

Experience high performing products designed and manufactured exclusively for the salon professional. 100% non-diverted!

FEATURES & BENEFITS

USAGE

HAIR TYPE



Clarifying Shampoo & Rinse

- Gentle, effective cleansing to remove product build-up and mineral deposits
- Conditions with Panthenol, Wheat Amino Acids and special additives to replenish strength and moisture
- Seals and shields the cuticle from future mineral deposits
- Conditioner provides UV protection

- Ideal to use before many salon services; perfect for clients with hard water
- Useful to remove daily build-up for fine/limp hair
- For daily use
- Available in 13.5oz and liter sizes

For Normal Hair
Perm Safe, Color Protective



Quenching Shampoo & Conditioner

- Conditions with Panthenol and Wheat Amino Acids to replenish strength and moisture
- Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl
- Supplies dry scalp with extra moisturizers to help prevent dandruff
- Conditioner provides UV protection

- Gentle yet effective cleansing and conditioning for moisture-thirsty hair
- Ideal for clients with dry scalp
- For daily use
- Available in 13.5oz and liter sizes

For Dry Hair and Scalp
Perm Safe, Color Protective



Replenishing Shampoo & Conditioner

- Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl, while balancing moisture
- Sunflower seed extract eliminates free-radicals and preserves hair color
- Provides UV protection

- Use before or after any chemical service to fortify and strengthen hair
- Preserves and protects chemically-treated hair
- For daily use
- Available in 13.5oz and liter sizes

For Color-Treated Hair
Color Protecting and Strengthening Perm Safe



Volume Shampoo & Conditioner

- Provides no weight cleansing and conditioning, while infusing hair with Keratin and Rice amino acids and volume extracts
- Fortifies hair to create maximum volume and body
- Leaves hair full of bounce and movement
- Protects from heat and UVA/UVB damage

- Ideal for limp, lifeless hair by supplying key volume ingredients such as Date Palm and Bamboo
- For daily use
- Available in 13.5oz size for Shampoo and Conditioner; Shampoo also in liter size

For Fine, Limp Hair
Perm Safe, Color Protective



Blonde & Damaged Miracle Regimen

- Contains Carbocysteine – a unique, breakthrough ingredient that seals internal voids and spaces within hair bonds
- Instantly repairs and nourishes hair while adding body without weight
- Provides tangle-free styling while smoothing split ends
- Protects from heat and UVA/UVB damage

- Addresses and answers the problems of bleached/highlighted hair; good for any damaged hair
- For daily use
- 13.5oz Shampoo and Conditioner; 8.5oz Spray Serum; Shampoo also in liter size

For Bleached, Highlighted & Damaged Hair
Perm Safe, Color Protective



Smooth Operator Regimen

- Nourishes hair with hydrating Soy Lecithin and strengthening Silk Protein
- Controls frizz, split ends and makes hair more manageable
- Smoothing Therapy contains a specially designed blend of therapeutic ingredients to provide extended smoothing results
- Provides superior protection from heat styling tools and environmental damage; UVA/UVB protection

- Created to address the unique needs of chemically straightened hair, but is beneficial for relaxed, wavy or naturally straight hair clients too
- For daily use
- 13.5oz Shampoo and Conditioner; 8.5oz Smoothing Therapy

For Frizzy, Unruly Hair
Perm Safe, Color Protective



ConCerv Concentrated Products

- Shampoo gently and effectively cleanses with a smooth, shiny finish
- Cuticle Sealer closes down and seals the cuticle with an incredibly low pH of 2.3; extends life of hair color and is a great detangler

- Perfect all-purpose, daily back bar products that save you money and reduces your carbon footprint!
- 6.7oz of concentrated product makes one liter of product
- For daily use
- Available in liter and refill sizes

For All Hair Types
Perm and Color Safe



Remove-All Plus Shampoo

- The ultimate chelating shampoo
- Removes product build-up, well and hard water deposits and other harsh contaminants

- Deep cleanser before any chemical service
- Ideal for clients with iron and other mineral build-up as well as those with hard or well water
- Available in liter and gallon sizes

For All Hair Types
Use to ensure a clean palette before any chemical service

HAIR RECONSTRUCTOR Now you can dramatically renew and repair distressed and damaged hair.



Available in a single application kit

FEATURES & BENEFITS

- Repairs deep within the cortex with various proteins, amino acids and the special reparative ingredient, Carbocysteine
- Heat activated for deep penetration and serious repair
- Recell's Sealer locks down the cuticle and creates a barrier while polishing and smoothing hair's surface
- One application instantly improves strength, softness, smoothness and overall better health of the hair

USAGE

- For seriously distressed and damaged hair
- For dry, over processed and/or previously colored or permed hair

DIRECTIONS

As a Stand-Alone Service: Use as directed on box/bottles.

As an Add-On Service: Use as directed w/ following note.

Use Before a Permanent Color, Deposit-Only Color or Wave Service. Once Sealer is rinsed, proceed with color or wave service.

Use Before a Bleach/High-Lift Tint Service. Once Sealer is rinsed, proceed with color service.

Use After a Bleach/High-Lift Tint Service After rinsing lightener or high-lift tint, shampoo with Replenishing Shampoo instead of Remove-All Plus. Follow remaining directions.

We make choosing your favorite styler easy!

QUICK GUIDE Use these icons to quickly identify the product that best suits your client's styling needs.

What **Hold** Do I Want?



Light Hold



Medium Hold



Firm Hold



Maximum Hold

What **Styling Attributes** Do I Want?



conditioning



curl supporter



thermal protection



shine enhancer



volume enhancer



natural ingredients

PRODUCT

FEATURES & BENEFITS

HOLD

HAIR TYPE

ATTRIBUTES

| | | | | | |
|--|--|--|--------------------------|---|--|
| | Perk-It Curl Enhancer 8.5oz | <ul style="list-style-type: none"> Rejuvenates permed and naturally curly hair Tames frizz and lengthens life of every perm | L Light Hold | Curly, wavy (natural or chemically created) | |
| | Texturizing Paste 4oz | <ul style="list-style-type: none"> Non-oily, creamy pomade Flexible and re-workable Smooths fly-aways | L Light Hold | All hair types | |
| | Volumizing Foam 8.5oz | <ul style="list-style-type: none"> Creates lift and support to fine, lifeless hair Provides all-day weightless hold Humidity resistant Also used to create style and curl definition | M Medium Hold | Especially good for fine, limp, lifeless hair | |
| | Suplex Styling Lotion 8.5oz & Gallon | <ul style="list-style-type: none"> Contains a special moisturizing ingredient that works to prevent heat damage Creates curl and builds volume with heat styling tools; great for blow outs Leaves hair looking shiny and healthy | M Medium Hold | All hair types | |
| | Aglaze Forming Lotion 8.5oz & Liter | <ul style="list-style-type: none"> Enhances body, movement and direction with a natural-looking hold Great for all styles, especially men's Adds glossy shine | M Medium Hold | All hair types | |
| | Root Lifter 8.5oz | <ul style="list-style-type: none"> Point and shoot volume where you need it! Use it with dryer heat to create ultimate volume and fullness Long-lasting support | F Firm Hold | Especially good for fine, limp, lifeless hair | |
| | Brace Gel 8.5oz & Liter | <ul style="list-style-type: none"> Rock-hard styling gel Achieve more volume, more lift with max hold Great for fine or thinning hair | X Maximum Hold | Especially good for fine or thinning hair | |
| | Thermal Working Hairspray 10.5oz | <ul style="list-style-type: none"> Dual-action spray; thermal protection and gives foundation for heat styling routines Strengthens with silicone proteins and essential Omega fats and antioxidants Workable and builds to a medium hold | M Medium Hold | All hair types | |
| | Working Hairspray 8.5oz | <ul style="list-style-type: none"> Non-aerosol spray that remains pliable while you work Use while heat styling to lock in curls Great for all-day curl support | F Firm Hold | All hair types | |

STYLING

FINISHING