

SHAMPOOS

CONDITIONERS

PRODUCTS



RECOVERY SHAMPOO



FULL SHAMPOO



SMOOTH SHAMPOO



CURL SHAMPOO



PURIFYING SHAMPOO



DRY SHAMPOO



RECOVERY CONDITIONER



FULL CONDITIONER



SMOOTH CONDITIONER



CURL CONDITIONER



PURIFYING LEAVE-IN CONDITIONER

HAIR TEXTURE / THICKNESS

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

STRAIGHT
Fine/Medium/Thick
WAVY
Fine/Medium/Thick
CURLY
Fine/Medium/Thick
COILS
Fine/Medium/Thick
COARSE

ISSUES/CONCERN

- Damaged from Heat/Color/Chemical
- Dryness
- Breakage

- Lacks Volume
- Flat
- Limp

- Frizz
- Flyaways
- Dryness

- Brittle
- Dryness
- Breakage

- Oiliness
- Impurities
- Toxins
- Product Build-up

- Oiliness
- Sweat
- Odor

- Damaged from Heat/Color/Chemical
- Dryness
- Breakage

- Lacks Volume
- Flat
- Limp

- Frizz
- Flyaways
- Dryness

- Brittle
- Dryness
- Breakage

- Tangled
- Dryness
- Flyaways

RESULTS

- Softer
- Strengthened
- Nourished
- More Manageable

- Volumized
- Thicker
- Fuller

- De-frizzed
- Smoother
- Silkier
- Hydrated

- Hydrated
- Strengthened
- Nourished
- More Manageable

- Refreshed
- Detoxified
- Shinier

- Refreshed Scent
- Revived Style
- Less Oily
- Invigorated
- No Residue

- Softer
- Strengthened
- Nourished
- More Manageable

- Volumized
- Thicker
- Fuller

- De-frizzed
- Smoother
- Silkier
- Hydrated

- Hydrated
- Strengthened
- Nourished
- More Manageable

- Softer
- Silkier
- Detangled
- More Manageable

USAGE

Daily or as needed

Daily or as needed

Daily or as needed

Daily or as needed

Weekly or as needed

Daily or as needed

Daily or as needed

Daily or as needed

Daily or as needed

Daily or as needed

Weekly or as needed

		STRAIGHT			WAVY			CURLY			COILS		
		FINE	MEDIUM	THICK	FINE	MEDIUM	THICK	FINE	MEDIUM	THICK	FINE	MEDIUM	THICK
HAIR GOALS	DAMAGE REPAIR	RECOVERY SHAMPOO FULL CONDITIONER	RECOVERY SHAMPOO RECOVERY CONDITIONER	RECOVERY SHAMPOO RECOVERY CONDITIONER	RECOVERY SHAMPOO FULL CONDITIONER	RECOVERY SHAMPOO RECOVERY CONDITIONER	RECOVERY SHAMPOO RECOVERY CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER
	FRIZZ REDUCTION	SMOOTH SHAMPOO FULL CONDITIONER	SMOOTH SHAMPOO SMOOTH CONDITIONER	SMOOTH SHAMPOO SMOOTH CONDITIONER	SMOOTH SHAMPOO FULL CONDITIONER	SMOOTH SHAMPOO SMOOTH CONDITIONER	SMOOTH SHAMPOO SMOOTH CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER
	VOLUME	FULL SHAMPOO FULL CONDITIONER	FULL SHAMPOO FULL CONDITIONER	FULL SHAMPOO FULL CONDITIONER	FULL SHAMPOO FULL CONDITIONER	FULL SHAMPOO FULL CONDITIONER	SMOOTH SHAMPOO FULL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER	CURL SHAMPOO CURL CONDITIONER
CONCERN	FRIZZ	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM
	BREAKAGE/SPLITS	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM	SPLIT END SERUM
	DRYNESS	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK
	HEAT & COLOR CHEMICAL DAMAGE	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK	RESTORATIVE TREATMENT MASK
	LACK OF VOLUME	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER
	OILINESS	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT	TOPICAL SCALP SUPPLEMENT
	ITCHY OR FLAKY SCALP	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT	EXFOLIATING SCALP TREATMENT
	LACK OF SHINE	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL	HEALING OIL
STYLE	SHORT & TEXTURED	TEXTURIZING SPRAY	TEXTURIZING SPRAY	TEXTURIZING SPRAY	TEXTURIZING SPRAY	TEXTURIZING SPRAY	TEXTURIZING SPRAY	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	CURL-DEFINING WHIP	CURL-DEFINING WHIP UN-FRIZZ CREAM	UN-FRIZZ CREAM
	STRAIGHT & SMOOTH	6-IN-1 STYLER	6-IN-1 STYLER	UN-FRIZZ CREAM	6-IN-1 STYLER	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM HEALING OIL
	VOLUMINOUS BLOWOUT	VOLUMIZING MOUSSE	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING MOUSSE	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING MOUSSE	VOLUMIZING PRIMER	VOLUMIZING PRIMER	CURL-DEFINING WHIP PURIFYING LEAVE-IN CONDITIONER	CURL-DEFINING WHIP PURIFYING LEAVE-IN CONDITIONER	CURL-DEFINING WHIP PURIFYING LEAVE-IN CONDITIONER
	LOOSE WAVES	VOLUMIZING PRIMER	VOLUMIZING PRIMER	VOLUMIZING PRIMER	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	UN-FRIZZ CREAM	UN-FRIZZ CREAM	UN-FRIZZ CREAM	CURL-DEFINING WHIP	CURL-DEFINING WHIP UN-FRIZZ CREAM	CURL-DEFINING WHIP UN-FRIZZ CREAM
	DEFINED CURLS	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP	CURL-DEFINING WHIP UN-FRIZZ CREAM	UN-FRIZZ CREAM HEALING OIL	UN-FRIZZ CREAM HEALING OIL
	NATURAL COILS										CURL-DEFINING WHIP UN-FRIZZ CREAM	UN-FRIZZ CREAM HEALING OIL	UN-FRIZZ CREAM HEALING OIL
	AIR DRY	6-IN-1 STYLER	6-IN-1 STYLER	UN-FRIZZ CREAM	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	6-IN-1 STYLER	UN-FRIZZ CREAM	UN-FRIZZ CREAM	CURL-DEFINING WHIP UN-FRIZZ CREAM	UN-FRIZZ CREAM HEALING OIL	UN-FRIZZ CREAM HEALING OIL