			SHAM	POOS	CONDITIONERS						
PRODUCTS	RECOVERY SHAMPOO	FULL SHAMPOO	SMOOTH	CURL	PURIFYING SHAMPOO	DRY SHAMPOO	RECOVERY	FULL CONDITIONER	SMOOTH	CURL	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	SofterStrengthenedNourishedMore Manageable	Volumized Thicker Fuller	De-frizzed Smoother Silkier Hydrated	Hydrated Strengthened Nourished More Manageable	RefreshedDetoxifiedShinier	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

	S C A	ALP		TREAT	MENTS		STYLERS						
PRODUCTS	EXFOLIATING SCALP TREATMENT	TOPICAL SCALP SUPPLEMENT™	RESTORATIVE TREATMENT MASK	HEALING OIL	UN-FRIZZ CREAM	SPLIT END SERUM	VOLUMIZING PRIMER	6-IN-1 STYLER	VOLUMIZING MOUSSE	TEXTURIZING SPRAY	CURL-DEFINING WHIP		
HAIR TEXTURE / THICKNESS	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Medium/Thick WAVY Medium/Thick CURLY Medium/Thick COILS Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	STRAIGHT Fine/Medium/Thick WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick	WAVY Fine/Medium/Thick CURLY Fine/Medium/Thick COILS Fine/Medium/Thick		
ISSUES/CONCERN	 Itchy or Flaky Scalp Product Build-up Unbalanced Scalp 	 Sensitized Scalp Irritated Scalp Unbalanced Scalp 	Damaged from Heat/Color/Chemical Dryness Breakage	Dullness Frizz Flyaways Damaged from Heat/ Color/ Chemical	DrynessFrizzFlyaways	Breakage Split Ends Dryness	 Lacks Volume Lacks Longevity and Style Limp 	Lacks Control Dryness Dullness Frizz	Lacks Body Limp Flat	Lacks Definition and Style Lacks Texture Lacks Movement	Dryness Lacks Curl Definition Lacks Shine		
RESULTS	 Itchy or Flaky Scalp Product Build-up Unbalanced Scalp 	SoothedRebalancedNourished	Strengthened Deeply Conditioned Silkier Nourished	ShinierStrongerSilkierNourished	Smoother De-Frizzed Curl Definition Hydrated More Manageable	Sealed, Smoothed and Mended Frayed Ends Strengthened	Instant Volume Buildable and Long-Lasting Hold Protected from Heat and Humidity	Hydrated Softer Shinier Healthier Polished with Light Hold Protected from Heat and Humidity	Fuller Bouncier Thicker Protected from Heat and Humidity	Definition and Hold Enhanced Texture Protected from Heat and Humidity	HydratedConditionedNourishedShinier		
USAGE	Weekly or as needed	Nightly	Weekly or as needed	Daily or as needed	Daily or as needed	Daily or as needed	Daily or as needed	Daily or as needed	Daily or as needed	Daily or as needed	Daily or as needed		

		STRAIGHT			WAVY			CURLY			COILS		
		FINE	MEDIUM	тніск	FINE	MEDIUM	тніск	FINE	MEDIUM	тніск	FINE	MEDIUM	тніск
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