

## SHAMPOOS



### TRUE HUE™ HIGHLIGHTS

- 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:

---

---

---

---



### PURE MOISTURIZING

- Intense hydrating formula for dry, damaged, or chemically-treated hair
- Abundance of moisture without weight
- Detangles and improves manageability
- Concentrated formula, salt & sulfate free

Notes:

---

---

---

---



### BLUEBERRY & BEET ROOT

- Infused with blueberry & beet 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:

---

---

---

---



### EXTRA GENTLE CREME CLEANSER

- Thyme and witch hazel extracts, gently purify hair and scalp.
- Maximum hydration, anti-frizz cleanser
- Pliable, tangle-free curls
- Extremely color safe

Notes:

---

---

---

---



### APPLE CIDER & PECTIN VOLUME CLARIFYING SHAMPOO

- Volume boosting shampoo
- Removes residue & build up
- Creates environment for healthy hair growth
- Rich lathering, gentle formula
- Sulfate, Gluten, Formaldehyde & Paraben free
- Concentrated Formula
- 100% Vegan & no animal testing
- Designed for fine, thinning damaged hair.

Notes:

---

---

---

---



### TRUE HUE™ ANTI-FADING

- 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:

---

---

---

---

## SEASONAL



### ENERGIZING SHAMPOO

A color enhancing shampoo that brightens and revitalizes hair. Removes brass tones.

- Invigorating hair and scalp cleanser helps promote environment for healthy hair growth
- Exfoliates to unclog scalp pores
- Encourages blood flow to root follicles
- Natural witch hazel removes toxins and hormones
- Menthol and caffeine promote scalp tingle

Notes:

---

---

---

---



### KERATIN SHAMPOO

- 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:

---

---

---

---



### KERATIN CONDITIONER

- 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:

---

---

---

---

## TREATMENTS



### 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:

---

---

---

---



- 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:

---

---

---

---



### 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:

---

---

---

---



### GRAPESEED FAST DRY ACCELERATOR

- Speeds up blow drying by dispersing water
- Seals & protects cuticle during ironing
- Organic Grapeseed and Soy oils provides 450 degree heat protection while blow drying

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:

---

---

---

---



### MARULA & HEMP OIL

- Emollient rich, yet light weight formula
- Prevents thermal damage & breakage
- Encourages growth of longer hair
- Fights frizz and cuticle damage
- Preserves hair color longer
- Great for all hair types

Notes:

---

---

---

---



### 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:

---

---

---

---

## CONDITIONERS



### COLORMOIST

- 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:

---

---

---

---

STYLING



TEXTURIZING GELLE

- Creme gel formula for adding extra oomph to any style
- Adds volume and fullness without crunch and stiffness
- Great for blowing out curly hair and still retain lots of body
- Smooths and creates frizz-free volume when blow drying
- Protects hair from the heat of blow drying
- Lotion-like feel is never sticky, heavy, or drying to the hair
- Paraben, sulfate and alcohol free

Notes:

---

---

---



STRAIGHT & SMOOTH

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

Notes:

---

---

---



PASTE WAX

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

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:

---

---

---