

BCC

Product Knowledge Guide

2018 EDITION



BUBBLES Salon Cielo



TABLE OF CONTENTS

2	Cibu®
8	Pureology®
14	Kérastase®
24	Living Proof®
32	Color WOW
34	Bumble and bumble®
42	Aveda™
50	Moroccanoil®
54	Tecni.Art®



STAR PRODUCT



NEW PRODUCT

BUBBLES®

Salon Cielo®





HAIRCARE



PLATINUM SHAMPOO

- Sulfate-free
- Ideal for blonde, silver & highlighted hair
- Brightens, tones & protects hair color
- Nourishes with argan oil



COLOR SHAMPOO & CONDITIONER

- Sulfate-free, paraben-free & color-safe
- Nourishes & protects color-treated hair
- Antioxidants derived from green tea minimize color fading



SMOOTH SHAMPOO & CONDITIONER

- Sulfate-free, paraben-free & color-safe
- Reduces frizz
- Nourishes with Argan Oil
- Improves manageability



REPAIR SHAMPOO & CONDITIONER

- Sulfate-free, paraben-free & color-safe
- Keratin strengthens hair
- Biotin prevents breakage
- Reduces frizz



3 IN 1 CONDITIONING SHAMPOO + BODY WASH

- Sulfate-free
- Shampoo, conditioner & body wash all in one
- Tingles on scalp



KNOT SO KNOTTY® ANTI-BREAKAGE DETANGLER

- Helps reduce breakage
- Detangles
- Conditions & moisturizes

SHINE SQUAD



ARGAN OIL MIST

- Nourishes & improves health of hair
- Adds shine & provides thermal protection
- Use on wet or dry hair
- Lightweight for all hair types



ARGAN OIL TREATMENT

- Repairs, nourishes & smoothes
- Provides thermal protection
- Eliminates frizz, seals cuticle
- Ideal for hair, skin or beards



GLOSS DROPS

- Hydrates & restores shine
- Rice protein strengthens
- Thermal protectant
- Ideal for medium-coarse hair types

BLOWOUT STYLING


SASHINI®
THERMAL SHINE SPRAY

- Adds shine
- Heat protection
- Ideal for sleek & shiny blowouts
- Use on wet or dry hair
- Contains coconut oil


DRYNAMIC®
BLOW DRY ACCELERATOR

- Dramatically decreases blow dry time
- Provides heat protection
- Eliminates frizz & blocks humidity


SHIMMER
SMOOTHING CREAM

- Calms frizz, resists humidity
- Reduces blow dry time
- Ideal for medium to coarse hair types
- Argan oil nourishes


FRIZZFIX™
STRAIGHTENING BALM + KERATIN

- Locks out humidity to eliminate frizz
- Thermal protector
- Ideal for straight, sleek styles
- Keratin silk protein leaves hair smooth & silky

VOLUME STYLING


SHANG HIGH®
VOLUMIZING MOUSSE

- Creates body & fullness
- Sets curls
- Alcohol-free


HIGH TOP™
ROOT BOOSTER

- Boosts volume at the roots
- Flexible fullness & style
- Alcohol-free

VOLUME STYLING (Continued)


MOUSSE LEE®
FOAMING VOLUMIZER

- Adds body
- Provides shine & frizz control
- Perfect for roller sets & wraps
- Gluten & alcohol-free


HIGH DENSITY®
VOLUMIZING CREAM

- Adds all over body & volume
- Improved manageability, shine & texture
- Offers thermal protection
- Lightweight for thin, fine hair

TEXTURE STYLING & FINISH


CURL MAGNET™
CURL AMPLIFY CREAM

- Creates definition & separation
- Provides controlled hold for curls & waves
- Blocks humidity & frizz


SPRING ROLL®
CURL SHAPING CREAM

- Lightweight, humidity-resistant curl balm
- Defines & holds curl shape
- Eliminates frizz


THREAD CASE™
TEXTURE PASTE

- Moldable texture paste that defines & holds
- Flexible hold with a satin finish
- Adds density & thickness to fine or thinning hair


KA POW™
DRY SHAMPOO

- Absorbs oil
- Extends blowouts
- Creates tousled, sexy texture


8 DAYS A WEEK™
TEXTURE FINISHING SPRAY

- All day volume & texture
- Absorbs oil
- Ideal for thin, fine hair


FINISTA®
FLEXIBLE FINISHING SPRAY

- Medium hold humidity resistant hair spray
- Ideal for heat styling & hold
- Argan & coconut oil add shine
- Paraben-free

TEXTURE STYLING & FINISH



**STICKY RICE®
MATTE POMADE**

- #1 CIBU product for 13 years
- Defines short, textured haircuts
- Separates layers
- Pliable, moldable texture
- Medium hold, matte finish



**ORIGUMI®
FIBER PASTE**

- Contains styling fibers
- Defines & controls curls
- Spreads easily through longer hair

**SLICKSTER™
CLASSIC POMADE**

- High hold & high shine for versatile styles
- Slicks down edges
- Tames curls



**SO TACKY™
STYLING PASTE**

- Medium hold, matte finish
- Creates body & texture
- Ideal for twists & spikes
- Paraben-free



cibu®

HYDRATE®



SHAMPOO & CONDITIONER

- Gentle, luxurious cleanser & moisture rich conditioner
- Protects colour vibrancy & replenishes parched hair
- Intensely hydrates without weighing hair down

SHINE MAX

- Weightless, nourishing serum
- Increases colour vibrancy & elasticity while hydrating hair
- Smoothes fly-aways & eliminates frizz while adding vibrant shine

HYDRATE SUPERFOOD TREATMENT

- Moisturizing hair mask for dry, color-treated hair
- Avocado & coconut oil help to nourish & strengthen
- Exclusive Antifade Complex® provides hair color protection

HYDRATE SHEER®



SHAMPOO & CONDITIONER

- Prevents build-up on the hair follicle
- Reduces heaviness while allowing colour vibrancy to shine through
- Ideal for fine hair types

AIR DRY CREAM

- Enhances body & perfects texture by locking in moisture
- Reduces drying time & leaves a no-product feel
- Provides frizz control & anti-fade complex

COLOUR FANATIC®



TREATMENT SPRAY

- Leave-in hair treatment spray
- Reduces drying time, prevents split ends & moisturizes dry, damaged hair
- Detangles, strengthens, repairs & conditions the hair

DEEP TREATMENT MASK

- Instant deep conditioning mask for colour-treated hair
- Provides instant repairing & moisturizing results
- Strengthens hair fiber & restores hair's healthy look

STRENGTH CURE



SHAMPOO & CONDITIONER

- Cleanses & fortifies hair with a soft finish
- Improves hair's touch & light reflection
- Conditions & detangles



STRENGTH CURE SUPERFOOD TREATMENT

- Strengthening mask for damaged hair
- Goji berry extract & olive oil help protect hair from environmental damage
- Exclusive Antifade Complex® provides hair color protection



SPLIT END SALVE

- Leave-in split end healing treatment
- Strengthens hair with a unique healing formula
- Smoothes split ends



FABULOUS LENGTHS

- Strengthening serum for damaged, brittle hair
- Brings softness to even the oldest of strands
- Reduces breakage by improving the hair fiber

FULLFYL®



SHAMPOO & CONDITIONER

- Gives hair an overall increase in density & thickness
- Achieves full bodied, texture effect while providing movement
- Includes plant based amino acids & shampoo is sulfate-free



DENSIFYING SPRAY

- Best for colour-treated & fine hair in need of density & texture
- Penetrates hair to thicken & reinforce each strand
- Facilitates creation of curls, waves & braids with all day hold

SMOOTH PERFECTION®



SHAMPOO & CONDITIONER

- Anti-frizz cleanser & conditioner
- Protects frizzy, colour treated hair for a polished finish
- Eases blow-drying & restores manageability



SMOOTHING SERUM

- Anti-frizz serum for normal to thick hair
- Protects hair from heat styling damage while controlling frizz
- Leaves hair silky smooth & vibrant



INTENSE SMOOTHING CREAM

- Anti-frizz smoothing cream for coarse, rebellious & frizzy hair
- Controls unwanted volume on the most rebellious hair
- Protects hair from heat styling damage

PERFECT 4 PLATINUM™



SHAMPOO & CONDITIONER

- Lightly moisturizes & adds suppleness to blonde hair
- Protects against environmental damages while adding shine
- Maximizes colour retention & gently detangles



MIRACLE FILLER

- Daily leave-in reparative lotion
- Increases hair's strength with repeat styling use by filling in gaps in hair's cuticle
- Free of sulfates & silicone

SPECIALTY



PURIFY

- Sulfate-free, salt-free, colour-preserving cleanser
- Gently cleanses to remove all impurities, including chlorine & hard water minerals
- Provides natural conditioning & does not strip colour



VINEGAR HAIR RINSE

- Gently clarifies & removes impurities to reveal color vibrancy
- Rebalances pH level to maximize shine
- Cactus pear flower extract help smooth, soften & moisturize hair

CLEAN VOLUME®



SHAMPOO & CONDITIONER

- Cleanser & conditioner for fine, colour-treated hair
- Removes volume-inhibiting impurities at the roots
- Aloe water & soy proteins help nourish & infuse hair with volume and shine



WEIGHTLESS MOUSSE

- Create lifted, soft & shiny hair with this conditioning mousse
- Provides all-over weightless volume
- Gives airy fullness, flexible movement & shine



INSTANT LEVITATION MIST

- Elevate fine, color-treated hair with 24 hours of light, airy fullness
- Dual benefit of root lift & heat protectant
- Clean-to-the-touch volume & a vibrant, shiny finish

CURL COMPLETE®



SHAMPOO & CONDITIONER

- Non-stripping formula cleanses, conditions & detangles curls
- Locks in moisture & protects against humidity
- Lightweight & suitable for all colour treated curls



TAMING BUTTER

- Leave-in styling cream
- Tames rebellious curls with frizz-control, improved manageability, & definition
- Reduces unwanted volume

NANO WORKS GOLD®



SHAMPOO & CONDITIONER

- Luxurious cleanser & conditioner for mature hair
- Restores movement, shine, & suppleness
- Golden Marula Oil nourishes & protects the hair

COLOUR STYLIST™



DRY SHAMPOO

- Dry shampoo for use at the scalp
- Absorbs oils at the scalp extending life of colour-treated hair
- Paraben-free



ROOT LIFT

- Light, clean, humidity resistant cream spray mousse
- Gives hair fullness, shine, control & colour protection
- Builds amazing volume



STRENGTHENING CONTROL ZERO DULLING HAIRSPRAY

- Non-dulling, fast-drying, micro-fine finishing spray
- Shapes hair with flexible hold & radiant finish
- Easy brush-through with no residue or flaking



SUPREME CONTROL HAIRSPRAY

- Zero dulling hairspray
- Fortifying with maximum hold & extra shine
- Humidity control helps protect against environmental damage

STYLE + CARE INFUSIONS®



SMOOTH PERFECTION

- Dual chamber gel & treatment styler for medium to thick hair
- Controls frizz & smoothes from roots to ends
- Leaves hair feeling product free



PURE VOLUME

- Dual chamber gel & treatment styler for fine to medium hair
- Increases substance & fullness
- Gives hair touchable volume with a polished look



CURL COMPLETE

- Dual chamber gel & treatment styler for all curl types
- Conditions, controls & defines curls
- Provides 72 hours of frizz control for soft, manageable curls



KÉRASTASE
PARIS

DISCIPLINE



BAIN FLUIDEALISTE SULFATE-FREE

- Smoothing, gentle cleanser
- Nourishes, protects & tames frizz without weighing hair down
- For sensitized or chemically treated hair



FONDANT FLUIDEALISTE

- Daily conditioner
- Transforms hair to be softer, smoother, & fluid-like
- Shields humidity & frizz, leaving hair extremely soft to the touch



MASKERATINE

- Daily masque seals ends to prevent future heat damage
- Provides maximum frizz control, extreme softness & manageability
- Enhances blow outs by defending frizz



KERATINE THERMIQUE

- Leave-in smoothing, taming milk
- Shields hair from frizz & fly-aways
- Defends hair from heat styling & breakage



SPRAY FLUIDISSIME

- Leave-in formula protects hair from heat up to 450° degrees
- Polishes & controls the hair with 72 hours of protection
- Disciplines the frizziest, most unmanageable hair

DISCIPLINE CURL IDEAL

**CLEANSING CONDITIONER**

- Low-poo cleansing conditioner for unruly, curly hair
- Conditioning agents leave curls hydrated & protects from frizz & humidity
- Improves elasticity & curl shape

**MASQUE**

- Masque for over-voluminous, curly hair
- Provides moisture & hydration
- Controls volume & frizz

**OLÉO CURL CREAM**

- Suppleness crème for unruly curls
- Gives definition to curls
- Relaxes curls & protects against frizz

**MOUSSE**

- Mousse for unruly curls
- Defends against frizz
- Gives definition & bounce back to curls

AURA BOTANICA

**BAIN MICELLAIRE**

- Gentle aromatic shampoo
- 96% natural origin without sulfates, silicones or parabens
- For dull, devitalized hair

**SOIN FONDAMENTAL**

- Moisturizing deep conditioner with lightweight texture
- 97% natural origin without silicones or parabens
- Facilitates detangling & provides frizz control

**ESSENCE D'ÉCLAT**

- Moisturizing oil-mist
- 99% natural origin without silicones or parabens
- Lightweight ultra-fine mist, providing 72 hours anti-frizz control

**CONCENTRÉ ESSENTIEL**

- Aromatic nourishing oil blend
- 99% natural origin without silicones or parabens
- Multi-use natural oil blend that also tames frizz

DENSIFIQUE

**BAIN DENSITÉ**

- Gentle cleanser for life stressed hair
- Adds body & thickness without weighing hair down
- Hydrates & plumps hair's fiber

**FONDANT DENSITÉ**

- Silky conditioner that will detangle & replenish
- Provides immediate body
- Feels light & fluid

**DENSIMORPHOSE**

- Advanced treatment mousse
- Gives instant density & body to hair without weight
- Transforms hair for a voluminous effect

SPECIALTY

**INITIALISTE**

- An ultra lightweight serum to keep hair longer & stronger
- Increases the hair fiber resilience & elasticity
- Hair feels thicker & visibly shinier & softer

NUTRITIVE

**BAIN SATIN 1**

- Moisturizing shampoo for normal to dry hair
- Creates a shield to protect the hair from drying out
- Provides softness, nutrition & shine

**BAIN SATIN 2**

- Moisturizing shampoo for dry, sensitized hair
- Cleanses & nourishes gently
- Quenches thirsty hair leaving it shiny & soft

**LAIT VITAL**

- Nourishing lightweight conditioner for normal to slightly dry hair
- Restores moisture, nutrition & shine
- Gives hair the ultimate softness

**MASQUINTENSE FINE**

- Nourishing masque for softness & shine on dry, fine hair
- Restores vitality & shine
- Locks nourishment deep into the hair fiber

**MASQUINTENSE THICK**

- Concentrated, moisturizing treatment for thick & very dry hair
- Locks nourishment deep into the fiber
- Restores hair fiber vitality & shine from roots to ends

**NECTAR THERMIQUE**

- Leave-in nourishing heat protectant for dry hair
- Softens & moisturizes
- Protects hair from heat styling effects

**SERUM OLÉO RELAX**

- Leave-in smoothing, controlling care for dry, rebellious hair
- Controls volume & provides shine
- Hair is left glossy & smooth

NUTRITIVE MAGISTRAL

**BAIN MAGISTRAL**

- Thermo-reactive intense nutrition shampoo for very dry & sensitized hair
- Intensely nourishes
- Protects hair from heat styling effects

**FONDANT MAGISTRAL**

- Thermo-reactive intense nutrition conditioner for very dry & sensitized hair
- Intense nutrition to the core of the hair fiber
- Heat reaction with thermal insulation

**MASQUE MAGISTRAL**

- Intense nutrient masque for very dry, sensitized hair
- Under the effect of heat, thick, dry hair is intensely nourished, soft & shiny
- Protects hair from heat

**CRÈME MAGISTRALE**

- Leave-in balm that provides deep nourishment
- Smooths, softens & adds shine
- Lightweight finish

RESISTANCE

**BAIN FORCE ARCHITECTE**

- Reinforcing & refinishing shampoo for weakened, damaged & fragile hair
- Revitalizes the hair & restores softness, shine & substance
- Refinishes the outer layer of the fiber with a topcoat protection

**MASQUE FORCE ARCHITECTE**

- Masque for brittle & damaged hair
- Strengthens & rebuilds the hair fibers
- Smooths & protects the surface

RESISTANCE *(Continued)***CIMENT ANTI-USURE**

- Reinforcing & refinishing treatment for damaged lengths & ends
- Provides instant detangling & lightweight conditioning
- Reinforces the hair internally

**CIMENT THERMIQUE**

- Leave-in heat activated reconstructing milk for weakened hair
- Helps to protect & repair hair from thermal damage
- Hair is left soft, shiny & voluminous

RESISTANCE THERAPISTE

**SOIN PREMIER**

- Reverse care conditioner for use before shampoo
- Protects hair fiber before shampooing
- Repairs & protects very damaged, over-processed hair

**BAIN THERAPISTE**

- Cleanser for very damaged over-processed hair
- Gently cleanses while repairing the hair fiber
- Renews split ends & restores hydration

**MASQUE THERAPISTE**

- Masque to repair very damaged, over-processed hair
- Revitalizes, nourishes & repairs hair at the core
- Regains hair's strength & elasticity

**SERUM THERAPISTE**

- Oil & cream repairing dual serum for very damaged, over-processed hair
- Protects from heat up to 450° degrees
- Seals & reduces split ends

SPÉCIFIQUE

**BAIN DIVALENT**

- Balancing shampoo for oily hair & roots
- Calms irritation with anti-inflammatory actions
- Anti-bacterial ingredients help reduce itchiness

**BAIN STIMULISTE**

- Energizing shampoo for normal to thinning hair
- Regenerates hair activity & increases hair metabolism
- Gives hair a light, airy feel

**MASQUE HYDRA-APAISANT**

- Renewing gel cream treatment for all hair types
- Moisturizes & soothes scalp discomforts
- Cleans the scalp from pollutants

**TRAITEMENT INTENSIF**

- Intensive scalp and hair treatment for thinning hair
- Helps to fight against the appearance of thinning hair
- Ingredients provide nutrition to the base of the hair follicle, helping to stimulate scalp circulation

REFLECTION

**BAIN CHROMATIQUE**

- Sulfate-free protective shampoo for color-treated hair
- Creates an anti-deposit effect on hair fiber's surface
- Provides UV filters to protect against harmful external aggressors

**BAIN CHROMA RICHE**

- Rich multi-protecting shampoo for dry, color-treated hair
- Helps protect & maintain healthy hair color
- Neutralizes water particles to protect color for lasting vibrancy and shine

REFLECTION (Continued)



FONDANT CHROMATIQUE

- Conditioner nourishes color-treated hair to protect & prolong color vibrancy
- For all hair types, use as a lightweight daily conditioner



MASQUE CHROMATIQUE

- Mask protects & deeply nourishes color-treated hair
- For thicker hair types, use as a daily mask
- For all hair types, use once per week as a deep treatment

ELIXIR ULTIME



BAIN ELIXIR ULTIME

- Sublime cleansing oil for all hair types
- Leaves hair stronger & shinier
- Silicone & paraben-free



FONDANT ELIXIR ULTIME

- Beautifying, daily conditioner
- Nourishes without weighing hair down
- Hair is left feeling soft & silky



MASQUE ELIXIR ULTIME

- Beautifying oil masque for all hair types
- Penetrates to the deepest of the hair fiber
- Revives natural strength
- Provides ultimate shine



ELIXIR ULTIME

- Blend of beautifying oils for ultimate softness & shine
- Brings nourishment & deep conditioning to the hair
- Restores strength & protects from external aggressors



SPRAY OIL

- Bi-phase spray oil
- Thickens hair strands while adding shine & brilliance
- Best for fine, limp hair

COUTURE STYLING



L'INCROYABLE BLOWDRY

- Heat styling lotion with anti-frizz properties
- Thermal protectant
- Forms a strong bond between hair fibers without stiffness



L'INCROYABLE BLOWDRY CRÈME

- Opulent reshapable heat styling cream for normal to thick hair
- Microwax technology allows the hair to set and reset styles with ease
- Provides 3X faster flat ironing, extreme anti-frizz control and 450° thermo-protection



MOUSSE BOUFFANT

- Volumizing mousse
- Adds fullness & structure without weight
- Flexible hold for lasting volume



FORME FATALE

- Blowdry gel with an extra-fine texture that perfectly shapes hair to give all-over volume & body
- Provides maximum hold with flexible movement & shape memory
- Offers UV heat protection, helps to control static & control fly-aways



SPRAY À PORTER

- Beach texture spray
- Buildable texture to create beachy waves or second day hair
- Soft, touchable finish



VOLUME IN POWDER

- Dry volumizing & texturizing spray
- Adds volume, body & grip
- Delivers a re-shapable hold, great for second day styles



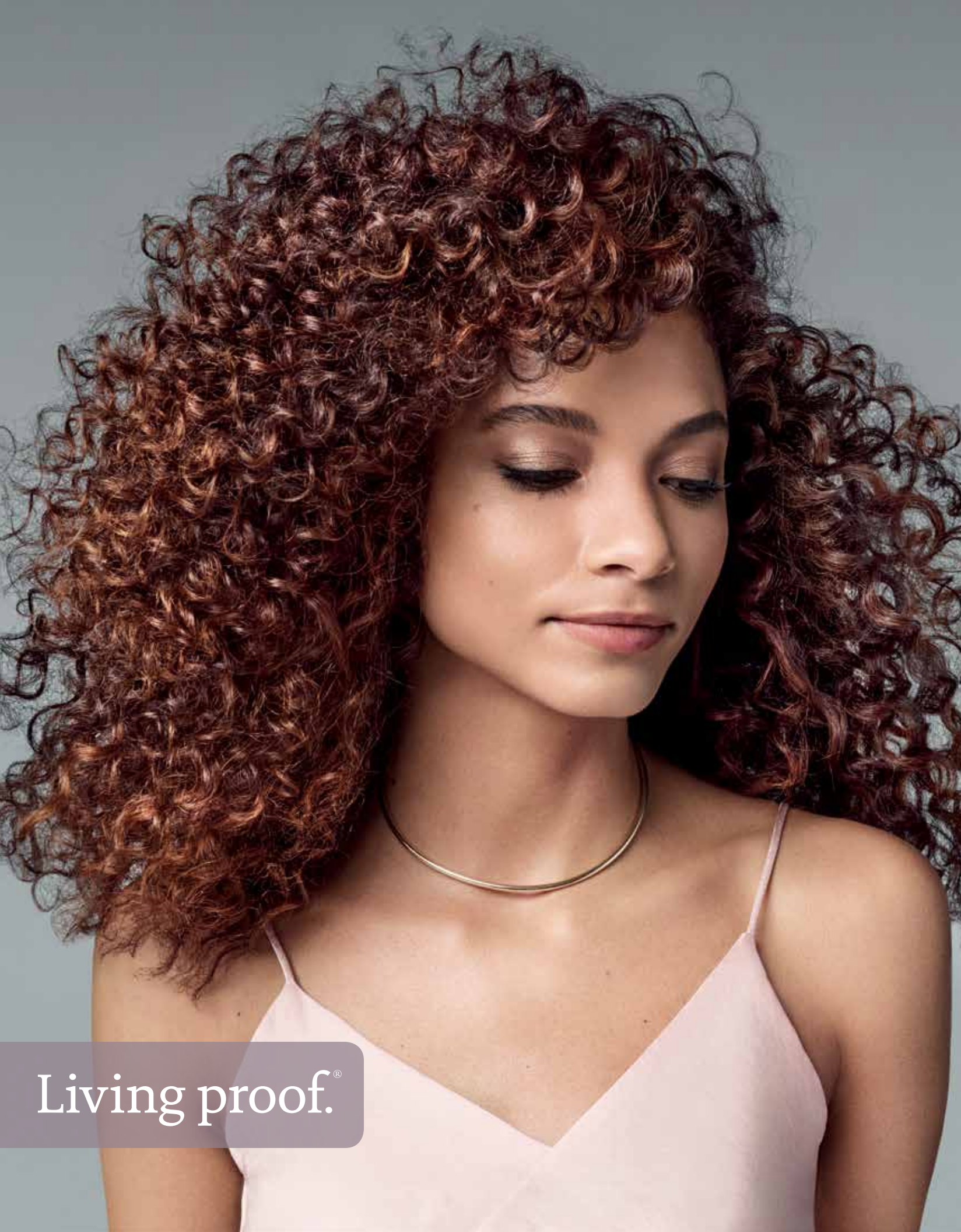
LAQUE DENTELLE

- Flexible Hold Hairspray
- Buildable hold & long lasting finish
- Controls frizz



LAQUE NOIRE

- Extra-strong hold hairspray
- Creates instant & intense styles
- Leaves hair feeling soft without stickiness & flaking



Living proof.®

NO FRIZZ



SHAMPOO & CONDITIONER

- Rich lather shampoo & lightweight conditioner
- Weightlessly blocks humidity & smoothes hair texture
- Nourishes & conditions, leaving hair feeling moisturized



LEAVE-IN CONDITIONER

- Hydrating treatment that boosts of conditioning & offers frizz protection
- Ideal for all frizz-prone hair types
- Silicone-free, safe for color & chemically treated hair



NOURISHING OIL

- Fast-absorbing oil formulated to mimic hair's natural oil composition
- Provides coarse hair a breakthrough frizz protection
- Residue-free formula works on dry or damp hair



WEIGHTLESS SPRAY

- Styling spray that eliminates frizz by blocking humidity & smoothing each strand
- Provides frizz-free, smooth hair with natural body
- Ideal for fine or thin, frizzy hair



NOURISHING STYLE CREAM

- Styling cream that smoothes, conditions & eliminates frizz
- Smoothes hair texture so strands are polished & frictionless
- Ideal for medium to thick hair



HUMIDITY SHIELD

- A weightless solution for dry hair application that blocks humidity
- Prevents & corrects the first signs of frizz
- Protects against damage from UV rays & provides static control

FULL



SHAMPOO & CONDITIONER

- Cleanser & Conditioner that reveal natural body without weighing hair down
- Helps to transform fine, flat hair to look, feel & behave like naturally full, thick hair
- Keeps fine, flat hair visibly healthy



ROOT LIFT

- Heat activated spray to give a boost at the roots that lasts all day
- Delivers a fine spray pattern that is never stiff or sticky
- Gives long-lasting lift & a non-tacky comb-out



THICKENING CREAM

- Lightweight styling cream that adds thickness to each strand
- Creates thickening dots so it feels like you have thicker hair
- Delivers a hint of conditioning that won't weight your hair down



THICKENING MOUSSE

- Ultra, lightweight mousse that provides flexible volume
- Provides long lasting thickness and fullness
- Light hold that doesn't collapse or become stiff



DRY VOLUME BLAST

- Spray that creates volume & texture on dry hair
- Delivers lasting results without weighing hair down
- No crunchiness or stiffness

RESTORE



SHAMPOO & CONDITIONER

- Gentle shampoo & conditioner for dry, damaged hair
- Instantly restores damaged hair cuticles
- Restores moisture levels to that of healthier, undamaged hair



MASK TREATMENT

- Deeply conditioning treatment that repairs dry, damaged hair
- Protects from future damage & strengthens hair
- Use in place of the Restore Conditioner once a week for maximum effectiveness



SMOOTH BLOWOUT CONCENTRATE

- Transformative styling treatment for coarse or thick hair types
- Gives a smooth, easy & visibly healthier blowout in half the time
- Protects against future styling damage



PERFECTING SPRAY

- A featherweight detangler that delivers an instant boost of hydration
- Provides time-released conditioning, UV & heat protection up to 400°
- Good for all hair types



REPAIR LEAVE-IN

- Corrective leave-in spray infused with silk proteins
- Prevents up to 93% of new split ends
- Strengthens hair after just one use



INSTANT PROTECTION

- Weightless spray that adds shine & polish
- Heat protection up to 450°, 24 hour UV protection & static control
- Ideal for all hair types

PERFECT HAIR DAY



SHAMPOO & CONDITIONER

- Revolutionary shampoo & conditioner that lets you wash your way to beautiful, healthy looking hair
- Ideal for all hair types
- Makes hair look healthier instantly & improves over time



NIGHT CAP OVERNIGHT PERFECTOR

- The ultimate beauty sleep for your hair that contains time-release conditioners
- Provides up to one week of more shiny, vibrant manageable hair overnight
- Overnight results last up to 5 shampoos



IN-SHOWER STYLER

- Innovative styler that is applied in the shower & lightly rinsed
- Delivers enhanced natural body & texture
- For naturally straight hair, braid hair after application & let hair air dry



5-IN-1 STYLING TREATMENT

- Delivers five benefits for beautiful healthy looking hair in one easy step – smoothness, volume, conditioning, strength & polish
- Styles & treats without compromising one for the other



FRESH CUT SPLIT END MENDER

- Lightweight lotion that instantly seals split ends
- Mimics the look of a fresh haircut by sealing ends & aligning hair fibers for a cleaner look
- Keeps hair looking smooth & polished



DRY SHAMPOO

- Dry shampoo powered by Healthy Hair Molecule & Triple Action Cleaning Technology
- Absorbs & removes oil, sweat & odor
- Contains time released fragrance to deliver light scent throughout the day

CURL



CONDITIONING WASH

- Conditioning wash that cleanses & conditions in one step
- Starts defining curls in shower
- Keeps hair smooth & conditioned



DETANGLING RINSE

- Unique water-activated, gel-like formula that preps hair for frizz-free styles
- Detangles & defines curls the instant it hits water
- Curls stay defined & frizz free 2x longer



LEAVE-IN CONDITIONER

- A Leave-In Conditioner that delivers soft, smooth, defined curls
- Provides soft, smooth definition to parched curls
- Conditions without build-up, reduces breakage, & strengthens curls



ENHANCING STYLING MOUSSE

- Styling mousse that shapes & defines natural waves & curls
- Provides frizz & humidity protection
- Creates flexible, long-lasting touchable curls with extra hold



DEFINING STYLING CREAM

- Styling cream that has light hold to define & control curls with a stronger curl pattern
- Blocks humidity that causes frizz
- Ideal for naturally curly or coily hair

TIMELESS



PRE-SHAMPOO TREATMENT

- Strengthens hair while protecting against color fade
- Helps maintain hair density by reducing breakage from styling damage
- For best results use before every shampoo



SHAMPOO & CONDITIONER

- Sulfate-free shampoo & gentle conditioner
- Combats & reverses change in your hair as you age
- Prevents color fading



PLUMPING MOUSSE

- Rich mousse makes hair look 3x fuller
- Controls wiry, unmanageable strands
- Ideal for fine or thinning hair

STYLE LAB



PRIME STYLE EXTENDER

- Lightweight cream to prime hair & extend styles up to 2x longer
- Can be used alone or layered under other styling products
- Creates optimal base for all styles & saves time on touch-ups



BLOWOUT

- Creates a faster, easier way to get a salon-worthy blowout at home
- Delivers optimal level of grip with flexible hold
- Can be used on second day hair or to touch up as a finish step



T.B.D. MULTI-TASKING STYLER

- Versatile styler used on damp or dry hair
- Helps tame or manage, create polished blowouts, or deconstruct second day hair
- Easy spreadability



MOLDING CLAY

- Buildable, layerable cream to create or rework styles
- Shapes styles on damp or dry hair
- Medium hold & matte finish



TEXTURE MIST

- Effortlessly creates long-lasting beachy tousled styles
- Has long-lasting revivability & is not stiff, sticky, dulling or drying
- Works on all hair types, damp or dry hair



FLEX HAIRSPRAY

- A multi-tasking hairspray for damp or dry hair
- Delivers flexible, touchable control with medium hold
- Is brushable, layerable, reworkable & provides heat protection up to 450°



CONTROL HAIRSPRAY

- A touchable, firm holding hairspray
- Delivers all day shine & hold with a flake free finish
- Protects against humidity & won't deflate or dampen styles



AMP TEXTURE VOLUMIZER

- Styling cream that creates amplified volume, & flexible hold on dry hair
- Instantly creates volume & texture
- Is flexible & re-stylable with light hold & natural finish



Living proof®

COLOR SECURITY



COLOR SECURITY SHAMPOO

- Gentle formula that won't dull color, weigh hair down or impede hair growth
- Formulated without sulfates, silicones, conditioning agents or pearlizing agents
- Good for all hair types & safe on extensions



COLOR SECURITY CONDITIONER

- Lightweight, anti-flattening formula for fine & thin color-treated hair
- Instantly smoothes, detangles, hydrates & silken color-treated hair
- Features color-shielding Sealicon™ complex which delivers a protective, high-gloss finish

STYLING & FINISHING



DREAM COAT SUPERNATURAL SPRAY

- Anti-humidity hair treatment that covers each hair strand with an invisible waterproofing cloak
- Heat activated spray works to compress & seal hair, making it sleek & smooth
- Spray thoroughly on damp hair & blowdry. Effects last up to 2-3 washes



ONE-MINUTE TRANSFORMATION

- Anti-frizz styling cream applied to dry hair that helps instantly re-condition & smooth hair
- On the spot fix when hair is bent out of shape or frizzy
- Works best on second day bed-head, crimps from elastic bands, or to create a more professional blow-dry



POP & LOCK

- Gloss treatment that delivers epic shine & brilliant color
- Works inside & out to repair hair texture, restore elasticity & suppleness
- High-gloss sheath seals the cuticle & locks in moisture



RAISE THE ROOT

- Thickening & lifting spray that creates body & fullness
- No stiffness or stickiness, keeps hair soft & supple
- Can be used on damp or dry hair



STYLE ON STEROIDS

- Texturizing spray made specifically for color treated hair
- Spray on dry hair to add instant grit & grab
- Can help to revive second day hair, create undone separation or to break up curls



CULT FAVORITE HAIRSPRAY

- Firm & flexible hairspray with natural, long lasting hold
- Doesn't leave hair rigid or un-brushable
- Repairative formula helps strengthen color treated hair and offers UV protection

COCKTAILS



COCKTAIL BIONIC TONIC

- Hair Cocktails offered in 3 formulas to combat problems associated with color treating hair. Used after cleansing & conditioning
- Coconut Cocktail: Best for hair that needs re-hydration and is looking to restore glossy, silky texture
- Kale Cocktail: Helps to strengthen strands that are fragile & vulnerable to breakage
- Carb Cocktail: Gives the thickness & fullness that fine, limp hair lacks

SPECIALTY



ROOT COVER UP

- No-mess mineral powder that can be used to seamlessly cover greys, extend highlights or fill in the hairline to create fuller, thicker hair
- Formula is free of waxes, dyes & parabens. Water resistant that lasts in the shower & while you sleep
- Available in 8 shades





Bb. Bumble and bumble.

SURF



SHAMPOO & CONDITIONER

- Bodifying & texturizing shampoo & conditioner
- Leaves hair with a seabreezy texture
- Adds body & softness



SURF FOAM SPRAY BLOW DRY

- Part mousse/part salt spray blowdry foam-spray
- Gives hair big, beachy texture with a polished finish
- Activates with heat



SURF SPRAY

- Salt-infused texturizer
- Adds body, creates beach-waves
- Can be used on damp or dry hair

HAIRDRESSER'S INVISIBLE OIL



SURF INFUSION

- Sea salt & oil infused texturizer
- Creates sea-tossed waves with sheen
- Ideal for medium to coarse textures



SHAMPOO & CONDITIONER

- Shampoo & conditioner for dry, coarse, or brittle hair
- Softens, silken, tames, detangles
- Protects against frizz & breakage



PRIMER

- UV & heat protective primer
- Softens, detangles & tames fly-aways
- Use on damp or dry hair



INVISIBLE OIL

- A clear, light oil for all hair types
- Strengthens against breakage, provides heat styling protection & contains UVA/UVB filters
- Leaves hair soft & smooth, while taming fly-aways & adding shine



DRY OIL FINISHING SPRAY

- Ultra-weightless mist
- Offers subtle shine, softness & can tame frizz
- Use on dry hair throughout the day

THICKENING



- SHAMPOO & CONDITIONER**
- Shampoo & conditioner for fine, thin, limp hair
 - Moisturizes, seals split ends & tames fly-aways
 - Leaves hair thicker & fuller



- HAIRSPRAY**
- Setting spray with a moderate hold for all hair types
 - Adds volume, lift, control & hold to any style
 - Protects from heat



- FULL FORM MOUSSE**
- A dense, creme mousse that inflates with air
 - Creates a strong grip for blow drying
 - Leaves hair soft & supple with a healthy bounce, never crunchy or heavy



- CREME CONTOUR**
- A pliable shaping creme that softens in hands to a lightweight paste
 - Gives a voluminous style
 - Creates hi-definition silhouettes



- DRYSPUN FINISH**
- A translucent spray made from raw silk powders that dries instantly into the hair
 - Creates instant fullness & texture
 - Spins hair into an airy silhouette

FULL POTENTIAL



- SHAMPOO & CONDITIONER**
- Hair preserving shampoo & conditioner
 - Leaves hair feeling fuller & stronger
 - Promotes strength & elasticity by acting like a liquid bandage



- BOOSTER SPRAY**
- Hair preserving booster spray
 - Helps to reduce hair loss due to breakage
 - Optimizes strands from scalp to ends by increasing strength & elasticity

Bb. CURL



- SHAMPOO & CONDITIONER**
- Sulfate-free shampoo & custom conditioner for all curl types
 - Preps curls for frizz-free styles
 - Conditioner can be left in, rinsed out, or used as a moisturizing co-wash



- CURL DEFINING CREME**
- Curl defining cream for wavy to ringlet curls
 - Promotes definition & movement
 - Keeps curls shapely & resilient



- PRE/RESTYLE PRIMER**
- Nourishing & moisturizing primer
 - Detangles & defines all curl types
 - Refreshes & restyles on day 2



- CURL MOUSSE**
- Conditioning mousse for waves to ringlets
 - Creates touchable soft, crunch-free curls
 - Gives curls body



- GEL OIL**
- Anti-humidity gel-oil for ringlets to corkscrews
 - Oil hydrates curls while gel controls
 - Helps loosen & lengthen wound up curls

CREME DE COCO



- SHAMPOO & CONDITIONER**
- Shampoo & conditioner for dry, dull hair
 - Restores sheen & softness
 - Minimizes frizz while improving flexibility



- SULFATE-FREE SHAMPOO & CONDITIONER**
- Sulfate-free, ultra-mild cleanser & conditioner
 - Prolongs color & vibrancy by preventing fading & color washout

COLOR MINDED

GENTLE



GENTLE SHAMPOO & SUPER RICH CONDITIONER

- Shampoo & conditioner for dry, damaged, over-processed hair
- Moisturizes & adds shine
- Detangles, softens & restores luster

SEAWEED



SEAWEED SHAMPOO & CONDITIONER

- Daily, mild shampoo & conditioner for daily washers
- Adds shine & sheen
- Nourishes & softens

BLOW DRY



STRAIGHT BLOW DRY

- Heat-activated blowdry styling balm
- Smoothes, straightens & softens for sleek & healthy looking hair
- Best for thick, coarse, frizzy, unmanageable hair



ALL-STYLE BLOW DRY

- Styling blowdry cream for healthy, fine hair
- Fights frizz & protects against heat damage
- Absorbs oil with micro-fine powders



REPAIR BLOW DRY

- Serum-in-cream blowdry styler for damaged hair
- Seals split ends while protecting against heat, breakage & UV damage
- Maintains soft, smooth & healthy styles for up to 3 days

SAVE THE DAY



SAVE THE DAY

- A highly restorative, daily fluid for petal soft, instantly healthy-looking hair
- The rich, but lightweight concentrate is infused with Camelia Oil and UV filters to help repair & protect
- Provides heat protection & repairs split ends



WHILE YOU SLEEP

- An overnight treatment to help reverse the appearance of damaged hair
- Apply on dry hair once or twice a week, for deep nourishment leave on overnight
- Good for all hair types & color treated hair

HAIRSPRAY



SPRAY DE MODE HAIRSPRAY

- Strong but flexible hold hairspray
- Gives grip for easier styling & protects against heat
- Allows the hair to bend, mold, twist & lift



STRONG FINISH HAIRSPRAY

- Strong, long lasting hold with a modern finish
- Extra-firm, stay-put spray keeps strong styles up all night (or day)
- Use on dry hair to set & finish a style



DOES IT ALL HAIRSPRAY

- Quick-drying styling spray
- Provides flexible hold, workability & memory
- Best for styling dry hair with heat tools or as a flexible finishing spray



DON'T BLOW IT FINE

- No hold, no-product feel
- Low conditioning formula
- Provides soft texture & body



DON'T BLOW IT THICK

- Low-medium hold & conditioning
- Gives light presence in the hair
- Great for refined, manageable waves

PRIMERS



PREP

- Pre-style spray detangler
- Enhances the performance of styling products
- Refreshes previously styled hair



TONIC LOTION

- Medium-weight, pre-style spray
- Replaces moisture, smoothes & detangles
- Preps hair for styling & can be used as a cutting lotion

STYLING



STYLING CREME

- Styling cream that works like a mousse & gel
- Adds body, lifts roots, defines curls & slicks hair
- Provides more hold with increased usage



GEL

- Multi-talented sculpting gel
- Molds & firms for a flexible finish
- Brushes into soft, but shapely forms



GROOMING CREME

- Styling moisturizer
- Creates natural separation & subtle hold
- Gives lived in texture with a soft, smooth, low-glow satin finish



PRÊT-À-POWDER

- Dry shampoo & style extender
- Adds volume, just shake at the roots & massage
- Extends styles & blow-dries while absorbing oil



BRILLIANTINE

- Oil-based styling cream
- Gives hair a polished, separated, slept-in look
- Gives hair extra sheen & texture



TEXTURE CREME

- Styling gel-cream
- Creates a tousled, undone look
- Gives grit, hold & a shine-free finish



TRES INVISIBLE DRY SHAMPOO

- Formulated with French pink clay to absorb oil & sweat
- Cleanses roots, gently volumizes hair & extends style
- Best for fine to medium & oil prone hair



TRES INVISIBLE NOURISHING DRY SHAMPOO

- Formulated with hibiscus extract to absorb oil at roots while nourishing dry ends
- UV filters help protect against drying effects of the sun
- Best for thick, coarse, dry or damaged hair

SUMOS



SUMOTECH

- Mid-weight molding cream that won't overwhelm hair
- Provides body & fullness
- For all hair types, perfect for highly textured cuts



SUMOWAX

- Hard wax for modern hair, strong yet flexible hold
- Adds textural effect & definition
- Won't overwhelm finer hair types



SEMISUMO

- A high shine, low hold pomade, designed to finish styles or polish up
- Provides workability & definition without weighing hair down
- Controls frizz & improves manageability



SUMOCLAY

- Dense, dry clay
- Provides a matte finish
- Workable hold



SUMOGEL

- Solid gel with strong hold
- Crisp, clean shine
- Achieves slick, sleek looks

SPECIALTY



SCALP DETOX

- A fizzing foam that removes impurities & product buildup
- Icy cleansing treatment instantly rebalances & soothes overloaded scalps
- Good for all hair types. Use weekly before shampooing



SUNDAY SHAMPOO

- Weekly, detox shampoo
- Rids hair of product residue, hard water minerals & pollutants
- Perfect for natural color, infrequent washers



INVATI



SHAMPOO & CONDITIONER

- Cleanses, exfoliates & renews the scalp
- Removes sebum build-up & product residue
- Thickens hair



SCALP REVITALIZER

- Targeted spray to reduce hair loss due to breakage
- Helps energize & rehabilitate the scalp
- Helps you keep the hair you have longer



MEN'S SHAMPOO & SCALP REVITALIZER

- Solutions for men with thinning hair & concerns of hair loss
- Exfoliating shampoo will remove build-up that clogs pores & conditions to strengthen strands
- Scalp revitalizer is a once daily application that instantly thickens hair at the root & invigorates the scalp when massaged in

BE CURLY



SHAMPOO & CONDITIONER

- Gentle cleanser & conditioner for wavy and/or curly hair
- Defines curls while combating frizz
- Dramatically reduces frizz & defines curl up to 57%



STYLE-PREP

- Primer for curls
- Adds moisture & curl definition while sealing the cuticle & taming frizz
- Leaves hair soft & reduces breakage from combing



CURL ENHANCING LOTION

- Curl lotion for wavy & curly hair
- Intensifies curls & shine while taming frizz
- Dry naturally or with a diffuser for added volume & definition



CURL CONTROLLER

- Liquid complex to condition & smooth curls
- Controls volume & frizz
- Lengthens tight curls

SMOOTH INFUSION™



- SHAMPOO & CONDITIONER**
- Daily cleanser & conditioner to smooth & soften hair
 - Creates a smooth, new surface on the hair
 - Prevents fly-aways, protects against heat damage & reduces unwanted wave & frizz



- STYLE-PREP SMOOTHER**
- Smoothing lotion to create a smooth surface on hair
 - Resists humidity for 12 hours
 - Protects hair from heat damage & reduces fly-aways



- GLOSSING STRAIGHTENER**
- Glossing treatment for all-day straightness & shine
 - Gives long-lasting hold for straight styles
 - Protects the cuticle from heat damage



- NATURALLY STRAIGHT**
- Progressive styling cream to straighten curls with every use
 - Creates a locking later to hold hair straight for days
 - Forms a barrier against humidity to fight frizz



- NOURISHING STYLE CREME**
- Styling cream for frizzy, unmanageable hair
 - Nourishes hair in humid conditions
 - Keeps straight or wavy styles smooth all day

COLOR CONSERVE™



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for color-treated hair
 - Locks in color while protecting & preserving
 - Leaves hair silky & soft with high shine



- STRENGTHENING TREATMENT**
- A rinse-out treatment that illuminates color
 - Increases hair strength & shine
 - Protects color-treated hair

ROSEMARY MINT



- SHAMPOO & CONDITIONER**
- Daily shampoo that adds body to fine hair
 - Moisturizes hair & scalp
 - Detangles without build-up

BLUE MALVA



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for silver or brassy-toned hair
 - Neutralizes brassy tones while adding shine & moisture
 - Brightens gray hair

BLACK MALVA



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for dark shades
 - Discourages red & brassy tones
 - Rejuvenates & refreshes color

CAMOMILE



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for highlighted, blonde & lighter shades
 - Illuminates & brightens
 - Leaves hair shiny, silky & manageable

CLOVE



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for natural brunette & honey blonde tones
 - Intensifies brown shades
 - Leaves hair lightweight & manageable

MADDER ROOT



- SHAMPOO & CONDITIONER**
- Cleanser & conditioner for chestnut, auburn & red shades
 - Purifies the scalp & hair while deeply conditioning
 - Adds intensity to red hues

SHAMPURE™



- SHAMPOO & CONDITIONER**
- A pure, daily, gentle shampoo & conditioner
 - Fortifies all hair types
 - Leaves hair soft & shiny

PURE ABUNDANCE



VOLUMIZING CLAY SHAMPOO & CONDITIONER

- Cleanser & conditioner for fine, limp hair
- Lifts hair & adds volume
- Boosts strands for a fuller effect



STYLE-PREP

- A weightless, conditioning & thickening spray that adds all day volume
- Detangles, help prevents breakage & refreshes volume on non-shampoo days
- Can be used on both towel dried & dry hair



HAIR POTION

- Light, absorbent volumizing lotion (*transforms from powder to lotion in hand*)
- Adds texture & increases strands diameter
- Creates an instant voluminous, matte finish

DRY REMEDY



MOISTURIZING SHAMPOO & CONDITIONER

- Cleanser & conditioner for dry, brittle hair
- Moisturizes with buriti oil for soft, supple hair
- Leaves hair shiny & hydrated



MOISTURIZING TREATMENT MASQUE

- Deep moisture masque for dry, brittle hair
- Seals, smoothes & repairs
- Strengthens & moisturizes



DAILY MOISTURIZING OIL

- Oil for dry, brittle hair
- Controls frizz & tames fly-aways
- Leaves hair soft & full of shine

PRAMĀSANA



PURIFYING SCALP CLEANSER

- Thin, easy-to-apply gel that deeply yet gently cleanses & purifies the scalp
- Removes pollution, exfoliates & instantly balances sebum levels
- Creates optimal foundation for beautiful hair



PROTECTIVE SCALP CONCENTRATE

- Lightweight, leave-in treatment that penetrates the surface layers of the scalp
- Preserves the scalp barrier & protects the scalp from environmental aggressors
- Maintains the purity of the scalp at the root of the hair



SCALP REMEDY DANDRUFF SOLUTION

- Leave-in daily scalp treatment
- Prevents reoccurring dandruff
- Relieves itching & reduces flaking



LIGHT ELEMENTS SMOOTHING FLUID

- Fluid styling formula for all hair types
- Smoothes & adds natural shine & movement
- Tames frizz & fly-aways



LIGHT ELEMENTS DEFINING WHIP

- Air whipped wax which creates texture & medium hold
- Gives definition without bulk
- Leaves hair weightless & never sticky



CONTROL FINISHING PASTE

- Finishing paste for all hair types
- Gives hair a high-textured, low-shine look
- Leaves hair workable with a medium hold

DAMAGE REMEDY



RESTRUCTURING SHAMPOO & CONDITIONER

- Cleanser & conditioner for damaged, weakened hair
- Strengthens & repairs damaged hair with quinoa protein
- Leaves hair smooth & soft



INTENSIVE RESTRUCTURING TREATMENT

- Intensive weekly treatment
- Deeply penetrates to repair, seal & smooth
- Strengthens & helps repair dry, damaged hair



DAILY HAIR REPAIR

- A daily leave-in treatment
- Instantly repairs damage by 26%
- Protects hair from heat styling

STYLING



VOLUMIZING TONIC

- Leave-in spray formula for fine to medium hair
- Provides lift at the root & weightless volume
- Delivers shine & brilliance



THICKENING TONIC

- Leave-in spray formula to instantly thicken hair
- Expands strands from roots to ends
- Makes hair appear & feel fuller

STYLING (Continued)



PHOMOLLIENT STYLING FOAM

- Weightless styling foam for fine to medium hair
- Builds body, shine & weightless volume
- Provides a light to medium hold



CONFIXOR™ LIQUID GEL

- Lightweight styling gel
- Creates definition & gives medium hold
- Conditions & fortifies fine to medium hair



FLAX SEED ALOE SCULPTING GEL

- A strong hold gel for medium to coarse hair
- Provides maximum control for sculpting & molding hair
- Adds body & volume



WITCH HAZEL HAIR SPRAY

- Light-hold, non-aerosol hair spray for fine to medium hair
- Reduces static & eliminates fly-aways
- Boosts shine & gives a light hold



FIRMATA HAIR SPRAY

- Firm-hold, non-aerosol hair spray
- Provides extra strong style, hold & control
- Provides shine & brilliance



AIR CONTROL™ HAIR SPRAY

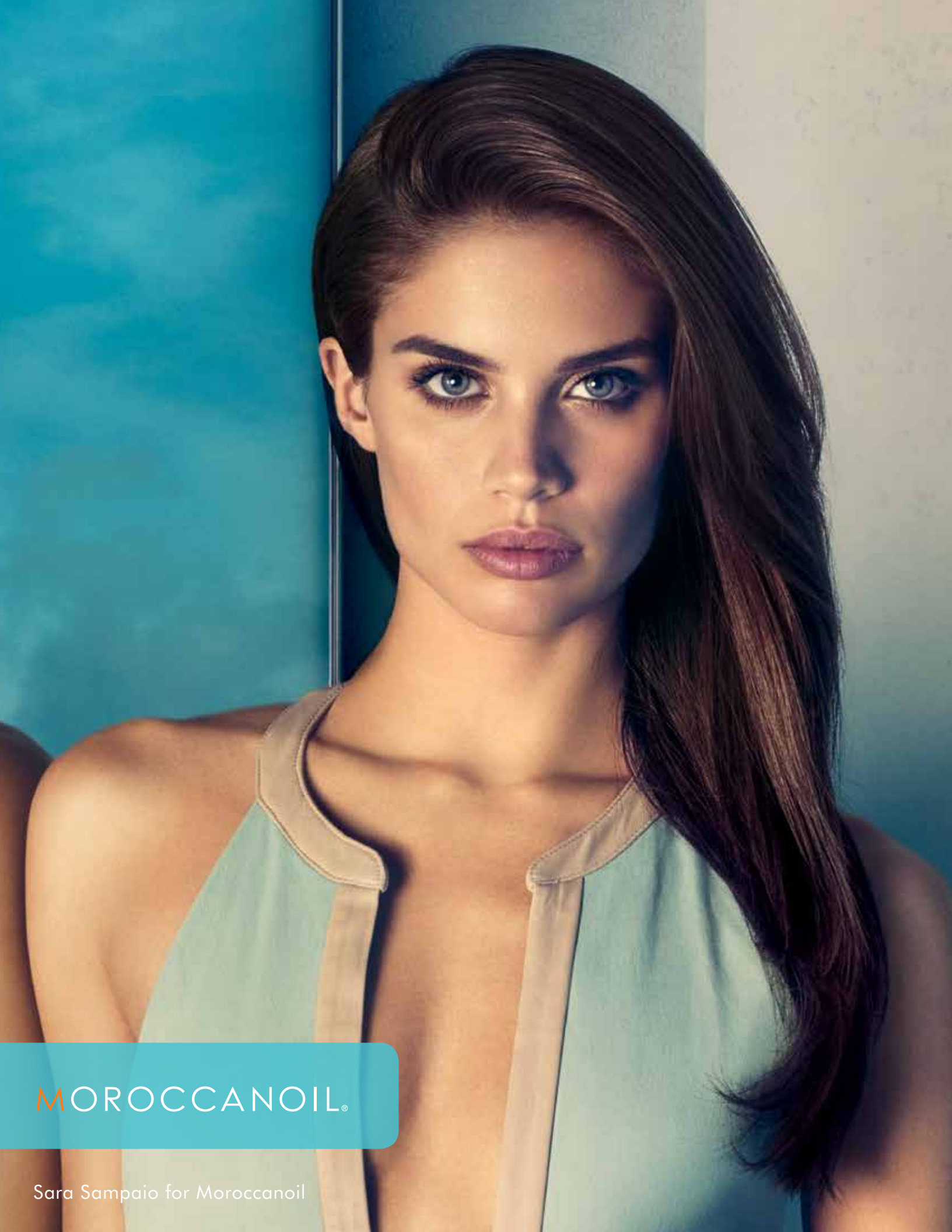
- Flexible, lasting hold hair spray
- Provides a lightweight, workable hold
- Eliminates static & sprays on dry



CONTROL FORCE FIRM HOLD HAIR SPRAY

- Hair spray for all-day, firm hold
- Defends against humidity
- Dries fast & does not flake





MOROCCANOIL®

Sara Sampaio for MoroccanOil

HYDRATION



HYDRATING SHAMPOO & CONDITIONER

- Shampoo & conditioner for dehydrated, dry hair
- Infuses strands with nutrients to protect hair's natural moisture balance
- Repairs weakened & damaged hair



HYDRATING STYLE CREAM

- Leave-in, moisture-rich styling cream
- Fights frizz while hydrating & conditioning
- Creates soft, defined styles while taming fly-aways



INTENSE HYDRATING MASK

- High performance deep conditioner for thirsty, medium to thick hair
- Improves hair's textures, elasticity, shine & manageability
- Hydrates & conditions dry strands



WEIGHTLESS HYDRATING MASK

- Deep conditioning treatment for fine hair
- Revives lifeless, dry hair
- Detangles, boosts shine, improves texture, elasticity & manageability

SMOOTH



SHAMPOO & CONDITIONER

- Gentle shampoo & conditioner for unruly & frizzy hair
- Instantly nourishes strands with antioxidant argan oil & argan butter
- Leaves hair natural-looking, calm, manageable & smooth



SMOOTHING MASK

- Highly concentrated argan butter mask for unruly & frizzy hair
- Leaves hair soft, smooth & manageable
- Deeply hydrates & intensely nourishes



SMOOTHING LOTION

- All-in-one blowdry hair lotion for unruly & frizzy hair
- Leaves hair touchable, soft & manageable
- Tames frizz & resists humidity

VOLUME



EXTRA VOLUME SHAMPOO & CONDITIONER

- Shampoo & conditioner for fine or limp hair
- Brings back body, shine & manageability
- Cleanses, detangles & hydrates



ROOT BOOST

- Root booster for fine to medium hair
- Creates voluminous texture with a natural-looking finish
- Creates a strong texture & volume at the roots



VOLUMIZING MOUSSE

- Weightless volumizing mousse
- Builds body & movement while providing flexible hold
- Creates a memory factor for longer lasting styles

REPAIR



THICKENING LOTION

- Strengthens hair & thickens individual strands
- Creates instant expansions & long-lasting body
- Leaves hair moisturized & shiny without stickiness



MOISTURE REPAIR SHAMPOO & CONDITIONER

- Shampoo & conditioner for dry, weakened, damaged hair
- Revives & strengthens hair from the inside out
- Mends broken strands & dead ends



RESTORATIVE HAIR MASK

- Revitalizing hair mask for weakened, damaged hair
- Infuses protein back into damaged & weakened hair
- Uses argan oil, shea butter & reparative proteins to improve hair's elasticity

TREATMENT



TREATMENT OIL & TREATMENT OIL LIGHT

- The original oil for wet or dry hair
- Improves manageability, detangles, controls frizz, increases elasticity & nourishes
- Oil Light is for fine & light color treated hair



CLARIFY

CLARIFYING SHAMPOO

- Color-safe deep cleansing shampoo
- Removes buildup & impurities caused by environmental & water impurities
- Revives dull, greasy, limp hair

CURL



INTENSE CURL CREAM

- Leave-in curl conditioner
- Defines & refreshes curls while protecting against frizz
- Leaves waves & curls hydrated, frizz-free & shiny



CURL CONTROL MOUSSE

- Mousse for coiled & spiraled curls
- Tames, defines & holds curls
- Keeps frizz out & seals in moisture



CURL DEFINING CREAM

- Oil-infused curl defining cream for wavy to curly hair
- Enhances & defines waves & curls
- Provides curl memory to fight frizz

STYLE & FINISH



GLIMMER SHINE SPRAY

- Light-reflecting finishing spray
- Gives hair a vibrant, gloss finish
- Protects against environmental elements & enhances color & highlights



MOLDING CREAM

- Workable, pliable, texture cream
- Creates texture, definition & structure
- Gives flexible hold & has a matte finish



DRY SHAMPOO LIGHT & DARK

- Oil & residue-absorbing dry shampoo for light or dark haircolor
- Violet undertones balances brassiness for light tones
- Maintains natural richness of dark tones by leaving no dull residue



LUMINOUS HAIR SPRAY

- Holds style in place while leaving hair manageable & brushable
- Fights frizz & humidity
- Choice of medium or strong hold

TEXTURE



FRESH DUST

- Texturizing dry shampoo
- Absorbs excess oil & extends the life of a blow-dry
- Good for all hair types



ARCHITEXTURE

- Matte defining paste
- Provides strong, but pliable hold with structure & reworkability
- Perfect for messy looks with definition & control



NEXT DAY HAIR

- Dry finishing spray
- Formula creates instant texture for disheveled looks
- Works well with heat tools to enhance texture

HOLLYWOOD WAVES



WAVES FATALES

- Sculpting cream that provides 24 hour definition for wavy & curly hair
- Creates bouncy locks with a smooth & gliding texture
- Delivers high shine

HOLD



INFINIUM 4

- Medium-strong hold, anti-frizz finishing spray
- Locks in style with a natural feel & optimal shine
- For finished hair that will last all day



EXTREME LACQUER

- Extreme hold, anti-frizz finishing spray
- Instantly holds hair, preserving style
- Secure, tame & control hair while adding all-over glossy shine



SIREN WAVES

- Curl cream that defines & revives curls or waves
- Perfect to create soft waves on straight hair or big, voluminous curls
- Offers anti-humidity & frizz protection

VOLUME



VOLUME ENVY EXTRA

- Extra strong hold volume mousse
- Delivers full body styles with control
- Create lightweight looks with bounce, volume & shine



DENSITÉ

- Thickening primer
- Provides hair with density & root elevation
- Used to create textured, piecey looks on short hair or amplify a longer look

HAIR TOUCH-UP



HAIR TOUCH-UP

- Touch-up spray that helps to hide grey in between color services
- Blends seamlessly to provide great coverage
- Available in 4 shades



L'ORÉAL PARIS
PROFESSIONNEL

