



**DESIGN ESSENTIALS<sup>®</sup>**  
PRODUCT REFERENCE GUIDE

BEGIN BEAUTIFULLY

## OUR STORY

McBride Research Laboratories was born in 1990 with a mission to combine direct distribution with the education necessary for stylists to effectively use our quality hair care products. We have spent 30 years mastering the science of hair care, servicing our client's ever-evolving needs, and optimizing our salon expertise, to bring you over 75 expertly crafted multicultural products, infused with superior ingredients and innovative solutions that transcend the times.

We deeply value you as our customer and we are committed to consistently exceeding your expectations through quality products, customer service, and first-class education. We manufacture our products with strict standards and are proud to help our hair enthusiasts effortlessly transform their client's hair health one style at a time.



We believe everyone deserves to feel beautiful, and that hair can be an extension of outward beauty, a builder of inner confidence, and a reflection of personality. We strive to empower our professionals and design a portfolio of products that last beyond the salon chair, inspiring your clients to *Begin Beautifully* each day.

On behalf of our President, Cornell McBride, Jr., and the entire McBride Research Laboratories staff, we thank you for choosing to be a part of our family.

2020

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# UNDERSTANDING HAIR TYPE, TEXTURE & CONDITION

## Hair TYPE

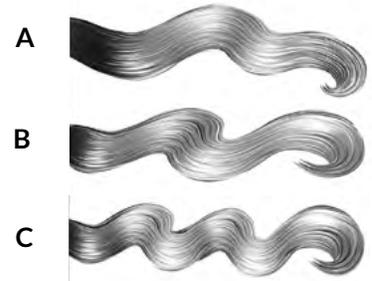
Hair type is the method by which hair is classified by straight or curly patterns, hair strand thickness, and overall hair volume. While some may have one overall hair type, it is possible to have multiple or a combination of hair types.



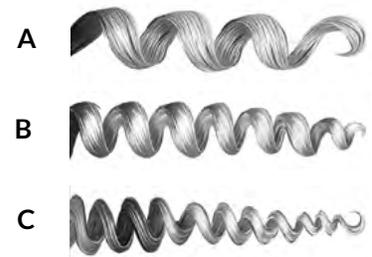
**Straight**



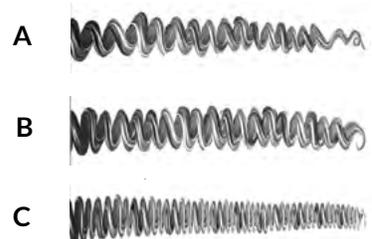
**Wavy**



**Curly**



**Coily**



## Hair TEXTURE

Hair texture is defined by the circumference or diameter of a hair strand. Hair texture is also characterized as fine, medium or thick/coarse.

FINE HAIR has a small diameter, is usually fragile, requires less processing time than other hair types when using chemicals and can also be subject to damage when using those chemicals if used improperly.

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MEDIUM HAIR has a medium diameter and is the most universal texture and measure by which others are compared. Working with medium hair usually presents no difficulties during chemical processes and will produce consistent results.

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THICK/COARSE HAIR has a large diameter, is usually strong, more resistant and requires longer processing times when applying various chemicals.

## Hair CONDITION

Hair condition has been categorized as oily, normal, dry/brittle, or color treated.

NORMAL HAIR is defined as hair with normal porosity and elasticity. Hair with normal porosity has the ability to absorb moisture. When wet, normal hair also has the ability to stretch 50 percent and return to the same length without breaking. When performing chemical services on normal hair, the result will usually be consistent.

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OILY HAIR is the result of an overproduction of sebum which is produced by the oil glands within the hair follicle. It can also be a result of shampooing the hair improperly.

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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 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.

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COLOR TREATED: Hair strands that have undergone a chemical treatment to change the hair's natural color. This could impact the strands' texture and type, thus resulting in a change in hair care regimen.

## Scalp CONDITION

Defined as the state of your scalp and skin on a regular basis. People may experience varying scalp conditions at different times in their hair care regimen or a combination of them. Being knowledgeable about the current condition of your scalp will allow you to choose the best products for consistently healthy hair.

DRY/ITCHY SKIN & 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.

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DRY/FLAKY SKIN & SCALP is characterized by dehydration in the most superficial layer of the skin. Dry skin accompanied by skin tightness and itching can often produce the minor appearance of whitish to yellowish-white flakes. These flakes can potentially mimic minor dandruff\*.

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NORMAL SKIN & 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 is easy to style and manage.

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

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OILY SKIN & SCALP is usually a result of overactive sebaceous glands (oil glands). Overproduction 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.

\*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.



# **D** DESIGN ESSENTIALS® PLATINUM

The Design Essentials® Platinum Collection is our most prestigious and transformative collection to date. Our newest line of professional products are crafted from premium ingredients, tested on a myriad of hair types, and perfected by licensed cosmetologists to guarantee beautiful, healthy hair. The Platinum line consists of four collections, Moisture, Volume, Styling, and Finishing.





**Deep  
Moisturizing  
Shampoo**



**Ultra-  
Moisturizing  
Mask**



**Moisturizing  
Leave-In  
Conditioner**



**Volumizing  
Shampoo**



**Extra Body  
Conditioner**



**Weightless  
Leave-In  
Conditioner**



**Styling  
Mousse**



**Concentrated  
Styling  
Lotion**



**Curl Control  
Thermal  
Glaze**



**Braid &  
Ponytail  
Control Gel**



**Weightless  
Thermal Protectant  
Serum**



**Thermal  
Protectant  
Serum**



**Edge  
Control  
Gel**



# PLATINUM MOISTURE

## DEEP MOISTURIZING SHAMPOO—STEP 1

12OZ

Design Essentials® Deep Moisturizing Shampoo is an intense, moisture-preserving shampoo that softens and detangles dry or coarse hair.



### BENEFITS

- Nourishes strands from roots to ends
- Helps hair to retain moisture and leaves hair unbelievably soft and manageable
- Free from parabens, sulfates, phthalates, artificial dyes, silicones, mineral oil, allergen fragrance, and PEG

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- COCONUT OIL promotes scalp health and stronger roots

### USAGE INSTRUCTIONS

1. Apply to wet hair and work into a lather.
2. Rinse and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Propylene Glycol, Glycol Stearate, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Cocos Nucifera (Coconut) Oil, Disodium EDTA, PPG-2 Hydroxyethyl Cocamide, PEG-150 Pentaerythrityl Tetrastearate, Fragrance (Parfum), Citric Acid, Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin

# PLATINUM MOISTURE

## ULTRA-MOISTURIZING MASK—STEP 2

12OZ

Design Essentials® Ultra-Moisturizing Mask is a deep-conditioning mask treatment with coconut oil that strengthens and deeply moisturizes dry or coarse hair.



### BENEFITS

- Nourishing treatment easily detangles hair
- Replenishes essential nutrients to strengthen hair
- Free from parabens, sulfates, phthalates, artificial dyes, silicones, mineral oil, allergen fragrance, and PEG

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- COCONUT OIL penetrates hair strands to restore moisture

### USAGE INSTRUCTIONS

1. After shampooing, towel blot and generously apply to damp hair.
2. Comb through for even distribution.
3. Allow to process up to 15 minutes (use dryer for maximum penetration).
4. Rinse with cool water, then proceed to style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cetearyl Alcohol, Propylene Glycol, Glycerin, Cetyl Alcohol, Isopropyl Myristate, Helianthus Annuus (Sunflower) Seed Oil, Acetamide MEA, Cocos Nucifera (Coconut) Oil, Polyquaternium-10, Behentrimonium Methosulfate, Cetrimonium Chloride, Quaternium-91, Cetrimonium Methosulfate, Fragrance (Parfum), Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin

# PLATINUM MOISTURE MOISTURIZING LEAVE-IN CONDITIONER—STEP 3 12OZ

Design Essentials® Moisturizing Leave-In Conditioner is a light crème infused with coconut oil that detangles and moisturizes dry or coarse hair.



## BENEFITS

- Long-lasting hydration
- Locks in essential nutrients while retaining moisture
- Free from parabens, sulfates, phthalates, artificial dyes, silicones, mineral oil, allergen fragrance, PEG, and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- COCONUT OIL adds a protective layer to hair for styling

## USAGE INSTRUCTIONS

1. Shampoo and condition hair, then towel blot.
2. Depending on length, apply a dime-to-quarter-size amount to palms, and emulsify.
3. Apply to hair and comb through.
4. DO NOT RINSE. Proceed to style, set or blow-dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Propylene Glycol, Glycerin, Acetamide MEA, Polyquaternium 32, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Cocos Nucifera (Coconut) Oil, Helianthus Annuus (Sunflower) Seed Oil, Polyquaternium-7, Trideceth-6, Fragrance (Parfum), Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin

# PLATINUM VOLUME

## VOLUMIZING SHAMPOO—STEP 1

12OZ

Design Essentials® Volumizing Shampoo, infused with grape seed extract, gently cleanses and volumizes fine to normal hair for an instant boost of body, fullness, and lustrous shine.



### BENEFITS

- Gentle formula is designed to protect hair while removing dirt
- Removes excess oils that weigh hair down
- Free from parabens, sulfates, phthalates, mineral oil, and allergen fragrance

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium				
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- GRAPE SEED EXTRACT promotes volume and growth

### USAGE INSTRUCTIONS

1. Apply to wet hair and work into a lather.
2. Rinse and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium Hydroxypropylsulfonate Laurylglucoside Crosspolymer, Lauramidopropyl Betaine, Coco Glucoside, Cocamide MEA, PEG-12 Dimethicone, Glyceryl Caprylate, Fragrance (Parfum), Glycerin, Caprylhydroxamic Acid, Vitis Vinifera (Grape) Seed Extract

# PLATINUM VOLUME

## EXTRA BODY CONDITIONER—STEP 2

12OZ

Design Essentials® Extra Body Conditioner uses the moisturizing power of grape seed extract to hydrate and soften fine to normal hair while enhancing natural body with every use.



### BENEFITS

- Lightweight formula to boost hair density while adding nutrients
- Leaves hair with mesmerizing shine
- Free from parabens, sulfates, phthalates, mineral oil, allergen fragrance, and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium				
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- GRAPE SEED EXTRACT strengthens every strand, providing limitless volume

### USAGE INSTRUCTIONS

1. Shampoo hair and towel blot.
2. Massage a palm-size amount of Extra Body Conditioner from ends to scalp. Comb through (with a wide-tooth comb) to the ends.
3. Rinse thoroughly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Methyl Gluceth-10, PEG40 Hydrogenated Castor Oil, Polyquaternium-10, Fragrance (Parfum), Panthenol, Glyceryl Caprylate, Caprylhydroxamic Acid, Vitis Vinifera (Grape) Seed Extract

# PLATINUM VOLUME WEIGHTLESS LEAVE-IN CONDITIONER—STEP 3 12OZ

Design Essentials® Weightless Leave-In Conditioner is a strengthening leave-in detangler that instantly thickens fine hair while smoothing and nourishing. Leaves strands feeling soft, healthy, and full of body.



## BENEFITS

- Quickly detangles fine hair for easy manageability
- Protective, long-lasting formula
- Free from parabens, sulfates, phthalates, mineral oil, allergen fragrance, and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium				
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- GRAPE SEED EXTRACT replenishes natural oils without weighing hair down

## USAGE INSTRUCTIONS

1. Shampoo and condition hair, then towel blot.
2. Shake well and spray 8-10 inches away from hair.
3. Comb or brush through for even distribution.
4. DO NOT RINSE. Proceed to style, set or blow-dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Glycerin, Methyl Gluceth-10, PEG-40 Hydrogenated Castor Oil, Sodium PCA, Maltodextrin/VP Copolymer, Panthenol, Fragrance (Parfum), Glyceryl Caprylate, Caprylhydroxamic Acid, Vitis Vinifera (Grape) Seed Extract

# PLATINUM STYLING

## STYLING MOUSSE

7.65OZ

Design Essentials® Styling Mousse Medium Hold detangles on contact, creating smooth wraps, sets, and molds for superior styling. Marshmallow extract rejuvenates, moisturizes and strengthens the hair without flaking, leaving the hair with a vibrant, healthy shine.



### BENEFITS

- **Lightweight, touchable, medium hold**
- **Mesmerizing, long-lasting finish**
- **Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten**

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- **MARSHMALLOW EXTRACT** creates a slippery formula for easy styling

### USAGE INSTRUCTIONS

1. After shampooing and conditioning, towel blot hair.
2. Apply generously to damp hair.
3. Mold, wrap or roll hair as desired.
4. Dry thoroughly and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Acetamide MEA, Cocamidopropyl Hydroxysultaine, Polyquaternium 11, Polysorbate 20, Peg-12 Dimethicone, Bambusa Arundinacea (Bamboo) Stem Extract, Althaea Officinalis (Marshmallow) Root Extract, Lavandula Angustifolia (Lavender) Flower Extract, Glycerin, Fragrance (Parfum), Phenpxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Linalool

# PLATINUM STYLING

## CONCENTRATED STYLING LOTION

7.65OZ

Design Essentials® Concentrated Styling Lotion, infused with marshmallow extract, is a quick-drying solution that can be diluted to provide styling flexibility and produce soft, silky, full-bodied sets, molds, and wraps.



### BENEFITS

- Long-lasting hold for maintaining style
- Easy to use for flexible styling options
- Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### INGREDIENTS

Aqua/Water/Eau, Propylene Glycol, Polyquaternium-11, Polysorbate 20, Acetamide MEA, Polyquaternium-7, Cocamidopropyl Hydroxysultaine, Bambusa Arundinacea (Bamboo) Stem Extract, Althaea Officinalis (Marshmallow) Root Extract, Lavandula Angustifolia (Lavender) Flower Extract, Glycerin, Fragrance (Parfum), Phenxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Linalool

### KEY INGREDIENTS

- MARSHMALLOW EXTRACT enriches natural shine for a polished look

### USAGE INSTRUCTIONS

1. Shampoo and condition hair.
2. Apply the selected diluted Concentrated Styling Lotion formula to wet hair following the guidelines for desired results.
3. Place under dryer until dry.
4. Proceed to style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### FORMULA GUIDE FOR SETS & HOLDS

HOLD	TEXTURE	LOTION	WATER
soft	fine, color-treated	1oz	4oz
medium	normal	2oz	2-3oz
firm	natural, coarse	1oz	0-1oz

# PLATINUM STYLING

## CURL CONTROL THERMAL GLAZE

2.3OZ

Design Essentials® Curl Control Thermal Glaze enhances curl/style memory during thermal styling, resulting in hair that looks and feels amazingly soft, shiny, beautiful, and most importantly...hydrated!



### BENEFITS

- **Lightweight, touchable, medium hold**
- **Mesmerizing, long-lasting finish**
- **Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten**

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- **MARSHMALLOW EXTRACT** promotes healthy hair growth and shine

### USAGE INSTRUCTIONS

1. Apply pea- to dime-size amount to dry hair and apply evenly.
2. Curl/thermal style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, C12-15 Alkyl Benzoate, Glycerin, Propanediol, Oleth-10, Oleth-20, Di-PPG-2 Myreth-10 Adipate, PEG-40 Hydrogenated Castor Oil, Disteareth-75 IPDI, Fragrance (Parfum), Lauramide MEA, Bambusa Arundinacea (Bamboo) Stem Extract, Althaea Officinalis (Marshmallow) Root Extract, Lavandula Angustifolia (Lavender) Flower Extract, Glycereth-7 Caprylate/Caprato, Polyquaternium 37, Propylene Glycol Dicaprylate/Dicaprate, PPG-1 Trideceth 6, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin

# PLATINUM STYLING

## BRAID & PONYTAIL CONTROL GEL

2.3OZ

Design Essentials® Braid & Ponytail Control Gel is a slightly sticky gel created to easily grip and maneuver hair. Perfect for creating neat intricate braids and slicking down ponytails with a touchable hold, delivering a perfectly polished finish.



### BENEFITS

- **Soft, manageable gel for easy braiding**
- **Sleek finish with mesmerizing, natural shine**
- **Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten**

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- **MARSHMALLOW EXTRACT** softens hair for easy intricate styling

### USAGE INSTRUCTIONS

1. Apply pea- to dime-size amount in hands and emulsify.
2. Apply to hair evenly to add texture, then sculpt as desired.
3. Can be used on wet or dry hair.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Propylene Glycol, Glycol Stearate, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Cocos Nucifera (Coconut) Oil, Disodium EDTA, PPG-2 Hydroxyethyl Cocamide, PEG-150 Pentaerythrityl Tetrastearate, Fragrance (Parfum), Citric Acid, Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin

# PLATINUM FINISHING WEIGHTLESS THERMAL PROTECTANT SERUM 4OZ

Design Essentials® Weightless Thermal Protectant Serum builds the right amount of body without weighing down fine to normal hair. Infused with grape seed oil, this nourishing styler protects and seals the hair cuticle for a silky-smooth, voluminous finish.



## BENEFITS

- **Weightless formula to keep hair bouncy and full of volume**
- **Protects hair cuticle from heat styling**
- **Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten**

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- **GRAPE SEED EXTRACT** adds luster and shine to every strand

## USAGE INSTRUCTIONS

1. Place a few small drops onto palms and emulsify.
2. Apply to hair (wet or dry) by massaging through the scalp.
3. Activate with heat and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Isopropyl Palmitate, Cyclopentasiloxane, Dimethiconol, Cocos Nucifera (Coconut) Oil, Persea Gratissima (Avocado) Oil, Fragrance (Parfum), Vitis Vinifera (Grape) Seed Oil

# PLATINUM FINISHING THERMAL PROTECTANT SERUM

4OZ

Design Essentials® Thermal Protectant Serum provides an intense shine while sealing the cuticle and locking moisture into the hair when blow drying, flat ironing, or using hot tools for a perfect finish.



## BENEFITS

- Lightweight formula to minimize buildup
- Smooths cuticle while protecting from heat damage
- Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- MARSHMALLOW EXTRACT promotes hair growth and natural shine

## USAGE INSTRUCTIONS

1. Place a few drops onto palms.
2. Rub together, then apply to hair from scalp to ends.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Cyclopentasiloxane, Cyclotetrasiloxane, Dimethicone, Dimethiconol, Cyclohexasiloxane, C12-15 Alkyl Benzoate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Alcohol, Althaea Officinalis (Marshmallow) Root Extract

# PLATINUM FINISHING

## EDGE CONTROL GEL

2.3OZ

Design Essentials® Edge Control Gel is a moldable gel infused with marshmallow extract that provides a long-lasting, strong, pliable hold. Perfect for laying the hairline, tapered cuts, and eliminating flyaways while adding lustrous shine.



### BENEFITS

- **Strong, flexible hold for long-lasting styling**
- **Adds natural shine for a polished finish**
- **Free from parabens, sulfates, phthalates, artificial dyes, allergen fragrance, and gluten**

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- **MARSHMALLOW EXTRACT** natural plant protein helps smooth sensitive edges

### USAGE INSTRUCTIONS

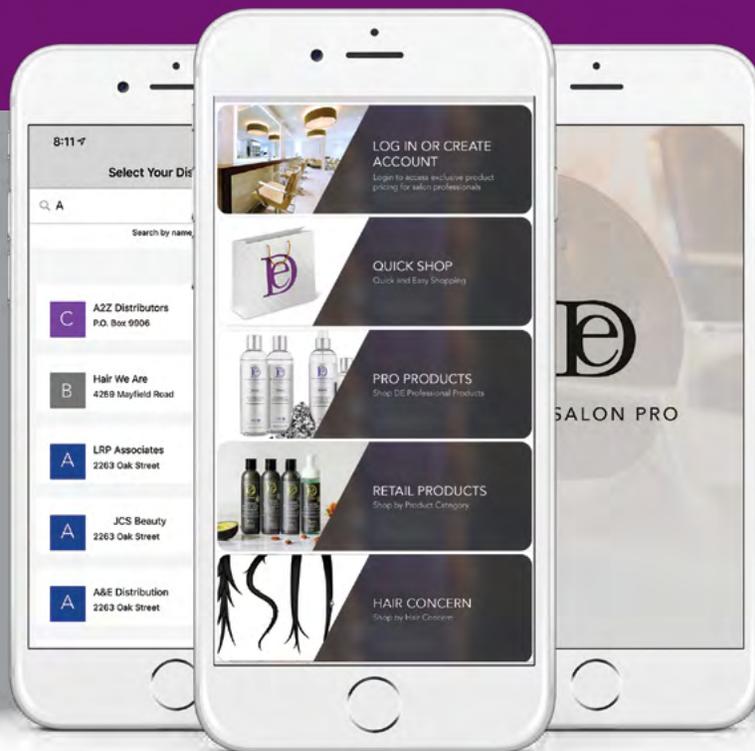
1. Apply a small amount to hair using fingertips for ease of distribution when smoothing, molding or styling hair.
2. Smooth product onto hair using a fine-tooth comb or brush.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cetearth-25, Glycerin, Methyl Gluceth-10, PEG-40 Hydrogenated Castor Oil, Bambusa Arundinacea (Bamboo) Stem Extract, Althaea Officinalis (Marshmallow) Root Extract, Lavandula Angustifolia (Lavender) Flower Extract, Fragrance (Parfum), Pentylene Glycol, Caprylyl Glycol, Ethylhexylglycerin

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**DESIGN ESSENTIALS®**

Our Classic Collection is filled with a variety of hair care solutions created to cleanse, condition, style and treat any and all hair types. Featuring nourishing ingredients from rosemary mint to oat protein, our premiere collection was formulated to revitalize hair from the inside out.





**Oat Protein & Henna  
Fuller, Thicker, Stronger  
Deep Cleansing  
Shampoo**



**Honey Crème  
Moisture Retention  
Super Detangling  
Conditioning  
Shampoo**



**Almond Butter  
Express  
Instant Moisturizing  
Conditioner**



**Rosemary & Mint  
Stimulating  
Super Moisturizing  
Conditioner**



**Bamboo & Silk HCO  
Leave-in Conditioner**



**Kukui & Coconut  
Hydrating Leave-In  
Conditioner**



**Peppermint & Aloe  
Therapeutics  
Anti-Itch Shampoo**



**Peppermint & Aloe  
Soothing Scalp Tonic**



**Therapeutics  
Anti-Itch  
Hair & Scalp  
Treatment**



**Compositions  
Foaming Wrap  
Lotion & Mousse**



**Sleek/Sleek Max  
Edge Control**



**Silk Essentials  
Thermal Strengthening  
Serum**



**Botanical Oils  
Hair and Body  
Moisturizer**



**Herbal Complex 4  
Hair & Scalp  
Treatment**



**Contours  
Panthenol Enriched  
Clear Protein Styling  
Gel**



**Formations  
Spritz**



**Reflections  
Liquid Shine**



**Diamonds  
Oil Sheen Spray**

# CLEANSE

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

8OZ | 32OZ | GALLON

A volumizing shampoo that deeply cleanses leaving hair light, bouncy and lustrous. A natural blend of botanicals moisturize and smooth the hair shaft while oat protein and henna strengthens hair strands from the inside out.



### BENEFITS

- Deep cleansing removes buildup and residue, promoting scalp health
- Gentle formula for daily or weekly cleansing is perfect for all hair types
- Adds volume to fine, thinning or limp hair

pH: 6.0-7.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### 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

### USAGE INSTRUCTIONS

1. Apply a quarter-size amount of shampoo onto palm of hand and emulsify.
2. Apply to wet hair and lather.
3. Rinse thoroughly, and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium Laureth Sulfate, Sodium Lauryl Sulfate, Lauramide MEA, Cocamidopropyl Betaine, Glycol Distearate, Polyquaternium-10, PEG-75 Lanolin, Hydrolyzed Oat Protein, Glycerin, Calendula Officinalis Flower Extract, Hydrastis Canadensis (Goldenseal) Leaf Extract, Lawsonia Inermis (Henna) Extract, Equisetum Hyemale (Horsetail) Extract, Matricaria Recutita (Chamomile) Flower Extract, Saponaria Officinalis (Soapwort) Root Extract, Prunus Serotina (Wild Cherry) Bark Extract, Humulus Lupulus (Hops) Extract, Sodium Benzoate, Potassium Sorbate, Fragrance (Parfum), Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Coumarin, Hexyl Cinnamal, Alpha-Isomethyl Ionone

# CLEANSE

## HONEY CRÉME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO

8OZ | 32OZ | GALLON

A moisture-preserving quick-lather detangling shampoo that cleanses and restores moisture, leaving hair extremely soft, manageable, and hydrated.



### BENEFITS

- Quickly softens, detangles and smooths hair cuticle
- Gentle, non-stripping formula can be used daily
- Sulfate-free

pH: 6.0-7.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- HONEY CRÉME conditions, smooths the cuticle and increases manageability

### USAGE INSTRUCTIONS

1. Apply a quarter-size amount of shampoo onto palm of hand and emulsify.
2. Apply to wet hair and lather.
3. Rinse thoroughly, and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Acetamide MEA, Propylene Glycol, Polyquaternium-7, Glycol Distearate, Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer, Pentylene Glycol, Fragrance (Parfum), PEG-150 Pentaerythrityl Tetrastearate, Propanediol, PPG-2 Hydroxyethyl Cocamide, Caprylyl Glycol, Disodium EDTA, Chlorphenesin, Ethylhexylglycerin, Hydroxypropyltrimonium Honey, Citric Acid, FD&C Yellow 5, D&C Orange 4

## CONDITION

# ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER 6OZ | 2LBS | 4LBS

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



## 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

pH: 3.0-4.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- ALMOND BUTTER softens and detangles

## USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Amodimethicone, Glycol Stearate, Glycol Distearate, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Hydrolyzed Wheat Protein, Fragrance (Parfum), Tocopheryl Acetate, Sodium PCA, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Sesamum Indicum (Sesame) Seed Oil, Benzyl Alcohol, Benzyl Benzoate, Linalool, Limonene

# CONDITION

## ROSEMARY & MINT STIMULATING SUPER MOISTURIZING CONDITIONER 6OZ | 2LBS | 4LBS

A stimulating conditioner that quickly penetrates and revitalizes the hair and the scalp. Mint calms and relaxes the senses with its aromatherapeutic peppermint scent, while rosemary purifies and restores hair, leaving it soft and manageable.



### BENEFITS

- Quickly softens, detangles and smooths hair cuticle
- Deeply conditions and moisturizes the hair
- Calms inflammation while nourishing hair follicles
- Ideal for especially dry hair

pH: 4.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- ROSEMARY purifies and restores hair
- PEPPERMINT calms and relaxes the scalp

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Glycerin, Propylene Glycol, Quaternium-80, Polyquaternium-32, PPG-1 Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Fragrance (Parfum), Simmondsia Chinensis (Jojoba) Seed Oil, Dimethicone, Menthol, PEG-12 Dimethicone, Aloe Barbadensis Leaf Juice, Disodium EDTA, Rosmarinus Officinalis (Rosemary) Oil, Mentha Piperita (Peppermint) Oil, Silk Amino Acids, Panthenol, Hydrolyzed Wheat Protein, Maltodextrin, Potassium Sorbate, Sodium Benzoate, Benzyl Salicylate, Limonene, Linalool

# PREP

## BAMBOO & SILK HCO LEAVE-IN CONDITIONER 8OZ | 32OZ

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



### BENEFITS

- Instantly moisturizes, softens and detangles
- Restores and strengthens the hair shaft
- Provides a protective layer to prevent heat damage

pH: 3.0-4.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- BAMBOO strengthens and protects the hair
- SILK PROTEIN smooths and softens the hair

### USAGE INSTRUCTIONS

1. Shampoo and condition the hair and towel blot.
2. Spray onto wet hair.
3. Comb through (with a wide-tooth comb) to the ends.
4. Proceed to styling, set or blow-dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Polyquaternium-11, PEG-12 Dimethicone, Amodimethicone, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, 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, Linal, Lyral

# PREP

## KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER 8OZ

A deep-penetrating leave-in conditioner designed to instantly soften and moisturize hair. Kukui and Coconut leave hair hydrated, smooth, and full of natural shine.



### BENEFITS

- Provides intense hydration to revitalize hair
- Deeply penetrates and conditions to promote healthy hair and prevent breakage
- Botanical extracts instantly soften and moisturize the hair
- Can be used weekly or on dry hair in between shampoos

pH: 6.0-7.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### INGREDIENTS

Aqua/Water/Eau, Propylene Glycol, Glycerin, Polyquaternium 32, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Dimethicone PEG-8 Meadowfoamate, Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, 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, Hydroxycitronellal, Citronellol, Benzyl Salicylate, Benzyl Benzoate

### KEY INGREDIENTS

- KUKUI EXTRACT conditions, moisturizes, and adds shine
- COCONUT instantly penetrates and softens

### USAGE INSTRUCTIONS

#### Wet Hair

1. Shampoo and condition the hair and towel blot.
2. Apply a dime-size amount for short hair, a nickel-size for medium hair or a quarter-size for long hair onto palm and emulsify.
3. Apply to hair and comb through. DO NOT RINSE.
4. Proceed to styling, set or blow-dry.

#### Dry Hair

1. Measure a dime size onto palm, emulsify and spread onto hair.
2. Comb through and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

TREAT

# PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO 8OZ | 32OZ

An anti-itch shampoo made with anti-dandruff agent pyrithione zinc that gently cleanses and controls flaking caused by common scalp conditions such as dandruff and seborrheic dermatitis.



## BENEFITS

- Restores natural moisture balance
- Removes dirt buildup by promoting scalp stimulation

pH: 6.5-7.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•
SCALP	Itchy	•	•	•	•
	Flaky	•	•	•	•
	Normal	•	•	•	•
	Combo	•	•	•	•
Oily	•	•	•	•	

## KEY INGREDIENTS

- PYRITHIONE ZINC reduces and controls flaking caused by scalp conditions
- ALOE calms, nourishes and soothes the scalp
- PEPPERMINT OIL'S aromatherapeutic scent invigorates and calms the senses, while treating the scalp

## USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## 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) Iodopropnyl 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)

# TREAT

## PEPPERMINT & ALOE SOOTHING SCALP TONIC 4OZ

A clarifying scalp and skin treatment that purifies while removing dirt particles and excess oils that contribute to skin and scalp irritation. Natural peppermint and aloe oils calm, soothe, and stimulate the scalp while providing instant itch relief.



### BENEFITS

- Detoxifies the scalp, leaving scalp feeling clean
- Relieves itch and scalp irritation

pH: 6.8		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•
SCALP	Itchy	•	•	•	•
	Flaky	•	•	•	•
	Normal				
	Combo	•	•	•	•
	Oily	•	•	•	•

### KEY INGREDIENTS

- ALOE calms, nourishes and soothes the scalp
- PEPPERMINT OIL'S aromatherapeutic scent invigorates and calms the senses, while treating the scalp

### USAGE INSTRUCTIONS

#### Pre-Shampoo Treatment

1. Apply Soothing Scalp Tonic directly to scalp with fingers or cotton ball and gently massage.
2. Allow to sit for 1-3 minutes.
3. Rinse and shampoo with desired shampoo.

#### Leave-In Scalp Treatment

1. Apply Soothing Scalp Tonic directly to scalp with finger or cotton ball and gently massage.
2. Style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### 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)

# TREAT

## THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT 4OZ

An advanced, antibacterial hair and scalp moisturizer that alleviates dry, itchy scalp and controls flaking caused by conditions such as dandruff or seborrheic dermatitis.



### BENEFITS

- Rich emollients condition and add natural shine to hair
- Soothes and stimulates the scalp
- Gentle formula is perfect for a daily treatment

		pH: N/A	HAIR TYPE			
			1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•	
	Medium	•	•	•	•	
	Coarse	•	•	•	•	
CONDITION	Oily					
	Normal	•	•	•	•	
	Dry	•	•	•	•	
Color Treated	•	•	•	•		
SCALP	Itchy	•	•	•	•	
	Flaky	•	•	•	•	
	Normal					
	Combo	•	•	•	•	
Oily	•	•	•	•		

### KEY INGREDIENTS

- SALICYLIC ACID 2% helps to alleviate dry, itchy scalp and control flaking

### USAGE INSTRUCTIONS

1. Part hair.
2. Apply a small fingertip portion of Hair + Scalp Treatment.
3. Repeat until entire scalp is covered.
4. Massage onto scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### 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

## STYLE

# COMPOSITIONS FOAMING WRAP LOTION AND MOUSSE 7.5OZ | 32OZ

A lightweight foaming mousse infused with wheat protein to moisturize, nourish and strengthen hair during the wet styling process.



## BENEFITS

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

pH: 4.5-6.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- WHEAT PROTEIN strengthens and heals stressed, fragile hair

## USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## 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

# STYLE

## CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL 16OZ

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



### BENEFITS

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

pH: 6.2-6.7		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- PANTHENOL protects and strengthens during styling
- HYDROLYZED WHEAT PROTEIN strengthens, repairs and adds volume to the hair shaft

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Carbomer, Polysorbate 20, Panthenol, Fragrance (Parfum), Aminomethyl Propanol, Tetrasodium EDTA, Propylene Glycol, Silanetriol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate

# STYLE

## SLEEK/SLEEK MAX EDGE CONTROL

2.3OZ

A moisturizing and defining gel that smooths the hairline while protecting delicate edges, minimizing frizz, and taming flyaways without buildup.



### BENEFITS

- Provides touchable hold and adds intense shine
- Adds texture to short styles
- Provides two strengths of hold for all hair types
- Works well on wet or dry hair

pH: 5.5-7.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### USAGE INSTRUCTIONS

#### Edges

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

#### Ponytails/Updos

- Apply liberally along the hairline 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.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### SLEEK EDGE CONTROL INGREDIENTS

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

### SLEEK MAX EDGE CONTROL INGREDIENTS

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

# FINISH

## SILK ESSENTIALS THERMAL STRENGTHENING SERUM 4OZ

A lightweight strengthening and smoothing serum that easily penetrates the cuticle and locks in moisture during heat styling, leaving hair shiny and full of body.



### BENEFITS

- Improves hair manageability while imparting shine and a high-gloss finish
- Gentle lightweight formula is perfect for all hair types (can be used wet or dry)
- Protects from damage during heat styling

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### USAGE INSTRUCTIONS

1. Place a few drops of Silk Essentials onto palms and emulsify.
2. Apply to hair (wet or dry) from ends to scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Cyclopentasiloxane, Cyclotetrasiloxane, Dimethicone, Dimethiconol, Cyclohexasiloxane, Alcohol, C12-15 Alkyl Benzoate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Benzyl Benzoate, Citronellol, Eugenol, Hexyl Cinnamal, Linalool, Alpha-Isomethyl Ionone, Lilial

# FINISH

## BOTANICAL OILS

### HAIR AND BODY MOISTURIZER 4OZ

A synergistic blend of natural oils used to deeply penetrate both hair and skin. Infused with a botanical blend of black indian hemp, ginseng, horsetail and rosemary to revitalize and moisturize hair, resulting in a healthy, natural shine.



## BENEFITS

- Seals in moisture and protects from environmental damage
- Strengthens and smooths cuticle
- Ideal for medium to coarse textures

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## 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

## KEY INGREDIENTS

- BOTANICAL BLEND restores natural moisture and shine to hair

## USAGE INSTRUCTIONS

*Hair*

1. Place a few drops of Botanical Oils onto palms and emulsify.
2. Apply to hair (wet or dry) from ends to scalp.

*Body*

1. Apply a few drops of Botanical Oils onto palms and emulsify.
2. Apply to skin and massage in to moisturize dry areas.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# FINISH

## HERBAL COMPLEX 4

4OZ

A lightweight compound of four essential herbs: black Indian hemp, ginseng, horsetail, and rosemary, perfect for moisturizing the hair and alleviating dry scalp and scalp irritation.



### BENEFITS

- **Lightweight formula leaves hair silky, bouncy, and full of body**
- **Provides excellent thermal protection from heat styling**
- **Softens hair for easy intricate styling**
- **Ideal for daily use, and is great for multiple styling needs**

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- BOTANICAL BLEND OF BLACK INDIAN HEMP, GINSENG, HORSETAIL AND ROSEMARY provides and restores natural moisture and shine to the hair

### USAGE INSTRUCTIONS

1. Apply a small amount to hands and emulsify.
2. Smooth throughout the hair, or apply directly to scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Petrolatum, Isopropyl Myristate, Paraffinum Liquidum/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 Fruit Extract, Chondrus Crispus (Carrageenan) Extract, Coltsfoot Leaf Extract, Dandelion Extract, Rumex Crispus Root Extract, Sambucus Nigra Flower Extract, Equisetum Hyemale Extract, Wild Cherry Bark Extract, Echinacea Purpurea Extract, Panax Ginseng Root Extract, Lanolin, Parfum/Fragrance, Propylparaben, Benzoic Acid, Methylisothiazolinone

# FINISH

## FORMATIONS SPRITZ

8OZ

A dynamic finishing spray that provides a long-lasting touchable hold. Perfect for setting curly or updo styles without sticky or hard buildup.



### BENEFITS

- Provides long-lasting hold and shine
- Dries without leaving sticky residue or buildup
- Hypoallergenic formula
- Provides style memory and medium to firm hold

		pH: 4.5-6.0	HAIR TYPE			
			1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•	
	Medium	•	•	•	•	
	Coarse	•	•	•	•	
CONDITION	Oily	•	•	•	•	
	Normal	•	•	•	•	
	Dry					
	Color Treated	•	•	•	•	

### USAGE INSTRUCTIONS

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

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

Warning: Keep hair from open flame or any source of ignition. For external use only. Keep out of reach of children.

### 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)

# FINISH

## REFLECTIONS LIQUID SHINE

4OZ

A unique, lightweight nourishing formula designed to add luster and natural sheen, leaving hair weightless and voluminous.



### BENEFITS

- Smooths and eliminates frizz without weighing hair down
- Provides thermal protection during heat styling
- Eliminates frizz and controls flyaway strands
- Contains no alcohol and is excellent for all hair types

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Cyclomethicone, Phenyltrimethicone, Dimethicone, Parfum/Fragrance

# FINISH

## DIAMONDS OIL SHEEN SPRAY

100Z

An aerosol oil sheen spray 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.



### BENEFITS

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

pH: 4.5-6.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Course	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- ALOE & OLIVE OIL EXTRACTS seal the cuticle and add shine

### USAGE INSTRUCTIONS

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

Note: For maximum gloss, spray lightly over finished style

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### 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)



**D** DESIGN ESSENTIALS®  
*Natural*  
HAIR

ALMOND  
& AVOCADO  
COLLECTION

Define and moisturize waves, curls and coils with the Almond & Avocado Collection. With the nourishing power of almond & avocado oils, this collection fights frizz and leaves hair soft and with a gorgeous natural sheen.





**Moisturizing & Detangling Sulfate-Free Shampoo**



**Nourishing Co-Wash**



**Moisturizing & Detangling Conditioner**



**Wash Day Deep Moisture Masque**



**Moisturizing & Detangling Leave-In Conditioner**



**Moisture Primer Pre-Styling Whip**



**Anti-Frizz Curl Defining Gel**



**Daily Curl Revitalizer**



**Honey Curl Forming Custard**



**Curl Enhancing Mousse**



**Twist & Set Setting Lotion**



**Curling Crème**



**Curl Stretching Crème**



**Defining Crème Gel**



**Daily Moisturizing Lotion**



**Overnight Recovery Treatment**



**Anti-Frizz & Moisturizing Finishing Spray**



**Honey & Shea Edge Tamer**



# CLEANSE

## MOISTURIZING & DETANGLING SULFATE-FREE SHAMPOO 3OZ | 12OZ | 32OZ

A gentle cleansing shampoo infused with moisturizing almond and avocado plus nourishing botanicals to hydrate, soften and detangle all textures.



### BENEFITS

- Gentle formula cleanses hair without stripping hair of natural oils
- Maximum detangling properties
- Saves up to 30 minutes of detangling time
- Free from parabens, paraffin, petrolatum, mineral oil, and sulfates

pH: 5.0-5.8		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

1. Wet hair thoroughly. Apply shampoo and bring to a lather.
2. Rinse thoroughly and repeat as necessary.
3. Follow with Natural Almond & Avocado Moisturizing & Detangling Conditioner.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Vegetable Oil, Glycol Distearate, Acrylamidopropyl Trimonium Chloride, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Caprylyl Glycol, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Butyrospermum Parkii (Shea) Butter, Tocopheryl Acetate, Hydrolyzed Wheat Protein, Fragrance (Parfum), Benzyl Benzoate, Citral, Geraniol, Linalool, Linal

# CLEANSE

## NOURISHING CO-WASH

16OZ

Gently cleanses hair and scalp, removing product residue and buildup without stripping hair of natural moisture. This hydrating, detangling cleansing cream makes curly hair more manageable and nourishes dry, thirsty curls for frizz-free, defined curls.



### BENEFITS

- Creamy, gentle formula cleanses without stripping hair of natural oils
- Saves up to 30 minutes in detangling time
- Results in soft, manageable, noticeably hydrated curls
- Free from parabens, paraffin and mineral oil

pH: 7.51-7.61		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

1. Wet hair thoroughly.
2. Rub a liberal amount of co-wash between palms and distribute throughout hair.
3. Work product through hair and massage scalp with fingertips.
4. Carefully detangle hair with a wide-tooth comb.
5. Rinse well. Repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Petrolatum, Glycerin, Propylene Glycol, Behentrimonium Chloride, PPG-15 Stearyl Ether, Isopropyl Myristate, Cyclopentasiloxane, Cetearyl Alcohol, Cetyl Alcohol, Cyclotetrasiloxane, Cetareth-20, Phenyl Trimethicone, Ethyl Alcohol, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, PPG-1 Trideceth-6, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Dimethicone, Cetrimonium Chloride, Laureth-4, Laureth-23 Dimethiconol, Fragrance (Parfum), Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin



# CONDITION

## MOISTURIZING & DETANGLING

### CONDITIONER 3OZ | 12OZ | 32OZ

Uses the hydrating power of almond, avocado, and shea butter to nourish and replenish hair's moisture. Softens, moisturizes, and detangles to leave hair soft and manageable.

## BENEFITS

- Restores moisture and improves hair health from the inside out
- Eases detangling process for improved manageability
- Reduces the appearance of dryness, frizz and breakage
- Free from parabens, paraffin, petrolatum and mineral oil

pH: 3.9-4.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## 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.

## USAGE INSTRUCTIONS

1. After shampooing, towel-blot.
2. Apply from ends to scalp.
3. Comb through for even distribution.
4. Allow to sit for up to 3 minutes.
5. Rinse thoroughly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Vegetable Oil, Glycol Distearate, Acrylamidopropyl Trimonium Chloride, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Caprylyl Glycol, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Butyrospermum Parkii (Shea) Butter, Tocopheryl Acetate, Hydrolyzed Wheat Protein, Fragrance (Parfum), Benzyl Benzoate, Citral, Geraniol, Linalool, Lilial

# CONDITION

## WASH DAY DEEP MOISTURE MASQUE

12OZ

A highly penetrating moisture treatment infused with the nourishing properties of almond and avocado to strengthen and soften hair. Reducing breakage and making wash day detangling a breeze, this replenishing masque works wonders on dry hair.



### BENEFITS

- Strengthens hair while locking in intense moisture
- Improves hair elasticity and adds a luminous shine
- Eases the detangling process and improves hair manageability
- Free from parabens, phthalates, silicones and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily				
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

### KEY INGREDIENTS

- ALMOND & AVOCADO nourish, strengthen and provide intense moisture.
- SUNFLOWER OIL delivers moisture, softness, shine and protection.

### USAGE INSTRUCTIONS

1. After shampooing, apply a palm-size amount from roots to ends.
2. Comb through with a wide-tooth comb.
3. Leave in for up to 15 minutes. Sit under a dryer for maximum penetration.
4. Rinse thoroughly with cool water. Repeat weekly for optimum results.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cetearyl Alcohol, Propylene Glycol, Glycerin, Cetyl Alcohol, Isopropyl Myristate, Helianthus Annuus (Sunflower) Seed Oil, Acetamide MEA, Quaternium-91, Behentrimonium Methosulfate, Fragrance (Parfum), Polyquaternium-10, Pentylene Glycol, Cetrimonium Methosulfate, Propanediol, Cetrimonium Chloride, Persea Gratissima (Avocado) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin, Benzyl Benzoate, Citral, Geraniol, Lylal, Limonene, Linalool, Lilial

# PREP

## MOISTURIZING & DETANGLING LEAVE-IN CONDITIONER 3OZ | 12OZ

Enriched with almond, avocado, jojoba oil and nourishing botanicals that penetrate quickly to soften and smooth the cuticle for easy detangling and ultimate frizz control.



### BENEFITS

- Replenishes moisture and smooths the cuticle for healthier hair
- Saves up to 30 minutes of detangling time
- Lightweight enough to layer under any Design Essentials® Natural Hair styling product for added softness and shine
- Free from parabens, paraffin and petrolatum

pH: 3.5-5.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### 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.

### USAGE INSTRUCTIONS

1. Apply generously to damp hair and distribute evenly.
2. Gently detangle by separating strands to remove knots and tangles.
3. Follow with wide-tooth comb. DO NOT RINSE. Style as usual.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Propylene Glycol, Methyl Gluceth-10, Polyquaternium-32, Paraffinum Liquidum, Fragrance, Caprylyl Glycol, Phenoxyethanol, Trideceth-6, Butylene Glycol, Tocopheryl Acetate, Avocado Oil, Jojoba Oil, Tea Tree Oil, Hydrolyzed Keratin, Retinyl Palmitate, Hydrogenated Vegetable Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hypericum Perforatum Flower/Leaf/Stem Extract, Calendula Officinalis Flower Extract, Anthemis Nobilis Flower Extract, Centaurea Cyanus Flower Extract, Chamomila Recutita (Matricaria) Flower Extract

# PREP

## MOISTURE PRIMER PRE-STYLING WHIP

12OZ

Ultra-rich, highly moisturizing and lightweight priming cream that utilizes the nourishing properties of almonds and avocados to coat and strengthen strands before styling. Tightly curled and coiled strands would benefit the most from this leave-in primer.



### BENEFITS

- Coats hair with a rich layer of moisture before styling
- Lightweight cream nourishes hair without weighing it down
- Ideal for dry, curly and coily textures
- Free from parabens, phthalates and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

1. Evenly distribute a quarter-sized amount to damp or dry hair.
2. Follow with your favorite Design Essentials® Natural Hair styling products.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Isopropyl Myristate, Propylene Glycol, Di-PPG-2 Myreth-10, Adipate, Polysorbate 20, Polyquaternium-32 (and) Paraffinum Liquid (and) PPG-1 Trideceth-6, Acetamide MEA, Phenoxyethanol (and) Benzoic Acid (and) Ethylhexylglycerin (and) Glycereth 2 Cocoate, Fragrance (Parfum), Persea Gratissima (Avocado) Oil, Prunus Amygdalus (Sweet Almond) Oil, Linalool

# STYLE

## ANTI-FRIZZ CURL DEFINING GEL

12OZ

Lightweight gel wraps strands with a protective coat that fights frizz while imparting a touchable, flexible hold and definition. It enhances waves, plumps curls and provides a natural, healthy shine without a crunchy residue. Ideal for wavy and curly tresses.



### BENEFITS

- Enhances curl shape and deposits moisture without a crunchy residue
- Delivers a soft, touchable hold
- Reduces frizz and protects against humidity
- Free from parabens, phthalates, silicones, and mineral oil

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	
	Medium		•	•	
	Coarse				
CONDITION	Oily				
	Normal		•	•	
	Dry		•	•	
Color Treated		•	•		

### KEY INGREDIENTS

- HYDROLYZED WHEAT PROTEIN protects and strengthens during styling.
- ALMOND & AVOCADO nourish, strengthen and provide intense moisture.

### USAGE INSTRUCTIONS

1. Apply generously to wet hair from roots to ends and scrunch.
2. Allow hair to air dry naturally or use a diffuser for added volume.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, PVP/VA Copolymer, Glycerin, Polysorbate 20, Acrylates/C10-30 Alkyl Crosspolymer, Fragrance, Hydrolyzed Wheat Protein, Polyquaternium 7, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Pentylene Glycol, Aminomethylpropanol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Disodium EDTA, Chlorphenesin, Benzyl Benzoate, Linalool

# STYLE

## DAILY CURL REVITALIZER

8OZ

Transforms tired, dry strands into plump, defined curls. Using the moisturizing power of almond and avocado, it brings second and third day curls back to life while eliminating frizz and fighting odor between wash days.



### BENEFITS

- Boosts and amplifies curls between washes
- Tames frizz and moisturizes dry curls
- Soft hold helps to maintain styles all day
- Free from parabens, phthalates, mineral oil and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily				
	Normal		•	•	•
	Dry		•	•	•
Color Treated		•	•	•	

### KEY INGREDIENTS

- ALMOND & AVOCADO nourish, strengthen and provide intense moisture.
- CHAMOMILE soothes and provides anti-inflammatory properties.
- WILD CHERRY conditions the hair; enhances texture for silkiness and smoothness.

### USAGE INSTRUCTIONS

- Apply liberally all over dry curls and gently re-form curls.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Propylene Glycol, PEG-12 Dimethicone, Acetamide MEA, Polysorbate 20, Fragrance (Parfum), Cetrimonium Chloride, Panthenol, Calendula Officinalis (Calendula) Flower Extract, Hydrastis Canadensis (Goldenseal) Leaf Extract, Lawsonia Inermis (Henna) Extract, Equisetum Hyemale (Horsetail) Extract, Matricaria Recutita (Chamomile) Flower Extract, Saponaria Officinalis (Soapwort) Root Extract, Prunus Serotina (Wild Cherry) Bark Extract, Humulus Lupulus (Hops) Extract, Potassium Sorbate, Sodium Benzoate, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Persea Gratissima (Avocado) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrolyzed Milk Protein, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Benzyl Benzoate, Linalool

# STYLE

## HONEY CURL FORMING CUSTARD

12OZ

Defines, shapes and elongates curls and coils, providing lasting hold without sticky, flaky residue for highly defined, frizz-free curls with brilliant shine. Best for curly to tightly coiled textures, types 3 and 4.



### BENEFITS

- Provides intense curl definition with lasting hold and control
- Fights shrinkage by elongating your curl pattern
- Great for wash-and-go styling, finger coils, two-strand twist-sets, and bantu-knots.
- Free from parabens, paraffin, petrolatum, and mineral oil

pH: 4.2-5.2		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine			•	•
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Polyquaternium-37, Panthenol, Polyquaternium-11, Silanetriol, Silk Amino Acids, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Calendula Officinalis (Calendula) Flower Extract, Hydrastis Canadensis (Golden Seal) Leaf Extract, Lawsonia Inermis (Henna) Extract, Equisetum Hyemale (Horsetail) Extract, Matricaria Recutita (Chamomile) Flower Extract, Saponaria Officinalis (Soapwort), Root Extract, Prunus Serotina (Wild Cherry) Bark Extract, Humulus Lupulus (Hops) Extract, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Polymnia Sonchifolia Extract, Hydroxypropyltrimonium Honey, Fragrance (Parfum), Xanthan Gum, Methylchloroisothiazolinone, Methylisothiazolinone, Magnesium Chloride, Magnesium Nitrate

### KEY INGREDIENTS

- ALMOND & AVOCADO provide intense moisture and hydration.
- HONEY seals in moisture, reduces breakage and adds shine.
- CHAMOMILE soothes and protects hair strands during styling.

### USAGE INSTRUCTIONS

#### Wash & Go

1. After shampooing and conditioning, section hair, apply Honey Curl Forming Custard to each section and comb through.
2. Allow curls to form and air dry or lightly diffuse to set curls.

#### Twist Sets

1. After shampooing and conditioning, section hair, apply Honey Curl Forming Custard on to each section.
2. Comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or flexi-rod set.
3. Sit under hooded dryer to 50% dry or air dry completely.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# STYLE

## CURL ENHANCING MOUSSE

7.5OZ | 32OZ

A lightweight foam used to enhance curl definition, separate curls and reduce frizz on all curl types. Formulated with wheat protein, it penetrates the hair cuticle for stronger, healthier-looking hair. Provides a soft, pliable hold and leaves a luminous shine.



### BENEFITS

- Enhances curl definition and separates curls
- Dries quickly, does not flake and provides a lustrous shine
- Provides soft, pliable hold while reducing frizz
- Free from parabens, paraffin, petrolatum, and mineral oil

pH: 4.0-4.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### INGREDIENTS

Aqua/Water/Eau, Decyl Glucoside, Polyquaternium-55, Cetrimonium Chloride, Polysorbate 20, Fragrance (Parfum), Cetrimonium Dimethicone PEG-8 Oliviate/Succinate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, PEG-75 Lanolin, Hydrolyzed Wheat Protein, PEG-12 Dimethicone, Panthenol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Citric Acid, Yellow 5 (CI 19140), Blue 1 (CI 42090)

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.
- OLIVE OIL & VITAMIN B COMPLEX add moisture and shine.

### USAGE INSTRUCTIONS

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

#### Wash & Go

After shampooing and conditioning, section hair, spray 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 shampooing and conditioning, section hair, spray 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.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# STYLE

## TWIST & SET SETTING LOTION

12OZ

A ready-to-use setting lotion infused with panthenol and silk amino acids that easily creates shiny, long-lasting sets and braid outs. Provides a medium hold, easy detangling and styling versatility for natural hair.



### 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

		pH: 4.0-5.0	HAIR TYPE			
			1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine			•	•	
	Medium			•	•	
	Coarse			•	•	
CONDITION	Oily			•	•	
	Normal			•	•	
	Dry			•	•	
	Color Treated			•	•	

### INGREDIENTS

Water (Aqua), Polyquaternium 11, Cetyl Triethylmonium Oliviate 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)

### KEY INGREDIENTS

- ALMOND & AVOCADO provide intense moisture and hydration.
- JOJOBA OIL protects against dryness, breakage and split ends.
- HYDROLYZED WHEAT PROTEIN protects and strengthens during styling.

### USAGE INSTRUCTIONS

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

#### Wash & Go

After shampooing and conditioning, section hair, spray 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 shampooing and conditioning, section hair, spray 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.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# STYLE

## CURLING CRÈME

12OZ

This lightweight multi-purpose styler provides maximum moisture, long-lasting curl definition and adds shine to curly and coily hair. Produces smooth wash-and-go styles, twist outs, flexi-rod sets or any other textured style with a soft, pliable hold.



## BENEFITS

- Dries quickly and provides soft, pliable hold
- Saves up to 30 minutes of styling time
- Results in soft, texturized frizz-free styling
- Free from parabens, paraffin and mineral oil

pH: 4.93-6.03		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

1. Shampoo and condition.
2. Section hair and apply evenly.
3. Proceed to twist-set (two-strand twist, flat-twist, bantu-knot) or flexi-rod set.
4. Allow hair to air dry or use a diffuser to set curls.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Water (Aqua), Polyquaternium 11, Cetyl Triethylmonium Oliviate 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)

## STYLE

# CURL STRETCHING CRÈME

16OZ

A moisture-rich blend of almond butter, shea butter, soy and jojoba oil to smooth and condition highly textured hair, creating controlled, frizz-free, beautiful curls. Recommended for adding weight to extremely textured 3-4C hair for maximum stretch and curl pattern enhancement.



## BENEFITS

- Adds definition to extremely textured hair
- Provides superior moisture and intense shine
- Creates controlled, frizz-free, beautiful curls
- Free from parabens, paraffin, petrolatum, mineral oil and silicones

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

## KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.
- JOJOBA, OLIVE OIL & SHEA provide maximum moisture and intense shine.

## USAGE INSTRUCTIONS

1. Apply to clean, damp hair from roots to ends.
2. Using sections, comb, twist or finger style as desired.
3. Air dry, diffuse or sit under a hooded dryer to finish.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Glycerin, Olea Europaea (Olive) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrogenated Vegetable Oil, Acetylated Lanolin, Glyceryl Stearate, PEG-100 Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, VP/VA Copolymer, Canola Oil, Crambe Abyssinica Seed Oil, PEG-8 Dilaurate, Glycine Soja (Soybean) Germ Extract, Zea Mays (Corn) Starch, Silica, Persea Gratissima (Avocado) Oil, Silk Amino Acids, Keratin Amino Acids, Butyrospermum Parkii (Shea) Butter, Theobroma Cacao (Cocoa) Seed Butter, Panthenol, Disodium EDTA, Carbomer, Stearyl Alcohol,

Cetareth-20, Triticum Vulgare (Wheat) Germ Oil, Coco-Glucoside, Glyceryl Oleate, Sodium Borate, Fragrance (Parfum), Coffea Arabica (Coffee) Seed Oil, BHT, Caprylyl Glycol, Phenoxyethanol, Potassium Sorbate, Hexylene Glycol/Nucifera (Coconut) Oil, Theobroma Cacao (Cocoa) Seed Butter, Butyrospermum Parkii (Shea) Butter, Disodium EDTA, Coffea Arabica (Coffee) Seed Oil, Silk Amino Acids, Wheat Amino Acids, Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

# STYLE

## DEFINING CRÈME GEL

16OZ

A creamy lightweight gel enhanced with olive, jojoba and avocado oils that define and separate curls, control frizz, and provide a lasting hold and immense shine.



### BENEFITS

- Enhances curl and coil definition
- Provides a medium to firm hold
- Botanicals provide excellent moisture and frizz control
- Free from parabens, paraffin, petrolatum, mineral oil and silicones

pH: 5.9-6.6		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry			•	•
	Color Treated			•	•

### INGREDIENTS

Aqua/Water/Eau, Olea Europaea (Olive) Fruit Oil, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Sodium Borate, Carbomer, VP/VA Copolymer, Fragrance (Parfum), Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate, Hexylene Glycol, Hydrolyzed Wheat Protein, Aloe Barbadensis Leaf Juice, Ethylhexyl Methoxycinnamate, Oleth-5, Persea Gratissima (Avocado) Oil, Prunus

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.
- JOJOBA, OLIVE OIL & SHEA provide maximum moisture and intense shine.

### USAGE INSTRUCTIONS

1. Apply to clean, damp hair and comb through from root to ends.
2. Using sections, comb, twist or finger style as desired.
3. For best results, diffuse or sit under a hooded dryer to set the style (air dry optional).

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

Amygdalus Dulcis (Sweet Almond) Oil, Cocos Nucifera (Coconut) Oil, Theobroma Cacao (Cocoa) Seed Butter, Butyrospermum Parkii (Shea) Butter, Disodium EDTA, Coffea Arabica (Coffee) Seed Oil, Silk Amino Acids, Wheat Amino Acids, Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

# MAINTAIN

## DAILY MOISTURIZING LOTION

12OZ

A lightweight botanical blend of jojoba oil, olive oil and cocoa butter that moisturizes and revitalizes dry waves, curls and coils, leaving hair soft, manageable and frizz-free.



### BENEFITS

- Restores moisture to the hair shaft and seals the cuticle to protect against breakage
- Great for everyday use
- Leaves hair soft, shine and frizz-free
- Free from parabens, paraffin and mineral oil

pH: 4.8-5.8		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.
- JOJOBA OIL protects against dryness, breakage and split ends.

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Polysorbate 20, Acetamide MEA, Cetearyl Alcohol, Cetareth-20, Hydroxyethylcellulose, Polyquaternium 11, PPG-14 Butyl Ether, Olea Europaea (Olive) Fruit Oil, Stearalkonium Chloride, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Panthenol, Fragrance (Parfum), Hydrolyzed Wheat Protein, Hydrolyzed Collagen, Aloe Barbadensis Leaf Juice, Theobroma Cacao (Cocoa) Seed Butter, Cetyl Alcohol, Isopropyl Lanolate, Behentrimonium Methosulfate, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin Glycereth-2 Cocoate, Benzyl Benzoate, Citral, Geraniol, Lylal, Limonene, Linalool, Lilial

# MAINTAIN

## OVERNIGHT RECOVERY TREATMENT

6OZ

Replenishes moisture and nutrients to strands while you sleep. This lightweight formula absorbs quickly, doesn't leave a heavy buildup and helps restore hair health from the inside out. Can be used up to twice a week to wake up to a healthy canvas ready to style.



### BENEFITS

- Lightweight formula won't leave a residue on your sheets or pillows
- Leaves hair soft, manageable and with a natural shine
- Free of parabens, phthalates and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

1. Apply a quarter-sized amount, or more if hair is especially thick or long, and distribute evenly, focusing on dry ends.
2. Leave in overnight and style as usual in the morning.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cyclopentasiloxane, Glycerin, Stearyl Alcohol, Propylene Glycol, Cetearyl Alcohol (and) Cetearth-20, Isopropyl Myristate, Phenoxyethanol (and) Benzoic Acid (and) Ethylhexylglycerin (and) Glycereth 2 Cocoate, Fragrance (Parfum), Persea Gratissima (Avocado) Oil, Linalool

MAINTAIN

## ANTI-FRIZZ & MOISTURIZING FINISHING SPRAY 6OZ

Lightweight, quick-absorbing formula provides a shield of protection from humidity, making it the perfect post-styling moisture booster. Tames frizz and leaves a radiant shine without weighing strands down.



### BENEFITS

- Defends hair from frizz, UV rays and other climate conditions
- Locks in moisture and seals hair cuticles
- Leaves an intense shine without leaving hair oily
- Free from parabens, phthalates, silicones, mineral oil and gluten

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	
	Medium		•	•	
	Coarse				
CONDITION	Oily		•	•	
	Normal		•	•	
	Dry		•	•	
Color Treated		•	•		

### KEY INGREDIENTS

- ALMOND nourishes hair and leaves a luminous shine.
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture.

### USAGE INSTRUCTIONS

- Hold bottle 6 to 8 inches away from head and mist evenly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Isopropyl Myristate, Cetearyl Alcohol, Glycerin, PVP/VA Copolymer, Beeswax, Persea Gratissima (Avocado) Seed Oil, Cetearth-20, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Pentylene Glycol, Fragrance, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin, Benzyl Benzoate, Linalool

# MAINTAIN

## HONEY & SHEA EDGE TAMER

2.3OZ

This unique, non-greasy formula is infused with moisturizing honey and shea butter to provide a fabulous shine without buildup and residue. Delivering a long-lasting firm hold, it securely lays down the hairline and tames unruly flyaways.



### BENEFITS

- No flaking or buildup
- Delivers intense nourishment
- Specially designed for curly to coily hair textures
- Free from parabens, paraffin and mineral oil

pH: 5.5-7.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- ALMOND & AVOCADO provides intense moisture and hydration.
- HONEY seals in moisture, reduces breakage and adds shine.
- SHEA moisturizes and restores hair health from the inside out.

### USAGE INSTRUCTIONS

1. Apply a fingertip amount to the hairline.
2. Smooth with a brush or small-tooth comb for a lasting, blended finish.
3. For best smoothing results, use a satin scarf for 20 minutes or overnight to finish the look.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

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



**D**  
DESIGN ESSENTIALS®  
*Natural*  
HAIR

# AGAVE & LAVENDER COLLECTION

Silk press with zero damage! Our Agave & Lavender Blow-Dry & Silk Press Collection, formulated with natural agave extract and soothing lavender, works synergistically to transform natural textures to a silky-smooth finish without worry of breakage or destroying the hair's natural curl pattern caused by heat damage.





**Moisturizing  
Hair Bath**



**Moisturizing  
& Detangling  
Conditioner**



**Blow-Dry  
& Styling  
Primer**



**Thermal  
Protectant  
Crème**



**Weightless  
Thermal  
Protectant  
Serum**



# CLEANSE

## MOISTURIZING HAIR BATH—STEP 1

12OZ

Design Essentials® Moisturizing Hair Bath is an ultra-rich, sulfate-free shampoo that provides intense hydration to hair and scalp while detangling naturally curly, coily textures.



### BENEFITS

- Gently cleanses and imparts intense hydration
- Softens, moisturizes and smooths the cuticle for easier blow-drying
- Promotes healthy hair growth by preventing shedding and breakage
- Free from sulfates, alcohol, parabens, paraffin, mineral oil, petrolatum and DEA

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- AGAVE EXTRACT softens, conditions, and strengthens.
- LAVENDER EXTRACT nourishes and strengthens.

### USAGE INSTRUCTIONS

1. Apply to wet hair and work into a lather.
2. Rinse and repeat as necessary.
3. For optimum results, follow with Step 2– Agave & Lavender Moisturizing & Detangling Conditioner.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Sodium Methyl Cocoyl Taurate, Polyquaternium 7, Acrylamidopropyl Trimonium Chloride, Cetrimonium Chloride, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance (Parfum), Polysorbate 20, Polyquaternium 10, Panthenol, Tocopheryl Acetate, Hydrolyzed Wheat Protein, Agave Americana (Agave) Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Caprylyl Glycol, Phenoxyethanol, Propylene Glycol, Blue 1 (CI 42090), Red 33 (CI 17200), Violet 2 (CI 60725)

# CONDITION

## MOISTURIZING & DETANGLING

### CONDITIONER — STEP 2 12OZ

Design Essentials® Moisturizing & Detangling Conditioner is an ultra-hydrating and nourishing conditioner formulated with natural agave and lavender oils, mango fruit butters, and antioxidants to infuse intense moisture, soften and detangle even the curliest hair.



## BENEFITS

- Restores hair's natural moisture
- Smooths the hair for easier glide-through blowouts that last longer
- Increases tensile strength of the hair follicle
- Free from sulfates, alcohol, parabens, paraffin, mineral oil, petrolatum and DEA

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- AGAVE EXTRACT softens, conditions, and strengthens.
- LAVENDER EXTRACT nourishes and strengthens.
- MANGO BUTTER is an intensive moisturizer that softens.

## USAGE INSTRUCTIONS

1. After cleansing with Moisturizing Hair Bath, apply Moisturizing & Detangling Conditioner.
2. Start at ends, work up through to the scalp. Leave in 1-3 minutes. Rinse.
3. Follow with Step 3: Blow-Dry & Styling Primer.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Amodimethicone, Glycol Stearate, Glycol Distearate, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Hydrolyzed Wheat Protein, Fragrance (Parfum), Tocopheryl Acetate, Sodium PCA, Sesamum Indicum (Sesame) Seed Oil, Agave Americana (Agave) Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Mangifera Indica (Mango) Seed Butter, Blue 1 (CI 42090), Red 33 (CI 17200), Violet 2 (CI 60725)

# PREP

## BLOW-DRY & STYLING PRIMER—STEP 3

8OZ

Design Essentials® Blow-Dry & Styling Primer is a lightweight blow-dry lotion that primes the hair for superior heat protection. Advanced formula deeply conditions and mends split ends for an easier glide-through blowout experience to minimize breakage.



### BENEFITS

- Cuts drying time in half while protecting hair from damage by heat tools
- Seals and wraps around the cuticle, nourishing the hair back to a healthier state
- UVA and UVB protection preserves color-treated hair
- Free from sulfates, alcohol, parabens, paraffin, mineral oil, petrolatum and DEA

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### KEY INGREDIENTS

- AGAVE EXTRACT softens, conditions, and strengthens.
- LAVENDER EXTRACT nourishes and strengthens.

### USAGE INSTRUCTIONS

1. After using Moisturizing & Detangling Conditioner, shake to activate, then distribute evenly through damp hair.
2. Blow-dry with a blow-drying brush to create a silky-smooth blowout with lustrous shine.
3. Follow with Step 4: Thermal Protectant Crème as needed.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Isopropyl Myristate, Polysorbate 20, Glycerin, Cetrimonium Chloride, Propylene Glycol, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Polyquaternium-11, Phenyl Trimethicone, Dimethicone, Fragrance (Parfum), Agave Americana (Agave) Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Violet 2 (CI 60725)

## STYLE

# THERMAL PROTECTANT CRÈME—STEP 4

4OZ

Design Essentials® Thermal Protectant Crème is a lightweight crème that seals in moisture, provides superior heat protection, and creates a silky-smooth finish and intense shine when silk-pressing or thermal styling. Works especially well on dry or medium to coarse hair.



## BENEFITS

- Effective heat protection up to 420°
- Protects against reversion due to humidity
- Adds a lacquer shine and long-lasting style
- Free from gluten, parabens, petrolatum and DEA

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## KEY INGREDIENTS

- AGAVE EXTRACT softens, conditions, and strengthens.
- LAVENDER EXTRACT nourishes and strengthens.
- MANGO BUTTER is an intensive moisturizer that softens.

## USAGE INSTRUCTIONS

1. After hair is blown dry with Blow-Dry & Styling Primer, apply a pea-sized amount to hair.
2. Silk press or thermal style hair as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Mineral Oil, Vegetable Oil, Oleth-10, Isopropyl Myristate, Cetearyl Alcohol, Glycerin, Stearic Acid, Vitis Vinifera (Grape) Seed Oil, Cetearth-20, Behentrimonium Methosulfate, Cyclopentasiloxane, Cyclotetrasiloxane, Dimethiconol, Aminomethyl Propanol, Polysorbate 60, Fragrance (Parfum), Carbomer, Agave Americana (Agave) Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Mangifera Indica (Mango) Seed Butter, Caprylic/Capric Triglyceride, Coco Glucoside, Hydrolyzed Keratin, Algin, Chitosan, Gellan Gum, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate

# STYLE

## WEIGHTLESS THERMAL PROTECTANT SERUM—STEP 4 4OZ

Design Essentials® Weightless Thermal Protection Serum is a lightweight serum for fine to normal hair types that seals in moisture, provides superior heat protection, and creates a silky-smooth finish and intense shine when silk-pressing or thermal styling.



### BENEFITS

- Provides a layer of potent protection from thermal styling
- Increases tensile strength and improves hair's density
- Promotes healthy hair growth by preventing shedding and breakage
- Free from sulfates, alcohol, parabens, paraffin, mineral oil, petrolatum and DEA

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- AGAVE EXTRACT softens, conditions, and strengthens.
- LAVENDER EXTRACT nourishes and strengthens.
- MANGO BUTTER is an intensive moisturizer that softens.

### USAGE INSTRUCTIONS

1. After hair is blown dry with Moisturizing Blow-Dry & Styling Primer, apply a small amount to hair.
2. Silk press or thermal style hair as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Cyclopentasiloxane, Cyclotetrasiloxane, Dimethicone, Dimethiconol, Cyclohexasiloxane, C12-15 Alkyl Benzoate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Alcohol, Citronellol, Coumarin, Geraniol, Limonene, Linalool, Alpha-Isomethyl Ionone

# CURL TYPES



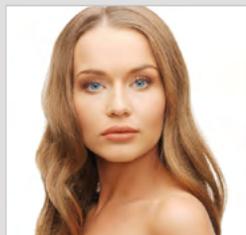
## 1 STRAIGHT

- Very little to virtually no waves
- Hair get oily easily
- Lacks volume and does not hold curls well



## 3B CURLY w/SPIRALS

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



## 2A SLIGHT WAVE

- Very minimal waves
- Easy to style and straighten
- Limited body and prone to frizz



## 3C CURLY w/COILS

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



## 2B LOOSE WAVY

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



## 4A COILED w/SPRING

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



## 2C WAVY w/CURLS

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



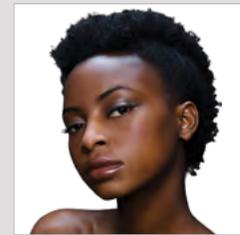
## 4B TIGHTLY COILED

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



## 3A CURLY w/LOOPS

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



## 4C TIGHTLY COILED w/ZIG-ZAG

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



## PROTECTIVE STYLES MOROCCAN OIL COLLECTION

Protect your investment with our NEW Design Essentials® Moroccan Oil Collection for weaves, extensions and wigs. Formulated with moisturizing Moroccan Oil and designed to improve the beauty and wearability of natural and synthetic weaves and extensions.





**Sulfate-Free  
Conditioning  
Shampoo**



**Detangling  
Blow-Dry Conditioner**



**Finishing  
Thermal Serum**



**Finishing  
Shine Spray**



# CLEANSE

## SULFATE-FREE CONDITIONING SHAMPOO—STEP 1 6OZ

A gentle cleanser uniquely designed to improve the beauty and wearability of your natural or synthetic weaves, wigs, or extensions. It cleanses and helps condition, moisturize and restore dull hair to a natural shine. Conditioning agent helps to eliminate tangling and reduces shedding and damage.



### BENEFITS

- Highly conditioning and moisturizing oil rich in Vitamin E, essential fatty acids and antioxidants
- Detangles hair and leaves it soft and manageable
- Helps remove some gel adhesives
- Free from sulfates, silicones, parabens, petrolatum and mineral oil

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- MOROCCAN (ARGAN) OIL is a highly conditioning and moisturizing oil rich in Vitamin E, essential fatty acids and antioxidants.

### USAGE INSTRUCTIONS

1. Wet hair and emulsify Moroccan Oil Sulfate-Free Conditioning Shampoo in palms.
2. Apply to hair and bring to a lather.
3. Rinse thoroughly. Repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Sodium C 14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Acetamide MEA, Cocamidopropylamine Oxide, Polyquaternium-7, Glycol Distearate, Laureth-4, Cocamidopropyl Betaine, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance (Parfum), Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Argania Spinosa (Argan) Kernel Oil, Glycereth-2 Cocoate, Yellow 6 (CI 15985), Yellow 5 (CI 19140)

## CONDITION

# DETANGLING BLOW-DRY CONDITIONER—STEP 2 6OZ

A lightweight leave-in conditioning spray that helps to extend the beauty and wearability of your natural or synthetic weaves, wigs, or extensions. Moroccan oil helps control frizz, detangles, improves manageability, plus reduces shedding and damage while blow-drying.



## BENEFITS

- Conditions and detangles hair to reduce shedding
- Reduces damage while blow-drying
- Moisturizes and adds shine without a heavy buildup
- Free from parabens, petrolatum and mineral oil

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

## KEY INGREDIENTS

- MOROCCAN (ARGAN) OIL is a highly conditioning and moisturizing oil rich in Vitamin E, essential fatty acids and antioxidants.

## USAGE INSTRUCTIONS

1. Wet hair and apply generously to damp hair and distribute evenly.
2. Gently separate strands to remove knots and tangles.
3. Follow with wide-tooth comb. DO NOT RINSE. Heat dry or air-dry as preferred for desired style.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Sodium C 14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Acetamide MEA, Cocamidopropylamine Oxide, Polyquaternium-7, Glycol Distearate, Laureth-4, Cocamidopropyl Betaine, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance (Parfum), Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Argania Spinosa (Argan) Kernel Oil, Glycereth-2 Cocoate, Yellow 6 (CI 15985), Yellow 5 (CI 19140)

## STYLE

# FINISHING THERMAL SERUM—STEP 3

4OZ

A lightweight heat protectant that locks moisture into hair when using hot styling tools. Along with smoothing the hair shaft, it improves hair manageability, eliminates static and imparts a high-gloss finish. The thermal serum is designed to improve the beauty and wearability of your weaves and extensions.



## BENEFITS

- Emits a high-gloss shine
- Excellent heat protectant for thermal styling
- Helps prevent shedding and damage
- Free from parabens, petrolatum and mineral oil

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

## KEY INGREDIENTS

- MOROCCAN (ARGAN) OIL is a highly conditioning and moisturizing oil rich in Vitamin E, essential fatty acids and antioxidants.

## USAGE INSTRUCTIONS

1. Place a few small drops onto palms and emulsify.
2. Apply to hair (wet or dry) by massaging onto palms through the scalp.
3. Activate with heat and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Cyclopentasiloxane, Cyclotetrasiloxane, Dimethicone, Cyclohexasiloxane, Dimethiconol, C12-15 Alkyl Benzoate, Fragrance (Parfum), Argania Spinosa (Argan) Kernel Oil, Ethylhexyl Methoxycinnamate, Alcohol

# MAINTAIN

## FINISHING SHINE SPRAY – STEP 4

4OZ

Uniquely designed to add sheen to your natural or synthetic weaves, wigs, or extensions, without leaving any dulling film or heavy oils, for a soft and lustrous natural appearance.



### BENEFITS

- Moisturizes without a heavy buildup
- Restores dull hair to a natural luster
- Lightweight formula
- Free from parabens, petrolatum and mineral oil

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse				
CONDITION	Oily				
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### KEY INGREDIENTS

- MOROCCAN (ARGAN) OIL is a highly conditioning and moisturizing oil rich in Vitamin E, essential fatty acids and antioxidants.

### USAGE INSTRUCTIONS

1. Hold bottle 6 to 8 inches away from head and mist evenly on damp or dry hair.
2. Proceed to style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Cyclopentasiloxane, Cyclohexasiloxane, Phenyl Trimethicone, Fragrance (Parfum), Dimethicone, Argania Spinosa (Argan) Kernel Oil

# **D** DESIGN ESSENTIALS® **SCALP AND SKIN CARE**

Say goodbye to dry, itchy, flaky and starved skin and scalp with our Design Essentials® Scalp & Skin Care Collection! Dermatologist tested, these Natraceuticals™ blend nature and science, offering targeted solutions using natural ingredients to cleanse, replenish, repair and nourish the scalp and skin to optimum health.





**Detoxifying Tonic**



**Vitamin Drops**



**Anti-Itch & Tension Relief**



**Moisturizing Oil Treatment**

# MAINTAIN

## DETOXIFYING TONIC

4OZ

Design Essentials® Detoxifying Tonic infused with eucalyptus and lemon helps to remove product buildup and excess oils that cause common scalp and skin irritation without water or shampooing and without drying out the scalp and skin.



### BENEFITS

- Naturally cleanses and detoxifies skin/scalp without water/shampooing
- Cleanses braids and locs without shampooing
- Gently tones and hydrates skin without drying
- Dermatologist tested and free from artificial fragrances, dyes and mineral oil

pH: 6.83		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily				
	Normal		•	•	•
	Dry		•	•	•
SCALP	Color Treated		•	•	•
	Itchy		•	•	•
	Flaky		•	•	•
	Normal		•	•	•
	Combo		•	•	•
Oily		•	•	•	

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### KEY INGREDIENTS

- LEMON balances and restores pH, is a source of Vitamins C & B, is a natural dandruff fighter and provides antifungal properties.
- EUCALYPTUS is a natural antiseptic that stimulates and soothes.
- WITCH HAZEL is a natural astringent, that gently cleanses and tones.

### USAGE INSTRUCTIONS

*For Scalp*

1. Apply tonic directly to the scalp, parting throughout the head.
2. Massage tonic onto scalp, focusing on problem or irritated areas. Rinse or leave in as desired.

*For Skin*

1. Apply tonic to cotton swab.
2. Massage onto skin, focusing on problem or irritated areas.

### INGREDIENTS

Aqua/Water/Eau, Polysorbate 20, Glycerin, Propanediol, Hamamelis Virginiana (Witch Hazel) Leaf Extract, PEG-16 Macadamia Glycerides, Hydroxyethylcellulose, Eucalyptus Globulus Leaf Oil, Citrus Medica Limonum (Lemon) Peel Oil, Boswellia Carterii Oil, Mentha Piperita (Peppermint) Oil, Helianthus Annuus (Sunflower) Seed Oil, Citric Acid, Pentylene Glycol, 1,3 Propanediol, Caprylyl Glycol, Ethylhexylglycerin

# MAINTAIN VITAMIN DROPS

4OZ

Design Essentials® Vitamin Drops with Vitamin E is a multi-purpose signature blend of all natural essential oils designed to help promote hair growth. Vitamins A and D3, along with Vitamin E, combine to restore many nutrients depleted by environmental conditions.



## BENEFITS

- Helps protect the scalp from free radicals and ultra-violet rays
- Helps to promote hair growth
- Restores and strengthens to help produce an optimum environment for a healthy scalp
- Dermatologist tested and free from artificial fragrances, dyes and mineral oil

		pH: 6.83	HAIR TYPE			
			1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine					
	Medium		•	•	•	
	Coarse		•	•	•	
CONDITION	Oily					
	Normal		•	•	•	
	Dry		•	•	•	
	Color Treated		•	•	•	
SCALP	Itchy		•	•	•	
	Flaky		•	•	•	
	Normal		•	•	•	
	Combo		•	•	•	
	Oily					

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## KEY INGREDIENTS

- VITAMIN E is a natural anti-aging ingredient with antioxidant properties that helps to moisturize, soothe, reduce inflammation, repair damage to hair follicles (folliculitis) and encourage healthy hair growth.

## USAGE INSTRUCTIONS

*For Scalp*

1. Apply drops directly to the scalp/skin, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

*For Skin*

1. Apply drops directly to skin, parting throughout the head.
2. Massage onto skin, focusing on affected areas.

## INGREDIENTS

Gossypium Herbaceum (Cotton) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Integriifolia Seed Oil, Caprylic/ Capric Triglyceride, Diheptyl Succinate, Capryoyl Glycerin/Sebacic Acid Copolymer, Tocopheryl Acetate, Ricinus Communis (Castor) Seed Oil, Adansonia Digitata (Baobab) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Daucus Carota Sativa (Carrot) Root Extract, Zea Mays (Corn) Oil, Retinyl Palmitate, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Cymbopogon Schoenanthus (Lemongrass) Oil, Salvia Sclarea (Clary Sage) Oil

# MAINTAIN

## ANTI-ITCH & TENSION RELIEF

4OZ

Design Essentials® Anti-Itch & Tension Relief is a deep penetrating blend of natural tea tree oil which moisturizes and stimulates the scalp, while aloe soothes and calms the scalp for relief from tension and soreness. Ideal for braids, extensions and protective styles.



### BENEFITS

- Soothes the scalp and helps reduce flaking
- Cools and stimulates the scalp
- Helps to promote hair growth
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

pH: 6.83		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily				
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•
SCALP	Itchy		•	•	•
	Flaky		•	•	•
	Normal				
	Combo				
	Oily				

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### KEY INGREDIENTS

- TEA TREE OIL nourishes and protects, relieves itching and flaking, and is a natural antiseptic and antibiotic with antifungal properties.
- ALOE VERA calms and soothes, nourishes and prevents breakage, and reduces itch and flaking.

### USAGE INSTRUCTIONS

*For Scalp*

1. Apply directly to the scalp, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

*For Skin*

1. Apply directly to the skin, parting throughout the head.
2. Massage into skin, focusing on affected areas.

### INGREDIENTS

Aqua/Water/Eau, Polysorbate 20, Glycerin, Propanediol, Hamamelis Virginiana (Witch Hazel) Leaf Extract, PEG-16 Macadamia Glycerides, Hydroxyethylcellulose, Eucalyptus Globulus Leaf Oil, Citrus Medica Limonum (Lemon) Peel Oil, Boswellia Carterii Oil, Mentha Piperita (Peppermint) Oil, Helianthus Annuus (Sunflower) Seed Oil, Citric Acid, Pentylene Glycol, 1,3 Propanediol, Caprylyl Glycol, Ethylhexylglycerin

# MAINTAIN

## MOISTURIZING OIL TREATMENT

4OZ

Design Essentials® Scalp & Skin Care Moisturizing Oil Treatment with Lavender & Marula, is an advanced moisture restoration treatment that instantly moisturizes and provides soothing nourishment to the scalp while helping to promote healthy hair growth.



### BENEFITS

- Natural antioxidants help to protect hair from environmental damage
- Deeply penetrates to moisturize and hydrate the scalp
- Helps to improve skin/scalp elasticity and to promote growth
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

pH: 6.83		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily				
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•
SCALP	Itchy		•	•	•
	Flaky		•	•	•
	Normal		•	•	•
	Combo		•	•	•
	Oily				

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### KEY INGREDIENTS

- MARULA OIL is a natural antioxidant and source of Vitamin E that deeply penetrates and hydrates.
- LAVENDER OIL is a natural antiseptic that moisturizes and nourishes, and promotes growth.

### USAGE INSTRUCTIONS

*For Scalp*

1. Apply drops directly to the scalp/skin, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

*For Skin*

1. Apply oil directly to the skin.
2. Massage into skin, focusing on affected areas.

### INGREDIENTS

Gossypium Herbaceum (Cotton) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Integriifolia Seed Oil, Caprylic/ Capric Triglyceride, Diheptyl Succinate, Capryoyl Glycerin/Sebacic Acid Copolymer, Tocopheryl Acetate, Ricinus Communis (Castor) Seed Oil, Adansonia Digitata (Baobab) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Daucus Carota Sativa (Carrot) Root Extract, Zea Mays (Corn) Oil, Retinyl Palmitate, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Cymbopogon Schoenanthus (Lemongrass) Oil, Salvia Sclarea (Clary Sage) Oil



## COCONUT & MONOI COLLECTION

The Coconut & Monoi Collection provides maximum moisture for dull, dry hair. Guaranteed to replenish and deliver deeply penetrating hydration, our collection of stylers achieves extraordinary results for all curl types.





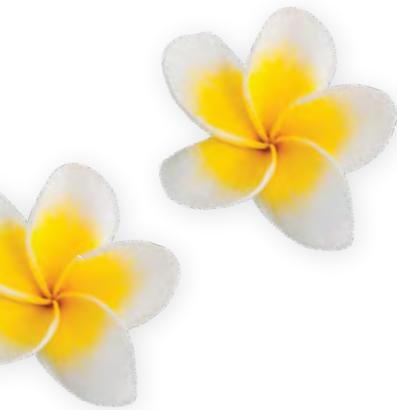
**Deep Moisture  
Milk Soufflé**



**Curl Defining  
Gelée**



**Coconut Water  
Curl Refresher**



## STYLE

# DEEP MOISTURE MILK SOUFFLÉ

12OZ

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.



## BENEFITS

- Delivers layers of moisture and nourishing protection
- Lightweight formula with no buildup
- Time-saving styler
- Free from parabens, petrolatum, gluten, phthalates, DEA and TEA

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### 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

1. Apply a generous amount to damp curls and massage thoroughly for even distribution.
2. Style as desired.
3. Can be used on wet, damp or dry hair.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Water (Aqua), Glycerin, Propylene Glycol, Cetyl Alcohol, Cetearyl Alcohol, Cetearth-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, Polysorbate 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

# STYLE

## CURL DEFINING GELÉE

12OZ

Design Essentials® Curl Defining Gelée enhances curls and coils for frizz-free definition, moisture retention and shine. Formulated for supreme detangling, nourishment and body, this gelée instantly hydrates and enhances curls for any style.



### BENEFITS

- Ultra-moisturizing curl definer enhances curls and coils
- Smooth lightweight texture controls frizz and flyaways
- Great for defined twist outs, finger coils and wash and go's
- Free from parabens, petrolatum, gluten, phthalates, DEA and TEA

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### KEY INGREDIENTS

- COCONUT & MONOI OIL BLEND provides intense moisture and maximum hydration.
- SUNFLOWER is rich in Vitamin E to deliver moisture, softness, shine and protection.
- MILK PROTEIN strengthens hair shaft.

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Water (Aqua), 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  
 \*Vegetable Derived Ingredient

# STYLE

## COCONUT WATER CURL REFRESHER

8OZ

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.



### BENEFITS

- Extends the life of natural styles without shampooing
- Soft hold helps to maintain styles all day
- Nourishing ingredients deeply penetrate to control frizz
- Free from parabens, petrolatum, gluten and phthalates

pH: N/A		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

### 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

### KEY INGREDIENTS

- COCONUT WATER deeply penetrates hair shaft to hydrate and condition from the cortex.
- SHEA BUTTER moisturizes and restores hair health from the inside out.
- MILK PROTEIN strengthens hair shaft.

### USAGE INSTRUCTIONS

*On Dry Hair*

1. Lightly mist.
2. Work through hair from roots to ends for even distribution.
3. Style as desired.

*On Towel-Dried, Damp Hair*

1. Spray Coconut Water Curl Refresher liberally throughout.
2. Work through hair from roots to tips to evenly distribute and enhance curl definition.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# PRODUCT CHART

COLLECTION	REGIMEN CATEGORY	PRODUCT	HAIR TYPES			
			1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
ALMOND & AVOCADO	Cleanse	Moisturizing & Detangling Sulfate-Free Shampoo	•	•	•	•
		Nourishing Co-Wash	•	•	•	•
	Condition	Moisturizing & Detangling Conditioner	•	•	•	•
		Wash Day Deep Moisture Masque			•	•
	Prep	Moisturizing & Detangling Leave-In Conditioner	•	•	•	•
		Moisture Primer Pre-Styling Whip			•	•
	Style	Anti-Frizz Curl Defining Gel		•	•	
		Daily Curl Revitalizer		•	•	•
		Honey Curl Forming Custard			•	•
		Curl Enhancing Mousse		•	•	•
		Twist & Set Setting Lotion			•	•
		Curling Crème			•	•
		Curl Stretching Crème			•	•
	Maintain	Defining Crème Gel			•	•
		Daily Moisturizing Lotion		•	•	•
		Overnight Recovery Treatment		•	•	•
Anti-Frizz & Moisturizing Finishing Spray			•	•		
	Honey & Shea Edge Tamer			•	•	
COCONUT & MONOI	Style	Deep Moisture Milk Soufflé		•	•	•
		Curl Defining Gelée		•	•	•
		Coconut Water Curl Refresher		•	•	•
AGAVE & LAVENDER	Cleanse	Moisturizing Hair Bath	•	•	•	•
	Condition	Moisturizing & Detangling Conditioner	•	•	•	•
	Prep	Blow-Dry & Styling Primer		•	•	•
	Style	Thermal Protectant Crème	•	•	•	•
		Weightless Thermal Protectant Serum	•	•	•	•
MOROCCAN OIL	Cleanse	Sulfate-Free Conditioning Shampoo	•	•	•	•
	Condition	Detangling Blow-Dry Conditioner	•	•	•	•
	Style	Finishing Thermal Serum	•	•	•	•
	Maintain	Finishing Shine Spray	•	•	•	•
SCALP & SKIN CARE	Maintain	Detoxifying Tonic		•	•	•
		Vitamin Drops with Vitamin E		•	•	•
		Anti-Itch & Tension Relief		•	•	•
		Moisturizing Oil Treatment w/Marula & Lavender		•	•	•

# D PROFESSIONAL

Since the inception of Design Essentials®, our professional systems have provided stylists with a safe, reliable, healthy option to chemically alter hair. Our systems were designed to help your client achieve their desired wave, curl, coil or straight style without damage. From our Strengthening Thermal System to our world-class relaxers, each system is packed with nourishing ingredients to help your clients achieve amazing results.





**Restore  
Vitamin Treatment**



**Calm  
Soothing Scalp  
Protection**



**Regular Conditioning  
Relaxer with Olive Oil  
and Shea Butter**



**Honey Nectar  
Time Release Regular  
Relaxer**



**Sensitive Scalp  
Relaxer System**



**Milk & Honey  
Neutralizing  
Conditioning Shampoo**



**Milk & Honey  
6-N-1 Reconstructive  
Conditioner**



**Wave by Design  
Professional Strength  
Rearranger**



**Wave by Design  
Moisture Wrap  
Permanent Wave  
Booster**



**Wave by Design  
Wave Lock Conditioning  
Neutralizer**



**Wave by Design  
Define & Shine 2-N-1  
Finishing Lotion**



**Wave by Design  
Mist & Shine  
Dry Finishing Spray**



**STS Express  
Sulfate-Free Shampoo**



**STS Express  
Smoothing Mousse**



**STS Express  
Damage Recovery  
Anti-Breakage Treatment**



**STS Express  
Thermal Therapy  
Leave-In Sealant**

# RELAXER SYSTEM

## RESTORE VITAMIN TREATMENT

8OZ

Design Essentials® Restore Vitamin Treatment, enhanced with HydraStrength Vitamin & Protein Complex, instantly penetrates the hair shaft, fills and smooths the cuticles and restores hair strength from the inside out.



### 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

pH: 3.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Propylene Glycol, Polyquaternium 7, Glycol Distearate (and) Coco-Glucoside (and) Glyceryl Oleate (and) Glyceryl Stearate, Glycerine, Polysorbate 20, Cetrimeronium 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)

### KEY INGREDIENTS

- HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX nourishes, moisturizes and strengthens the structure of the hair

### USAGE INSTRUCTIONS

#### Pre-Chemical Directions

1. Part hair into four sections.
2. Generously apply Restore Vitamin Treatment to previously chemically treated hair.
3. Comb through for even distribution and DO NOT RINSE.
4. Proceed to apply chemical to new growth.

#### Pre-Conditioning or Conditioning Treatment

1. After shampooing, towel blot and apply Restore Vitamin Treatment generously to damp hair.
2. Comb through for even distribution.
3. Allow to process up to 15 minutes (dryer optional) with a plastic cap.
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 6-N-1 Reconstructive Conditioner at the end of the service.

# RELAXER SYSTEM

## CALM SOOTHING SCALP PROTECTION

8OZ | 32OZ

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



### BENEFITS

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

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### KEY INGREDIENTS

- MENTHOL & ALOE BLEND provides aromatherapeutic soothing to the scalp
- VITAMIN E & SHEA BUTTER moisturizes the scalp and reduces itching

### USAGE INSTRUCTIONS

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

NOTE: Applicator tip is pre-cut and measured.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### 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

# RELAXER SYSTEM

## REGULAR CONDITIONING RELAXER WITH OLIVE OIL & SHEA BUTTER 64OZ | 4LB

A sodium hydroxide relaxer, enhanced with HydraStrength Vitamin & Protein Complex, conditions and strengthens while straightening medium to thick or coarse hair textures. Low to normal porosity. 2.2% sodium hydroxide.



### BENEFITS

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

pH: 11.5-13.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry				
Color Treated					

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### 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, Cetearth-20

### KEY INGREDIENTS

- **OLIVE OIL** moisturizes and protects scalp during relaxer process
- **SHEA BUTTER** moisturizes and improves hair health from the inside out
- **HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX** nourishes, moisturizes and strengthens the structure of the hair

### USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and **DO NOT RINSE**.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Wearing protective gloves, apply relaxer ⅛ inch from scalp, on new growth.
5. Repeat process until entire head is covered.
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.

# RELAXER SYSTEM

## HONEY NECTAR TIME RELEASE

### REGULAR RELAXER 64OZ | 4LB

A sodium hydroxide relaxer, enhanced with HydraStrength Vitamin & Protein Complex, allows more time for application while conditioning, strengthening and straightening all hair textures. Low, normal or high porosity. 2.0% sodium hydroxide.



## BENEFITS

- Sodium hydroxide is released in increments, allowing more time for application while conditioning
- Conditioning buffers reduce irritation
- Improves hair manageability and leaves hair smooth, silky, lustrous, and healthy

pH: 11.5-13.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry				
	Color Treated				

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## 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, Cetearth-20

## KEY INGREDIENTS

- HONEY NECTAR moisturizes, adds shine, and improves overall hair health

## USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Wearing protective gloves, apply relaxer ⅛-inch from scalp, on new growth.
5. Repeat process until entire head is covered.
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.

# RELAXER SYSTEM

## SENSITIVE SCALP RELAXER SYSTEM

8 APPS | 20 APPS

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.



### BENEFITS

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

pH: 11.5-12.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine				
	Medium			•	•
	Coarse			•	•
CONDITION	Oily			•	•
	Normal			•	•
	Dry				
	Color Treated			•	•

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

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

### USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Mix 1.33 oz. Liquid Activator (Part B) into Sensitive Scalp Relaxer (Part A) thoroughly.
5. Wearing protective gloves, apply relaxer ⅛ inch from scalp, on new growth.
6. Repeat process until entire head is covered.
7. After application, begin smoothing area where first applied, working in same direction as initial application.

### TIMING BY TEXTURE:

Medium 18 minutes  
Thick/Coarse 20 minutes

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.

# RELAXER SYSTEM

## MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 32OZ | GALLON

A high-performance formula enhanced with HydraStrength Vitamin & Protein Complex developed to neutralize and condition hair after straightening.



### BENEFITS

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

pH: 5.5-6.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
Color Treated	•	•	•	•	

### INGREDIENTS

Aqua/Water/Eau, Sodium Lauryl Sulfate, Disodium Cocoamphodipropionate, Citric Acid, Cocamidopropylamine Oxide, Coco-Glucoside, Glycerol Oleate, Polyquaternium-7, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Polysorbate 20, Fragrance (Parfum), Tetrasodium EDTA, Panthenol, PEG-12 Dimethicone, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Biotin, Hydroxypropyltrimonium Honey, Hydrolyzed Milk Protein, Ascorbic Acid, Phenol Red, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate

### KEY INGREDIENTS

- MILK PROTEIN strengthens hair shaft
- HONEY restores moisture and natural shine

### USAGE INSTRUCTIONS

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

Note: Continue to shampoo the hair until the lather is white, which indicates total cleansing. Ensure all relaxer is removed from the hair to prevent over-processing.

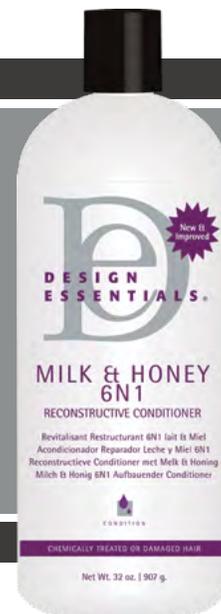
Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# RELAXER SYSTEM

## MILK & HONEY 6-N-1

### RECONSTRUCTIVE CONDITIONER 32OZ

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



## 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**

pH: 4.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

## INGREDIENTS

Aqua/Water/Eau, Stearalkonium Chloride, Glycerin, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Hydrolyzed Collagen, Emulsifying Wax, Dimethicone, Olea Europaea (Olive) Fruit Oil, Stearamidopropyl, 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)

## KEY INGREDIENTS

- MILK PROTEIN strengthens hair shaft
- HONEY provides deep moisture and sheen
- HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX is a proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

## USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

Relaxer Selection Guide		RELAXERS		
		Time Release	Sensitive Scalp	Regular
Porosity Measures hair's ability to absorb chemicals	HIGH Absorbs chemicals quickly	☹️		
	NORMAL Absorbs chemicals at a normal rate	☹️	☹️	☹️
	LOW Absorbs chemicals slowly	☹️	☹️	☹️
Texture Measures size and shape of the hair strand	FINE Small, thin hair strand	☹️		
	MEDIUM Medium/Normal size hair strand	☹️	☹️	☹️
	THICK/COARSE Large/Thick hair strand	☹️	☹️	☹️
Relaxer Timing Guide	FINE	14 min.		
	MEDIUM	16 min.	18 min.	14 min.
	THICK/COARSE	20 min.	20 min.	10 min.
		Do not exceed maximum processing time of 20 minutes		

- 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.



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

# WAVE BY DESIGN PROFESSIONAL STRENGTH REARRANGER 2LBS

An ammonium thioglycolate multi-purpose straightener.  
(Step 1 of 3 in the Permanent Wave System.)



## BENEFITS

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

pH: 9.4-9.6		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry				
	Color Treated		•	•	•

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Cetearyl Alcohol, Paraffinum Liquidum/Mineral Oil/Huile Minerale, Ammonium Thioglycolate, Glycerin, Glyceryl Stearate SE, Cetyl Alcohol, Cetareth-20, Monoethanolamine, Polysorbate 60, Fragrance (Parfum), Hydrolyzed Collagen, Tetrasodium EDTA, Sodium Lauryl Sulfate, Benzyl Benzoate, Coumarin

## USAGE INSTRUCTIONS

1. Gently shampoo the hair with Oat Protein and Henna Shampoo to remove dirt and residue from the hair and scalp (only shampoo once, and DO NOT scratch or irritate the scalp as this may cause irritation during processing). Apply Calm Soothing Scalp Protection soothing scalp protection around the hairline to protect the skin.
2. Section the hair into 4 sections and then apply Professional Strength Rearranger to new growth or to virgin hair. Make sure that each strand of new growth or virgin hair is thoroughly saturated. Apply Restore Vitamin Treatment on previously curled hair up to the line of demarcation. For new growth application only.
3. Allow Rearranger to remain on the hair for 10 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).
4. Rinse hair thoroughly with tepid water until hair is free of all chemical residue.
5. Shampoo hair lightly with Honey Crème Moisture Retention Shampoo (only shampoo once).

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

*For Straight Style:* Follow with Wave Lock Conditioning Neutralizer

# WAVE BY DESIGN

## MOISTURE WRAP

### PERMANENT WAVE BOOSTER 16OZ

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.)



## BENEFITS

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

pH: 9.3-9.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry				
	Color Treated	•	•	•	•

## USAGE INSTRUCTIONS

1. Apply Moisture Wrap Permanent Wave Booster to the base of the hair shaft.
2. Block the hair and wrap in the desired pattern.
3. Cover hair with a plastic cap and process for 10 minutes. Check "S" pattern. If "S" pattern is not as desired, replace plastic cap, and check "S" pattern every 5 minutes until desired result is achieved.
4. Follow with Wave Lock Neutralizer.

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minerale Glycerin, Cetearyl Alcohol, Ammonium Thioglycolate Monoethanolamine, Glyceryl Stearate SE, Cetyl Alcohol, Polysorbate 60, Cetareth-20, Fragrance (Parfum), Quaternium-75, Tetrasodium EDTA, Hydrolyzed Collagen, Benzyl Benzoate, Coumarin

# WAVE BY DESIGN

## WAVE LOCK

### CONDITIONING NEUTRALIZER 8OZ

An advanced formula that locks waves in desired pattern in only 3-5 minutes. 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.)



## BENEFITS

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

		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry				
	Color Treated	•	•	•	•

## 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

## USAGE INSTRUCTIONS

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

# WAVE BY DESIGN

## DEFINE & SHINE 2-N-1

### DRY FINISHING LOTION 8OZ

A 2-in-1 dual action formula that energizes curls and waves with body and shine all at once. Designed with humectants and conditioners to revitalize hair creating a light, clean, and shiny finish.



## 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

pH: 4.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

## USAGE INSTRUCTIONS

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

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 product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Glycerin, Propylene Glycol, Acetamide MEA, Paraffinum Liquidum/Mineral Oil/Huile Minérale, PPG-10 Cetyl Ether, Stearalkonium Chloride, Cetearyl Alcohol, Ceteareth-20, Polyquaternium 11, Dimethicone, Isopropyl Lanolate, Cetyl Alcohol, Hydrolyzed Collagen, DMDM Hydantoin, Fragrance (Parfum), Behentrimonium Methosulfate, Imidazolidinyl Urea, Methylparaben, Propylparaben, Amyl Cinnamal, Benzyl Benzoate, Coumarin, Lilial, Linalool

# WAVE BY DESIGN

## MIST & SHINE DRY FINISHING SPRAY

8OZ

A lightweight daily moisturizing spray created with humectants and conditioners to add natural shine while leaving curls and waves soft and voluminous.



### 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

pH: 4.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
Color Treated		•	•	•	

### USAGE INSTRUCTIONS

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

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Propylene Glycol, Methyl Gluceth-10, PEG-12 Dimethicone, Acetamide MEA, Silk Amino Acids, Panthenol, Methylparaben, Imidazolidinyl Urea, Fragrance (Parfum), Polysorbate 20, Amyl Cinnamal, Benzyl Benzoate, Coumarin, Linal, Linalool

# STS EXPRESS SMOOTHING SYSTEM

## SULFATE-FREE SHAMPOO—STEP 1

16OZ

A gentle cleanser that removes impurities from the hair and scalp without stripping essential oils and nutrients from the hair. Infused with biotin, this nourishing shampoo prepares the hair to absorb additional moisture and nutrients from Design Essentials® STS EXPRESS Smoothing and Strengthening treatments.



### BENEFITS

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

pH: 4.0-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

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

### KEY INGREDIENTS

- BIOTIN is an essential vitamin that promotes healthy, strong hair.

### USAGE INSTRUCTIONS

*When used as a cleansing shampoo*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
2. Follow with any Design Essentials® conditioner depending on hair type and hair need.

*When used within the STS EXPRESS Smoothing System*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
2. Treat hair with STS EXPRESS Smoothing Mousse. See the back label of STS EXPRESS Smoothing Mousse for detailed instructions.
3. Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.
4. Blow dry hair from roots to ends until completely dry and style as desired.

*When used within STS EXPRESS Strengthening Treatment*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
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 quadrant. DO NOT SATURATE.
3. Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.

# STS EXPRESS SMOOTHING SYSTEM

## SMOOTHING MOUSSE—STEP 2

12OZ

Amino-acid infused thermal therapy smoothing treatment designed to temporarily straighten and smooth frizzy, curly, multi-textured or transitioning hair for up to 12 weeks.



### BENEFITS

- Strengthens hair from root to tip and delivers anti-swelling/reversion properties
- Imparts long-lasting frizz-free smoothing with radiant shine
- Designed for clients seeking an alternative to chemical straighteners
- No formaldehyde or formaldehyde derivatives

pH: 1.0-2.0		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine		•	•	•
	Medium		•	•	•
	Coarse		•	•	•
CONDITION	Oily		•	•	•
	Normal		•	•	•
	Dry		•	•	•
	Color Treated		•	•	•

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

### INGREDIENTS

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

### KEY INGREDIENTS

- SILK PROTEINS nourish and help repair the hair throughout the smoothing process.

### USAGE INSTRUCTIONS

1. After shampooing, towel-blot hair, detangle, then part hair into 4 sections.
2. Wearing gloves, take ½-inch partings and apply 1-2 pumps of Smoothing Mousse at roots and comb through. DO NOT RINSE OR SHAMPOO.
3. After full head application is complete, cover with plastic cap and allow treatment to sit for 15 minutes.

Note: A full head application should not exceed 2 oz. of product. Coat hair, but do not over saturate.

#### 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.

#### Results

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



# STS EXPRESS SMOOTHING SYSTEM DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT—STEP 2 8OZ

A thermal therapy damage repair treatment designed to strengthen, treat and repair chemically processed, weakened or damaged hair. Infused with a blend of keratin amino acids and proteins that reduces frizz while leaving hair defined, full, and shiny.

## BENEFITS

- Helps transform weak, damaged hair to longer, stronger, healthier hair
- Adds body, fullness and bounce with one use
- With regular use: minimizes split ends, breaking and shedding and adds intense shine

pH: 7.5-8.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal				
	Dry	•	•	•	•
	Color Treated	•	•	•	•

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

## INGREDIENTS

Aqua/Water/Eau, 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, Methylchloroisoithiazolinone, Methylisothiazolinone, Fragrance (Parfum), Benzyl Benzoate, Citral, Citronello, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

## KEY INGREDIENTS

- KERATIN AMINO ACIDS & PROTEIN smooth and strengthen.

## USAGE INSTRUCTIONS

*Breakage Treatment*

1. For optimal results, part hair into four quadrants.
2. Spray treatment evenly throughout each quadrant. DO NOT SATURATE. Follow with Thermal Therapy Leave-In Sealant.

Note: Not for curly styles.

*This 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 client 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 client can experience:*

- Minimal split ends
- Significant increase in strength and resilience of hair
- Intense and radiant shine

# STS EXPRESS SMOOTHING SYSTEM

## THERMAL THERAPY LEAVE-IN SEALANT—STEP 3 8OZ

An intensely moisturizing leave-in conditioner designed to restore moisture balance to hair while providing long-lasting protection against heat styling and environmental damage. Infused with antioxidants and botanicals that work synergistically with the full STS treatment.



### BENEFITS

- Seals the cuticle for a soft, shiny finish
- Promotes stronger, healthier hair with anti-frizz protection and long-lasting shine
- Designed for all hair types

pH: 4.5-5.5		HAIR TYPE			
		1A-C Straight	2A-C Wavy	3A-C Curly	4A-C Coily
TEXTURE	Fine	•	•	•	•
	Medium	•	•	•	•
	Coarse	•	•	•	•
CONDITION	Oily	•	•	•	•
	Normal	•	•	•	•
	Dry	•	•	•	•
	Color Treated	•	•	•	•

### INGREDIENTS

Aqua/Water/Eau, Glycerine, Cetyl Triethylmonium Dimethicone Sodium PCA, Methylisothiazolinone, Caprylyl glycol, Calendula Officinalis Flower Extract, Goldenseal (Hydrastis Candadensis) Lawsonia Inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Quillaia Saponaria Bark Extract, Matricaria Chamomilla (Chamomile) Oil, Hydroxylpropyltrimonium Honey, Hydrolyzed Polysorbate 20, Fragrance (Parfum), Benzyl Benzoate, Citralo, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Butylphenyl Methylpropional

### KEY INGREDIENTS

- ANTIOXIDANTS & BOTANICALS promote strong, full hair.

### USAGE INSTRUCTIONS

1. After treating with Smoothing Mousse or Damage Recovery Anti-Breakage Treatment, spray sealant throughout hair to remove any residue and seal in treatment.
2. Taking manageable subsections, starting at the back, blow-dry hair from root to ends until completely dry using a paddle brush.
3. 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 or color-treated hair.

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







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