

STRAIGHT ESSENTIALS: Expert Leaders In WAVY • CURLY Hair COILY



www.designessentials.com



From The Desk of the CEO Cornell McBride, Sr.

Greetings,

Thank you for choosing the innovative and healthy hair care solutions of McBride Research Laboratories, Inc. (MRL). Over the years, MRL has grown to be one of the hair care industry's leaders and most innovative developers and providers of professional multicultural hair care products.

As CEO, I want to personally thank you for trusting our various product lines as we aim to promote and preserve the integrity, beauty and style of your clientele's hair. I value you as an MRL customer and I will ensure that our brands continue to exceed your expectations.

For the last 25 years, we have committed to servicing the ever-evolving needs of the professional stylist while providing healthy styling solutions for all hair textures. As we continue to grow, those same principles will remain the core of our business and we will continue to provide you with premium products, first class education, and the superior customer service that you have come to know and love.

Again, thank you for choosing MRL; we are committed to being Your Partner in Style, providing the very finest in hair care products, tools, and education to help you achieve your healthy hair goals.

Sincerely,

Cornell McBride, Sr.

Chief Executive Officer

McBride Research Laboratories, Inc.



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DISTINCT PRODUCT CATEGORY ICONS ARE NOW FEATURED FOR PRODUCT IDENTIFICATION AND CLASSIFICATION



CLEANSE

Symbolizes cleansing of the hair and scalp



CONDITION

Indicates products that condition the hair and scalp



STYLE

Represents styling options for wet hair



FINISH

Represents products that enhance the health and beauty of finished styles



RELAX

Symbolizes products that relax and condition during the straightening process



PROTECT

Indicates protection of the hair and scalp during chemical services



TREATMENT

Indicates products that treat hair or scalp problems



FOR NATURAL HAIR

Symbolizes products used to maintain and style loose wavy to tightly coiled hair textures

Understanding Hair Type, Texture and Condition

Understanding Hair Type, Texture and Condition

	<u> </u>				
HAIR TYPE	HAIR TEXTURE Hair texture is defined by the circumference or diameter of a hair strand. Hair texture is also	HAIR CONDITION Hair condition has been categorized as oily, normal, dry/ brittle, or color treated.			
	characterized as fine, medium or thick/coarse.	OILY HAIR: is the result of an overproduction of sebum which is produced by the			
STRAIGHT	FINE HAIR: has a small diameter, is usually fragile, requires	oil glands within the hair follicle. It can also be a result of shampooing the hair improperly.			
	less processing time than other hair types when using chemicals and can also be subject to damage when using those chemicals if used improperly.	NORMAL HAIR: is defined as hair with normal porosity and elasticity. Hair with normal porosity has the ability to absorb moisture. Normal hair when wet, also has the ability to stretch			
WAVY	MEDIUM HAIR: has a medium diameter and is the most universal texture and measure by	50 percent and return to the same length without breaking. When performing chemical services on normal hair, the result will usually be consistent.			
CURLY	which others are compared. Working with medium hair usually presents no difficulties during chemical processes and will produce consistent results.	DRY/BRITTLE HAIR: is a result of an underactive production of sebum by the oil glands within the hair follicle. Dry or brittle hair can also be a result of over shampooing the hair and removing the natural oils that are			
COILY	THICK/COARSE HAIR: has a large diameter, is usually strong, more resistant and requires longer processing times when applying various chemicals.	produced within the hair follicle, in addition to environmental factors such as living in a dry climate or being exposed to artificial dry heat. Dry/ Brittle hair can also be overly porous, which is sometimes a result of chemical over processing.			

SCALP CONDITION

DRY/ITCHY SKIN AND SCALP:

is caused by the loss of natural moisture. With the loss of moisture, the foundation can become weakened causing the skin on the scalp to dry out. It may crack, peel, become irritated, inflamed, and itch. It usually renders a dull rough exterior and lacks elasticity.

DRY/FLAKY SKIN AND SCALP:

is characterized by dehydration in the most superficial layer of the skin. Dry skin accompanied by skin tightness and itching and can often produce the minor appearance of whitish to vellowish-white flakes. These flakes can potentially mimic minor dandruff*. * Although "dandruff" is often referred to as a general term for scales shed from the scalp, there are a number of different and distinct causes of scalp scaling. It is recommended to seek professional medical assistance for any excessive skin and scalp flaking

NORMAL SKIN AND SCALP:

has a balance of moisture. It has few, if any visible imperfections and is usually not sensitive. This skin and scalp type promotes the most balanced hair and skin conditions. Hair usually appears healthy, has vibrant shine and easy is to style and manage.

COMBINATION SKIN AND SCALP:

areas of the skin and scalp that exhibit both dryness and oiliness. Treat specified areas according to the identifiable condition on skin or scalp.

OILY SKIN AND SCALP:

is usually a result of overactive sebaceous glands (oil glands). Over production of sebum can be caused by hormonal imbalances and excessive use of products which can cause a buildup on the hair and scalp. An excessively oily scalp can cause the hair to become limp and difficult to style.





Product Summary



RESTORE VITAMIN TREATMENT



CALM SCALP SOOTHING PROTECTION



MILK & HONEY 6 N 1 CONDITIONER



MILK & HONEY NEUTRALIZING SHAMPOO



SUPER CONDITIONING RELAXER



LO - LYE CONDITIONING RELAXER



CONDITIONING RELAXER



HONEY NECTAR
CONDITIONING
RELAXER



SENSITIVE SCALP CONDITIONING RELAXER SYSTEM



TEXTURIZER WITH OLIVE AND SHEA



RESTORE VITAMIN TREATMENT

Enhanced with the HydraStrength Vitamin & Protein Complex instantly penetrates the hair shaft, fills and smoothes the cuticles and restores hair strength from the inside out.

pH: 3.5-5.5

Hair Type: STRAIGHT WAVY **CURLY** COIIY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: Olly NORMAL DRY/BRITTLE **COLOR TREATED**

BENEFITS:

- Rich blend of conditioners, vitamins, minerals and proteins provides triple conditioning protection: before, during and after chemical service
- Visibly fortifies hair leaving it smoother, softer and more manageable
- Prevents breakage and protects against damage of over-processed or stressed hair



8 oz.

KEY INGREDIENTS:

■ HydraStrenath Vitamin & Protein Complex - proprietary blend of protein and botanical ingredients - designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- Pre-Chemical Directions
- Step 1 Part hair into four sections
- Generously apply Restore Vitamin Treatment to Step 2 previously chemically treated hair
- Comb through for even distribution and DO NOT Step 3
- Step 4 Proceed to apply chemical to new growth
- Pre-Conditioning or Conditioning Treatment*

protein treatment for weak/fragile hair Regimen Tip - Use weekly until hair health is restored

Vitamin Moisture Treatment - Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner or Almond

Butter Express Instant Moisturizing Conditioner and use as

Vitamin Protein Treatment - Combine with Milk & Honey 6N1 Reconstructive Conditioner and use as a vitamin

COCKTAILS

(appx. 3-4 weeks)

a treatment for dry/breaking hair

- After shampooing, towel blot and apply Restore Vitamin Treatment generously to damp hair Step 1
- Step 2 Comb through for even distribution
- Step 3 Allow to process up to 15 minutes (dryer optional) with a plastic cap
- Step 4 Rinse, then proceed to condition with your favorite Design Essentials conditioner of choice.

Note: If the client is receiving a virgin application, do not apply the Restore to the hair shaft before the relaxer application. Instead, you may add it to the Milk & Honey 6N1 Reconstructive Conditioner at the end of the service.

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CALM SOOTHING SCALP PROTECTION

An enhanced gel like formula used to base and protect the scalp from irritation during the chemical application process.

pH: 5.5-6.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Lightweight jelly formula allows for easy application
- Ideal for use on sensitive scalps and in conjunction with any chemical process

KEY INGREDIENTS:

- Menthol & Aloe Blend provides aroma-therapeutic soothing to the scalp
- Vitamin E & Shea Butter Moisturizes the scalp and reduces itching

USAGE INSTRUCTIONS:

- **Step 1** Part hair into four quadrants
- **Step 2** Apply Calm to the scalp using ¼ inch sections, parting throughout the head
- **Step 3** Repeat until you have completely covered the scalp

Note: Applicator tip pre-cut and measured.



8 oz. 1 32 oz.



SUPER CONDITIONING RELAXER WITH OLIVE OIL & SHEA BUTTER

A Sodium Hydroxide relaxer enhanced with the HydraStrength Vitamin & Protein Complex that conditions and strengthens while straightening thick or coarse hair with low porosity. 2.3% Sodium Hydroxide

pH: 11.5-13.5

Hair Type: CURLY COILY
Hair Texture: THICK/COARSE

Hair Condition: OILY

BENEFITS:

- Straightens evenly and rinses quickly
- Creamy consistency allows for easy application
- Conditioning agents help to reduce irritation
- Olive Oil and Shea Butter moisturizes and improves hair health from the inside out
- Improves hair manageability and leaves hair smooth, silky, lustrous and healthy

KEY INGREDIENTS:

- Olive Oil moisturizes and protects the scalp during relaxer process
- Shea butter moisturizes and improves hair health from inside out
- HydraStrength Vitamin & Protein Complex proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- **Step 1** Separate the hair into four sections
- Step 2 Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE
- **Step 3** Apply Calm to the scalp using 1/4 inch sections, parting throughout the head
- **Step 4** Wearing protective gloves, apply Relaxer with Olive Oil & Shea Butter 1/8 inch from scalp, on new growth
- **Step 5** Repeat process until entire head is covered
- **Step 6** After application, begin smoothing area where first applied, working in same direction as initial application

All relaxer applications should not exceed 20 minutes total from the time it is applied to the time it is rinsed. It is also recommended not to straighten the hair beyond 65% to 75% degrees of straightness.

TIMING BY TEXTURE: Thick/Coarse 20 minutes



4 lb/ 64 oz.



ESSENTIAL

REGULAR CONDITIONING RELAXER

DÉFRISANT REVITALISANT normal

AUSADOR ACONDICIONADOR Regular

For Professional Use Only | Net Wt. 64 oz. (4 lb.) 1.8 Kg

4 lb/64 oz. | 8 lb

REGULAR CONDITIONING RELAXER WITH OLIVE OIL & SHEA BUTTER

Regular Conditioning Relaxer With Olive Oil & Shea Butter is a Sodium Hydroxide relaxer enhanced with the HydraStrength Vitamin & Protein Complex that conditions and strengthens while straightening medium to thick or coarse hair textures. Low to normal porosity. 2.2% Sodium Hydroxide.

pH: 11.5-13.5

Hair Type: CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL

BENEFITS:

- Straightens evenly and rinses quickly
- Creamy consistency allows for easy application
- Conditioning buffers reduce irritation
- Improves hair manageability and leaves hair smooth, silky lustrous and healthy

KEY INGREDIENTS:

- Olive Oil moisturizes and protects the scalp during relaxer process
- Shea butter moisturizes and improves hair health from inside out
- HydraStrength Vitamin & Protein Complex proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- **Step 1** Separate the hair into four sections.
- Step 2 Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE
- Step 3 Apply Calm to the scalp using 1/4 inch sections, parting throughout the head
- **Step 4** Wearing protective gloves, apply Relaxer with Olive Oil & Shea Butter 1/8 inch from scalp, on new growth.
- **Step 5** Repeat process until entire head is covered.
- **Step 6** After application, begin smoothing area where first applied, working in same direction as initial application.

TIMING BY TEXTURE: Medium 14 minutes

Thick/Coarse 18 minutes

Note: No Relaxer application should exceed 20 minutes total processing time.

HONEY NECTAR TIME RELEASE REGULAR RELAXER

A Sodium Hydroxide relaxer enhanced with the HydraStrength Vitamin & Protein Complex that allows more time for application while conditioning, strengthening and straightening all hair textures. Low, Normal or High Porosity. 2.0% Sodium Hydroxide.

pH: 11.5-13.5

Hair Type: CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL

BENEFITS:

- Sodium Hydroxide released in increments allowing more time for application while conditioning
- Conditioning buffers reduce irritation
- Moisturizes and improves hair health from the inside out
- Improves hair manageability and leaves hair smooth, silky, lustrous and healthy

KEY INGREDIENTS:

■ Honey Nectar - Moisturizes, adds shine, and improves overall hair health

USAGE INSTRUCTIONS:

- **Step 1** Separate the hair into four sections.
- **Step 2** Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE
- **Step 3** Apply Calm to the scalp using ½ inch sections, parting throughout the head
- **Step 4** Wearing protective gloves, apply Relaxer with Honey Nectar 1/8 inch from scalp, on new growth.
- **Step 5** Repeat process until entire head is covered.
- **Step 6** After application, begin smoothing area where first applied, working in same direction as initial application.

TIMING BY TEXTURE: Fine 14 minutes

Medium 16 minutes
Thick/Coarse 20 minutes

Note: No Relaxer application should exceed 20 minutes total processing time.



64 oz.



LO-LYE RELAXER WITH OLIVE OIL **& SHEA BUTTER**

A Sodium Hydroxide and Lithium Hydroxide relaxer enhanced with the HydraStrength Vitamin & Protein Complex that provides manageability and control while maintaining the strength of fine to medium hair textures with normal to high porosity, 1.75%Sodium Hydroxide

pH: 12.2

Hair Type: CURLY COILY **Hair Texture: FINE MFDIUM**

Hair Condition: OILY **NORMAL** DRY/BRITTLE COLOR TREATED



- Ideal for color treated hair below level 7, damaged hair, or clients seeking to loosen curl texture.
- Conditioning agents help to reduce irritation
- Shea Butter moisturizes and improves hair health from the inside out
- Improves hair manageability and leaves hair smooth, silky, lustrous and healthy

KEY INGREDIENTS:

- Shea butter moisturizes and improves hair health from inside out
- HydraStrength Vitamin & Protein Complex proprietary blend of protein and botanical ingredients - designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- Step 1 Separate the hair into four sections.
- Step 2 Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE
- Apply Calm to the scalp using 1/4 inch sections, parting throughout the head Step 3
- Step 4 Wearing protective gloves, apply Relaxer with Olive Oil & Shea Butter 1/8 inch from scalp, on new growth.
- Step 5 Repeat process until entire head is covered.
- After application, begin smoothing area where first applied, working in same direction as initial Step 6 application.

TIMING BY TEXTURE: Fine 12 minutes

Medium 14 minutes

Note: No Relaxer application should exceed 20 minutes total processing time.

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4 lb./64 oz.



SENSITIVE SCALP RELAXER SYSTEM

A conditioning relaxer designed to straighten the hair of clients with special scalp needs without irritation or discomfort. Ideal for hair with low to normal porosity and medium to thick or coarse textures.

pH: 11.5-12.5

Hair Type: CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL COLOR TREATED

BENEFITS:

- Easy mixing and rinsing
- Straightens evenly and conditions during the chemical service
- Conditioning agents provide less irritation than sodium hydroxide relaxers



8 app. 1 20 app.

USAGE INSTRUCTIONS:

- **Step 1** Separate the hair into four sections.
- **Step 2** Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE
- Step 3 Apply Calm to the scalp using 1/4 inch sections, parting throughout the head
- **Step 4** Mix 1.33 oz. Liquid Activator (Part B) into Sensitive Scalp Relaxer (Part A) thoroughly
- **Step 5** Wearing protective gloves, apply Sensitive Scalp Cream Relaxer 1/8 inch from scalp, on new growth
- **Step 6** Repeat process until entire head is covered
- **Step 7** After application, begin smoothing area where first applied, working in same direction as initial application

Note: *All relaxer applications should not exceed 20 minutes for total processing. After the Liquid Activator (Part B) has been combined with the Sensitive Scalp Relaxer (Part A), it must be used within 24 hours and be discarded thereafter. No relaxer application should exceed 20 minutes total processing time

TIMING BY TEXTURE: Medium 18 minutes Thick/Coarse 20 minutes



TEXTURIZER WITH OLIVE AND SHEA

Design Essentials® Texturizer enriched with Olive Oil & Shea Butter gently loosens the natural curl/wave pattern of the hair, providing easier manageability and control while maintaining the strength of the hair. Sodium Hydroxide- 1.70%-1.75%

pH: 11.5-13.5

Hair Type: WAVY CURLY
Hair Texture: FINE MEDIUM

Hair Condition: OILY NORMAL COLOR TREATED



- Gently loosens natural curl and wave patterns
- Creates, soft manageable hair
- Minimizes shrinkage and reduces frizz
- Makes styling simpler and easier with greater control
- Is infused with Shea Butter to protect and hydrate the hair and scalp. Olive Oil conditions and softens the hair during the texturizing process
- Has a simple, no-mix application which creates desired results in just minutes!

KEY INGREDIENTS:

- Olive Oil conditions and softnes the hair during texturizing process
- **Shea butter** protects and hydrates the hair and scalp

USAGE INSTRUCTIONS:

Preliminary Strand Test: Take a small amount of Texturizer and apply to a strand of hair and spread evenly from root area to end. Leave on for anticipated application and processing time, but no longer than 15 minutes. Note any straightening of hair or any damage to hair. If test shows straightening, hair breakage or other signs of damage, do not use product until hair has been conditioned and re-tested.

Directions:

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- **Step 1** Apply Restore Vitamin Treatment to previously chemically treated hair, gently combing through for even distribution.
- **Step 2** Base scalp and hair line with CALM Soothing Scalp Protection.
- **Step 3** Separate hair into four sections.
- Step 4 Wearing protective gloves, take 1/2" partings and apply Texturizer to the hair beginning 1/8" from scalp and being careful not to apply to the porous ends. DO NOT APPLY DIRECTLY TO SCALP. (For a retouch apply to new growth only)
- **Step 5** Complete entire head.
- **Step 6** Comb through to ends using a large tooth comb.
- **Step 7** DO NOT EXCEED MAXIMUM TIME OF 15 MINUTES FOR APPLICATION AND PROCESSING.
- **Step 8** Rinse hair with warm water until hair is free of Texturizer, staying clear of the eyes.
- Step 9 Follow with Milk & Honey Neutralizing Conditioning Shampoo and condition with Milk & Honey 6N1



Reconstructive Conditioner www.designessentials.com



MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO

Enhanced with the HydraStrength Vitamin & Protein Complex is a high performance formula developed to neutralize and condition the hair after straightening.

pH: 5.5-6.5

Hair Type: STRAIGHT WAVY **CURLY** COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OIIY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Neutralizes hair and restores it to normal resting pH
- Color indicator ensures that all residual relaxer is removed
- Replenishes hair with vitamins and minerals

KEY INGREDIENTS:

- Milk Protein Strengthens hair shaft
- **Honey** Provides deep moisture and sheen

USAGE INSTRUCTIONS:

- Rinse relaxer thoroughly Step 1
- Apply quarter size amount of add Milk & Honey Neutralizing Conditioning Shampoo into palm of Step 2 hand and emulsify
- Apply to hair and lather Step 3
- Step 4 Rinse thoroughly
- Step 5 Repeat until the lather is white (indicating total cleansing) versus pink (indicating that residual relaxer remains)
- Rinse thoroughly Step 6
- Follow by conditioning with Milk & Honey 6N1 Reconstructive Conditioner Step 7

Note: *Continue to shampoo the hair until the lather is white which indicates total cleansing. Ensuring that all relaxer has been removed from the hair will prevent over-processing the hair.



16 oz. | 32 oz. | Gallon

MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER

Enhanced with the HydraStrength Vitamin & Protein Complex should be used following a chemical service like a relaxer, permanent wave or body wave, or on damaged hair to help in hair restoration and maximum manageability.

pH: 4.5-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Strengthens the hair strand by filling in broken hair fibers
- Prevents and protects against breakage
- Moisturizes, softens, detangles and evens porosity
- Seals the cuticles and restores hair to normal pH level
- Locks in moisture to refortify the hair and magnify shine
- Creates resilient hair with voluminous body

KEY INGREDIENTS:

- Milk Protein Strengthens hair shaft
- **Honey** Provides deep moisture and sheen
- HydraStrength Vitamin & Protein Complex proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- **Step 1** Shampoo hair and towel blot
- **Step 2** Massage Milk & Honey 6N1 Reconstructive Conditioner into hair and scalp
- **Step 3** Comb through (with a wide tooth comb) to the ends
- **Step 4** Process with or without heat:

a. Normal / After a relaxer: 10 minutes b. Dull / Dry / Brittle: 20 minutes

Step 5 Rinse and style



16 oz. | 32 oz.

- Always apply protective treatments prior to relaxer application to prevent chemical damage.
- It is important to apply the relaxer to the new growth area only.
- Apply relaxer 1/8 inch from scalp to ensure minimum irritation.
- Please follow recommended selection and timing guide for relaxer and hair textures.

Relaxer Selection Guide		RELAXERS					
		Lo-Lye	Time Release	Sensitive Scalp	Regular	Super	
Porosity Measures hair's ability to absorb chemicals	HIGH Absorbs chemicals quickly	۵	۵				
	NORMAL Absorbs chemicals at a normal rate	۵	۵	^	۵		
	LOW Absorbs chemicals slowly		۵	۵	۵	۵	
Texture Measures size and shape of the hair strand	FINE Small, thin hair strand	۵	۵				
	MEDIUM Medium/Normal size hair strand	۵	۵	۵	۵		
	THICK/COARSE Large/Thick hair strand		۵	۵	۵	۵	
Relaxer Timing Guide	FINE	12 min.	14 min.				
	MEDIUM	14 min.	16 min.	18 min.	14 min.		
	THICK/COARSE		20 min.	20 min.	18 min.	20 min.	
		Do not exceed maximum processing time of 20 minutes					

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■ To maintain volume, elasticity and integrity of hair, relax hair only 65% - 75% straight.





Product Summary



MILK & HONEY NEUTRALIZING SHAMPOO



GENTLE BALANCE
SULFATE-FREE
NOURISHING SHAMPOO



OAT PROTEIN & HENNA FULLER, THICKER, STRONGER DEEP CLEANSING SHAMPOO



HONEY CRÉME
MOISTURE RETENTION
SUPER DETANGLING
CONDITIONING SHAMPOO



PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO



CRYSTAL CARE FOR GRAY
HAIR JOJOBA AND ALOE
CONDITIONING AND
TONING SHAMPOO



MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO

Enhanced with the HydraStrength Vitamin & Protein Complex is a high performance formula developed to neutralize and condition the hair after straightening.

pH: 5.5-6.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Neutralizes hair and restores it to normal resting pH
- Color indicator ensures that all residual relaxer is removed
- Replenishes hair with vitamins and minerals

KEY INGREDIENTS:

- Milk Protein Strengthens hair shaft
- **Honey** Provides deep moisture and sheen

USAGE INSTRUCTIONS:

- **Step 1** Rinse relaxer thoroughly
- **Step 2** Apply quarter size amount of Milk & Honey Neutralizing Conditioning Shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat until the lather is white (indicating total cleansing) versus pink (indicating that residual relaxer remains)
- **Step 6** Rinse thoroughly
- **Step 7** Follow by conditioning with Milk & Honey 6N1 Reconstructive Conditioner

Note: *Continue to shampoo the hair until the lather is white which indicates total cleansing. Ensuring that all relaxer has been removed from the hair will prevent over-processing the hair.



16 oz. | 32 oz. | Gallon



OAT PROTEIN & HENNA FULLER, THICKER, STRONGER DEEP CLEANSING SHAMPOO

A first lather, volumizing shampoo for all hair types that deeply cleanses the hair of any impurities without stripping its natural moisture. A blend of natural botanicals provide moisture and smooth the hair shaft, while oat protein and henna adds volume and strength.

pH: 6.0-7.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Removes excessive buildup
- Can be used daily or weekly
- Adds volume to fine, thinning, or limp hair

DESIGN ESSENTIALS. OAT PROTEIN EL HENNA RULER, THICKER, STRONGER DEP CEANSING SHAMPOO -Sumptomy Progress view L Orange for unequest Professional Use Only | Net The 1 did | 3.71 Lines NOVAS SERICES * NOSVENIUM for Professional Use Only | Net The 1 did | 3.71 Lines **CONVENIUM** **CONVE

8 oz. | 32 oz. | Gallon

KEY INGREDIENTS:

- Hydrolyzed Oat Protein is a natural humectant proven to condition and increase hydration.
- **Henna** adds volume, shine and strength to the hair making it more resilient to damage and breakage.

- Step 1 Wet the hair
- **Step 2** Apply a quarter size amount of shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- Step 5 Repeat as necessary



HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO

A moisture preserving, quick lather shampoo that cleanses and restores needed moisture to dry, damaged hair.

pH: 6.0-7.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Softens hair for easy detangling
- Conditions and restores moisture balance
- Gentle, non-stripping formula can be used daily



8 oz. | 32 oz. | Gallon

KEY INGREDIENTS:

■ Honey Crème - conditions, smooths the cuticle and increases manageabilty.

- **Step 1** Wet the hair
- **Step 2** Apply a quarter size amount of shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat as necessary

E CLEANSE



GENTLE BALANCE SULFATE-FREE NOURISHING SHAMPOO

A lightweight sulfate-free moisturizing and nourishing shampoo that gently cleanses without stripping the hair.

pH: 5.5-6.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Restores moisture balance
- Protects color treated hair from pre-mature fading
- Contains natural antioxidants and UV absorbers

KEY INGREDIENTS:

- Panthenol Strengthens and conditions the hair
- Rose Hip Oil Enhances hair appearance while adding body and shine

- **Step 1** Wet the hair
- **Step 2** Apply a quarter size amount of shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat as necessary



8 oz. | 32 oz.



CRYSTAL CARE FOR GRAY HAIR CONDITIONING AND TONING SHAMPOO WITH JOJOBA AND ALOE

Crystal Care Shampoo is a violet based nourishing shampoo designed to brighten gray and silver hair, refresh highlighted hair, tone brassiness, and remove unwanted yellow casts. Crystal Care gently cleanses and moisturizes, leaving hair nourished and shiny.

pH: 6.0-7.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Neutralizes and removes yellow tones
- Brightens, nourishes and restores the health of gray and silver hair

CRYSTAL CARE FOR GRAY HATE CONDITIONS AND TRUMES SHAMPOO WITH SUIGHA AND ALOK FORCE BRASSISTES FOR CRAY OF STEVER REAR 16 FLOZ | 422 ml

16.07

KEY INGREDIENTS:

■ Jojoba & Aloe - nourishes the hair and replenishes essential moisture

- **Step 1** Wet the hair
- **Step 2** Apply a quarter size amount of Crystal Care Shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat as necessary



PEPPERMINT & ALOE THERAPEUTICS ANTI- ITCH SHAMPOO

A gentle cleansing, anti-itch shampoo made with anti-dandruff agent Pyrithione Zinc, that cleanses and helps control flaking caused by common scalp conditions such as dandruff and seborrheic dermatitis.

pH: 6.5-7.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Restores natural moisture balance
- Soothes and moisturizes the scalp
- Helps reduce and control flaking



8 oz. | 32 oz.

KEY INGREDIENTS:

- Pyrithione Zinc reduces and controls flaking caused by scalp conditions
- Aloe Calms, nourishes and soothes the scalp
- **Peppermint** its aroma-therapeutic scent invigorates and calms the senses, while treating the scalp

- **Step 1** Wet the hair
- Step 2 Apply a quarter size amount of Peppermint & Aloe Shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat as necessary

CONDITION



Product Summary



MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER



ALMOND BUTTER
EXPRESS INSTANT
MOISTURIZING CONDITIONER



ROSEMARY & MINT
STIMULATING SUPER
MOISTURIZING CONDITIONER



OLIVE & SHEA DEEP FORTIFYING MASQUE



BAMBOO & SILK HCO LEAVE-IN CONDITIONER



KUKUI & COCONUT

HYDRATING

LEAVE-IN CONDITIONER

CONDITION



MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER

A unique high performance formula developed to moisturize and reconstruct chemically processed or damaged hair. Natural oils, proteins and humectants perform synergistically to soften and detangle, discontinue hair breakage, fill broken hair fibers, and return the hair to its normal pH; while Milk Protein and honey deeply penetrate, strengthen, moisturize and add shine.

pH: 4.5-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED



16 oz. | 32 oz.

BENEFITS:

- Strengthens the hair strand by filling in broken hair fibers
- Prevents and protects against breakage
- Moisturizes, softens, detangles and evens porosity
- Seals the cuticles and restores hair to normal pH level
- Locks in moisture to refortify the hair and magnify shine
- Creates resilient hair with voluminous body

COCKTAILS

Vitamin Protein Treatment - Combine Restore with Milk & Honey 6N1 Reconstructive Conditioner and use as a vitamin protein treatment for weak/fragile hair

KEY INGREDIENTS:

- Milk Protein Strenathens hair shaft
- **Honey** Provides deep moisture and sheen
- HydraStrength Vitamin & Protein Complex proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

- **Step 1** Shampoo hair and towel blot
- **Step 2** Massage Milk & Honey 6N1 Reconstructive Conditioner into hair and scalp
- **Step 3** Comb through (with a wide tooth comb) to the ends
- **Step 4** Process with or without heat:
 - a. Normal / After a relaxer: 10 minutes b. Dull / Dry / Brittle: 20 minutes
- **Step 5** Rinse and style

ECONDITION



ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER

A lightweight blend of botanical emollients and moisturizers that provide instant nourishment to the hair. Enriched with nourishing almond butter which softens and detangles instantly, hair is guaranteed to be weightless, silky, and smooth.

pH: 3.0-4.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Seals cuticle and locks in added moisture
- Enhances manageability, while adding body and shine
- Can be used daily or weekly on all hair types

KEY INGREDIENTS:

■ Almond Butter - softens and detangles

- **Step 1** Shampoo the hair and towel blot
- **Step 2** Massage a palm size amount of Conditioner from ends to scalp
- **Step 3** Comb through (with a wide tooth comb) to the ends
- **Step 4** Let stand for 5 minutes
- **Step 5** Rinse thoroughly and style (Heat is optional)



6 oz. | 2 lbs. | 4 lbs.

CONDITION



ROSEMARY & MINT STIMULATING SUPER MOISTURIZING CONDITIONER

A super charged conditioner that quickly penetrates and reenergizes the hair and the scalp, calms and relaxes the senses with its aromatherapeutic peppermint scent while rosemary purifies and restores hair leaving it soft and more manageable.

pH: 4.5-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Quickly softens, detangles and smoothes hair cuticles
- Deeply conditions and moisturizes the hair
- Ideal for especially dry hair

KEY INGREDIENTS:

- Rosemary purifies and restores hair
- Peppermint calms and relaxes the scalp

- **Step 1** Shampoo the hair and towel blot
- **Step 2** Massage a quarter size amount of Conditioner from ends to scalp
- **Step 3** Using long strokes distribute through to the ends
- Step 4 Comb through (with a wide tooth comb) to the ends
- **Step 5** Allow to sit 1-3 minutes then rinse thoroughly



6 oz. | 2 lbs. | 4 lbs.

CONDITION



OLIVE & SHEA DEEP FORTIFYING MASQUE

An intense conditioning treatment that immediately penetrates the hair shaft to reconstruct damaged hair and restore hair strength, porosity and elasticity. Natural oils ,Olive Oil and Shea butter, in addition to proteins and humectants work synergistically to refortify and revitalize weakened hair from within.

pH: 4.0-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED



7.5 oz.

BENEFITS:

- Restores hair strength, porosity and elasticity
- Deeply penetrates the hair shaft to heal the fiber and seal the cuticle
- Dramatically reduces breaking and shedding caused by dryness
- Leaves hair moisturized and more manageable

KEY INGREDIENTS:

- Olive Oil moisturizes, protects, and adds shine
- **Shea Butter** moisturizes and improves hair health

COCKTAILS

Strength / Moisture Treatment: Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner and follow general usage instruction

Strengthening / Vitamin Treatment: Combine with Restore and follow general usage instruction

Strengthening / Shine: Combine with Botanical Oils and follow general usage instruction

USAGE INSTRUCTIONS:

Step 1 After shampooing, towel blot and apply generously to damp hair

Step 2 Comb through for even distribution

Step 3 Allow to process up to 15 minutes (plastic cap recommended; dryer optional)

Regimen Tip: Repeat the treatment weekly for 3-4 weeks for optimal results

ECONDITION



BAMBOO & SILK HCO LEAVE-IN CONDITIONER

An intercellular treatment, which acts as a conditioner as well as a blow drying agent. Enriched with bamboo extracts and silk protein, it quickly penetrates deep within the hair shaft to strengthen and replenish needed proteins, leaving hair soft, manageable and full of body.

pH: 4.5-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Instantly moisturizes, softens and detangles on contact
- Restores and strengthens the hair shaft
- Provides thermal protection

KEY INGREDIENTS:

- Bamboo strengthens and protects the hair
- **Silk Protein** smoothes and softens the hair

- **Step 1** Shampoo and condition the hair and towel blot
- **Step 2** Spray Bamboo & Silk HCO Leave-In Conditioner onto wet hair
- **Step 3** Comb through (with a wide tooth comb) to the ends
- **Step 4** Proceed to style, set or blow-dry



8 oz. | 32 oz.

CONDITION



KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER

A deep penetrating leave-in conditioner designed to hydrate dry, thirsty hair. Kukui and coconut extracts deeply penetrate the hair shaft and instantly softens and moisturizes normal to coarse and dry hair leaving it soft and full of body and sheen.

pH: 6.0-7.0

WAVY **CURLY** COILY **Hair Type:** STRAIGHT

Hair Texture: MFDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Provides intense moisture for extremely dry, brittle hair
- Quickly penetrates and conditions to prevent breakage
- Emits radiant shine
- Botanical extracts instantly soften and moisturize the hair.
- Can be used weekly or on dry hair between shampoos.

KEY INGREDIENTS:

- **Kukui Extracts** condition, moisturizes, and adds shine
- Coconut instantly penetrates and softens

USAGE INSTRUCTIONS:

-Wet Hair

- Step 1 Shampoo and condition the hair and towel blot
- Step 2 Apply a dime size of Hydrate Leave-In Hydrating Conditioner to short hair, nickel size for medium hair or quarter size for long hair into palm and emulsify
- Apply to hair and comb through. DO NOT RINSE Step 3
- **Step 4** Proceed to style, set or blow-dry

-Dry Hair

- Step 1 Measure a dime size into palm, emulsify and spread onto hair
- Proceed to comb and style as desired Step 2



PTREATMENT



Product Summary



RESTORE VITAMIN
TREATMENT



OLIVE & SHEA DEEP FORTIFYING MASQUE



PEPPERMINT & ALOE
THERAPEUTICS ANTI- ITCH
SHAMPOO



PEPPERMINT & ALOE SOOTHING SCALP TONIC



THERAPEUTICS ANTI-ITCH
HAIR + SCALP TREATMENT

TREATMENT



RESTORE VITAMIN TREATMENT

Enhanced with the HydraStrength Vitamin & Protein Complex instantly penetrates the hair shaft, fills and smoothes the cuticles and restores hair strength from the inside out.

pH: 3.5-5.5

Hair Type: STRAIGHT WAVY **CURLY** COIIY

FINE **Hair Texture:** MEDIUM THICK/COARSE

Hair Condition: Olly NORMAL DRY/BRITTLE **COLOR TREATED**

BENEFITS:

- Rich blend of conditioners, vitamins, minerals and proteins provides triple conditioning protection: before, during and after chemical service
- Visibly fortifies hair leaving it smoother, softer and more manageable
- Prevents breakage and protects against damage of over-processed or stressed hair



KEY INGREDIENTS:

■ HydraStrenath Vitamin & Protein Complex - proprietary blend of protein and botanical ingredients - designed to nourish, moisturize and strengthen the structure of the hair

USAGE INSTRUCTIONS:

- Pre-Chemical Directions
- Step 1 Part hair into four sections
- Step 2 Generously apply Restore Vitamin Treatment to previously chemically treated hair
- Comb through for even distribution and DO NOT Step 3
- Step 4 Proceed to apply chemical to new growth
- Pre-Conditioning or Conditioning Treatment*

COCKTAILS

Vitamin Moisture Treatment - Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner or Almond Butter Express Instant Moisturizing Conditioner and use as a treatment for dry/breaking hair

Vitamin Protein Treatment - Combine with Milk & Honey 6N1 Reconstructive Conditioner and use as a vitamin protein treatment for weak/fragile hair

Regimen Tip - Use Weekly until hair health is restored (appx. 3-4 weeks)

- After shampooing, towel blot and apply Restore Vitamin Treatment generously to damp hair Step 1
- Step 2 Comb through for even distribution
- Step 3 Allow to process up to 15 minutes (dryer optional) with a plastic cap
- Step 4 Rinse, then proceed to condition with Design Essentials.

Note: If the client is receiving a virgin application, do not apply the Restore to the hair shaft before the relaxer application. Instead, you may add it to the Milk & Honey 6N1 Reconstructive Conditioner at the end of the service.

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P TREATMENT



OLIVE & SHEA DEEP FORTIFYING MASQUE

An intense conditioning treatment that immediately penetrates the hair shaft to reconstruct damaged hair and restore hair strength, porosity and elasticity. Natural oils ,Olive Oil and Shea butter, in addition to proteins and humectants work synergistically to refortify and revitalize weakened hair from within.

pH: 4.0-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED



7.5 oz.

BENEFITS:

- Restores hair strength, porosity and elasticity
- Deeply penetrates the hair shaft to heal the fiber and seal the cuticle
- Dramatically reduces breaking and shedding caused by dryness
- Leaves hair moisturized and more manageable

KEY INGREDIENTS:

- Olive Oil moisturizes, protects, and adds shine
- **Shea Butter** moisturizes and improves hair health

COCKTAILS

Strength / Moisture Treatment: Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner and follow general usage instruction

Strengthening / Vitamin Treatment: Combine with Restore and follow general usage instruction

Strengthening / Shine: Combine with Botanical Oils and follow general usage instruction

USAGE INSTRUCTIONS:

Step 1 After shampooing, towel blot and apply generously to damp hair

Step 2 Comb through for even distribution

Step 3 Allow to process up to 15 minutes (plastic cap recommended; dryer optional)

Regimen Tip: Repeat the treatment weekly for 3-4 weeks for optimal results

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EXECUTIONTREATMENT



PEPPERMINT & ALOE THERAPEUTICS ANTI- ITCH SHAMPOO

A gentle cleansing, anti-itch shampoo made with anti-dandruff agent Pyrithione Zinc, that cleanses and helps control flaking caused by common scalp conditions such as dandruff and seborrheic dermatitis.

pH: 6.5-7.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE

Scalp Condition: DRY/ITCHY DRY/FLAKY NORMAL COMBINATION OILY

BENEFITS:

- Restores natural moisture balance
- Soothes and moisturizes the scalp
- Helps reduce and control flaking



8 oz. | 32 oz.

KEY INGREDIENTS:

- Pyrithione Zinc reduces and controls flaking caused by scalp conditions
- Aloe Calms, nourishes and soothes the scalp
- Peppermint- its aroma-therapeutic scent invigorates and calms the senses, while treating the scalp

- **Step 1** Wet the hair
- Step 2 Apply a quarter size amount of Peppermint & Aloe Shampoo into palm of hand and emulsify
- **Step 3** Apply to hair and lather
- **Step 4** Rinse thoroughly
- **Step 5** Repeat as necessary

TREATMENT



PEPPERMINT & ALOE SOOTHING SCALP TONIC

A clarifying scalp (and skin) treatment that purifies and detoxifies to help remove dirt particles and excess oils that contribute to skin and scalp irritation. Natural oils (and peppermint) calm, sooth and stimulate the scalp, while providing instant itch relief.

pH: 6.8

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE

Scalp Condition: DRY/ITCHY DRY/FLAKY NORMAL COMBINATION OILY



4 oz. | 16 oz.

BENEFITS:

- Purifies and detoxifies the scalp
- Provides instant itch relief
- Soothes minor cuts and abrasions

KEY INGREDIENTS:

- Aloe Calms, nourishes and soothes the scalp
- Peppermint Oil Aroma-therapeutic scent invigorates and calms the senses while treating the scalp

USAGE INSTRUCTIONS:

- Pre-Shampoo Treatment
- **Step 1** Apply Soothing Scalp Tonic directly to scalp with finger or cotton ball and gently massage
- **Step 2** Allow to sit for 1-3 minutes.
- **Step 3** Rinse and shampoo with desired shampoo
- Leave In Scalp Treatment
- **Step 4** Apply Soothing Scalp Tonic directly to scalp with finger or cotton ball and gently massage.
- **Step 5** Style as desired.

TIP

For best results, follow with Peppermint & Aloe Therapeutics Anti-Itch Shampoo.

TREATMENT



THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT

An advanced, anti-bacterial hair and scalp moisturizer that alleviates dry, itchy scalp and helps to control flaking caused by conditions such as Dandruff or Seborrheic Dermatitis.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE

Scalp Condition: DRY/ITCHY DRY/FLAKY NORMAL COMBINATION OILY



4 oz.

BENEFITS:

- Rich emollients condition and add natural shine to the hair.
- Soothes and stimulates the scalp
- Can be used daily

KEY INGREDIENTS:

■ Salicylic Acid 2% - Helps to alleviate dry, itchy scalp and control flaking.

- Step 1 Part hair
- **Step 2** Apply a small fingertip portion of Therapeutics Hair + Scalp to scalp
- **Step 3** Repeat until entire scalp is covered
- **Step 4** Massage into scalp





Product Summary



CLEANSING SULFATE FREE SHAMPOO



SMOOTHING MOUSSE MAX SMOOTH



SMOOTHING MOUSSE GENTLE SMOOTH



THERMAL THERAPY
LEAVE-IN SEALANT



DAMAGE RECOVERY AND ANTI-BREAKAGE TREATMENT

STS EXPRESS SMOOTHING SYSTEM



STS EXPRESS CLEANSING SULFATE FREE SHAMPOO

STS EXPRESS Cleansing Sulfate Free Shampoo gently cleanses and removes impurities from the hair and scalp without stripping essential oils and nutrients from the hair. Infused with Biotin, this lightly moisturizing shampoo prepares the hair to absorb additional moisture and nutrients from Design Essentials STS EXPRESS Smoothing and Strengthening treatments.

pH: 4.0-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Gently cleanses and removes impurities from the hair and scalp
- Protects color, natural and fine hair textures
- Can be used with any Design Essentials Conditioner



16 oz.

USAGE INSTRUCTIONS:

When used as a cleansing shampoo:

- **Step 1** Shampoo hair with STS EXPRESS Cleansing Sulfate Free Shampoo. Repeat 2-3 times.
- **Step 2** Follow with any Design Essentials Conditioner depending on hair type and hair need.

When used as part of the STS EXPRESS Smoothing Treatment:

- **Step 1** Shampoo hair with STS EXPRESS Cleansing Sulfate Free Shampoo. Repeat 2-3 times.
- Step 2 Treat hair with STS EXPRESS Smoothing Mousse. See Smoothing Mousse (Max Smooth) or Smoothing Mousse (Gentle Smooth) back labels for detailed, step by step instructions.
- **Step 3** Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.
- **Step 4** Blow dry hair from roots to ends until completely dry and style as desired.

When used as a part of the STS EXPRESS Strengthening Treatment:

- **Step 1** Shampoo hair with STS EXPRESS Cleansing Sulfate Free Shampoo. Repeat 2-3 times.
- **Step 2** Treat hair with STS EXPRESS Damage Recovery Anti-Breakage Treatment. For optimal results, part hair into four quadrants. Spray the treatment evenly throughout each each quadrant. Do not saturate.
- **Step 3** Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.
- **Step 4** Blow dry hair from roots to ends until completely dry and style as desired.

STS EXPRESS SMOOTHING SYSTEM



STS EXPRESS SMOOTHING MOUSSE **MAX SMOOTH**

STS EXPRESS Smoothing Mousse is a fast and easy thermal therapy smoothing treatment designed to enhance curl definition and maximize curl length while significantly reducing frizz for easy to manage, shiny, sleek hair. Used as the second step in the STS EXPRESS Smoothing System, Smoothing Mousse is infused with micro-fine amino acids to strengthen hair from root to tip while delivering anti-swelling and anti-reversion properties. Curly styles are kept under control without significant swelling, and smooth styles are long-lasting and frizz free.

pH: 1-2

WAVY CURLY COILY **Hair Type:**

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE **COLOR TREATED**



Designed primarily for clients who want to wear their naturally curly, transitioning, or frizzy hair in a straight style.

Client Presentation

- Naturally curly/coiled hair with significant swelling
- Hair is difficult to detangle and style

Desire

- A straight hairstyle resistant to reversion from perspiration and humidity
- Seeking greater manageability and frizz control

Results

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- Silky, smooth, shiny hair
- Significantly less styling time each day
- Reversion resistant style lasting up to 12 weeks



7.5 oz.



STS EXPRESS SMOOTHING MOUSSE **GENTLE SMOOTH**

STS EXPRESS Smoothing Mousse is a fast and easy thermal therapy smoothing treatment designed to enhance curl definition and maximize curl length while significantly reducing frizz for easy to manage, shiny, sleek hair. Used as the second step in the STS EXPRESS Smoothing System, Smoothing Mousse is infused with micro-fine amino acids to strengthen hair from root to tip while delivering anti-swelling and anti-reversion properties. Curly styles are kept under control without significant swelling, and smooth styles are long-lasting and frizz free.

pH: 1-2

Hair Type: WAVY CURLY COILY

Hair Texture: FINE MEDIUM

Hair Condition: OILY NORMAL DRY/BRITTLE **COLOR TREATED**



GENTLE SMOOTH

Designed for clients who want to easily alternate between straight and curly styles, or clients who wear their hair more curly than straight.

Client Presentation

- Naturally curly to wavy hair that swells whether worn straight or in natural texture
- Curl pattern is inconsistent when worn straight
- Naturally tightly coiled hair
- Frustrated with frizz, dryness and shrinkage of the hair

Desire

- Shiny manageable style that lasts without the frizz
- Greater manageability and curl control
- Enhanced curl definition and length for volumized hair styles
- Flexibility in wearing hair straight or curly

Results

- Shiny, lustrous hair; defined curls
- Stronger, nourished, hydrated hair
- Moisturized, frizz resistant style lasting up to 12 weeks, whether worn straight or in natural texture
- Maximum curl length and greater manageability
- Defined, long-lasting "wet set" curly styles

STS EXPRESS SMOOTHING SYSTEM



DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT

STS EXPRESS Damage Recovery Anti-Breakage Treatment is a fast and easy thermal therapy damage repair treatment designed to strengthen, treat and help repair chemically processed, weakened or damaged hair. Designed as the second step of the STS EXPRESS Strengthening Treatment, STS EXPRESS Damage Recovery Anti-Breakage Treatment is infused with a blend of Keratin Amino-Acids and Proteins, to deeply penetrate the hair shaft, immediately renew hair health and strength, and improve the look and feel of the hair with every use.

pH: 7.5-8.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYDRY/BRITTLECOLOR TREATED

The STS EXPRESS Damage Recovery Anti-Breakage Treatment can be used for the following hair conditions:

- Breaking, Shedding
- Split Ends
- Weak, Thinning Hair
- Chemically over-processed hair
- Thirsty, Dry, Brittle Hair

After one use, your clients can experience:

- Smooth, radiantly shiny hair
- Stronger, more resilient hair strands
- Body, fullness and movement
- Immediate reversal of the cycle of hair breakage

With ongoing use, your clients can experience:

- Minimal split ends
- Significant increase in strength and resilience of hair
- Intense and radiant shine
- Minimal breaking and shedding
- Thicker, fuller, longer, stronger hair





8 oz

STS EXPRESS SMOOTHING SYSTEM



THERMAL THERAPY LEAVE-IN SEALANT

STS EXPRESS Thermal Therapy Leave-In Sealant is a fast penetrating, intensely moisturizing leave-in conditioner designed to restore the necessary moisture balance to the hair while providing long lasting protection against heat styling and environmental damage. Designed as the third and final step of STS EXPRESS Smoothing System, STS EXPRESS Thermal Therapy Leave-In Sealant is infused with protective antioxidants and nourishing botanicals that work synergistically with the ingredients of the STS EXPRESS Smoothing Mousse or STS EXPRESS Damage Recovery Anti-Breakage Treatment to seal in softness, while providing strength, health, anti-frizz protection, and long lasting shine.

pH: 4.5-5.5

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

PROFESSIONAL THE PROFESSIONAL

8 oz.

BENEFITS

- Removes any excess residue from treatment
- Helps seal the cuticle and create moisture balance in the hair for a soft, shiny, lustrous finish
- For all hair types and textures



USAGE INSTRUCTIONS

1-2-3 Smoothing

Using the STS EXPRESS Smoothing System is as easy as 1-2-3:

STEP 1: CLEANSE

- Shampoo hair with Design Essentials® STS EXPRESS Cleansing Sulfate Free Shampoo. Repeat 2-3 times.
- Towel blot hair, detangle, part into four (4) sections. To maintain proper moisture to absorb treatment, place a cap on the half of the head awaiting product application. If hair dries, lightly mist with water.

STEP 2: TREAT

- FOR SMOOTH STYLES: Wearing gloves, take 1/2 inch partings and apply 1-2 pumps of STS EXPRESS Smoothing Mousse at the roots and comb through NOTE: A full head application should not exceed 2oz of product. Coat hair (but DO NOT OVERSATURATE). DO NOT RINSE OR SHAMPOO.
- After full head application is complete, cover with plastic cap and allow treatment to sit for 15 minutes.

STEP 3: SEAL & STYLE

- Spray STS EXPRESS Thermal Therapy Leave-In Smoothing Sealant throughout hair to remove any residue and seal in treatment.
- Taking manageable subsections, starting at the back, blow dry hair from root to ends until completely dry using a paddle brush.
- Taking 1/8 inch partings, flat iron hair using a temperature controlled iron, passing 1 to 2 times from root to ends at 340°F to 400°F. Lower temperature recommended for fine, fragile hair or color treated hair.

FOR CURLY STYLES:

For greater elongation and optimal results complete STS Smoothing treatment process all the way through to flat iron; and simply re-wet the hair to activate curl pattern and style as desired. Note: For a low heat option or if determined by consultation, you may omit the flat ironing process and proceed to re-wet and style after the blow dry.



USAGE INSTRUCTIONS

1-2-3 Strengthening

The STS EXPRESS Strengthening Treatment is as easy as 1-2-3:

STEP 1: CLEANSE

■ Shampoo hair with STS EXPRESS Cleansing Sulfate Free Shampoo. Repeat 2-3 times.

STEP 2: TREAT

■ Treat hair with STS EXPRESS Damage Recovery Anti-Breakage Treatment. For optimal results, part hair into four quadrants. Spray the treatment evenly throughout each quadrant. DO NOT SATURATE.

STEP 3: SEAL & STYLE

- Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout the hair to remove any residue and seal in treatment.
- Blow dry hair from roots to ends until completely dry.
- Taking 1/8 inch partings, flat iron hair using a temperature controlled iron, passing 1 to 2 times from root to ends at 340°F to 400°F. Lower temperature recommended for fine, fragile hair or color treated hair.
- Style as desired.

FOR CURLY STYLES:

For greater elongation and optimal results complete STS Smoothing treatment process all the way through to flat iron; and simply re-wet the hair to activate curl pattern and style as desired. Note: For a low heat option or if determined by consultation, you may omit the flat ironing process and proceed to re-wet and style after the blow dry.

STYLING



Product Summary



COMPOSITIONS FOAMING WRAP LOTION AND MOUSSE



MASTERPIECE CONCENTRATED SETTING LOTION



CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL



SLEEK EDGE CONTROL



SLEEK MAX EDGE CONTROL

ESTYLING



COMPOSITIONS FOAMING WRAP LOTION AND MOUSSE

A lightweight foaming mousse infused with Coconut Oil and Wheat Protein to moisturize, nourish and strengthen hair during the wet styling process.

pH: 4.5-6.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Detangles on contact
- Creates smooth wraps, sets and molds with medium to firm hold and no flaking
- Dries quickly and provides intense shine

KEY INGREDIENTS:

- Coconut Oil Moisturizes and nourishes the hair
- Wheat Protein Strengthens and heals stressed, fragile hair.

- **Step 1** After shampooing and conditioning, towel blot the hair.
- **Step 2** Apply Compositions generously to wet hair.
- **Step 3** Mold, wrap or roll hair as desired.
- **Step 4** Dry thoroughly and style as desired.



7.5 oz. | 32 oz.

STYLING



MASTERPIECE CONCENTRATED SETTING LOTION WITH JOJOBA AND ALOE EXTRACTS

Masterpiece Concentrated Setting Lotion is a quick drying concentrated setting lotion that can be diluted to provide styling flexibility with sets, molds, and wraps.

pH: 5.0-5.5

Hair Type:STRAIGHTWAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED



50

- Moisture-rich conditioning agents penetrate and seal the hair cuticle
- Minimizes hair breakage and split ends during styling
- Non-flaking formula
- Provides a soft to firm hold based on dilution

KEY INGREDIENTS:

- Jojoba Oil Adds shine, elasticity, and softness to the hair
- Aloe Extracts Conditions and soothes scalp during styling
- Hydrolyzed Wheat Protein Strengthens, repairs and adds volume to the hair shaft
- Silk Amino Acids Smoothes and softens hair

USAGE INSTRUCTIONS:

- **Step 1** Shampoo and condition the hair.
- **Step 2** Apply the selected diluted Masterpiece Concentrated Setting Lotion formula to wet hair based on guidelines for desired results.
- **Step 3** Mold, wrap or roll hair as desired.
- Step 4 Place under a heated dryer until dry.
- **Step 5** Proceed to style as desired.

DESIGN ESSENTIALS.
MASTERPIECE CONCENTRATED SETTING LOTION Gaton Madelante Concentral Madelanter Indiana Discontinual Madelanter
S. S
Net Wt. 16 ft. oz J. 473 ml.
16 oz.

Recommended Dilution Ratio

Recommended Director Nacio						
HOLD	TEXTURE	STYLE	MASTERPIECE	WATER		
Soft	Fine, Color Treated	Sets and Molds	1 oz.	4 oz. – 5 oz.		
Medium	Normal	Sets and Molds	1 oz.	2 oz. – 3 oz.		
Firm	Natural, Coarse	Natural Sets and Molds	1 oz.	0 oz. – 1 oz.		

ESTYLING



CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL

A medium to firm hold styling gel enriched with Panthenol, smoothes and holds hair without flaking, provides luminous shine, increased manageability, and strengthens hair during styling.

pH: 6.2-6.7

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED



6 oz. | 16 oz.

BENEFITS:

- Quick drying, non-flaking formula
- Excellent for sets, molds, curl definitions or sculpting
- Ideal for medium to coarse textures

KEY INGREDIENTS:

- Panthenol Protects and strengthens during styling
- Hydrolyzed Wheat Protein Strengthens, repairs and adds volume to the hair shaft

- **Step 1** Apply Contours to clean wet or towel blotted hair
- **Step 2** Proceed to mold, sculpt or set as desired
- **Step 3** Style and dry as desired

P STYLING



SLEEK/ SLEEK MAX EDGE CONTROL

A moisturizing, smoothing and defining gel that provides control, touchable shape and texture for tousled, spiked and pieced out looks. Smooths the hairline and edges and tames frizz and fly aways without buildup.

pH: 5.5-7.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Provides touchable hold
- Adds intense sheen
- Adds texture to short syles
- Available in firm and max hold
- Can be used on wet or dry hair

SLEEK Edge Control set invest from an exemble in set investigation in a set investigation in the set inves



7.5 oz.

USAGE INSTRUCTIONS:

EDGES: Apply a fingertip portion to hairline and smooth (use comb or brush for a sleek finish)

PONYTAILS/UPDO: Apply liberally along the hair strand then style as desired

SHORT STYLES: Apply a nickel to quarter size amount and manipulate hair into desired style. To create piecy, spiked, tousled or disconnected looks for men or women, take a dime size amount, emulsify in the hands and apply to damp or dry hair. Manipulate hair into the desired shape or style.



Product Summary



SILK ESSENTIALS THERMAL STRENGTHENING SERUM



BOTANICAL OILS



HERBAL COMPLEX



NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS



FORMATIONS SPRITZ



FORM PROFESSIONAL HOLDING SPRAY



REFLECTIONS LIQUID SHINE



DIAMONDS OIL SHEEN SPRAY



HYDRIENCE ARGAN MOISTURE WHIP STYLING SOUFFLE



HYDRIENCE ARGAN MOISTURIZING CRÈME



HYDRIENCE ARGAN MOISTURE REPLENISHING MIST



HYDRIENCE ARGAN HAIR REPAIR OIL TREATMENT



SILK ESSENTIALS THERMAL STRENGTHENING SERUM

A lightweight strengthening and smoothing serum enriched with 17 simple amino acids, that easily penetrates the cuticle and locks in moisture during thermal styling.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Improves hair manageability while imparting shine and a high gloss finish
- Ideal for all textures and daily use (can be used wet or dry)
- Excellent for thermal protection
- Eliminates static

KEY INGREDIENTS:

■ Amino Acids - strengthen and smooth the hair shaft

USAGE INSTRUCTIONS:

Step 1 Place a few drops of Silk Essentials into palms and emulsify

Step 2 Apply to hair (wet or dry) from ends to scalp



4 oz.



BOTANICAL OILS HAIR AND BODY MOISTURIZER

A synergistic blend of natural oils used to deeply moisturize hair and skin while imparting an excellent shine.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Deeply moisturizes hair and skin
- Smoothes cuticles while adding shine
- Ideal for medium to coarse textures

TIP

Excellent as an all-natural hot oil treatment to rejuvenate, silken and moisturize damaged, breaking and lifeless hair.



4 oz.

USAGE INSTRUCTIONS:

HAIR

- **Step 1** Place a few drops of Botanical Oils into palms and emulsify
- **Step 2** Apply to hair (wet or dry) from ends to scalp

BODY

- **Step 1** Apply a few drops of Botanical Oils into palms and emulsify
- **Step 2** Apply to skin and massage in to moisturize dry areas



HERBAL COMPLEX 4

A lightweight compound of four essential herbs (Black Indian Hemp, Ginseng, Horsetail, and Rosemary) used to moisturize the hair and alleviate dry scalp.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED



4 oz. 1 16 oz.

BENEFITS:

- Lightweight formula leaves hair bouncy and silky with radiant shine
- Excellent for thermal protection
- Ideal for daily use and great for multiple styling needs

KEY INGREDIENTS:

■ Botanical blend of Black Indian Hemp, Ginseng, Horsetail and Rosemary - provides and restores natural moisture and shine to the hair

USAGE INSTRUCTIONS:

Step 1 Apply a small amount of or Herbal Complex 4 to hands and emulsify

Step 2 Smooth throughout the hair, or apply directly to scalp



NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS

A daily moisturizer enriched with essential vitamins and Pea Sprout that eliminates dryness, restores moisture balance, strengthens and stimulates growth.

pH: 7.2-7.6

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: DRY/BRITTLE COLOR TREATED



4 oz.

BENEFITS:

- Strengthens hair that has been weakened by chemical or thermal styling
- Revitalizes dull, dry hair
- Stimulates growth
- Imparts a soft, silky finish with exceptional shine.
- Light formula excellent for daily use.

KEY INGREDIENTS:

■ Pea Sprout - soothes scalp and stimulates hair growth

USAGE INSTRUCTIONS:

Step 1 Apply a small amount of Nutriment Rx into hands and emulsify

Step 2 Smooth throughout the hair, or apply directly to scalp



FORMATIONS SPRITZ

A finishing spray that provides a soft to firm touchable hold without sticky or hard buildup.

pH: 4.5-6.0

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYNORMALCOLOR TREATED

BENEFITS:

Provides long lasting hold and shine

No sticky residue or buildup

■ Hypo-allergenic formula

Provides style memory and medium to firm hold

TIP

Spray at the roots, and tease with comb/fingers to lift and create lasting volume



8 oz. | 32 oz.

USAGE INSTRUCTIONS:

Step 1 Apply Formations to wet or dry hair before or after styling

Step 2 Hold bottle 6-8 inches away from the hair using even strokes



FORM PROFESSIONAL HOLDING SPRAY

A firm hold aerosol holding spray that adds volume, provides style memory and lasting hold. Wheat protein conditions the hair and leaves an extreme shine, while providing thermal protection during heat styling.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Humidity resistant formula reduces frizz and swelling
- Provides thermal protection during heat styling
- Non-Flaking formula
- Provides style memory and medium to firm hold

KEY INGREDIENTS:

■ Wheat Protein - conditions, strengthens and imparts radiant shine

USAGE INSTRUCTIONS:

Step 1 Shake well

Step 2 Hold can 8-10 inches away from the hair and spray FORM Professional Holding Spray evenly over the entire head



10 oz.



REFLECTIONS LIQUID SHINE

A unique, lightweight, scientifically advanced formula that adds luster and a natural sheen to dull, dry hair.

pH: N/A

Hair Type:STRAIGHTWAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Contains no alcohol
- Smooths and eliminates frizz without weighing the hair down
- Excellent for all hair types
- Provides thermal protection during heat styling
- Eliminates frizz and controls fly away strands

- **Step 1** Apply Reflections to wet or dry hair before or after styling
- **Step 2** Hold bottle 6-8 inches away from the hair using even strokes



4 oz. 1 16 oz.



DIAMONDS OIL SHEEN SPRAY

An aerosol oil sheen infused with Wheat, Aloe and Olive extracts fused to create a lightweight molecule that penetrates and seals the cuticle leaving the hair with a natural shine.

pH: N/A

Hair Type:STRAIGHTWAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Lightweight formula does not weigh the hair down
- Replenishes moisture and provides thermal protection
- Ideal for all hair types (can be used on wet or dry hair)

KEY INGREDIENTS:

- Wheat Protein strengthens and adds natural shine to the hair
- Aloe and Olive extracts seals the cuticle and adds shine

USAGE INSTRUCTIONS:

- **Step 1** Shake Well
- **Step 2** Hold can 8-10 inches away from hair and spray Diamonds Oil Sheen evenly over the entire head
- **Step 3** Comb or brush through for deeper penetration and conditioning

Note: For maximum gloss, spray lightly over finished style



10 oz.



HYDRIENCE ARGAN MOISTURE WHIP STYLING SOUFFLÉ

A lightweight cream base styling and finishing product designed to instantly replenish and seal in moisture and add sheen to hair. Infused with pure Argan oil from Morroco and a blend of other moisture rich botanicals Hydrience Argan Moisture Whip Styling Soufflé instantly revitalizes and restores hair luster and moisture without build up or weighing the hair down.



12 oz.

pH: 4.0-5.0

Hair Type:STRAIGHTWAVYCURLYCOILEDHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Instantly replenishes and seals in moisture
- Adds natural luster and sheen to hair
- Reduces frizz and flyways
- Provides thermal protection
- Ideal for all hair types
- Can be used to blow dry, style, and finish

KEY INGREDIENTS:

■ **Argan Oil** - natural source of Vitamin E, proteins, and antioxidants. Instantly replenishes moisture, strength and shine from the inside.

USAGE INSTRUCTIONS:

Step 1 Apply a dime size amount of Hydrience Argan Moisture Whip Styling Soufflé to damp or dry hair and distribute evenly from root to tip.

Step 2 Style as desired.



HYDRIENCE ARGAN MOISTURIZING CRÈME

A lightweight cream that leaves hair soft, silky, and lustrous. Enriched with pure Argan oil from Morocco, hair is instantly nourished, moisture is restored, and strands are strengthened, revealing a luxurious exotic shine.

pH: 3.3-4.0

Hair Type:STRAIGHTWAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Instantly conditions and smoothes the hair
- Restores hair health
- Leaves hair soft and silky
- Reduces frizz and flyaways
- Perfect for daily use on all hair types wet or dry

KEY INGREDIENTS:

Argan Oil - natural source of Vitamin E, proteins, and antioxidants. Instantly replenishes moisture, strength and shine from the inside.

USAGE INSTRUCTIONS:

Thermal Protectant - apply to hair and comb through prior to blow drying or thermal styling Tame Flyaways- finger through or smooth throughout the hair where needed

Home Style Maintenance - apply to hair and comb through then proceed to pin curl, or wrap hair securing with a satin wrap



4 oz.



HYDRIENCE ARGAN MOISTURE REPLENISHING MIST

A replenishing mist infused with pure Argan Oil from Morocco that instantly replenishes and hydrates dry, brittle hair, leaving the hair strand conditioned and smooth.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Penetrates instantly
- Restores and replenishes lost moisture
- Provides UV and Thermal Protection
- Emits radiant shine

KEY INGREDIENTS:

■ **Argan Oil** - natural source of Vitamin E, proteins, and antioxidants. Instantly replenishes moisture, strength and shine from the inside.

- **Step 1** Hold bottle 8-10 inches away from the hair. Spray using even strokes.
- **Step 2** Apply Mist to dry hair before and after styling



4 07



HYDRIENCE ARGAN HAIR REPAIR OIL TREATMENT

Hydrience Argan Hair Repair Oil Treatment infused with nourishing Argan Oil from Morocco provides triple action protection with Vitamin E, Proteins and Antioxidants to instantly heal dry, damaged hair, renew hair strength and elasticity, mend split ends and shield the hair from damaging elements, while leaving it visibly softer, silkier and smoother with an exotic shine.

pH: N/A

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Restores and repairs damaged/brittle hair
- Strengthens hair and mends split ends
- Emits intense shine
- Humidity Resistant

KEY INGREDIENTS:

■ **Argan Oil** - natural source of Vitamin E, Proteins, and Antioxidants. Instantly replenishes moisture, strength and shine from the inside.

- **Step 1** (Damp Hair) Apply a small amount to towel blot hair and spread evenly.
- **Step 2** Comb through and style as desired.
- **Step 3** (Dry Hair) After styling, apply a small amount to hair to protect hair from UV damage and deliver lasting moisture.



4 oz.

NATURAL CURL COLLECTION @



Product Summary



ALMOND & AVOCADO MOISTURIZING & **DETANGLING SHAMPOO**



ALMOND & AVOCADO **MOISTURIZING & DETANGLING CONDITIONER**



ALMOND & AVOCADO **DETANGLING LEAVE-IN** CONDITIONER



DAILY MOISTURIZING LOTION



TWIST & SET SETTING LOTION



CURL ENHANCING MOUSSE



HONEY CURLFORMING CUSTARD



CURL STRETCHING CREAM



DEFINING CREME GEL



HONEY & SHEA EDGE TAMER



NATURAL CURL COLLECTION



ALMOND & AVOCADO MOISTURIZING & DETANGLING SULFATE FREE SHAMPOO

A gentle cleansing shampoo infused with hydrating Almond and Avocado plus nourishing botanicals to hydrate, soften and detangle even the curliest and coiliest hair textures.

pH: 5.0-5.8

Hair Type: WAVY CURIY COIIY 2B-4C

Hair Texture: THICK/COARSE FINE MEDIUM

Hair Condition: OILY NORMAL **COLOR TREATED**

BENEFITS:

- Gentle formula cleanses hair without stripping
- Maximum detangling properties

KEY INGREDIENTS:

Almond & Avocado - deliver intense moisture and hydration

- Wet hair thoroughly. Apply Natural Almond & Avocado Moisturizing & Detangling Sulfate Free Step 1 Shampoo into palm of hand and emulsify
- Massage product into hair and scalp Step 2
- Step 3 Rinse thoroughly and repeat as necessary
- Step 4 Follow with Natural Almond & Avocado Detangling & Moisturizing Conditioner



8 oz.

D Natural

NATURAL CURL COLLECTION



ALMOND & AVOCADO MOISTURIZING & DETANGLING CONDITIONER

Uses the hydrating power of Almond, Avocado, Shea Butter and Coconut Milk to nourish and replenish hair moisture.

pH: 3.9-4.5

Hair Type: WAVY CURLY COILY 2B-4C

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Eases detangling process for improved manageability
- Avocado delivers intense moisture and hydration
- Provides a luminous shine

KEY INGREDIENTS:

- Almond & Avocado provides intense moisture and hydration
- Shea Butter restores moisture and improves hair health from the inside out
- Coconut Milk Replenishes moisture and aids as a natural detangler

- **Step 1** After shampooing, towel blot
- **Step 2** Apply Natural Almond & Avocado Moisturizing & Detangling Conditioner from ends to scalp
- **Step 3** Comb through for even distribution
- **Step 4** Allow to sit for up to 3 minutes
- **Step 5** Rinse thoroughly



8 oz.

P. Natural

NATURAL CURL COLLECTION



ALMOND & AVOCADO DETANGLING LEAVE-IN CONDITIONER

A lightweight, non-sticky moisturizing conditioner with nourishing botanicals and Vitamin E that penetrates quickly to soften hair and smooth the cuticle for easy detangling.

pH: 3.5-5.0

Hair Type: WAVY CURLY COILY 2B-4C

Hair Texture: FINE MEDIUM THICK/COARSE

Hair Condition: OILY NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Eases detangling process for improved manageability
- Delivers intense moisture and hydration
- Provides a luminous shine



8 oz.

KEY INGREDIENTS:

- Almond & Avocado provide intense moisture and hydration
- Shea Butter restores moisture and improves hair health from the inside out
- Coconut Milk Replenishes moisture and aids as a natural detangler

COCKTAIL

On damp hair, layer under any Natural styling product for added softness and shine.

- **Step 1** Apply generously to damp hair and distribute evenly.
- **Step 2** Gently detangle by separating strands to remove knots and tangles.
- **Step 3** Follow with wide-tooth comb. Do not rinse. Style as usual

PNatural

NATURAL CURL COLLECTION



DAILY MOISTURIZING LOTION

Moisturizes and defines curls while controlling frizz. Ideal for wavy to coiled textures, can be used on wet hair for wash & go styling or on dry hair to revitalize curls and deliver shine.

pH: 4.8-5.8

Hair Type: WAVY CURLY COILY 2C-4C

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

Defines and revitalizes curls

Softens hair and controls frizz

COCKTAIL

On damp hair, layer under Natural Curl Enhancing Mousse for added moisture and shine.

KEY INGREDIENTS:

■ Jojoba Oil - adds moisture and shine

- **Step 1** Apply Natural Daily Moisturizing Lotion to clean, damp hair.
- **Step 2** Comb through or finger style as desired and air dry or diffuse.
- **Step 3** Or apply to dry hair to pull out twist sets, revitalize curls and reduce frizz.



8 oz. | 16 oz.

NATURAL CURL COLLECTION



TWIST & SET SETTING LOTION

A ready to use setting lotion enhanced with botanicals, vitamins and proteins to condition, moisturize and provide a luminous shine. This quickdrying formula provides a medium hold delivering long lasting twist sets and braid outs. Ideal for curly to tightly coiled curl types ranging from 3A – 4C.

pH: 4.0-5.0

CURIY COIIY 3A-4C **Hair Type:**

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE **COLOR TREATED**

BENEFITS:

- Creates shiny, long lasting sets with a medium hold
- Detangles well and dries fast without the hard feel
- Botanicals and proteins moisturize, nourish and improve manageability

KEY INGREDIENTS:

- **Joioba Oil** adds moisture and increases shine
- **Hydrolyzed Wheat Protein** protects and strengthens during styling

USAGE INSTRUCTIONS:

- Shampoo and condition hair Step 1
- Apply Natural Twist & Set to wet hair and comb through Step 2
- Step 3 Proceed to twist or set into desired style
- Step 4 Allow to dry under a hooded dryer or dry naturally

-Wash & Go

After shampoo and condition, section hair, spray Natural Twist & Set evenly onto wet hair and comb through. Allow curls to form and air dry or lightly diffuse to set curls.

-Twist Sets

After shampoo and condition, section hair, spray Natural Twist & Set onto section, comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or set on flexi-rods. Sit under hooded dryer to dry.



NATURAL CURL COLLECTION



CURL ENHANCING MOUSSE

Perfect for those simple "wash & go" styles. Infused with Olive Oil and Vitamin B Complex, Natural Curl Enhancing Mousse nourishes the hair while providing added moisture and shine.

pH: 4.0-4.5

Hair Type: WAVY CURLY COILY 2B-4A **FINE MFDIUM** THICK/COARSE **Hair Texture:** Hair Condition: NORMAL DRY/BRITTLE **COLOR TREATED**

BENEFITS:

- Enhances curl definition and separates curls
- Dries quickly, does not flake and provides a lustrous shine
- Provides medium hold while reducing frizz

KEY INGREDIENTS:

Olive Oil and Vitamin B Complex - add moisture and shine

USAGE INSTRUCTIONS:

- Step 1 Shampoo and condition hair
- Step 2 Apply Natural Curl Enhancing Mousse to wet hair and comb or finger through into desired style
- Allow hair to dry naturally or use a diffuser (Mousse will Step 3 disappear as it dries)
- Proceed to lift and style as desired Step 4

-Wash & Go

After shampoo and condition, section hair, pump Natural Curl Enhancing Mousse in hands and comb or finger through. Allow curls to form and air dry or lightly diffuse to set curls.

-Twist Sets

After shampoo and condition, section hair, pump Natural Curl Enhancing Mousse onto section, comb through and proceed to twist set (2-strand twist, flat twist, finger curl or bantu knot). Sit under hooded dryer to dry



7507

TIP

For softness, layer Natural Almond & Avocado Detangling Leave-In Conditioner. Use along with Natural Twist & Set Setting Lotion for a firmer hold when setting or loose styling.

D. Notural

NATURAL CURL COLLECTION



HONEY CURL FORMING CUSTARD WITH HONEY & CHAMOMILE

Defines, shapes and elongates curls and coils, providing lasting hold without residue for highly defined, frizz-free curls and brilliant shine.

pH: 4.2-5.2

Hair Type: WAVY CURLY COILY 2C-4A

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED



8 07

BENEFITS:

- Provides intense curl definition with lasting hold and control
- Protects curls while strengthening

KEY INGREDIENTS:

- Honey softens and adds shine
- Chamomile soothes and protects hair strand during styling

TIP

Pair with Natural Almond & Avocado Detangling Leave-In Conditioner for the ultimate wash and go, twist sets and loc maintenance.

USAGE INSTRUCTIONS:

-Wash & Go

After shampoo and condition, section hair, apply Natural Honey Curl Forming Custard to section and comb through.

Allow curls to form and air dry or lightly diffuse to set curls.

-Twist Sets

After shampoo and condition, section hair, apply Natural Honey Curl Forming Custard onto section, comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or flexi-rod set. Sit under hooded dryer to 50% dry or air dry completely.

PNatural

NATURAL CURL COLLECTION



CURL STRETCHING CREAM

A cream based styling aid that smoothes, conditions and enhances curl definition for highly textured hair.

pH: 5.5-6.5

Hair Type: CURLY COILED 3B-4C

Hair Texture: MEDIUM COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED



7.5 oz. | 16 oz.

BENEFITS:

- Adds definition to extremely textured hair
- Provides excellent moisture and intense shine
- Creates beautiful frizz-free controlled curls

TIP

When styling natural hair with multiple textures, pair with Natural Defining Crème Gel for maximum control.

KEY INGREDIENTS:

■ Jojoba, Olive Oil & Shea - provide maximum moisture and intense shine

USAGE INSTRUCTIONS:

- Step 1 Apply Natural Curl Stretching Cream to clean damp hair from root to ends
- **Step 2** Using sections, comb, twist or finger style as desired
- **Step 3** Air dry, diffuse or sit under a hooded dryer to finish

PNatural

NATURAL CURL COLLECTION



DEFINING CRÈME GEL

A botanical-rich, creamy lightweight gel that defines and separates curls. Its strong holding properties assist in controlling frizz while delivering a radiant shine. Ideal for curly to coiled textures ranging from 3B - 4C.

pH: 5.9-6.6

Hair Type: CURLY COILED 3B-4C

Hair Texture: MEDIUM COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED



7.5 oz. | 16 oz.

BENEFITS:

- Defines and separates curls
- Provides a medium to firm hold
- Botanicals provide excellent moisture and control frizz

TIP

On damp hair, pair with Natural Almond & Avocado Detangling Leave-In Conditioner for a softer hold.

KEY INGREDIENTS:

■ Jojoba, Olive Oil, and Shea blend - provide maximum moisture and intense shine

USAGE INSTRUCTIONS:

- Step 1 Apply Natural Defining Crème Gel to clean, damp hair
- **Step 2** Comb through from root to end
- **Step 3** Using sections, comb, twist or finger style as desired
- **Step 4** For best results, diffuse or sit under a hooded dryer to set the style (air dry optional)

PNatural

NATURAL CURL COLLECTION



HONEY & SHEA EDGE TAMER

A moisturizing, firmer-hold edge control gel designed for curly to coily hair that smoothly lays down the hairline. Honey and Shea Butter add nourishment, brilliant shine, and longer, more intense hold.

pH: 5.5-7.0

Hair Type: CURLY COILED 3A-4C

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Delivers intense, longer lasting, all day hold
- Enriched with Honey and Shea for added nourishment
- Provides a luminous, natural sheen

KEY INGREDIENTS:

- Honey nourishes and adds shine
- **Shea** moisturizes and restores hair health from the inside out

USAGE INSTRUCTIONS:

- **Step 1** Apply a fingertip portion of Design Essentials Natural Honey & Shea Edge Tamer to the hairline.
- **Step 2** Smooth with a brush or small-tooth comb for a lasting, blended finish.

-Edge Controller

Distribute evenly around the hairline. Smooth with comb or brush for blended finish.

-Flyaway Reducer

Apply a small portion to the hair tips of a twist set or braid set (with or without rods) for maximum style control.

For best smoothing results, use a satin scarf for 20 minutes or overnight to finish the look.



NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



Product Summary



COCONUT & MONOI DEEP MOISTURE MILK CRÈME



COCONUT & MONOI COCONUT WATER CURL REFRESHER



COCONUT & MONOI DEEP MOISTURE OIL TREATMENT



COCONUT & MONOI
INTENSE SHINE OIL MIST



COCONUT & MONOI DEEP MOISTURE MILK SOUFFLÉ



COCONUT & MONOI
CURL ENHANCING DUAL
HYDRATION MILK



COCONUT & MONOI DEEP MOISTURE MASQUE



COCONUT & MONOI CURL DEFINING GELÉE

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



COCONUT & MONOI DEEP MOISTURE MILK CRÈME

Infused with a triple nourishing blend of Argan, Olive, and Sunflower oils, delivers intense hydration to instantly transform dry, thirsty hair into soft, shiny, revitalized curls in just minutes. This lightweight, highly concentrated oil crème is enriched with moisture enhancing botanicals and restorative milk proteins to replenish curls, reinforcing hair's natural moisture barrier for all-day frizz protection.

Hair Type:WAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

COCONUT S MONO! Deep Moisture Milk Crème A tipus donn of lessing receiver for Manufacture Milk Crème A tipus donn of lessing receiver for Manufacture Milk Crème A tipus donn of lessing receiver for Manufacture Milk Crème A tipus donn of lessing state of lessing sizes, or evaluation A tipus donn of lessing sizes, or evaluation Manufacture Milk Crème Milk

4 oz. | 118 ml.

BENEFITS:

- Supreme Hydration and shine
- Instant penetration and absorption
- Minimizes frizz and flyaways

KEY INGREDIENTS:

- **Argan Oil** natural source of Vitamin E, Proteins, and Antioxidants. Instantly replenishes moisture, strength and shine from the inside.
- Coconut Water deeply penetrates hair shaft to hydrate and condition from the cortex. Strengthens hair and imparts great shine
- Monoi provides intense moisture and maximum hydration
- **Sunflower Oil** rich with vitamin E to deliver moisture, softness, shine and protection

USAGE INSTRUCTIONS:

For damp or lightly misted hair (for best results use Coconut & Monoi Coconut Water Curl Refresher), squeeze a small amount of Coconut & Monoi Deep Moisture Milk Crème into hands, and smooth through hair (do not overuse). Use daily or as needed. For dry hair: apply as needed to re-moisturize curls or smooth flyaways and frizz. For extremely dry hair: take a pea-sized amount and apply in sections ensuring every strand is moisturized. For added protection on medium, thick and coarse hair: follow with Coconut & Monoi Deep Moisture Oil Treatment to seal in moisture.

NATURAL COCONUT & MONOL DEEP MOISTURE COLLECTION



COCONUT & MONOI COCONUT WATER CURL REFRESHER

Revitalizes curls with our triple hydrating Monoi Moisture Blend (Coconut Water, Chamomile and Wild Cherry). Lightweight silk proteins and a replenishing blend of active botanicals restore over-worked curls. With daily use, thirsty curls are quenched and frizz is tamed.

Hair Type:	WAVY	CURLY	COILY
Hair Texture:	FINE	MEDIUM	THICK/COARSE
Hair Condition:	NORMAL	DRV/RRITTI F	COLOR TREATED

BENEFITS:

- Daily refresher moisturizes and tames frizz
- Lightweight Formula revitalizes curls while nourishing
- Soft hold helps to maintain styles all day

Natural COCONUT S MONO! COCONUT WAITH CUT Refresher PROPERTY OF THE STATE OF THE S

KEY INGREDIENTS:

- Coconut Water deeply penetrates hair shaft to hydrate and condition from the cortex.
 Strengthens hair and imparts great shine
- **Chamomile** soothing, anti-inflammatory properties
- Wild Cherry Conditions the hair, enhances texture for silkiness and smoothness

USAGE INSTRUCTIONS:

After shampoo and conditioner, towel blot hair and spray Coconut Water Curl Refresher liberally throughout. Work through hair from roots to tips to evenly distribute. For dry hair, mist lightly and gently re-form curls or twists as necessary. For thick or coarse hair, follow with Coconut & Monoi Deep Moisture Milk Crème for an additional layer of moisture and protection

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



COCONUT & MONOI DEEP MOISTURE OIL TREATMENT

Infused with nourishing Moroccan Argan Oil with Vitamin E, healing botanicals and revitalizing antioxidants, instantly starts the repair process for damaged hair, renewing strength and elasticity while shielding the hair from damaging elements. Hair is visibly softer, silkier and healthier.

Hair Type: WAVY CURLY COILY

Hair Texture:MEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLE

BENEFITS:

- Provides maximum hydration
- Renews strength and shine
- Ideal for very dry thirsty hair



4 oz. | 118 ml.

KEY INGREDIENTS:

- Coconut & Monoi Oil Blend provides intense moisture and maximum hydration
- **Argan Oil** natural source of Vitamin E, Proteins, and Antioxidants. Instantly replenishes moisture, strength and shine from the inside.
- Vitamin E strengthens and prevents breakage

USAGE INSTRUCTIONS:

As a Moisture Sealant: Apply a small amount to damp hair and distribute evenly. Style as desired.

As a Daily Treatment: On dry hair, after styling, apply a few drops to help protect hair from UV damage and deliver lasting moisture.

As a Hot Oil Treatment: After shampooing, apply generously to damp hair and cover with a plastic cap 15-30 minutes depending on hair thickness and length. Rinse with warm water and follow with a Design Essentials® Natural conditioner of choice. Ideal for daily use medium, thick and coarse hair types.

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



COCONUT & MONOI INTENSE SHINE OIL MIST

Infused with replenishing Moroccan Argan Oil instantly soothes dry, brittle hair, leaving each strand nourished and conditioned. This revitalizing formula is packed with UV and thermal protectants that help shield curls from damaging elements and keep them bouncing with radiant shine.

Hair Type: WAVY CURLY COILY

Hair Texture: MEDIUM THICK/COARSE

Hair Condition: NORMAL DRY/BRITTLE COLOR TREATED

BENEFITS:

- Instantly penetrates and hydrates the hair
- Strengthens and mends split ends
- Emits an intense shine



4 oz. | 118 ml.

KEY INGREDIENTS:

- Coconut & Monoi Oil Blend provides intense moisture and maximum hydration
- **Argan Oil** natural source of Vitamin E, Proteins, and Antioxidants. Instantly replenishes moisture, strength and shine from the inside.
- Vitamin E strengthens and prevents breakage

USAGE INSTRUCTIONS:

Hold bottle 6 – 8 inches away from head and mist evenly on damp or dry hair. Proceed to style as desired. For greater protection and moisture retention, apply daily before styling or sun exposure.

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



A nourishing styler for lightweight, luminous, frizz-free curls. Designed to nourish and hydrate all curl types, this moisture-boosting formula delivers growth-stimulating botanicals, the smoothing power of Shea Butter, plus reparative milk protein.

Hair Type:WAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED



4 oz. | 118 ml.

BENEFITS:

- Provides layers of nourishing protection
- Lightweight formula with no buildup
- Time-saving styler

KEY INGREDIENTS:

- Coconut & Monoi Oil Blend provides intense moisture and maximum hydration
- Shea Butter moisturizes and restores hair health from the inside out
- Milk Protein Strengthens hair shaft

USAGE INSTRUCTIONS:

(Can be used on wet or dry hair). Apply a generous amount of Coconut & Monoi Deep Moisture Milk Soufflé to damp curls and massage thoroughly for even distribution. For thick or coarse hair, follow with Coconut & Monoi Deep Moisture Oil Treatment to seal in moisture. Also great on dry hair to revitalize dehydrated curls. Style as desired.

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



COCONUT & MONOI CURL ENHANCING DUAL HYDRATION MILK

Energizes waves, curls and coils with body and shine. This 2in1 formula with Sunflower and Marula Oil locks in moisture for ultimate damage protection while conditioning agents nourish to restore softness and vitality to hair.

Hair Type: WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Instant curl definition
- Intense softness and shine

KEY INGREDIENTS:

- Coconut & Moni Oil Blend provides intense moisture and maximum hydration
- **Sunflower** rich with vitamin E to deliver moisture, softness, shine and protection
- Noni Fruit from the Polynesian islands, rich with vitamin C and promotes hair health.

USAGE INSTRUCTIONS:

On wet or damp hair, massage Coconut & Monoi Curl Enhancing Dual Hydration Milk evenly with your fingers and comb through. Proceed to style as desired. On dry hair, apply as needed for an added boost of hydration and shine. Can be used daily as a moisturizer or curl refresher.



8 oz.

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION

COCONUT & MONOI DEEP MOISTURE MASQUE

Coconut & Monoi Deep Moisture Masque is an intense, deeply penetrating hydration treatment that transforms dry, dehydrated strands to soft, moisturized hair in just one use. Formulated for hair revitalization and protection, Deep Moisture Masque immediately penetrates the hair shaft to hydrate while improving hair's elasticity and luster.

Hair Type:WAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED



12 oz.

BENEFITS:

Naturally extracted keratin protein fortifies and restores strands from roots to ends.

KEY INGREDIENTS:

- **Sunflower** rich with vitamin E to deliver moisture, softness, shine and protection
- Noni Fruit from the Polynesian islands, rich with vitamin C and promotes hair health.

USAGE INSTRUCTIONS:

After shampooing, towel blot and generously apply Coconut & Monoi Deep Moisture Masque to damp hair. Comb through for even distribution. Allow to process up to 15 minutes (use dryer for maximum penetration). Rinse with cool water, then proceed to style as desired. REPEAT WEEKLY OR BIWEEKLY FOR OPTIMUM RESULTS.

NATURAL COCONUT & MONOI DEEP MOISTURE COLLECTION



COCONUT & MONOI CURL DEFINING GELÉE

Coconut & Monoi Curl Defining Gelée enhances natural waves, curls and coils for frizz-free definition, moisture retention and shine. Formulated for supreme detangling, nourishment and body, Curl Defining Gelée instantly hydrates and enhances curls for any style.

Hair Type:WAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED



12 oz.

BENEFITS:

- Intense curl definition
- Long lasting shine

KEY INGREDIENTS:

- Coconut and Monoi Oil Blend provides intense moisture and maximum hydration
- Sunflower rich with vitamin E to deliver moisture, softness, shine and protection
- Marshmallow Root Softens and delivers supreme detangling properties. Increases hair elasticity.
- Aloe healing, soothing properties, helps hair retain moisture

USAGE INSTRUCTIONS:

After cleansing, conditioning and detangling, generously apply Coconut & Monoi Curl Defining Gelée to wet hair. Using your fingers or a wide tooth comb, work through from root to tip for even distribution. Proceed to style as desired. Allow to air dry.

QUINOA & BAMBOO HAIR REPAIR COLLECTION



NO HEAT, NO WAIT SYSTEM

Formulated with Quinoa & Bamboo, and powered by Biotin, this unique Hair Repair Collection is a suite of products designed for intense hair replenishing, strengthening and repairing for all hair types.

Hair Type:STRAIGHTWAVYCURLYCOILYHair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYDRY/BRITTLECOLOR TREATED

BENEFITS:

- Minimizes shedding & heals split ends
- Strengthens strands for longer, stronger hair
- Restores shine & elasticity



Supercharged with nutrients and amino acids, this sulfate-free, soft moisturizing cleanser is ideal to replenish and prepare weakened, dry and damaged hair for the Hair Repair Liquid Strengthening Masque treatment.

Directions: Wet hair. Apply a generous amount of Hair Repair Replenishing Shampoo and work into a lather with your fingertips. Rinse hair thoroughly. Repeat if necessary, Lightly dry hair with towel.

STEP 2: HAIR REPAIR

LIQUID STRENGTHENING MASQUE

Infused with a blend of amino acids and proteins that instantly target and repair hair's most damaged areas, this powerful reconstructive masque deeply penetrates the hair shaft to strengthen and rebuild its structure without heat.

Directions: Spray hair with Hair Repair Liquid Strengthening Masque. Saturate from root to ends. Let sit for 5 minutes. DO NOT RINSE.

STEP 3: HAIR REPAIR

LEAVE-IN CONDITIONING SEALANT

As the final step of the Hair Repair System, this dual-action treatment seals the hair while delivering intense moisture and shine to the hair. This powerful humectant seals desired moisture in while locking in frizz and unwanted dryness out. As a result, the hair looks and feels stronger and healthier.

Directions: Liberally spray Hair Repair Leave-In Conditioning Sealant on top of Hair Repair Liquid Strengthening Masque, coating each strand and combing through to the ends. Let sit for 5 minutes. DO NOT RINSE.



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NATURAL CURL COLLECTION





CURL TYPE 2B

- · Very loose S wave form
- · Limited body or volume
- · Prone to frizz

Tips

 Frizz Control: On wet hair, use a small amount of Natural Almond & Avocado Detangling Leave-In Conditioner to maintain curls and reduce frizz without weighing hair down.



For daily styling, use quick-drying *Natural Curl* **Enhancing Mousse** to define and form waves.



Wavy w/Curls 2C

CURL TYPE 2C

- Consistent S wave form
- · Moderate body or volume
- Easy to frizz and resistant to styling

Tips

 Frizz Control: On wet hair, use Coconut & Monoi Coconut Water Curl Refresher to maintain defined curls.



For daily styling, use **Natural Curl Enhancing Mousse** to define curls for maximum definition and hold.



CURL TYPE 3A

- Distinct well-defined S formed loops
- Lots of body and movement with good elasticity (spring)
- Prone to frizz and dryness

Tips

- Frizz Control: On wet hair, apply Natural Twist & Set Setting Lotion to maintain defined curls.
- Moisture Solution: Lightly mist with Coconut & Monoi Coconut Water Curl Refresher to remoisturize curls and smooth flyaways and frizz.



For daily styling, use quick-drying **Natural** Curl, Enhancing Mousse to define and separate curls.



CURL TYPE 3B

- · Distinct, well-defined spirals
- · Lot of body and movement
- · Easy to swell, dry out and frizz

Tins

- Frizz Control: Use Natural Curl Enhancing
 Mousse to define and separate curls, controlling
 frizz all day. For a firmer "Wash and Go" look, apply
 Natural Honey CurlForming Custard to wet hair
 and twist or finger style.
- Moisture Solution: Lightly apply Coconut & Monoi Deep Moisture Milk Soufflé to damp strands before styling.



On wet hair, apply **Natural Almond & Avocado Detangling Leave-In Conditioner** to moisturize hair, define curls, and add sheen.



NATURAL CURL COLLECTION





URL TYPE 3C

- · Defined tight curls in corkscrew or coil
- Highly dense and full of volume
- · Easy to swell, tangle, frizz and dry out

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- Moisture Solution: Layer Daily Moisturizing Lotion with Coconut & Monoi Deep Moisture Milk Crème for supreme hydration.
- Curl Definition: For a more defined "Wash and Go", use Natural Honey Curl Forming Custard to define and moisturize strands.



Try fast-drying **Natural Twist & Set Setting Lotion** to create long-lasting twists and styles.



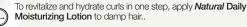
Coiled w/Spring 4A

CURL TYPE 4A

- Coiled with an evident S or ringlet pattern
- · Some volume limited in movement
- · Hair is fragile, dry and knots easily

"ips

- Moisture Solution: After shampooing, apply Coconut & Monoi Deep Moisture Oil Treatment and Deep Moisture Masque to damp hair and cover with a plastic cap 10-15 minutes. Rinse.
- Styling/Finishing: Try Natural Defining Crème Gel to create long-lasting twists, twist-outs or finger styling.





• Tight

Tightly Coiled 4B

URL TYPE 4B

- · Tightly coiled with less defined curls
- · Hair is highly dense and wiry, lacks movement
- · Hair is fragile, dry and knots easily

line

- Moisture Solution: On damp hair, apply Almond & Avocado Detangling Leave-In Conditioner and Coconut & Monoi Deep Moisture Milk Soufflé in sections. For additional hydration and shine, apply Coconut & Monoi Intense Shine Oil Mist.
- Styling/Finishing: Try Natural Honey & Shea Edge Tamer to smooth, blend and finish edges and set styles.

Use **Natural Twist and Set Settling Lotion** for fast-drying, high sheen sets and protective styles.



w/Zig-Zag 4C

CURL TYPE 4C

- Very tightly coiled in a zig-zag pattern
- Requires manipulation to achieve curl definition
- Hair is fragile, dry and knots easily

Tips

- Moisture Solution: After shampooing and conditioning, apply Coconut & Monoi Deep Moisture Oil Treatment to damp hair and follow with Daily Moisturizing Lotion and styler of choice.
- Styling/Finishing: For firmer set styles, layer Coconut & Monoi Curl Enhancing Dual Hydration Milk under Natural Defining Crème Gel.



Use **Natural Twist and Set Setting Lotion** for fast-drying, high sheen sets and protective styles.

Product Summary



PROFESSIONAL STRENGTH CRÈME REARRANGER



MOISTURE WRAP PERMANENT WAVE BOOSTER



WAVE LOCK CONDITIONING NEUTRALIZER



DEFINE & SHINE 2N1
DRY FINISHING LOTION



MIST & SHINE DRY FINISHING SPRAY

PROFESSIONAL STRENGTH CRÈME REARRANGER

Wave By Design Crème Rearranger Professional strength is an ammonium thioglycolate multi-purpose straightener. (Step 1 of 3 in the permanent wave system)

pH: 9.4-9.6

Hair Type: WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYNORMALCOLOR TREATED



BENEFITS:

- Gently relaxes the hair's natural curl pattern
- Single strength formula can work on all textures
- Enriched with rich moisturizers to ensure hair is well conditioned

USAGE INSTRUCTIONS:

- Step 1 Gently shampoo the hair with Oat Protein and Henna Shampoo to remove dirt and residue from the hair and scalp (Only 1 shampoo and DO NOT scratch or irritate the scalp as this may cause irritation during processing). Apply CALM Soothing Scalp Protection around the hairline to protect the skin.
- Step 2 Section the hair into 4 sections and then apply Professional Strength Crème Rearranger to new growth or to virgin hair. Make sure that each strand of new growth or virgin hair is thoroughly saturated. Apply Restore on previously curled hair up to the line of demarcation. * For new growth application only
- Allow Rearranger to remain on the hair for ten minutes. If the desired relaxation has not been achieved, check the hair every 5 minutes until the hair has been evenly straightened. (Do not exceed 20 minutes total. A plastic cap may be used during processing)
- **Step 4** Rinse hair thoroughly with tepid water until hair is free of all chemical residue.
- **Step 5** Shampoo hair lightly with Honey Creme Moisture Retention Shampoo (only 1 shampoo needed).

For Curls: Section hair in preparation for rodding with Moisture Wrap Wave Booster

For Straight Style: Follow with Wave Lock Conditioning Neutralizer

MOISTURE WRAP PERMANENT WAVE BOOSTER

Moisture Wrap Permanent Wave Booster is an ammonium thioglycolate formula designed to soften the bonds of the hair to allow the desired configuration of the permanent wave to be achieved. (Step 2 of 3 in the Permanent Wave System)

pH: 9.3-9.5

Hair Type: WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYNORMALCOLOR TREATED

BENEFITS:

- Single strength formula (maximum) works on all hair textures
- Enriched with moisturizers and light oils to alleviate dryness during the chemical process
- Leaves hair soft, manageable, silky with a radiant shine.

USAGE INSTRUCTIONS:

- **Step 1** Apply Moisture Wrap to the base of the hair shaft.
- **Step 2** Block the hair and wrap in the desired pattern.
- Step 3 Cover hair with a plastic cap and process for ten minutes. Check "S" pattern. If "S" pattern is not as desired, replace plastic cap, and check "S" pattern every five minutes until desired result is achieved.
- **Step 4** Rinse hair thoroughly for five minutes, then towel blot.
- **Step 5** Follow with Wave Lock Neutralizer.





16 oz.

WAVE LOCK CONDITIONING NEUTRALIZER

Wave Lock Neutralizer is and advanced formula that works effectively in 3-5 minutes, to lock waves into the desired pattern. A unique blend of conditioners strengthen the hair shaft while restructuring, leaving the hair shiny and manageable. (Step 3 of 3 in the Permanent Wave System)

pH: 8.3-9.3

Hair Type: STRAIGHT WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:OILYNORMALCOLOR TREATED

BENEFITS:

- Conditions and strengthens the hair while restructuring the hair
- Provides longevity and lasting results
- Non-bleaching
- Leaves hair bouncy, soft and extremely shiny

USAGE INSTRUCTIONS:

- **Step 1** Thoroughly rinse Moisture Wrap Permanent Wave Booster from hair
- **Step 2** Place cotton strip around client's hair line and saturate each rod with Wave Lock Conditioning Neutralizer.
- **Step 3** Place a plastic cap over client's head and process 3-5 minutes. Do not use hair dryer.
- **Step 4** Rinse rods with tepid water and towel blot.
- **Step 5** Remove rods and rinse hair again.
- **Step 6** Apply 6N1 Reconstructive Conditioner and process at room temperature for 10 minutes. Plastic cap optional.
- **Step 7** Rinse thoroughly.
- **Step 8** Apply Define & Shine 2N1 Dry Finishing Lotion and Mist & Shine Dry Finishing Spray to further moisturize and condition.

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss and eye injury. Do not use if scalp is irritated or injured. If Wave Lock Neutralizer gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep out of reach of children. Keep away from open flames.



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DEFINE & SHINE 2N1 DRY FINISHING LOTION

Define & Shine 2N1 Dry Finishing Lotion energizes curls and waves with body and shine all at once. It is a 2 in 1 Dual Action Formula, with humectants and conditioners that revitalize and restore vitality to hair creating a light, clean and shiny finish.

pH: 4.5-5.5

Hair Type: WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Revitalizes and refreshes curls and waves imparting body and shine
- Moisturizes and softens permanent waves and textured styles
- Prevents breakage and increases elasticity
- Conditions and detangles hair

USAGE INSTRUCTIONS:

- **Step 1** Apply Define & Shine 2N1 Dry Finishing Lotion into palm of hand and emulsify.
- **Step 2** Distribute the lotion evenly throughout the hair and style as desired.
- **Step 3** For extra shine and softness, follow with Mist & Shine Dry Finishing Spray.
- **Step 4** Reapply both daily as needed.



8 07

MIST & SHINE DRY FINISHING SPRAY

Mist & Shine Dry Finishing Spray is a clear scientifically advanced lightweight daily moisturizing spray that imparts clear and silky shine to curls and waves. Humectants and conditioners soften and replenish hair for extra body, volume and shine.

pH: 4.5-5.5

Hair Type: WAVY CURLY COILY

Hair Texture:FINEMEDIUMTHICK/COARSEHair Condition:NORMALDRY/BRITTLECOLOR TREATED

BENEFITS:

- Maintains the proper moisture balance for permanent waves and dry wave systems
- Softens and moisturizes curls, permanent waves, textured styles and natural hair
- Leaves hair shiny and extremely manageable

USAGE INSTRUCTIONS:

- **Step 1** Mist the hair evenly with Mist & Shine Dry Finishing Spray and gently massage throughout hair.
- **Step 2** Style as desired.
- **Step 3** For added curl or wave definition, use with Define & Shine 2N1 Dry Finishing Lotion.



Product Summary



SEMI PERMANENT CONDITIONING HAIR COLOR



DEMI- PERMANENT CONDITIONING HAIR COLOR



AURA ENERGIZER DEVELOPER



ELEVATION HI-LIFT PERMANENT CONDITIONING COLOR



ELEVATE DEVELOPER

SEMI PERMANENT CONDITIONING HAIR COLOR

Colaura® By Design Essentials® Semi-Permanent Conditioning Hair Color conditions and coats the hair shaft (does not penetrate the hair shaft) and lasts 4–6 shampoos.

- Ready to use Semi-Permanent color
- Ammonia-free and Peroxide-free
- Safe to use on same day as a chemical service
- Moisturizing conditioners leaves hair soft, silky and with immense shine



4 oz.

USAGE INSTRUCTIONS:

Application Procedure

- **Step 1** Shampoo hair with Oat Protein & Henna Deep Cleansing Shampoo
- **Step 2** Apply Colaura® Semi-Permanent and process up to 25 minutes (dryer optional) Rinse until water runs clear
- **Step 3** Condition with Design Essentials Conditioner of choice to seal in color

After Relaxer

- **Step 1** Shampoo hair with Design Essentials Milk & Honey Neutralizing shampoo as needed until lather appears white
- **Step 2** Apply 2-4 ounces of Colaura® Semi-Permanent and process up to 25 minutes (dryer not needed) Rinse until water runs clears
- Step 3 Condition with Design Essentials® Milk & Honey 6N1 Reconstructive Conditioner

DEMI- PERMANENT CONDITIONING HAIR COLOR

Colaura® By Design Essentials® Demi-Permanent Conditioning Hair Color conditions and penetrates the hair shaft depositing color but does not lift or alter the natural color of the hair. Combined in equal parts with Colaura Aura Energizer Developer hair color lasts up to 20 shampoos.

- Easy to mix Demi-Permanent conditioning color
- Provides vibrant, long lasting results
- Safe to use on same day as a chemical service
- Covers up to 50% gray when following a relaxer
- Ammonia-free



2 oz.

KEY INGREDIENTS:

■ Wheat, Soy and Oat Amino Acids - moisturizes, strengthens and seals the cuticles. Provides an intense shine

USAGE INSTRUCTIONS:

NOTE: Always perform a predisposition test to determine that the client is not sensitive to the color **Preparation**

- **Step 1** (Optional) Gently shampoo with Design Essentials® Oat Protein & Henna Deep Cleansing Shampoo to remove dirt or oil build-up DO NOT scratch or irritate the scalp as this may cause irritation during the color application. Formula may be applied to clean, dried hair
- **Step 2** Part hair into 4 sections and secure sections
- **Step 3** Combine Colaura® Demi-Permanent Color with Colaura® Aura Energizer Developer in equal parts: 2 oz. of color with 2 oz. of developer in the color applicator bottle
- **Step 4** Colaura® Demi-Permanent Color can only be used with the Colaura® Aura Energizer Developer Squeeze air out of the bottle and cover the tip of the applicator with your finger
- **Step 5** Gently shake bottle back and forth several times to mix
- **Step 6** Release tip to allow air into the bottle
- **Step 7** Proceed to apply color. MUST USE IMMEDIATELY

Virgin Application

- Step 1 Beginning at most resistant area, using 1/4 inch partings apply color from scalp to end
- **Step 2** Continue the application until entire head or selected area is covered
- Step 3 Process according to hair type and percentage of gray present using the processing guide Rinse thoroughly with cool water until water runs clear
- **Step 4** Shampoo and Conditioner as needed (optional)
- **Step 5** Proceed to style

USAGE INSTRUCTIONS:

Re-Touch Application

- Step 1 Beginning at most resistant area, using ¼ inch partings apply color to new growth area only Continue the application until entire head or selected area is covered
- **Step 2** Process for half the total processing time indicated according to hair type and percentage of gray present
- **Step 3** Work the formula through to the ends and allow to finish processing
- **Step 4** Rinse thoroughly with cool water until water runs clear
- **Step 5** (optional) Shampoo to remove any color residue Towel blot and condition

Relaxer Application

- **Step 1** Apply Design Essentials® Relaxer of choice and rinse thoroughly
- **Step 2** Shampoo with Design Essentials® Milk & Honey Neutralizing Conditioning Shampoo as needed until lather appears white
- **Step 3** Apply color following steps 1-4 under virgin application process
- **Step 4** DO NOT USE HEAT TO PROCESS THE COLOR on same day as the relaxer
- **Step 5** Apply Design Essentials® Milk & Honey 6N1 Reconstructive Conditioner and process 10–15 minutes (heat optional)
- **Step 6** Rinse thoroughly with cool water
- **Step 7** Proceed to style

AURA ENERGIZER DEVELOPER

Colaura® By Design Essentials® Aura Energizer Developers are the oxidizing agents specifically formulated to be used with Colaura® Demi-Permanent Conditioning Colors, Sparkle Clear Gloss and Colaura® Aura Intensifiers.

BENEFITS:

- Conditioning developer that provides added moisture during coloring process
- When mixed with Colaura® Demi-Permanent Conditioning Color the gel consistency provides for better saturation and absorption
- Delivers extreme shine
- Provides color longevity, depth and coverage
- Available in 5 volume and 8 volume
- pH: 3.0 3.5



5 oz. | 8 oz.

USAGE INSTRUCTIONS:

- **Step 1** Wear suitable gloves and mix equal parts Colaura® Demi-Permanent Conditioning Color with Colaura® Aura Energizer 5 volume or 8 volume developer
- **Step 2** Blend mixture until smooth
- **Step 3** Apply as indicated based on instructions listed under Colaura® Demi-Permanent Conditioning Color

COLAURA® DEMI-PERMANENT CONDITIONING HAIR COLOR PROCESSING GUIDE

Hair Texture Formulating & Timing Guide

HAIR TYPE	FORMULA	DEMI-TIMING (based on healthy hair with good porosity)
Fine	Any	5-10 minutes at room temperature
Normal	Any	5-15 minutes at room temperature with plastic cap NO HEAT
Resistant	Any	5-20 minutes with plastic cap. Check coverage. If needed process an additional 5 minutes with or without heat at stylist discretion.

Color Intensity Formulating & Timing Guide

	RESULTS	FORMULATION	DEMI-TIMING
Enhance natural color	Tone changes while the level stays the same	1 level lighter than existing color	5-20 mins. NO HEAT
Intensify-create depth	Creates deeper tones	Same level or 1 level darker than existing color	5-15 mins. with plastic cap; heat optional
For longer lasting results	Color penetrates deeper for longer lasting results	Any	15-20 mins. with cap, check results. If needed process for add'l 5 mins.
Color refreshing	Intensify color that has lost its vibrancy over time	Same level or 1 level lighter	5-10 mins. NO HEAT
Toning	Pre-lightened hair tone is refined	Same level or lighter than the pre-lightened hair	5-10 mins. NO HEAT

COLAURA® DEMI-PERMANENT CONDITIONING HAIR COLOR PROCESSING GUIDE

Gray	/ Hair Formu	lating &	Timing	Guide

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	RESULTS	FORMULATION	DEMI-TIMING
Gray Coverage	Completely cover gray hair	Colaura Demi levels 1-2	25% Gray: 20 mins. with plastic cap under a preheated dryer, and 5 min. cool down.
Gray Coverage following a relaxer	Completely cover gray hair	Colaura Semi levels 1-2 Colaura Demi levels 1-2	50% Gray: 20 mins. with plastic cap under a preheated dryer, and 20 min. cool down.
Gray Blending	Blend gray hair so that the gray strands appear lighter	Colaura® Demi, 1-1.5 levels darker than natural level	25% Gray – 10-20 mins. without heat 50% Gray: 10-20 mins. with plastic cap under a preheated dryer, and 5 min. cool down 75% Gray: 10-30 mins. with plastic cap (dry optional) and 10-15 min. cool down.

Chemical Formulating & Timing Guide

	FORMULATING	APPLICATION	TIMING
Relaxer	Any	After Neutralizing Shampoo cleanses all relaxer from the hair, apply color	5-20 minutes with no heat (use plastic cap for resistant/gray hair)
Body Wave/ Straightener	Any	After Neutralizer is completely rinsed from hair, apply color	5-20 minutes without heat (use plastic cap for resistant/gray hair)
Toning	Any	After thoroughly rinsing decolorizer from hair, apply color.	5-10 minutes without heat (use plastic cap for resistant/gray hair) semi recommended

ELEVATION HI-LIFT PERMANENT CONDITIONING COLOR

Colaura® by Design Essentials® Elevation Hi-Lift Permanent Conditioning Color conditions and gently lifts hair 2–3 levels when combined in equal parts with Colaura Elevate 20 Volume or 30 Volume Developer.

BENEFITS:

- Gently lifts for richer vibrant color
- Low ammonia content safely lifts hair up to 3 levels
- Hydrolyzed Wheat Protein moisturizes and conditions hair during chemical process
- Non-complicated formula providing easy mixing, application and processing

ELEVATION SERIES H-LIN Famoural Conditional Conditiona

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pH:

Colaura® Elevation Hi-Lift Permanent Conditioning Color: 3.1

Colaura® Elevate Developer: 3.0

Elevation Hi-Lift Permanent Conditioning Color and Elevate Developer combined: 9.5-10

USAGE INSTRUCTIONS:

Virgin Application

Step 1 Start with dry hair (optional – if there is build up on the hair, start with a light shampoo and towel dry)

Always perform a predisposition test to determine that the client is not sensitive to

- **Step 2** Divide into four sections
- **Step 3** Take ¼ inch partings and apply formula to midshaft
- **Step 4** Take ½ inch partings and apply a new mixture to the roots and ends
- **Step 5** Start processing time after midshaft application is complete
- **Step 6** Process up to 45 minutes (review processing guide on page 99)
- Step 7 Rinse thoroughly, then shampoo and condition with Gentle Balance Sulfate Free Shampoo and Almond Butter Express Instant Moisturizing Conditioner

Re-Touch Application

- **Step 1** Start with dry hair (optional if there is build up on the hair, start with a light shampoo and towel dry)
- **Step 2** Divide into four sections
- **Step 3** Take ¼ inch partings and apply formula to re-growth
- **Step 4** Start processing time after application is complete
- **Step 5** Process up to 45 minutes (review processing guide on page 99)
- **Step 6** Rinse thoroughly, then shampoo and condition with Gentle Balance Sulfate Free Shampoo and Almond Butter Express Instant Moisturizing Conditioner

ELEVATE DEVELOPER

Colaura® By Design Essentials® Elevate Developers are the oxidizing agents specifically formulated to be used with Colaura® Elevation HI-LIFT Permanent Conditioning Color.

BENEFITS:

- Fast acting peroxide developers
- Processes in 25 45 minutes
- Easy mixing
- Available in 20 and 30 volume
- ph: 3.0

For relaxed hair, it is not recommended to use the 30 Volume developer.



8 oz.

USAGE INSTRUCTIONS:

- **Step 1** Wear suitable gloves and mix equal parts Colaura® Elevation HI-LIFT Permanent Conditioning Color with Colaura® Elevate 20 Volume or 30 Volume Developer
- **Step 2** Blend mixture until smooth
- **Step 3** Apply as indicated based on instructions listed under Colaura® Elevation HI-LIFT Permanent Conditioning Color

Processing Guide

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HAIR TYPE	PROCESSING TIME
Fine – Chemically Treated	25 minutes DO NOT
Normal - Chemically Treated	30 minutes USE HEAT
Coarse/Resistant - Natural/Virgin	45 minutes

Relaxer

RESTORE VITAMIN TREATMENT 8 OZ.

INGREDIENTS: Aqua/Water/Eau, Propylene Glycol, Polyquaternium 7, Glycol Distearate (and) Coco-Glucoside (and) Glyceryl Oleate (and) Glyceryl Stearate, Glycerine, Polysorbate 20, Cetrimonium Chloride, Dimethicone, Quaternium 18 (and) Isopropyl Alcohol, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropyl Butylcarbamate, Hydrolyzed Wheat Protein, Parfum/Fragrance, Mel (Honey) Miel, Olea Europaea (Olive) Oil, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospermum Parkii (Shea Butter).

CALM SOOTHING SCALP PROTECTION 12 OZ./32 OZ.

INGREDIENTS: Paraffinum Liquidum/Mineral Oil/ Huile Minérale, Ethylene/ Propylene/Styrene Copolymer, Butylene/Ethylene/Styrene Copolymer, Butyrospermum Parki (Shea Butter), Isopropyl Myristate, Aloe Barbadensis Leaf (Aloe Vera) Oil, Tocopheryl Acetate (Vitamin-E), Menthol, Parfum/ Fragrance, CI 60725/Violet 2.

MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 16 OZ./32 OZ./GALLON

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2.2%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Butyrospermum Parkii (Shea Butter), Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20.

MILK & HONEY 6N1 CONDITIONER 16 OZ./32 OZ.

INGREDIENTS: Aqua/Water/Eau, Stearalkonium Chloride, Glycerin, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Hydrolyzed Collagen, Emulsifying Wax, Dimethicone, Olea Europaea (Olive) Fruit Oil, Stearamidoproply Dimethylamine, Hydroxypropyltrimonium Honey, Dimethicone Copolyol, Cetyl Alcohol, Glyceryl Stearate (and) PEG-100 Stearate, PEG-8 Dimethicone, Polyquaternium 80, Citric Acid, Polyquaternium 7, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropnyl Butylcarbamate, Parfum/Fragrance, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospermum Parkii (Shea Butter).

SUPER CONDITIONING RELAXER 4 LBS.

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2.3%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Butyrospermum Parkii (Shea Butter), Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20.

REGULAR CONDITIONING RELAXER 2 LBS./4 LBS./8 LBS.

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2.2%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Butyrospermum Parkii (Shea Butter), Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20.

HONEY NECTAR CONDITIONING RELAXER 4 LBS.

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Mel (Honey) Miel, Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20.

LO-LYE CONDITIONING RELAXER 4 LBS.

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Cetearyl Alcohol, Propylene Glycol, Paraffin, Polysorbate 60, Sodium Hydroxide (1.75%), Butyrospermum Parkii (Shea Butter), Beta-Carotene, Zea Mays (Corn) Oil, Tocopherol, Laneth-15, PEG-75 Lanolin, Ceteareth-20, Lithium Hydroxide.

SENSITIVE SCALP CONDITIONING RELAXER SYSTEM 8 APP/20 APP

INGREDIENTS: Aqua/Water/Eau, Petrolatum, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Cetearyl Alcohol, PEG-75 Lanolin, Calcium Hydroxide, Propylene Glycol, Ceteareth-20, Polysorbate 20, Cetrimonium Chloride, Aloe Vera Oil, Olea Europaea (Olive) Fruit Oil, Butyrospermum Parkii (Shea Butter).

TEXTURIZER WITH OLIVE AND SHEA 2LB

INGREDIENTS: Aqua/Water/Eau, Petrolatum, Paraffinum Liquidum/Mineral Oil/Huile Minerale, Cetearyl Alcohol, Propylene Glycol, PEG-75 Lanolin, Sodium Hydroxide, Polysorbate 60, Ceteareth-20, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Parfum/Fragrance, Dimethicone, Butyrospermum Parkii (Shea Butter).

Cleanse

MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 16 OZ./32 OZ./GALLON

INGREDIENTS: Water (Aqua), Sodium Lauryl Sulfate, Disodium Cocamphodipropionate, Polyquaternium 7, Hydrolyzed Collagen, Cocamidopropylamine Oxide, Coco Glucoside (and) Glyceryl Monooleate, Citric Acid, PEG-12 Dimethicone, Polysorbate 20, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropnyl Butylcarbamate, Olea Europea (Olive) Fruit Oil, Guar Hydroxypropyltrimonium Chloride, Honey Nectar, Fragrance (Parfum), Milk Protein, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Phenol Red, Benzyl Benzoate, CoumarinEugenol, Geraniol, Hexyl Cinnamal, Limonene.

OAT PROTEIN & HENNA FULLER, THICKER, STRONGER DEEP CLEANSING SHAMPOO 8 OZ./32 OZ./GALLON

INGREDIENTS: Water (Aqua), Sodium Lauryl Sulfate, Sodium Laureth Sulfate, Cocaminopropylamine Oxide, Glycol Distearate (and) Laureth-4 (and) Cocamidopropyl Betaine, Propylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben, Gylcol Stearate, Fragrance (Parfum), Propylene Glycol, PEG 75 Lanolin, Hydroxymethylcellulose, Hydrolyzed Oat Protein, Citric Acid, Disodium EDTA, Calendula Officinalis Flower Extract, Goldenseal (Hydrastis canadensis), Lawsonia inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Equisetum Arvense (Horsetail)Extract, Prunus Serotina Bark Extract, Quillaia Saponaria Bark Extract, Matricaria chamomilla (chamomile) Oil, Sodium Chloride.

HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO 8 OZ./32 OZ./GALLON

INGREDIENTS: Water (Aqua), Ammonium Lauryl Sulfate, Disodium Cocoamphodipropionate, Polyquaternium 7, Cocaminopropylamine Oxide, Glycol Stearate, Polyquaternium 10, Citric Acid, Fragrance (Parfum), DMDM Hydantion, Hydroxypropyltrimonium Honey, PEG-120 Methyl Glucose Trioleate (and) Propylene Glycol, Disodium EDTA, Methylchloroisothiazolinone (and) Methylisothiazolinone, FD&C Yellow#5(CI 19140), D&C Orange#4(CI 15510), Amyl cinnamal, Coumarin, Hydroxycitronellal, Hydroxyisohexyl 3-cyclohexene carboxaldehyde, Limonene.

GENTLE BALANCE SULFATE-FREE NOURISHING SHAMPOO 16 OZ./32 OZ.

INGREDIENTS: Water (Aqua), Sodium Lauroyl Methyl Isethionate (and)Cocamidopropyl Betaine (and) Sodium Cocoyl Isethionate (and) Sodium Methyl Oleoyl Taurate, Sodium Methyl Cocoyl Tauate, Glycol Distearate (and) Laureth-4, Polyquaternium-7, Fragrance (Parfum), Acrylamidopropyltrimonium Chloride, Hydrolyzed Wheat Protein, Polysorbate 20, Citric Acid, Rose Hip Oil Biosil Basics, Panthenol, Polyquaternium 10, Methylchloroisothiazolinone (and) Methylisothiazolinone, Tocopheryl Acetate, Benzyl Benzoate, Limonene.

CRYSTAL CARE FOR GRAY HAIR CONDITIONING AND TONING SHAMPOO WITH JOJOBA AND ALOE 16 OZ.

INGREDIENTS: Aqua/Water/Eau, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamidopropyl Hydroxysultaine, Glycol Distearate, Laureth-4, Polyquaternium-7, PEG-7 Glyveryl Cocoate, Cetrimonium Chloride, Hydrolyzed Wheat Protein, PEG/ PPG-25/25 Dimethicone, PEG-120 Methyl Glucose Trioleate, Propylene Glycol, Ethoxydiglycol, Ext. Violet 2, Methyldibromo Glutaronitrile, Phenoxyethanol, Parfum/ Fragrance.

PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO 8 OZ./32 OZ.

INGREDIENTS: Pyrithione Zinc (2%), Aqua/Water/Eau, Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Cocamide Dea, Propylene Glycol, Diazolidinul Urea, Methylparaben, Propylparaben, Montmorillonite, Hydroxypropyl Methylcellulose, Menthol, Mentha Piperita (Peppermint) Oil, Sodium Chloride, Citric Acid, DMDM Hydantoin.

Condition

MILK & HONEY 6-N-1 RECONSTRUCTIVE CONDITIONER 16 OZ./32 OZ.

INGREDIENTS: Aqua/Water/Eau, Cetyl Alcohol, Polyquaternium-7, Mineral Oil, Behentrimonium Chloride, Glycol Distearate, PEG-12 Dimethicone, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Amodimethicone, Quaternium-80, Fragrance (Parfum), PEG-8 Dimethicone, Hydroxypropyltrimonium Honey, Hydrolyzed Collagen, Butyrospermum Parkii (Shea) Butter, Olea Europaea (Olive) Oil, Hydrolyzed Milk Protein, Tocopheryl Acetate, Ascorbic Acid, Retinyl Palmitate, Biotin, Mannitol, Benzyl Benzoate, Coumarin, Eugenol, Geraniol, Hexyl Cinnamal, Limonene

ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER 6 OZ./2 LBS./4 LBS.

INGREDIENTS: Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Glycol Stearate, Glycol Distearate, Amodimethicone, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Rosa Canina (Rose Hip) Fruit Oil, Hydrolyzed Wheat Protein, Fragrance (Parfum), Tocopheryl Acetate, Sodium PCA, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Benzyl Alcohol, Benzyl Benzoate, Linalool, Limonene

ROSEMARY & MINT STIMULATING SUPER MOISTURIZING CONDITIONER 6 OZ./2 LBS./4 LBS.

INGREDIENTS: Aqua/Water/Eau, Mineral Oil, Polyquaternium 32, Glycerin, Propylene Glycol, Quaternium-80, Paraffinum Liquidium, Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Fragrance (Parfum), Simmondsia Chinensis (Jojoba) Seed Oil, Dimethicone, Menthol, PEG-12 Dimethicone, Aloe Barbadensis Leaf Juice Extract, Tetrasodium EDTA, Rosmarinus Officinalis (Rosemary) Oil, Mentha Piperita (Peppermint) Oil, Silk Amino Acids, Panthenol, Hydrolyzed Wheat Protein, Amyl Cinnamal, Benzyl Salicylate, Citral, Limonene, Farnesol, Geraniol, Hexyl Cinnamal, Hydroxycitronellal, Lilial, Linalool, Lyral

OLIVE & SHEA DEEP FORTIFYING MASQUE 7.5 OZ.

INGREDIENTS: Aqua/Water/Eau, Glycerin, Polyquaternium-7, Cetyl Alcohol, Emulsifying Wax, Isostearyl Isostearate, Caprilic Capric Triglyceride, Behentrimonium Chloride, Glyceryl Stearate, PEG-100 Stearate, PEG-12 Dimethicone, PEG-8 Dimethicone, Caprylyl Glycol, Phenoxyethanol, Propylene Glycol, Fragrance (Parfum), Hydroxyethyl Cellulose, Guar Hydroxypropyl Trimonium Chloride, Butyrospermum Parkii (Shea) Butter, Tocopheryl Acetate, Panthenol, Hydrolyzed Keratin, Persea Gratissima (Avocado) Oil, Macadamia Integrifolia (Macadamia) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Argania Spinosa (Argan) Kernel Oil, Olea Europaea (Olive) Oil, Helianthus Annuus (Sunflower) Seed Oil, Biotin, Benzyl Salicylate, Hexyl Cinnamal, Limonene

BAMBOO & SILK LEAVE-IN CONDITIONER 8 OZ./32 OZ.

INGREDIENTS: Aqua/Water/Eau, Polyquaternium-11, PEG-12 Dimethicone, Amodimethicone, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Glycerin, PEG-8 Dimethicone Meadowfoamate, Panthenol, Polysorbate 20, PEG-75 Lanolin, Hydrolyzed Wheat Protein, Fragrance (Parfum), Hydrolyzed Silk Protein, Bambusa Vulgaris (Bamboo) Extract, Red 33 (CI 17200), Amyl Cinnamal, Benzyl Alcohol, Benzyl Salicylate, Citronellol, Eugenol, Geraniol, Hexyl Cinnamal, Hydroxycitronellal, Lilial, Lyral

KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER 8 OZ.

INGREDIENTS: Aqua/Water/Eau, Propylene Glycol, Glycerin, Polyquaternium 32, Paraffinum Liquidium, Trideceth-6, Dimethicone PEG-8 Meadowfoamate, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Fragrance (Parfum), Polyquaternium-39, Simmondsia Chinensis (Jojoba) Seed Oil, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Aleurites Moluccana (Kukui) Seed Oil, Cocos Nucifera (Coconut) Oil, Simethicone, Coumarin, Limonene, Linalool, Hydroxycitronellal, Geraniol, Eugenol, Citronellol, Cinnamyl Alcohol, Benzyl Salicylate, Benzyl BenzoateExtract, Arnica Flower Extract, Garlic Extract, Mallow Extract, Cucumber Extract, Parieteria Extract.

Treatment

RESTORE VITAMIN TREATMENT 8 OZ.

INGREDIENTS: Aqua/Water/Eau, Propylene Glycol, Polyquaternium 7, Glycol Distearate (and) Coco-Glucoside (and) Glyceryl Oleate (and) Glyceryl Stearate, Glycerine, Polysorbate 20, Cetrimonium Chloride, Dimethicone, Quaternium 18 (and) Isopropyl Alcohol, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropnyl Butylcarbamate, Hydrolyzed Wheat Protein, Parfum/Fragrance, Mel (Honey) Miel, Olea Europaea (Olive) Oil, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospermum Parkii (Shea Butter).

OLIVE & SHEA DEEP FORTIFYING MASQUE 7.5 OZ.

INGREDIENTS: Aqua/Water/Eau, Stearalkonium Chloride, Glycerin, Paraffinum Liquidum/Mineral Oil, Hydrolyzed Collagen, Emulsifying Wax, Dimethicone, Olea Europaea (Olive) Fruit Oil, Stearamidoproply Dimethylamine, Hydroxypropyltrimonium Honey, Dimethicone Copolyol, Cetyl Alcohol, Glyceryl Stearate (and) PEG-100 Stearate, PEG-8 Dimethicone, Polyquaternium 80, Citric Acid, Polyquaternium 7, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropnyl Butylcarbamate, Parfum/Fragrance, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospermum Parkii (Shea Butter).

PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO 8 OZ./32 OZ.

INGREDIENTS: Water (Aqua), Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Cocamidopropylamine Oxide, Pyrithione Zinc (1%), Propylene Glycol, Menthol, Mentha Piperita (Peppermint) Oil, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropyl Butylcarbamate, Montmorillonite, Aloe Barbadensis (Aloe) Leaf Juice, Guar Hydroxypropyltrimonium Chloride, Sodium Chloride, Citric Acid, FD& C Blue #1 (C.I. 420090), FD&C Red #33 (C.I. 17200), FD&C Yellow No.5 (C.I. 19140)

PEPPERMINT & ALOE SOOTHING SCALP TONIC 4 OZ./16 OZ.

INGREDIENTS: Alcohol Denat., Aqua/Water/Eau, Hydroxypropyl Guar, Camphor, Mentha Piperita (Peppermint) Oil, Eugenia Caryophyllus (Clove) Flower Oil, Eugenol, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Blue 1 (CI 42090), Yellow 5 (CI 19140)

THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT

INGREDIENTS: Salicylic Acid (1.8%), Isopropyl Myristate, Petrolatum, Paraffinum Liquidum/Mineral Oil/ Huile Minérale, Paraffin, Menthol, Polyethylene, PEG-40 Sorbitan Peroleate, BHT, Propylparaben, Tocopheryl Acetate.

STS Express Smoothing System

STS EXPRESS CLEANSING SULFATE FREE SHAMPOO

INGREDIENTS: Water (Aqua), Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Cocoyl Isethionate, Sodium Methyl Oleoyl Taurate, Glycerin, Sodium Methyl Cocoyl Taurate, Methylisothiazolinone, Capryly Glycol, Polyquaternium-10, PEG-12 Dimethicone, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Polysorbate 20, Tocopheryl Acetate, Hydrolyzed Quinoa, Bambusa Vulgaris (Bamboo) Extract, Biotin, Mannitol, Citric Acid, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

STS EXPRESS SMOOTHING MOUSSE GENTLE SMOOTH

INGREDIENTS: Water (Aqua), Glyoxyloyl Carbocisteine, Glyoxyloyl Keratin Amino Acids, Hydrolyzed Protein Silk, Silanetriol, Panthenol, Cetyl Triethylmonium Dimethicone Peg-8 Succinate, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance (Parfum), Methylchloroisothiazolinone, Methylsothiazolinone, Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

STS EXPRESS SMOOTHING MOUSSE MAX SMOOTH

INGREDIENTS: Water (Aqua), Glyoxyloyl Carbocisteine, Glyoxyloyl Keratin Amino Acids, Hydrolyzed Protein Silk, Silanetriol, Panthenol, Cetyl Triethylmonium Dimethicone Peg-8 Succinate, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance (Parfum), Methylchloroisothiazolinone, Methylsothiazolinone, Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

STS EXPRESS DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT

INGREDIENTS: Water (Aqua), Cystine Bis-PG-Propyl Silanetriol, Polyquaternium-11, PEG-12 Dimethicone, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Hydrolyzed Silk, Silanetriol, Panthenol, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

THERMAL THERAPY LEAVE-IN SEALANT

INGREDIENTS: Water (Aqua), Glycerin, Cetyl Triethylmonium Dimethicone PEG-8 Succinate, Silanetriol, Panthenol, PEG-12 Dimethicone, Sodium PCA, Methylisothiazolinone, Caprylyl glycol, Calendula Officinalis Flower Extract, Goldenseal (Hydrastis Canadensis), Lawsonia Inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Equisetum Arvense (Horsetail) Extract, Prunus Serotina Bark Extract, Quillaia Saponaria Bark Extract, Matricaria Chamomilla (Chamomile) Oil, Hydroxylproplytrimonium Honey, Hydrolyzed Quinoa, Biotin, Mannitol, Bambusa Vulgaris (Bamboo) Extract, Polysorbate 20, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional.

Styling

COMPOSITIONS FOAMING WRAP LOTION AND MOUSSE

INGREDIENTS: Deionized Water, Polyquaternium-55, Cocamidopropyl Trimethyl Ammonium Chloride and PEG-8 Dimethicone Succinate, Decyl Glucoside, Cetrimonium Chloride, Diazolidinyl Urea, Methylparaben, Propylparaben, PEG-75 Lanolin, Hydrolyzed Wheat Protein, Panthenol, Polysorbate 20, Parfum/Fragrance, Dimethicone Copolyol, Citric Acid.

MASTERPIECE CONCENTRATED SETTING LOTION

INGREDIENTS: Deionized Water, Polyquaternium-11, PEG 75 Lanolin, Polysorbate-60, Aloe Barbadensis Leaf Juice, Simmondsia Chinensis (Jojoba) Seed Oil, Panthenol, Silk Amino Acids, Hydrolyzed Wheat Protein, Parfum/Fragrance, Polysorbate 20, DMDM Hydantoin, Methylchloroisothiazolinone, Methylisothiazolinone, CI 42090/Blue 1, CI 17200/Red 33

CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL

INGREDIENTS: Water (Aqua), Carbomer, Polysorbate 20, Panthenol (Vitamin B5), Fragrance (Parfum), Aminomethyl Propanol, Tetrasodium EDTA, DMDM Hydantoin, Cocos Nucifera (Coconut) Water, Methylchloroisothiazolinone, Methylisothiazolinone

SLEEK EDGE CONTROL

INGREDIENTS: Aqua/Water/Eau, Ceteareth-25, PEG -7 Glyceryl Cocoate, PEG 40 Hydrogenated Castor Oil, Glycerin, Parfum/Fragrance, DMDM Hydantoin.

SLEEK MAX EDGE CONTROL

INGREDIENTS: Water (Aqua), Ceteareth-25, Glycerin, PEG-40 Hydrogenated Castor Oil, Methyl Gluceth-10, Phenoxyethanol (and) Caprylyl Glycol, Fragrance (Parfum), Palmitoyltripeptide (Peptide Solution), Amyl Cinnamal, Benzoyl Benzoate, Limonene

Finishing

SILK ESSENTIALS THERMAL STRENGTHENING SERUM

INGREDIENTS: Cyclomethicone, Dimethicone, SD Alcohol 40B, Panthenol, Ethyl Ester of Hydrolyzed Silk, Octyl Methoxycinnamate, Parfum/Fragrance, C12-15 Alkyl Benzoate, Phenoxyethanol, Methylparaben, Propylparaben.

BOTANICAL OILS

INGREDIENTS: Canola Oil, Glycine Soja (Soybean) Oil, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Apocynum Cannabinum Root Extract, Urtica Dioica Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Arctium Lappa Root Extract, Betula Alba Bark Extract, Rosa Canina Fruit Extract, Chondrus Crispus (Carrageenan) Extract, Tussilago Farfara (Coltsfoot) Leaf Extract, Taraxacum Officinale (Dandelion) Extract, Rumex Crispus Root Extract, Sambucus Nigra Flower Extract, Equisetum Hyemale Extract, Prunus Serotina (Wild Cherry) Bark Extract, Echinacea Purpurea Extract, Panax Ginseng Root Extract, Propylparaben, BHT and Parfum/Fragrance.

NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS

INGREDIENTS: Water (Aqua), Paraffinum Liquidum (Mineral Oil) (Huile Minerale), Petrolatum, Stearic Acid, Emulsifying Wax, GLycerin, Oleth-10, Lanolin Oil, OLeyl ALcohol, Laneth-15, Wheat Germ Oil, Behentrimonium Methosulfate, Dimethicone, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropnyl Butylcarbamate, Aminomethyl Propanol, Fragrance (Parfum), Pea Sprout Extract, Butyrospermum Parkii (Shea Butter), Carbomer

HERBAL COMPLEX 4

INGREDIENTS: Petrolatum, Isopropyl Myristate, ParaffinumLiquidum/Mineral Oil/Huile Minérale, Paraffin, Myristyl Myristate, PEG-40 Sorbitan Peroleate, Apocynum Cannabinum Root Extract, Nettle Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Arctium Lappa Root Extract, Betula Alba Bark Extract, Rosa Canina FruitExtract, Chondrus Crispus (Carrageenan) Extract, Coltsfoot Leaf Extract, Dandelion Extract, Rumex Crispus Root Extract, Sambucus Nigra Flower Extract, Equisetum Hyemale Extract, Wild Charry Bark Extract, Echinacea Purpurea Extract, Panax Ginseng Root Extract, Lanolin, Parfum/Fragrance, Propylparaben, Benzoic Acid.

FORMATIONS SPRITZ

INGREDIENTS: SD Alcohol 40 (Alcohol Denat.), Aqua/Water/Eau, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Polyurethane-14 (and) AMP-Acrylates Copolymer, Aminomethyl Propanol, Dimethicone Copolyol, Hydrolyzed Wheat Protein, PEG 75 Lanolin, Panthenol, Fragrance (Parfum), D&C Violet No.2 (C.I. 60730)

FORM PROFESSIONAL HOLDING SPRAY

INGREDIENTS: SD Alcohol 40 (Alcohol Denatured), Hydrofluorocarbon 152a, Octlacrylamide/Acrlates/Butylaminoethyl Methacrylate Copolymer, Aqua/Water/ Eau, VA/Crotonates/Vinyl Noedeconate, Aminomethyl Propanol, Hydrolyzed Wheat Protein, Sodium Benzoate, Triethyl Citrate, Methyl Gluceth-20 Benzoate, Parfum/Fragrance, Ammonium Hydroxide, Polydimethylsiloxane and Polyethylene/ Polypropylene-Oxide.

Finishing

REFLECTIONS LIQUID SHINE

INGREDIENTS: Cyclomethicone, Phenyltrimethicone, Dimethicone, Parfum/Fragrance.

DIAMONDS OIL SHEEN SPRAY

INGREDIENTS: Paraffinum Liquidum (Mineral Oil), Isobutane (and) Propane (Hydrocarbon A-46), Petrolatum, PEG-20 Tallow Ammonium Ethosulfate, Hydrolyzed Silk Protein, Fragrance (Parfum), Lanolin, Isopropyl Myristate, Span Monooleate, Dimethicone Copolyol, Apocynum Cannabinum Root Extract (and) Urtica Dioica (Nettle) Extract (and) Rosmarinus Officinalis (Rosemary) Leaf Extract (and) Artium Lappa Root Extract (and) Betula Alba Bark Extract (and) Rosa Canina Fruit Extract (and) Chondrus Crispus (Carrageenan) Extract (and) Tussilago Farfara (Coltsfoot) Leaf Extract (and) Taraxacum Officinale (Dandelion) Extract (and) Rumex Crispus Root Extract (and) Sambucus Nigra Flower Extract (and) Equisetum Hyemale Extract (and) Prunnus Serotina (Wild Cherry) Bark Extract (and) Echnacea Purpurea Extract (and) Panax Ginseng Root Extract, Propylparaben

HYDRIENCE ARGAN MOISTURE WHIP STYLING SOUFFLE

INGREDIENTS: Aqua, Glycerin, Propylene Glycol, Cetyl Alcohol, Cetearyl Alcohol, Acetamide MEA, Stearalkonium Chloride, Polysorbate 60, Polyquaternium-11, PPG-10 Cetyl Ether, Paraffinum Liquidum (Mineral Oil), Dimethicone, Isopropyl Lanolate, Argania Spinosa (Argan) Oil, Polysorbate-20, Hydrolyzed Collagen, Hydrolyzed Milk Protein, Butyrospermum Parkii (Shea) Butter, Behentrimonium Methosulfate, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Fragrance (Parfum), Phenoxyethanol, Dehydroacetic Acid, Benzyl Alcohol, Citral, Citronellol, Eugenol, Geraniol, Limonene, Linalool, Alpha-Isomethyl Ionone

HYDRIENCE ARGAN MOISTURIZING CRÈME

INGREDIENTS: Aqua/Water/Eau, Isopropyl Myristate, Polyquaternium 32 (and) Paraffinum Liquidum/Mineral Oil/ Huile Minérale, Glycerine, Cocos Nucifera (Coconut) Oil, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Argania Spinosa (Argan) Nut Oil, Quaternium 80, Phenyltrimethicone, Polyquaternium 11, Olea Europaea (Olive) Fruit Oil, Polyquaternium 7, Cetyl Triethylmonium Dimethicone Copolyol Olivate, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Parfum/Fragrance, Calendula Oil Extract, Tocopheryl Acetate, Citric Acid.

HYDRIENCE ARGAN MOISTURE REPLENISHING MIST

INGREDIENTS: Neopentyl Glycol Diheptanoate (and) Isododecane, Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/styrene Copolymer, Argania Spinosa (Argan)Oil, Cocos Nucifera (Coconut) Oil, Fragrance (Parfum), Tocopheryl Acetate

HYDRIENCE ARGAN HAIR REPAIR OIL TREATMENT

INGREDIENTS: Neopentyl Glycol Diheptanoate (and) Isododecane, Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer, Argania Spinosa (Argan)Oil, Macadamia Integrifolia Seed Oil, Fragrance (Parfum), Tocopheryl Acetate

Natural

ALMOND & AVOCADO MOISTURIZING & DETANGLING SHAMPOO

INGREDIENTS: Water (Aqua), Sodium Lauroyl Methyl Isethionate (and) Cocamidopropyl Betaine (and) Sodium Cocoyl Isethionate (and) Sodium Methyl Oleoyl Taurate, Sodium Methyl Cocoyl Tauate, Glycol Distearate (and) Laureth-4, Polyquaternium-7, Fragrance (Parfum), Acrylamidopropyltrimonium Chloride, Hydrolyzed Wheat Protein, Polysorbate 20, Citric Acid, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Propylene Glycol (and) Water (and) Persea Gratissima (Avocado) Leaf Extract, Panthenol, Polyquaternium 10, Methylchloroisothiazolinone (and) Methylisothiazolinone, Tocopheryl Acetate, Benzyl Benzoate, Citral, Geraniol, Hydroxyisohexyl 3-cyclohexene carboxaldehyde, Limonene, Linalool, Butylphenyl methylpropanal.

ALMOND & AVOCADO MOISTURIZING & DETANGLING CONDITIONER

INGREDIENTS: Water (Aqua), Cetyl Alcohol, Behentrimonium Chloride, Adomethicone (and) Cetrimonium Chloride (and) Trideceth-12, Glycol Distearate, Glycol Stearate, Phenoxethanol (and) Benzoic Acid (and) Dehydroacetic Acid, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Propylene Glycol (and) Water (and) Persea Gratissima (Avocado) Leaf Extract, Persea Gratissima Oil (and) Hydrogenated Vegetable Oil (Avocado Butter), Prunus Amygdalus Dulcis Oil (and) Hydrogenated Vegetable Oil (Almond Butter), Hydrolyzed Wheat Protein, Fragrance (Parfum), Sodium PCA, Tocopheryl acetate, Citric Acid, Benzyl Benzoate, Citral, Geraniol, Hydroxyisohexyl 3-cyclohexene carboxaldehyde, Limonene, Linalool, Butylphenyl methylpropanal.

ALMOND & AVOCADO DETANGLING LEAVE-IN CONDITIONER

INGREDIENTS: Water (Aqua), Glycerin, Methyl Gluceth-10, Polyquaternium-32, Propanediol, Ethylhexylglycerin, Phenoxyethanol (and) Caprylyl Glycol, Fragrance (Parfum), Paraffinum Liquidum, Tocopheryl Acetate, Retinyl Palmitate, Simmondsia Chinensis (Jojoba) SeedOil, Hydrolyzed Keratin, Propylene Glycol (and) Lamium Album Flower extract (and) Pinus Sylvestris Cone Extract (and) Arctium Lappa Root Extract (and Anthemis Nobilis Flower Extract (and) Rosemarinus Officinalis (Rosemary) Extract Leaf (and) Hedra Helix (Ivy) Extract (and) Arnica Montana Flower Extract (and) Nasturtium Officinale Extract (and) Allium Sativum (Garlic) Bulb Extract

DAILY MOISTURIZING LOTION

INGREDIENTS: Aqua/Water/Eau, Glycerin, Acetamide MEA, Stearalkonium Chloride PA, Polyquaternium 11, Simmondsia Chinensis (Jojoba) Seed Oil, Polysorbate 20, Hydrolyzed Wheat Protein, Hydrolyzed Collagen, Caprylyl Glycol (and) Methylisothiazolinone, Hydroxyethylcellulose, Panthenol, Parfum/Fragrance, Cetearyl Alcohol (and) Ceteareth 20, PPG 10 Cetyl Ether, Isopropyl Lanolate, Cetyl Alcohol, Behentrimonium Methosulfate, Olea Europaea (Olive) Fruit Oil, Aloe Vera Oil, Theobroma Cacao (Cocoa) Seed Butter.

TWIST & SET SETTING LOTION

INGREDIENTS: Water (Aqua), Polyquaternium 11, Cetyl Triethylmonium Olivate Dimethicone PEG-8 Succinate, Polysorbate 20, Dimethicone Copolyol, Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol, Polysorbate 60, Fragrance (Parfum), PEG 75 Lanolin, DMDM Hydantoin, Citric Acid, Silk Amino Acid, Panthenol, Tocopheryl Acetate, Jojoba Oil, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Collagen, FD&C Blue No. 1 (C.I.42090), FD&C Red No. 33 (C.I. 17200)

CURL ENHANCING MOUSSE

INGREDIENTS: Aqua/Water/Eau, Polyquaternium 55, Cetyl Triethylmonium Olivate Dimethicone PEG-8 Succinate, Decyl Glucoside, Cetrimonium Chloride, Methylisothiazolinone (and) Caprylyl Glycol, PEG 75 Lanolin, Hydrolyzed Wheat Protein, Panthenol, Polysorbate 20, Parfum/Fragrance, Dimethicone Coployol, Citric Acid, FD&C Blue No. 1 (C.I.42090), FD&C Yellow No.5 (CI19140).

HONEY CURLFORMING CUSTARD

INGREDIENTS: Water (Aqua), Calendula Officinalis Flower Extract, Goldenseal (Hydrastis canadensis), Henna (Lawsonia inermis) Extract, Hops (Humulus Lupulus) Extract, Horsetail (Equisetum Arvense) Extract, Black Cherry (Prunus Serotina) Bark Extract, Soapbark (Quillaia Saponaria) Extract, Chamomile (Matricaria chamomilla) Oil, Polyquaternium 11, Polyquaternium 37, Glycerin, Hydroxypropyltrimonium Honey (Honey Extract), Yacon (Smallanthus sonchifolius), Hydrolyzed Silk, Panthenol (Pro-Vitamin B5), Fragrance (Parfum), Methylchloroisothiazolinone (and) Methylisothiazolinone

Natural

CURL STRETCHING CREAM

INGREDIENTS: Aqua/Water/Eau, Prunus Amygdalus (and) Hydrogenated Vegetable Oil (Sweet Almond Butter), Glycerin, Canola Oil (and) Glycine Soja (Soybean) Germ Extract (and) Zea Mays (Corn) Starch (and) Silica, Olea Europea (Olive) Fruit Oil, Glyceryl Stearate (and) PEG-100 Stearate, Acetylated Lanolin, Simmondsia Chinensis (Jojoba) Seed Oil, Coco Glucoside (and) Glyceryl Monooleate, PEG-8 Dilaurate, Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol, Crambe Abyssinica Seed Oil, Ceteareth-20, Stearyl Alcohol, Parfum/Fragrance, Sodium Borate, Carbomer, Panthenol, PVP/VA Copolymer, Hydrolyzed Keratin, Theobroma Cacao (Cocoa) Seed Butter, Triticum Vulgare (Wheat) Germ Oil, Butyrospermum Parkii (Shea Butter), EDTA Disodium, BHT, Caramel, Silk Amino Acid.

DEFINING CRÈME GEL

INGREDIENTS: Aqua/Water/Eau, Olea Europaea (Olive) Fruit Oil, Glycerin, PVP/VA Copolymer, Simmondsia Chinensis (Jojoba) Seed Oil, Sodium Borate, Carbomer, Parfum/Fragrance, Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol, Hydrolyzed Wheat Protein, Aloe Barbadensis Leaf Extract, Octinoxate, Oleth-5, Persea Gratissima (Avocado) Oil, Prunus Amygdalys Dulcis (Sweet Almond) Oil, Cocos Nucifera (Coconut) Oil, Theobroma Cacao (Cocoa) Seed Butter, Butyrospermum Parkii (Shea Butter), EDTA Disodium, BHT, Caramel, Silk Amino Acid, Wheat Amino Acids, Sodium Hyaluronate.

HONEY & SHEA EDGE TAMER

INGREDIENTS: Water (Aqua), Ceteareth-25, Glycerin, PEG-40 Hydrogenated Castor Oil, Methyl Gluceth-10, Phenoxyethanol (and) Caprylyl Glycol, Fragrance (Parfum), Honey, Butyrospermum Parkii (Shea Butter), Peptide Solution.

Coconut and Monoi Collection

COCONUT & MONOI DEEP MOISTURE MILK CRÈME

INGREDIENTS: Water (aqua), Isopropyl Myristate, Polyquaternium 32 (and) Mineral Oil, Glycerine, Cocos Nucifera (Coconut) Oil, Dimethicone, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Argania Spinosa (Argan) Oil, Hydrolyzed Milk Protein, Quaternium 80, Phenyltrimethicone, Polyquaternium 11, Olea Europaea (Olive) Fruit Oil, Polyquaternium 7, Cetyl Triethylmonium Dimethicone Copolyol Olivate, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Fragrance (Parfum), Calendula Oil Extract, Tocopheryl Acetate (Vitamin E), Citric Acid, Coumarin, D'Limonene.

COCONUT & MONOI COCONUT WATER CURL REFRESHER

INGREDIENTS: Water (Aqua), Glycerin, Cocos Nucifera (Coconut) Fruit Juice, Sodium PCA, Cocamidopropyltrimonium Dimethicone PEG-8 Succinate, PEG-12 Dimethicone, Dimethicone PEG-8 Meadowfoamate, Hydrolyzed Silk Protein, Panthenol, Polyquaternium-11, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Calendula Officinalis Flower Extract, Goldenseal (Hydrastis canadensis), Lawsonia inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Equisetum Arvense (Horsetail) Extract, Prunus Serotina (Wild Cherry) Bark Extract, Quillaia Saponaria Bark Extract, Matricaria chamomilla (chamomile) Oil, Fragrance (Parfum), Polysorbate 20, Tocopheryl Acetate (Vitamin E), Caprylyl Glycol (and) Methylisothiazolinone, Coumarin, D'Limonene.

COCONUT & MONOI DEEP MOISTURE OIL TREATMENT

INGREDIENTS: Neopentyl Glycol Diheptanoate (and) Isododecane, Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/ Styrene Copolymer, Cocos Nucifera (Coconut) Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Argania Spinosa (Argan) Oil, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Fragrance (Parfum), Tocopheryl Acetate (Vitamin E), Coumarin, D'Limonene.

COCONUT & MONOI INTENSE SHINE OIL MIST

INGREDIENTS: Neopentyl Glycol Diheptanoate (and) Isododecane, Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer, Cocos Nucifera (Coconut) Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Argania Spinosa (Argan) Oil, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Fragrance (Parfum), Tocopheryl Acetate (Vitamin E), Coumarin, D'Limonene

COCONUT & MONOI DEEP MOISTURE MILK SOUFFLÉ

INGREDIENTS: Water (Aqua), Glycerin, Propylene Glycol, Cetyl Alcohol, Cetearyl Alcohol, Ceteareth-20, Acetamide MEA, Steralkonium Chloride, Polyquaternium 11, PPG-14 Butyl Ether, Paraffinum Liquidum (Mineral Oil), Dimethicone, Isoprpyl Lanolate, Argania Spinosa (Argan)Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Polysrobate 20, Fragrance (Parfum), Hydrolyzed Collagen, Behentrimonium Methosulfate, Rosemary Extract, Sunflower Seed Oil, Hydrolyzed Milk Protein, Butyrospermum Parkii (Shea Butter), Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid, Coumarin, D'Limonene.

COCONUT & MONOI CURL ENHANCING DUAL HYDRATION MILK

INGREDIENTS: Water (Aqua), Glycerin, Propylene Glycol, Acetamide MEA, Stearalkonium Chloride, Behentrimonium Methosulfate, Cetearyl Alcohol, Butylene Glycol, Polyquaternium-11, Mineral Oil, PPG-10 Cetyl Ether, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, PEG-12 Dimethicone, Isopropyl Lanolate, Hydrolyzed Collagen, Fragrance (Parfum), Sclerocarya Birrea (Marula) Oil, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Coumarin, Limonene

COCONUT & MONOI DEEP MOISTURE MASQUE

INGREDIENTS: Water (Aqua), Glycerin, Polyquaternium-7, Behentrimonium Chloride, Caprilic Capric Triglyceride, Isostearyl Isostearate, Cetyl Alcohol, Emulsifying Wax NF, Glyceryl Stearate, PEG-100 Stearate, PEG-12 Dimethicone, PEG-8 Dimethicone, Caprylyl Glycol, Phenoxyethanol, Propylene Glycol, Fragrance (Parfum), Hydroxyethyl Cellulose, Guar Hydroxypropyl Trimonium Chloride, Butyrospermum Parkii (Shea) Butter, Hydrolyzed Keratin, Panthenol, Tocopheryl Acetate (Vitamin E), Helianthus Annuus (Sunflower) Seed Oil, Prunus Amygdalus Dulcis (Almond) Oil, Argania Spinosa (Argan) Kernel Oil, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Macadamia Ternifolia Seed Oil, Gardenia Tahitensis (Tiare) Flower Extract, Olea Europaea (Olive) Fruit Oil, Morinda Citrifolia (Noni) Fruit Extract, Biotin, Coumarin, Limonene

COCONUT & MONOI CURL DEFINING GELÉE

INGREDIENTS: Water (Aqua), Vegetable Glycerin, Propylene Glycol, Polyquaternium 37, Methyl Gluceth-10, Polyquaternium-11, Polysorbate 20, Sodium PCA, Fragrance (Parfum), Althaea Officinalis (Marshmallow Root) Extract, Aloe Barbadensis (Aloe) Leaf Juice, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Coumarin, Limonene

QUINOA & BAMBOO HAIR REPAIR COLLECTION

HAIR REPAIR REPLENISHING SHAMPOO 4OZ

INGREDIENTS: Water (Aqua), Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Cocoyl Isethionate, Sodium Methyl Oleoyl Taurate, Glycerin, Sodium Methyl Cocoyl Taurate, Methylisothiazolinone, Capryly Glycol, Polyquaternium-10, PEG-12 Dimethicone, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Polysorbate 20, Tocopheryl Acetate, Hydrolyzed Quinoa, Bambusa Vulgaris (Bamboo) Extract, Biotin, Mannitol, Citric Acid, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

HAIR REPAIR LIQUID STRENGTHENING MASQUE 20Z

INGREDIENTS: Water (Aqua), Cystine Bis-PG-Propyl Silanetriol, Polyquaternium-11, PEG-12 Dimethicone, Methylisothiazolinone, Capryly Glycol, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Panthenol, Silanetriol, Hydrolyzed Silk, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Hydrolyzed Quinoa, Bambusa Vulgaris (Bamboo) Extract, Biotin, Mannitol, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

HAIR REPAIR LEAVE-IN CONDITIONING SEALANT 20Z

INGREDIENTS: Water (Aqua), Glycerin, Cetyl Triethylmonium Dimethicone PEG-8 Succinate, Silanetriol, Panthenol, PEG-12 Dimethicone, Sodium PCA, Methylisothiazolinone, Caprylyl Glycol, Calendula Officinalis Flower Extract, Goldenseal (Hydrastis Canadensis), Lawsonia Inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Equisetum Arvense (Horsetail) Extract, Prunus Serotina Bark Extract, Quillaia Saponaria Bark Extract, Matricaria Chamomilla (Chamomile) Oil, Hydroxylproplytrimonium Honey, Hydrolyzed Quinoa, Biotin, Mannitol, Bambusa Vulgaris (Bamboo) Extract, Polysorbate 20, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

Wave by Design

PROFESSIONAL STRENGTH CRÈME REARRANGER

INGREDIENTS: Aqua/Water/Eau, Cetearyl Alcohol, Ceteareth 20, Ammonium Thioglycolate, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Monoethanolamine, Glycerin, Emulsifying Wax, Glyceryl Stearate SE, Cetyl Alcohol, Tetrasodium EDTA, Hydrolyzed Collagen, Parfum/Fragrance, Sodium Lauryl Sulfate.

MOISTURE WRAP PERMANENT WAVE BOOSTER

INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Ammonium Thioglycolate, Glycerin, Emulsifying Wax, Cetearyl Alcohol, Ceteareth 20, Monoethanolamine, Glyceryl Stearate SE, Cetyl Alcohol, Hydrolyzed Collagen, Quaternium 75, Tetrasodium EDTA, Parfum/Fragrance.

WAVE LOCK CONDITIONING NEUTRALIZER

INGREDIENTS: Aqua/Water/Eau, Sodium Bromate, Sodium Borate, PEG 40 Castor Oil, Polyquaternium 10, Hydroxyethyl Cellulose, Disodium Phosphate, Parfum/Fragrance, Polysorbate 20, CI 42090/Blue 1, CI 19140/Yellow 5.

DEFINE & SHINE 2N1 DRY FINISHING LOTION

INGREDIENTS: Aqua/Water/Eau, Glycerin, Propylene Glycol, Acetamide MEA, Cetearyl Alcohol (and) Ceteareth 20, Polyquaternium 11, Paraffinum Liquidum/Mineral Oil/Huile Minérale, PPG 10 Cetylether, Dimethicone, Isopropyl Lanolate, Cetyl Alcohol, Hydrolyzed Collagen, DMDM Hydantoin, Parfum/Fragrance, Immidazolidnyl Urea, Methylparaben, Propylparaben.

MIST & SHINE DRY FINISHING SPRAY

INGREDIENTS: Deionized Water, Glycerine, Propylene Glycol, Methyl Gluceth-20, Sodium PCA, Dimethicone Copolyol, Silk Amino Acids, Panthenol, Methylparaben, Imidazolidinyl Urea, Oleth-20, Parfum/Fragrance.

Colaura

SEMI PERMANENT CONDITIONING HAIR COLOR

INGREDIENTS: Each color may contain all or some of the following ingredients in alphabetical order: Aminomethyl Propanol, CI 56059 (Basic Blue 99), CI 12245 (Basic Red 76), Carbomer, Decyl Glucoside, Diazolidinyl Urea, Dimethicone Copolyl, CI 111301 (Disperse Black 9), CI 61505(Disperse Blue 3), CI 61100 (Disperse Violet 1), Erythorbic Acid, Ethyxydiglycol, Parfum/Fragrance, HC Blue No.2, HC Orange No.1, HC Red No.3, HC Yellow No.2, Methylparaben, 2-Nitro-p-Phenylenediamine, Oleic Acid, PEG-7 Amodimethicone, PEG-8 Dimethicone Meadowfoamate, PEG-75 Lanolin, PEG-6 Lauramide, Propylene Glycol, Prodpylparaben, Silicone Quarternium-8.

DEMI- PERMANENT CONDITIONING HAIR COLOR

INGREDIENTS: Each color may contain all or some of the following ingredients in alphabetical order: Aminomethyl Propanol, CI 56059 (Basic Blue 99), CI 12245 (Basic Red 76), Carbomer, Decyl Glucoside, Diazolidinyl Urea, Dimethicone Copolyl, CI 111301 (Disperse Black 9), CI 61505(Disperse Blue 3), CI 61100 (Disperse Violet 1), Erythorbic Acid, Ethyxydiglycol, Parfum/Fragrance, HC Blue No.2, HC Orange No.1, HC Red No.3, HC Yellow No.2, Methylparaben, 2-Nitro-p-Phenylenediamine, Oleic Acid, PEG-7 Amodimethicone, PEG-8 Dimethicone Meadowfoamate, PEG-75 Lanolin, PEG-6 Lauramide, Propylene Glycol, Prodpylparaben, Silicone Quarternium-8.

AURA ENERGIZER DEVELOPER

INGREDIENTS: Aura Energizer Developer 8 Volume: Aqua/Water/Eau, Hydrogen Peroxide, Steareth-10 Allyl Ether/Acrylates Copolymer, Glycerin, Acrylates, Copolymer, Sodium Laureth Sulfate, Disodium Phosphate, Etidronic Acid.

ELEVATION HI-LIFT PERMANENT CONDITIONING COLOR

INGREDIENTS: Aqua/Water/Eau, Ammonium Hydroxide, Propylene Glycol, Cetrimonium Chloride, Polysorbate 20, Cocamidopropyl Betaine, Sodium Hydroxide, Parfum/Fragrance, Etidronic Acid, Polyquaternium-6.

ELEVATE DEVELOPER

INGREDIENTS: Colaura® Elevate 20 Volume Developer: Aqua/Water/Eau, AllyEther/Acrylates Copolymer, Hydrogen Peroxide (6%), Acrylate Copolymer, Nonoxynol-9, Glycerin, Etidronic Acid, Disodium Phosphate.







