

SHAMPOOS

Volume



VOLUME & SHINE
Available in: 3oz, 10oz, 32oz

Apple cider based formula dissolves Dulling deposits to boost body and shine apple pectin helps create fullness and volume. Demineralizes with apple based kelate and fruit acids

For all hair textures: for finer textures and infrequent shampooers (medium to coarse texture)

- Rich laterhing gentle formula leaves hair manageable and helps prevent breakage
- No added salts sulfates parabens formaldehyde and petrochems, gluten Free
- Concentrated formula for value and environment friendliness

Notes:

Color



TRUE HUE™ HIGHLIGHTS
Available in: 3oz, 10oz, 32oz

- Chelating agent for removing dulling deposits.
- Increases brightness of highlighted hair
- Keeps highlights and color looking fresh
- Increases shine by removing dulling deposits
- Violet pigment for neutralizing warmth
- Salt& sulfate free

Notes:



TRUE HUE™ ANTI-FADING
Available in: 10oz

- Gentle, low pH formula extends the life and vibrancy of deposited hair color for reds and brunettes.
- Low pH (3.5-4.5) does not disturb hair cuticle
- Continuously deposits color intermediates
- Increases moisture content of dry hair
- Concentrated formula, salt & sulfate free

Notes:



BLUEBERRY & BEET ROOT
Available in: 3oz, 10oz, 32oz

- Infused with blueberry & beer root powders
- Brightens & whitens blonde color
- Neutralizes brassy tones
- Hydrates, refreshes & shines hair
- Designed for gray, white and highlighted hair
- Restores gray hair to silver tones
- Sulfate, Salt, Gluten & Paraben Free
- Concentrated formula for professional results.

Notes:

Moisture



MOISTURE & SHINE
Available in: 3oz, 10oz, 32oz

- Color preserving formula without added Salts & Sulfates
- Abundance of moisture without weight for all hair types
- Marula and grapeseed oils for smoothness and shine
- Argan oil for lasting frizz control
- Salt free formula that prevents cuticle damage & color depletion
- Gluten formaldehyde paraben petrochem free
- Cruelty free
- Concentrated formula for value and environmental friendliness

Notes:



KERATIN SHAMPOO
Available in: 3oz, 10oz, 32oz

- Salt and sulfate free for maintaining keratin
- A must for maintaining keratin smoothing, chemical, and other color treatments
- Salt and sulfate free to gently smooth and restore protein to keep hair healthy

Notes:

STYLING



STAY SPRITZ AND SHINE

- Humidity resistant styling spritz with thermal ironing protection
- Fine mist for fast drying and lasting hold
- Non sticky, humidity resistant formula
- Holds hair styled with curling irons
- Contains sunscreen

Notes:



STRAIGHT & SMOOTH

- Anti-frizz and straightening balm
- Straightens and controls coarse or curly hair
- Extremely humidity resistant
- Eliminates frizz

Notes:



STRUCTURE SPRAY GEL

- Unique humidity resistant formulas for lasting style support
- Non-sticky, hands-free styling
- Build extra body
- Mess-free sprayer
- Quick drying holding power
- Non-sticky and non-flaking

Notes:



BRILLIANCE

- Blow dry accelerator and flat iron sealer
- Speeds up blow drying up to 40%
- Seals cuticle during flat ironing
- Moroccan Argan protects air from intense heat
- Weightless formula adds depth and renewed radiance to color-treated hair

Notes:



VOLUME INFUSION

- Color preserving volumizer or curl definer with shine and control
- Infuses incredible volume without stiffness
- Defines curls without the wet or 'crispy' look
- Preserves color with sunscreen and cuticle protectors
- Provides softness and shine without weight

Notes:



ANTI-FRIZZ CURL CREME

- Humidity resistant, intense frizz-fighting creme for all hair types
- Defines and holds curl without being crunchy, tacky, or frizzy
- Makes curls more soft, supple, and shiny, but not greasy

Notes:



CREATIVE VOLUMIZING FOAM

- Lasting volume and style support.
- Humidity resistant for maximum style retention
- Firm hold for smooth, shiny, long-lasting curls
- Great on creative sets
- Builds extra body and volume
- Non-sticky formula for easy round brushing and styling

Notes:



MAKING WAVES BEACH SPRAY

- Essential minerals create natural feeling beach waves
- Activates curl on straight or slightly wavy hair
- Lightweight, contains humidity-blocking agents
- Adds texture to thin, fine hair creating the feeling of volume
- Great for reactivating second-day styles

Notes:



DESIGNER SHAPING SPRAY

- Fast-drying, water-free formula
- Non-sticky for design and shaping
- Always touchable, never crispy or hard
- Residue-free, completely shampoo soluble
- Contains sunscreen to prevent color fade

Notes:

CONDITIONERS

Volume



DAILY INDULGE
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Notes:

Color



COLORMOIST
Available in: 3oz, 10oz, 32oz

- Emollient-rich formula imparts silkiness and moisture to color-treated hair
- Increases moisture level of color-treated hair
- Smooths cuticle for longer lasting color
- Detangles and improves manageability
- Contains sun screen and is formaldehyde-free

Notes:

Moisture



KERATIN CONDITIONER
Available in: 3oz, 10oz, 32oz

- Salt and sulfate free for maintaining keratin
- A must for maintaining keratin smoothing, chemical, and other color treatments
- Salt and sulfate free to gently smooth and restore protein to keep hair healthy
- Color safe for all hair types

Notes:

LEAVE IN TREATMENTS

Volume



- SUPER BONDER BREAKAGE REPAIR TREATMENT
- Repairs heat/chemical damage
 - Strengthens hair shaft
 - Softens and smooths
 - Protects from humidity
 - Ideal for post color or bleach treatments

Notes:

Color



- SUNFLOWER TREATMENT
- Sunflower based anti-oxidant solution that is applied after color to neutralize any cuticle damaging free radicals that remain
 - To use: Snip tip and apply entire contents to freshly shampooed hair. Apply Plastic cap and allow to process for 5 minutes. Rinse and style as usual.

Notes:

Moisture



- ELIXIR 11
- Our most versatile and popular product, Elixir 11 is an anti-aging, healthy hair treatment and a daily leave-in conditioner. It should be used as a primer before and after any chemical treatments, as well as all conditioning treatments.
 - Seals color & moisturizes dry hair
 - Repairs damage & prevents split ends
 - Strengthens fragile hair
 - Prevents flat iron damage
 - Prevents pool and sun damage
 - Adds shine, softness, and silkiness
 - Protects from blow drying dry out

Notes:

SEASONAL RETAIL SIZES



DIATHIX

- Increases thickness of each existing hair strand with niacin, caffeine, and panthenol
- Increases diameter of each individual hair strand.
- Panthenol, niacin, and caffeine fuse into and around the hair shaft to thicken and promote strength
- Lightweight formula provides fullness

Notes:



SCALP PURIFYING REVITALIZER

- Natural fruit acids exfoliate and clean pores
- Apple cider vinegar dissolves build up & residue
- Vitamin C promotes scalp clarity
- Natural extracts blends, soothes, refreshes and deodorizes

Notes:



PASTE WAX

- Pliable wax formula for definition and structure
- Imparts form, yet flexible
- Great to emphasize textured cuts

Notes:

SEASONAL TRAVEL SIZES



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OTHER TREATMENTS



KERATIN THERAPY REPLENISHER

- Repair treatment & smoothing creme.
- Seals in keratin protein, leaving restorative strength, smoothness, and shine to damaged hair
- Eliminates frizz

Notes:



MOROCCAN MIRACLE

- Healing Argan oil intended to moisturize coarse, curly, dry, or damaged hair
- Revitalize dry, coarse, or curly hair
- Moisturize, soften, smooth, and add shine
- Protects from intense heat and drying
- Leaves a light, beautiful shine without oily residue

Notes:
