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PRODUCT GUIDE

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ARGAN OIL Cleanser

Softens & Moisturizes
No Parabens, Sulfates or Sodium Chloride.
Color & Straightener Safe.
UV & Thermal Protectant.

DESCRIPTION

Enriched with one of the world's rarest oils, Moroccan Argan Oil, this gentle hydrating cleanser adds moisture into the hair, eliminating any dry or brittle feeling. Leaves hair soft and shiny. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

DIRECTIONS

Wet hair thoroughly with warm water, squeeze a small amount into palm of hand, and then massage through hair. Rinse with cool water. Repeat if necessary. Follow with companion conditioner for best results.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Polyquaternium-59 - UV absorber designed to protect hair and prevent fading of color

Silicone Quaternium-16 - A cationic micronized silicone that gives superior wet and dry combing, smoothing and heat protection

Guar Hydroxypropyltrimonium Chloride - Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair

INGREDIENTS

Water/Aqua/Eau, Sodium Lauryl Sulfoacetate, Disodium Laureth Sulfosuccinate, Sodium Lauroyl Sarcosinate, Cocamidopropylamine Oxide, Sodium Cocoyl Isethionate, Propylene Glycol, Sodium Lauroamphoacetate, Argania Spinosa Kernel Oil, Acrylates Copolymer, Glycol Stearate, Silicone Quaternium-16, Sodium Methyl Cocoyl Taurate, Lauryl Methyl Gluceth-10 Hydroxypropyltrimonium Chloride, Fragrance/Parfum, Panthenol, Guar Hydroxypropyltrimonium Chloride, Citric Acid, PEG-55 Propylene Glycol Oleate, Undeceth-11, Butyloctanol, Undeceth-5, Polyquaternium-59, Butylene Glycol, Methylisothiazolinone, Orange 4/CI 15510, Red 40/CI 16045, Limonene.



ARGAN OIL Conditioner

Softens & Moisturizes
No Parabens or Sodium Chloride.
Color & Straightener Safe.
UV Protector

DESCRIPTION

This creamy hydrating conditioner, infused with the finest Moroccan Argan Oil, gently detangles and moisturizes without weighing hair down. Rich in vitamins and antioxidants to help strengthen dry, brittle hair. Calms frizzy ends. Argan Oil is a natural UV protectant and hydrator. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

DIRECTIONS

After shampooing, squeeze a small amount into palm of hand, work through hair concentrating on the ends. Rinse thoroughly.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Phospholipids - Hair and skin conditioner that attracts water to hair to maintains long-lasting moisture

Amino Acids (Betaine, Sorbitol, Glycine, Alanine, Proline, Serine, Threonine, Arginine, Lysine, Glutamic Acid) - Amino acids are the building blocks of proteins and are used to strengthen, repair and condition the hair shaft

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Retinyl Palmitate - Increase moisture and hair body, suppleness and sheen, and improves texture that has been damaged by chemical treatment

Ascorbyl Palmitate - Functions as a hair nutrient, conditioner and antioxidant

Chamomilla Recutita (Matricaria) Flower Extract - Scalp conditioning and soothing

Achillea Millefolium (Yarrow) Extract - Helps tone and heal dry or damaged scalp by reducing flaking and restoring suppleness while helping to promote hair growth

Rosa Canina Fruit Extract - Nutrient and scalp conditioner

Melissa Officinalis (Lemon Balm) Leaf Extract - Helps maintain a healthy scalp by adding extra nutrients and conditioners

Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

Quercus Alba Bark Extract - Natural astringent that has anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. Helps condition scalp while adding extra shine to hair

Geranium Maculatum Extract - Soothing

Symphytum Officinale (Comfrey) Extract - Great for the scalp and prevents dryness, stimulates hair growth and adds moisture

Salvia Officinalis (Sage) Leaf Extract - Helps maintain a healthy scalp while strengthening and conditioning hair

Aloe Barbadensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating

Hydrolyzed Wheat Protein - Helps repair and condition hair

Dicetyldimonium Chloride - Conditioning and detangling agent that helps smooth hair, while helping to protect it from damage during styling

INGREDIENTS

Water/Aqua/Eau, Cetyl Alcohol, Dicetyldimonium Chloride, Stearyl Alcohol, Argania Spinosa Kernel Oil, Cetrimonium Chloride, Dimethicone, Fragrance/Parfum, Panthenol, Phospholipids, Tocopheryl Acetate, Retinyl Palmitate, Ascorbyl Palmitate, Chamomilla Recutita (Matricaria) Flower Extract, Achillea Millefolium Extract, Rosa Canina Fruit Extract, Melissa Officinalis Leaf Extract, Cymbopogon Schoenanthus (Lemongrass) Extract, Quercus Alba Bark Extract, Geranium Maculatum Extract, Symphytum Officinale Extract, Salvia Officinalis (Sage) Leaf Extract, Aloe Barbadensis Leaf Juice, Hamamelis Virginiana (Witch Hazel) Extract, Sodium PCA, Sodium Lactate, Aspartic Acid, Glycine, Alanine, Proline, Valine, Isoleucine, Histidine, Serine, Threonine, Arginine, PCA, Phenylalanine, Methyl Gluceth-10, Hydrolyzed Wheat Protein, PEG-90M, Citric Acid, Triethanolamine, Methylisothiazolinone, Methylchloroisothiazolinone, Hydroxyethylcellulose, Glycerin, Red 40/CI 16035, Orange 4/CI 15510. Limonene, Linalool, Sodium Benzoate.



LEAVE-IN Conditioner

Repairs & Softens
No Parabens or Sodium Chloride.
Color & Straightener Safe.
Thermal Protectant.

DESCRIPTION

This leave-in hydrating conditioner contains Pro Vitamin B5 to repair damaged hair and seal split ends. Contains smoothing proteins and conditioners that help prevent hair breakage. Seals the cuticle and controls frizz. Safe for colored, straightened and chemically-treated hair.

DIRECTIONS

After shampooing, apply a small amount to towel dried hair. Work through hair concentrating on ends. Proceed to blow dry or let dry naturally. Can be used on dry hair to smooth frizz and flyaways.

KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Wheat Amino Acids - Blend of amino acids from wheat protein that penetrate the hair shaft to condition, repair and add shine to hair

Cyclomethicone - A light silicone for added shine without weight, heat protection and hair conditioning

Dimethiconol - A silicone used for added shine, conditioning and heat protection

INGREDIENTS

Water/Aqua/Eau, Cyclomethicone, Propylene Glycol, Phenyl Trimethicone, Dimethiconol, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, Behentrimonium Hydroxyethyl Dimonium Chloride, PPG-1 Trideceth-6, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Fragrance/Parfum, Panthenol, Wheat Amino Acids, Methylisothiazolinone, Limonene.



STYLING

Mousse

Volume & Medium Hold
No Alcohol, Parabens or Sodium Chloride.
UV Protectant.

DESCRIPTION

Enriched with natural botanical extracts, this medium hold foaming mousse delivers contrast, body and lift. Produces unbelievable volume for all hair types.

DIRECTIONS

Pump foamer 2 to 3 times into palm of hand and work into hair from roots to ends. Blow-dry or scrunch. Watch the volume appear. On dry hair use same amount for separation and hold.

KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Hydrolyzed Rice Protein - Helps strengthen hair fibers while repairing and conditioning hair

Benzophenone-4 - UV-absorber to protect hair from the sun

Arctium Lappa (Burdock) Extract - Rich in phytosterols and essential fatty acids to help promote hair growth while maintaining a healthy scalp by alleviating grease and oil

Hedera Helix (Ivy) Extract - Works with Burdock to aid in cleansing and conditioning scalp while controlling oil

Trigonella Foenum Graecum (Fenugreek) Extract - Helps stimulate the follicle for healthier hair

Hydrolyzed Algae Extract - Hair nutrient that moisturizes and conditions

INGREDIENTS

Water/Aqua/Eau, Polysorbate 20, PVP, Sodium Polystyrene Sulfonate, Disodium Lauroamphodiacetate, Fragrance/Parfum, Butylene Glycol, Panthenol, Sodium Benzoate, Panthenyl Hydroxypropyl Steardimonium Chloride, Hydrolyzed Rice Protein, Arctium Lappa (Burdock) Extract, Hedera Helix (Ivy) Extract, Trigonella Foenum-Graecum (Fenugreek) Extract, Hydrolyzed Algae Extract, Benzophenone-4, Methylisothiazolinone, Red 4/CI 14700, Yellow 6/CI 15985, Benzyl Benzoate, Citronellol, Coumarin, Linalool, Hexyl Cinnamal, Alpha-Isomethyl Ionone, Butylphenyl Methylpropional, Limonene, Phenoxyethanol, Potassium Sorbate.



SHAPE SHIFTER Hairspray

Fast-Drying Flexible Hold
No Parabens.
UV Protectant.
Humidity Resistant.

DESCRIPTION

This highly flexible yet fixative hairspray offers exceptional hold and no sticky residue or build-up. Easy to brush through, even after re-spraying. Great for long hair that needs hold and free movement.

DIRECTIONS

Finishing: Hold 8 to 12 inches from hair. Create Volume: Spray in quick bursts while blow drying.

CAUTION: FLAMMABLE. Avoid spraying in eyes. Contents under pressure. Do not puncture or incinerate. Keep out of reach of children. Do not store where temperatures exceed 120°F.

KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

INGREDIENTS

SD Alcohol 40 (Alcohol Denat), Hydrofluorocarbon 152a, Butyl Ester of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Glycerin, Panthenol, Aminomethyl Propanol, Lactamide MEA, Dimethyl Lauramine Isostearate, PEG-75 Lanolin, Dimethyl Stearamine, Linoleamidopropyl Ethyldimonium Ethosulfate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Hydroxycitronellal, Linalool, Benzyl Salicylate, Amyl Cinnamal, Geraniol, Butylphenyl Methylpropional, Citronellol, Hexyl Cinnamal, Alpha-Isomethyl Ionone.



FREEZE FRAME Hairspray

Ultra Hold
No Parabens.
UV Protectant.
Humidity Resistant.

DESCRIPTION

This ultimate hold hairspray leaves hair looking natural while adding strength and volume. A versatile styling tool that provides texture, natural shine and long lasting touchable support.

DIRECTIONS

Shake Well.

1. For a super hold finish: Hold can 8 to 10 inches from hair and spray in short bursts.
2. To build volume: Spray between layers at the base.

CAUTION: FLAMMABLE. Avoid spraying in eyes. Contents under pressure. Do not puncture or incinerate. Keep out of reach of children. Do not store where temperatures exceed 120°F.

KEY INGREDIENTS

Quaternium-52 - Hair conditioning agent that helps control frizz

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

Benzyl Salicylate - UV-absorber to help protect hair from the sun

INGREDIENTS

SD Alcohol 40/Alcohol, Denat., Hydrofluorocarbon 152a, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Water/Aqua, Quaternium-52, Phenyl Trimethicone, PEG-12 Dimethicone, Triethyl Citrate, Pentaerythrityl Tetracaprylate/Tetracaprate, Amino-methyl Propanol, Fragrance/Parfum, Benzyl Salicylate, Hydroxycitronellal, Benzyl Benzoate, Hexyl Cinnamal, Benzyl Alcohol.



ARGAN OIL Conditioning Masque

Strengthens & Hydrates
No Parabens or Sodium Chloride.
Color & Straightener Safe.

DESCRIPTION

An intense treatment enriched with Shea Butter and Moroccan Argan Oil. Penetrates the cuticle deeply to rebuild strength, restore elasticity and hydrate dry or damaged hair. Great for extensions. Safe for colored, straightened and chemically-treated hair.

DIRECTIONS

Apply a generous amount to towel-dried hair and comb through. Let penetrate for 5-10 minutes. Rinse. Use once weekly, less frequently as hair improves.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Butyrospermum Parkii (Shea) Butter - Composed of fatty acids that work as naturally emollient and provide superior moisture

Guar Hydroxypropyltrimonium Chloride - Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair

INGREDIENTS

Water/Aqua/Eau, Butyro-spermum Parkii (Shea) Butter, Dicaprylyl Carbonate, Myristyl Alcohol, Cetearyl Alcohol, Ceteareth-20, Polyquaternium-37, Behentrimonium Metosulfate, Argania Spinosa Kernel Oil, Guar Hydroxypropyltrimonium Chloride, Phenoxyethanol, Methylisothiazolinone, Fragrance/Parfum, Acetamide MEA, Citric Acid, Sodium Hydroxide, Red 40/CI 16035, Orange 4/CI 15510.



ARGAN OIL Control Paste

Texture & Medium Hold
No Alcohol, Parabens or Sodium Chloride.

DESCRIPTION

This medium hold, pliable, molding and texturizing cream is ideal for creating tousled styles. Argan and Coconut Oils help repair, moisturize and add shine to all hair types. No flaking or stiffness and non-greasy. Semi-matte finish.

DIRECTIONS

Work a small amount into short dry hair to achieve desired style. Can be used on ends of longer hair to coat and define.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Ilex Paraguariensis (Mate) Leaf Extract - Powerful nutrient and antioxidant, rich in vitamins and amino acids that helps condition and protect hair and scalp

Cocos Nucifera (Coconut) Oil - Conditions and softens hair while adding great shine

INGREDIENTS

Water/Aqua/Eau, Ceteth-20, Glycerin, Cetearyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Tribehenin, Bis-Diglyceryl Polyacrylate-2, Argania Spinosa Kernel Oil, Cocos Nucifera (Coconut) Oil, VP/VA Copolymer, Dimethicone PEG-8 Meadowfoamate, Fragrance/Parfum, Dimethicone, Phenoxyethanol, Caprylyl Glycol, Ilex Paraguariensis Leaf Extract, Ethylhexylglycerin, Hexylene Glycol, PEG-90M, Limonene, Linalool, Citral, Geraniol, Citronellol, Farnesol, Hexyl Cinnamal.



ARGAN OIL Serum

Penetrates & Smooths
No Parabens or Sodium Chloride
Color & Straightener Safe
UV & Thermal Protectant.

DESCRIPTION

Enriched with Moroccan Argan Oil, this fast-absorbing, deep-penetrating treatment produces a luxurious shine and silky smooth texture with enduring results. Safe for colored, straightened and chemically-treated hair.

DIRECTIONS

After shampooing apply a small amount and massage into hair. Proceed to dry. Remember Less is More.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Cyclopentasiloxane - Silicone for heat protection, shine without added weight and frizz control

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Dimethiconol - A silicone used for added shine, conditioning and heat protection

INGREDIENTS

Cyclopentasiloxane, Phenyl Trimethicone, Argania Spinosa Kernel Oil, C12-15 Alkyl Benzoate, Dimethiconol, Ethylhexyl Palmitate, Tocopheryl Acetate, Fragrance/Parfum, Ethylhexyl Methoxycinnamate, Linalool, Isoeugenol, Geraniol, Benzyl Benzoate, Benzyl Salicylate, Red 17 / CI 26100, Yellow 11 / CI 47000.