



Celebrating
25 YEARS

ASHTAE.COM    
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ASHTAE

Be you

THE LEADER IN GLOBAL TEXTURE

Global Texture: /'glōbəl/ 'tɛksCHər/

The phenomenon of races integrating to create a new breed of hair texture. Hair textures that don't conform to the stereotypical standards of race or ethnicity. Hair textures that don't fit under the typical categories of "straight", "wavy" or "curly."

Over the past 25 years, Ashtae Products has developed a brand that is recognized by professionals around the U.S., Canada & the Caribbean. Our team has mastered the provision of quality salon-exclusive products, hands on professional training, educational excursions and personal development coaching. It is however, time to take it to the NEXT LEVEL! In the years to come, we intend to redefine learning and professional products in the beauty and hair arena.

Since the very beginning, it has been our desire to provide our clients with the best this industry has to offer. We are glad to offer the highest quality products that are not animal-tested.

Try us out today

Sincerely,


Michael Woods



CONTACT US AT
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1325 S. EUGENE STREET
GREENSBORO, NC 27406



ASHTAE PRODUCT LINE



RELAXER & COLOR SYSTEM

Ashtae Hair & Scalp Balm is formulated to prevent dry itchy scalp, while promoting hair growth. Excellent for thinning hairlines and basing scalp before relaxers. 4 oz. | 32 oz.

Ashtae Advanced Fortifier Treatment is a protein and amino acid that strengthens damaged hair and helps stop further breakage. This treatment is used as a first-aid for chemically treated hair. A must-have for decolorizing.

4 oz. | 16 oz.

Ashtae Sensitive Scalp No-Base Creme Relaxer is designed to give a smooth silky finish every time. It is formulated with Ashtae X-tra conditioners and essential oils to give you adequate processing time without irritation.



Normal, Mild & Resistant 8 lb.

Ashtae Color Coded Neutralizing Shampoo stops the action of the chemical and brings the hair back to its normal pH, while leaving the hair clean and pliable.

32 oz. | Gal.

Ashtae Soothe & Cool Scalp Solution is formulated with ingredients that help reduce inflammation and redness caused by chemical irritation or shaving. 4 oz.



Ashtae Shades of Essence Colors

are semi-permanent hair colors that add sheen to the hair without fading, running or staining the scalp. This product does NOT contain peroxide or ammonia. 12 oz.



Ebony Black Chocolate Brown Copper Flaming Red Fuchsia Gold

SHAMPOO SYSTEM

Ashtae Silk Protein Shampoo is a moisture infused shampoo that leaves the hair with a soft silky sheen.

8 oz. | 32 oz. | Gal.

Ashtae Clarifying Shampoo removes buildup on the hair, leaving it squeaky clean without stripping the hair of its moisture.

8 oz. | 32 oz. | Gal.

Ashtae Cool Sensation Dandruff Shampoo is formulated to remove both oily and dry dandruff while moisturizing the hair.

8 oz. | 32 oz. | Gal.

Ashtae Volumizing & Detangling Shampoo is designed to thicken thin, dry or fine hair that is wiry and tangled.

8 oz. | 32 oz. | Gal.

Ashtae Sulfate-Free Moisturizing Shampoo is specially formulated for a gentle cleansing action. It is infused with Argan Oil for the ultimate hair recovery. 8 oz. | 32 oz.



CONDITIONER SYSTEM

Ashtae Silk Protein Conditioner helps soften and moisturize all hair types. 8 oz. | 32 oz. | Gal.

Ashtae Creme Revitalizer Treatment rebuilds over-processed hair. It's a moisture surge for dry and brittle hair. 4 oz. | 32 oz.



Ashtae Moisture Plus is a leave-in moisturizer full of humectants to combat dryness. 8 oz.

Ashtae Silk & Shine Conditioner adds an abundance of moisture and shine to dry or over-stressed hair. 8 oz. | 32 oz.

FINISHING SYSTEM

Heavenly Foam Lotion quick dry formula is designed to give body, sheen and bounce to your hair. 7 oz. | 32 oz.

Ashtae Lock and Twist Sculpture Gel adds control to any natural style. 4 oz. | 32 oz.

Ashtae Sculpturing Lotion contains special ingredients that give wet sets body, bounce and sheen while giving a firm, illuminating set. 8 oz. | 32 oz. | Gal.



Ashtae Freeze Spray provides versatile holding power without leaving buildup after continued use. 8 oz. | Gal.

Ashtae Hair Oil Mist is a hot oil treatment for dry scalp. This product can also be used as an oil sheen spray. 4 oz. | 8 oz.

Ashtae Sili-Gloss is an illuminating high gloss mist that provides instant shine. This product eliminates frizz, adds moisture and conditions. 4 oz. | 8 oz.

Heavenly Pomade is a light hair dressing that provides moisture and sheen to dull lifeless hair. 4 oz. | 16 oz.

Ashtae High Gloss Curl Wax provides holding power, sheen and smoothness for up dos, press, curls, and all marcel styles. 4 oz. | 16 oz.

Lay & Stay By Ashtae edge Control is used to smooth edges and keep hair firmly in place. 2 oz.

Diamond Hold Aerosol Spray is a fast drying, flexible finishing spray with exceptional hold. This product is humidity resistant and easy to brush through leaving no sticky residue or build up, even after reapplying. 2.25 oz. | 10 oz.

The Ashtae Triple Threat Silkening Serum is formulated to protect hair from humidity, combat frizz and for quick absorption by the hair, resulting in instant shine and moisture. This product is extremely lightweight and does not contribute to buildup. 2 oz.



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