



empowering you

Steps to Beautiful Hair®

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
Fine hair? <i>My hair is fine</i>	volume <i>thicker & fuller</i> 	amplify sulphate free shampoo energise & amplify hair	bodify lite conditioning rinse add body & control		maximiser thickening creme lasting strength body & bounce	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
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 finishing spray weightless gloss, shine & lustre
				transform masque forte rebuilds & resurfaces hair			sea salt texture spray natural beachy waves, hold 1/5
Frizzy hair? <i>My hair is Frizzy, unruly & 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	powder texture dust Instant volume & workable texture hold 3/5
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 protection <i>serious blonde, pink & teal</i>	hairspray strong, flexible hold professional strength, non-tacky formula hold 4/5	dry shampoo style extender creates volume, touchable texture & refreshes hair hold 4/5
				serious blonde toning treatment professional strength toning		soft & silky leave-in moisturiser weightless hydration + 230°C heat protection hold 1/5	definer paste light hold creates soft, natural separation hold 2/5
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	heat defence light hold light weight anti-breakage + 230°C heat protection hold 1/5	shaper medium hold creates flexible texture & definition hold 3/5, shine 2/5
					detangle & shine leave-in treatment conditions & reduces breakage	style & protect medium hold texture, control, anti-breakage + 230°C heat protection hold 3/5	glue strong hold gel creates sharp, sculpted looks hold 5/5, shine 5/5
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		
Specialty Care? <i>My scalp is oily or my hair is porous</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		

styling
create & finish

