing spray designed specifically for the root area

Adds weightless, long-lasting, maximum lift

Formulated with protective Vitamin E and stimulating Red Clover Flower

Delivers a luminous, fresh aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense.

**DIRECTIONS OF USE:** Lightly mist damp, sectioned roots. Massage product in and style your way.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, SODIUM POLYITACONATE, CAPRYLYL/CAPRYL GLUCOSIDE, DIISOPROPYL ADIPATE, TRIETHYL CITRATE, VP/VA COPOLYMER, BUTYLENE GLYCOL, DEXTRAN, ACETYL TRIPEPTIDE-3, TRIFOLIUM PARTENSE (CLOVER) FLOWER EXTRACT, FRAGRANCE/PARFUM, TOCOPHEROL, CITRIC ACID, CAPRYLHYDROXAMIC ACID, 1,2-HEXANEDIOL, PROPANEDIOL



## FREE REIN CURL CREAM

Pequi Oil Shea Butter

200ml

Luxe, yet lightweight curl cream

Silicone free

Defines curls, tightens coils, enhances texture, controls frizz

Formulated with moisturizing Pequi Oil and softening Shea Butter

Effective on all curl types

Delivers a fruity floral aroma with oil harvested from the Mango seed and accented with Violet, Vanilla and Orange oils.

**DIRECTIONS OF USE:** Apply cream to wet or damp hair, style your way.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, POLYQUATERNIUM-68, PROPYLENE GLYCOL DICAPRYLATE/ DICAPRATE, BUTYROSPERMUM PARKII (SHEA) BUTTER, DIHEPTYL SUCCINATE, CAPRYLOYL GLYCERIN/SEBACIC ACID COPOLYMER, POLYQUATERNIUM-37, CARYOCAR BRASILIENSE FRUIT OIL, PPG-1 TRIDECETH-6, CAPRYLHYDROXAMIC ACID, FRAGRANCE/PARFUM, 1,2-HEXANEDIOL, CETYL HYDROXYETHYLCELLULOSE, PROPANEDIOL, CITRIC ACID



## GRIP & GRACE TEXTURE FINISHING SPRAY

Provitamin B5 Sunflower Seed Extract

258ml

A texture-enhancing finishing spray

Ideal for adding lightweight body and fullness to dry or already styled hair

Formulated with hydrating Provitamin B5 and shine-enhancing Sunflower Seed Extract

Delivers buildable texture with grip for long-lasting, flexible hold

Scented with a mellow aroma accented with Eucalyptus and Camphor tinged with Lavender and Vanilla.

**DIRECTIONS OF USE:** Shake well before use. Hold can vertically. Spray on dry or styled hair. Layer for added texture and body.

**INGREDIENTS / INGRÉDIENTS:** HYDROFLUOROCARBON 152A, ALCOHOL DENAT., ALCOHOL (ETHYL ALCOHOL), ZEOLITE, METHACRYLOYL ETHYL BETAINE/ACRYLATES COPOLYMER, ETHYLHEXYL OLIVATE, PANTHENOL, TOCOPHERYL ACETATE, HELIANTHUS ANNUUS (SUNFLOWER) SEED EXTRACT, SQUALANE, AQUA/WATER/EAU, GLYCERIN, BUTYLENE GLYCOL, ACETYL TRIETHYL CITRATE, ETHYLHEXYL SALICYLATE, FRAGRANCE/PARFUM



## PLENTI-FULL STYLING SPRAY

Vitamin E

258ml

Create beautiful styles with this volumizing spray

Formulated with strengthening Vitamin E

Adds volume, body and lift

Holds hair without it feeling stiff or sticky

Perfect on all hair types from fine to thick

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla.

**DIRECTIONS OF USE:** Shake well before use. Hold can vertically. Spray into towel dried hair, style your way. Focus application on roots for volume.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, HYDROFLUOROCARBON 152A, VP/VA COPOLYMER, PVP, TOCOPHEROL, PEG-60 ALMOND GLYCERIDES, POLYSORBATE 20, PPG-5-CETETH-20, ANIMOMETHYL PROPANOL, CARBOMER, ETHYLHEXYLGLYCERIN, DISODIUM EDTA, PHENOXYETHANOL, FRAGRANCE/PARFUM



## HOLD ON HAIRSPRAY

Pea Protein Provitamin B5

258ml

A lightweight setting and finishing spray

Delivers flexible hold and a touchable, brushable, satin finish

Layer for firm hold, or use as a medium hold working spray

Dries quickly, yet remains flexible

No stiffness, stickiness or residue on the hair

Formulated with protective Pea Protein and hydrating Provitamin B5

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla.

**DIRECTIONS OF USE:** Shake well before use. Hold can vertically. From arm's length, spray with a sweeping motion. Layer for more hold.

**INGREDIENTS / INGRÉDIENTS:** ALCOHOL DENAT., HYDROFLUOROCARBON 152A, DIMETHYL ETHER, VA/CROTONATES/VINYL NEODECANOATE COPOLYMER, WATER/AQUA/EAU, OCTYLACRYLAMIDE/ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER, PANTHENOL, TOCOPHERYL ACETATE, HYDROLYZED PEA PROTEIN, ANIMOMETHYL PROPANOL, ACETYL TRIETHYL CITRATE, CALCIUM STEARATE, ETHYLHEXYL SALICYLATE, PPG-12 DIMETHICONE, GLYCERIN, BUTYLENE GLYCOL, PHENOXYETHANOL, FRAGRANCE/PARFUM



## SHORE THING TEXTURIZING SPRAY

Citrus and Lime Extracts

125ml



A non-aerosol, medium hold spray

Creates separation and piece-y texture

Can be diffused into wet hair

Apply as a texturizer to dry/finished styles

Formulated with scalp stimulating lemon extract

Delivers a light floral scent of Lily Of The Valley and Rose, accented with Clove buds and Cedarwood.

**DIRECTIONS OF USE:** From arm's length, lightly mist in sections on damp or dry hair. Style your way.

**INGREDIENTS / INGRÉDIENTS:** WATER/AQUA/EAU, ALCOHOL, SODIUM POLYITACONATE, CAPRYLYL/ CAPRYL GLUCOSIDE, GLYCERIN, DIISOPROPYL ADIPATE, TRIETHYL CITRATE, CAPRYLHYDROXAMIC ACID, FRAGRANCE/PARFUM, MICROCITRUS AUSTRALIS FRUIT EXTRACT, MICROCITRUS AURALASICA FRUIT EXTRACT, CITRUS GLAUCA FRUIT EXTRACT, POLYQUATERNIUM-46, 1,2-HEXANEDIOL, PROPANEDIOL, EXT.VIOLET 2/CI 60730

## COPY/PASTE STYLING CLAY

Bayberry Fruit Wax Amazonian White Clay Coconut Oil

80ml



A creamy-smooth styling clay

Provides flexible hold while creating texture and definition in hair

Made with oil-absorbing Amazonian white clay, nourishing Bayberry fruit wax and reparative Coconut oil

Delivers a light aroma formulated with Cedarwood, Sandalwood, Bergamot and Patchouli with undertones of Lavender and Orange oils.

**DIRECTIONS OF USE:** Apply to dry or towel dried hair. Style your way.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, CERESIN, VP/VA COPOLYMER, HYDROGENATED SUNFLOWER SEED OIL POLYGLYCERYL-3 ESTERS, HYDROGENATED SUNFLOWER SEED OIL GLYCERYL ESTERS, CETEARYL ALCOHOL, SODIUM STEAROYL LACTYLATE, MYRICA CERIFERA (BAYBERRY) FRUIT WAX, C9-12 ALKANE, COCOS MUCIFERA (COCONUT) OIL, COCOGLYCERIDES, CETYL ALCOHOL, PROPANEDIOL, KAOLIN, STEARIC ACID, HYDROGENATED YEAST PROTEIN, CAPRYLIC/CAPRIC TRIGLYCERIDE, TOCOPHERYL ACETATE, GAMMA DOCOSALACTONE, ARGANIA SPINOSA KERNEL OIL, RICINUS COMMUNIS (CASTOR) SEED OIL, HYDROGENATED CASTOR OIL, COPERNICIA CERIFERA (CARNAUBA) WAX, STEARAMIDOPROPYL DIMETHYLAMINE, ACACIA SENEGAL GUM, XANTHAN GUM, GLYCERYL POLYACRYLATE, CAPRYLYL GLYCOL, FRAGRANCE/PARFUM, GLYCERYL CAPRYLATE, GLYCERYL UNDECYLENATE



## OVERTIME DRY SHAMPOO

Micronized Powders Oil-Absorbing Minerals

50g

Refresh hair in just a few minutes

A dry shampoo that doubles as a styler

Formulated with ultra-fine micronized powders and minerals that absorb oils

Adds fullness and freshness to hair

Delivers an uplifting scent with a Grapefruit heart accented with Mint, Orange, Lime and Tangerine oils.

DIRECTIONS OF USE: Shake before using. Placing bottle upright, pump down on dispenser to lightly apply product to the roots.

INGREDIENTS / INGRÉDIENTS: PVP, SYNTHETIC WAX, CALCIUM SILICATE, SILICA, METHYL METHACRYLATE COPOLYMER, FRAGRANCE/PARFUM



## STAY & PLAY LEAVE IN CONDITIONER

Moringa Seed Extract Coconut Oil Rosemary Leaf Extract

200ml

A luxurious yet lightweight leave-in conditioner

With reparative Coconut Oil, strengthening Moringa Seed and soothing Rosemary Extract

An excellent detangler that adds moisture and shine to hair

Helps smooth flyaways and calm frizz

Scented with moss and floral undertones of Rose, Jasmine and Heliotrope.

DIRECTIONS OF USE: Spray evenly through towel dried hair before detangling or styling.

INGREDIENTS / INGRÉDIENTS: WATER/AQUA/EAU, BEHENTRIMONIUM CHLORIDE, PROPANEDIOL, CETYL ALCOHOL, GLYCERIN, COCONUT ALKANES, CAPRYLOYL/CAPROYL METHYL GLUCAMIDE, FRAGRANCE/PARFUM, POLYQUATERNIUM-37, MORINGA OLEIFERA SEED EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) EXTRACT, BRASSICA CAMPESTRIS/ALEURITES FORDI OIL COPOLYMER, COCO-CAPRYLATE/CAPRATE, DICAPRYLYL ETHER, COCOS NUCIFERA (COCONUT) OIL, SQUALANE, COCOS NUCIFERA (COCONUT) WATER, COCOS NUCIFERA (COCONUT) FRUIT JUICE, LECITHIN, SODIUM HYALURONATE, TOCOPHEROL, HYDROGENATED POLYDECENE, TRIDECETH-6, CITRIC ACID, CAPRYLHYDROXAMIC ACID, 1,2 HEXANEDIOL

## HI-HYDRATING MOISTURIZING OIL

Avocado Oil    Argan Oil

150ml



An ultra-lightweight moisturizing oil

100% silicone free

Penetrates the cuticle for deep, hydrating moisture

Won't weigh down hair

Formulated with hydrating Avocado and Argan Oils

Adds luminous shine

Delivers a light aroma of moss and floral undertones of Rose, Jasmine and Heliotrope.

**DIRECTIONS OF USE:** Apply 1-2 drops to damp or dry hair, focusing on mid-lengths to ends.

**INGREDIENTS / INGRÉDIENTS:** C9-12 ALKANE, PERSEA GRATISSIMA (AVOCADO) OIL, ARGANIA SPINOSA (ARGAN) KERNEL OIL, FRAGRANCE/PARFUM

## HI-HYDRATING HAIR MASK

Sunflower Seed Oil    Jojoba Oil    Pracaxi Oil

150ml



A luxe hair mask

Hydrates and smooths

Instantly leaves hair feeling soft and moisturized

Made with Sunflower Seed, Jojoba and Pracaxi Oils

Accented with a sensuous aroma of citrus and Sage accented with Eucalyptus, Basil and Lemon.

**DIRECTIONS OF USE:** After shampooing, apply a generous amount on damp hair from roots to ends. Leave on for up to 10 minutes, rinse well. Use weekly or as needed.

**INGREDIENTS / INGRÉDIENTS :** WATER/AQUA/EAU, GLYCOL DISTERATE, C13-15 ALKANE, CETEARYL ALCOHOL, STEARAMIDOPROPYL DIMETHYLAMINE, HYDROXYPROPYL BIS-HYDROXYETHYLDIMONIUM CHLORIDE, PENTRACLETHRAMIDOPROPYL DIMETHYLAMINE, GLYCERIN, SIMMONDSIA CHINENSIS (JOJOBA) OIL, BEHENTRIMONIUM CHLORIDE, JOJOBA ESTERS, HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, POLYGLYCERIN-3, PHENYLESTER BENZOATE, POLYESTER -37, TRIMETHYLPROPANE TRICAPRYLATE/TRICAPRATE, CETYL HYDROXYMETHYL CELLULOSE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, TOCOPHEROL, FRAGRANCE/PARFUM, NIACINAMIDE, POLYQUATERNIUM-37, PROPYLENE GLYCOL DICAPRYLATE/CAPRATE, PPG-1 TRIDECETH-6, CITRIC ACID, CAPRYLHYDROXYAMINE ACID, 1,2-HEXANEDIOL, PROPANEDIOL

## AMAZONIAN WHITE CLAY

COPY/PASTE styling clay

- Rich in minerals, this detoxifying clay is a natural substance found in soils that weather hot climates
- Acts as a scalp and hair shield, absorbing dirt and oil while moisturizing and helping improve texture

## APPLE FRUIT EXTRACT

HI-HYDRATING shampoo

- Contains potent moisturizing and antioxidant benefits
- A rejuvenating extract that contains vitamins and minerals
- Helps protect against breakage and fallout
- Nourishes scalp and hair

## ARGAN OIL

HI-HYDRATING moisturizing oil, ID conditioner

- Harvested from fresh kernels from the argan tree native to Morocco
- An antioxidant-based oil is rich in fatty acids that can protect the hair cuticle from the root
- High in Vitamin E which lubricates the hair shaft \*Boosts shine and locks in moisture, reducing frizz

## AVOCADO OIL

HI HYDRATING moisturizing oil, ID shampoo, HI HYDRATING conditioner

- Pressed from the avocado pulp
- Extremely rich in fatty acids that can penetrate the hair cuticle
- Contains strengthening Vitamin D and Vitamin E, which gives hair atural antioxidant protection

## BAYBERRY FRUIT WAX

COPY/PASTE styling clay

- Contains revitalizing substances that hydrate scalp
- Helps soothe, nourish and maintain your hair's natural oils

## CITRUS + LIME EXTRACTS

SHORE THING texturizing spray

- These extracts, like Australian Desert Lime Extract, harvested from a tropical ecosystem, are high in antioxidants
- These rich sources of Vitamin C have the potential to revitalize hair follicles, helping strengthen hair
- Extracts also help prevent product build-up, oils and dirt that can weigh down hair
- Help restore balance and shine

## COCONUT OIL

FREE REIN shampoo, COPY/PASTE styling clay, REFINE INTERVENTION conditioner

- Extracted from the kernel of the coconut, harvested from the coconut palm
- Enriches hair with fatty acids that penetrate the cuticle, helping repair individual strands from the inside out
- Rich in nutrients, coconut oil binds to the protein in hair to protect both the root and strands from breakage
- A highly effective moisturizer, it helps soothe scalp protecting against dryness and damage

## GELIDIELLA ACEROSA EXTRACT

- A marine algae extract
- Has a potent blend of proteins, vitamins, minerals and lipids that absorb easily into hair
- Helps protect against further damage
- Reduces oiliness and build up

## JOJOBA

ID shampoo + conditioner, FREE REIN shampoo, REFINE INTERVENTION conditioner, HI-HYDRATING hair mask

- A natural emollient, rich in vitamins and minerals
- Soothes the scalp and frees strands of dirt and grime
- Jojoba esters act as a natural barrier, starting at the root
- Locks in moisture to address dry and damaged hair

## MICRONIZED POWDERS

OVERTIME Dry Shampoo

- These ultra-fine powders blend into hair
- Formulated with natural ingredients, like bamboo, to absorb excess oils and sweat

## MORINGA SEED EXTRACT

TRUE HUE shampoo + conditioner, RESTORE + AFTER conditioner, VIOLETS ARE TRUE shampoo + conditioner  
HI HYDRATING conditioner (moringa extract)

- The moringa tree produces nutrient-rich seeds that lay the foundations for healthy hair growth
- An effective moisturizer that soothes the scalp and helps rid hair of dirt and grime
- Also helps repair damaged follicles and strengthens individual strands

## OIL-ABSORBING MINERALS

OVERTIME Dry Shampoo

- All natural
- Absorb excess oils, helping refresh hair

## PEA PROTEIN

RESTORE AND AFTER shampoo, FREE REIN conditioner, HOLD ON hairspray

- Rich in essential amino acids
- Hydrolyzed pea protein allows tinier protein particles to bond to hair
- Particles link together forming a structure that protects the cuticle
- Boosts hydration and moisture retention in each strand
- Naturally shields hair from heat styling tools

**PEQUI OIL**

FREE REIN curl cream

- Extracted from the seeds of a Brazilian fruit
- An excellent moisturizer that addresses dryness, dullness and damage.
- Contains Vitamin A which helps strengthen and protect hair
- Contains Vitamin E which softens and nourishes
- Also conditions and helps reduce frizz

**PRACAXI OIL**

HI-HYDRATING hair mask

- Often referred to as “liquid gold” for hair
- A nutrient-rich oil extracted from a tree native to the northern Neotropics
- Deeply moisturizing, it helps strengthen and hydrate hair and soothe scalp

**PROVITAMIN B5**

ID shampoo + conditioner, RESTORE AND AFTER shampoo + conditioner, HI-HYDRATING shampoo, FREE REIN conditioner, HOLD ON hairspray, GRIP N GRACE texturizing finishing spray

- Also known as Panthenol
- This humectant improves hydration and soothes scalp

**ROSEMARY LEAF EXTRACT**

FREE REIN shampoo

- Helps soothe scalp and stimulate circulation
- Aids hair follicles at the root, cutting down on breakage
- Helps reduce premature graying

**RED CLOVER FLOWER**

LIFTED root volumizer

- Naturally high in Vitamin C, Calcium and Potassium
- This follicle strengthener helps promote hair growth by stimulating scalp
- Aids in preventing hair breakage and loss

**SHEA BUTTER**

VIOLETS ARE TRUE shampoo, REFINE INTERVENTION conditioner, FREE REIN curl cream

- Identified as the most moisturizing ingredient in nature
- Extracted from the nut of the African shea tree
- Extremely effective as a moisturizer due to its fatty acids
- Coats the hair cuticle to help prevent dryness as it softens texture
- Ideal for use on dry scalp or damaged hair
- Soothing properties can relieve itchy scalp
- Absorbs easily and helps restore healthy-looking hair

## **SUGARCANE EXTRACT**

FREE REIN shampoo

- Extracted from the sugarcane plant
- Has potent moisturizing benefits, perfect for conditioning and detangling hair
- Helps prevent breakage and fallout and enhances texture

## **SUNFLOWER SEED OIL**

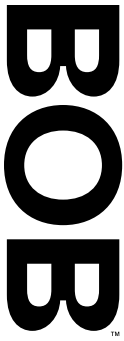
GRIP N GRACE texture finishing spray, HI-HYDRATING hair mask

- Extracted from pressing seeds of the sunflower
- Acts as an emollient, addressing dry, flaky scalp
- Helps improve shine and luster
- A natural stimulator for hair follicles, promotes overall hair health

## **VITAMIN E**

REFINE INTERVENTION shampoo, LIFTED root volumizer, PLENTI-FULL styling spray

- Sourced from plant oils, its antioxidant properties help reduce environmental damage
- Helps prevent breakage and split ends
- Antioxidants boost hair's elasticity and shine



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