

WORLD

REDEFINES BEAUTY



PRODUCT CATALOGUE

PROFESSIONAL PERFORMANCE WITH HEALTHY INGREDIENTS



WORLD is distinctive.

Our clean, multipurpose products promote, simplicity, beauty and health.

WORLD is luxurious:

Uses the highest quality natural ingredients that make skin and hair feel clean, moist and supple.

WORLD is clean:

Contains no parabens, sulphates, phthalates, fragrance and no colour. Palm oil free, gluten free and biodegradable.

WORLD is gentle:

Can be used on the whole family including babies.

WORLD is multi-use:

Can be used interchangeably on both skin and hair; also for multiple purposes like shaving and make-up removal.

WORLD is fragrance-free:

Option of adding a BLENDS organic essential oil according to each user's choice.

WORLD is clutter-free:

Reduces the number of products an individual needs, thereby reducing the number of non-biodegradable plastic bottles on your counter and in landfills.

WORLD is uncompromising:

Our packaging is reusable and/or recyclable.

We are focused on health, the environment, social justice, personal development and sustainable living - and of course - the enhancement of beauty.

Simplify your life

So few products, such fantastic results

clean

Hair and Skin Cleanser



protect

Hair and Skin Moisturizer



ocean

Texturizing Salt Spray



up

Natural Holding Spray



blends

Pure Essential Oils



buzz

Hair and Body Polish



believe

Hair and Skin Balm



repair

Deep Conditioner for hair



candy

Scent for Hair and Skin



Hair and Skin

clean

A multipurpose shampoo and body wash in one that is both effective and safe. It will take two weeks to fully eliminate the residual chemicals and toxins present from the use of mainstream commercial products. Once the hair is restored, clients never go back.

believe

A powerful salve that soothes and nourishes scalp, adds shine and vitality to hair and also repairs chapped, cracked and irritated skin.

buzz

A modern cleaner beeswax-based sculpting paste that also provides relief for severely dry skins.

protect

A hair conditioner and body moisturizer in one that restores health and beauty to both hair and skin.

candy

A unisex roll-on scent that can either be used in hair as a light anti-static shiner, or rolled onto energy points to stimulate the body.

Hair

ocean

A natural salt spray that adds volume, texture and softness to hair.

up

A sugar-based hair spray that guarantees a perfect natural hold every time.

repair

An intensive deep conditioner that nourishes the hair, restores moisture and increases manageability and softness.

Personalize

blends

A range of pure essential oil blends can be added to the WORLD line to personalize scent or to an aromatherapy diffuser to enhance salon/home environments.

WORLD

PRODUCT FEATURES
AND BENEFITS

CLEAN Hair and Skin Cleanser

Wash your hair • Cleanse your body

BEST FOR

- Men, women and children of all ages, all hair and skin types.

FEATURES

- Serves as both a shampoo for the hair and body wash to cleanse the entire body.

BENEFITS

- **Multi-use:** One product can be used to cleanse both skin and hair.
- **Moisturize and fortify:** Vitamins A through E, Cucumber Extract and Ivy Root moisturize and fortify hair.
- **Enhance shine and create softness:** Burdock Extract and Calendula enhance shine and make hair and skin feel soft and supple.
- **Gentle:** Can be used on entire family including babies.

ADDITIONAL INFO

- **Shaving:** Wonderful for shaving anywhere - face, legs, armpits.
- **Personalization:** BLENDS can be added to create a personal scent.
- **Make-up remover:** Perfect for removing any make-up, gentle and non-irritating. Also gentle enough for cleaning make-up brushes.

USAGE

- **Hair:** Disperse evenly from scalp to ends of hair. Shampoo hair.
- **Skin:** Lather over entire body and rinse.
- **To add scent:** Use as is, or scent entire bottle. Add appropriate number of drops of any BLENDS and mix well. Follow additional directions on bottle.



PROTECT Hair and Skin Moisturizer

Moisturize your hair • Protect your skin

BEST FOR

- Men, women and children of all ages, hair and skin types.

FEATURES

- A light, non-greasy, plant based moisturizer that can be used as a conditioner, a styling product for hair, a satiny moisturizer for skin, a quick and gentle make-up remover and a moisturizing shaving cream.

BENEFITS

- **Multi-use:** One product can be used to moisturize both skin and hair.
- **Moisturizing:** Maintains optimum moisture in hair and skin and protects from everyday wear and tear.
- **Strengthen and detoxify:** Vitamins A through E, Aloe Vera and Dandelion strengthen and detoxify; Elderflower, Rosehip and Rosemary refresh and help maintain skin and scalp equilibrium.
- **Detangling:** Can be added to hair as a detangler and rinsed out.
- **Protection:** May also be left in dry or chemically processed hair to help protect against heat styling and blow-drying.
- **Curl Enhancer:** Add to any hair type to define curl.
- **Gentle:** Can be used on entire family including babies.

ADDITIONAL INFO

- **Shaving:** Wonderful for shaving anywhere - face, legs, armpits.
- **Personalization:** BLENDS can be added to create a personal scent.
- **Make-up remover:** Perfect for removing any make-up, gentle and non-irritating.

USAGE

- **Hair:** Disperse evenly from scalp to ends of hair. For normal hair-rinse out. For dry/chemically processed hair, or heat styling, leave in and style hair.
- **Skin:** Massage onto body and skin will be soothed with a satiny smooth finish.
- **To add scent:** Use as is, or scent entire bottle. Add appropriate number of drops of any BLENDS and mix well. Follow additional directions on bottle.



BELIEVE Hair and Skin Balm

Head-to-toe skin and hair relief

BEST FOR

- Men, women and children of all ages, hair and skin types.

FEATURES

- **Magic Potion:** A rich, cell-regenerative salve made from pure organic ingredients, BELIEVE has been coined “the magic potion”.
- **Reduces inflammation:** Penetrates into the skin and provides relief from skin inflammation and irritation including Dermatitis, Eczema, Psoriasis, burns, cuts, scrapes and chapped lips.
- **Soothes skin:** Soothes sun-damaged skin, diaper rash and cradle cap.
- **Shine and static:** Add to hair to remove static and frizz and to add shine.



BENEFITS

- **Multi-use:** The pure organic and natural ingredients are beneficial to skin ailments.
- **Organic ingredients:** Coconut Oil contains powerful anti-microbial, anti-bacterial, anti-fungal and soothing properties which aid in the reduction of inflammation, support tissue healing and repair.
- **Cell regeneration:** Rosehip seed oil contains Vitamin A, which assists in cell regeneration, and Vitamin E, which promotes healthy skin. Argan Oil helps to prevent skin from premature aging and is helpful on soothing burns, neutralizing stretch marks and controlling dandruff.
- **Mosquito Bites:** Quickly soothes itching and inflammation from mosquito bites.

ADDITIONAL INFO

- **Shaving:** Amazing as an after-shave balm.
- **Gentle:** So gentle and effective that can be used on babies to quickly calm diaper rash and cradle cap.

USAGE

- **Hair:** To remove static and frizz and/or to add shine, apply a small amount of BELIEVE to palm of hand and pull through hair.
- **Skin:** For relief of skin irritations, gently rub a small amount of BELIEVE onto skin.

OCEAN Texturizing Salt Spray

Revitalize your hair • Create Volume and Texture

BEST FOR

- Men, women and teenagers and children

FEATURES

- An organic salt spray for hair that adds volume, texture and softness.
- A few sprays of OCEAN, and you'll experience silky, soft, low-maintenance hair.

BENEFITS

- **Provides hold:** Salt, marine botanicals and minerals add strength and hold your style while reducing product build up and sebum production.
- **Creates fullness and shine:** Synergistic combination of organic hydrosols of Lavender, Rosemary and Dead Sea Salt will revitalize hair and add fullness, texture and lustrous shine.

ADDITIONAL INFO

- **Therapeutic:** Dead Sea Salt's therapeutic benefits have been known for millennia. Hydrosols are powerful agents for healing and well-being.

USAGE

- **Hair:** May be used with a small amount of PROTECT, REPAIR or BELIEVE to add moisture and shine.
- **To add texture and softness:** Spray lightly and let air dry or diffuse with a blow-dryer. Spray lightly at root area and blow dry straight for added volume.
- Spray heavily to achieve a wavy, chunky finish.



BUZZ Hair and Body Polish

Style your hair • Moisturize your body

BEST FOR

- Men, women, teenagers and children

FEATURES

- A modern, cleaner hair dressing for the elegant sleek styles of today or the wild chunky styles of tomorrow.
- Deep moisturizer for severely dry skin.



BENEFITS

- **Multi-use:** and can be used as a styling pomade for hair or as deep relief of severely dried skin.
- **Adds hold:** Contains Beeswax, which helps to add body, hold and texture to hair.
- **Seals moisture:** Beeswax also acts as an emollient and a humectant, which draws moisture to the skin and helps to seal it in.
- **Reconstruction:** Beeswax also contains vitamin A, which may be beneficial in softening and rehydrating dry skin and in cell reconstruction.
- **Creates shine:** Organic Jojoba oil offers shine to the hair and helps to moisturize hair, scalp and skin.

ADDITIONAL INFO

- **Skin ailments:** Virgin Coco crème is a powerful anti-bacterial, anti-microbial and anti-fungal agent.

USAGE

- **Hair:** Towel dry short hair. Add a small amount of BUZZ to roots for lift, or to ends for texture and shine. For longer hair, dry first and add a small amount of PROTECT, then dab a small amount of BUZZ to keep straight styles smooth and shiny, or curly hair voluptuous and moist – no frizz.
- **Skin:** Use a dab on dry skin for intense relief.
- Use as is, or scent entire jar. Follow directions on jar. Add appropriate number of drops of any BLENDS and mix well.

CANDY Scent for Hair and Skin

Roll on for a blast of citrus joy

BEST FOR

- Men, women, teenagers

FEATURES

- A unisex roll-on scent that can either be used in hair as an anti-static shiner or rolled onto energy points to simulate the body.

BENEFITS

- **Therapeutic:** Contains essential oils which are known for their therapeutic properties. They can help to cleanse, soothe and detoxify the body and promote overall feelings of well being.

USAGE

- **Hair:** May be used in the hair as a light anti-static shiner. Roll onto palms and pull through hair to reduce fly-a ways and add shine.
- **Skin:** Roll onto energy points to activate dreams magically.



BLENDs Essential Oils



- Essential oils have been used for millennia as powerful agents in fighting the onset of disease, reducing stress, and helping to enhance physical and emotional health.
- BLENDs essential oils are therapeutic grade oils of the highest quality. They contain no fillers or fragrance.

BEST FOR: Men, women, teenagers. Not to be used by pregnant women, or on babies.

USAGE

- **Other WORLD products:** Must be diluted before applying to skin or hair. Use in conjunction with CLEAN, PROTECT, BUZZ or REPAIR.
- For single use, one drop of oil can be added to a small amount of other product. To scent entire bottle or jar, add a few drops of any BLEND and mix well.
- **Aromatherapy burner:** Add eight drops to water in aromatherapy diffusers to enhance home/office environments.

STIMULATE

Clear your mind • Energize your body

FEATURES

- Peppermint-based blend combined with other energizing plant oils like White Pine and Silver Fir.

BENEFITS

- **Deep cleansing:** Helps to remove pollution and other build-up from hair and skin.
- **Soothing:** Essential oil scents promote and enhance feelings of well being.

ADDITIONAL INFO

- **Time of day:** Great for morning to awaken your senses.
- **Season:** Best in summer to help promote deep cleaning of scalp and skin.



CALM

Soothe frayed nerves • Calm your world

FEATURES

- A calming Lavender-based blend, which contains soothing plant oils like Clary Sage and Rose Otto.

BENEFITS

- **Relaxation:** Helps reduce stress and anxiety.

ADDITIONAL INFO

- **Time of day:** Great for evening to soothe, especially before bed.
- **Season:** Best in winter to calm, seal and protect hair and skin.



DETOX

Detoxify your body • Cleanse and purify

FEATURES

- A detoxifying citrus-based blend that aids in the removal of pollution and build-up in the hair and skin.

BENEFITS

- **Purify:** Essential oils such as Frankincense, Grapefruit and Eucalyptus are known to help cleanse and purify the body.

ADDITIONAL INFO

- **Time of day:** Great for morning, after work or after workout to cleanse the system.
- **Season:** Best for detoxifying in the summer when pollution and perspiration are more prevalent.



SEXY

Reduce stress • Enhance love

FEATURES

- A sweet distinctive blend, woody, floral and fresh that sets the mood.

BENEFITS

- **Attracts love:** This sexy blend contains Essential Oils such as Geranium Lavandin, Sweet Marjoram and Roman Chamomile, which help to reduce stress, promote relaxation, attract and enhance love.

ADDITIONAL INFO

- **Time of year:** All year round to keep your love fresh and exciting.
- **Season:** Best all year round to soothe and balance skin.



YUM

Energize the body • Energize your life

FEATURES

- A citrus blend that contains Essential Oils such as Lemon, Mandarin and Peppermint.

BENEFITS

- **Flush out toxins:** Helps to flush out toxins from the body, leaving the body with a more energetic and revitalized feeling.

ADDITIONAL INFO

- **Unisex:** Fun universal citrus blend that is perfect for either sex.
- **Universal:** All ages adore this blend.



REPAIR Deep Conditioner for Hair

Revitalize your hair.

BEST FOR

- Men, women, teenagers and children.

FEATURES

- An intense deep conditioner that nourishes the hair, restores moisture and increases manageability and softness.

BENEFITS

- **Loaded with vitamins and essential oils:** Rosemary, Jojoba and Calendula Oil, help to smooth, nourish and enrich the hair while restoring moisture and maintaining scalp equilibrium.
- **Versatile:** Can be used as either a deep conditioning hair mask for those with severely damaged hair, or as a leave-in conditioner.

USAGE

- **Hair:** For deep conditioning, add to damp hair, apply heat and leave in for 15 minutes. Rinse and style.
- As a leave-in conditioner, add to palm of the hand, rub gently and pull through hair evenly. Comb into hair and style.
- **To add scent:** Use as is, or scent entire bottle. Follow directions on bottle. Add appropriate number of drops of any BLENDS and mix well.



UP Natural Holding Spray

Maintains hold, solidifies your style - naturally

BEST FOR

- Men, women, teenagers and children

FEATURES

- A sugar based hair spray that offers a perfect natural hold every time.

BENEFITS

- **Aerosol free and natural:** The perfect alternative to aerosol hair spray, UP provides a natural hold without harsh chemicals.

USAGE

- **Hair:** Concentrate spray at roots of damp hair and lightly spray through to ends then blow dry and style.
- Lightly mist on dry hair and scrunch to activate curl and/or hold.
- Finishes nicely with small dab of BUZZ or BELIEVE, or CANDY to add shine and tame flyways.



Natural Treatment Options for Every Hair Type

WORLD offers three natural treatment options that not only improve the hair and skin, but offers clients a pampering service that will have them returning for more

Choose appropriate treatment for client and follow the steps on next page

Altitude Volumizing Treatment 1

Who will benefit

- Clients with thin or fine hair who want volume and nothing weighing hair down
- People experiencing hair loss
- Thicker heavier hair that feels weighed down

Formulation:

- CLEAN, STIMULATE BLENDS and OCEAN on roots, UP on the ends.

Best time of year to use:

- Year-round.

Directions for Use:

1. Mix jojoba oil with STIMULATE BLENDS. (Can also premix daily and use mixture.)
2. Place mixture on dry hair and scalp before shampooing.
3. Perform scalp massage on front, crown and back of head on either side for approximately 5 minutes while treatment is being absorbed.
4. Use scalp scrub brush (optional) to release scalp build up and to stimulate blood flow to the scalp.
5. Wash hair using CLEAN, mixed with STIMULATE. (Can also premix daily and use mixture.)
6. Lightly apply REPAIR to ends to detangle then rinse well.
7. Towel dry.
8. Before blow-drying, use OCEAN on the roots and UP on the ends.
9. Blow-dry and style.



Hydro Moisture Treatment 2

Who will benefit

- Clients with damaged, dry hair and dry scalp.

Formulation:

- REPAIR, CALM BLENDS and OCEAN on roots, UP on the ends.

Best time of year to use:

- Year-round.

Directions for Use:

1. Mix jojoba oil with the CALM BLENDS. (Can also premix daily and use mixture.)
2. Place mixture on dry hair and scalp before shampooing.
3. Perform scalp massage on front, crown and back of head on either side for approximately 5 minutes while treatment is being absorbed.
4. Use scalp scrub brush (optional) to release scalp build up and to stimulate scalp.
5. Wash hair using CLEAN, mixed with CALM BLENDS. (Can also premix daily and use mixture.)
6. Use REPAIR as a conditioner.
7. Leave in hair for 5 to 15 minutes.
8. Towel dry and add a dime-size portion of REPAIR to hair ends as leave in conditioner.
9. Before blow-drying, add OCEAN to the roots and UP to the ends.
10. Blow-dry and style.



Detox Clarifying Treatment 3

Who will benefit

- Clients who need treatment for irritated scalp or build-up on scalp or hair.

Formulation:

- CLEAN, DETOX BLENDS and PROTECT on roots.

Best time of year to use:

- Spring and summer.

Directions for Use:

1. Mix jojoba oil with the DETOX BLENDS essential oil. (Can also premix daily and use mixture.)
2. Place mixture on dry hair and scalp before shampooing.
3. Perform scalp massage on front, crown and back of head on either side for approximately 5 minutes while treatment is being absorbed.
4. Use scalp scrub brush (optional) to release scalp build up and to stimulate scalp.
5. Wash hair using CLEAN, mixed with DETOX BLENDS essential oil. (Can premix daily and use mixture.)
6. Use PROTECT as a conditioner on ends of hair.
7. Rinse out thoroughly.
8. Towel dry.
9. Add OCEAN on roots and ends.
10. Blow-dry and style.



Styling tips & cocktails

To get the best out of WORLD products, assess your clients' hair and then follow our tips and cocktails below.

Volume only:

- Lightly apply UP all over wet hair.
- Dry hair.
- Finish with PROTECT or BUZZ.

Volume and shine:

- When hair is wet, apply OCEAN on roots and REPAIR on the ends.
- Dry or diffuse hair.

OR

- When hair is wet, apply OCEAN or UP all over hair.
- Apply REPAIR to wet ends.
- Dry or diffuse hair.
- Finish with BUZZ.

Curly hair:

- When hair is wet, liberally apply PROTECT all over hair, then spray OCEAN all over hair.
- Diffuse hair.
- Finish with BELIEVE to add shine.

OR

- When hair is wet, liberally apply PROTECT all over hair.
- Diffuse.
- Finish with BELIEVE to add shine.

Dry hair (frizz reducing):

- When hair is wet, mix PROTECT with a dab of BELIEVE. Apply all over hair.
- Dry or diffuse hair.

Dry hair (hold that will last):

- When hair is wet, spray UP all over hair.
- Place a dab of BUZZ in hands, drag through wet hair.
- Dry or diffuse hair.

Oily hair:

- When hair is wet, apply OCEAN to roots and UP to ends.
- Dry or diffuse hair (Extends time between washes).

Minimizing frizz, adding volume and shine:

- When hair is wet, apply REPAIR and DETOX BLENDS on wet hair.
- Dry for diffuse hair.

Special Tips:

- Use OCEAN or UP as a light setting solution. For beautiful loose curls, twist hair and let dry naturally or braid to get waves.
- Use PROTECT all over hair before cutting, so scissors can grip hair better.

Contact Us

Brian Phillips

founder

✉ brian@world.ca

Donna Edwards

director of business development

✉ donna@world.ca

132 Adelaide Street East,
Toronto, Ontario M5C 1L7
Canada

☎ +1-416-594-1402
f [/worldhairandskin](#)
✉ shop@world.ca

world.ca