

LIQUID LINES





CURL REVIVAL



Created in response to the phenomenal success of the now infamous Curly Girl Method - the new OSMO Curl Revival range aims to cater to the specific care needs of the 3 main curl types - WAVES / CURLS / COILS - by offering bespoke product solutions for the creation of personalized curl care regimes.

Curl Loving Ingredients:

GREEN TEA - The caffeine in Green Tea helps stimulate the scalp & minimizes curl fall. It also helps encourage blood flow to the scalp, enabling curls to grow faster & longer.

RESURRECTION FLOWER - Helps soothe & nourish the scalp. Helps rejuvenate dry & damaged hair, restoring it back to a healthy condition. It also helps plump, protect & add shine.

JOJOBA OIL - Rich in vitamins & minerals, including B, C, E, Copper & Zinc, to help strengthen & nourish the hair & provide intense moisture.

AVOCADO - Contains healthy fats to help nourish the hair & make it feel supple, healthy & more resilient to damage.

ALOE VERA - Contains many active minerals that help strengthen the hair. Helps remove excess oil from the scalp. Soothes the scalp & helps promote healthy cell growth.

SOYBEAN OIL - Helps seal moisture into the hair to leave it softer & shinier. Contains Vitamin E, essential for promoting a healthy scalp. Contains anti-inflammatory properties.

Re-energising Gel

This moisturising gel is designed to effortlessly smooth & define curls without stickiness. Formulated with Green Tea & Soybean Oil, this serum-like styler creates a protective cast around your curls, holding the style & shape with medium hold & long-lasting results.

200ml
18782



Replenishing Cream

An ultra-nourishing, soft hold, leave-in cream designed to deliver intense moisture & protection against humidity.

Formulated with Resurrection Flower Extract & Jojoba Oil, this weightless 2-in-1 formula helps control frizz while softening & defining all curl types for bouncy, velvet-touch curls.

200ml
18783



Renourishing Mask

A rejuvenating treatment formulated with Avocado Oil & Shea Butter, designed to help strengthen & protect the hair while aiding in the prevention of breakage & tangling.

Curl definition is enhanced, moisture levels are restored & flexibility improved.

300ml
18784



Reinvigorating Shampoo

A super-hydrating, curl-loving formula that gently foams & cleanses while retaining the hair's natural condition. Formulated with nourishing Avocado & Jojoba Oils, this frizz-reducing shampoo leaves all curls feeling clean, fresh & hydrated.

400ml
18785



Revitalising Conditioner

Designed to quench curls, coils & waves, this lightweight, nourishing conditioner helps to detangle & soften strands while enhancing definition & increasing shine. Formulated with Resurrection Flower Extract & Avocado Oil, hair is left tangle-free & silky.

400ml
18786



Revitalising Cleanser

A creamy, no-foam, sulfate-free cleansing solution for thirsty curls. Formulated with Resurrection Flower Extract & Avocado Oil, this gentle co-wash helps melt away dirt & product buildup without stripping the hair.

This mild & gentle formula reinvigorates the scalp & leaves your curls feeling hydrated & silky.

400ml
18787



Purifying Salt Scrub with Sea Salt

The perfect initial step in your detox treatment to effectively cleanse & rebalance the scalp. Formulated with sea salt which gently removes impurities & product buildup. Leaves the hair & scalp soothed, clean & healthy.

Can also be used as a pre-coloring treatment to remove chemical residues left on the scalp. For best results, follow with Scalp Therapy Detangling Gel with Sea Minerals.

250ml
18383



Detangling Gel with Sea Minerals

Lightweight, vegan-friendly detangling gel best used following the Purifying Salt Scrub with Sea Salt. A gentle, lightweight formula that instantly detangles without weighing the hair down.

Contains a unique blend of sea minerals essential for healthy hair. Helps rebalance the scalp while strengthening the hair fibres to provide hydration & softness for more manageable hair.

250ml
18384



OSMO WONDER 10

Wonder 10 Shampoo

A luxurious, vegan, intensely nourishing shampoo inspired by the popular Wonder 10 treatment. Specially formulated with OSMO's signature Fibre Bond Technology, an ingredient complex that maintains hair strength with sensational shine & suppleness.

Not only is the scalp & hair cleansed & made wonderfully shiny & soft, it is protected from harsh exposures & environments. Hair breakage & split ends are drastically reduced, revealing gorgeous, healthy locks.

400ml

18381



Wonder 10 Conditioner

A luxurious, vegan, intensely moisturizing conditioner inspired by the popular Wonder 10 treatment. Specially formulated with OSMO's signature Fibre Bond Technology, an ingredient complex that maintains hair strength with sensational shine & suppleness.

Not only is dryness relieved & the hair nourished root to end, it is protected from harsh exposures & environments. Hair breakage & split ends are drastically reduced with this volumizing & weightless formula.

400ml
18382



Replenishing Mask With Prickly Pear Oil

An intensely hydrating, vegan-friendly mask for even the most damaged hair types.

Formulated with Prickly Pear Seed Oil, a precious natural remedy rich in antioxidants, moisturising properties & reparative qualities. It quickly absorbs into the hair for a deep, long-lasting action from root to tip.

200ml
18385



Wonder 10 Leave-In Treatment

A unique, all-in-one keratin-based leave-in hair treatment with 10 wondrous effects. Designed to leave the hair feeling softer, silkier & more manageable with radiant shine.

25ml 9369
250ml 8300



OSMO SCALP THERAPY DETOXYFY

Detoxify Shampoo

Effectively removes product, debris & oil buildup, revitalizing the scalp & hair with gentle cleansing therapy. Removes impurities & returns hair to a healthy, natural base, without stripping the hair of essential oils & moisture. Use as often as required.

Hair is left super-clean with a unique formula combining Rosemary & Tea Tree Oil. Jojoba & Wheat Germ further condition & soften the hair, avoiding dryness common with clarifying shampoos.

400ml 16803
1000ml 16804



Finishing Crème with Sea Buckthorn Fruit Oil

A lightweight, 2-in-1 leave-in treatment & styling crème designed to help seal split ends & eliminate frizz while aiding in the prevention of future damage.

Formulated with Sea Buckthorn Fruit Oil (alternatively known as the 'miracle berry') - a rich source of omegas, fatty acids & natural antioxidants, to help nourish the hair & restore elasticity.

Apply & leave in a small amount to damp hair, concentrating on the mid-lengths & ends.

150ml
18793



OSMO BLINDING SHINE - The ultimate shine-enhancing collection for super-smooth, super-shiny, frizz-free results.

Shampoo

Ultimate shine shampoo for super-smooth, glossy results. Infused with extracts of Moringa Oil & Silk Protein. A gentle formula that purifies & revitalizes the hair while boosting natural vibrancy, shine & bounce.

400ml11639

1000ml11353



Conditioner

Ultimate shine conditioner for ultra smooth, frizz-free results. Leaves hair shiny, healthy & easy to manage. Lightweight formula nourishes, moisturises & boosts vibrancy, vitality & shine.

400ml11640

1000ml11354



Banded Pack Duo

Includes:

- Blinding Shine Shampoo, 1000ml
- Blinding Shine Conditioner, 1000ml

6287



Serum

Perfect for taming straight or curly hair, lightweight formula, UV filters, provides fantastic shine & super frizz-free results.

50ml4500



Illuminating Finisher

The ultimate high-gloss shine spray perfect for finishing any style. Revitalises hair leaving vibrant & sleek results. Lightweight formula without any sticky residue.

125ml4502



Illuminating Mask

An intensive conditioning mask for super-smooth, super-shiny, frizz-free results featuring a lightweight formula with Hydrolyzed Silk Protein & Moringa Oil, gently nourishes & cleanses, hair feels revitalized, bouncy & soft.

100ml11355

300ml11356



Definer

A lightweight definer to separate & sculpt the hair with high voltage shine & mega-smooth results.

40ml4501



OSMO DEEP MOISTURE - An intensely nourishing range to strengthen, rehydrate & moisturize heat-traumatized & chemically-abused hair.

Shampoo

A deeply hydrating shampoo designed to nourish the hair & replenish lost moisture without weighing it down. With extract of Patua Oil & Keratin Complex for the care & protection of dry & damaged hair. Hair is left feeling soft, nourished & shiny.

400ml11641

1000ml11348



Conditioner

An intensely hydrating conditioner for dehydrated hair. Highly moisturizing formula with extract of Patua Oil & Keratin Complex to help reconstruct & care for dry & damaged hair, promoting healthy, shiny manageable results.

400ml11642

1000ml11349



Banded Pack Duo

Includes:

- Deep Moisture Shampoo, 1000ml
- Deep Moisture Conditioner, 1000ml

6286



Dual Action Miracle Repair

Extracts of Patua Oil & Keratin Complex which has been formulated to intensely nourish as a "Phase 2" leave-in treatment. A treatment to care for & repair dry, damaged hair by replenishing lost moisture to leave hair feeling silky-smooth & manageable without weighing down even thin fine hair.

250ml11350



OSMO DEEP MOISTURE

Intensive Deep Repair Mask

Specially formulated for overstressed, heat-traumatized & chemically-abused hair. This deep moisturizing treatment helps restore moisture & elasticity leaving hair feeling silky, smooth & manageable. Infused with extract of Jojoba.

100ml **4757**
250ml **4487**
1200ml **4488**



OSMO SUPER ICE - Counteract yellow/orange tones for clean, 'Scandinavian blondes'

Brightening Shampoo

A gentle, nourishing, sulfate-free cleanser formulated with Hydrolysed Soy Protein, Jojoba Oil & Rice Extract. Intense black pigment helps counteract yellow & orange tones in lightest blonde hair to deliver super-clean, super-healthy, super-bright 'Scandinavian blonde' style results.

300ml **19191**
1000ml **19192**



Brightening Mask

An intensely conditioning treatment formulated with rice seed extract, soy protein & intense black pigment to counteract yellow/orange tones. Delivers super clean, super bright, healthy looking results on light blonde hair.

250ml **19193**
1000ml **19194**



OSMO EXTREME VOLUME - Designed to breathe life into limp, lifeless hair for long-lasting volume, body & shine.

Shampoo

Thickens & strengthens each strand for full, bouncy results. Suitable for limp or lifeless hair. Weightless shampoo formulated to target dehydrated areas. Designed to create noticeable body, shine & volume.

Weightless formula with Soybean Oil & Rice Protein to gently cleanse. Corrects oily roots & moisturises ends for a style that is full of body & volume with a glossy shine.

400ml **11643**
1000ml **11351**



Conditioner

Thickens & strengthens each strand for full, bouncy results. Suitable for limp or lifeless hair. Formulated to target dehydrated areas. Designed to create noticeable body, shine & volume.

Weightless formula with Soybean Oil & Rice Protein to gently cleanse. A gentle conditioner that corrects oily roots & moisturises ends for a style that is full of body & volume with a glossy shine.

400ml **11644**
1000ml **11352**



Banded Pack Duo

Includes:

- Extreme Volume Shampoo, 1000ml
- Extreme Volume Conditioner, 1000ml

6285



Root Lifter

Achieve noticeable body & fullness where you need it most. An extreme spray that corrects oily roots for a style that is full of body & volume with a glossy shine. Gives extreme lift for maximum volume & bounce.

Lightweight hair root amplifier to create ultimate body for fine & lifeless hair.

250ml **5705**



Thickening Crème

Adds instant volume & texture. An extreme crème that corrects oily roots for a style that is full of body & volume with a glossy shine. Gives your hair volume & bounce with non-sticky residue.

For instant volume & texture during styling. Suitable for limp, lifeless hair.

150ml **5706**



OSMO SILVERISING - 100% sulfate-free collection designed to banish any unwanted yellow tones in highlighted, bleached or blonde shades.

Shampoo

Banishes unwanted yellow tones in highlighted, bleached or blonde shades.
Leaves hair feeling shiny & soft while breathing new life into color.
300ml 11647
1000ml 7338



Conditioner

Revitalise dull & lacklustre hair. Gentle formula conditions without stripping color. The perfect color saviour for natural or synthetic hair. Leaves hair soft, shiny & incredibly radiant. Suitable for highlighted, bleached or blonde shades.
300ml 11648
1000ml 7339



Banded Pack Duo

Includes:
- Silverising Shampoo, 1000ml
- Silverising Conditioner, 1000ml
7052



OSMO Color SAVE - 100% sulfate-free range with UV protection & the OSMO Anti-Fade System® to visibly extend the life of your color.

Shampoo

Free of harsh chemicals & extends the life of color. Cleans hair whilst maintaining color integrity. UV filters protect & promote radiant shine. Formulated for those with color-treated hair.
300ml 11645
1000ml 5698



Conditioner

The perfect color savior for natural or synthetic hair. UV filters protect & promote radiant shine. Removes dulling residues while helping to strengthen & smooth hair.
300ml 11646
1000ml 5699



Color Radiance Mask

intensely nourishing salt & sulfate-free mask for color-treated hair. Formulated with UV filters, extract of Rose Absolute & Linseed Oil. Reduces color fade whilst nourishing & smoothing the hair for maximum light reflection.
100ml 11357
300ml 11358



Banded Pack Duo

Includes:
- Color Save Shampoo, 1000ml
- Color Save Conditioner, 1000ml
11681



OSMO SUPER COOL ZERO ORANGE

Shampoo

An intense treatment shampoo specially formulated for all brunette tones, from light to dark. Neutralizes orange & red tones in brunette hair for a deeper & more intense brunettes.

Infused with super-blue pigments. Targets red, brassy & copper reflections in brunette hair & neutralizes them for transformed & radiant brunettes. Sulfate-free & is ideal for all brunettes. Vegan & cruelty-free formula.
300ml 16566
1000ml 16567



Mask

Intensely hydrating treatment mask with super-blue pigments for use on lightened brunette-dark hair tones. Pigments help counteract unwanted brassy, red & copper reflections, & promote cool tones. Nourishing formula restores color balance, leaving brunette hair looking radiant & fresh. Leave on hair for 3-5 minutes for best results.
250ml 17719
1000ml 17720



Introducing X.POSÉD - the first raw & uncovered sustainable capsule collection - housed in up to 50% PCR packaging, formulated with up to 97% naturally derived ingredients, & suitable for all hair types. A totally vegan, sulfate-free & cruelty-free range of products.

Innovative X.POSÉD product formulas make use of specialist ingredients that make the most of what nature has to offer, while guaranteeing stylists the same fantastic OSMO® performance.

OSMO® X.POSÉD IS ABOUT TRANSPARENCY - OSMO® believes that great hair aligns with positive health & wellbeing. Only the gentlest formulations, kind to both you & the planet, are used, delivering great results in the process.

PCR PACKAGING - We live in a beautiful world, & OSMO® aims to do their utmost to contribute to keeping it that way. To help reduce virgin plastic in the environment, X.POSÉD products are made using 50% post-consumer recycled (PCR) bottles & tubes that are fully recyclable. 100% VEGAN & CRUELTY-FREE - All X.POSÉD products are completely vegan & cruelty-free. Each product in the

range is manufactured in the UK using ingredients of the highest quality. In accordance with UK regulations, none of the ingredients used, or any of the products, are tested on animals.

Color CARE COMPLEX - Every X.POSÉD product in the range has been formulated with OSMO®'s unique Color Care Complex - containing UV filters to help protect the hair against potential damage from natural pollutants, while helping to prolong & enhance the life of color.

Daily Shampoo

91% naturally derived ingredients. A gentle, yet effective vegan friendly daily cleanse shampoo with a refreshing citrus fragrance, infused with extracts of basil, thyme & mandarin. Formulated to help stimulate & refresh the scalp while promoting shine & vitality. Hair is left feeling energized day after day.

400ml **17725**
1000ml **17726**



Daily Conditioner

97% naturally derived ingredients. With its vegan friendly, lightweight formula, this hydrating conditioner infused with basil, thyme & mandarin contains the perfect blend of ingredients to effectively moisturize the hair with every use without weighing it down. Leaves hair feeling refreshed, nourished & more manageable.

400ml **17723**
1000ml **17724**



Anti-Humidity Spray

A unique, vegan friendly, anti-humidity spray which coats the hair with an invisible water-resistant shield to help fight the battle against frizz. Formulated with a blend of Avocado Oil, Raspberry Seed Oil & Aloe Vera, this lightweight styling treatment helps strengthen & seal each hair strand, promoting elasticity & suppleness for smoother, healthier & shinier results.

Shampoo hair & towel dry. Apply product liberally & evenly. Do not use any other styling products while the hair is damp. Blow dry the hair in sections to activate the treatment. Use every 3-4 shampoos for best results.

250ml
17721



Leave-In Treatment

83% naturally derived ingredients. A highly nourishing vegan friendly leave-in treatment formulated with extract of prickly pear, pomegranate seed & neem oil. Designed to help repair & replenish dry & damaged hair without weighing it down. Last moisture is restored leaving hair feeling nourished, smoother & softer. Spray evenly over towel-dried hair. Comb through & leave in. Style as normal.

250ml
17727



Blow Dry Balm

90% naturally derived ingredients. A lightweight, vegan friendly styling balm formulated with Bergamot, Mandarin, Sandalwood & natural antioxidants to help strengthen & protect the hair. Delivers body, volume, shine & hold for perfectly smooth blow dry results every time. Apply evenly over towel dried hair. Comb through & leave in. Style as normal.

200ml
17722



Treatment Mask

95% naturally derived ingredients. An intensely hydrating, vegan friendly mask designed to help repair & restore the hair to optimum condition. Formulated with extracts of basil, thyme & mandarin, this revitalizing treatment leaves the hair feeling silky, smooth & manageable.

250ml
17728



X.POSÉD Counter Display

Includes:

- 4 x Anti-Humidity Spray, 250ml
- 4 x Blow Dry Balm, 200ml
- 4 x Daily Shampoo, 400ml
- 4 x Daily Conditioner, 400ml
- 4 x Leave-In Treatment, 250ml
- 4 x Treatment Mask, 250ml
- 1 x Daily Shampoo, 1000ml
- 1 x Daily Conditioner, 1000ml
- 1 x X.POSÉD Poster
- 10 x Brochures
- 1 x Empty 24 Piece Display Stand

Available while stocks last.
P749



No Yellow Super Silver Shampoo

Replace brassy, unwanted yellow for even silver & ash tones. For use on super-lightened, grey & bleached hair. For use on natural & synthetic hair. Formulated with super-violet pigments to combat brassy/yellow tones. Can be used as a toner after bleaching.

20ml sachet
100ml
300ml
1000ml

15622
14483
13826
13827

**Super Silver No Yellow Mask**

An intensely hydrating, sulfate-free treatment mask infused with super-violet pigments to replenish lost moisture & neutralize any yellow tones. Leaves blonde, grey & bleached hair feeling nourished, healthy & more radiant. Works in perfect collaboration with Super Silver No Yellow Shampoo.

100ml
250ml
1000ml

14473
14474
14475

**Super Silver Violet Conditioning Styling Foam**

A very lightweight conditioning foam for all blonde, grey, silver & white shades. Not only does this styling foam create bouncy locks full of volume, it also uses violet pigments to neutralize unwanted yellow & brassy tones synonymous with blonde hair.

Features OSMO's signature Fibre Bond Technology that nourishes & repairs frail, brittle & damaged hair types. Hair is instantly left brighter, softer & shinier so the blonde, silver, grey or white hair shines bright.

200ml
16578

**Super Silver Violet Miracle Treatment Spray**

A specialized leave-in treatment for blonde, grey, silver & white hair types. Intensely nourishing formula that neutralizes unwanted yellow & brassy tones in grey, blonde & highlighted hair using violet pigments.

Features OSMO's signature Fibre Bond Technology that nourishes & repairs frail, brittle & damaged hair types. Another key ingredient is Soy Protein, an ingredient that leaves hair soft, smooth & healthy. Replenishes lost moisture for a healthy balance so color looks as vibrant as possible.

250ml
16579

**Violet Mask**

OSMO Anti-Fade System with UV filters help to stop yellow tones while hair is protected & color radiance is restored. 100% sulfate-free mask formulated to nourish blond & highlighted hair.

100ml
300ml
1200ml

11360
11361
12295

**Violet Protect & Tone Styler**

A leave-in treatment & toning spray is designed for blonde & highlighted hair, the violet toners help protect against unwanted brassiness, restores radiance & aids in the protection of heat damage.

125ml
11359

**OSMO PERMA WAVE****OSMO BERBER OIL COLLECTION - Luxury Argan Oil infused hair care.****Perma Wave Extra Body Acid Perm**

Creates defined volume, texture & body. This vegan friendly formula combines natural processing with intense conditioning agents to help replenish the hair for healthy looking shine & greater styling control. Consistently predictable results & true-to-rod-sized curls without the need of dryer heat.

Includes:

- 1 x Activator, 172ml
- 1 x Waving Lotion, 80ml
- 1 x Neutraliser, 118ml

19131

NEW!

**Berber Oil Hair Treatment**

Helps restore hair to pristine condition. The unique blend of oils contains Argan Oil, which is rich in Vitamin E, a powerful antioxidant that provides intense nourishment to dry & damaged hair.

10ml
100ml

16794
7340

**Berber Oil Shampoo**

A mild rejuvenating cleanser designed to infuse the hair with essential moisture & hydration. Delivers enhanced radiance & intense shine.

Moisturises & hydrates & aids in the replenishment of vital proteins & essential nutrients. Unique blend of oils including Argan Oil combined with Panthenol to help strengthen & repair. Suitable for all hair types.

75ml 7415
250ml 7416



Formulated with intensely hydrating, curl-loving ingredients including Pataua Oil, Mango Butter & Squalane. The OSMO Essence range offers 7 'must-have' products specifically designed to help strengthen & nourish textured hair types while enhancing definition & controlling frizz. 100% vegan & cruelty free.

THE INGREDIENTS:

MANGO BUTTER - An excellent hydrator, Mango Butter is bursting with nourishing nutrients. Vitamins A & E help moisture & soothe both hair & scalp while Vitamin C promotes a healthy scalp by blocking free radicals. Healthy scalp = healthy hair!

Reinvigorating Curl Shampoo

A super-hydrating, curl-loving formula designed to gently remove impurities while retaining the hair's natural condition.

Formulated with Mango Butter, Pataua Oil & Squalane to nourish & smooth strands, help reduce breakage & minimise frizz.

250ml
19444



Hydrating Curl Conditioner

A lightweight, nourishing conditioner designed to detangle & soften strands while enhancing definition & shine.

This vegan & cruelty-free conditioner leaves the hair with long-lasting moisture for soft-to-touch, frizz-free & manageable strands.

250ml
19445



Curl Renourishing Mask

A rejuvenating treatment formulated to restore moisture levels without weighing the hair down.

Designed to help strengthen dry & damaged hair, while also aiding in the prevention of future breakage & tangling. Enhances curl definition & improves flexibility.

250ml
19446



Replenishing Curl Cream

An ultra-nourishing, soft hold, leave-in cream to help control frizz while also softening & defining all curl types. Increases the manageability of hair by defining the natural curl pattern, delivering volume & revealing frizz-free, bouncy curls.

Wet hair - start with a pea-sized amount & build as required.

Dry hair - mix a small amount with water & either scrunch into hair or spot treat individual curls.

150ml
19447



Re-energising Curl Gel

A nourishing, protective gel designed to style & define all curls. Formulated with Mango Butter, Squalane & Pataua Oil, this styler creates a protective, light, non-greasy cast around curls, holding the style & shape with medium hold & long-lasting results.

Directions:

Apply to damp or wet hair. Rake through the hair in sections to ensure even distribution. Allow to dry, then scrunch hair to release the cast.

For extra volume, repeat underneath, scrunching & holding in sections to encourage curl formation.

150ml
19448



Curl Enhancing Foam

A lightweight, volumizing & conditioning mousse designed to help boost volume & curl definition while smoothing frizz. Say goodbye to flat, lifeless locks & hello to frizz-free, flexible curls! Works to add a boost of volume, bounce & weightless hold to curls.

Directions:

Apply to damp hair. Apply foam & scrunch upwards into hair to encourage curl formation. Diffuse or air dry to finish.

200ml
19449



Edge Taming Gel

Your ultimate styling companion for braids, twists, ponytails & edges. A lightweight, non-greasy, non-flaky, water soluble gel designed for maximum hold & flexibility, ensuring your desired hairstyle stays in place with reliability & ease. Use for smoothing edges & taming frizz & fly-away strands.

Directions:

Smooth gel over edges with fingertips or brush for desired hold.

100ml
19450



Deep Moisture

Contains:

- 1 x Deep Moisture Shampoo, 400ml
- 1 x Deep Moisture Conditioner, 400ml
- 1 x Intensive Deep Repair Mask, 250ml

19655**Deep Moisture Hydrate Gift Pack**

Contains:

- 1 x Deep Moisture Shampoo, 400ml
- 1 x Intensive Deep Repair Mask, 250ml
- 1 x Dual Action Miracle Repair, 250ml

18442**X.P.O.S.E.D Seasonal Gift Pack**

Contains:

- 1 x Daily Shampoo, 400ml
- 1 x Daily Conditioner, 400ml
- 1 x Anti-Humidity Spray, 250ml

18391**X.P.O.S.E.D Gift Pack**

Contains:

- 1 x Daily Shampoo, 400ml
- 1 x Treatment Mask, 250ml
- 1 x Blow Dry Balm, 200ml

18181**Blinding Shine**

Contains:

- 1 x Blinding Shine Shampoo, 400ml
- 1 x Blinding Shine Conditioner, 400ml
- 1 x Blinding Shine Serum, 50ml

19654**Super Silver**

Contains:

- 1 x Super Silver No Yellow Shampoo, 300ml
- 1 x Super Silver No Yellow Mask, 250ml
- 1 x Violet Conditioning Foam, 200ml

19656**Super Silver Gift Pack**

Contains:

- 1 x Super Silver No Yellow Shampoo, 300ml
- 1 x Super Silver No Yellow Mask, 250ml
- 1 x Violet Conditioning Foam, 200ml

18393**Super Silver Gift Pack**

Contains:

- 1 x Super Silver No Yellow Shampoo, 300ml
- 1 x Super Silver No Yellow Mask, 250ml
- 1 x Super Silver Violet Miracle Treatment, 250ml

18180**The Ice Pack**

Contains:

- 1 x Super Ice Brightening Shampoo, 300ml
- 1 x Super Ice Brightening Conditioner, 250ml

19657**Wonder 10 Gift Pack**

Contains:

- 1 x Wonder 10 Leave-In Treatment, 250ml
- 1 x Wonder 10 Shampoo, 200ml
- 1 x Wonder 10 Conditioner, 200ml

18077**Style Laid Bare Grooming Gift Pack**

Contains:

- 1 x Elite Pomade, 100ml
- 1 x Clay Wax, 100ml
- 1 x Detoxify Shampoo, 250ml

13273**Gripping Stuff Gift Pack**

Contains:

- 1 x Clay Wax, 100ml
- 1 x Shaper Maker, 100ml
- 1 x Detoxify, 250ml

9920**OSMO STYLING - A range of finishing products designed to effectively manage every step of the styling process.****Extreme Extra Firm Gel Spray**

An extreme hold styling spray designed to create & hold all hair styles while adding a glossy shine.

The specially formulated fast-drying action delivers a fine, even mist with non-sticky, firm hold results.

250ml**11637****Resin Extreme Glue**

High performance resin glue for ultimate hold with no stickiness & flaking. For outrageous styles.

150ml**4494****Matt Salt Spray**

Get voluminous, gritty, messed up & grungy with this mattifying texture sea salt spray. Beach style chic with flexible movement for a long-lasting, enviable finish.

250ml**11638****Straighten Up Keratin Smoothing Complex**

A semi-permanent straightening complex that works with styling irons to transform curly, frizzy hair into sleek, smooth, visibly straighter styles.

Lasts up to 3 days or until next shampoo, heat-activated.

250ml**16830**

Day Two Styler

A quick & easy alternative to a daily wash & blowdry. This dry shampoo gives your style staying power. With a refreshing fragrance hair is revitalized & ready to restyle for another day. 150ml

5687**Extra Firm Hairspray**

Extreme hold hairspray for extra-firm hold. Fragranced with orange & grapefruit. Easy to brush out. For added volume, spray into roots. 500ml

5688**Thermal Defense Heat Protector**

Defend your hair against damaging effects caused by heat stylers & environmental elements. Eliminates frizz while locking in moisture. 250ml

5689**Extreme Volume Mega Styling Foam**

Lightweight styling foam delivers mega volume. 245ml

12294**Blowdry Potion**

Designed to thicken & hold all styles. Effortless blow dry experience while reducing friction & breakages caused by heat styling. 250ml

5690**Curl Fluid**

Volumizing curl enhancer for shine & movement. Defines & revitalizes permed or naturally curly hair while eliminating frizz. 150ml

4493**Curl Spray**

Define & control unruly curls with a long-lasting frizz-free finish. No stickiness. 250ml

5691**Straightening Fluid**

Versatile straightener with keratin for a smooth, sleek & ultra-shiny finish. Also protects against heat damage. 150ml

5692

OSMO GROOMING - The ultimate styling & finishing range for effortlessly cool originality, texture & look definition.

Clay Wax

Clay-based styler for natural expression with a matte finish. Provides textured control to achieve the ultimate out-of-bed look. 25ml

5693**4486****Matte Clay Extreme**

Experience the ultimate in dry textured control for powerful hold with natural matte expression. 25ml

14289**9634****Fibre Paste**

Fibre Paste Gum Texturizer delivers volume & control with a polished shine. 100ml

4485**Aqua-Wax Hard**

A water-soluble hard wax for incredible shine & strong hold. Creates ultimate definition & tames fly-away hair. 100ml

4483**Corruptor**

The ultimate corruptor cream for long-lasting versatile hold with a matte finish. 100ml

5685**Pomade Hold**

A high shine modern pomade formulated with pure Beeswax to sculpt & style for incredible hold. 100ml

11636**Fibre Sculpt**

A lightweight fibrous sculptor with flexible definition & enviable hold. Soft & pliable formulation & allows for ease of application with no sticky residue. 25ml

14290**11347****Shaper Maker**

A versatile cream shaper, for moulding, styling & texturizing while adding shine & control. 25ml

7051**4482****Elite Pomade**

A super-hold, water-soluble pomade designed to achieve a variety of styles from high quiffs & pomps to classic slick backs with no sticky residue. 100ml

12291

Acid Extra Body Perm

For bouncy, smooth, shiny curls.

Extra body formula for firmer curls with more scalp wave, end curl & resiliency for normal, tinted & frosted hair.

This perm provides gentle processing without dryness or frizz. Argan oil moisturizes, revives & nourishes dry, damaged hair. A balanced formula gentle on the hair.

18846**Exothermic Perm**

For firm, smooth, shiny curls.

For the firmest, longest-lasting curls on normal, tinted & resistant hair. Curls will be strong, defined & easy to manage.

The self-heating formula uses gentle heat to maximize client comfort, shine & manageability, even on tinted hair. Argan oil moisturizes, revives & nourishes dry, damaged hair. A gentle, balanced formula.

18847**Moisturizing Alkaline Perm**

For moderate to firm, smooth, shiny curls.

Creates natural-looking curls for normal, tinted & frosted hair. The versatile formula allows water, lotion or a combination of different wrapping styles for the ultimate customized perm. Allows control of amount of curl support.

Buffered waving lotion regulates pH for maximum curl results without dryness or frizz. Stop-action prevents over-processing on normal hair types.

18848**Shiny Silver Perm**

For smooth & shiny curls on grey hair.

Creates soft, manageable curls with an anti-yellowing formula that enhances natural silver highlights in grey hair. The self-heating exothermic chemical heat assures gentle, deep, even processing.

Every perm is perfect, even if the waving lotion is left on beyond the required time. Special after-perm conditioner leaves hair soft & manageable.

18849

DALON - Quality hair care at an affordable price. Cultivated & produced in Greece.

dalón
care & beauty

Professional Shampoo

Shampoo free of sulfate. Enriched with keratin proteins & other ingredients to softly clean, moisturize & condition the hair. Also helps preserve color & protect against heat & frizz.

300ml **17990**
1 Litre **17989**

**Color Protection Shampoo**

Enriched with keratin proteins to nourish & repair color-treated hair exposed to chemicals. Preserves color & shine. Protects hair against frizz & heat.

300ml **17988**

**Conditioner**

Infused with keratin & shea butter to soothe colored hair that is damaged or compromised. Preserves color & shine. Hair is protected against frizz & heat.

300ml **17986**



Silver - Refreshes & revitalizes blonde, platinum, grey or white hair.

Shampoo

Neutralizes undesired yellow & brassy tones. Enriched with ingredients that moisturize hair & provide a natural glow. Also helps to detangle & protect hair from frizz.

1 Litre **17992**

**Shampoo SLS/SLES Free**

Specialized formula free of SLS/SLES.

300ml **17993**
1 Litre **17994**

**Hairmony Anti-Reddish Shampoo**

Blue shampoo for brown hair. Neutralizes undesired red tones in brunette hair. Enriched with ingredients that moisturize & provide a natural glow.

300ml **17996**

**Natura Prebiotic Micellar Shampoo Oily Hair Care**

Treatment shampoo for oily hair types to achieve a healthy moisture balance. Gently cleanses with micelles & prebiotics. Enriched with panthenol, cider vinegar, polysaccharides, dittany, sage extracts, yeast protein, vitamin B complex & amino acids.

300ml **17980**



All Hair Types - Use every day for regular hair care. Suitable for all hair types.

Shampoo

Enriched with keratin proteins & other ingredients to refresh, moisturize & nourish hair. Provides a natural shine & protection against frizz.

300ml **17987**

**Conditioner**

Enriched with keratin & shea butter for strong, vibrant hair, regardless of the type. Ingredients soften, moisturize & repair hair, while providing protection against frizz.

300ml **17985**

**Mask**

Enriched with keratin & shea butter for lasting hair strength, for all hair types. Long-lasting softness & hydration, with protection against environmental elements.

500ml **17984**

**Hair Mask Color Protection**

Key ingredients aloe vera, quinoa proteins, shea butter & Abyssinian oil nourish & moisturize hair, while protecting color & adding natural shine.

1 Litre **18021**





DESIGN.ME

A performance driven product line, that is young & fun!
Directed at all ages in the blow drying/volumizing category.
Visually eye-catching, but most importantly - IT WORKS!

DESIGN.ME products give hair sheen, oomph, volume & styling speed. These high quality products are cruelty-free & do not contain a single drop of harmful sulfates, parabens or gluten. Made in Canada.

PUFF.ME

THE.FIRST.EVER VOLUMIZING POWDER IN A PUMP!
The first volumizing cloud mist in a pump, provides maximum mass & body. You get a full, rich & lush look with just a pump or two. The exclusive formula feels like nothing, but ends up being everything! Works on dry or damp hair; instant MEGA volume, great for all hair types & up-dos. Apply lightweight powder to create maximum volume.
12 Piece Display
14259



PUFF.ME LIGHT

For fine hair provides maximum mass & body. Even the most baby-fine hair feels full, rich & looks lush with just a pump or two. Because it is so light, there is nothing to weigh the hair down.
9g
14247



LIFT.ME Volumizing Mousse

Blowdry Spray is what every stylist needs to add seductive body & volume to their clients' hair, providing a natural look & feel with every blowdry.

This mousse offers heat protection & humidity resistance.
250ml
15965



PUFF.ME Volumizing Shampoo

Detoxifies hair from environmental toxins & chemical residues from hair products.
1000ml
14782



PUFF.ME Conditioner

Targets & repairs damaged areas on hair structure, restoring hair integrity.
300ml **14255**
1000ml **14784**



QUICKIE.ME

Dry Shampoo Foam
Cleanse, detox & refresh.
189ml
14785



GLOSS.ME Hydrating Shampoo

A shampoo with dreamy, rich lather that gives hair strands everything they have ever wanted - hydration, strength & head-turning shine.

- Instant shine & silky-soft to the touch.
- Nourishes hair to prevent split ends & breakage.
- Strengthens hair strands & fights frizz.
- Seals in moisture & improves manageability.
- Weightless hydration
- Color-safe & keratin-safe.

300ml
16569



GLOSS.ME Hydrating Conditioner

Rich in essential fatty acids & vitamins, this conditioner is a go-to for protecting the hair from the elements. Shields the hair from harmful environmental aggressors, while imparting luxurious gloss.
300ml
16570



GLOSS.ME Hydrating Treatment Mask

This treatment mask gives strength & deep hydration, resulting in shiny, silky-soft hair after just one use. Ideal for brittle, weak & damaged hair that needs rehabilitation.
250ml
16571



For the first time ever... the science of Fiberhance™ strengthening technology combined with natural phytonutrients of plant-based ingredients to bring you the ultimate reparative, strengthening & nourishing, professional hair care line. ANTI-COLOR FADE • NO SULFATES, PARABENS, OR DYES

The formula is made of three key ingredients:

1. Hemp Seed Oil - Benefits of Hemp:

Contains an excellent ratio of omega-6 to omega-2; needed in stimulating hair growth. Helps rebalance moisture levels of the scalp & hair to smooth the hair's surface & prevent dehydration. Improves the health of the hair follicles to prevent hair loss. Makes hair look shinier & stronger.

Moisturizing Conditioner
Leaves you with voluminous, moisture-rich hair.
430ml
15910



Deep Repair Masque
For dry, damaged hair. Repairs, seals split ends & conditions. Repairs hair from the inside out for long term benefits, making it up to 3 times stronger. Enhanced with plant-based Vitamins & Antioxidants, it nourishes, reconstructs & adds moisture. Improves overall health of hair.
236.6ml
12 Piece
Sachet Display
15911
16186



Strengthening Serum
Medium weight serum with FiberHance™ makes hair 3x stronger. Enhanced with plant-based Phytonutrients (Hemp Seed Oil/Resveratrol). Nourishes, repairs & restores strength & elasticity to dry, damaged, frizzy hair. Heat protectant.
118ml
15912



Gloss Spray Treatment
Lightweight spray treatment is a color prism enhancer that adds vibrant shine & slip to hair. FiberHance™ makes hair 3x stronger. Enhanced with plant-based Phytonutrients (Hemp Seed Oil/Resveratrol), it nourishes & repairs, dry, damaged, frizzy hair. Heat protectant.
118ml
15913



Firm Hold Hairspray
Nature & science at its best! Infused with Hemp Seed Oil, Wine Extract (Resveratrol) & FiberHance™ Strengthening Technology to seal in moisture, preventing frizz.

High humidity resistance, fast drying, flake-free with firm hold. Adds shine, volume & texture to styles.
298g
15915



COLORPHLEX™

The most advanced technology of its kind...

ColorStrong Complex is a vegetable-derived protein that penetrates into the hair to build strength & repair damage from the inside out.

- Increases the strength of damaged hair
- Features anti-breakage properties
- Continues to strengthen hair even in extreme humidity

Strengthening Shampoo
• Increases vibrancy of hair color.
• Helps enhance moisture.
• Sulfate-free formula for gentle cleansing.
30ml
13926



Strengthening Conditioner
• Improves shine.
• Improves hair's manageability.
30ml
300ml
13927
13920



Volumizing Spray
• Creates volume at the root.
• Provides fullness without stiffness or flakes.
30ml
13930



Shine Serum
• Refreshes shine & eliminates frizz.
• Won't weigh hair down.
• Contains ColorStrong Complex to repair damaged caused by environment & hot tools.
• Increases vibrancy.
30ml
13929



Multipurpose Styling Cream
• Creates movable hold with natural looking body & volume.
• Adds definition to any style.
• Tames frizz & adds shine.
• Enhances hair texture.
90ml
355ml
13925
14305



Reconstructive Hairspray
• Shapes hair with flexible hold.
• Quick drying, no stiffness or flakes
• Perfect for all hair types.
• To offset CO2 associated with hairsprays, ColorpHlex™ will plant a tree for every can sold.
296ml
13924



Only the highest quality natural ingredients are used in the range. All products contain NO parabens, sulfates, artificial dyes, phthalates, propylene glycol or other harmful ingredients.

All products & raw materials are not tested on animals & are all cruelty-free.

AGADIR ARGAN OIL HAIR TREATMENT - Sulfate, Paraben, & Sodium Chloride-Free. Packaging may vary.

Extracted from a rare, exotic nut (cross between a walnut & almond) of the Argan tree. This oil from Morocco has the characteristics of being very light & non-greasy. It has remarkable conditioning powers without weighing the hair down. It leaves hair soft, silky, manageable with a long-lasting, luxurious shine.

- Instantly penetrates, moisturizes & shines.
- Conditions, corrects frizzies, humidity-resistant, reduces drying time.
- Dry & light, not oily or greasy, no buildup.
- Alcohol-free with a wonderful fragrance.

66.5ml
6118
66.5ml x 6 bottle display
6119



118ml
6117
118ml x 3 bottle display with free sachets
6115



Agadir Argan Oil Spray Treatment
Ideal for working with longer hair lengths, Agadir Argan Oil combined with fine spray & ultra-light professional formulation smooths hair & protects against heat-appliance damage.

Also perfect on skin to soothe your arms & legs.
150ml
5755



AGADIR ARGAN OIL DAILY MOISTURIZING RANGE - Sulfate & paraben-free. Packaging may vary.

Shampoo

Very gentle on color treated hair. Hair will feel moisturized, smooth & conditioned with a great aroma that will awaken your senses.

66.5ml
11665
366ml
6126
1 Litre
11478

**Conditioner**

Anti-color fade for long-lasting hair color. Detangles, smooths, shines & corrects dry, frizzy hair.

66.5ml
11666
366ml
6125
1 Litre
11477

**Banded Pack**

- 1 x Daily Moisturising Shampoo, 366ml
- 1 x Daily Moisturising Conditioner, 366ml
- Select Agadir hair care samples

P720

**Moisture Mask**

With Keratin Protein. Deep repair, smooths & strengthens hair, anti-color fade for long-lasting hair color. Alcohol-free. Treats in 3-5 minutes.

236.6ml
6405



AGADIR ARGAN OIL DAILY VOLUMIZING RANGE - Packaging may vary.

Shampoo

Adds body & fullness to hair by infusing essential ingredients with Argan Oil & Panthenol.

366ml
8296

**Conditioner**

Detangles, smooths, shines & corrects dry, frizzy hair while adding volume.

366ml
8297

**Banded Pack**

- 1 x Daily Volumizing Shampoo, 366ml
- 1 x Daily Moisturizing Volumizing, 366ml
- Select Agadir hair care samples

P721

**Duo Pack**

Includes:

- 1 x Daily Moisturizing Shampoo, 1 Litre
- 1 x Daily Moisturizing Conditioner, 1 Litre
- 1 x large clear Agadir tote bag

7226



AGADIR STYLERS - Packaging may vary.

Curl Crème

Leaves hair naturally soft & touchable with a light hold to keep curls fresh & bouncy.
295.7ml
9618

**Volumizing Hairspray**

Firm hold, aerosol mist, builds volume, 24 hour hold.
51ml (travel size)
8209
365ml
8207

**Spritz**

Styling, finishing spray, non-aerosol, perfect tool to create & hold styles.
236.6ml
6946

**Volumizing Styling Mousse**

Adds volume, bounce & hold. Sulfate & alcohol-free.
252ml
6406



AGADIR HAIR SHIELD 450° - The secret lies in the powerful combination of Argan Oil, Heat Shock & Phyto Protein. Packaging may vary.

Shampoo

Rebuilds the architecture of hair from the inside, restoring strength & elasticity while adding vital moisture, vitamins & a protective layer to the hair shaft.
366ml
11294

**Conditioner**

Lightweight formula, conditions & repairs heat-damaged, frizzy hair. Detangles, smooths & shines.
366ml
11295

**Intense Crème Treatment**

Leave-in heat protection. The Shock Protein is activated by the heat from heat appliances.
295.7ml
9677

**Spray Treatment**

Added protection during the final heat styling process.
200ml
8298



L'ACTION PARIS LIFESTYLE HAIR SOLUTIONS

L'ACTION
PARIS**Vitality & Growth Hair Mask**

Anti-aging, hair restoring care made from olive leaf extracts. Protects from harsh shampoos, hair colors & harmful UV rays.
15ml
7627

**Moisturizing Hair Mask**

Silky-soft & shiny. Grape seed oil & palm oil will restore soft, silky hair.
15ml
7629

**Renovator Hair Mask**

Repairs hair fibers & restores healthy shine to hair thanks to sunflower seeds.
15ml
7628



These masks are designed to be used overnight. Leave the mask to dry for 5 to 10 minutes before bed. Using a cap is not necessary. Does not stain bedding. Rinse out in the morning & wash hair if needed.

4-In-One Hair Night Mask

Moisturizes, restores shine, nourishes & intensively strengthens hair. Its overnight formula guarantees optimum results.
20ml
16133

**Moisturizing Hair Night Mask**

Enriched with Barbary fig oil & extract of Aloe vera leaf, this mask intensively nourishes hair.
20ml
16134

**Radiance Repairer Hair Night Mask**

High in vitamin content, repairs hair & gives it luminosity & suppleness.
20ml
16135

**Strength & Vitality Hair Night Mask**

This mask reinforces & strengthens hair.
20ml
16136



Introducing a new line based on two of the hottest formula trends in the professional hair care industry today!

Formulated with the natural healing & strengthening ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides from USA-grown rice. Revolutionary bond multiplier & strengthening technology repairs hair from the inside out & makes hair 3 times stronger. Safe for color treated & chemically damaged hair.

Rosemary improves blood circulation, promotes hair strengthening & reduces hair loss. Powerful antioxidants smooth the hair cuticle to promote longer, stronger, healthier hair.

Rice Water contains inositol, an ingredient that is able to penetrate & aid in the regeneration of hair. Improves hair texture & boosts volume. Helps repair damaged hair follicles & prevents hair loss. Boosts shine in dry, dull hair.



Shampoo

Formulated with the natural reviving ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides. Gently & effectively detoxifies & refreshes hair. Helps stimulate hair follicles to boost hair growth & restore hair to a healthy pH balance.

355ml
19579



Conditioning Masque

Reparative, hydrating masque formulated with the natural healing & strengthening ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides. Plus, hair bond multiplier makes hair three times stronger.

355ml
19580



Thermal Styler

Offers 230°C heat protection against all heat appliances. Formulated with the natural protecting & strengthening ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides. Smooths, removes frizz & enhances shine.

178ml
19581



Leave-In Treatment

Formulated with the natural reviving ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides. Hair bond multiplier reverses damage & makes hair three times stronger. A lightweight treatment that hydrates, conditions & protects. Stimulates hair growth, improves scalp circulation & repairs.

178ml
19582



Strengthening Serum

Lightweight serum that aids in preventing split ends with superior frizz protection, accentuating hair with a glass-like finish. Formulated with the additional benefits of the natural healing & strengthening ingredients of antibacterial Rosemary & antioxidant Rice Complex Peptides for stronger, healthier hair growth.

118ml
19583



Hair & Scalp Strengthening Oil

Made with 100% organic Rosemary & Biotin to encourage hair growth. Helps improve hair strength & nourishes dry, itching scalps. Smooths split ends & frizz. Use on wet or dry hair.

59ml
19584



Marrakesh is now MKS eco - A revived brand with new packaging & sustainable beauty.

With even more emphasis on environmental friendliness, **MKS eco** is extending their responsibility in their packaging & production. This includes switching product packaging from plastic to more sustainable materials like glass & aluminium, in addition to use of recycled plastics & materials.

Not only is the packaging 100% recyclable, but the products themselves are completely natural & non-harmful to everyone.

Along with changes to packaging, **MKS eco** is continuing their commitment towards 100% vegan & cruelty-free products, & environmentally conscious manufacturing to reduce their carbon footprint. Only sustainably sourced, naturally derived ingredients are used, good for the body & environment.

Color Care Shampoo

Make color last with Sunflower Seed Extract & ColorpHlex™ repair technology to best suit color-treated hair. Powerful combination repairs color damage & keeps hair strong, protected & vibrant.

- Strengthens & moisturizes hair.
- Adds shine & leaves hair feeling silky smooth.
- Keeps color vibrant & longer lasting.
- Can be used daily.
- Vibrant sunflower scent.

296ml
18182



Color Care Conditioner

Lock in color with Sunflower Seed Extract to naturally protect & prolong color. ColorpHlex™ repair technology with Argan & Hemp Seed Oils promotes soft, healthy, revitalized hair with lasting color.

- Strengthens & moisturizes hair.
- Adds amazing shine.
- Keeps color vibrant & longer lasting.
- Can be used daily.
- Vibrant sunflower scent.

296ml
18183



Color Care X Leave-In & Detangler

Allows for easy brushing through knots. Promotes long-lasting color with naturally derived ColorpHlex™ repair technology & Sunflower Seed Extract. Argan & Hemp Seed Oils add shine & improve overall hair health.

- Instantly moisturizes & detangles
- Provides long-lasting frizz & static control.
- Improves shine.
- Keeps color vibrant & longer lasting.
- Vibrant sunflower scent.

118ml
18184



Kahm Smoothing Shampoo

Smooth out hair with a blend of Vegetable Keratin Protein, Argan Oil & Hemp Seed Oil. Cleanses, repairs & smooths unruly hair. Provides long-lasting frizz & humidity control for hair that looks silky all day long.

- Smoothing blend cleanses, repairs & smooths.
- Moisturizes & tames unruly hair.
- Provides long-lasting frizz & humidity control.
- Safe for color-treated hair.

296ml **18188**
739ml **18240**



Kahm Smoothing Conditioner

Lock in moisture & enhance a smooth, silky texture. A blend of Vegetable Keratin Protein, Argan Oil & Hemp Seed Oil leaves hair conditioned with a soft texture free of unruly frizz.

- Smoothing blend detangles, repairs & smooths.
- Provides long-lasting frizz & humidity control.
- Creates silky-smooth finish.
- Safe for color-treated hair.

296ml **18187**
739ml **18244**



Kahm Smoothing Treatment

Achieve ultimate smoothness with a blend of Vegetable Keratin Protein, Argan Oil & Hemp Seed Oil. A treatment to improve internal strength & lock in smoothness to create stick-straight hair or soft, manageable curls & waves.

- Smoothing blend improves internal strength.
- Locks in smoothness without damaging chemicals.
- Creates temporary stick-straight hair or soft curls & waves.
- Provides long-lasting frizz & humidity control.

60ml
18186



Nourish Daily Shampoo

Wash the hair with an aromatic, gentle cleanser. An Argan Oil shampoo that delivers nutrients to the hair to give it a shiny look & sleek feel, all with an indulging fragrance. Gently cleanses, restores moisture, strengthens the cuticle & enhances manageability.

296ml **18196**
739ml **18195**



Hydrate Daily Conditioner

Show the hair extra care & love. Argan Oil conditioner infused with Hemp Seed Oil & other natural ingredients to deeply moisturize the hair & give it a silky, shiny look. Locks in moisture & improves shine. Strengthens the cuticle, enhances manageability & leaves hair silky smooth.

296ml **18194**
739ml **18198**



Endz Split End Mender & Preventer

Mend stubborn split ends. Treatment infused with Argan Oil to repair & seal damaged strands. Protects from future damage for healthy, fuller-looking hair.

- Seals & repairs split ends.
- Strengthens hair & prevents future splitting.
- Thickens ends.
- Controls frizz & static.

118ml

18185



Curl Cream

Enhances the shape, structure & life of curls. Tames frizz & fly-away strands with a flexible hold. Imparts gloss & silkiness. Formulated with Argan & Hemp Seed Oils which significantly improve hair condition & texture.

113ml
18333



Let It Shine Mist

Bring on shine with this feather-light mist that quickly uses its nourishing blend of Argan & Hemp Seed Oils to smooth away frizz & fly-away strands, & brighten up the hair with a shinier, silkier look.

- Ultra-light for on-the-go touch-ups.
- Improves hair condition & texture.
- Refreshes shine.
- Smooths frizz & fly-away strands.

118ml
18189



Miracle Masque Restorative Hair Mask

Bring life to any hair that feels dull & bland. A reconstructive blend of Argan Oil, Hemp Seed Oil & Wheat Protein repairs & fortifies most damage to bring hair back to beautiful brilliance.

- Revitalizes dry, damaged & distressed hair.
- Radically improves internal strength.
- Repairs cuticle damage.
- Improves manageability & shine.

207ml
18190



Moisture Masque Moisturizing Hair Mask

Hydrate hair with an intensely hydrating hair mask. A powerful blend of oils & vitamins to moisturize hair & improve its manageability. Imparts a shiny & silky look.

- Revitalizes dry, damaged & distressed hair.
- Radically improves internal strength.
- Repairs cuticle damage.
- Improves manageability & shine.

207ml
18191



Oil Hair Styling Elixir

Illuminates the hair with a brilliant look. Special Argan Oil & Hemp Seed Oil blend significantly improves the look & feel of hair for an award-winning finish. A top choice of beauty professionals around the world.

- Improves hair condition & texture with Argan Oil.
- Provides long-lasting frizz control.
- Improves shine.
- Cuts drying time in half.

60ml
18192



Oil Light Fine Hair Styling Elixir

Lift the hair's spirits with a rich, aromatic oil that is lighter than the standard elixir. Blends Argan Oil & Hemp Seed Oil to nourish the hair, give it a shiny look, & improve its texture without weighing it down. Ideal for finer hair.

- Ultra-light version of oil elixir.
- Will not weigh down even the finest hair.
- Improves shine & texture.
- Cuts drying time in half.

60ml
18193



X Leave-In & Detangler

Multipurpose treatment that restores the hair to its natural beauty. Infused with Argan & Hemp Seed Oils, a few spritzes of this essential treatment helps control frizz, detangle knots, & protect the hair from heat damage.

- Instantly moisturizes & detangles.
- Helps to protect hair from damage.
- Provides long-lasting frizz & static control.
- Improves shine.

118ml
18197



Mod Plus Extra Hold Multipurpose Styling Cream

Strive for unique styles & keep them in place. With an extra strong formula, this styling cream allows for better control & manageability to recreate versatile looks that will last for hours.

- Strong, manageable hold to create a variety of styles.
- Provides versatility for both texture & looks.
- Conditions & moisturizes dry, damaged hair.
- Keeps hair & styles in place all day long.

113ml
18239



Polish & Pamper Gift Set

Includes:

- Oil Argan & Hemp Oil Therapy, 59ml
- X Leave-In Treatment, 118ml
- Limited Edition Whip Skin Butter, 237ml

18103



MARRAKESH - OLD PACKAGING

Nourish - Daily Cleansing Shampoo

Gently cleanses. For all hair types. Sulfate-free, cleanses without stripping color. Wheat protein shields hair cuticle against further damage.

739ml
10737



Hydrate - Daily Conditioner

Panthenol locks in moisture & improves manageability & shine.

355ml
10738



Original Travel Kit

Contains:

- 1 x Nourish Shampoo, 100ml
- 1 x Hydrate Conditioner, 100ml
- 1 x Oil, 30ml

12239



MARRAKESH - OLD PACKAGING



X Leave-In Treatment

Instantly moisturizes & detangles. Wheat protein shields hair cuticle against further damage. Pure botanical extracts provide frizz & static control with enhanced manageability.

118ml 10734
236ml 16829
355ml 10735



DEAL A:

Contains:

- Shampoo, 100ml
 - Conditioner, 100ml
 - Endz, 118ml
 - X Leave-In, 118ml
- 11090

DEAL B:

Contains:

- X Leave-In, 118ml
 - Endz, 118ml
 - Masque, 118ml
 - Oil, 30ml
- 11091



MARRAKESH COLOR CARE - OLD PACKAGING



Revitalizes hair that has been damaged & weakened in the coloring process. Sunflower seed extract protects against UV damage & fading.

Shampoo

Safe for daily use, for all hair types.
355ml
11571



Conditioner

Safe for daily use, for all hair types.
355ml
11572



Color Care Travel Kit

Contains:

- 1 x Color Care Shampoo, 100ml
 - 1 x Color Care Conditioner, 100ml
 - 1 x Leave-In, 60ml
- 12240



MARRAKESH STYLING - OLD PACKAGING



Bounce Volumizing Spray

Boosts roots of hair, provides a full, lifted look without stiffness or flakes.
118ml
11575



Oil Therapy & X Leave-In Caddy Set

Special edition caddy special featuring some of Marrakesh's most renowned hair therapy products. Bundled together for convenience.

Includes:

- 1 x Oil Argan & Hemp Oil Therapy, 60ml
 - 1 x Leave-In Treatment, 118ml
- 16630



Velvet Hand & Body Lotion

Quench thirsty skin, non-greasy which absorbs quickly. Ultra-moisturizing with hemp seed & Argan oil.
473ml
11195



Kahm Smoothing Shampoo

Contains vegetable keratin protein which penetrates hair, cleanses, repairs & smooths. Sulfate-free gently cleanses without stripping color.

355ml

11653**Kahm Smoothing Conditioner**

Argan & Hemp oil smooths & detangles unruly hair with frizz & humidity control.

355ml

11654

739ml

11194**Isle of You Gift Set**

Contains:

- 1 x Oil, 60ml
- 1 x X Leave-In, 118ml
- 1 x Whip Skin Butter, 237ml

14812**Kahm Smoothing Cocktail Kit**

The power of vegetable keratin protein, argan oil & hemp seed oil for smooth & luxurious hair. All products are 100% vegan & cruelty-free.

Contains:

- 1 x Kahm Smoothing Shampoo, 355ml
- 1 x Kahm Smoothing Conditioner, 355ml
- 1 x Kahm Smoothing Treatment, 60ml
- 1 x X Leave-In Detangler, 118ml
- 1 x Mod Multipurpose Styling Cream, 118ml - gives hair body, texture, shine & flexibility to hold any style with its moveable hold.

17503**Isle Of You Escape Set**

Luxurious hair & skin care using only high quality natural ingredients, including Argan & Hemp Seed Oils. All products are 100% vegan & cruelty-free.

Contains:

- 1 x Nourish Shampoo, 355ml
- 1 x Hydrate Conditioner, 355ml
- 1 x X Leave-In Detangler, 118ml
- 1 x Oil, 60ml
- 1 x Hemp Seed Hand & Body Lotion, 207ml - non-greasy, quick-absorbing lotion to quench thirsty skin & restore elasticity & flexibility.

17510**MARRAKESH COLOR CARE WITH COLORPHLEX™ - Elevating Hair Color**

A collection under Marrakesh Hair Care that uses the benefits of sunflower seed oil to best maintain color-treated hair.

The vegetable-derived, multi-weight protein penetrates deeply into the hair to build, strengthen & repair even the most damaged hair from the inside out.

It is also coupled with Heliogenol, a conditioning agent derived from sunflower seeds, which prolongs hair color & prevents breakage.

WHY ADD COLORPHLEX™?

- ColorPhlex™ penetrates deeply into hair & helps repair damage & strengthen hair from the inside out.
- Marrakesh Color Care Collection is designed to protect & maintain color longer.



Shampoo
355ml
15862



Conditioner
355ml
15863



Leave-In Detangler
118ml
15864



SHAMPOO & CONDITIONER

Daily Care Nourish Shampoo

Moisturizes, brightens & enhances natural undertones. Ingredients like Sugar, Erythritol, Cocoa Extract, Bamboo & Ginseng nourish hair & enhance softness & silkiness. Blend of Linseed, Argan, Olive, Macadamia & Jojoba oils revitalize the hair for added strength.

250ml **14411**
1000ml **14412**



Daily Care Nourish Cream Conditioner

Formulated with Cocoa Extract & precious oils like Linseed, Jojoba, Macadamia, Olive & Argan, renowned for nourishing & brightening properties. Provides extra softness & shine. Enhances natural undertones, adding radiance, silkiness & manageability.

200ml **14413**
1000ml **14414**



Daily Care Color Care Shampoo

Protects, maintains & revives color intensity. Organic Kiwi & Linseed Extracts enhance & brighten highlights. Hydrolyzed Wheat, Sunflower Extract & Rice Proteins nourish & strengthen hair, leaving it extremely soft, silky & shiny.

250ml **14415**
1000ml **14416**



Daily Care Color Care Cream Conditioner

Nourishes & revitalizes for long-lasting, radiant, intense color. Shorea & Shea Butters with Grape Seed, Passion Flower, Rice & Sunflower oils regenerate hair for incredible softness & silkiness.

200ml **14417**
1000ml **14418**



Daily Care Volume Shampoo

Gives body & volume to fine & brittle hair. Enriched with Organic Ginkgo Biloba, Green Tea & Fig Extracts to strengthen & revitalize hair with protection from the environment. Hydrolyzed Wheat, Rice Proteins & Creatine improve strengthening & regenerative properties.

250ml **14419**
1000ml **14420**



Daily Care Volume Leave-In Conditioner

Light, quick & easy to apply to leave hair incredibly soft & silky. Hydrolyzed Wheat, Rice Proteins, Organic Aloe & Green Tea Extracts nourish & revive hair for softness & body. Spray on wet lengths & ends to condition or on dry hair to soften & brighten.

250ml **14421**



Daily Care Anti-Frizz Shampoo

Hydrolyzed Wheat & Rice Proteins condition, discipline & nourish to help tame frizz. Organic Red Vine, Aloe Extract, Erythritol & Panthenol keep hair incredibly soft, silky & velvety. Hydrates deep down, seals cuticles, prevents split ends & protects against the environment.

250ml **14422**
1000ml **14423**



Daily Care Curl Control Pomegranate Cream

Nourishes, defines & gives new vitality to the most rebellious curls for softness & body. Organic Pomegranate, Bamboo, Flaxseed, Aloe Extracts, Hydrolyzed Wheat, Almond Proteins & Vegetable Oils strengthen & condition.

Creates protective film over hair shaft to detangle, define & enhance curls for shine & elasticity.
125ml **14424**



No Yellow Shampoo

Gently cleanses hair & reduces yellow tones to prevent blonde, highlighted or bleached hair looking dull. Formulated with next generation Blue-Violet Pigments to ensure an even & long-lasting result. Gently removes typical yellow tones of de-pigmented hair, restoring radiance of its natural color.

Can be used on white or grizzled hair for a purer & brighter color. Balanced ingredients protect the hair from breakage, leaving it shiny & nourished.
500ml **14427**



STYLING & FINISHING PRODUCTS - Energize & revitalize your look

An amazing selection of products to style, fix, model, volumize & texturize the hair. You know the quality of the tint, expect the same from the styling products!

Finishing Spray

Extra-strong hold hairspray. Creates voluminous styles that hold all day. Imparts a moisturizing effect & protects hair from external environmental influences.

500ml
19232

**Texturizing Spray**

Spray designed for a perfect natural & textured 'beach' look. Ideal for creating definition on wavy & curly hair, as well as volume & body on straight hair. Features a special blend of plant extracts, vitamins & minerals.

150ml
19233

**Shielding Serum**

Ultra-lightweight, silicone-free serum enriched with mango extract. Illuminates the hair, defines styles with a long-lasting effect, & protects the mane from heat & humidity.

Make hair more beautiful than ever with just one use.
150ml
19234

**Shine Spray**

Shine-enhancing hair spray designed to provide extraordinary radiance to all hairstyles. Non-greasy formula, lightweight, dries instantly, & delivers an immediate, natural, non-oily, mirror-like effect.

300ml
19235

**#Rock Hard Hair Spray**

Conditioning & protective, strong hold, aerosol. Sets quickly, soft to the touch & easy to brush.

500ml
12379

**#Flexi Fix**

Non-aerosol, strong fix hairspray. Fixes, lifts & gives body to hair with "memory hold" technology. Humidity-resistant.

250ml
12381

**#Metal Gel**

Strong fix styling gel. No flaky buildup, easy to brush. Contains no silicones.

200ml
12382

**#Smooth Move**

A smoothing spray that protects the hair from daily use of heat styling tools. Will not leave hair oily.

250ml
12383

**#Volume Crackling Fizz**

Water-soluble & sparkling fizz foam, light to medium hold. Can be used daily & is great to refresh second-day curls.

200ml
12384

**#Sky High Mousse**

A strong hold mousse providing long-lasting volume without weighing the hair down.

250ml
12385

**#Fix Factor**

Prevents formation of frizz & provides a soft yet sleek style that has natural movement. Provides definition, shape & elasticity without stickiness.

250ml
12386

**#Amped Volume Mousse**

Extreme mousse with "memory effect".

250ml
12387



Quality, affordability & effective - three qualities rarely found in hair care products. However, this is the Contempora speciality. Originating from Italy, the home of cutting-edge hair industry revelations. Contempora's philosophy is to provide efficient & potent hair products at a lower price point than direct competitors while maintaining a professional quality & feel.

Beginning as an economical brand in Italy, Contempora hair products are a wide array of specialised shampoos, conditioners & masks for every hair type & problem area while being great for daily use for healthy, radiant hair. Specialised formulas allow the brand to be competitively priced for those who need their products to last longer without sacrificing quality. The perfect choice for those who need a professional-quality brand for problem hair or everyday use at an affordable price.

FINE HAIR

Volumizing Shampoo

Extra light & delicate, it gives hair body & volume from roots to tips. Provides hair with nutrients that are vital to its health. Leaves hair soft & shiny without weighing it down.

Paraben-free formula ideal for those with fine or thin hair who need a specialised shampoo to provide lift & bounce.

1 Litre
12418



Volumizing Conditioner

A lightweight formula with a super-smoothing effect to give maximum volume to fine hair. Nourishes the hair fiber from within, leaving it full of body, strength & substance.

Gives moisture & elasticity, leaving hair that's soft, silky & rich in volume.

1 Litre
12414



Instant Volumizing Spray

Ideal for those with dull or limp hair in need of a pick-me-up as well as those with naturally fine or thin hair that need an extra volume boost. Ideal for blow-dry sessions for creating extra bounce & volume.

Delivers long-lasting volume, silkiness & shine. Instantly gives support & lift to roots, leaving hair with natural body & volume. Makes hair easy to style without weighing it down.

200ml
12416



COLORS HAIR PROTECTION

Color Care Shampoo

Color-safe, SLES-free shampoo that helps preserve color brilliance & intensity. Gently cleanses without compromising colour, removes debris & other particles affecting colour vividness & radiance.

Seaberry (Sea Buckthorn) Oil defends the hair from photo-oxidation while providing nourishment for treated hair.

1 Litre
12419



Color Care Conditioner

Light & detangling, this conditioner provides moisture & shine to coloured hair. Seaberry (Sea Buckthorn) Oil defends the hair from photo-oxidation while providing nourishment, leaving treated hair soft & easy to brush.

Closes hair cuticles & creates a protective layer around the surface area to provide environmental protection for your colour, limiting colour fade caused by UV rays.

1 Litre
12415



Hair Superfood Toning Silver Shampoo

For all blonde, silver, grey & white colour tones.

With blue-violet pigments, it neutralizes yellowish tones that spoil the appearance of these delicate shades. The result is bright, cool & uniform colour that looks refreshed & revitalised.

500ml
18749



DRY HAIR

Hydrating Shampoo

A delicate cleanser that restores hair with moisture & shine.

A paraben-free formula ideal for dry, brittle, chemically-damaged, over-processed, straw-like hair in need of intense hydration & nourishment.

1 Litre
12421



Hydrating Mask

A deeply nourishing treatment that provides dry hair with moisture & vitality. Imparts softness & shine for hair that is easy to manage & silky to touch.

A paraben-free formula ideal for dry, brittle, chemically-damaged, over-processed, straw-like hair in need of intense hydration & nourishment.

1 Litre
12423



FREQUENT USE

Shampoo

An extra-delicate cleanser that respects the natural balance of the scalp & hair, leaving it more manageable & easy to comb.

Imparts moisture, shine & elasticity, while cleansing the hair of daily debris & oil build-up.

1 Litre
12417



Universal Mask

A nourishing moisturizing treatment for beautiful & healthy hair, specifically formulated for daily use.

Performs a soothing. Infuses hair with moisture, shine & elasticity without weighing it down.

1 Litre
12420



FRIZZY HAIR

Velvet Shampoo

Deeply cleanses hair & scalp from product buildup & dirt, but imparts long-lasting shine & manageability.

Great for those who suffer from frizz & fly-away hair.

500ml
13349



Velvet Mask

Transform hair from dull & lifeless to hydrated & healthy. An intense, nourishing treatment that creates luxurious texture, fragrance & feel.

Deeply nourishing, packed with intense ingredients to help dry, frizzy, over-processed, brittle & damaged hair to begin the stages of repair for a healthier feel & appearance. Works to alleviate dry scalp & hair by introducing natural oils.

350ml
17472



Velvet Oil

Revitalizing oil packed with Argan & Seaberry Velvet. Provides intense shine & adds moisture to dry & dull hair. Great for those who suffer from frizzy or dry hair. Imparts a long-lasting scent & leaves your hair shiny & healthy. Tames frizz & fly-aways & works as a protective styling agent against environmental elements like UV rays.

75ml 13351
100ml 19116



HAIR LOSS

Densifying Shampoo

Treatment shampoo to help combat hair loss & thinning hair.

Densifies & strengthens the hair structure to give it new energy & resistance against many possible causes of hair loss.

500ml
18747



Densifying Lotion

Treatment lotion to help combat hair loss & thinning hair. Improves hair density & strength while toning the scalp & ridding it of irritations & inflammation.

Features a special Re-Active Complex, an active ingredient derived from Amla Extract, to increase the proliferative capacity of the hair bulb. Assists in preventing the thinning of hair follicles & helps stop hair loss.

100ml
18748



Illuminating Serum

Introduces radiance & shine to dull, lifeless hair. Transforms dull & lifeless hair into shining & luminous hair with just a few drops. Ideal for dry, dull, limp or lifeless hair in need of an instant shine boost.

100ml
12425



BRITTLE HAIR

Vegan Restructuring Shampoo

Shampoo for brittle & dull hair types. The first step in the Restructuring line.

Ideal for hair suffering from exposure to harmful chemicals, excessive heat styling or lengthy UV ray exposure.

A gentle cleansing, keratin-depositing shampoo. This keratin naturally seeks out gaps in the hair shaft & fills it in, creating a more uniform structure. This gives hair better fullness, strength & resilience against future breakage.

500ml
19113



Vegan Restructuring Conditioner

The second step in the Restructuring line for rehabilitation.

Regenerates the hair at a cuticle level. Cuticles are nourished with moisture & closed to prevent further moisture loss. Keratin is deposited onto the hair, creating a natural protective barrier around the hair to protect it against harmful exposures.

Hair is now much better equipped to counteract breakage & split ends. Shine is also restored to dull hair.

400ml
19114



Vegan Restructuring Spray

Treatment spray for brittle & dull hair types. The final step in the Restructuring line for rehabilitation.

Can also be used separately on its own. Keratin is deposited for a restructuring & sealing action on the hair.

Hair looks & feels hydrated & full, with the added benefit of environmental protection. Ideal to use before styling or if hair looks & feels dull. Hair is left protected from breakage with intense shine.

200ml
19115



A professional haircare line designed with two incredible beauty potions, Argan & Linseed Oils, that create a real nectar for the beauty & health of hair. A complete range of treatments, styling & coloring products that take care of hair day after day, & support the hairdresser by providing sophisticated in-salon services.

Formulated with natural ingredients worked with attention & care to give beauty, luxury & make hair sublime. Olioseta Oro del Marocco line offers efficient beauty solutions for long-lasting benefits. Ideal for all hair types - normal, thin, damaged, colored or treated.



Color Alchemist Single Dose Bond Rebuilding System

A professional two-step system that repairs, strengthens & protects hair during chemical services that acts directly on the hair's internal bonds. Powerful EasyBond technology penetrates into the hair cortex & rebuilds the protein bonds. This considerably increases the hair's resistance while reducing the risk of breakage from chemical, mechanical & thermal damage. Paraben-free & dermatologically tested.

Includes:

- 1x STEP 1: BOND AMPLIFIER 5ml - Creates new bonds & heals the protein structures of the hair.
- 1x STEP 2: BOND RESTORER 5ml - Fortifies & seals the disulfide bridges created with STEP 1, restoring the pH level.

18746



pH 3.5 Sealer

An acidic leave-in that rebalances the natural pH of the hair after chemical services. Seals & smooths the cuticles, & gives maximum brilliance & color intensity.

Prevents porosity, weakening & hair breakage while hydrating & strengthening the hair fiber.

Formulated with Heat Screen, a technology based on a lipopeptide derived from yeast that ensures the preservation of the cuticle. Protects hair during & after heat exposure. Paraben-free.

100ml
18745



Nourishing Shampoo

Instantly detangles & leaves hair with a sublime texture, giving it softness & shine. Ideal for all hair types.

Perfect for colored & treated hair. Imparts deep & long-lasting moisture for hair that is strong & full of body.

SLES-free, CDEA-free, paraben-free, glycol-free, & dermatologically tested. 250ml
18741



Hydrating Conditioner For Fine Or Blonde Hair

Light & detangling conditioner that immediately provides volume to very fine hair. Protects from environmental stresses while strengthening the hair fiber.

Enhances natural blonde tones, giving shine & smoothness without weighing hair down. Hair is easy to comb & is full of body & shine.

Paraben-free, glycol-free, & dermatologically tested. 250ml
18742



Nourishing Mask

A rich & creamy treatment to completely restructure hair, especially damaged & chemically treated types. Repairs the hair fiber, making hair stronger & more resistant to breakage.

Provides discipline & control to frizzy, rebellious hair. Hair is left deeply nourished, soft, shiny & more manageable.

Paraben-free, glycol-free, & dermatologically tested. 250ml
18743



All In One Hair Cream

A multi-purpose miracle leave-in cream with repairing, protective & disciplining action. The restorative ingredients strengthen & reduce hair breakage.

Hydrates & nourishes hair while giving gloss & shine. Protects hair color & prevents split ends. Defends from heat, humidity & environmental damage.

Paraben-free & dermatologically tested 200ml
18744



Oil Treatment For Fine Or Blonde Hair

A weightless beauty treatment, ideal for blonde or fine hair. Restructures hair without weighing it down while providing body & fullness. Enhances natural blonde tones & gives extreme shine.

Alcohol-free, paraben-free, & dermatologically tested. 30ml
18740



Oil Treatment

A complete beauty treatment for all hair types. After being absorbed by the hair, it protects against humidity & frizz, & reduces drying time for a perfect look. Delivers instant shine & softness to hair.

Alcohol-free, paraben-free, & dermatologically tested. 30ml
18739



JOC CARE, JOY of Care, is the joy of taking care of your hair, through an essential, rapid & effective beauty routine.

JOC CARE is 100% vegan for a kind of beauty guided by an authentic & socially responsible way of living. Being vegan is a lifestyle, & for this reason, JOC cares not only about the formula, but also packaging. All packaging is made of up to 50% post-consumer recycled plastic (PCR), which notably reduces emissions.

The secret of the JOC formula is the perfect balance of 3 ingredients:

- Blue Microalgae, which are incredibly small, but extremely powerful, to protect the scalp & hair from harmful effects of blue lights. Everyone is exposed to high levels of blue lights due to our "hyperconnected" lifestyle.
- Botanical Extracts & Seaweed, which are a beauty treasure chest & the key for boosted hair care, complete the natural profile of this healthy product line.

SATIN SLEEK - Specializes in reducing frizz, static & fly-away hair for soft, smooth hair that is easier to manage.

Key ingredients:

- Blue Light Shield - absorbs UV rays & blue light to protect hair from premature aging.
- Linseed - reduces & prevents frizz, upping shine in the process.
- Winged Kelp - smooths hair fiber form much better manageability.

Smoothing Shampoo

Tames & distends hair by aligning the scales on the cuticle for a powerful smoothing & anti-frizz effect. Protects surface of hair from environmental aggressors, boosting shine & making it much easier to comb & style.

250ml **16941**
1 Litre **16942**



Smoothing Express Mask

Intense smoothing effect for taming frizzy hair & static. Relaxes hair fiber & boosts softness & shine. Hair is left much more manageable. Also protects hair from harmful external agents & heat.

200ml **16943**
1 Litre **16944**



Absolute Smoothness Cream

Thermo-active cream with a progressive ultra-smoothing action & straightening effect. Smooths the hair cuticle by managing excessive volume & adding extra shine. Protects the hair against humidity, leaving hair lastingly detangled with lasting silky smoothness.

200ml **16945**



RE-HYDRA - The choice for dry & dehydrated hair in need of hydration therapy.

Key ingredients:

- Blue Light Shield - absorbs UV rays & blue light to protect hair from premature aging.
- Banana Flower - powerful hydrating properties to restore healthy balance.
- Giant Kelp - remineralizes & moisturizes the hair fiber, while also adding shine

Hydrating Shampoo

Hydrates deep down the hair shaft, restoring strength, softness & shine to dry & dehydrated hair. Powerful ingredients, known for remineralizing, nourish & smooth for protection against external aggressors.

250ml **16831**
1 Litre **16832**



Hydrating Conditioner

Nourishes & reinforces hair by restoring lost softness & shine to dry & brittle hair. The hair is hydrated deep down for maximum benefit, giving it strength to repel environmental aggressors.

250ml **16833**
1 Litre **16834**



Hydrating Mask

Revitalizing & rehydrating treatment for dry, dehydrated hair. Packed with nutritious ingredients that regenerate the hair deep down, remineralizing the fiber for soft & shiny hair.

200ml **16835**
1 Litre **16836**



PRO-REMEDY - Therapeutic range that repairs & strengthens damaged, brittle & weak hair.

- Key ingredients:
- Blue Light Shield - absorbs UV rays & blue light to protect hair from premature aging.
 - Baobab - strong repairing action for damaged hair, increasing its strength & protection.
 - Channel Wrack - mends damaged hair cuticles, enhances softness & gives extreme shine.

Restructuring Shampoo
Repairs surface of damaged hair by sealing the scales, revealing strong, protected hair. Intense ingredients with nourishing properties restore natural levels of hydration, making hair easier to style.
250ml **16837**
1 Litre **16838**



Restructuring Express Mask
Intensive treatment that repairs damaged hair by closing the scales. This enhances softness & manageability. Nourishing ingredients restore healthy hydration for strong, healthy hair that is full of shine.
200ml **16839**
1 Litre **16940**



DAILY DEFENCE - Daily use range that allows for frequent use to ensure hair is regularly cared for & protected. Ideal for all hair types.

- Key ingredients:
- Blue Light Shield - absorbs UV rays & blue light to protect hair from premature aging.
 - Hemp - adds elasticity & strength to hair fiber, repairing & smoothing the hair cuticle.
 - Green Caviar - prevents hair dehydration, provides softness, imparts brightness & protects hair with high levels of antioxidants.

Daily Wash Shampoo
Ultra-delicate shampoo that effectively cleanses without altering the natural moisture & oil balance of the scalp. Reinforces & protects hair from everyday stresses & external agents. Ideal for daily use.
250ml **16946**
1 Litre **16947**



Daily Wash Conditioner
Daily use formula that detangles & conditions the hair extremely delicately. Reinforces & protects the hair from harmful environmental exposures. Makes hair easier to comb & adds suppleness.
250ml **16948**
1 Litre **16949**



JOC COLOR PROTECTION

Cares for hair color & the hair itself.

Enhances & refreshes hair color with nourishing ingredients.

Protects color from stress & environmental aggressors, including UV rays, a very common cause for color fade.

Key ingredients:

- Blue Light Shield – absorbs UV rays & blue light to protect hair from premature aging.
- Apricot – imparts shine & softness, greatly enhancing color in the process.
- Almond – strengthens & conditions the hair.
- Sunflower – smooths & softens cuticles, protecting colored hair from photo-oxidation, fade & bleed.

Shampoo

Very delicate cleanser thanks to its color-safe formula. Protects colored hair & prevents photo-oxidation, keeping color true & vivid for longer.

250ml **16950**
1 Litre **16951**



Conditioner

Hydrates & detangles colored hair for better styling, while preserving color intensity. Delivers extreme shine & softness so color looks even better. Weightless texture makes it ideal for thin hair.

250ml **16952**
1 Litre **16953**



Mask

Rich & creamy texture mask for an extra intensive treatment. Deeply nourishes colored hair, imparting shine in the process so color looks even more vibrant & fresh.

200ml **16954**
1 Litre **16955**



JOC WAVE

Easy Curl

New age waving system. Two formulas that work together for infinite possibilities. **Simplicity** – a universal lotion for all hair types. **Multi-functional** – only two products for different effects. **Gentle action** – thio-free & ammonia-free formula, enriched with Cysteine & natural ingredients.

Key ingredients:

- Cysteine – derived from Cysteine, a naturally-occurring amino acid in the hair that allows for natural hair movement. Gradually & delicately modifies, rebuilds & strengthens the hair's keratin structure for natural, defined waves.
- Cashmere Proteins – carefully collected from goats without any cruelty, this cashmere wool is composed primarily of Keratin Proteins. These proteins rebuild the hair shaft, giving body, bounce, shine & strength, while also smoothing & reviving strands. Frizz is eliminated so curls are further enhanced.
- Mallow Extract – renowned for its anti-inflammatory, emollient & moisturizing properties. Moisture-binding properties replenish hair with lasting hydration & elasticity, softening the hair & enhancing curls & waves.

How to use:

For look-changing fashionistas: End service with Easy Curl Lotion. Apply to every curler rod & check every 5 minutes. Curls & waves last 8-10 weeks.

For curl lovers: Thoroughly rinse out Easy Curl Lotion & apply the Neutralizer. Let it set for 5 minutes, then remove curler rods & apply Neutralizer again, letting it set for 2-3 minutes. Curls & waves last up to 15 weeks.

Lotion

Universal waving fluid with Cysteine.

- Universal - Ideal for all hair types & conditions: natural, colored, treated, normal, fine or thick.
- Multi-functional - A modular method allows to regulate setting time based on hair condition.
- Semi-permanent results - Soft curls & waves last for 8-10 weeks.

Setting Times:

5 Minutes – sensitized & damaged hair
10 Minutes – treated & fine hair
15 Minutes – colored hair
20 Minutes – normal & thick hair

200ml
16957



Neutralizer

Combined action - Formulated to work together with Easy Curl Lotion.

Permanent results - Long-lasting curls & waves last up to 15 weeks.

500ml
16958



Re-Power Shampoo

A scalp rejuvenation & revitalization shampoo formulated with Hazel Leaf Extract. Gently cleanses away buildup & restores perfect balance on the hair & scalp. Promotes microcirculation on scalp, stimulating blood flow to reduce hair loss.

Creates a healthy scalp foundation so thick, strong hair can grow. Thanks to special re-powering & protective ingredients, this shampoo provides essential nutrients for healthy hair. Free of any sulfates, parabens & colorants.

250ml **18355**
1 Litre **18356**



Re-Power Intense Treatment (9 x 8ml Ampoules)

An intense ampoule scalp treatment. A concentrated combination of amino acids, vitamins & plant extracts. Provides a shock action on the scalp, helping to anchor the hair to the follicle. This prevents hair loss & promotes healthier hair growth. The scalp is soothed & rejuvenated, ensuring stronger & thicker hair grows in the future. Free of any parabens & colorants.

Apply on scalp & massage with circular movements until the product feels warm on the skin. Use half an ampoule (4ml) in the morning & the other half in the evening for 14 days &, subsequently, apply half an ampoule (4ml) once a day for 8 days. For an optimal result, a 22-day treatment is recommended, a total of 18 ampoules. **18357**



Re-Power Scalp Tonic

A scalp & follicle strengthening tonic. Fortifies & nourishes the follicle structure, improving its anchoring to the hair bulb, a great prevention to hair loss. Hair is strong, but flexible to handle harsh environments. Ideal for daily scalp balance & maintenance, as well as a treatment for hair loss or thinning. Free of any parabens & colorants.

Use as a daily maintenance treatment. Can be used as an alternative to the Intensive Treatment. Spray onto the scalp where needed & massage. Do not rinse.

150ml **18358**



Exfoliating Shampoo

Inspired by the combination of skincare & haircare. Combines the exfoliating action of a scrub with the cleansing action of a shampoo.

A purifying & peeling exfoliation shampoo for forcing cellular turnover & renewal on the scalp. The scalp is renewed through extra collagen stimulated below the skin.

Alpha Hydroxy Acids re-oxygenate & relax the scalp. Dead skin cells are removed, allowing the skin to breathe, & new vital nourishment is provided to capillary bulbs, making the hair better prepped for further treatments. Free of any sulfates, parabens & colorants.

250ml **18363**



Soothing Shampoo

A therapeutic shampoo for irritated, sensitive, inflamed, itching scalps - often result of buildup on the hair, being exposed to irritants, or an imbalance on the skin.

Active ingredients soothe these symptoms for a calm & relaxed scalp. Its extra-gentle formula offers comfortable cleansing, while also protecting & moisturizing the scalp.

An ideal balance of oils & moisture is achieved on the scalp, providing immediate relief. Ideal for all scalp types & conditions. Free of any sulfates, parabens & colorants.

250ml **18361**
1 Litre **18362**



Rebalancing Shampoo

A treatment shampoo that addresses moisture & oil imbalances on the scalp. Active ingredients purify the skin to properly regulate sebaceous secretion.

Its powerful astringent action deeply cleanses away any buildup of sebum, product & dandruff that may be causing imbalances on the scalp, providing immediate relief for compromised scalps. The scalp is left clean & healthy. Free of any sulfates, parabens & colorants.

250ml **18359**
1 Litre **18360**



Key ingredient Panthenol, a powerful humectant & emollient that conditions & moisturizes while you style. Protects against humidity & frizz, while adding shine. Penetrates hair cuticle & aids in moisture retention.

SHAPEUP Intense Hold Hairspray

Extra strong support for long-lasting styles. Its 24 hour hold retains the style without any stickiness. Prop up updos & give the hair visible texture. Spray on roots for even more volume. Ideal for any type of hair.

Hold - 10
Shine - 7
500ml
16987

**PUMPIT Workable Volumizing Hairspray**

Delivers firm hold & moveable volume. Quick-dry, non-sticky formula for shiny, manageable hair that is easier to style & set. Ideal for flat or fine hair in need of more volume.

Hold - 7
Shine - 7
300ml
16989

**PRIMER Style Definer**

Pre-styling leave-in fluid, ideal for use during hair drying to define the hair's natural straight or curly texture. Creates a base for a perfect styles without weighing down the hair. Prevents frizz from forming, detangles & ensures long-lasting protecting against humidity. Protects & sets styles for long periods. Hair is left elastic & much easier to style & brush.

Hold - 2
Shine - 5
200ml
16991

**BLOWUP Strong Hold Volumizing Mousse**

Amplified volume with long-lasting, strong hold. Gives body to hair without residue or weighing it down. Fights humidity, protecting & maintaining styles. Creates a natural, textured, full-bodied look. Pair with a brush, comb or hairdryer for the desired effect.

Hold - 8
Shine - 5
300ml
16992

**JOC FINISH****SHINEON Frizz Control & Shine**

Instantly boosts shine, while creating a shield around the hair to protect it against humidity. Eliminates frizz by sealing the hair fibers. Protects hairstyles & creates a luxurious glow. Spray on damp hair for a detangling effect, or on dry hair for added shine. Ideal for hair prone to frizz.

Key ingredient Panthenol, a powerful humectant & emollient that conditions & moisturizes while you style. Protects against humidity & frizz, while adding shine. Penetrates hair cuticle & aids in moisture retention.

Hold - 0
Shine - 10
300ml
16988

**X-10 HAIR EXTENSION AFTER CARE - Specially formulated for hair extensions.****Care Shampoo**

Formulated to gently cleanse hair extensions & natural hair, keeping it in optimum condition.

Restores & revives hair pieces by removing dirt, debris & product build-up, making them look like new after washing. Will not alter the hair piece's complexion, feel & texture.
250ml
5026

**Leave-In Treatment**

Provides instant condition to hair extensions & natural hair. Reduce tangles & static. Provides environmental protection to prevent color fade or damage from UV rays.

Protects the integrity & structure of hair pieces & also helps manageability & flexibility on natural & synthetic hair.
250ml
5028

**Leave-In Shine Spray**

A lightweight, non-greasy formula that works to revitalize hair extensions & natural hair. Hair is left vibrant, smooth, frizz-free & with an incredible shine.

Use on hair pieces, extensions & even your natural hair to tame flyaways, improve manageability & assist with styling.
125ml
5029

**Hair Extension Kit**

the ultimate care kit for any hair extensions or even your natural hair. Includes:

- 1 x X-10 Care Shampoo, 250ml
- 1 x X-10 Care Conditioner, 250ml
- 1 x X-10 Leave-In Treatment, 250ml
- 1 x X-10 Shine Spray, 125ml
- 1 x pink bag for travel

5030



Scalp Wellness

A gentle, 100% vegan spearmint & eucalyptus essential oil-infused scalp shampoo that soothes the scalp, relieves flaking, itching & irritation while imparting body & shine.

Why you need it:

- Helps rid scalp of flaking, itching & irritation caused by irritants found in many other shampoos. Shields hair from waterborne elements that can irritate & compound scalp conditions. Helps normalize exfoliation unlike other tar-based "scalp" shampoos that suppress exfoliation.

Key Benefits:

- Sulfate, paraben, gluten & salt-free.
- Normalizes the natural exfoliation rate of the scalp to prevent flaking & itching.
- Antioxidants help defend against aggressive oxidizers in water that causes scalp dryness & inflammation. Infuses vital moisture for radiant shine.

Shampoo, 266ml **15608**

Conditioner, 266ml **15611**

Collection **15963**

(Shampoo & Conditioner + 4 Scalp Therapy sachets)



Hard Water Wellness

A 100% vegan super shampoo that defends against dull, dry, discolored, damaged hair caused by malicious minerals hiding in water. Top-notch cleansing action without harsh chemicals or sulfates. Features the sweetly-scented aroma of Orange Dreamsicle.

Why you need it:

- Preserves the health & vibrancy of hair exposed to hard or softened water.
- Removes & protects against waterborne elements that dry, damage & discolor hair.
- Nourishes & protects every strand of hair.
- Especially beneficial for frequently shampooed hair.

Key Benefits:

- An exclusive, proprietary, sulfate-free, multifunctional amino acid surfactant technology delivers the most gentle, yet powerfully effective, shampoo formula.
- Prevents discoloration caused by iron & copper.
- Infuses vital moisture for radiant shine & maximum manageability.
- Formulated without sulfates, parabens, gluten & no sodium chloride (salt) added.

Shampoo, 266ml **15607**

Conditioner, 266ml **15610**



Un-Do-Goo Shampoo

A superior option to clarifying shampoos for the removal of styling product resins from hair. Uniquely gently & 100% vegan. Blends an exclusive cleansing system with soothing botanicals & moisturizing vitamins to remove product buildup & restore manageability.

Why you need it:

- Gently removes resin buildup from styling products, & restores shine, softness & manageability. Replaces need for harsh clarifiers.
- Does not leave hair feeling dry like many traditional clarifying shampoos.

Key Benefits:

- Proprietary, sulfate-free, amino acid surfactant technology delivers for the most gentle yet effective shampoo formula.
- Immediately rids hair of buildup & retains vital moisture in hair.
- Plant-based proteins help rebuild hair proteins that have been depleted from resin buildup.
- Formulated without sulfates, parabens, gluten & no sodium chloride (salt) added.

5g sachet **15044**

266ml **15604**



Blondes Collection

A 100% vegan beach blonde maintenance system to breathe new life into bleached & highlighted hair. A favorite of Malibu celebrities & bombshell blonde beauties alike, this

Why you need it:

- Protects blondes & highlights against brassy, ashy & muddy tones.
- Delivers unmatched shine, infuses moisture, restores & maintains vibrancy. Nourishes & treats dry, damaged hair for improved elasticity, body & bounce.

Key Benefits:

- Proprietary, sulfate-free, amino acid surfactant technology delivers for the most gentle yet effective shampoo formula.
- Guards against waterborne elements that dull, discolor or damage hair. Helps protect & preserve color vibrancy while improving flexibility, strength & movement.
- Formulated without sulfate, parabens, gluten & added salt.

Shampoo, 266ml **15606**

Conditioner, 266ml **15612**

Collection (Shampoo & Conditioner + 4 Blondes

sachets)



Hydrate Color Wellness

An ultra-gentle, vegan, sulfate-free cleansing system to combat color wash-out. Fights future fade & prevents color leaching. Formulated with a non-ionic primary surfactant, this high-performance shampoo delivers concentrated protection for revolutionary color retention. Effectively primes chemically-abused strands for optimal reconditioning & even boasts a sweetly-scented kiss of tropical Malibu Fusion for a truly aromatic experience.

Key Benefits:

- 100% vegan ingredients preserve & extend the health & vibrancy of color & infuses moisture for radiant shine.
- Carefully-crafted cleansing gel that prevents color leaching with hydrating non-ionic formula. Balanced blend of mild cleansing agents that are powerfully effective.

Shampoo, 266ml **15045**

Conditioner, 266ml **15046**

Collection (Shampoo & Conditioner + 4 Color-

Lock sachets + 1 Color Prepare sachet)



Swimmers Wellness

The top of the line shampoo for both competitive & recreational swimmers alike, this ultra-mild, 100% vegan, rich lathering cleanser is completely free of sulfates & harsh aggressors, yet boasts the ability to combat the damaging effects of harsh elements from the pool & reveal totally transformed tresses.

Bonus: also doubles as a decadently-divine body wash for daily use from head to toe.

Shampoo, 266ml **15609**

Conditioner, 266ml **15603**

Collection (Shampoo & Conditioner + 4

Swimmers Wellness

sachets)



Blondes Sachet

Total vegan celebrity must-have that dramatically intensifies color brilliance for natural, bleached & highlighted blondes. Takes blondes from ashy & brassy to bold & beautiful. Unleash your inner blonde goddess!

Why you need it:

- Instantly transforms natural blondes, bleached & highlighted hair from dull to dazzling.
- Increases shine, infuses moisture, restores vibrancy.
- Reveals unmatched shine, flow & movement of hair.

Key Benefits:

- Formulated with patented, nature-identical vitamin C complex.
- 100% vegan, food-grade, wellness ingredients.
- Enhanced with pure Pro Vitamin B5.
- Formulated without preservatives parabens, gluten, fragrance & no sodium chloride (salt) added.
- Take-anywhere packets are both eco-chic & travel-friendly.

5g

10258**Color Prepare Sachet**

Eco-chic wellness remedy primes hair for color perfection while drawing out all color-blocking elements to ensure optimal coverage & extended color vibrancy.

Why you need it:

- Readies hair for unprecedented color absorption, coverage & retention.
- Extends color vibrancy.
- Counteracts brassiness, dullness & discoloration.
- Accelerates color processing time.
- Stops the oxidation of salon chemicals, including peroxide, that cause scalp irritation/ burning.

Key Benefits:

- Formulated with a highly advanced, patented blend of nature-identical antioxidant vitamins & moisture-binding botanical nutrients.
- Hermetically-sealed, eco-chic, travel-ready sachets.
- Activates on the spot for maximum potency.
- 100% vegan, ionic food-grade, wellness ingredients.
- Formulated without preservatives, parabens, gluten, fragrance & no sodium chloride (salt) added.

5g

10261**Curl Partner Sachet**

A preparatory perm treatment that ensures the success of perm services. Removes pesky perm solution blockers, including medication & hard water minerals that hinder texturizing services.

Why you need it:

- Beneficial for natural curls, body waves & perms.
- Reveals brilliant, beachy waves with body & bounce.
- Saves time & ensures satisfaction by preventing cause for perm re-dos.
- Contains patented, vitamin crystals complex that activates into an antioxidant-rich gel.
- The only remedy that effectively removes medications, hard water minerals & other environmental elements that can wreak havoc on texturizing services.
- More gentle & effective than clarifying shampoos.
- Helps prevent scalp sensitivity/irritation when used before chemical services.

Key Benefits:

- Powerful moisture-binding nutrients, pH acidifier, & antioxidants promote healthy hair & scalp.
- 100% vegan, food-grade ingredients.
- No preservatives, parabens, gluten, fragrance & no sodium chloride (salt) added.

5g

15043**Swimmers Sachet**

Ditch damage & discoloration with this must-have tune-up tool for swimmers' hair that instantly kicks crunchy, gummy, lifeless locks into tip-top shape.

Why you need it:

- Dramatically improves the look & feel of hair no matter how often you dive in.
- Removes all the hair-harsh elements from pool, spa or ocean water that can damage & discolor hair, while soothing dry, itchy scalp.
- Helps prevent brittle, damaged hair, & restores vibrancy, softness, shine & swing.
- Removes & prevents "swimmer's green hair" (copper buildup, which is the culprit behind green discoloration).

Key Benefits:

- Quickly dissolves for immediate results.
- Beneficial for people & children of all ages.
- Formulated with a patented, nature-identical antioxidant vitamin complex.
- Hermetically-sealed in eco-chic, travel-ready packets - perfect for a gym/workout bag or poolside.
- 100% vegan, food-grade, wellness ingredients.
- Formulated without preservatives, parabens, gluten, fragrance & no sodium chloride (salt) added.

5g

10257**Hard Water Sachet**

When horrendous hard water gives your hair a truly tough time, this weekly wellness hair remedy restores the life of weighed down locks for body, bounce & sheer brilliance.

Why you need it:

- Naturally removes hard water deposits & impurities, leaving hair instantly softer, shinier & full of swing.
- Eliminates brassiness, discoloration & damage caused by mineral absorption.
- Vitamin-infused formula deeply penetrates for superior moisture retention.

Key Benefits:

- 100% vegan, ionic food-grade, wellness ingredients.
- Immediately improves the look & feel of hair.
- Formulated with a patented nature-identical vitamin C complex.
- Enhanced with nourishing chelators.
- Hermetically-sealed, eco-chic, travel-ready sachet.
- Formulated without preservatives, parabens, gluten, fragrance & no sodium chloride (salt) added.

5g

10260**Scalp Therapy Sachet**

The ultimate flake fighter that naturally soothes & satisfies while instantly delivering vital nutrients to help relieve symptoms associated with a dry scalp.

Why you need it:

- The first ever 100% vegan crystalized flake fighter.
- Infused with a blend of soothing botanicals & essential oils that instantly begins to soothe itching & irritation.

Key Benefits:

- 100% vegan, food-grade, wellness ingredients.
- Infused with a vitamin B complex plus biotin for intensely therapeutic results.
- Promotes a healthy scalp by massage that improves blood flow to scalp layers.
- Formulated with a patented, nature-identical vitamin C complex.
- Formulated without preservatives, parabens, gluten, fragrance & no sodium chloride (salt) added.
- Hermetically-sealed for maximum potency.
- Eco-chic sachet packaging & ingredients contain no zinc pyrithione formulated in some dandruff/ eczema products.

5g

10259

Color-Lock Masque Sachet

Hydrating color lock complex protects & extends color vibrancy & longevity. Repairs damaged, oxidized, color-treated hair while moisture-rich emollients restore shine & softness. Advanced color lock treatment protects color vibrancy, shields against thermal damage & helps repair hair.

Innovative, vegan color lock technology protects vibrancy & longevity of color-treated hair while intensive, hydrating, deep conditioning agents rescue dry, damaged hair in need of repair, revealing brilliant color, weightless shine & smooth, strengthened hair. Beneficial for all hair types & colors.

Key Benefits:

- Advanced color lock technology protects longevity & vibrancy of color.
- Intensive hair repair to restore strength, shine & smoothness.
- Delivers dual action protection against UV/thermal damage.

12ml
15048



Wefts & Extensions Sachet

Unlocks the beauty of natural-looking, voluminous hair by preventing breakage, shedding, discoloration or damage associated with extensions. Removes mineral & product buildup from natural & synthetic hair, stopping oxidative damage.

Why You Need It:

- Stops oxidative action to prevent breakage.
- Prepares hair for chemical treatments by gently removing mineral & product buildup.
- Banishes discoloration caused by oxidized minerals, medications & other buildup.
- Instantly renormalizes chemically stressed human & synthetic hair.
- Enhances moisture retention in hair, & to soothe dry, irritated scalps.

Key Benefits:

- Safe on all extensions & hair systems including wigs, toupees, etc.
- Formulated with a patented, nature-identical Vitamin C complex.
- 100% vegan, food-grade, wellness ingredients. Infused with a B Vitamin complex & Biotin.
- No preservatives, parabens, propylene glycol, DEA, gluten or fragrance.

5g
17202



Miracle Repair Sachet

A 100% vegan deep conditioning treatment ideal for nutrient-starved hair. Use immediately following your favorite Malibu C® Wellness Treatment once a week for a sweet tease of the famous in-salon Malibu MakeOver.

Why you need it:

- Immediately repairs damaged hair & rebuilds inner structure of hair.
- Instantly detangles & restores manageability - hair becomes shinier, softer & full of body & bounce.

Key Benefits:

- Formulated with gluten-free plant proteins including Rice, Linseed & Quinoa Protein that penetrate deep into the hair shaft, strengthening within & leaving hair looking & feeling more resilient.
- Enriched with Pro Vitamin B5 that replenishes vital moisture.
- 100% vegan & formulated without parabens & gluten.
- Allantoin protects scalp & prevents irritation & inflammation.
- Botanical Extract Complex promotes skin barrier repair to prevent dry, irritated skin.

12g
10264



Replenish Masque Sachet

An ultra-hydrating deep conditioning masque that helps with texture control for smooth or curly hair. Great for natural or color treated hair. Helps reduce color fading, & helps with manageability.

Innovative, vegan color lock technology protects vibrancy & longevity of color-treated hair while intensive, hydrating deep conditioning agents rescue dry, damaged hair in need of repair revealing brilliant color, weightless shine & smooth, strengthened hair. Beneficial for all hair types & colors.

Key Benefits:

- Advanced color lock treatment protects color vibrancy, shields against thermal damage & helps repair hair.
- Intensive hair repair to restore strength, shine & smoothness.
- Delivers dual action protection against UV/thermal damage.

12ml
17204



Curl Wellness Collection

Eliminate dull, lifeless curls to expose the hair's natural bounce & shine. Kick frizz to the curb with this 100% vegan, curl-defining combo that delivers exquisite shine & moisture while also detangling unruly locks. This 100% vegan combo will enhance curls while eliminating frizz & tangles. Gently removes surface minerals & buildup & cleanses away dirt & product. Locks in moisture to reveal bouncy, shiny & voluminous curls that go from day to night.

Why you need it:

- Gently cleanses without weighing down.
- Promotes curl definition & bounce.
- Reduces frizz.
- Locks in moisture for outstanding shine.
- Ideal for textured hair.

Key Benefits:

- 100% vegan formula.
- Safe for natural curls or perms.
- Gentle formula that doesn't weigh down curls.
- Aids in detangling for better manageability.

Includes:

- 1 x Malibu C Curl Wellness Shampoo, 266ml
- 1 x Malibu C Curl Wellness Conditioner, 266ml
- 4 x Malibu C Curl Partner Sachets (5g each)

17203



REHABILIT8 Protein Conditioner

Deeply penetrates damaged hair in need of intensive conditioning & improves hair strength while boosting hair protein for vibrant, healthy results. Varied molecular weights of plant protein fill different size voids.

Key Benefits:

- Repairs elasticity to help prevent breakage. Seeks out only weak strands of hair in need of repair. Replenishes necessary amino acids for tensile strength.
- Designed to deeply penetrate damaged hair in need of intensive conditioning.
- Improves hair strength while boosting hair protein for vibrant, healthy results.
- Delivers varied molecular weights of plant-derived proteins to fill different sized voids.
- Especially beneficial for oxidized blondes & highlighted hair.
- 100% vegan, cruelty-free & made in the USA.
- Formulated without: gluten, sulfates & parabens.

12ml **11778**
1 Litre **12367**

**REHYDR8 Moisture Conditioner**

Boosts hydration to minimize damage & breakage, delivers intensive moisture to nutrient-starved strands & penetrates to restore dry, brittle hair. Saturates every strand of hair & smooths rough texture of mechanically-abused hair. Immediately replenishes softness to chemically-treated hair.

Key Benefits:

- Boosts hydration to minimize damage & breakage.
- Restructures curl definition on textured hair.
- Controls dry, straight, unruly hair.
- Delivers intensive moisture to nutrient-starved strands.
- Deeply penetrates to restore dry, brittle hair.
- Saturates every strand of hair for an instant boost of hydration.
- Smooths rough texture of mechanically-abused hair.
- Immediately replenishes softness to chemically-treated hair.
- 100% vegan, cruelty-free & made in the USA.
- Formulated without: gluten, sulfates & parabens.

12ml **11779**
1 Litre **12368**

**ILLUMIN8 Oil Fusion Conditioner**

Lightweight, non-greasy emollients without weighing the hair down. Designed to deliver an oil fusion cocktail for an intensive shot of shine. Tames frizzy, unmanageable tresses for all hair types.

Key Benefits:

- Creates radiant shine & enhanced combability.
- Tames frizzy, unmanageable tresses.
- Lightweight, non-greasy formula for all hair types.
- Designed to deliver an oil fusion cocktail for an intensive shot of shine.
- Intensifies reflection of light on every single strand of hair for brilliant color.
- Infuses lightweight, non-greasy emollients without weighing hair down.
- 100% vegan, cruelty-free & made in the USA.
- Formulated without: gluten, sulfates & parabens.

12ml **11777**
1 Litre **12366**

**Leave-In Conditioner Mist**

Features gluten-free plant proteins that penetrate deep into the hair shaft to instantly hydrate & detangle, revealing natural softness & shine. Restore manageability with this weightless, pH-balanced thermal protector that also defends against UV damage. Recommended as a hair cutting mist & for daily use to strengthen hair for optimum resilience.

Why you need it:

- Reveals natural shine & softness.
- Helps tame frizzy, tangled locks.
- Infuses moisture to prevent dry hair.
- Helps prevent color fading.
- Nourishes & protects every strand of hair.

Key Benefits:

- Gluten-free plant proteins penetrate deep into the hair shaft, seeking out weak spots to strengthen from within, leaving hair looking & feeling more resilient.
- Antioxidant vitamins help protect hair against oxidative damage caused by environmental aggressors & thermal styling.
- Helps replenish vital moisture to hair.
- Formulated without sulfates, parabens, gluten, & no sodium chloride (salt) added.
- 100% vegan.

266ml
15613

**B5 Scalp, Skin, Hair Revitalizer Mist**

An all-in-one solution for nourished, revitalized beauty from head to toe. Enriched with the power duo of Provitamin B5 & Allantoin, this moisture-rich mist delivers a surge of hydration to scalp, skin & hair, leaving them feeling luxuriously soft & rejuvenated.

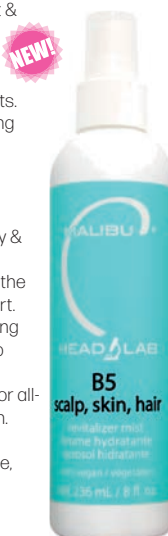
Why you need it:

- Streamlines self-care regimens without compromising on results.
- Delivers multi-tasking benefits for scalp, skin & hair, leaving you looking & feeling refreshed with minimal effort.

Key Benefits:

- Hydration boost: Formulated with Provitamin B5 & Allantoin to replenish moisture to parched scalp, skin & hair, restoring vitality & radiance.
- Soothing relief: Allantoin works wonders to calm irritation & soothe sensitive scalp & skin, providing relief from dryness & discomfort.
- Nourishing protection: Provitamin B5 fortifies hair strands, helping prevent breakage & split ends while promoting a healthier scalp environment for optimal hair growth.
- Versatile formula: This multi-tasking mist is your go-to solution for all-over revitalization as revives dull hair & soothes dry scalp & skin.
- Lightweight refreshment: The mist formula ensures effortless application & quick absorption, leaving behind no greasy residue, only a fresh, revitalizing sensation.

236ml
19612

**Scalp Scrub**

The ultimate solution for a revitalized & refreshed scalp. Its innovative design combines an enclosed scalp massager & scalp scrub formula for easy & convenient exfoliation. Features a powerful blend of natural ingredients to exfoliate, cleanse & invigorate the scalp.

Why you need it:

- Quick & convenient scalp exfoliation with easy dispensing of formula straight onto built-in massager.
- Fixes many scalp issues that may be the cause of bad hair health.

Key Benefits:

- Jojoba esters & activated charcoal gently removes buildup & impurities for a clean & balanced scalp.
- Tea tree, allantoin, menthol & spearmint soothe, calm irritation & refresh the scalp, leaving it feeling cool, relieved & revitalized.
- Cayenne pepper stimulates blood flow for healthy hair growth & scalp wellness.
- Shea butter & panthenol lock in hydration & condition the scalp.

177ml
19611



Mini Malibu Rehab Kits

Power-packed duos that are perfect for at-home or in-salon use. Includes one remedy sachet & one condition-specific conditioner sachet for the hair's individual needs.

Swimmers Wellness

Eliminates damage & discoloration from swimming. One packet to reverse the damage & discoloration done by chemicals, one to restore lost proteins & moisture. Removes & prevents green hair from copper buildup.

Deeply penetrates for superior moisture retention & restores manageability. Exclusive vitamin technology & 100% vegan, protein- & vitamin-packed formulations.

- Includes:
- 1 x Swimmers sachet (5g)
 - 1 x Miracle Repair sachet (12g)
- 18913**



Blondes

Freshly activated antioxidant vitamin complex gently draws out damaging hard water mineral buildup, eliminating unwanted tones with just one use. Reintroduces vital proteins for incredibly healthy, luminous hair.

Increases shine, infuses moisture & restores vibrancy. Detangles & restores manageability. Reveals unmatched shine, flow & movement of hair.

- Includes:
- 1 x Blondes sachet (5g)
 - 1 x Miracle Repair Blonde Enhancer sachet (12g)
- 18914**



Scalp Wellness

A deep-conditioning duo designed to repair hair from within & rejuvenate the scalp, while cooling menthol helps instantly soothe & moisturize dry skin. Plant protein complex strengthens hair & restores manageability.

- Includes:
- 1 x Scalp Therapy sachet (5g)
 - 1 x Miracle Repair with Cooling Menthol sachet (12g)
- 18915**



Hard Water Wellness

A power-packed duo for mineral removal & conditioning protein. Instantly boosts hair's manageability & shine by removing minerals that cause discoloration, dryness & dullness.

Reintroduces vital protein. Deeply penetrates for superior moisture retention & restores manageability.

- Includes:
- 1 x Hard Water sachet (5 g)
 - 1 x Miracle Repair sachet (12g)
- 18916**



Curl Partner

The ultimate power duo for curly hair of all types, from the loosest beachy waves to the tightest curls. Promotes curl definition & bounce while reducing frizz.

Ensures gentle mineral removal for improved elasticity & shine. Provides deeply penetrating moisture without weighing hair down for outstanding shine.

- Includes:
- 1 x Curl Partner sachet (5g)
 - 1 x Replenish Masque sachet (12ml)
- 18917**



Wefts & Extensions

A must-have combo for fresh-looking extensions of all types. Freshly activated Vitamin C technology gently removes mineral buildup, while replacing lost proteins & moisture with a unique blend of vitamins.

Prevents breakage & prepares hair for extension application. Removes discoloration caused by oxidized minerals, medications & other buildup. Normalizes chemically stressed human & synthetic hair.

- Includes:
- 1 x Wefts & Extensions sachet (5g)
 - 1 x Replenish Masque sachet (12ml)
- 18918**



CERTIFIED ORGANIC ALOE VERA GEL-BASED PRODUCTS. HIGH PERFORMANCE PRODUCTS. NATURALLY HEALING, ORGANIC INGREDIENTS
ESSENTIAL OIL-BASED FRAGRANCES. MADE WITH CLEAN, PURE WATER.

- Paraben, Sodium Chloride, Gluten & Soy-free
- Sulfate-Free Cleansing, Vegan Friendly
- NEVER TESTED ON ANIMALS

VIOLET COLLECTION - FOR ALL HAIR TYPES. Brightens grey & blonde hair.

Violet Shampoo

A sulfate, gluten, soy & paraben-free cleanser that brightens grey & blonde hair types. Blue-violet pigmented shampoo to enhance light hair types by neutralizing yellow to brassy tones. Cleanses away color-inhibiting debris & buildup in the hair. Refreshes & revives color for a bright, reflective finish.

Features a unique aromatherapy experience of vanilla bean & blood orange.



Violet Conditioner

A sulfate, gluten, soy & paraben-free conditioner that uses pure direct dye color pigments unlike 99% of other color conditioners. A blue-violet conditioner that enhances blonde & grey hair by neutralizing yellow & brassy tones while adding vital moisture.

Provides protection for the hair to protect color from environment exposures that can alter color such UV rays.

Features a unique aromatherapy experience of lemon & eucalyptus.



DAILY COLLECTION - Naturally nourishing & purifying to leave hair & scalp healthy. For all hair types, especially fine to normal. Safe for use on color-treated hair. The most clarifying & volumizing shampoo & conditioner. Tangerine, Orange & Grapefruit Aromatherapy.

Daily Shampoo

Naturally nourishing & purifying cleanser. Gently clarifies by removing stubborn buildup of debris & product. Helps to create a healthy balance of moisture on the hair & scalp. Can be used every day on all hair types & conditions. Safe for use on color-treated hair.

Features Quinoa Protein, a gluten-free, protein-rich, amino acid-rich additive to repair the cuticle layer & impart shine & moisture. Works to cleanse without stripping natural oils. Features a unique aromatherapy experience of tangerine, orange & grapefruit.



Daily Conditioner

A volumizing everyday conditioner for instant results after cleansing with shampoo. A lightweight formula to impart shine, detangling benefits & thermal protection against UV rays & hot tools. Can be used every day on all hair types & conditions, from very fine to very thick. Safe for use on color-treated hair.

Features a unique aromatherapy experience of tangerine, orange & grapefruit.



MOISTURIZING COLLECTION - RESTORES MOISTURE FOR SILKY, SHINY HAIR

Replenish & restore moisture for silky, shiny hair. For all hair types, especially normal to dry, color-treated & foiled. Great at hydrating dry scalps. Pure Mango, Orange & Tangerine Aromatherapy.

Moisturizing Shampoo

Restores moisture for silky, shiny hair. Replenish & restore moisture for a healthy balance on the hair & scalp. Great for all hair types, especially normal to dry, color-treated hair. Gently cleanses & provides a much-needed hydration boost for dry, traumatized hair exposed to excessive heat or chemicals. Works to restore moisture to dry scalps, helping to alleviate any scalp issues & irritations such as itching, oily roots & dandruff.

Features a unique aromatherapy experience of pure mango, orange & tangerine.



88ml
15809

355ml
15728



Moisturizing Treatment

Restores moisture for silky, shiny hair. Replenishes & restores moisture for balanced hair & scalp. Great for all hair types, especially normal to dry, color-treated hair. Deeply penetrating conditioner that adds moisture, strength & shine. A conditioning treatment that works deep in hair shaft to restore lost moisture.

A rich blend of ingredients provides a much-needed hydration boost to dry, traumatized hair exposed to excessive heat or chemicals. Works to restore moisture to dry scalps, helping to alleviate scalp issues & irritations such as itching, oily roots & dandruff. Features a unique aromatherapy experience of vanilla bean & orange.



88ml
15812

355ml
15738



NOURISHING COLLECTION - FOR DRY, THIRSTY & CHEMICALLY-TREATED HAIR

Simply the most luxurious shampoo available. Safe on keratin-treated hair & hair pieces. Created with skin care cleansers. As far away from a sulfate as possible. Cranberry & Pear Aromatherapy.

Nourishing Shampoo

The ideal shampoo choice for dry, thirsty & chemically-treated hair that needs external moisture injection to bring the hair back to its healthy base. A sulfate-free shampoo that offers luxurious cleansing for moisture-starved strands, split ends, dull locks & brittle hair.

Actively rebuild the hair from within. Formulated with skin care cleansers that nourish the scalp as well, actively avoiding unnecessary stripping of essential natural oils. Safe to use on keratin-treated hair.

Features a unique aromatherapy experience of cranberry & pear.



88ml
15810

355ml
15729



Nourishing Conditioner

The ideal conditioner choice for dry, thirsty & chemically-treated hair that needs external moisture injection to bring the hair back to its healthy base. Unique conditioner that provides instantaneous results to repair damaged hair for healthy, flowing results.

Creates a protective shield around hair cuticle to protect the hair from environmental exposures that can damage hair. A formula that imparts long-lasting nourishment & rebuilds the hair from within.

Features a unique aromatherapy experience of cranberry & pear.



88ml
15806

355ml
15735



TREATMENT COLLECTION

Nourishing Oil Treatment

- Natural thermal protection up to 230°C.
- No artificial color or fragrance.
- Can be applied to wet or dry hair.
- Great on the skin.
- Vanilla Bean & Orange Aromatherapy.

100ml
15739

**Fortifying Repairative Tonic**

- Repairs, strengthens & protects against color fade.
- Color catalyst, bleach catalyst & wearable reconstructor.
- One pump into any type & brand of hair color drives the color pigment further into the hair shaft for better coverage & deeper reds.
- Cranberry & Pear Aromatherapy.

100ml
15737

**Deep Conditioner**

- Intensive, deep, luxurious cleansing conditioner.
- Texturizer styler.
- 100% silicone-free (derived from sustainable olive, castor & coconut oils).
- Rich with Aloemoist Complex*.
- Pure Orange, Tangerine & Cranberry Pear Aromatherapy.

237ml
15733



STYLING COLLECTION

Crème Pomade

- Shape, create, control, shine.
- For all hair types.
- Medium hold, high shine.
- Water soluble.
- Works on damp hair.
- Vanilla Bean & Orange Aromatherapy.

94ml
15747

**Fiber Putty**

- Texture, piece, define, medium shine with medium to firm hold.
- For all hair types especially fun & funky styles.
- Works on damp or dry hair.
- Orange & Tangerine Aromatherapy.

94ml
15746

**Dry Shampoo**

- Quickly removes dirt & impurities from the hair.
- Makes hair look, feel & smell clean.
- Contains rice & tapioca starch for better absorption of oils & other impurities.
- Rich with Aloemoist Complex*.
- Fresh Pear Aromatherapy.

200ml
15731

**Finishing Hairspray**

- Perfect for locking down your style with no buildup or flaking.
- Control your hold: layer for intensive control or lightly mist for soft hold.
- Brushable yet intense hold for second-day restyling.
- Leaves a natural soft shine without an over-sprayed look.
- Humidity-resistant.
- Exotic Melon Aromatherapy.

300ml
15749

**Texture & Finishing Spray**

- Builds incredible, workable volume to dry hair.
- Use for tousled, undone styles.
- Humidity-resistant.
- Pure Orange, Tangerine & Cranberry Pear Aromatherapy.

200ml
15750

*** Aloemoist Complex**

Naturally-based, green chemistry: moisturize, enhance, protect, restore & repair the hair. LOMA infuses the purest water with concentrated organic aloe vera powder.

This powerful combination creates the #1 ingredient in LOMA products. Aloemoist Complex is made of pure organic plant extracts, oils, vitamins & minerals & offers a simple & clean approach to healthy hair.

STYLING COLLECTION

Soothing Crème

- Light hold, high shine with 3 day smoothing results.
- Apply to damp, clean hair, blow dry & follow with a smoothing iron.
- Pear Aromatherapy.

237ml
15743



Curvy Crème

- Medium, flexible hold styler that activates curls & waves.
- Works great on non-curly hair for firmer styling.
- Cranberry & Pear Aromatherapy.

237ml
15740



Molding Crème

- Medium to firm hold.
- Builds volume, fullness & shine for thicker, plumper hair.
- Great on curly hair.
- Try it on dry hair for a wild look.
- Cranberry Aromatherapy.

237ml
15744



Maximum Volumizing Solution

- Medium to firm hold.
- Builds volume, fullness & shine for thicker, plumper hair.
- May be also used on dry hair for more defined looks.
- Cranberry, Orange & Tangerine Aromatherapy.

237ml
15741



Firm Hold Gel

- Really firm to extreme hold.
- Tangerine, Orange & Grapefruit Aromatherapy.

237ml
15742



Firm Hold Hair Spray

- Incredible shine, flexible hold & humidity resistance.
- Spray 6-10 inches from hair, repeat for a firmer hold.
- Raspberry Aromatherapy.

237ml
15748



Leave-In Conditioner

- Instant detangling spray with sea salt to add texture & volume.
- For all hair types especially fine & limp.
- Ideal on all color-treated hair types to close the cuticle, protect the hair & extend color vibrancy.

237ml
15734



Calming Crème

- Weightlessly quenches thirsty hair.
- Detangles, softens & tames frizz. Wearable nourishing treatment.
- Thermal & flat iron protection.
- Fantastic as a hand & body lotion.

237ml
15751



Volumizing Foam

- Versatile, touchable hold.
- Builds volume & adds shine.
- Scrunch, smooth or define.
- Thermal & flat iron protection.
- Humidity-resistant.
- Seals & protects colored hair.

237ml
15752



DUO KITS

Daily - Save & get the full Daily range. Cleanse & condition all hair types every day, especially fine to normal hair.

- Includes:
- Daily Shampoo, 355ml
 - Daily Conditioner, 355ml

17785

Violet - Save & get the full Violet range. Cleanse & condition blonde & grey hair, refreshing color by neutralizing yellow to brassy tones with blue-violet pigments.

- Includes:
- Violet Shampoo, 355ml
 - Violet Conditioner, 355ml

17786

TRIO KITS

Nourishing

Save & get the full Nourishing range. Cleanse, condition & protect all hair types, especially dry, thirsty & chemically-treated hair.

- Includes:
- Nourishing Shampoo, 355ml
 - Nourishing Conditioner, 355ml
 - Deep Conditioner, 237ml

17784

Moisturizing

Save & get the full Moisturizing range. Cleanse, condition & smooth all hair types for a hydrated, high shine finish.

- Includes:
- Moisturizing Shampoo, 355ml
 - Moisturizing Treatment, 355ml
 - Smoothing Crème, 237ml

17787

TRIO KITS WITH COSMETIC BAG - Save & get the full range, plus a 100% natural canvas, eco-friendly zipper bag with natural cotton lining.

Daily

Cleanse & condition all hair types every day, especially fine to normal hair.

- Includes:
- Daily Shampoo, 88ml
 - Daily Conditioner, 88ml
 - Maximum Volumizing Solution, 88ml
 - Canvas Zipper Pouch (23 x 15cm)

17791

Moisturizing

Cleanse, condition & smooth all hair types for a hydrated, high shine finish.

- Includes:
- Moisturizing Shampoo, 88ml
 - Moisturizing Treatment, 88ml
 - Smoothing Crème, 88ml
 - Canvas Zipper Pouch (23 x 15cm)

17792

Nourishing

Cleanse, condition & protect all hair types, especially dry, thirsty & chemically-treated hair.

- Includes:
- Nourishing Shampoo, 88ml
 - Nourishing Conditioner, 88ml
 - Deep Conditioner, 88ml
 - Canvas Zipper Pouch (23 x 15cm)

17793

Violet

Cleanse, condition & detangle blonde & grey hair, refreshing color by neutralizing yellow to brassy tones with blue-violet pigments.

- Includes:
- Violet Shampoo, 88ml
 - Violet Conditioner, 88ml
 - Calming Crème, 88ml
 - Canvas Zipper Pouch (23 x 15cm)

17794

HAIR & BODY KITS - Care for hair & skin with complete regimen kits. Treatment products for hair & body health.

Daily + Citrus

- Includes:
- Daily Shampoo, 355ml
 - Daily Conditioner, 355ml
 - Citrus Body Wash, 340ml - refreshing, luxurious lather, healthy preservatives, packed with nutrients, rich in organic Aloe Vera gel
 - Citrus Hand & Body Lotion, 237ml - energizing, moisturizing, rich in organic Aloe Vera gel, soothing aromatherapy blend, natural essential oils.

17788

Moisturizing + Vanilla

- Includes:
- Moisturizing Shampoo, 355ml
 - Moisturizing Treatment, 355ml
 - Vanilla Body Wash, 340ml - invigorating, light formula, smooth after-feel, infused with organic extracts, rich in organic Aloe Vera gel & vitamins.
 - Vanilla Hand & Body Lotion, 237ml - invigorating, moisturizing, rich in organic Aloe Vera gel, emollients & vitamins.

17789

Nourishing + Mango

- Includes:
- Nourishing Shampoo, 355ml
 - Nourishing Conditioner, 355ml
 - Mango Body Wash, 340ml - soothing, luxurious lather, pearlescent wash, infused with vitamins, nutrients & organic Aloe Vera gel
 - Mango Hand & Body Lotion, 237ml - soothing, moisturizing, nutrient rich, infused with organic Aloe Vera gel & organic extracts.

17790

LOMA ESSENTIALS - A new take on body & skin care. Instead of using cheap, artificial, & potentially harmful ingredients & chemicals like most skin care brands, LOMA has adopted a holistic approach for skin care. Much like their revolutionary hair care formulas, their body & skin products adopt the same philosophy - natural, gentle & pure ingredients & manufacturing only.

Moisturizing Shampoo & Body Wash
Cleanse, invigorate & nourish the scalp, hair & skin.
Perfect as a shampoo, healthy scalp treatment & body wash. Features LOMA's signature Healthy Scalp Complex for a renewed & soothed scalp.

355ml
18364



Moisturizing Conditioner & Body Butter
Condition, invigorate & nourish the scalp, hair & skin.
Perfect as a conditioner, healthy scalp treatment & luxurious body butter. Features LOMA's signature Healthy Scalp Complex for a renewed & soothed scalp.

355ml
18365



Moisturizing Styling Cream & Body Lotion
Style & nourish the scalp, hair & skin. Perfect as a lightweight leave-in styling cream, healthy scalp treatment & nourishing body lotion. Features LOMA's signature Healthy Scalp Complex for a renewed & soothed scalp.

355ml
18366



LOMA FOR LIFE - LOMA for Life products contain an incredible number of natural ingredients, & have undergone some of the most strict & controlled production standards possible. The backbone of LOMA for Life products is the combination of key ingredients Kale, Carrot & Lemon. This unique combination is highly strengthening, nourishing, moisturizing & protective for the skin.

Body Wash - A supremely soothing body wash formula for all skin types. Thanks to a special formula, this body wash actively prevents natural oil stripping on the skin. This skin looks & feels healthier, & much cleaner.

Mango
Soothing Mango relieves irritation & inflammation on the skin. Features a signature Mango, Apricot & Cranberry Aromatherapy.

340ml
18368



Citrus
Refreshing Citrus creates stimulation to alleviate tired, dull skin. Features a signature Orange, Tangerine & Grapefruit Aromatherapy.

340ml
18369



Vanilla
Invigorating Vanilla energizes & revitalizes the skin. Features a signature Vanilla & Blood Orange Aromatherapy.

340ml
18370



Body Lotion - A hand & body lotion for all skin types. Formulated to provide instant relief to compromised skin & to actively alleviate skin issues, including dryness, tightness, redness, inflammation & damage. A wide range of natural extracts work to make skin comfortable & healthy.

Mango
Soothing Mango relieves irritation & inflammation on the skin. Features a signature Mango, Apricot & Cranberry Aromatherapy.

237ml
18371



Citrus
Refreshing Citrus creates stimulation to alleviate tired, dull skin. Features a signature Orange, Tangerine & Grapefruit Aromatherapy.

237ml
18372



Vanilla
Invigorating Vanilla energizes & revitalizes the skin. Features a signature Vanilla & Blood Orange Aromatherapy.

237ml
18373



Fresh Moisturizing Lip Balm
The ultimate everyday lip balm carry. Its sophisticated & broad-spectrum formula is perfect for lip care. Provides intense moisture to dry, cracked lips without creating a sheen or visible layer on the lips.


42g
18374



EMERA is more than just haircare. It is the defiant concept inspired by emerging cannabis research & a shifting landscape. It is a reinvention of professional beauty, elevating it to a new standard with a groundbreaking ingredient. It is CBD haircare, the next big thing.

EMERA's revolutionary, luxurious & effective CBD-infused hair care products work synergistically with the body's endocannabinoid system to promote maximum moisture retention & healthy hair & scalp, while providing an extra layer of protection against everyday wear-and-tear.

In addition to antioxidant-rich CBD Oil, each product is also enriched with high quality, certified organic botanical extracts, to nourish, soothe & protect hair & scalp. Naturally derived, free of GMO's, parabens, phthalates, 100% vegan, cruelty-free & uses recyclable packaging. Leaping bunny & PETA certified.



Nourishing CBD Shampoo & Conditioner Banded Pack
Banded shampoo (739ml) & conditioner (739ml).
16826



Luxury Wash Duo Gift Set
Special edition gift set. Includes shampoo (236ml) & conditioner (236ml).
16828



Nourishing CBD Conditioner
Hydration is key to achieving sleek & shiny-looking hair. EMERA Nourishing CBD Conditioner is designed to help lock in moisture & promote hydration with the beneficial properties of avocado, eucalyptus & tea tree oil, resulting in touchably-soft, silky strands for you to show off.
236ml
15617



EMERA & CBD Daily Spa Collection
Includes:
- Nourishing CBD Shampoo, 236ml
- Nourishing CBD Detangler Plus, 118ml
- Nourishing CBD Scalp Therapy, 60ml
- CBD Daily Active Spray, 60ml
- CBD Daily Soothing Serum Rollerball, 10ml
17207



Indulgences Gift Set
Treat hair & skin with nourishing & reparative CBD indulgence.
Includes:
- Nourishing CBD Serum, 60ml
- Nourishing CBD Detangler Plus, 118ml
- Limited Edition Nourishing CBD Skin Butter, 106ml
18105



CBD DAILY - THE BUZZ IS OUT! CANNABINOID OIL-BASED DERIVATIVE



A **THC-FREE** cannabinoid range extracted from the hemp plant. Hemp CBD oil is known for its relief & relaxation effects. Ideal for alleviating discomfort & pain around the body. A legal cannabinoid oil to soothe aches & pains often associated with movements & activities of hairdressers & stylists.

- Ideal for pain developed using tools & equipment all day.
- Greatly improves comfort & maneuverability.
- **Contains NO THC & is NON-PSYCHOACTIVE.**
- 100% vegan & cruelty free.
- Manufactured by Earthly Body & is PETA & Leaping Bunny Certified.

Soothing Salve
Handy pocket-size container, perfect for travel & on-the-go relief. Topical Hemp CBD & essential oils hard paste for long-term relief to areas of soreness & discomfort.
10g
14303



Daily Skin Candle
Candle that melts into a concentrated oil formula with Hemp CBD & essential oils to soothe discomfort & pain.

3-in-1 candle that is a fragrant candle, massage oil & body moisturizer.
170g
14301



Soothing Serum
Topical Hemp CBD & essential oils serum solution for fast-acting relief to areas of discomfort, pain & soreness.
20ml
14302



Soothing Serum Rollerball
Easy to store in your pocket or handbag.
10ml
14559



Active Spray
Spray for wide dispersion of formula across skin surface.
60ml
15602





Inspired by the **Earth's Blue Zones - Blue Zones** are areas around the world where people tend to enjoy long, healthy lives – some well into their hundreds. These communities are built on cultures & lifestyles focused on longevity & wellness, & this includes their diet, social networks, daily rituals, physical environments & sense of purpose – a life full of meaning. All of these elements play a large role in their daily lives, & these daily moments make them healthier people. These Blue Zones include communities in California, Costa Rica, Italy, Greece & Japan.

PURPOSE - Each product is made to be an essential tool, ready to tackle common hair struggles.

CONSCIOUS INGREDIENTS - Featured ingredients are naturally & ethically sourced, & nourish the hair with an abundance of vitamins & proteins. There is no ingredient used that you would not want in or on your body. Every product is also free of sulfate, paraben & artificial dyes.

LASTING VIBRANCY - Every formula is designed to give hair a bright, shiny look that is lasting & easy to maintain.

GENTLE - All packaging is made of aluminium, glass componentry & recycled plastics, all of which are sustainable & 100% recyclable. All products are also cruelty-free & vegan.

INGREDIENTS:

GREEN COFFEE – Costa Rica

Grown in the tropical sun & near the Pacific Ocean breeze, the Nicoya coffee is rich in amino acids, vitamins, minerals & antioxidants to nourish hair & keep it looking healthy & vibrant.

OLIVES – Italy

Full of essential fatty acids, olive oil promotes a moisturized & healthy scalp by improving blood circulation & dry skin conditions.

LENTISK – Greece

Commonly used in hair cosmetics during Byzantine times, this Mediterranean ingredient is known to have astringent & antibacterial properties. Ideal for keeping hair & scalp healthy.

Shampoo
Nourishing shampoo containing Blue Zone ingredients filled with essential vitamins & nutrients to keep hair looking & feeling healthy. With a luxurious lather, each wash feels refreshing & leaves hair smelling great.
296ml
18203



Conditioner
Moisturizing conditioner infused with Blue Zone ingredients to keep hair healthy & strong. Its creamy texture deeply conditions, leaving hair feeling silky smooth.
296ml
18204



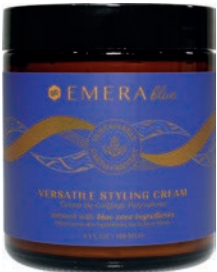
Detangler
Essential detangler crafted with Blue Zone ingredients that deliver essential nutrients & vitamins to the hair. Helps reduce frizz, enhances manageability, & protects against damage caused by hot tools.
118ml
18205



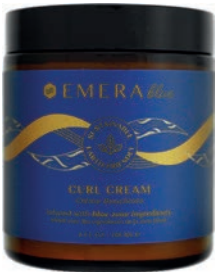
Serum
Non-greasy serum made with Blue Zone ingredients to help nourish hair, improve its texture, & give incredible shine. Along with helping control, it also cuts drying time in half, making it an ideal tool for every occasion.
60ml
18206



Versatile Styling Cream
Designed to work with any style on all hair types. This multipurpose cream has a gentle hold to keep hair in place regardless if worn straight, wavy, curly, or in an updo.
118ml
18207



Curl Cream
Rich curl cream that brings out the best texture of natural curls. This cream helps smooth out frizz & fly-away strands, allowing hair to feel smoother & more manageable.
118ml
18208



Styling Gel
Flexible styling gel that provides a strong hold without stiffness. It allows control of how much to use, depending on the desired amount of hold, while making it easy to mold without flaking.
236ml
18209



Volumizing Spray
Uplifting volumizing spray that gives hair an added boost with each spray. It brings new life to the roots of the hair, maintaining natural-looking volume for an effortlessly full look.
118ml
18210



Hair Conditioning Mask
Nourish & renew dry, damaged hair with ultra-conditioning hair treatments. The luxurious formulas feature pure argan oil & real floral extracts to repair & renew for silky, strong, beautiful hair.

- Easy-to-use 10 minute treatment.
- Convenient, no mess insulated hair cap.
- Body heat activates formula.
- Jojoba, argan oil & floral extracts.

Hydrate & Nourish
35g
15399



Nourish & Repair
35g
15400



Free from:

ANYTHING HARSH or HARMFUL - No parabens, sulfates, mineral oils or synthetic fragrances

ANYTHING WASTEFUL or DAMAGING - No virgin plastics where possible or unnecessary waste to landfill. No unethically sourced ingredients.

ANYTHING UNKIND or CRUEL - No animal cruelty. No gender stereotypes.

Beautiful hair with a clean conscience.

FFØR lives by three simple rules:

1. DO GOOD - Environmentally aware in everything you do. Transparent & truthful 100% vegan & cruelty-free. Ethically sourced ingredients in fully recyclable bottles, jars & tubes, made from PCR materials.

2. LOOK GOOD - Believe in natural beauty, without stereotypes. Believe in beautiful hair by offering formulas that care for hair.

3. FEEL GOOD - Committed to making sure that the ingredients in the products are as naturally derived as possible. Great hair without disrespecting the planet.



PARABEN &
SULFATE-FREE



MINERAL OIL-FREE



UP TO 99%
NATURAL INGREDIENTS



FULLY RECYCLABLE
BOTTLES, JARS & LABELS



UP TO 100% PCR MATERIALS



CRUELTY-FREE



100% VEGAN



GLUTEN-FREE



COLOR PROTECT
COMPLEX



NO SYNTHETIC COLORS



NATURAL
FRAGRANCE



ETHICALLY SOURCED
INGREDIENTS

Ø1 Shampoo & Conditioner

Rich in organic, sustainably harvested Bergamot, Vetivert, Lemongrass & Patchouli, plus color care complex in all products, FFØR will hydrate, nourish & protect both hair & the planet.

Re:Vamp for Volume

Shampoo - For all hair types. A body-boosting shampoo designed to maximize volume. Complete with color protection. A vegan-friendly formula that gives hair a fuller look & thicker feel. Blended with organic Bergamot & Vetivert.

100ml **16236**
300ml **16237**

Re:Vamp for Volume

Conditioner - For all hair types. An invigorating conditioner specially formulated to thicken hair & boost volume. A vegan-friendly formula. Blended with organic Bergamot & Vetivert. Helps nourish hair from the follicles out.

100ml **16238**
300ml **16239**



Re:Nourish for Hydration

Shampoo - For dry & damaged hair. A vegan-friendly, deeply replenishing shampoo for dry & damaged hair. Provides complete color care & nourishment. With natural Orange & Cinnamon. Perfect for all hair types.

100ml **16240**
300ml **16241**

Re:Nourish for Hydration

Conditioner - For dry & damaged hair. A highly moisturizing conditioner enriched with Orange & Cinnamon. Nourishes & revitalizes dry & damaged hair. A vegan-friendly formula with complete color protection.

100ml **16242**
300ml **16243**



Re:Balance

Shampoo - For dry, itchy scalps. A vegan-friendly, color protecting shampoo with organic Peppermint & Lemongrass. Helps restore balance to dry, irritated scalps. A rich blend of natural, effective ingredients leaves the scalp soothed, hydrated & refreshingly healthy.

100ml **16244**
300ml **16245**

Re:Balance

Conditioner - For dry, itchy scalps. Deeply nourishing & color protecting. Helps restore balance to dry & irritated scalps. With organic Peppermint & Lemongrass that leaves hair revitalized & scalps soothed.

100ml **16246**
300ml **16247**



Re:Generate

Shampoo - For daily use. A gentle & naturally soothing shampoo infused with Tangerine, Clove & Patchouli. A delicate, vegan-friendly formula that will soothe & energize the hair & scalp while protecting hair from the daily stresses to leave it feeling regenerated day after day.

100ml **16248**
300ml **16249**

Re:Generate

Conditioner - For daily use. A gentle, moisturizing & vegan-friendly conditioner infused with Bergamot & Vetivert. For hair that needs daily care. Offers color protection, & is delicate enough for everyday use on all hair types, but strong enough to protect hair.

100ml **16250**
300ml **16251**



Ø2 Re:Move Yellow

Highly illuminating, silverizing, will remove yellow & brassy tones from grey, silver & bleached blonde hair.

Shampoo - For toning. A gentle, nourishing shampoo, enriched with organic Lemongrass, Lavender & Cedarwood. Packed full of powerful pigments that neutralize yellow tones in grey, silver & blonde hair. This vegan-friendly formula helps to promote strength & revitalizes hair for a fresh, bright & healthy finish.

100ml **16252**
300ml **16253**

Conditioner - For toning. An intensely nourishing & naturally gentle conditioner, blended with Lemongrass, Lavender & Cedarwood. Packed full of powerful pigments to help add brightness & neutralize yellow tones in grey, silver & blonde hair. This vegan-friendly formula helps add essential moisture while rejuvenating the color for a healthy finish & color-protected glow.

100ml **16254**
300ml **16255**

Conditioning Mask - For toning. An intensely nourishing mask that is gentle on hair, while depositing powerful pigments to neutralize yellow tones in grey, silver & blonde hair. Enriched with Lemongrass, Lavender & Cedarwood. A vegan-friendly moisturizing mask that helps enhance color & promote shine for a smooth, rejuvenated finish.

200ml **16256**
500ml **16257**



Ø3 Treatment

Treat compromised, sensitive, thinning & weakened hair, or scalps that need a good detox!

Re:Gain Remedy Hair Loss Treatment

This natural, effective regrowth treatment is the perfect solution to combat hair loss & encourage growth in weak & thinning hair.

This vegan-friendly formula, with Redensyl™ & organic Peppermint & Lemongrass, is the perfect at-home remedy to help stimulate the scalp to reduce hair loss with noticeable results for thicker, denser hair.

100ml
16258



Purify:ACV Cleanse Detoxifying Shampoo

Designed to detoxify the hair & scalp, washing away product buildup without stripping color or natural oils.

This vegan-friendly formula, with organic Bergamot & Vetivert, gently cleanses for the perfect pre-wash purifying treatment to leave hair feeling healthy, shiny & restored to its natural best. Perfect for use as a pre-color treatment.

300ml
16259



Re:Plenish Mask Deep Conditioning Mask

This moisture-rich & intensely nourishing mask deeply conditions hair from end to end. This ultra-hydrating, natural formula, with organically derived Orange & Cinnamon, is the perfect vegan-friendly mask to penetrate the hair & boost hydration, seal in split ends & protect the hair from frizz to leave it feeling soft, smooth & sumptuous.

200ml 16260
500ml 16261



Purify:Scalp Cleanse For Detoxifying

Revitalizes & purifies the hair from the roots. A sugar-based scrub infused with detoxifying natural Volcanic Ash to draw out impurities from the hair. Perfect for all scalp conditions - oily, normal, dry or combination.

Use as a pre-wash treatment before shampoo to exfoliate away product & oil buildup without stripping natural oils or color.

300ml
18283



Ø4 Styling

Original - just like you. Blended with organic ingredients including Tangerine, Clove & Patchouli.

Pro:Text & Smoothing Mist

A complete styling solution for the ultimate in protection & hydration with a smooth, all-over finish thanks to the protein-rich anti-humidity formula. Enriched with sustainably harvested Bergamot & Vetivert, this vegan-friendly mist will protect hair during the styling process. The thermal protect properties help to tame frizz & fly-away hairs for a silky-smooth finish.

250ml
16262



Blow:By Blow Styling Crème

Designed to thicken, smooth & protect hair - this amazing blow-dry balm does it all. This vegan-friendly formulation, with sustainably harvested Orange & Cinnamon, makes this an easy choice for all your styling needs. Nutritiously rich in actives to help add body & style with added bounce & shine for the perfect blow-dry finish.

200ml
16263



Pre:Curl Curl Primer

This is the perfect pre-styling primer for long-lasting, effortlessly defined, frizz-free curls. This vegan-friendly formula, infused with organically derived Orange & Cinnamon, helps to detangle, separate & add definition to all curls before styling for a naturally bouncy finish without weighing the hair down.

250ml
16264



Show:Off Leave-In Conditioner

This multitasking leave-in conditioner helps repair dry & damaged hair & deeply nourishes hair from root to tip with an intense surge of moisture. Naturally gentle & infused with organic Tangerine, Clove & Patchouli to help protect, strengthen & hydrate the hair. This vegan-friendly formula detangles, adds body & volume & provides hair with all the essentials it needs for a long-lasting, lustrous shine & a frizz-free finish.

250ml
16265



Full:Flex Foam Thickening Foam

For a full-bodied finish, this lightweight thickening foam is designed to give volume & lift to fine, thin hair with long-lasting results. Formulated with organic Tangerine, Clove & Patchouli, this vegan-friendly, flexible hold foam is the natural choice to give your hair a voluminous look without any sticky residue.

200ml
16266



Ø5 Finishing

The perfect finish for every look. Infused with Fennel, Aniseed & Orange.

True:Grit Sea Salt Spray

This texturizing sea salt spray is the perfect vegan-friendly fix your hair needs to instantly create visible texture for limp hair types. With organic Bergamot & Vetivert, this spray creates the "beach effect" with highly nutritious ingredients.

Instantly creates the sea spray look as the formula separates & texturizes the hair upon contact. Provides medium hold & leaves a matte finish. A gentle formula that keeps the wavy style in place all day long.

250ml
16267



Full:Proof Finish Strong Hold Fixing Mist

The solution for a frizz-free, flawless finish, achieved with an incredibly light & refreshing mist spray that immediately improves styling options upon contact. A fixing mist that helps to keep hair in place all day without creating an artificial look.

A vegan-friendly formula that is enriched with organic Orange & Cinnamon for a delectable fragrance. Helps lock hair in place & provide long-lasting, natural hold without any sticky residue weighing the hair down.

250ml
16268



Super:Shine Gloss Mist

The ultimate super-shine styling mist. This mist is a go-to for creating a glass-like shine on the hair. Thanks to the infusions of natural Bergamot & Vetivert, this lightweight mist eliminates the top killer of shine - frizz.

Static & frizz are tamed away, leaving behind an ultra-glossy finish on even coarse hair types. Brazil nut oil is also a key ingredient for upping the shine even more. It also leaves the hair soft & nourished.

100ml
18546



Free:Style Fibre Fibre Paste

For a dynamic look & natural feel, this vegan-friendly fiber paste, enriched with organically harvested Fennel, Aniseed & Orange, is perfect for creating that relaxed, free-styled look.

100ml
16269



Super:Fly Fix Strong Hold Gel Pomade

For strong hold with a natural finish, this vegan-friendly gel formula, infused with organically harvested Fennel, Aniseed & Orange, holds hair in place with extra definition & long-lasting hold. Perfect for an effortless finish that offers structure & definition.

100ml
16270



Shape:Up Strong Moulding Shape Paste

For long-lasting style & shape, this strong hold, moldable paste will help create a tidy, structured look. The gentle yet effective formula, infused with organically harvested Fennel, Aniseed & Orange, will shape, separate & sculpt the hair to keep it in place for a full-day finish.

100ml
16271



On:Point Clay Wax

This clay-based wax is designed to add instant texture & workable definition for an effortlessly cool look. Infused with organically harvested Fennel, Aniseed & Orange, this vegan-friendly formula will leave you with the ultimate long-lasting matte finish.

100ml
16272



Ø6 Personalisation

For salon luxury treatments that can be dropped into your hair care regime at home, these powerful drops are as pure & simple as 1..2..3!

Inner:Strength Concentrate Drops

Multifunctional, intense treatment concentrate designed to deliver optimal anti-breakage benefits to the hair.

This vegan-friendly Plex Active formula, a multifaceted, protein-based complex, has a unique delivery system to help build strength from within, while providing film-forming effects to reinforce, lubricate & protect the surface of the hair from styling & environmental stresses.

30ml

16273



Ultimate:Protection Concentrate Drops

Highly concentrated, intensive treatment drops designed to preserve & protect hair from everyday environmental stresses.

The vegan-friendly, plant-active ingredient obtained from rice grain (Oryza sativa L.) acts as an antioxidant against solar radiation damage while helping provide strength & protection to hair with peptides that penetrate & repair from the inside. This concentrate will help avoid color fading & leave hair looking radiant & healthy.

30ml

16274



Brightest:Shine Concentrate Drops

Powerful treatment concentrate designed to deliver ultimate shine & rebuild hair from the inside out.

The vegan-friendly formula strengthens & regenerates hair, helping it recover natural vitality while deeply reconstructing the cortex protein structure. These drops provide protection from heat-activated styling & help hair recover its natural shine for added vitality.

30ml
16275



Activated Bamboo Charcoal Detoxifying Hair Masque
Amplifies softness, restores moisture, prevents environmental damage, eliminates impurities, prevents breakage.

52ml
16345



Maui Mango Seed Butter Curl Defining Hair Masque
Curl defining hair mask, deeply conditions, provides slip for detangling, prevents breakage, smooths & nourishes curls.

52ml
16346



Japanese Matcha Green Tea Super Nutrient Hair Masque

Replenishes nutrients, soothes dry scalp, increases strength & flexibility, anti-oxidant rich, improves sheen.

52ml
16347



Coconut Oil & African Shea Butter Moisture Hair Masque

An effective treatment sachet for hydrating dry, damaged hair & scalp. Rich in antioxidants & emollients that penetrate the hair shaft to restore silky, soft, healthy hair. Leave on hair for 2-5 minutes for best results. Formulated with Coconut Oil, African Shea Butter & Wheat Amino Acids.

52ml
17853



Extremely Damaged Conditioner

Ideal for those with very damaged hair through hot tools, coloring or chemicals that need desperate repair & hydration. Specially formulated conditioner to repair very damaged hair due to over-processing with unrivaled moisture release.

30ml
4836



Color Treated Hair Defense Intense Protein Treatment

Ideal for use before or after chemical treatments to prevent or reverse damage or irritation. Specially formulated conditioner to preserve the lifespan & integrity of hair color.

52ml
4837



Brilliant Shine Conditioner

Ideal for sudden damage caused to the hair through chemical treatments & coloring. Ideal for those with dull, lifeless hair that needs a specialized shine injection.

30ml
4838



Macadamia Nut Oil Healing Mask

Penetrates, rebuilds & reconstructs damaged hair for improved flexibility, shine & strength. Formulated with the nourishing properties of macadamia nut oil. For use in the treatment of damaged, dry, frizzy & overworked hair.

52ml
9980



Intense Protein Treatment Conditioner

For extremely damaged hair. Very rich in protein which improves hair strength & integrity to avoid further breakages & repair existing, damaged hair.

237ml
8266



Henna Protein Conditioner

Specially formulated conditioner with natural Henna & Protein to improve the health & integrity of hair.

30ml
4841



Keratin Replenish Masque

A keratin-rich masque that is packed with protein, vitamins & minerals to make hair appear & feel much thicker & healthier.

30ml
7063



DE MERT

Professional Argan & Macadamia Frizz Taming Oil
Ideal for frizzy hair types with fly-away hair in need of control. Combines the natural powerhouse ingredients Argan & Macadamia oil for the ultimate frizz-taming treatment.

100ml
9981



SUPER FOODS FOR HAIR - Natural beauty keeps evolving. 50% of all women bought more natural products than last year. 56% of female buyers aged 18-34 are seeking more natural products. 35% of female buyers pay attention to what is in the natural products they buy.

NO SULFATES | VEGAN | CRUELTY-FREE | NO HARSH PRESERVATIVES | PH BALANCED | NO PARABENS | COLOR-SAFE | NO PHTHALATES
| NO COLORS ADDED | MADE IN USA

COLOR DEFENSE - Stay vibrant – lock in stronger color, naturally.

A color-shielding blend of the most antioxidant-rich Superfoods.
PRICKLY PEAR SEED – shields & locks in color.
VITAMIN C – protects from environmental damage.

CHIA SEED PROTEIN – coats & strengthens pitted hair shafts.
MACADAMIA OIL – softens & seals in moisture.

| | | | |
|--|--|---|---|
| <div>Shampoo 355ml 17855</div> <div></div> | <div>Conditioner 355ml 17856</div> <div></div> | <div>Mask 236ml 17969</div> <div></div> | <div>Serum 60ml 17864</div> <div></div> |
|--|--|---|---|

DAMAGE DETOX - Breathe new life into dull, damaged hair.

A healing & protecting blend of amino acid-rich Superfoods.
KALE – replenishes fatty acids, vitamins & minerals.
VITAMIN B7 – targets kinks & split ends in need of repair.

QUINOA PROTEIN – strengthens weakened strands.
AVOCADO OIL – smooths & seals in moisture.

| | | | |
|--|--|---|---|
| <div>Shampoo 355ml 17861</div> <div></div> | <div>Conditioner 355ml 17862</div> <div></div> | <div>Mask 236ml 17968</div> <div></div> | <div>Serum 60ml 17966</div> <div></div> |
|--|--|---|---|

MOISTURE THERAPY - Wake up tired, dry hair.

A weightless blend of nature's most hydrating humectants.
COCONUT MILK – lightweight & silky hydration.
VITAMIN E – rich in antioxidants to prevent oxidative stress.

ALMOND PROTEIN – fortifies & protects against breakage.
ARGAN OIL – conditions & softens coarse strands.

| | | | |
|--|--|---|---|
| <div>Shampoo 355ml 17859</div> <div></div> | <div>Conditioner 355ml 17860</div> <div></div> | <div>Mask 236ml 17967</div> <div></div> | <div>Serum 60ml 17863</div> <div></div> |
|--|--|---|---|

FRIZZ CONTROL - Keep calm & frizz-free.

A smoothing blend of nature's best humidity resistant Superfoods.
PAPAYA BUTTER - rich in fatty acids to smooth & combat dryness.
VITAMIN B5 - coats follicles for shine & prevents split ends.
FLAXSEED PROTEIN - supports elasticity to tame kinks & curls.
SHEA BUTTER - seals cuticles for all-day humidity resistance.

| | | |
|---------|-------------|-------|
| Shampoo | Conditioner | Serum |
| 355ml | 355ml | 60ml |
| 17857 | 17858 | 17965 |



SPRAYS

Make Waves Texture Spray
LIFE'S A BEACH, SO MAKE WAVES.
A texturing salt spray, volumizer & light hold styler.

HIMALAYAN SALT - creates tousled texture with trace minerals.
VITAMIN B7 - biotin coats follicle for added volume & elasticity.
MICROALGAE PROTEIN - pumps up volume & adds strength.
COCONUT OIL - conditions hair for all-day hydration.
147ml
17971



Zen Benefits Leave-In Spray
COOL, CALM & COLLECTED. An all-in-one spray with peace of mind for perfect hair.

COCONUT MILK - exceptionally lightweight moisture.
VITAMIN E - rich in antioxidants to prevent oxidative stress.
CHIA SEED PROTEIN - fortifies pitted hair shafts.
ARGAN OIL - softens & protects against heat damage.
147ml
17970



NATURAL + GENTLE - A line made for the whole family.

Formulated using exceptionally mild ingredients & sulfate-free surfactants.

GENTLE - formulated for kids using mild ingredients that are gentle on hair, skin & scalp.
PURE - free of any paraben, gluten, phthalate, harsh preservatives & any added colors.
pH ADJUSTED - the pH on shampoos & conditioners match pH of the eye to reduce stinging.

FRESH-PRESSED VERY BLUEBERRY CHERRY
For hair that is so berry soft.

| | |
|----------------------|-----------------------|
| Moisturizing Shampoo | Smoothing Conditioner |
| 355ml | 355ml |
| 17972 | 17973 |



FRESH-PRESSED GREEN APPLE KIWI
Apple a day keeps dull & dirty away.

| | |
|--------------------|------------------------|
| Clarifying Shampoo | Detangling Conditioner |
| 355ml | 355ml |
| 17974 | 17975 |



Whipped Vanilla
Coconut Cream Super
Moisturizing Detangler
Nice over knotty.
147ml
17976



Smashed Banana Coconut
Cream Leave-In Curl Cream
Keeps curls from going bananas.
147ml
17977



TONING CARBON LINE

Black vegetable carbon bleaching products with a lightening powder up to 10 tones. Create the perfect luminous & natural blonde, while also imparting incredible shine. Toning carbon is a complex consisting of vitamins, minerals, antioxidants & vegetable black carbon. Vegetable black carbon, with its signature color, fights yellow undertones, purifying the color to reveal fresh blonde, whites & greys. The toning carbon mix is an incredibly delicate treatment, guaranteeing optimal results without the use of parabens, silicones, sulfates, while also being 100% vegan.

Black Carbon Toning Shampoo

Intensifies & tones blonde, white & grey hair, neutralizing undesired yellow undertones & reflections. Vitamins, minerals & antioxidants strengthen the hair.

350ml17711

1 Litre17712



Black Carbon Toning Mask

Neutralizes yellow undertones & enhances blonde, white & grey hair. Active ingredients penetrate the hair, reconstructing it from the cortex.

350ml17713

1 Litre17714



Active Carbon Anti Yellow Bleaching Cream

Black bleaching cream that lightens up to 9-10 levels, creating natural, cool or ashy blondes in one step. Can be used for all bleaching techniques. Does not drop or swell. Mixing ratio of 1:2 (30 grams of bleaching cream + 60ml of oxidizing emulsion 10/20/30/40 volume).

250g17715



LISS - NOURISHING FRIZZY, UNDISCIPLINED HAIR

Complete regimen for manageable, silky & controllable hair. Perfect for even the most unruly & difficult hair structures. Hair is left soft, shiny & easy to style.

Shampoo

Smoothing shampoo for frizzy, undisciplined hair. Formulated with Olive Oil, this shampoo cleanses & deeply nourishes. Removes frizz & makes hair smoother. Leaves hair soft & shiny.

350ml17795

1 Litre17796



Mask

Smoothing mask for frizzy, undisciplined hair. Formulated with Shea Butter & Olive Oil, this mask helps smooth frizzy, undisciplined hair, softening & detangling the hair in the process. Use mask after shampoo. Apply mask & comb through hair to disperse formula. Leave on for 5-10 minutes.

500ml17797

1 Litre17798



CURL - CURLY & WAVY HAIR

Complete regimen to restore elasticity, brilliance & vitality to curls & waves, natural or enhanced. Perfect for maintaining the shape & integrity of all kinds of curls & waves.

Shampoo

Control shampoo for curly & wavy hair. Formulated with Honey & Vitamin Complex, this delicate cleanser leaves curly & wavy hair moisturized & supple. Enhances the shape & integrity of curls & waves, improving control & definition. Envelops the hair with a protective, glossy film.

350ml17799

1 Litre17800



Conditioner

Control conditioner for curly & wavy hair. Formulated with Honey & Vitamin Complex, this conditioner detangles, moisturizes & enhances curly & wavy hair, effectively combating frizz, static electricity & humidity. Leaves hair light, supple & shiny. Use after shampoo, leaving in hair for 2-3 minutes.

350ml17801

1 Litre17802



Spray

Anti-frizz spray for curly & wavy hair. Formulated with Honey & Vitamin Complex, this spray moisturizes, shapes curls & eliminates frizz. Spray on damp hair to protect & add extra movement & volume during drying, or on dry hair to revive & moisturize curls & waves.

200ml17803



Curl Reviving Cream

Curl-reviving cream for curly & wavy hair. Shapes & defines the movement of curls & waves. Gives hold & control, & eliminates frizz. Spread over dry hair, following the natural shape of the curl. Leave to dry naturally, or dry with a diffuser.

200ml17804



VOLUME - FINE, LIFELESS HAIR

Complete regimen to restore body & volume to fine, limp or lifeless hair. Leaves hair strong & full of volume & life.

Shampoo

Volumizing shampoo for fine, lifeless hair. Formulated with Soy Proteins & Panthenol, this delicate shampoo cleanses the hair without weighing it down. Adds body & volume to fine, listless hair, leaving it shiny, light & full of life.

350ml 17805
1 Litre 17806



Conditioner

Volumizing conditioner for fine, lifeless hair. Formulated with Soy Proteins & Panthenol, this conditioner detangles & adds volume to fine, lifeless hair, giving it movement & body, all without weighing it down. Boosts volume at the roots & adds body to the lengths. Use after shampoo, leaving in hair for 2-3 minutes.

350ml 17807
1 Litre 17808



KERATIN - TREATED & DAMAGED HAIR

Protein & keratin-based regimen for restructuring treated or damaged hair to moisturize, deeply nourish & restore to its healthy vitality & integrity.

Shampoo

Restructuring shampoo with keratin for treated & damaged hair. Restructures, moisturizes & nourishes hair, with added gentle cleansing. Disciplines the hair, eliminates frizz & fly-away strands. Leaves hair strong, sleek & shiny.

350ml 17809
1 Litre 17810



Mask

Restructuring mask with keratin for treated & damaged hair. Detangles, eliminates frizz & creates instant softness to treated or damaged hair. Hair is restructured from within, restoring its natural brightness, shine & strength. Use mask after shampoo. Apply mask & comb through hair to disperse formula. Leave on for 5-10 minutes.

500ml 17811
1 Litre 17812



Lotion

Restructuring lotion with keratin for treated & damaged hair. Performs a mineralizing & conditioning action, penetrating deep into hair structure. Immediately creates softness, shine & manageability. Repairs the cuticle & strengthens the surface of the hair. Use lotion after shampoo. Apply lotion to lengths & ends, combing through hair to disperse formula. Leave on for 5 minutes.

12 x 10ml ampoules 17813



Biphase Conditioner

2-Phase restructuring conditioner with keratin for treated & damaged hair.

Detangles, repairs & moisturizes the hair, leaving it instantly silky & glossy. Eliminates frizz, bringing extraordinary strength & vitality to the hair. Use after shampoo. Shake, spray onto lengths & comb through.

200ml 17814



Serum

Restructuring serum with keratin for treated & damaged hair. Special smoothing action disciplines the hair, leaving it instantly glossy, soft & silky without weighing it down. Envelopes the hair shaft in a protective film against frizz & humidity, aligning the cuticle & sealing split ends. Apply a few drops to damp or dry hair.

100ml 17815



Keratin Filler Vials

Restructuring velvet fluid with keratin & collagen for treated & damaged hair. Fluid conditioning & reconstructing treatment that makes hair easy to manage, frizz-free & shiny. Innovative hydrolyzed collagen, keratin & wheat protein technology penetrates hair fiber, amplifying & thickening it, protecting hair from styling damage. Gives immediate brightness, hydration & fullness. Spray & leave on damp or dry hair.

2 x 10ml 17816



BOTU-CURE - SEVERELY DAMAGED/BRITTLE HAIR

Professional reconstruction regimen for an intensive emergency repair program to treat very damaged or compromised hair in danger of breaking.

Shampoo | PHASE 1

Reconstructing shampoo with plant peptides for severely damaged hair that tends to break. Gently cleanses the hair, helping to reconstruct it from the inside. The delicate formula restores the hair's natural protein balance, rehabilitating damaged hair. Proceed with PHASE 2.
350ml **17817**
1 Litre **17818**



Spray | PHASE 2

Reconstructing spray with plant peptides for severely damaged hair that tends to break. Performs an intensive reconstructing action on the fiber of the hair, strengthening & repairing it, boosting its resistance to damage. Spray on hair section by section, massaging from base to ends. Leave on under a cap for 5 minutes under a heat source. Proceed with PHASE 3.
200ml **17821**



Mask | PHASE 3

Reconstructing mask with plant peptides for severely damaged hair that tends to break. The rich, thick, creamy formula seals the scales of the hair, reconstructing it from the inside. Effectively detangles the hair & facilitates the repair of damaged hair. Use after spray or shampoo. Apply mask & comb through hair from base to ends. Leave on for 5 minutes.
500ml **17819**
1 Litre **17820**



Lotion | PHASE 4

Plumping lotion for hair that is very damaged, weak & prone to breakage. Keratin, Collagen & Ceramides, all with plumping properties, work on the hair structure, sealing the cuticles onto the hair shaft. Pistachio Oil & Hyaluronic Acid nourish & regenerate the appearance of the hair fiber.

Dab all over hair & massage until emulsion is created. Leave on for 3-5 minutes before rinsing. For very damaged hair, combine with heat source & leave on for 4-8 minutes.
12 x 12ml **17822**



HYALURONIC - FINE, BRITTLE HAIR LACKING IN BODY

Product regimen with densifying filler technology for the latest generation volume boost.

Shampoo | PHASE 1

Thickening shampoo with hyaluronic acid for fine, brittle hair lacking in body.

Gently cleanses, bringing revitalizing substance to fill out, plump & thicken the hair. Makes hair more supple, adding body, elasticity & softness. Brightens, protects & moisturizes without weighing down the hair. Use & proceed with PHASE 2.
350ml **17823**
1 Litre **17824**



Filler | PHASE 2

Thickening filler with hyaluronic acid for fine, brittle hair lacking in body.

Performs an extraordinary thickening & plumping action to fill out the hair, adding body & strength. After shampoo, apply to towel-dried hair & spread directly along lengths & ends. Gently massage until product fully absorbed. Comb through & leave on for 5 minutes. Use & proceed with PHASE 3.
200ml **17826**



Spray Conditioner | PHASE 3

Thickening spray conditioner with hyaluronic acid for fine, brittle hair lacking in body.

An ultra-light conditioner that detangles with no weigh down. Performs an effective thickening & brightening action. Adds body & thickens the hair, leaving it light & silky. Use after filler treatment. Spray evenly over damp hair, leave on for 1-2 minutes, then wet the hair with a little warm water & comb through. Rinse thoroughly & style. Shake well before use.
200ml **17825**



PRO SLEEK - STRAIGHTENING & ANTI-FRIZZ TREATMENT

Sulfate-free regimen for the care & maintenance of straightened hair.

Shampoo

Smoothing shampoo for straightened & chemically treated hair. Extra gentle formula without sulfates. Gently cleanses, imparting just the right amount of hydration to maintain straightened hair, & reduce frizz & static. Enriched with Keratin & Cocoa, it helps to flatten & align the hair, eliminating frizz for disciplined, shiny & silky hair.
350ml **17838**



Mask

Smoothing mask for straightened & chemically treated hair. Extra gentle formula without sulfates. Enriched with Keratin & Cocoa to detangle, nourish & moisturize. Also provides an effective anti-frizz & anti-static action, without weighing down the hair. Ideal for maintenance of smooth, straightened hair obtained by chemical treatments or hot tools.

Use after shampoo. Apply to hair & comb through lengths & ends. Leave on for 3-5 minutes.
500ml **17839**



Disciplining Spray

Smoothing hair spray for straightened & chemically treated hair. Extra gentle formula without sulfates. Instantly eliminates frizz on smooth hair with a progressive effect over time. Activated by the heat of a straightener or dryer, making drying & smoothing much faster. Hair is smooth, silky, elastic & protected.

Apply all over damp hair & dry on hair using a brush & hairdryer. Can also be applied on dry hair & paired with hair straightener, straightening hair section by section.
200ml **17840**



CAVIAR SUPREME - COLORED & TREATED HAIR

Regimen for intense color enhancement by sealing in color & preventing color fade.

Shampoo

Perfecting shampoo with caviar for colored & treated hair. Effectively cleanses & nourishes, instantly moisturizing, softening & adding shine without weighing down the hair. Protects, enhances & amplifies hair color for lasting vibrancy & brightness.

350ml

17829



Mask

Color protection mask with caviar for colored & treated hair. Detangles, nourishes & seals cuticles, leaving hair silky, manageable & bright without weighing it down. Preserves the beauty of hair color, enhancing brightness & vibrancy. Color is more intense & longer-lasting. Use after shampoo. Apply & comb through lengths & ends. Leave on for 5 minutes.

500ml

17830



Cream

Sealing cream with caviar for colored & treated hair. Finishes & perfects the color treatment by sealing & stabilizing color micro-pigments inside the hair. Boosts the duration of color, enhancing its intensity, brightness & reflections.

Sealing treatment: after applying color, spread all over hair, comb through lengths & ends, leave on for 2 minutes. Rinse & complete with shampoo & mask. Maintenance: apply once a week after shampoo, comb through & leave on for 2 minutes.

200ml

17831



Serum

Sublime serum with caviar for colored & treated hair. Fixes & enhances brightness of color, boosting its duration & vibrancy thanks to the serum's effective antioxidant properties. Smooths & seals cuticles, bringing extra structure, tone & softness. Apply a few drops to damp or dry hair & leave on hair.

20ml

18461

100ml

17832



Royal Pearls

Styling balls with caviar & keratin for colored & treated hair.

Active ingredients give volume & shine, while also eliminating frizz. Greatly enhances color shine, sheen & vibrancy. Can be used daily. Apply to dry hair from root to tip & leave on hair.

30ml

17833



COLLAGEN - MATURE, POROUS, WEAKENED HAIR

Anti-aging regimen for creating elastic & strong hair.

Shampoo

Anti-age shampoo with collagen for mature, porous, weakened hair.

Thickening, anti-aging shampoo for hair that appears visibly younger, with enhanced volume & vitality. Gently cleanses, giving back body & shine to the hair.

350ml

17827



Conditioner

Anti-age conditioner with collagen for mature, porous, weakened hair.

Revitalizing, anti-aging action conditioner for suppler, softer, silkier hair. Effectively moisturizes & nourishes, leaving hair glossy & manageable without weighing it down. Use after shampoo. Comb through base to ends & leave on hair for 2-3 minutes.

350ml

17828



BALANCE - GREASY SCALP & HAIR

Treatment shampoo to regulate & stabilize excess sebum production, without altering the natural moisture level of the hair & scalp.

Shampoo

Sebum control shampoo for greasy scalp & hair.

Formulated with Limnanthes Alba & Birch Extract, this treatment shampoo effectively cleanses the hair & scalp, regulating the production of sebum. Ideal for an oily scalp & hair. Rebalances the scalp, performing a delicate & soothing astringent action. Sebum production is stabilized for a balanced hair & scalp.

350ml

17834



PURITY - FLAKY SCALP

Treatment shampoo to counter micro-organisms responsible for excessive scalp flaking, often in the form of dandruff.

Shampoo

Purifying shampoo for scalp & hair with dandruff.

Formulated with Piroctone Olamine & Rosemary, this treatment shampoo helps eliminate dandruff, thanks to its effective purifying & antimicrobial properties. Scalp is left feeling clean & refreshed.

350ml

17835



BIO SENSITIVE - FOR SENSITIVE SKIN

Calming regimen specifically designed for those with sensitive scalps. Formulated with supremely gentle key ingredients. Sulfate & paraben-free.

Shampoo

Soothing shampoo for sensitive scalps. Enriched with Aloe Vera for a calming action, this treatment shampoo gently hydrates sensitive or dry scalps, making the hair soft & shiny. Ideal for skin easily irritated, & skin prone to redness & itching. Formulated without SLS/SLES & is free of parabens.

350ml

17836



Conditioner

Calming conditioner for sensitive scalps. Gentle conditioning formula with Aloe Vera & Nyamplung Oil to nourish hair & protect sensitive scalps, all while respecting sensitive skin. Imparts a natural shine to hair without weighing it down. Formulated without SLS/SLES & is free of parabens. Use after shampoo. Apply to hair & comb through lengths & ends. Leave on for 2-3 minutes.

350ml

17837



TRAVEL-SIZE COLLECTIONS

Argan Oil Serum for Dry/Dull/Lifeless Hair
A nourishing treatment with the power of Argan Oil. Rehabilitates dry, dull, lifeless hair. Use on compromised hair for an instant boost in shine, hydration & movement. Only a few drops to damp or dry hair is needed for the natural oils to work.

Can also be added to coloring formulas to enhance the sheen & vibrancy of your new color. Simply add 3-5ml of product to the coloring mix.
20ml
18459



Macadamia Serum for Fragile/Sensitive Hair
Regenerating serum with Macadamia Oil to treat fragile, sensitive hair. Moisturizes & nourishes lengths & ends, leaving the hair extraordinarily glossy, soft & silky. This is done without making the hair heavy, oily & lifeless.

Eliminates frizz & split ends, leaving hair soft, light & easier to manage. Only a few drops to damp or dry have is enough to treat a full head of hair. Leave in throughout the day for maximum benefits.
20ml
18460



Botu-Cure Shampoo & Mask for Damaged Hair
A professional reconstruction regimen to treat very damaged or compromised hair in danger of breaking. Includes:
- Shampoo, 100ml - Reconstructing shampoo with plant peptides. Gently cleanses the hair, helping to reconstruct it from the inside.
- Mask, 100ml - Reconstructing mask with plant peptides. Rich, thick, creamy formula seals the scales of the hair, reconstructing it from the inside.
18452



Macadamia Shampoo & Mask for Fragile/Sensitive Hair
A regenerating regimen that focuses on injecting hydration & antioxidants to build strength in frail, weak hair. Includes:
- Shampoo, 100ml - Gently cleanses & performs a softening & brightening action for healthy, silky hair.
- Conditioner, 100ml - Detangles & softens without weighing down the hair, adding instant shine & vitality.
18453



Caviar Supreme Shampoo & Mask for Colored Hair
A regimen for intense color enhancement by sealing in color & preventing color fade. Includes:
- Shampoo, 100ml - Cleanses, nourishes & adds shine while protecting & enhancing hair color.
- Mask, 100ml - Detangles & nourishes while preserving the brightness & vibrancy of hair color.
18454



Keratin Shampoo & Mask for Treated Hair
Protein & keratin-based regimen for restructuring treated or damaged hair to moisturize, deeply nourish & restore to its healthy vitality & integrity. Includes:
- Shampoo, 100ml - Restructures, moisturizes & nourishes hair. Eliminates frizz & fly-away strands. Leaves hair strong, sleek & shiny.
- Mask, 100ml - Detangles, eliminates frizz & creates instant softness to treated or damaged hair. Restores its natural brightness, shine & strength.
18456



Argan Oil Shampoo & Mask Dry/Dull/Lifeless Hair
An intensely nourishing regimen that introduces extreme brilliance & softness to the hair. Includes:
- Shampoo, 100ml - Cleanses gently, leaving hair airy, shiny & silky. Protects hair from the environment, especially beneficial for sensitive, treated, dull & lifeless hair.
- Mask, 100ml - Moisturizes, revitalises & detangles, while nourishing hair deep down. Hair is left glossy, silky, supple & easy to manage.
18457



Curl Shampoo & Mask for Wavy/Curly Hair
Restores elasticity & brilliance to curls & waves, natural or enhanced. Includes:
- Shampoo, 100ml - Leaves curly & wavy hair moisturized & supple. Enhances the shape & integrity of curls & waves. Envelops the hair with a protective, glossy film.
- Conditioner, 100ml - Detangles, moisturizes & enhances curly & wavy hair, effectively combating frizz, static electricity & humidity. Leaves hair light, supple & shiny.
18458

