Greetings,

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

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

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

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

Sincerely,

Cornell McBride, Sr.
Chief Executive Officer
McBride Research Laboratories, Inc.
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DISTINCT PRODUCT CATEGORY ICONS ARE NOW FEATURED FOR PRODUCT IDENTIFICATION AND CLASSIFICATION

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>ICON</th>
<th>Description</th>
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<tbody>
<tr>
<td>CLEANSE</td>
<td>![Circle Icon]</td>
<td>Symbolizes cleansing of the hair and scalp</td>
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<tr>
<td>CONDITION</td>
<td>![Drop Icon]</td>
<td>Indicates products that condition the hair and scalp</td>
</tr>
<tr>
<td>STYLE</td>
<td>![Brush Icon]</td>
<td>Represents styling options for wet hair</td>
</tr>
<tr>
<td>FINISH</td>
<td>![Sun Icon]</td>
<td>Represents products that enhance the health and beauty of finished styles</td>
</tr>
<tr>
<td>RELAX</td>
<td>![Wave Icon]</td>
<td>Symbolizes products that relax and condition during the straightening process</td>
</tr>
<tr>
<td>PROTECT</td>
<td>![Eye Icon]</td>
<td>Indicates protection of the hair and scalp during chemical services</td>
</tr>
<tr>
<td>TREATMENT</td>
<td>![Pepper Icon]</td>
<td>Indicates products that treat hair or scalp problems</td>
</tr>
<tr>
<td>FOR NATURAL HAIR</td>
<td>![Nail Icon]</td>
<td>Symbolizes products used to maintain and style loose, wavy to tightly coiled hair textures</td>
</tr>
</tbody>
</table>
Understanding Hair Type, Texture and Condition

<table>
<thead>
<tr>
<th>HAIR TYPE</th>
<th>HAIR TEXTURE</th>
<th>HAIR CONDITION</th>
<th>SCALP CONDITION</th>
</tr>
</thead>
</table>
| STRAIGHT  | Hair texture is defined by the circumference or diameter of a hair strand. Hair texture is also characterized as fine, medium or thick/coarse. | Hair condition has been categorized as oily, normal, dry/brittle, or color treated. | DRY/ITCHY SKIN AND SCALP:  
is caused by the loss of natural moisture.  
With the loss of moisture, the foundation can become weakened causing the skin on the scalp to dry out. It may crack, peel, become irritated, inflamed, and itch. It usually renders a dull rough exterior and lacks elasticity. |
| WAVY      | 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. | 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. | DRY/FLAKY SKIN AND SCALP:  
is characterized by dehydration in the most superficial layer of the skin. Dry skin accompanied by skin tightness and itching can often produce the minor appearance of whitish–yellowish flakes. These flakes can potentially mimic minor dandruff*.  
* Although “dandruff” is often referred to as a general term for scales shed from the scalp, there are a number of different and distinct causes of scalp scaling. It is recommended to seek professional medical assistance for any excessive skin and scalp flaking. |
| CURLY     | 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. | NORMAL HAIR:  
is defined as hair with normal porosity and elasticity. Hair with normal porosity has the ability to absorb moisture. Normal hair when wet, also has the ability to stretch 50 percent and return to the same length without breaking. When performing chemical services on normal hair, the result will usually be consistent. | NORMAL SKIN AND SCALP:  
has a balance of moisture. It has few, if any, visible imperfections and is usually not sensitive. This skin and scalp type promotes the most balanced hair and skin conditions. Hair usually appears healthy, has vibrant shine and easy is to style and manage. |
| COILY     | THICK/COARSE HAIR: has a large diameter, is usually strong, more resistant and requires longer processing times when applying various chemicals. | 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. | COMBINATION SKIN AND 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. |
|           |              |                | OILY SKIN AND 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. |
Product Summary

- RESTORE VITAMIN TREATMENT
- CALM SOOTHING SCALP PROTECTION
- MILK & HONEY 6 N 1 CONDITIONER
- MILK & HONEY NEUTRALIZING SHAMPOO
- LO - LYE CONDITIONING RELAXER
- REGULAR CONDITIONING RELAXER
- HONEY NECTAR CONDITIONING RELAXER
- SENSITIVE SCALP CONDITIONING RELAXER SYSTEM
- TEXTURIZER WITH OLIVE AND SHEA
RESTORE VITAMIN TREATMENT

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

<table>
<thead>
<tr>
<th>pH: 3.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Type</td>
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<tr>
<td>Fine</td>
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<td>Medium</td>
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<td>Coarse</td>
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<td>Condition</td>
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<td>Color Treated</td>
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</table>

**BENEFITS:**

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

**KEY INGREDIENTS:**

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

**USAGE INSTRUCTIONS:**

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

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

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

**COCKTAILS**

- **Vitamin Moisture Treatment** - Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner or Almond Butter Express Instant Moisturizing Conditioner and use as a treatment for dry/breaking hair
- **Vitamin Protein Treatment** - Combine with Milk & Honey 6N1 Reconstructive Conditioner and use as a vitamin protein treatment for weak/fragile hair
- **Regimen Tip** - Use weekly until hair health is restored (approx. 3-4 weeks)
CALM SOOTHING SCALP PROTECTION

An enhanced gel-like formula used to base and 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

**Key Ingredients:**
- Menthol & Aloe Blend - provides aromatherapeutic soothing to the scalp
- Vitamin E & Shea Butter - Moisturizes the scalp and reduces itching

**Usage Instructions:**

**Step 1**  
Part hair into four quadrants.

**Step 2**  
Apply Calm to the scalp using ¼-inch sections, parting throughout the head.

**Step 3**  
Repeat until you have completely covered the scalp.

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

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

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

**USAGE INSTRUCTIONS:**
1. **Step 1** Separate the hair into four sections.
2. **Step 2** Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
3. **Step 3** Apply Calm to the scalp using ¼ inch sections, parting throughout the head.
4. **Step 4** Wearing protective gloves, apply Relaxer with Olive Oil & Shea Butter ⅛ inch from scalp, on new growth.
5. **Step 5** Repeat process until entire head is covered.
6. **Step 6** After application, begin smoothing area where first applied, working in same direction as initial application.

**TIMING BY TEXTURE:**
- Medium: 14 minutes
- Thick/Coarse: 18 minutes

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

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**Hair Reference Chart**

<table>
<thead>
<tr>
<th>pH: 11.5-13.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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<tbody>
<tr>
<td>Hair Type</td>
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**pH:** 11.5-13.5
HONEY NECTAR TIME RELEASE REGULAR RELAXER

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

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

KEY INGREDIENTS:
- Honey Nectar - Moisturizes, adds shine, and improves overall hair health

USAGE INSTRUCTIONS:
Step 1  Separate the hair into four sections.
Step 2  Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
Step 3  Apply Calm to the scalp using ¼-inch sections, parting throughout the head
Step 4  Wearing protective gloves, apply Relaxer with Honey Nectar ⅛ inch from scalp, on new growth.
Step 5  Repeat process until entire head is covered.
Step 6  After application, begin smoothing area where first applied, working in same direction as initial application.

TIMING BY TEXTURE:  Fine  14 minutes
                      Medium  16 minutes
                      Thick/Coarse  20 minutes

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

www.designessentials.com
LO-LYE RELAXER WITH OLIVE OIL & SHEA BUTTER

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

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

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

**USAGE INSTRUCTIONS:**
**Step 1** Separate the hair into four sections.
**Step 2** Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
**Step 3** Apply Calm to the scalp using ¼ inch sections, parting throughout the head.
**Step 4** Wearing protective gloves, apply Relaxer with Olive Oil & Shea Butter 1/8 inch from scalp, on new growth.
**Step 5** Repeat process until entire head is covered.
**Step 6** After application, begin smoothing area where first applied, working in same direction as initial application.

**TIMING BY TEXTURE:**
- Fine 12 minutes
- Medium 14 minutes

**Note:** No Relaxer application should exceed 20 minutes total processing time.
SENSITIVE SCALP RELAXER SYSTEM

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

<table>
<thead>
<tr>
<th>pH: 11.5-12.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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<tbody>
<tr>
<td>Hair Type</td>
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<td>Fine</td>
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**BENEFITS:**

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

**USAGE INSTRUCTIONS:**

**Step 1**  Separate the hair into four sections.

**Step 2**  Apply Restore to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.

**Step 3**  Apply Calm to the scalp using ¼ inch sections, parting throughout the head.

**Step 4**  Mix 1.33 oz. Liquid Activator (Part B) into Sensitive Scalp Relaxer (Part A) thoroughly.

**Step 5**  Wearing protective gloves, apply Sensitive Scalp Cream Relaxer 1/8 inch from scalp, on new growth.

**Step 6**  Repeat process until entire head is covered.

**Step 7**  After application, begin smoothing area where first applied, working in same direction as initial application.

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

**TIMING BY TEXTURE:**  Medium  18 minutes  Thick/Coarse  20 minutes
TEXTURIZER WITH OLIVE AND SHEA

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

<table>
<thead>
<tr>
<th>pH: 11.5-13.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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BENEFITS:
- Gently loosens natural curl and wave patterns
- Creates, soft manageable hair
- Minimizes shrinkage and reduces frizz
- Makes styling simpler and easier with greater control
- Is infused with Shea Butter to protect and hydrate the hair and scalp. Olive Oil conditions and softens the hair during the texturizing process.
- Has a simple, no-mix application which creates desired results in just minutes!

KEY INGREDIENTS:
- **Olive Oil** - conditions and softens the hair during texturizing process
- **Shea Butter** - protects and hydrates the hair and scalp

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

**Directions:**

**Step 1**  Apply Restore Vitamin Treatment to previously chemically treated hair, gently combing through for even distribution.

**Step 2**  Base scalp and hair line with CALM Soothing Scalp Protection.

**Step 3**  Separate hair into four sections.

**Step 4**  Wearing protective gloves, take 1/2 inch partings and apply Texturizer to the hair beginning 1/8 inch from scalp and being careful not to apply to the porous ends. DO NOT APPLY DIRECTLY TO SCALP. (For a retouch, apply to new growth only.)

**Step 5**  Complete entire head.

**Step 6**  Comb through to ends using a large tooth comb.

**Step 7**  DO NOT EXCEED MAXIMUM TIME OF 15 MINUTES FOR APPLICATION AND PROCESSING.

**Step 8**  Rinse hair with warm water until hair is free of Texturizer, staying clear of the eyes.

**Step 9**  Follow with Milk & Honey Neutralizing Conditioning Shampoo and condition with Milk & Honey 6N1 Reconstructive Conditioner.

www.designessentials.com
MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO

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

<table>
<thead>
<tr>
<th>Hair Type</th>
<th>pH: 5.5-6.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
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<tbody>
<tr>
<td>Fine</td>
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Condition

| Oily | ● | ● | ● | ● |
| Normal | ● | ● | ● | ● |
| Dry | ● | ● | ● | ● |
| Color Treated | ● | ● | ● | ● |

BENEFITS:

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

KEY INGREDIENTS:

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

USAGE INSTRUCTIONS:

**Step 1** Rinse relaxer thoroughly.

**Step 2** Apply quarter-size amount of Milk & Honey Neutralizing Conditioning Shampoo into palm of hand and emulsify.

**Step 3** Apply to hair and lather.

**Step 4** Rinse thoroughly.

**Step 5** Repeat until the lather is white (indicating total cleansing) versus pink (indicating that residual relaxer remains).

**Step 6** Rinse thoroughly.

**Step 7** Follow by conditioning with Milk & Honey 6N1 Reconstructive Conditioner.

**Note:** Continue to shampoo the hair until the lather is white, which indicates total cleansing. Ensuring that all relaxer has been removed from the hair will prevent over-processing the hair.
MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER

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

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

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

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

<table>
<thead>
<tr>
<th>Relaxer Selection Guide</th>
<th>RELAXERS</th>
<th>Lo-Lye</th>
<th>Time Release</th>
<th>Sensitive Scalp</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Porosity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Measures hair’s ability to absorb chemicals</td>
<td>HIGH</td>
<td>Absorbs chemicals quickly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NORMAL</td>
<td>Absorbs chemicals at a normal rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LOW</td>
<td>Absorbs chemicals slowly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Measures size and shape of the hair strand</td>
<td>FINE</td>
<td>Small, thin hair strand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MEDIUM</td>
<td>Medium/Normal size hair strand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>THICK/COARSE</td>
<td>Large/Thick hair strand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Relaxer Timing Guide</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>FINE</td>
<td>12 min.</td>
<td>14 min.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDIUM</td>
<td>14 min.</td>
<td>16 min.</td>
<td>18 min.</td>
<td>14 min.</td>
<td></td>
</tr>
<tr>
<td>THICK/COARSE</td>
<td>20 min.</td>
<td>20 min.</td>
<td>18 min.</td>
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<td></td>
</tr>
</tbody>
</table>

*Do not exceed maximum processing time of 20 minutes*
To maintain volume, elasticity and integrity of hair, relax hair only 65% - 75% straight.

### DEGREES OF STRAIGHTNESS

<table>
<thead>
<tr>
<th>0%</th>
<th>25%</th>
<th>50%</th>
<th>75%</th>
<th>85%</th>
<th>100%</th>
</tr>
</thead>
</table>

![Hair Curvature Illustration](image-url)
Product Summary

MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO
GENTLE BALANCE SULFATE-FREE NOURISHING SHAMPOO
OAT PROTEIN & HENNA FULLER, THICKER, STRONGER DEEP CLEANSING SHAMPOO
HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO
PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO
MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO

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

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

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

**USAGE INSTRUCTIONS:**

**Step 1**  Rinse relaxer thoroughly.

**Step 2**  Apply quarter-size amount of Milk & Honey Neutralizing Conditioning Shampoo into palm of hand and emulsify.

**Step 3**  Apply to hair and lather.

**Step 4**  Rinse thoroughly.

**Step 5**  Repeat until the lather is white (indicating total cleansing) versus pink (indicating that residual relaxer remains).

**Step 6**  Rinse thoroughly.

**Step 7**  Follow by conditioning with Milk & Honey 6N1 Reconstructive Conditioner.

**Note:** Continue to shampoo the hair until the lather is white, which indicates total cleansing. Ensuring that all relaxer has been removed from the hair will prevent over-processing the hair.
OAT PROTEIN & HENNA  
FULLER, THICKER, STRONGER  
DEEP CLEANSING SHAMPOO

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

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

**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. Wet the hair  
2. Apply a quarter-size amount of shampoo into palm of hand and emulsify  
3. Apply to hair and lather  
4. Rinse thoroughly  
5. Repeat as necessary
HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO

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

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

**KEY INGREDIENTS:**
- Honey Crème - conditions, smooths the cuticle and increases manageability.

**USAGE INSTRUCTIONS:**
Step 1  Wet the hair  
Step 2  Apply a quarter-size amount of shampoo into palm of hand and emulsify  
Step 3  Apply to hair and lather  
Step 4  Rinse thoroughly  
Step 5  Repeat as necessary
GENTLE BALANCE SULFATE-FREE 
NOURISHING SHAMPOO

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

<table>
<thead>
<tr>
<th>Hair Type</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Medium</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Coarse</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

**BENEFITS:**
- Restores moisture balance
- Protects color-treated hair from premature fading

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

**USAGE INSTRUCTIONS:**
1. Wet the hair
2. Apply a quarter-size amount of shampoo into palm of hand and emulsify
3. Apply to hair and lather
4. Rinse thoroughly
5. Repeat as necessary
PEPPERMINT & ALOE THERAPEUTICS
ANTI-ITCH SHAMPOO

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

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

**Key Ingredients:**
- **Pyrithione Zinc** - reduces and controls flaking caused by scalp conditions
- **Aloe** - Calms, nourishes and soothes the scalp
- **Peppermint** - its 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 into palm of hand and emulsify
3. Apply to hair and lather
4. Rinse thoroughly
5. Repeat as necessary
Product Summary

MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER

ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER

ROSEMARY & MINT STIMULATING SUPER MOISTURIZING CONDITIONER

BAMBOO & SILK HCO LEAVE-IN CONDITIONER

KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER
MILK & HONEY 6N1 RECONSTRUCTIVE CONDITIONER

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

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

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

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

**Cocktails**

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

**Hair Reference Chart**

<table>
<thead>
<tr>
<th>pH: 4.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Type</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fine</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Medium</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Coarse</td>
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</tr>
<tr>
<td>Condition</td>
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</tr>
<tr>
<td>Oily</td>
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<td>•</td>
</tr>
<tr>
<td>Normal</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Dry</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Color Treated</td>
<td>•</td>
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</tbody>
</table>

**Hair Type:**

- **Fine**
- **Medium**
- **Coarse**

**Condition:**

- **Oily**
- **Normal**
- **Dry**
- **Color Treated**

**pH:** 4.5-5.5
ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER

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

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

**KEY INGREDIENTS:**
- Almond Butter - softens and detangles

**USAGE INSTRUCTIONS:**

**Step 1**  
Shampoo the hair and towel blot

**Step 2**  
Massage a palm-size amount of Conditioner from ends to scalp

**Step 3**  
Comb through (with a wide-tooth comb) to the ends

**Step 4**  
Let stand for 5 minutes

**Step 5**  
Rinse thoroughly and style. (Heat is optional.)
ROSEMARY & MINT STIMULATING
SUPER MOISTURIZING CONDITIONER

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

**BENEFITS:**
- Quickly softens, detangles and smooths hair cuticles
- Deeply conditions and moisturizes the hair
- Ideal for especially dry hair

**KEY INGREDIENTS:**
- **Rosemary** - purifies and restores hair
- **Peppermint** - calms and relaxes the scalp

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

<table>
<thead>
<tr>
<th>pH: 4.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Type</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fine</td>
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<td>Medium</td>
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<td>●</td>
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<td>Coarse</td>
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<td>Condition</td>
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<tr>
<td>Oily</td>
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<tr>
<td>Dry</td>
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<tr>
<td>Color Treated</td>
<td>●</td>
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</table>

6 oz. | 2 lbs. | 4 lbs.
BAMBOO & SILK HCO LEAVE-IN CONDITIONER

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

<table>
<thead>
<tr>
<th>pH: 3.0-4.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Type</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Fine</td>
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<td>Medium</td>
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<td>Coarse</td>
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<td>Condition</td>
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<td>Oily</td>
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<td>Normal</td>
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<td>Dry</td>
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<tr>
<td>Color Treated</td>
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</tbody>
</table>

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

KEY INGREDIENTS:
- Bamboo - strengthens and protects the hair
- Silk Protein - smoothes and softens the hair

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

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

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

**KEY INGREDIENTS:**
- **Kukui Extracts** - conditions, moisturizes, and adds shine
- **Coconut** - instantly penetrates and softens

**USAGE INSTRUCTIONS:**
- **Wet Hair**
  - **Step 1** Shampoo and condition the hair and towel blot
  - **Step 2** Apply a dime size of Hydrating Leave-In Conditioner to short hair, nickel size for medium hair or quarter size for long hair into palm and emulsify
  - **Step 3** Apply to hair and comb through. DO NOT RINSE.
  - **Step 4** Proceed to style, set or blow-dry
- **Dry Hair**
  - **Step 1** Measure a dime size into palm, emulsify and spread onto hair
  - **Step 2** Proceed to comb and style as desired
TREATMENT

Product Summary

RESTORE VITAMIN TREATMENT

PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO

PEPPERMINT & ALOE SOOTHING SCALP TONIC

THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT

SCALP & SKIN CARE DETOXIFYING TONIC

SCALP & SKIN CARE VITAMIN DROPS WITH VITAMIN E

SCALP & SKIN CARE ANTI-ITCH & TENSION RELIEF

SCALP & SKIN CARE MOISTURIZING OIL TREATMENT WITH MARULA & LAVENDER
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

**KEY INGREDIENTS:**
- HydraStrength Vitamin & Protein Complex - proprietary blend of protein and botanical ingredients – designed to nourish, moisturize and strengthen the structure of the hair

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

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

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

**Hair Reference Chart**

<table>
<thead>
<tr>
<th>pH: 3.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair Type</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fine</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Coarse</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Condition</td>
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<tr>
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<td>✓</td>
<td></td>
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<td>✓</td>
</tr>
<tr>
<td>Normal</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Dry</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Color Treated</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Cocktails**

- **Vitamin Moisture Treatment** - Combine with Rosemary & Mint Stimulating Super Moisturizing Conditioner or Almond Butter Express Instant Moisturizing Conditioner and use as a treatment for dry/breaking hair
- **Vitamin Protein Treatment** - Combine with Milk & Honey 6N1 Reconstructive Conditioner and use as a vitamin protein treatment for weak/fragile hair
- **Regimen Tip** - Use Weekly until hair health is restored (approx. 3-4 weeks)
PEPPERMINT & ALOE THERAPEUTICS
ANTI-ITCH SHAMPOO

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

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

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

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

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

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

**KEY INGREDIENTS:**
- **Aloe** - Calms, nourishes and soothes the scalp
- **Peppermint Oil** - Aromatherapeutic scent invigorates and calms the senses while treating the scalp

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

**TIP**
For best results, follow with Peppermint & Aloe Therapeutics Anti-Itch Shampoo.
THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT

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

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

**KEY INGREDIENTS:**
- **Salicylic Acid 2%** - Helps to alleviate dry, itchy scalp and control flaking

**USAGE INSTRUCTIONS:**
- **Step 1**  Part hair.
- **Step 2**  Apply a small fingertip portion of Hair + Scalp Treatment.
- **Step 3**  Repeat until entire scalp is covered.
- **Step 4**  Massage onto scalp.
SCALP & SKIN CARE DETOXIFYING TONIC

Design Essentials® Scalp & Skin Care Detoxifying Tonic infused with Eucalyptus & Lemon, is a skin/scalp solution that helps to cleanse and remove dirt particles without water or shampooing. Detoxifying Tonic helps to remove product build-up and excess oils that cause common scalp and skin irritation without drying out the skin/scalp. Eucalyptus and Lemon provide natural purification, soothes and stimulates for a healthy scalp and skin foundation, thereby creating an environment for growth of beautiful healthy hair.

The Detoxifying Tonic works to reduce the effects of fungus, dandruff, seborrheic dermatitis, and psoriasis. Ideal for use with locs, braids, wigs/extensions and protective styles.

**Dermatologist Tested** **Fragrance-Free** **Dye-Free**

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**BENEFITS:**
- Naturally cleanses and detoxifies skin/scalp without water/shampooing
- Cleanses braids and locs without shampoos
- Gently tones and hydrates skin without drying

**KEY INGREDIENTS:**
- **Lemon** - balances and restores pH, provides source of Vitamin C & B, natural dandruff fighter and provides antifungal properties
- **Eucalyptus** - natural antiseptic, stimulates and soothes
- **Witch hazel** - natural astringent, gently cleanses and tones

**USAGE INSTRUCTIONS:**
- **Scalp:**
  - **Step 1:** Apply Detoxifying Tonic directly to the scalp, parting throughout the head
  - **Step 2:** Massage tonic into scalp, focusing on problem or irritated areas
  - **Step 3:** Rinse or leave in as desired
- **Skin:**
  - **Step 1:** Apply Detoxifying Tonic to cotton swab and apply to skin
  - **Step 2:** Massage tonic into skin, focusing on problem or irritated areas
SCALP & SKIN CARE VITAMIN DROPS WITH VITAMIN E

Design Essentials® Scalp & Skin Care Vitamin Drops with Vitamin E, is designed to nourish and moisturize the scalp and skin, thereby helping to promote hair growth through a healthy scalp. Vitamins A and D3, along with Vitamin E, combine to restore many nutrients depleted by environmental conditions.

**Dermatologist Tested** **Fragrance-Free** **Dye-Free**

**BENEFITS:**
- Helps to protect the scalp from free radicals
- Helps to protect the scalp from ultra violet rays
- Helps to promotes hair growth

**KEY INGREDIENTS:**
- Vitamin E - natural anti-aging and antioxidant properties, moisturizes and soothes. Vitamin E helps to reduce inflammation and repairs damage to hair follicles (folliculitis) and encourages healthy hair growth.

**USAGE INSTRUCTIONS:**
- **Scalp:**
  - **Step 1** Apply Vitamin Drops directly to the scalp, parting throughout the head
  - **Step 2** Massage into scalp, focusing on affected areas
- **Skin:**
  - **Step 1** Apply Vitamin Drops directly to the skin, parting throughout the head
  - **Step 2** Massage into skin, focusing on affected areas

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Hair Reference Chart
SCALP & SKIN CARE ANTI-ITCH & TENSION RELIEF

Design Essentials® Scalp & Skin Care Anti-Itch & Tension Relief is a deep penetrating blend of natural oils and nutrients formulated to calm and soothe a dry, itchy, sore and irritated scalp. Natural Tea Tree Oil 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, Tea Tree Oil helps to relieve common scalp problems and helps to promote growth and healthy hair.

**Dermatologist Tested **Fragrance-Free** Dye-Free**

**BENEFITS:**
- Soothes the scalp
- Helps to reduce flaking
- Cools and stimulates the scalp
- Helps to promote hair growth

**KEY INGREDIENTS:**
- Tea Tree Oil – nourishes and protects, relieves itching and flaking; is a natural antiseptic, antibiotic with antifungal properties
- Aloe Vera – calms and soothes; nourishes and prevents breakage; reduces itch and flaking

**USAGE INSTRUCTIONS:**
- **Scalp:**
  - **Step 1** Apply Anti-Itch & Tension Relief directly to the scalp/skin, parting throughout the head
  - **Step 2** Massage Anti-Itch & Tension Relief into scalp, focusing on affected areas
- **Skin:**
  - **Step 1** Apply Anti-Itch & Tension Relief directly to the skin, parting throughout the head
  - **Step 2** Massage Anti-Itch & Tension Relief into skin, focusing on affected areas
SCALP & SKIN CARE MOISTURIZING OIL TREATMENT WITH MARULA & LAVENDER

Design Essentials® Scalp & Skin Care Moisturizing Oil Treatment with Marula & Lavender is an advanced moisture restoration treatment that instantly moisturizes and provides soothing nourishment to the scalp while helping to promote healthy hair growth. It is a lightweight formula that moisturizes without producing an oily buildup. Marula Oil is high in antioxidants that helps to hydrate the scalp, but doesn’t clog pores. Our Moisturizing Oil Treatment contains Lavender, which is known to improve blood circulation, enhance hair growth and soothe damaged skin.

**Dermatologist Tested** **Fragrance-Free** **Dye-Free**

BENEFITS:
- Natural antioxidants help to protect hair from environmental damage
- Deeply penetrates to moisturize and hydrate the scalp
- Helps improve skin/scalp elasticity
- Helps to promotes hair growth

KEY INGREDIENTS:
- Marula Oil – natural antioxidant and Vitamin E source, deeply penetrates and hydrates
- Lavender Oil - natural antiseptic, moisturizes and nourishes, promotes growth

USAGE INSTRUCTIONS:
- Scalp:
  Step 1  Apply Moisturizing Oil Treatment directly to the scalp, parting throughout the head
  Step 2  Massage into scalp, focusing on affected areas
  **Can be used as hot oil treatment
- Skin:
  Step 1  Apply Moisturizing Oil Treatment directly to the skin, parting throughout the head
  Step 2  Massage into skin, focusing on affected areas
Product Summary

CLEANSING SULFATE-FREE SHAMPOO
SMOOTHING MOUSSE MAX SMOOTH
THERMAL THERAPY LEAVE-IN SEALANT
DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT
STS EXPRESS CLEANSING SULFATE-FREE SHAMPOO

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

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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

USAGE INSTRUCTIONS:
When used as a cleansing shampoo:
Step 1    Shampoo hair with STS EXPRESS Cleansing Sulfate-Free Shampoo. Repeat 2-3 times.
Step 2    Follow with any Design Essentials® Conditioner depending on hair type and hair need.

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

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

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

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

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

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

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

DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT

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

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

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

After one use, your clients can experience:

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

With ongoing use, your clients can experience:

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

www.designessentials.com
STS EXPRESS
SMOOTHING SYSTEM

THERMAL THERAPY LEAVE-IN SEALANT

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

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

### pH: 4.5-5.5

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8 oz.
USAGE INSTRUCTIONS

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

STEP 1: CLEANSE
- Shampoo hair with Design Essentials® STS EXPRESS Cleansing Sulfate-Free Shampoo. Repeat 2-3 times.
- Towel blot hair, detangle, part into four (4) sections. To maintain proper moisture to absorb treatment, place a cap on the half of the head awaiting product application. If hair dries, lightly mist with water.

STEP 2: TREAT
- FOR SMOOTH STYLES: Wearing gloves, take ½-inch partings and apply 1-2 pumps of STS EXPRESS Smoothing Mousse at the roots and comb through. NOTE: A full head application should not exceed 2 oz. of product. Coat hair (but DO NOT OVERSATURATE). DO NOT RINSE OR SHAMPOO.
- After full head application is complete, cover with plastic cap and allow treatment to sit for 15 minutes.

STEP 3: SEAL & STYLE
- Spray STS EXPRESS Thermal Therapy Leave-In Smoothing Sealant throughout hair to remove any residue and seal in treatment.
- Taking manageable subsections, starting at the back, blow dry hair from root to ends until completely dry using a paddle brush.
- Taking ½-inch partings, flat iron hair using a temperature-controlled iron, passing 1 to 2 times from root to ends at 340°F to 400°F. Lower temperature recommended for fine, fragile hair or color-treated hair.

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

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

STEP 1: CLEANSE
- Shampoo hair with STS EXPRESS Cleansing Sulfate-Free Shampoo. Repeat 2-3 times.

STEP 2: TREAT
- Treat hair with STS EXPRESS Damage Recovery Anti-Breakage Treatment. For optimal results, part hair into four quadrants. Spray the treatment evenly throughout each quadrant. DO NOT SATURATE.

STEP 3: SEAL & STYLE
- Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout the hair to remove any residue and seal in treatment.
- Blow dry hair from roots to ends until completely dry.
- Taking 1/8-inch partings, flat iron hair using a temperature-controlled iron, passing 1 to 2 times from root to ends at 340°F to 400°F. Lower temperature recommended for fine, fragile hair or color-treated hair.
- Style as desired.

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

- Compositions Foaming Wrap Lotion and Mousse
- Contours Panthenol Enriched Clear Protein Styling Gel
- Sleek Edge Control
- Sleek Max Edge Control
- Freestyle Sculpting and Finishing Putty
- Restyle Pliable Hold Fiber Crème
- Hot Style Thermal Styling Glaze
STYLING

COMPOSITIONS FOAMING WRAP
LOTION AND MOUSSE

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

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

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

**USAGE INSTRUCTIONS:**
Step 1  After shampooing and conditioning, towel blot the hair.
Step 2  Apply Compositions generously to wet hair.
Step 3  Mold, wrap or roll hair as desired.
CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL

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

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

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

**USAGE INSTRUCTIONS:**

**Step 1** Apply Contours to clean wet or towel-blotted hair

**Step 2** Proceed to mold, sculpt or set as desired

**Step 3** Style and dry as desired
SLEEK/ SLEEK MAX EDGE CONTROL

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

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

**USAGE INSTRUCTIONS:**
**EDGES:** Apply a fingertip portion to hairline and smooth (use comb or brush for a sleek finish)
**PONYTAILS/UPDO:** Apply liberally along the hair strand then style as desired
**SHORT STYLES:** Apply a nickel to quarter-size amount and manipulate hair into desired style. To create piecy, spiked, tousled or disconnected looks for men or women, take a dime-size amount, emulsify in the hands and apply to damp or dry hair. Manipulate hair into the desired shape or style.
STYLING

FREESTYLE SCULPTING AND FINISHING PUTTY

A medium hold styling putty for sculpting and shaping piecey spiked styles with edge. Create spikes, texture, definition and shape without stiffness.

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BENEFITS:

- Putty-like texture provides firm but flexible hold
- Adds shape and definition to styles
- Ideal for short-medium, messy and spiked styles

KEY INGREDIENTS:

- Goji Seed and Monoi Oil - conditions, protects and provides moisture to the hair

USAGE INSTRUCTIONS:

**Step 1**  Apply a pea to dime size of SLEEK PLAY FREESTYLE Sculpting & Finishing Putty in hands and emulsify.

**Step 2**  Apply to hair evenly. Style, spike, or sculpt as desired.
RESTYLE Pliable Hold Fiber Crème

A versatile fiber styling crème that creates and defines shape, creates volume and texture, and provides easy restyling.

**BENEFITS:**
- Fibers help to create volume and texture
- Pliable hold; great for style versatility
- Style and restyle without buildup or residue

**KEY INGREDIENTS:**
- Honey and Ginger Root Oil - nourish and condition during styling

**Usage Instructions:**
**Step 1**  Apply a pea-size amount to hand and emulsify.
**Step 2**  Apply to hair evenly.
**Step 3**  Finger style as desired (add product based on hair type, texture and desired look).
HOT STYLE THERMAL STYLING GLAZE

A soft hold thermal glaze that moisturizes and protects the hair while providing exceptional curl memory and shine for thermal styles.

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**BENEFITS:**
- Moisturizes and protects hair from heat styling
- Provides lasting curl memory and control
- Provides soft hold without buildup or waxy residue

**KEY INGREDIENTS:**
- Papaya and Moringa Oil - softens hair and provides natural radiant shine and heat protection

**USAGE INSTRUCTIONS:**
- **Step 1**  Apply a pea to dime-size amount in hand and emulsify.
- **Step 2**  Apply to clean dry hair evenly.
- **Step 3**  Curl and style as desired.
- **Step 4**  Can also be used to smooth and add shine to second day styles.

2.3 oz.
FINISHING

Product Summary

SILK ESSENTIALS THERMAL STRENGTHENING SERUM

BOTANICAL OILS

HERBAL COMPLEX 4

NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS

FORMATIONS SPRITZ

REFLECTIONS LIQUID SHINE

DIAMONDS OIL SHEEN SPRAY

www.designessentials.com
SILK ESSENTIALS THERMAL STRENGTHENING SERUM

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

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

**KEY INGREDIENTS:**
- Amino Acids - strengthen and smooth the hair shaft

**USAGE INSTRUCTIONS:**
**Step 1**  Place a few drops of Silk Essentials into palms and emulsify.
**Step 2**  Apply to hair (wet or dry) from ends to scalp.
BOTANICAL OILS HAIR AND BODY MOISTURIZER

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

**Benefits:**
- Deeply moisturizes hair and skin
- Smooths cuticles while adding shine
- Ideal for medium to coarse textures

**Usage Instructions:**

**Hair**

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

**Body**

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

**pH:** N/A

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**Tip:**
Excellent as an all-natural hot oil treatment to rejuvenate, silken and moisturize damaged, breaking and lifeless hair.
HERBAL COMPLEX 4

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

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

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

**USAGE INSTRUCTIONS:**
**Step 1**  Apply a small amount of Herbal Complex 4 to hands and emulsify.
**Step 2**  Smooth throughout the hair, or apply directly to scalp.
FINISHING

NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS

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

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**BENEFITS:**

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

**KEY INGREDIENTS:**

- **Pea Sprout** - soothes scalp and stimulates hair growth

**USAGE INSTRUCTIONS:**

**Step 1**  Apply a small amount of Nutriment Rx into hands and emulsify.
FORMATIONS SPRITZ

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

**BENEFITS:**
- Provides long-lasting hold and shine
- No sticky residue or buildup
- Hypoallergenic formula
- Provides style memory and medium to firm hold

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

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

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**REFLECTIONS LIQUID SHINE**

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

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

**USAGE INSTRUCTIONS:**
**Step 1**  Apply Reflections to wet or dry hair before or after styling.
**Step 2**  Hold bottle 6-8 inches away from the hair using even strokes.
DIAMONDS OIL SHEEN SPRAY

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

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

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

**USAGE INSTRUCTIONS:**
**Step 1**  
Shake well.

**Step 2**  
Hold can 8-10 inches away from hair and spray Diamonds Oil Sheen evenly over the entire head.

**Step 3**  
Comb or brush through for deeper penetration and conditioning.

**Note:** For maximum gloss, spray lightly over finished style.

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**Hair Type**
- Fine
- Medium
- Coarse

**Condition**
- Oily
- Normal
- Dry
- Color Treated
Product Summary

ALMOND & AVOCADO MOISTURIZING & DETANGLING SULFATE-FREE SHAMPOO
ALMOND & AVOCADO MOISTURIZING & DETANGLING CONDITIONER
ALMOND & AVOCADO DETANGLING LEAVE-IN CONDITIONER
ALMOND & AVOCADO NOURISHING CO-WASH
ALMOND & AVOCADO DAILY MOISTURIZING LOTION
ALMOND & AVOCADO CURL CONTROL & SHINE MIST
ALMOND & AVOCADO MOISTURIZING & DETANGLING CONDITIONER
ALMOND & AVOCADO NOURISHING CO-WASH
ALMOND & AVOCADO DAILY MOISTURIZING LOTION
ALMOND & AVOCADO CURL CONTROL & SHINE MIST
ALMOND & AVOCADO TWIST & SET SETTING LOTION
ALMOND & AVOCADO CURL ENHANCING MOUSSE
HONEY CURL FORMING CUSTARD
ALMOND & AVOCADO CURL STRETCHING CRÈME
ALMOND & AVOCADO DEFINING CRÈME GEL
HONEY & SHEA EDGE TAMER

www.designessentials.com
ALMOND & AVOCADO MOISTURIZING & DETANGLING SULFATE-FREE SHAMPOO

A gentle cleansing shampoo infused with hydrating Almond and Avocado plus nourishing botanicals to hydrate, soften and detangle all textures.

**BENEFITS:**
- Gentle formula cleanses hair without stripping
- Maximum detangling properties

**KEY INGREDIENTS:**
- **Almond & Avocado** - deliver intense moisture and hydration

**USAGE INSTRUCTIONS:**

**Step 1**  Wet hair thoroughly. Apply Natural Almond & Avocado Moisturizing & Detangling Sulfate-Free Shampoo into palm of hand and emulsify.

**Step 2**  Massage product onto hair and scalp.

**Step 3**  Rinse thoroughly and repeat as necessary.

**Step 4**  Follow with Natural Almond & Avocado Detangling & Moisturizing Conditioner.
ALMOND & AVOCADO MOISTURIZING & DETANGLING CONDITIONER

Uses the hydrating power of Almond, Avocado, and Shea Butter to nourish and replenish hair moisture. Softens, moisturizes, and detangles to leave hair soft and manageable.

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

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

**USAGE INSTRUCTIONS:**
**Step 1**  After shampooing, towel blot
**Step 2**  Apply Natural Almond & Avocado Moisturizing & Detangling Conditioner from ends to scalp
**Step 3**  Comb through for even distribution
**Step 4**  Allow to sit for up to 3 minutes
ALMOND & AVOCADO DETANGLING LEAVE-IN CONDITIONER

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

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

Hair Reference Chart

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Cocktail
On damp hair, layer under any Natural styling product for added softness and shine.
ALMOND & AVOCADO NOURISHING CO-WASH WITH SWEET ALMOND & AVOCADO OILS

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. Design Essentials® Natural Almond & Avocado Nourishing Co-Wash has a rich blend of natural ingredients to cut detangling time down by 30 minutes—ideal for all curl types.

**BENEFITS:**
- Gentle cleansing without stripping your hair
- Saves up to 30 minutes detangling time
- Results in soft, manageable, noticeable hydration
- NO PARABEN - NO PARAFFIN - NO MINERAL OIL

**KEY INGREDIENTS:**
- Almond & Avocado - provide intense moisture and hydration

**USAGE INSTRUCTIONS:**

**Step 1**  Wet hair thoroughly.

**Step 2**  Rub a liberal amount of Almond & Avocado Nourishing Co-Wash between palms and distribute throughout hair.

**Step 3**  Work product through hair and massage scalp with fingertips.

**Step 4**  Carefully detangle hair with a wide-tooth comb.

**Step 5**  Rinse well. Repeat as necessary.
ALMOND & AVOCADO DAILY MOISTURIZING LOTION

A lightweight botanical blend of Jojoba Oil, Olive Oil and Cocoa Butter that moisturizes and revitalizes dry coils, curls and waves, leaving hair soft, manageable and frizz-free.

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BENEFITS:
- Defines and revitalizes curls
- Softens hair and controls frizz

KEY INGREDIENTS:
- Jojoba Oil - adds moisture and shine
- Almond & Avocado - provide intense moisture and hydration

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

COCKTAIL
On damp hair, layer under Natural Curl Enhancing Mousse for added moisture and shine.
ALMOND & AVOCADO CURL CONTROL & SHINE MIST

Revitalizes and defines curls by infusing moisture, nourishing botanicals and oils to the hair shaft for luminous controlled curls and coils. Formulated with a replenishing blend of Sweet Almond, Avocado, and Coconut Oils, along with Chamomile Flower and active botanicals, it restores hair strength, curl elasticity and defies humidity for frizz-free curls. Lightweight formula tames and extends your natural style and is great for daily use. Ideal for wavy to curly hair types 2C-4A. Instantly refresh coils, curls, or any twist-set with Curl Control & Shine Mist—perfect for providing moisture, shine, and hold. Simply hold bottle 6-8 inches away from head and mist evenly onto dry hair. Proceed to style as desired.

**BENEFITS:**
- Refreshing formula rejuvenates curls and coils
- Restores hair strength and curl elasticity
- Protects against humidity to reduce frizz
- NO PARABEN - NO PARAFFIN - NO MINERAL OIL

**KEY INGREDIENTS:**
- Almond & Avocado - provide intense moisture and hydration
- Chamomile - soothes and protects hair strand during styling

**USAGE INSTRUCTIONS:**
**Step 1**  Spray Almond & Avocado Curl Control & Shine Mist onto wet or dry hair.
**Step 2**  Allow curls to form and air dry or lightly diffuse to set curls. For set styles, section hair and apply before twisting and setting each section.
**Step 3**  Dry completely.
ALMOND & AVOCADO TWIST & SET
SETTING LOTION

A ready-to-use setting lotion infused with Panthenol and Silk Amino Acids easily creates shiny long-lasting twist sets and braid outs. Natural Almond & Avocado Twist & Set provides a medium hold, offers 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

**KEY INGREDIENTS:**
- **Jojoba Oil** - adds moisture and increases shine
- **Hydrolyzed Wheat Protein** - protects and strengthens during styling
- **Almond & Avocado** - provide intense moisture and hydration

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

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

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

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| Normal      | ●          |           |            | ●          |
| Dry         | ●          | ●         |            | ●          |
| Color Treated | ●       |           | ●          |            |
ALMOND & AVOCADO CURL ENHANCING MOUSSE

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. Time-saving formula leaves a gorgeous natural sheen.

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

KEY INGREDIENTS:
- Olive Oil and Vitamin B Complex - add moisture and shine
- Almond & Avocado - provide intense moisture and hydration

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

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

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

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

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
- Protects curls while strengthening

**KEY INGREDIENTS:**
- **Honey** - softens and adds shine
- **Chamomile** - soothes and protects hair strand during styling
- **Almond & Avocado** - provide intense moisture and hydration

**USAGE INSTRUCTIONS:**
-Wash & Go
After shampoo and condition, section hair, apply Natural Honey Curl Forming Custard to section and comb through.
Allow curls to form and air dry or lightly diffuse to set curls.
-Twist Sets
After shampoo and condition, section hair, apply Natural Honey Curl Forming Custard onto section, comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or flexi-rod set. Sit under hooded dryer to 50% dry or air dry completely.
ALMOND & AVOCADO CURLING CRÈME

Created with Sweet Almond and Avocado Oils. Provides maximum moisture, long-lasting curl definition and adds shine to curly and textured hair. This uniquely formulated, lightweight multi-purpose styler produces smooth wash and go styles, twist outs, flat-twists, bantu-knots, flexi-rod sets or any other natural textured style with a soft-pliable hold.

**BENEFITS:**
- Dries quickly and provides soft pliable hold
- Saves up to 30 minutes styling time
- Results in soft texturized frizz free styling
- NO PARABEN - NO PARAFFIN - NO MINERAL OIL

**KEY INGREDIENTS:**
- **Almond & Avocado** - provide intense moisture and hydration

**USAGE INSTRUCTIONS:**
**Step 1** Section hair and apply Almond & Avocado Curling Crème evenly.
**Step 2** Proceed to twist-set (two-strand twist, flat-twist, bantu-knot) or flexi-rod set.
**Step 3** Allow hair to air dry or use a diffuser to set curls.

**TIP**
To achieve perfectly defined curls, allow twist-set to completely dry under a hooded dryer. Once dry, separate with fingers and follow with Almond & Avocado Curl Control & Shine Mist for a beautiful shine.

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**pH:** 5.93-6.03
ALMOND & AVOCADO
CURL STRETCHING CRÈME

A moisture-rich blend of Almond Butter, Shea Butter, Soy and Jojoba Oil to smooth and condition highly textured hair, creating beautiful frizz-controlled curls, providing superior moisture, definition, hold and shine.

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

**KEY INGREDIENTS:**
- Jojoba, Olive Oil & Shea - provide maximum moisture and intense shine
- Almond & Avocado - provide intense moisture and hydration

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

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

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**PH Value:** 5.5-6.5

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ALMOND & AVOCADO DEFINING CRÈME GEL

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

**KEY INGREDIENTS:**
- Jojoba, Olive Oil, and Shea blend - provide maximum moisture and intense shine
- Almond & Avocado - provide intense moisture and hydration

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

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**TIP**
On damp hair, pair with Natural Almond & Avocado Detangling Leave-In Conditioner for a softer hold.
HONEY & SHEA EDGE TAMER

A moisturizing, firm-hold edge control gel designed for curly to coily hair that smooths and lays down the hairline. Honey and Shea Butter add nourishment, brilliant shine, and longer, more intense hold. Best for curly to tightly coiled textures ranging from 3-4.

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

**KEY INGREDIENTS:**
- **Honey** - nourishes and adds shine
- **Shea** - moisturizes and restores hair health from the inside out
- **Almond & Avocado** - provide intense moisture and hydration

**USAGE INSTRUCTIONS:**

**Step 1**  
Apply a fingertip portion of Design Essentials® Natural Honey & Shea Edge Tamer to the hairline.

**Step 2**  
Smooth with a brush or small-tooth comb for a lasting, blended finish.

- **Edge Controller**
  Distribute evenly around the hairline. Smooth with comb or brush for blended finish.

- **Flyaway Reducer**
  Apply a small portion to the hair tips of a twist set or braid set (with or without rods) for maximum style control.
  For best smoothing results, use a satin scarf for 20 minutes or overnight to finish the look.

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**CURL TYPE 2B**
- Very loose S wave form
- Limited body or volume
- Prone to frizz

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

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

**CURL TYPE 2C**
- Consistent S wave form
- Moderate body or volume
- Easy to frizz and resistant to styling

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

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

**CURL TYPE 3A**
- Distinct well-defined S formed loops
- Lots of body and movement with good elasticity (spring)
- Prone to frizz and dryness

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

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

**CURL TYPE 3B**
- Distinct, well-defined spirals
- Lot of body and movement
- Easy to swell, dry out and frizz

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

On wet hair, apply Natural Almond & Avocado Detangling Leave-In Conditioner to moisturize hair, define curls, and add sheen.
CURL TYPE 3C
- Defined tight curls in corkscrew or coil
- Highly dense and full of volume
- Easy to swell, tangle, frizz and dry out

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

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

CURL TYPE 4A
- Coiled with an evident S or ringlet pattern
- Some volume limited in movement
- Hair is fragile, dry and knots easily

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

To revitalize and hydrate curls in one step, apply Natural Daily Moisturizing Lotion to damp hair.

CURL TYPE 4B
- Tightly coiled with less defined curls
- Hair is highly dense and wiry, lacks movement
- Hair is fragile, dry and knots easily

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

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

CURL TYPE 4C
- Very tightly coiled in a zig-zag pattern
- Requires manipulation to achieve curl definition
- Hair is fragile, dry and knots easily

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

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

COCONUT & MONOI DEEP MOISTURE MILK CRÈME
COCONUT & MONOI COCONUT WATER CURL REFRESHER
COCONUT & MONOI DEEP MOISTURE OIL TREATMENT
COCONUT & MONOI INTENSE SHINE OIL MIST
COCONUT & MONOI DEEP MOISTURE MILK SOUFFLÉ
COCONUT & MONOI CURL ENHANCING DUAL HYDRATION MILK

COCONUT & MONOI DEEP MOISTURE MASQUE
COCONUT & MONOI CURL DEFINING GELÉE
COCONUT & MONOI COCONUT MILK LEAVE-IN NOURISHER
COCONUT & MONOI COCONUT MILK NOURISHING SHAMPOO
COCONUT & MONOI DEEP MOISTURE BALM
COCONUT & MONOI MOISTURIZING EDGE CONTROL GLAZE

www.designessentials.com
COCONUT & MONOI DEEP MOISTURE MILK CRÈME

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

**BENEFITS:**
- Supreme hydration and shine
- Instant penetration and absorption
- Minimizes frizz and flyaways

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

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

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COCONUT & MONOI COCONUT WATER CURL REFRESHER

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

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

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

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

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

**BENEFITS:**
- Provides maximum hydration
- Renews strength and shine
- Ideal for very dry, thirsty hair

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

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

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

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

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

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

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

**USAGE INSTRUCTIONS:**
Hold bottle 6–8 inches away from head and mist evenly on damp or dry hair. Proceed to style as desired. For greater protection and moisture retention, apply daily before styling or sun exposure.
COCONUT & MONOI DEEP MOISTURE MILK SOUFFLÉ

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

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

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

Energizes waves, curls and coils with body and shine. This 2-in-1 formula with Sunflower and Marula Oil locks in moisture for ultimate damage protection while conditioning agents nourish to restore softness and vitality to hair.

**BENEFITS:**
- Instant curl definition
- Intense softness and shine

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

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

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

**BENEFITS:**
- Naturally extracted keratin protein fortifies and restores strands from roots to ends.

**KEY INGREDIENTS:**
- **Sunflower** - rich in Vitamin E to deliver moisture, softness, shine and protection
- **Noni Fruit** - from the Polynesian islands, rich in Vitamin C and promotes hair health.

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

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

**BENEFITS:**
- Intense curl definition
- Long-lasting shine

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

**USAGE INSTRUCTIONS:**
After cleansing, conditioning and detangling, generously apply Coconut & Monoi Curl Defining Gelée to wet hair. Using your fingers or a wide-tooth comb, work through from root to tip for even distribution. Proceed to style as desired. Allow to air dry.
COCONUT & MONOI COCONUT MILK LEAVE-IN NOURISHER

Our Design Essentials® Coconut & Monoi Coconut Milk Leave-In Nourisher, infused with hydrating Coconut & Monoi Oils, Sunflower, Panthenol, and Biotin, is our unique lightweight leave-in spray formula that helps to seal the hairs’ cuticle layer for protection while increasing strength and softness for overall health and vitality. Our Coconut & Monoi Coconut Milk Leave-In Nourisher is perfect for the wash-and-go girl looking to restore moisture balance, revitalize dry curls, tame frizz, and gain instant softness and shine. Works great for soft-hold styles too!

**BENEFITS:**
- Promotes healthy hair growth
- Great for wash-and-go styling
- Revitalize dry curl, tame frizz, increase softness & shine
- NO PARABENS - NO PARRAFFINS - NO PETROLATUM - NO MINERAL OIL - NO PHTHALATES

**KEY INGREDIENTS:**
- Sunflower - rich in Vitamin E to deliver moisture, softness, shine and protection
- Coconut Water - deeply penetrates hair shaft to hydrate and condition from the cortex. Strengthens hair and imparts great shine

**USAGE INSTRUCTIONS:**
- **Step 1** Spray Coconut Milk Leave-In Nourisher directly onto damp or wet hair.
- **Step 2** Comb through or detangle with your fingers.
- **Step 3** Proceed to style as desired.
COCONUT & MONOI COCONUT MILK NOURISHING SHAMPOO

Design Essentials® Coconut & Monoi Coconut Milk Nourishing Shampoo infused with Coconut Water, Coconut Oil, Monoi Oil and Sunflower Oil, is a creamy hydration cleanser that treats dry hair for optimal radiance, manageability and shine. This ultra-moisturizing, sulfate-free shampoo effectively removes all residues and impurities from the hair and scalp while restoring your hair's moisture balance and curl definition through instant hydration.

**BENEFITS:**
- Sulfate-Free formula
- Restore and revitalize dull, dry, thirsty hair
- Gentle formula; good for everyday use without stripping hair of natural oils
- NO SULFATES - NO PARABENS - NO PARAFFINS - NO MINERAL OIL - NO PHTHALATES - NO WAX

**KEY INGREDIENTS:**
- Sunflower - rich in Vitamin E to deliver moisture, softness, shine and protection
- Coconut Oil - Moisturizes and nourishes the hair.

**USAGE INSTRUCTIONS:**

**Step 1**  Wet hair.
**Step 2**  Apply Coconut & Monoi Coconut Milk Nourishing Shampoo and lather. Rinse thoroughly. Repeat as necessary.
### COCONUT & MONOI DEEP MOISTURE BALM

Our **Design Essentials® Coconut & Monoi Deep Moisture Balm** is a sophisticated, 10-in-1 all natural, no preservative blend featuring Shea Butter and ten of the most exotic and efficacious oils for repair, strength and shine. Do you struggle with breakage, dryness, heat damage, frizz, and hair that appears lackluster? This highly moisturizing balm can be used as a hair and scalp moisturizer, defrizzer, heat protectant, and shine treatment. Check it out for yourself!

#### BENEFITS:
- Almond increases overall skin health
- Argan promotes healthy hair growth
- Avocado heals hair and reduces frizz
- Coconut penetrates with essential moisture
- Macadamia softens and replenishes
- Marula deeply penetrates skin and hair
- Monoi strengthens and shines
- Moringa delivers powerful nourishment
- Olive conditions and protects
- Sunflower blocks harmful UV rays
- NO PRESERVATIVES - NO PARABENS - NO PARAFFINS - NO PETROLATUM - NO PHTHALATES - NO WAX

#### KEY INGREDIENTS:
- **Shea Butter** - moisturizes and restores hair health from the inside out
- **Marula Oil** - natural antioxidant and Vitamin E source, deeply penetrates and hydrates
- **Macadamia Oil** - softens and replenishes

#### USAGE INSTRUCTIONS:
**For Hair:** Emulsify in hands until the balm melts, smooth through dry or damp hair and style as desired.
**For Skin:** Smooth all over body to hydrate and soften.

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**Hair Reference Chart**

- **Coarse**: 
- **Normal**: 
- **Oily**: 
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- **Color Treated**: 

**www.designessentials.com**
Introducing our NEW Design Essentials® Coconut & Monoi Moisturizing Edge Control Glaze to smooth and tame unruly curls and flyaways. Our Moisturizing Edge Control Glaze has been developed to provide wavy, curly, coily clients a complete system within our Coconut & Monoi Collection. Infused with Coconut & Monoi Oil for increased moisture, this non-greasy formula provides a lasting hold around the hairline without leaving unwanted residue. Our edge glaze contains no silicones to prevent build-up and flaking, therefore making 2 to 3-day-old styling a breeze to refresh and refine. Enjoy the natural scent and benefits of Coconut Oil when polishing off any style with the Coconut & Monoi Moisturizing Edge Control Glaze today!

**BENEFITS:**
- Contains Coconut Oil for increased moisture
- Delivers shine and hold to textured hairstyles
- No flaking, no build-up for easy restyling
- NO SILICONE - NO PARABENS - NO PARAFFIN - NO MINERAL OIL

**KEY INGREDIENTS:**
- Monoi Oil - provides intense moisture and maximum hydration

**USAGE INSTRUCTIONS:**
**Step 1:** Apply a small amount of Coconut & Monoi Moisturizing Edge Control Glaze to hairline.
**Step 2:** Blend or smooth hairline with a brush or small-tooth comb to finish for immense shine.
AGAVE & LAVENDER

Product Summary

AGAVE & LAVENDER MOISTURIZING HAIR BATH
AGAVE & LAVENDER MOISTURIZING AND DETANGLING CONDITIONER
AGAVE & LAVENDER MOISTURIZING BLOW-DRY & STYLE PRIMER
AGAVE & LAVENDER THERMAL PROTECTANT CRÈME
AGAVE & LAVENDER MOISTURIZING
HAIR BATH

Introducing our NEW Design Essentials® Agave & Lavender Moisturizing Hair Bath, the first essential step in our advanced thermal styling collection to an easier blow-dry and silk press experience. This ultra-rich sulfate-free shampoo provides intense hydration to hair and scalp while detangling naturally curly, coily textures. Key ingredients like agave & lavender, along with a superior complex of natural conditioning and calming oils, softens, moisturizes, defrizzes and smooths the cuticle for easier blow-drying and healthier-looking hair.

The Agave & Lavender Blow-Dry & Silk Press Collection is formulated with natural agave oil, soothing lavender, mango fruit butters, and a proprietary blend of antioxidants, restorative vitamins and superfoods like broccoli oil and green tea extract to leave your hair strands noticeably softer and more manageable. Get the collection for a synergistic blow-dry and silk press experience today!

**BENEFITS:**
- Increases tensile strength and improves hairs’ density
- Color-safe sulfate-free formula; great for naturally curly, coily textures
- Infused with Agave extract and Lavender oils to soften, condition, and strengthen hair
- Promotes healthy hair growth by preventing shedding and breakage
- Smooths the cuticle to prepare hair for easier glide-through when blow-drying
- No Gluten - No Sulfates - No Alcohol - No Parabens - No Paraffins - No Mineral Oil - No Petrolatum - No D.E.A.

**KEY INGREDIENTS:**
- Agave Extract - softens, conditions, and strengthens
- Lavender Extract - nourishes and strengthens

**USAGE INSTRUCTIONS:**
1. **Step 1** Apply Agave & Lavender Moisturizing Hair Bath to wet hair and scalp.
2. **Step 2** Gently massage into lather and rinse. Repeat as necessary. For optimum results, follow with Step 2 – Agave & Lavender Moisturizing & Detangling Conditioner.

**pH:** 4.75-6.75

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www.designessentials.com
Introducing our NEW Design Essentials® Agave & Lavender Moisturizing & Detangling Conditioner - Step 2 in our advanced blow dry & silk press collection. This ultra-hydrating and nourishing conditioner is formulated with natural Agave extracts and Lavender oils, mango fruit butters, and antioxidants. These ingredients synergistically work together to infuse intense moisture into the follicle while softening, sealing, and smoothing the cuticle to easily detangle even the coiliest hair textures. This reparative conditioner increases hairs tensile strength, provides superior thermal protection, repairs damaged cuticles, and eliminates breakage while promoting healthy hair. Reduce your blow-dry time when using our moisturizing and detangling conditioner to smooth the hair for easier glide-through for blowouts that last longer.

The Agave & Lavender Blow-Dry & Silk Press Collection is formulated with a proprietary blend of antioxidants, restorative vitamins and superfoods like broccoli and green tea extract. Experience noticeably healthier-looking hair when you use our advanced 4-step blow-dry & thermal styling collection today!

**BENEFITS:**
- Restores hairs’ natural moisture
- Improves density for fuller-looking hair
- Increases tensile strength of the follicle
- Smooths the cuticle for glide-through while blow-drying
- Cuts down on drying time by 50%
- No Gluten - No Sulfates - No Alcohol - No Parabens - No Paraffin - No Mineral Oil - No Petrolatum - No D.E.A.

**KEY INGREDIENTS:**
- Agave Extract - softens, conditions, and strengthens
- Lavender Extract - nourishes and strengthens
- Mango Butter - an intensive moisturizer that softens

**USAGE INSTRUCTIONS:**
1. **Step 1** Apply Agave & Lavender Detangling & Moisturizing Conditioner after cleansing hair.
2. **Step 2** Start at ends, work up through to the scalp. Leave in for 3 minutes. Rinse. For optimum results, follow with Step 3– Agave & Lavender Moisturizing Blow-dry & Styling Primer.

**Hair Reference Chart**

<table>
<thead>
<tr>
<th>pH: 3.0-4.0</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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<tbody>
<tr>
<td>Hair Type</td>
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AGAVE & LAVENDER MOISTURIZING
BLOW-DRY & STYLE PRIMER

Our NEW Design Essentials® Agave & Lavender Moisturizing Blow-Dry & Style Primer is Step 3 in our advanced Blow-Dry & Silk Press Collection. Our unique Blow-Dry & Style Primer is an advanced lightweight conditioning blow-dry spray that fortifies each strand from heat damage and provides UVA and UVB protection.

High heat and over-styling can result in split ends and weak, heat-damaged hair. Our proprietary blend of agave extracts, lavender oils, mango fruit butters, vitamins and antioxidants penetrate each strand to restore life back to weak, lifeless hair while mending split ends and smoothing the hair shaft, restoring moisture and delivering nourishing oils to damaged hair. These reparative properties result in an easy glide-through blowout experience cutting drying time by 50%, in addition to long-lasting shine for healthier-looking hair.

How Does It Work?

Design Essentials® proprietary blend of vitamins and oil extracts work their way in between lifted cuticles, resealing and locking them into their original position. By sealing the cuticles down, lightweight, nourishing oils work from the inside out to effectively prevent future damage to the hair fiber.

Other blow-dry and styling products can protect from heat, while some only temporarily seal the cuticles, later exposing them to future damage. Design Essentials® Natural Agave & Lavender Blow-Dry & Styling Primer seals and wraps around the cuticle nourishing the hair back to a healthier state preventing future damage. This lightweight formula guards each hair strand for up to 14 shampoos.

Experience noticeably healthier-looking hair and a better blow-dry experience when you use our advanced 4-Step Agave & Lavender Blow-Dry & Thermal Styling Collection today!
AGAVE & LAVENDER MOISTURIZING BLOW-DRY & STYLE PRIMER

BENEFITS:
- Advanced formula of nourishing ingredients minimize hair breakage
- Protection from damage caused by heat tools
- UVA and UVB protection preserves color-treated hair
- Cuts drying time by 50% for faster blow-dry
- No Gluten - No Sulfates - No Alcohol - No Parabens - No Paraffin - No Mineral Oil - No Petrolatum - No D.E.A.

KEY INGREDIENTS:
- Agave Extract - softens, conditions, and strengthens
- Lavender Extract - nourishes and strengthens

USAGE INSTRUCTIONS:
Step 1  After cleansing and conditioning hair, shake to activate Agave & Lavender Moisturizing Blow-Dry & Style Primer then distribute evenly throughout damp hair.

Step 2  Blow-dry with a blow-dry brush to create silky-smooth hair with lustrous shine. For additional moisture and high-gloss shine, follow with Step 4– Agave & Lavender Thermal Protectant Crème.
AGAVE & LAVENDER THERMAL PROTECTANT CRÈME

If you’ve ever experienced the struggle to maintain a long-lasting blow-out or silk press or if you are wreaking havoc on your natural curl pattern due to heat-damage, you must try our NEW Design Essentials® Agave & Lavender Thermal Protectant Crème - Step 4 in our advanced Blow-Dry & Silk Press Collection. This lightweight and effective thermal crème seals in moisture, provides superior heat protection, and creates a silky-smooth finish to naturally curly or coily hair while preventing reverting or “swelling” at the roots due to lack of moisture. Works especially well on dry, medium to coarse hair (type 4 textures) craving additional hydration and high-gloss shine.

Our Thermal Protectant Crème is specially formulated with encapsulated mango fruit butter and a proprietary blend of restorative vitamins and superfoods, like green tea and broccoli oil, that bind together to actively repair split ends and major damage. The proprietary blend of ingredients provide thermal protection to prevent future damage caused by heat styling and UVA and UVB rays and replenishes each strand with nourishing vitamins and soothing fruit butter to even the most damaged, lifeless hair.

How Does It Work?

Our Thermal Protectant Crème is attracted to the damaged areas of your hair! The encapsulated mango fruit butter and a proprietary blend of restorative vitamins and superfoods attach to split ends and damaged areas along the hair shaft and forms a nourishing sealant that not only binds and fills in weak, damaged cuticles but also restores the hair with vital moisture, vitamins, proteins and antioxidants so lifeless hair is healthier, stronger and full of body and life once again!
AGAVE & LAVENDER THERMAL PROTECTANT CRÈME

BENEFITS:
- Effective heat protection up to 420 degrees
- Protects against reversion due to humidity
- Lacquer shine and long-lasting style
- No Gluten - No Parabens - No Petrolatum - No D.E.A.

KEY INGREDIENTS:
- Mango Butter - an intensive moisturizer that softens

DESIGN ESSENTIALS® PRO-TIP FOR LACQUER SHINE & LONG-LASTING STYLE - If you have dry or 4C hair and want a polished, silky-smooth thermal press that won’t damage your curls when you decide to wear your hair natural, follow these pro-tips:

Step 1 Section hair as desired prior to thermal styling and apply a pea-sized amount of Thermal Protect Crème from roots to ends on each section being sure to make sure the hair is properly moisturized.

Step 2 Flat-iron or thermal style 1” sections using a fine-tooth comb to guide your strands through the thermal tool.

Step 3 Wrap hair with a silk or satin head scarf at night to preserve your silk-press.
QUINOA & BAMBOO
HAIR REPAIR COLLECTION

NO HEAT, NO WAIT SYSTEM

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

<table>
<thead>
<tr>
<th>pH: N/A</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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</thead>
<tbody>
<tr>
<td>Hair Type</td>
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<td>Fine</td>
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<td>Color Treated</td>
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</tbody>
</table>

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

STEP 1: HAIR REPAIR
REPLENISHING SHAMPOO
Supercharged with nutrients and amino acids, this sulfate-free, soft moisturizing cleanser is ideal to replenish and prepare weakened, dry and damaged hair for the Hair Repair Liquid Strengthening Masque treatment.

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

STEP 2: HAIR REPAIR
LIQUID STRENGTHENING MASQUE
Infused with a blend of amino acids and proteins that instantly target and repair hair’s most damaged areas, this powerful reconstructive masque deeply penetrates the hair shaft to strengthen and rebuild its structure without heat.

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

STEP 3: HAIR REPAIR
LEAVE-IN CONDITIONING SEALANT
As the final step of the Hair Repair System, this dual-action treatment seals the hair while delivering intense moisture and shine to the hair. This powerful humectant seals desired moisture in while locking frizz and unwanted dryness out. As a result, the hair looks and feels stronger and healthier.

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

- Professional Strength Crème
- Moisture Wrap Permanent Wave Booster
- Wave Lock Conditioning Neutralizer
- Define & Shine 2N1 Dry Finishing Lotion
- Mist & Shine Dry Finishing Spray
PROFESSIONAL STRENGTH CRÈME REARRANGER

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

<table>
<thead>
<tr>
<th>pH: 9.4-9.6</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
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**BENEFITS:**
- Gently relaxes the hair’s natural curl pattern
- Single strength formula can work on all textures
- Enriched with rich moisturizers to ensure hair is well conditioned

**USAGE INSTRUCTIONS:**

**Step 1**
Gently shampoo the hair with Oat Protein and Henna Shampoo to remove dirt and residue from the hair and scalp (only 1 shampoo, and DO NOT scratch or irritate the scalp as this may cause irritation during processing). Apply CALM Soothing Scalp Protection around the hairline to protect the skin.

**Step 2**
Section the hair into 4 sections and then apply Professional Strength Crème Rearranger to new growth or to virgin hair. Make sure that each strand of new growth or virgin hair is thoroughly saturated. Apply Restore on previously curled hair up to the line of demarcation. **For new growth application only.**

**Step 3**
Allow Rearranger to remain on the hair for ten minutes. If the desired relaxation has not been achieved, check the hair every 5 minutes until the hair has been evenly straightened. (Do not exceed 20 minutes total. A plastic cap may be used during processing.)

**Step 4**
Rinse hair thoroughly with tepid water until hair is free of all chemical residue.

**Step 5**
Shampoo hair lightly with Honey Creme Moisture Retention Shampoo (only 1 shampoo needed).

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

**For Straight Style:** Follow with Wave Lock Conditioning Neutralizer
MOISTURE WRAP PERMANENT WAVE BOOSTER

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

BENEFITS:

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

USAGE INSTRUCTIONS:

Step 1  Apply Moisture Wrap to the base of the hair shaft.
Step 2  Block the hair and wrap in the desired pattern.
Step 3  Cover hair with a plastic cap and process for ten minutes. Check “S” pattern. If “S” pattern is not as desired, replace plastic cap, and check “S” pattern every five minutes until desired result is achieved.
Step 4  Rinse hair thoroughly for five minutes, then towel blot.
Step 5  Follow with Wave Lock Neutralizer.
Wave Lock Neutralizer is an advanced formula that works effectively in 3-5 minutes, to lock waves into the desired pattern. A unique blend of conditioners strengthen the hair shaft while restructuring, leaving the hair shiny and manageable. (Step 3 of 3 in the Permanent Wave System.)

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

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

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

### pH Table:
- pH: 8.3-9.3

<table>
<thead>
<tr>
<th>Hair Type</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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<tbody>
<tr>
<td>Fine</td>
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<tr>
<th>Condition</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
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**DEFINE & SHINE 2N1 DRY FINISHING LOTION**

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

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

**Usage Instructions:**

**Step 1** Apply Define & Shine 2N1 Dry Finishing Lotion into palm of hand and emulsify.

**Step 2** Distribute the lotion evenly throughout the hair and style as desired.

**Step 3** For extra shine and softness, follow with Mist & Shine Dry Finishing Spray.

**Step 4** Reapply both daily as needed.

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**Hair Reference Chart**

<table>
<thead>
<tr>
<th>pH: 4.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
<th>4A-C Coily</th>
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<tr>
<td><strong>Hair Type</strong></td>
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<td>Fine</td>
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**Condition**

| Oily        |            | ●         | ●          | ●          |
| Normal      | ●          | ●         | ●          | ●          |
| Dry         | ●          | ●         | ●          | ●          |
| Color Treated | ●      | ●         | ●          | ●          |
MIST & SHINE DRY FINISHING SPRAY

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

<table>
<thead>
<tr>
<th>pH: 4.5-5.5</th>
<th>1 Straight</th>
<th>2A-C Wavy</th>
<th>3A-C Curly</th>
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<tr>
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**BENEFITS:**
- Maintains the proper moisture balance for permanent waves and dry wave systems
- Softens and moisturizes curls, permanent waves, textured styles and natural hair
- Leaves hair shiny and extremely manageable

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

DEMI-PERMANENT CONDITIONING HAIR COLOR

AURA ENERGIZER DEVELOPER
DEMI-PERMANENT CONDITIONING HAIR COLOR

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

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

KEY INGREDIENTS:
- Wheat, Soy and Oat Amino Acids - Moisturizes, strengthens and seals the cuticles. Provides an intense shine.

USAGE INSTRUCTIONS:
NOTE: Always perform a predisposition test to determine that the client is not sensitive to the color.

Preparation

Step 1  (Optional) Gently shampoo with Design Essentials® Oat Protein & Henna Deep Cleansing Shampoo to remove dirt or oil buildup. DO NOT scratch or irritate the scalp as this may cause irritation during the color application. Formula may be applied to clean, dried hair.

Step 2  Part hair into 4 sections and secure sections.

Step 3  Combine Colaura® Demi-Permanent Color with Colaura® Aura Energizer Developer in equal parts: 2 oz. of color with 2 oz. of developer in the color applicator bottle.

Step 4  Colaura® Demi-Permanent Color can only be used with the Colaura® Aura Energizer Developer. Squeeze air out of the bottle and cover the tip of the applicator with your finger

Step 5  Gently shake bottle back and forth several times to mix.

Step 6  Release tip to allow air into the bottle.

Step 7  Proceed to apply color. MUST USE IMMEDIATELY.

Virgin Application

Step 1  Beginning at most resistant area, using ¼-inch partings, apply color from scalp to end.

Step 2  Continue the application until entire head or selected area is covered.

Step 3  Process according to hair type and percentage of gray present using the processing guide. Rinse thoroughly with cool water until water runs clear.

Step 4  Shampoo and Conditioner as needed (optional).

Step 5  Proceed to style.
USAGE INSTRUCTIONS:

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

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

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

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

Usage Instructions:
Step 1  Wear suitable gloves and mix equal parts Colaura® Demi-Permanent Conditioning Color with Colaura® Aura Energizer 5 volume or 8 volume developer.
Step 2  Blend mixture until smooth.
Step 3  Apply as indicated based on instructions listed under Colaura® Demi-Permanent Conditioning Color.
## Hair Texture Formulating & Timing Guide

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

## Color Intensity Formulating & Timing Guide

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>FORMULATION</th>
<th>DEMI-TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance natural color</td>
<td>Tone changes while the level stays the same</td>
<td>1 level lighter than existing color</td>
</tr>
<tr>
<td>Intensify-create depth</td>
<td>Creates deeper tones</td>
<td>Same level or 1 level darker than existing color</td>
</tr>
<tr>
<td>For longer-lasting results</td>
<td>Color penetrates deeper for longer-lasting results</td>
<td>Any</td>
</tr>
<tr>
<td>Color refreshing</td>
<td>Intensify color that has lost its vibrancy over time</td>
<td>Same level or 1 level lighter</td>
</tr>
<tr>
<td>Toning</td>
<td>Pre-lightened hair tone is refined</td>
<td>Same level or lighter than the pre-lightened hair</td>
</tr>
</tbody>
</table>
## Gray Hair Formulating & Timing Guide

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>FORMULATION</th>
<th>DEMI-TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gray Coverage</strong></td>
<td>Completely cover gray hair</td>
<td>25% Gray: 20 mins. with plastic cap under a preheated dryer, and 5 min. cool down.</td>
</tr>
<tr>
<td><strong>Gray Coverage following a relaxer</strong></td>
<td>Completely cover gray hair</td>
<td>50% Gray: 20 mins. with plastic cap under a preheated dryer, and 20 min. cool down.</td>
</tr>
<tr>
<td><strong>Gray Blending</strong></td>
<td>Blend gray hair so that the gray strands appear lighter</td>
<td>25% Gray – 10-20 mins. without heat 50% Gray: 10-20 mins. with plastic cap under a preheated dryer, and 5 min. cool down 75% Gray: 10-30 mins. with plastic cap (dry optional) and 10-15 min. cool down.</td>
</tr>
</tbody>
</table>

## Chemical Formulating & Timing Guide

<table>
<thead>
<tr>
<th>FORMULATING</th>
<th>APPLICATION</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxed</td>
<td>After Neutralizing Shampoo cleanses all relaxer from the hair, apply color</td>
<td>5-20 minutes with no heat (use plastic cap for resistant/gray hair)</td>
</tr>
<tr>
<td>Body Wave/Straightener</td>
<td>After Neutralizer is completely rinsed from hair, apply color</td>
<td>5-20 minutes without heat (use plastic cap for resistant/gray hair)</td>
</tr>
<tr>
<td>Toning</td>
<td>After thoroughly rinsing decolorizer from hair, apply color</td>
<td>5-10 minutes without heat (use plastic cap for resistant/gray hair) semi recommended</td>
</tr>
</tbody>
</table>
INGREDIENT INDEX

Relaxer

RESTORE VITAMIN TREATMENT 8 OZ.
INGREDIENTS: Aqua/Water/Eau, Propylene Glycol, Polyquaternium 7, Glycol Distearate (and) Coco-Glucoside (and) Glyceryl Oleate (and) Glyceryl Stearate, Glycerine, Polysorbate 20, Cetrimonium Chloride, Dimethicone, Quaternium 18 (and) Isopropyl Alcohol, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropyl Butylcarbamate, Hydrolyzed Wheat Protein, Parfum/Fragrance, Mel (Honey) Miel, Olea Europaea (Olive) Oil, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospernum Parkii (Shea Butter)

CALM SOOTHING SCALP PROTECTION 12 OZ./32 OZ.
INGREDIENTS: Paraffinum Liquidum/Mineral Oil/ Huile Minérale, Ethylene/ Propylene/Styrene Copolymer, Butylene/Ethylene/Styrene Copolymer, Butyrospernum Parki (Shea Butter), Isopropyl Myristate, Aloe Barbadensis Leaf (Aloe Vera) Oil, Tocopheryl Acetate (Vitamin-E), Menthol, Parfum/ Fragrance, CI 60725/Violet 2

MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 16 OZ./32 OZ./GALLON
INGREDIENTS: Aqua/Water/Eau, Sodium Lauryl Sulfate, Disodium Cocoamphodipropionate, Citric Acid, Cocamidopropylamine Oxide, Coco-Glucoside, Glyceryl Oleate, Polyquaternium-7, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Polysorbate 20, Fragrance (Parfum), Tetrasodium EDTA, Panthenol, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Biotin, Hydroxypropyltrimonium Honey, Hydrolyzed Milk Protein, Ascorbic Acid, Phenol Red, Phenoxyethanol, Benzoic acid, Ethylhexylglycerin, Glycereth-2 Cocoate

MILK & HONEY 6N1 CONDITIONER 16 OZ./32 OZ.
INGREDIENTS: Aqua/Water/Eau, Stearalkonium Chloride, Glycerin, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Hydrolyzed Collagen, Emulsifying Wax, Dimethicone, Olea Europaea (Olive) Fruit Oil, 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) Iodopropyl Butylcarbamate, Parfum/Fragrance, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyrospernum Parkii (Shea Butter)

REGULAR CONDITIONING RELAXER 2 LBS./4 LBS./8 LBS.
INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2.2%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Butyrospernum Parkii (Shea Butter), Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20

HONEY NECTAR CONDITIONING RELAXER 4 LBS.
INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Propylene Glycol, Cetearyl Alcohol, Sodium Hydroxide (2%), Paraffin, Polysorbate 60, Potassium Cocoyl Hydrolyzed Collagen, Mel (Honey) Miel, Olea Europaea (Olive) Fruit Oil, Laneth-15, PEG-75 Lanolin, Ceteareth-20

LO-LEY CONDITIONING RELAXER 4 LBS.
INGREDIENTS: Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Petrolatum, Cetearyl Alcohol, Propylene Glycol, Paraffin, Polysorbate 60, Sodium Hydroxide (1.75%), Butyrospernum Parkii (Shea Butter), Beta-Carotene, Zea Mays (Corn) Oil, Tocopherol, Laneth-15, PEG-75 Lanolin, Ceteareth-20, Lithium Hydroxide

SENSITIVE SCALP CONDITIONING RELAXER SYSTEM 8 APP/20 APP
INGREDIENTS: Aqua/Water/Eau, Petrolatum, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Cetearyl Alcohol, PEG-75 Lanolin, Calcium Hydroxide, Propylene Glycol, Ceteareth-20, Polysorbate 20, Cetrimonium Chloride, Aloe Vera Oil, Olea Europaea (Olive) Fruit Oil, Butyrospernum Parkii (Shea Butter)

TEXTURIZER WITH OLIVE AND SHEA 2LB
INGREDIENTS: Aqua/Water/Eau, Petrolatum, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Cetearyl Alcohol, Propylene Glycol, PEG-75 Lanolin, Sodium Hydroxide, Polysorbate 60, Ceteareth-20, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Parfum/Fragrance, Dimethicone, Butyrospernum Parkii (Shea Butter)
INGREDIENT INDEX

Cleanse

MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 16 OZ./32 OZ./GALLON
INGREDIENTS: Aqua/Water/Eau, Sodium Lauryl Sulfate, Disodium Cocoamphodiacetate, Citric Acid, Cocamidopropylamine Oxide, Coco-Glucoside, Glycerin, Hydrolyzed Soy Milk, Panthenol, PEG-12 Dimethicone, Olea Europaea (Olive) Fruit Oil, Tocopherol, Biotin, Hydroxypropyltrimonium Honey, Hydrolyzed Milk Protein, Ascorbic Acid, Phenol Red, Phenoxyethanol, Benzoic acid, Ethylhexylglycerin, Glycereth-2 Cocoate

OAT PROTEIN & HENNA FULLER, THICKER, STRONGER DEEP CLEANSING SHAMPOO 8 OZ./32 OZ./GALLON
INGREDIENTS: Aqua/Water/Eau, Sodium Laureth Sulfate, Sodium Lauryl Sulfate, Lauramide MEA, Cocamidopropyl Betaine, Glycol Distearate, Polyoquaternium-10, PEG-75 Lanolin, Hydrolyzed Oat Protein, Glycerin, Calendula Officinalis Flower Extract, Hydrastis Canadensis (Golden Seal) 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

HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO 8 OZ./32 OZ./GALLON
INGREDIENTS: Water (Aqua), Ammonium Lauryl Sulfate, Disodium Cocoamphodiacetate, Polyquaternium 7, Cocamidopropylamine Oxide, Glycol Stearate, Polyquaternium-10, Citric Acid, Fragrance (Parfum), DMDM Hydantoin, Hydroxypropyltrimonium Honey, PEG-120 Methyl Glucose Trioleate (and) Propylene Glycol, Disodium EDTA, Methylchloroisothiazolinone (and) Methylisothiazolinone, FD&C Yellow #5 (CI 19140), D&C Orange #4 (CI 15510), Amyl Cinnamal, Coumarin, Hydroxycitronellal, Hydroxyisohexyl 3-cyclohexene carboxaldehyde, Limonene

GENTLE BALANCE SULFATE-FREE NOURISHING SHAMPOO 16 OZ./32 OZ.
INGREDIENTS: Aqua/Water/Eau, Sodium Lauryl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Sodium Cocomethyl Isethionate, Sodium Methyl Cocomyl Taurate, Fragrance (Parfum), Glycol Distearate, Laureth-4, Polyquaternium-7, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Hydrolyzed Wheat Protein, Polysorbate 20, Citric Acid, Rosa Canina Fruit Oil, Panthenol, Polyquaternium-10, Tocopherol, Phenethyl Alcohol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate

PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO 8 OZ./32 OZ.
INGREDIENTS: Pyrithione Zinc (2%), Aqua/Water/Eau, Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Cocamide Dea, Propylene Glycol, Diazolidin Urea, Methylparaben, Propylparaben, Montmorillonite, Hydroxypropyl Methylcellulose, Menthol, Mentha Piperita (Peppermint) Oil, Sodium Chloride, Citric Acid, DMDM Hydantoin
INGREDIENT INDEX

Condition

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

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

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

**INGREDIENTS:** Aqua/Water/Eau, Cetyl Alcohol, Behentrimonium Chloride, Amodimethicone, Glycol Stearate, Glycol Distearate, Cetrimonium Chloride, Trideceth-12, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, 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

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

**INGREDIENTS:** Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Glycerin, Propylene Glycol, Quaternium-80, Polyquaternium-32, PPG-1 Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, Hydrolyzed Wheat Protein, 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

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

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

KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER 8 OZ.

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

Treatment

RESTORE VITAMIN TREATMENT 8 OZ.
INGREDIENTS: Aqua/Water/Eau, Propylene Glycol, Polyquaternium 7, Glycol Distearate (and) Glyceryl Oleate (and) Glyceryl Stearate, Glycerine, Polysorbate 20, Cetrimonium Chloride, Dimethicone, Quaternium 18 (and) Isopropyl Alcohol, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Hydrolyzed Wheat Protein, Parfum/Fragrance, Mel (Honey) Miel, Olea Europaea (Olive) Oil, Lactid Proteinum, Panthenol, Tocopheryl Acetate, Biotin, Ascorbic Acid, Butyropermum Parkii (Shea Butter)

PEPPERMINT & ALOE THERAPEUTICS ANTI-ITCH SHAMPOO 8 OZ./32 OZ.
INGREDIENTS: Water (Aqua), Sodium Lauryl Sulfate, Cocamidopropyl Betaine, Cocamidopropylamine Oxide, Pyrithione Zinc (1%), Propylene Glycol, Menthol, Mentha Piperita (Peppermint) Oil, Phenoxyethanol (and) DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Montmorillonite, Aloe Barbadensis (Aloe) Leaf Juice, Guar Hydroxypropyltrimonium Chloride, Sodium Chloride, Citric Acid, FD&C Blue #1 (C.I. 420090), FD&C Red #33 (C.I. 17200), FD&C Yellow No. 5 (C.I. 19140)

PEPPERMINT & ALOE SOOTHING SCALP TONIC 4 OZ./16 OZ.
INGREDIENTS: Alcohol Denat, Aqua/Water/Eau, Hydroxypropyl Guar, Camphor, Mentha Piperita (Peppermint) Oil, Eugenia Caryophyllus (Clove) Flower Oil, Eugenol, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Blue 1 (CI 42090), Yellow 5 (CI 19140)

THERAPEUTICS ANTI-ITCH HAIR + SCALP TREATMENT
INGREDIENTS: Salicylic Acid (1.8%), Isopropyl Myristate, Petrolatum, Paraffinum Liquidum/Mineral Oil/ Huile Minérale, Paraffin, Menthol, Polyethylene, PEG-40 Sorbitan Peroleate, BHT, Propylparaben, Tocopheryl Acetate

SCALP & SKIN CARE DETOXIFYING TONIC
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

SCALP & SKIN CARE VITAMIN DROPS WITH VITAMIN E
INGREDIENTS: Gossypium Herbaceum (Cotton) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Integrifolia Seed Oil, Caprylic/Capric Triglyceride, Diheptyl Succinate, Capryol 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 Scarea (Clary Sage) Oil

SCALP & SKIN CARE ANTI-ITCH & TENSION RELIEF
INGREDIENTS: Helianthus Annuus (Sunflower) Seed Oil, Prunus Amygdulcis (Sweet Almond) Oil, Caprylic/Capric Triglyceride, Gossypium Herbaceum (Cotton) Seed Oil, Sesamum Indicum (Sesame) Seed Oil, Diheptyl Succinate, Cannabis Sativa (Hemp) Seed Oil, Mentha Piperita (Peppermint) Leaf Oil, Leptospermum Petersonii (Lemon Tea Tree) Oil, Cinnamomum Cassia Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Glycine Soja (Soybean) Oil, Aloe Barbadensis Leaf Extract, Capryol Glycerin/Sebacic Acid Copolymer

SCALP & SKIN CARE MOISTURIZING OIL TREATMENT WITH MARULA & LAVENDER
INGREDIENTS: Carthamus Tinctorius (Safflower) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Prunus Amygdulcis (Sweet Almond) Oil, Squalane, Diheptyl Succinate, Camellia Sinensis Seed Oil, Citrullus Lanatus (Watermelon) Seed Oil, Sclerocarya Birrea (Marula) Seed Oil, Crambe Abyssinica (Abyssinian) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Capryol Glycerin/Sebacic Acid Copolymer, Lauryl Laurate, Cetyl Palmitate, Juniperus Communis Berry Oil, Lavandula Officinalis (Lavender) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Juniperus Mexicana Oil
STS Express Smoothing System

**STS EXPRESS CLEANSING SULFATE-FREE SHAMPOO**

**INGREDIENTS:** Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Glycerin, Sodium Methyl Cocoyl Taurate, Polyquaternium-10, PEG-12 Dimethicone, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Polysorbate 20, Tocopheryl Acetate, Hydrolyzed Oat Protein, Fragrance (Parfum), Citric Acid, Pentylene Glycol, 1,3 Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Benzy Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Lilial

**STS EXPRESS SMOOTHING MOUSSE MAX SMOOTH**

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

**STS EXPRESS DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT**

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

**STS THERMAL THERAPY LEAVE-IN SEALANT**

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

Styling

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

CONTOURS PANTHENOL ENRICHED CLEAR PROTEIN STYLING GEL
INGREDIENTS: Aqua/Water/Eau, Carbomer, Polysorbate 20, Panthenol, Fragrance (Parfum), Aminomethyl Propanol, Tetrasodium EDTA, Propylene Glycol, Silanetriol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate

SLEEK EDGE CONTROL
INGREDIENTS: Aqua/Water/Eau, Ceteareth-25, PEG -7 Glycerly Cocomate, PEG 40 Hydrogenated Castor Oil, Glycerin, Parfum/Fragrance, DMDM Hydantoin

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

FREESTYLE SCULPTING AND FINISHING PUTTY
INGREDIENTS: Aqua/Water/Eau, PVP/VA Copolymer, Oleth-20, Vegetable Oil, Glycerin, Propanediol, Cetyl Palmitate, Oleth-10, Distearate-75, IPDI, Fragrance (Parfum), Phenoxyethanol, Sodium Polyacrylate, Glycereth-7 Caprylate/Caprate, Isotridecyl Isononanoate, PEG-90M, Caprylyl Glycol, Trideceth-6, Ethylhexylglycerin, Lycium Barbarum (Goji) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiaré) Flower Extract, Mica, Red 33 (CI 177200), Blue 1 (CI 42090)

RESTYLE PLIABLE HOLD FIBER CRÈME
INGREDIENTS: Aqua/Water/Eau, Polyquaternium-69, Cyclopentasiloxane, Dimethicone, Glycerin, Distearate-75 IPDI, Divinyltrimethicone/Dimethicone Copolymer, Dimethiconol, PEG/PPG-18/18 Dimethicone, Phenyl Trimethicone, Glycereth-7 Caprylate/Caprate, Fragrance (Parfum), Phenoxyethanol, Trimethylsiloxy silicate, Isethoxadecane, Ammonium Polyacryloyldimethyl Taurate, Polysorbate 80, PEG-90M, C12-13 Pareth-23, C12-13 Pareth-3, Caprylyl Glycol, Ethylhexylglycerin, Honey (Mel), Zingiber Officinale (Ginger) Root Oil, Mica, Yellow 5 (CI 19140), Caramel

HOT STYLE THERMAL STYLING GLAZE
INGREDIENTS: Aqua/Water/Eau, C12-15 Alkyl Benzoate, Glycerin, Oleth-10 Phosphate, Propanediol, Oleth-20, DI-PPG-2 Myreth-10 Adipate, PEG-40 Hydrogenated Castor Oil, Distearate-75 IPDI, Lauramide MEA, Fragrance (Parfum), Phenoxyethanol, Sodium Polyacrylate, Glycereth-7 Caprylate/Caprate, Isotridecyl Isononoate, Trideceth-6, Ethylhexylglycerin, Caprylyl Glycol, Carica Papaya (Papaya) Seed Oil, Moringa Oleifera Seed Oil, Red 4 (CI 14700), Orange 4 (CI 15510)
SILK ESSENTIALS THERMAL STRENGTHENING SERUM
INGREDIENTS: Cyclomethicone, Dimethicone, SD Alcohol 40B, Panthenol, Ethyl Ester of Hydrolyzed Silk, Octyl Methoxycinnamate, Parfum/Fragrance, C12-15 Alkyl Benzoate, Phenoxethanol, Methylparaben, Propylparaben

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

NUTRIMENT RX PEA SPROUT CRÈME HAIRDRESS
INGREDIENTS: Water (Aqua), Paraffinum Liquidum (Mineral Oil) (Huile Minerale), Petrolatum, Stearic Acid, Emulsifying Wax, GLycerin, Oleth-10, Lanolin Oil, OLEYl ALcohol, Laneth-15, Wheat Germ Oil, Behentrimonium Methosulfate, Dimethicone, Phenoxethanol (and) DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Aminomethyl Propanol, Fragrance (Parfum), Pea Sprout Extract, Butyrospermum Parkii (Shea Butter), Carbomer

HERBAL COMPLEX 4

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

REFLECTIONS LIQUID SHINE
INGREDIENTS: Cyclomethicone, Phenyltrimethicone, Dimethicone, Parfum/Fragrance

DIAMONDS OIL SHEEN SPRAY
Natural

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

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

ALMOND & AVOCADO DETANGLING LEAVE-IN CONDITIONER

ALMOND & AVOCADO NOURISHING CO-WASH
INGREDIENTS: Aqua/Water/Eau, Petrolatum, Glycerin, Propylene Glycol, Behentrimonium Chloride, PPG-15 Stearyl Ether, Isopropyl Myristate, Cyclopentasiloxane, Cetearyl Alcohol, Cetyl Alcohol, Cyclotetrasiloxane, Ceteareth-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), Phenylalanine, Caprylyl Glycol, Ethylhexylglycerin

ALMOND & AVOCADO DAILY MOISTURIZING LOTION
INGREDIENTS: Aqua/Water/Eau, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Polysorbate 20, Acetamide MEA, Cetearyl Alcohol, Ceteareth-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, Lyral, Limonene, Linolool, Lilial

ALMOND & AVOCADO CURL CONTROL & SHINE MIST
INGREDIENTS: Aqua/Water/Eau, Glycerin, Propylene Glycol, PEG-12 Dimethicone, Acetamide MEA, Polysorbate 20, Cetrimonium Chloride, Panthenol, Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Calendula Officinalis Flower Extract, Hydrastis Canadensis (Goldenseal) Leaf Extract, Lawsonia Inermis (Henna) Extract, Humulus Lupulus (Hops) Extract, Equisetum Hyemale (Horsetail) Extract, Matricaria Recutita (Chamomile) Flower Extract, Saponaria Officinalis (Soapwort) Root Extract, Prunus Serotina (Wild Cherry) Bark Extract, Helianthus Annus (Sunflower) Seed Oil, Argania Spinosa (Argan) Kernel Oil, Hydrolyzed Milk Protein, Fragrance (Parfum), Potassium Sorbate, Sodium Benzoate, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Yellow 5 (CI 19140), Blue 1 (CI 42090), Benzyl Benzoate, Limonene, Linalool
ALMOND & AVOCADO TWIST & SET SETTING LOTION

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

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

ALMOND & AVOCADO CURLING CRÈME
INGREDIENTS: Aqua/Water/Eau, Petrolatum, Glycerin, Propylene Glycol, PPG-15 Stearyl Ether, Isopropyl Myristate, Cyclopentasiloxane, Cetearyl Alcohol, Cyclotetrasiloxane, Ceteareth-20, Polyquaternium-55, Cetyl Alcohol, Dimethicone, Phenyl Trimethicone, Polyquaternium-37, Propylene Glycol, Dicaprylate/Dicaprate, PPG-1 Trideceth-6, Dimethiconol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Persea Gratissima (Avocado) Oil, Fragrance (Parfum), Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin

ALMOND & AVOCADO CURL STRETCHING CRÈME
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, Ceteareth-20, Triticum Vulgare (Wheat) Germ Oil, Coco-Glucoside, Glycerin, Sodium Borate, Fragrance (Parfum), Caffeine Arabica (Coffee) Seed Oil, BHT, Caprylyl Glycol, Phenoxyethanol, Potassium Sorbate, Hexylene Glycol

ALMOND & AVOCADO DEFINING CRÈME GEL
INGREDIENTS: Aqua/Water/Eau, Olea Europaea (Olive) Fruit Oil, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Sodium Borate, Carbomer, VP/VA Copolymer, Fragrance (Parfum), Phenoxethanol, Caprylyl Glycol, Potassium Sorbate, Hexylene Glycol, Hydrolyzed Wheat Protein, Aloe Barbadensis Leaf Juice, Ethylhexyl Methoxyphenyl Dimethicone, Oleth-5, Persea Gratissima (Avocado) Oil, Prunus 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

HONEY & SHEA EDGE TAMER
INGREDIENTS: Water (Aqua), Ceteareth-25, Glycerin, PEG-40 Hydrogenated Castor Oil, Methyl Gluceth-10, Phenoxethanol (and) Caprylyl Glycol, Fragrance (Parfum), Honey, Butyrospermum Parkii (Shea Butter), Peptide Solution
Natural Coconut & Monoi

COCONUT & MONOI DEEP MOISTURE MILK CRÈME
INGREDIENTS: Water (aqua), Isopropyl Myristate, Polyquaternium 32 (and) Mineral Oil, Glycerine, Cocos Nucifera (Coconut) Oil, Dimethicone, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Argania Spinosa (Argan) Oil, Hydrolyzed Milk Protein, Quaternium 80, Phenytrimethicone, Polyquaternium 11, Olea Europaea (Olive) Fruit Oil, Polyquaternium 7, Cetyl Triethylmonium Dimethicone Copolyol Olivate, Phenoxyethanol (and) DMDM Hydantoin (and) Isododecyl Butylicarbamate, Fragrance (Parfum), Calendula Oil Extract, Tocopheryl Acetate (Vitamin E), Citric Acid, Coumarin, D’Limonene

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

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

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

COCONUT & MONOI DEEP MOISTURE MILK SOUFFLÉ
INGREDIENTS: Aqua/Water/Eau, Glycerin, Propylene Glycol, Cetyl Alcohol, Cetearyl Alcohol, Polysorbate 60, Acetamide MEA, Stearalkonium Chloride, Polyquaternium 11, PPG-10 Cetyl Ether, Triethanolamine/Liquidum/Mineral Oil/Huile Minérale, Dimethicone, Isopropyl 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, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Milk Protein, Butyrospermum Parkii (Shea) Butter, Phenoxyethanol, Benzoic Acid, Dehydroacetic Acid, Coumarin, Limonene

COCONUT & MONOI CURL ENHANCING DUAL HYDRATION MILK
INGREDIENTS: Water (Aqua), Glycerin, Propylene Glycol, Acetamide MEA, Stearalkonium Chloride, Behentrimonium Methosulfate, Cetearyl Alcohol, Butylen Glycol, Polyquaternium-11, Mineral Oil, PPG-10 Cetyl Ether, Phenoxyethanol, Benzoic Acid, Ethylhexyglycerin, Glycereth-2 Cocoate, PEG-12 Dimethicone, Isopropyl Lanolate, Hydrolyzed Collagen, Fragrance (Parfum), Sclerocarya Birrea (Marula) Oil, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Olea Europaea (Olive) Fruit Oil, Morinda Citrifolia (Noni) Fruit Extract, Biotin, Coumarin, Limonene
INGREDIENT INDEX

Natural Coconut & Monoi

**COCONUT & MONOI CURL DEFINING GELÉE**
**INGREDIENTS:** Water (Aqua), Vegetable Glycerin, Propylene Glycol, Polyquaternium 37, Methyl Gluceth-10, 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

**COCONUT & MONOI COCONUT MILK LEAVE-IN NOURISHER**
**INGREDIENTS:** Aqua/Water/Eau, Polyquaternium-11, PEG-12 Dimethicone, Polyquaternium-70, Dipropylene Glycol, Amodimethicone, Trideceth-12, CETrimonium Chloride, Caprylyl Glycol, Phenoxethanol, Ethylhexyl Glycerin, Panthenol, Glycerin, PEG-8 Dimethicone, Polysorbate 20, Fragrance (Parfum), Cocos Nucifera (Coconut) Water, Hydrolyzed Wheat Protein, Cocos Nucifera (Coconut) Milk, Biotin, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Coumarin, Limonene

**COCONUT & MONOI COCONUT MILK NOURISHING SHAMPOO**
**INGREDIENTS:** Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Glycerin, Polyquaternium-7, Cocamidopropyl Betaine, Sodium Methyl Cocometyl Taurate, Sodium Methyl Oleoyl Taurate, PEG-120 Methyl Glucose Dioleate, Sodium Cocomyl Isethionate, Glycol Stearate, Fragrance (Parfum), Caprylyl Glycol, Phenoxethanol, Ethylhexyl Glycerin, PEG-12 Dimethicone, Polyquaternium-10, Hydropropyl Guar, Cocos Nucifera (Coconut) Water, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis (Tiare) Flower Extract, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Milk, Coumarin, Limonene

**COCONUT & MONOI DEEP MOISTURE BALM**
**INGREDIENTS:** Butyrospermum Parkii (Shea) Butter, Helianthus Annuus (Sunflower) Seed Oil, Helianthus Annuus (Sunflower) Seed Wax, Fragrance (Parfum), Tocopheryl Acetate, Olea Europaea (Olive) Fruit Oil, Cocos Nucifera (Coconut) Oil, Persea Gratissima (Avocado) Oil, Argania Spinosa (Argan) Kernel Oil, Gardenia Taitensis (Tiaré) Flower Extract, Macadamia Integrifolia Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Moringa Oil/Hydrogenated Moringa Oil Esters, Sclerocarya Birrea (Marula) Seed Oil, Coumarin, Limonene

**COCONUT & MONOI DEEP MOISTURIZING EDGE CONTROL GLAZE**
**INGREDIENTS:** Aqua/Water/Eau, Ceteareth-25, Glycerin, PEG-7 Glyceryl Cocoate,PEG-40 Hydrogenated Castor Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis(Tiare)Flower Extract, Fragrance (Parfum), Phenoxyethanol, Caprylyl Glycol, Propylene Glycol, Coumarin, Limonene
Natural Agave & Lavender

AGAVE & LAVENDER MOISTURIZING HAIR BATH
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)

AGAVE & LAVENDER MOISTURIZING & DETANGLING CONDITIONER
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)

AGAVE & LAVENDER MOISTURIZING BLOW-DRY & STYLE PRIMER

AGAVE & LAVENDER THERMAL PROTECTANT CRÈME
INGREDIENTS: Aqua/Water/Eau, Mineral Oil, Vegetable Oil, Oleth-10, Isopropyl Myristate, Cetearyl Alcohol, Glycerin, Stearic Acid, Vitis Vinifera (Grape) Seed Oil, Ceteareth-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
Quinoa & Bamboo

**QUINOA & BAMBOO HAIR REPAIR REPLENISHING SHAMPOO**

**INGREDIENTS:** Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Glycerin, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Sodium Methyl Cocoyl Taurate, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Polyquaternium-10, PEG-12 Dimethicone, Polysorbate 20, Tocopheryl Acetate, Hydrolyzed Quinoa, Bambusa Vulgaris (Bamboo) Extract, Biotin, Fragrance (Parfum), Citric Acid, Phenoxyethanol, Benzoic acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Lilial

**LEAVE-IN CONDITIONING SEALANT**

**INGREDIENTS:** Aqua/Water/Eau, Glycerin, PEG-12 Dimethicone, Sodium PCA, Cetyl Triethylmonium Dimethicone PEG-8 Succinate, Silanetriol, Panthenol, Polysorbate 20, Hydroxypropyltrimonium Honey, Biotin, Hydrolyzed Quinoa, Bambusa Vulgaris (Bamboo) Extract, 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, Benzoic acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Benzyl Benzoate, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Lilial
PROFESSIONAL STRENGTH CRÈME REARRANGER
INGREDIENTS: Aqua/Water/Eau, Cetearyl Alcohol, Ceteareth 20, Ammonium Thioglycolate, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Monoethanolamine, Glycerin, Emulsifying Wax, Glyceryl Stearate SE, Cetyl Alcohol, Tetrasodium EDTA, Hydrolyzed Collagen, Parfum/Fragrance, Sodium Lauryl Sulfate

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

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

DEFINE & SHINE 2N1 DRY FINISHING LOTION
INGREDIENTS: Aqua/Water/Eau, Glycerin, Propylene Glycol, Acetamide MEA, 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

MIST & SHINE DRY FINISHING SPRAY
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, Lilial, Linalool
DEMI-PERMANENT CONDITIONING HAIR COLOR

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

AURA ENERGIZER DEVELOPER

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