

Hair Type	Expert Solutions	1 Cleanse	2 Condition	3 Treatment	4 Leave-in	5 Style & Finish	
Curly hair? <i>My hair is curly</i>	curly <i>smooth & define</i>	Bounce Back Sulphate Free Shampoo Gentle cleansing & curl protection	Soft Touch Conditioning treatment Moisture, shine & humidity protection	For a full treatment effect leave on for up to 30 minutes	Hydra Curl Leave-in Moisturiser Deeply softens & reduces frizz	CURL CTRL[®] Defining Crème Soft to touch, non greasy curls Versatile long hold styling	Curl Refresher Leave-in revitaliser Lightweight moisture & shine Refresh curls days later
Damaged hair? <i>My hair is very damaged</i>	fortify <i>repair & strengthen</i>	Repair Sulphate Free Shampoo Restructuring & repairing hair to reverse the signs of damage	Restore Strengthening Conditioner For advanced strength & softening	Renew Omega Rich Treatment Replenish & revives hair	CC Crème Complete Care Corrects extreme damage from cortex to cuticle. "13-benefits-in-1"	Inca Omega Healing Serum Prevent breakage & seal split ends Restores healthy hair dynamics	Shine Mist Illumination Shine & Lustre Weightless finishing spray Gloss finish
Frizzy hair? <i>My hair is Frizzy, unruly and hard to manage</i>	frizzy <i>smooth & control</i>	Frizz Control Sulphate Free Shampoo Smooths, calms & controls frizz	Frizz Control Smoothing Conditioner Smooths, softens & provides humidity resistance	Smoothing Intensive Masque Intensive repair, smoothness & shine	Phase 1 Smoothing Crème A softening, conditioning styling aid	Silky FX[™] Treatment Serum Seals in nourishment, eliminates frizz	Soft & Silky Blowdry Crème 230°C Heat & humidity protection Hold 2/5
Blonde hair? <i>My blonde hair goes yellow, brassy or gold</i>	blonde <i>tone & soften</i>	Always Blonde Sulphate Free Shampoo Repair, tone & brighten your hair Balances & refreshes the scalp	Always Blonde Toning Conditioner Tone, brighten & soften your hair	Always Blonde Toning Treatment Intensive conditioning plus toning	Instant Toners Colour Enhancers Detangles, tones & softens hair 230°C Heat Protect <i>Serious Blonde, Pink & Teal</i>	Heat Defence Thermal Protection 230°C Heat protection Smooth glide with hot styling tools Hold 2/5	Style & Protect Styling Spray Anti-breakage 230°C Heat protection Hold 3/5
Dry hair? <i>My hair is dry, brittle & hard to manage</i>	nourish <i>hydrate & soften</i>	Hydra-Soft Sulphate Free Shampoo Hydrates & repairs hair	Hydra-Soft Moisturising Conditioner Locks-In hydration & softness	Hydra-Soft Intensive Treatment Intense hydration, silky softness & shine	Hair Booster Leave-in Moisturiser with time-release hydration	Root Lift Foundation volume & body Non-sticky root booster Hold 5/5	Memory Foam Conditioning Amplifier 230°C Heat protection Non-tacky, long lasting flexible hold Hold 4/5
Coloured hair? <i>I want to keep my colour in good condition</i>	colour <i>secure & protect</i>	Anti-Fade Sulphate Free Shampoo Radiance capturing shield	Anti-Fade Everlast Conditioner Seals cuticle & extends colour life.	Lock-Down Intensive Treatment Intensive repair & colour protection	Vitalink[™] Colour Extender Leave-in bond multiplier	Dry Shampoo Style Extender Refreshes hair, creates volume & touchable texture Hold factor 4/5	Definer Paste Weightless Natural Finish Non tacky, touchable control & separation Hold 2/5
Fine hair? <i>My hair is fine</i>	volume <i>thicker & fuller</i>	Amplify Sulphate Free Shampoo Energise & amplify hair	Amplify Lite Conditioning Rinse Add body & control			Hairspray Strong, Flexible Hold Professional strength, non-tacky formula Hold factor 4/5	
Specialty Care? <i>My scalp is oily</i>	rescue <i>balance & restore</i>	Scalp Balance Sulphate Free Shampoo Advanced sebum control to purify & freshen the scalp			Reconstruct Recovery Complex Porosity equaliser refines cuticle & reconstructs cortex		

