



sudzz<sup>fx</sup><sup>®</sup>  
sophisticated science. real results.



# About Us

## OUR FORMULATION PHILOSOPHY

SUDZZfx was born from the honest desire to create consciously crafted, results-driven haircare that addresses the needs of the every head of hair.

Today, that promise is an ethos that in a world filled with clutter and confusion on the shelves has turned the simple problems of hair into a marketing word salad. We got it right 20 years ago and the last time we checked, hair is still hair ... and prone to the same damage it always has been.

Since the day our first bottle was filled our mission has always been simple: *dependable, effective haircare, consciously committed to delivering immediate, healthier, shinier hair.*

sophisticated  
science. *real*  
*results.*

*BEAUTY WITH CONSCIENCE*

Science & beauty doesn't mean filling products with "junk". We do not include ingredients which compromise the structure, moisture level or integrity of hair.

*RESULTS FOR ALL HAIR TYPES*

Every formulation delivers instant results – on any texture, thickness or style of hair. Your style will hold up to any conditions Mother Nature throws at you.



# We believe ...

- **Getting cleaner, healthier hair, or totally on point style doesn't have to be rocket science.** For over 20 years, we've balanced clinically backed sophisticated hair science with some of the most effective ingredients from nature for happier, healthier hair. We think innovation is great, but replication and marketing-speak? Not so much.
- **Results should always be real.** Shiny, healthy-looking hair should never be an illusion, and we stand up against formulas that are merely "hair makeup". In formulation and purpose, we get to the root of where healthy hair is born to nurture it, feed it, and help it when it's older and unhealthy. Every head of hair has problems. We deliver real results.
- **"Good" hair days should be every day.** In the salon in the hands of skilled hairstylists or at home, any day and every day you should never feel like you need to hide it or run for it. We're on a mission to make you feel Hair Confidant, the state of grace that exists when you harmoniously love your hair as much as your beautiful self. Because when you do, that good hair day vibe can shape your world.
- **In empowerment through hair.** We celebrate the diversity of every amazing head of hair on Earth in all its colors, textures, shapes and sizes. Through the hands of stylists in a salon or yours at home, we want you to feel empowered to care for your hair and express YOUR style or identity through it.
- **In doing honest good.** For everything we take, you have to give back. Our doctrine to do good in the world goes beyond not using ingredients or concentrations in our products that will harm you or your hair. It applies to everything that goes inside our bottles and jars and the hands that touch them. From what we take from nature or the earth (the herbs, amino acids, vitamins and plant healers), to empowering stylists through education to attain success or for people to live better or more safely through charitable causes we support.
- **We are defined by what we say no to.** We're a humble brand, run by humble people not looking to make a quick buck by dazzling you with hair pseudoscience, greenwashing claims, or branded words. We say no to harmful ingredients, harsh surfactants, hair damaging chemistry and overcomplicated hair regimens. You don't need 5 products to solve your hair problem.



# *Hair Healers*

## OUR CHOSEN INGREDIENTS

We source the best in natural hair healers in the safest way to guarantee performance of our formulas on a consistent basis.

Every stylist and their client will experience premium performance from the first to the last drop with our botanical ingredients.



## SANDALWOOD

Renowned for its antiseptic properties and its ability to provide deep nourishment to the scalp and increase the growth of shinier, healthy hair, Sandalwood contains smoothing, de-frizzing and moisturizing properties.



## CUCUMBER

Known for its anti-inflammatory/irritant effects, Cucumber has Polysaccharides, Polyphenols, Glycosides, Vitamins, Amino Acids & Minerals. It's one of nature's greatest soothers with antioxidant properties for free radical protection.



## PARSLEY

Loaded with B12, Vitamin C[1], Vitamin K, Vitamin A, Beta Carotene, Folic Acid, and Iron, Parsley provides moisture, and is anti-inflammatory, antimicrobial, antiseptic, astringent, nourishing, healing, and helps boost hair growth.



## ASPARAGUS

Asparagus is the richest source of essential vitamins & minerals, including Folate, Vitamin A, C & K, and Vitamin B Complex. It has been shown to stimulate hair production and is one of the best superfoods for balding!



# 3-D Repair Complex™

We offer powerful products for everyday hair repair that tackles the only three main levels of damage:

## 1: INTERIOR

Replenishes missing proteins to strengthen and add structural stability.

## 2: EXTERIOR

Nourishes the surface of hair & normalizes pH for luminous and mirror-like shine.

## 3: MOISTURE

Restores essential moisture levels to hair & scalp with liquid crystallized honey.



## Cashmere

### HYDRATING SHAMPOO

Delivers a strong dose of moisture while creating shine, silkiness and manageability. It's richly hydrating and perfect for hair that tends to be dry. Lather this incredibly creamy shampoo into wet hair and rinse thoroughly for the sophisticated feel of Cashmere.

**Sizes:** Sizes available: 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.

**Retail:** \$27.00 - \$57.00



*Also comes in a sachet!*



## Nyrvana™

### PURIFYING SHAMPOO

Removes excess styling and environmental buildup without drying and stripping essential proteins from hair. It can be used as a clarifying wash to remove mineral deposits such as chlorine. Infused with a botanical blend that naturally exfoliates, soothes, and balances the scalp and skin, and preserves semi, demi and permanent hair color.

**Sizes:** 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.

**Retail:** \$27.00 - \$57.00



*Also comes in a sachet!*





## Whipped

### VOLUMIZING SHAMPOO

Ideal for finer hair textures. Strengthens hair as it works to pump up each individual strand, adding body and bounce. Infused with a botanical blend that naturally exfoliates and balances the scalp and skin.

**Sizes available: 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.**

**Retail: \$27.00 - \$57.00**



*Also comes in a sachet!*



## Smooth

### FRIZZ TAMING SHAMPOO

Cleanses completely and tames flawlessly. A luxurious formula, enriched with apple and sweet cherry, smooths all hair types, and leaves it with mirror-like shine. Delivers nourishment to the root, creating a hydrophilic and hydrophobic humidity barrier that blocks frizz, protects from thermal damage, and keeps moisture in.

**Sizes available: 10.1 fl. oz., 33.8 fl. oz., 128 fl. oz.**

**Retail: \$27.00 - \$57.00**



*Also comes in a sachet!*



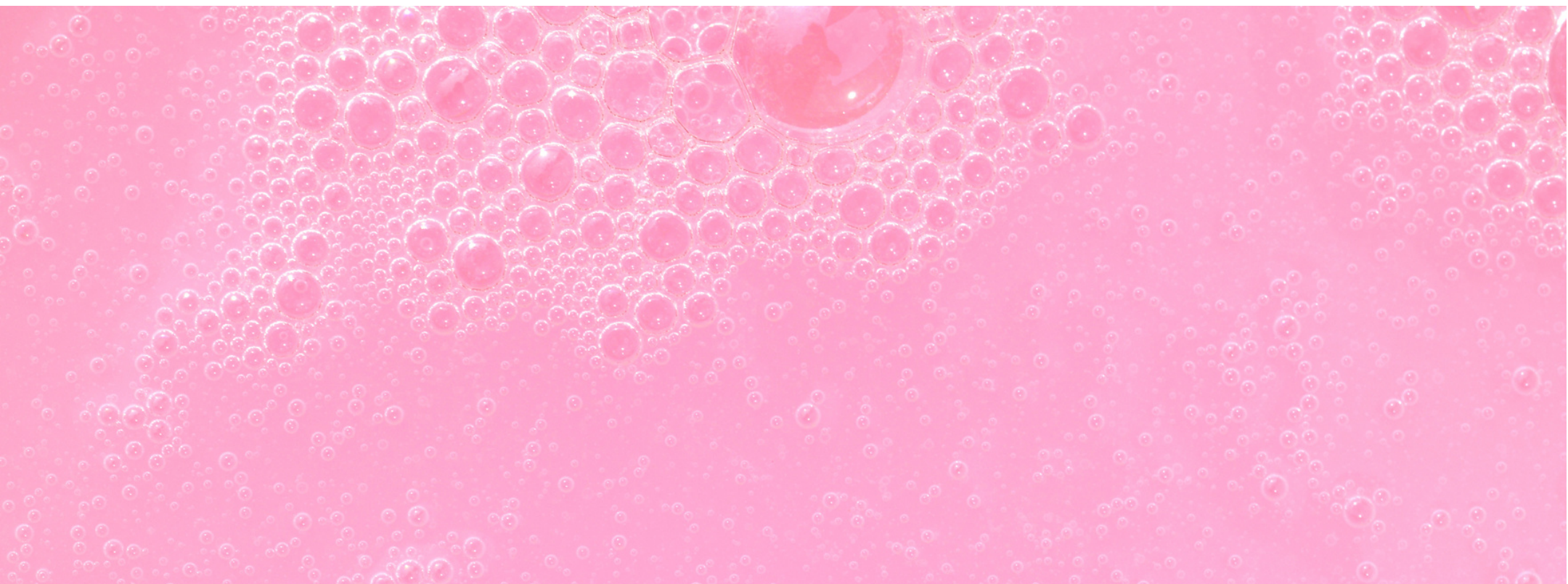
## Ambition

### LUXURY BRIGHTENING SHAMPOO

A brightening shampoo that utilizes a true blue pigment that eliminates brassiness & yellowish casts on blonde, gray or silver hair while improving hair inside & out. Follow with any SUDZZfx® conditioner.

**Sizes available: 10.1 fl. oz., 33.8 fl. oz.**

**Retail: \$27.00 - \$57.00**





## AquaFix

### HYDRATING CONDITIONER

The ultimate in hydration for extremely dry, moisture-starved hair. It detangles, hydrates and smooths. Restores your hair and defends against daily environmental stresses. Infused with a botanical blend that provides maximum protection against color loss.

**Sizes available: 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.**

**Retail: \$28.00 - \$58.00**



*Also comes in a sachet!*



## Tame

### FRIZZ TAMING CONDITIONER

Delivers a rich dose of essential daily hydration. A luxurious formula, enriched with apple & sweet cherry, smooths all hair types and leaves it with mirror-like shine. Delivers nourishment to the root, creating a hydrophilic & hydrophobic humidity barrier that blocks frizz, protects from thermal damage and keeps moisture in. Tames even the unruliest hair!

**Sizes available: 10.1 fl. oz., 33.8 fl. oz., 128 fl. oz.**

**Retail: \$28.00 - \$58.00**



*Also comes in a sachet!*



## Enhance

### VOLUMIZING CONDITIONER

An ultra-light blend for all hair types to detangle and smooth for easier combability. Surrounds hair with all-day protection and adds body without weight. Infused with a botanical blend that naturally exfoliates, soothes and balances the scalp and skin, while improving wet and dry combability.

**Sizes: 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.**

**Retail: \$28.00 - \$58.00**



*Also comes in a sachet!*



## Moxee

### RECONSTRUCTING HAIR MASK

The ultimate reconstructing formula for weak hair that provides nourishment and restoration of lifeless and critically damaged hair. Rebuilds, revitalizes, and restores, offering instantaneously renewed, stronger hair. Infused with a botanical blend that helps defend against daily environmental stresses and provides maximum protection against color loss.

**Sizes: 10.1 fl. oz., 33.8 fl. oz., 64 fl. oz., 128 fl. oz.**

**Retail: \$32.00 - \$60.00**



*Also comes in a sachet!*



## ColourFix

### LEAVE-IN CONDITIONER

An ultra-light leave-in conditioner that restores hair and defends against daily environmental stresses. Eliminates tangles, adds body as it smoothes and soothes hair. Helps provide maximum protection against color loss, ensuring color longevity. Surrounds hair with all-day protection without adding weight. Leave in or rinse out. Low pH closes the cuticle.

**Sizes: 8.5 fl. oz., 33.8 fl. oz.**

**Retail: \$28.00 - \$63.00**

## Zenyth®

### FRIZZ ELIMINATOR

A polishing, smoothing serum designed for brilliant shine and frizz elimination. Protects and conditions while sculpting a look that is humidity resistant. A drop or two will slightly soften the hold and increase shine, while conditioning and sealing in moisture.

**Sizes: 1 oz., 4 oz.**

**Retail: \$13.00 - \$37.00**



*Also comes in a sachet!*

## Strait

### STRAIGHTENING POTION

A humidity resistant, alcohol-free formula that successfully straightens both wavy and extremely curly hair. Our exclusive complex restores the hair and defends against daily environmental stresses while taming frizz.

**Sizes: 8.5 fl. oz.**

**Retail: \$28.00**



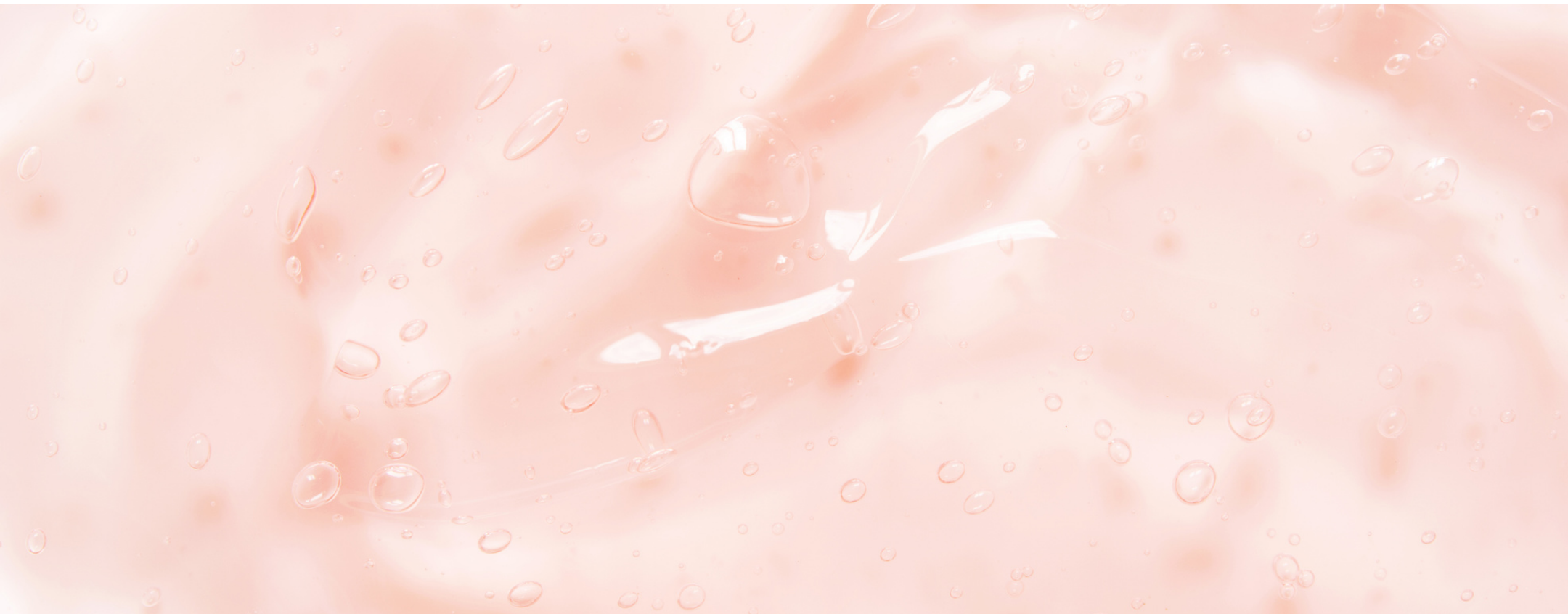
## Luxe

REPAIR, POLISH, PROTECT

A lightweight, leave-in treatment mist that repairs and prevents splits ends, while adding brilliant shine. Designed to protect hair from thermal damage, this luxurious treatment mist is also infused with Green Tea to reduce environmental aging of the hair.

**Sizes: 1 oz., 4 oz.**

**Retail: \$11.00 - \$31.00**



# BlowOut™

## VOLUMIZING SPRAY GEL

The ultimate alcohol-free spray gel specifically developed to add body, volume and shine in one easy step. Create tremendous volume while maintaining vital moisture balance.

**Sizes: 8.5 fl. oz.**

**Retail: \$25.00**



# Lift

## VOLUMIZING GEL

An alcohol-free, medium hold gel to create volume and hold, or to provide exceptional body, smoothness and thickness without flakes. Creates fabulous body and is great for sculpting, smoothing and contouring.

**Sizes: 8.5 fl. oz.**

**Retail: \$14.00**





*chizel.it*

EXTREME STYLING GEL

Offers extreme hold and control that allows for dramatic spike and slicked-back looks. It dries fast, never flakes and can be used on wet hair for volume or on dry hair for texture. Do not blow dry unless cocktailing with other SUDZZfx styling products.

**Sizes: 200 mL**

**Retail: \$25.00**



*Design.It*

*(Lemonade Dreamzz)*

VOLUME & SHAPING CRÈME

A lightweight, concentrated cream for styling and finishing. It finishes any style with long-lasting body and includes styling memory with a natural finish. It can be used on wet hair for volume or on dry hair for texture.

**Sizes: 100 mL**

**Retail: \$28.00**



*Sculpt.It*

*(RowdyPaste)*

MATTE TEXTURE FINISH

A lightweight movable sculpting paste that provides flexibility for shaping and styling damp or dry hair.

**Sizes: 100 mL**

**Retail: \$30.00**



*Mold.it*

*(Marmalade Jazz)*

DRI-JEL TEXTURIZING POMADE

A unique high-shine, flexible pomade to design and define soft curls, or style and finish with texture and bold hold. It designs and defines curls and waves all while offering 100% humidity resistance.

**Sizes: 100 mL**

**Retail: \$28.00**



## AeroFixx™

### FINISHING SPRAY

A unique hairspray in a gel-base. This one-of-a-kind finishing spray helps to build and then finish any style with shine, and add styling memory flexibility for a look that is 100% humidity resistant.

**Sizes: 10 oz.**

**Retail: \$23.00**



## AirPlay™

### DESIGNING SPRAY

An ultra-fine, dry working spray that provides a soft, touchable hold. Works great with a curling or flat iron to create humidity resistant, lasting styles. Spray evenly over dry hair and style with hot tools. Spray again to finish.

**Sizes: 10 oz.**

**Retail: \$23.00**



## PowerFoam

STYLING SOUFFLÉ

A rich, creamy, non-aerosol mousse that amps up the volume from root to ends! Offers workable, flexible, weightless styling options without the flaky, gummy, crunchy & unnatural finish you hate.

**Sizes: 8.5 fl. oz.**

**Retail: \$23.00**

