



ALL SOFT

PROFESSIONAL SOLUTION FOR DRY, BRITTLE HAIR

HAIR TYPE
For clients with dry, brittle hair looking for moisture and nourishment.

TECHNOLOGY/KEY INGREDIENTS
Formulated with argan oil and Moisture Complex to replenish hair moisture and create intense softness from root to tip.



ALL SOFT

PROFESSIONAL SOLUTION TO MOISTURIZE DRY HAIR

BENEFITS

- Provides 8x more conditioning with system of **Shampoo, Conditioner** and **Argan-6****
- Argan oil-enriched formulas deliver softness
- Moisturizes and nourishes
- Increases manageability, suppleness and shine

SHAMPOO & CONDITIONER

HAIR TYPE: Dry, brittle hair

BENEFITS:

- **Shampoo:**
 - Formulated with **2% Moisture Complex**
 - Gently cleanses and softens
- **Conditioner:**
 - Formulated with **5% Moisture Complex**
 - Detangles and provides increased manageability and shine

USAGE: Apply **Shampoo** daily on damp hair. Lather and rinse. Follow with **Conditioner**.

TECHNOLOGY / KEY INGREDIENTS

Moisture Complex contains **Argan Oil**, a plant oil. The **All Soft System** helps to moisturize and condition dry hair.



CONTAINS ARGAN OIL



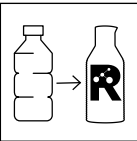
shampoo



conditioner



vegan formula*



at least 94% recycled plastic**



HEAVY CREAM RINSE-OUT TREATMENT MASK

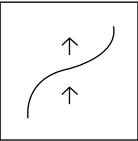
HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with **12% Moisture Complex**
- Deeply conditions for improved manageability and intense softness

USAGE:

- Daily or weekly as an intensive treatment
- After shampooing, apply to towel-dried hair
- Leave on 5–15 minutes, rinse thoroughly



IMPROVES HAIR'S MANAGEABILITY



heavy cream



MOISTURE RESTORE LEAVE-IN CONDITIONER

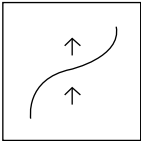
HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulatted with hyaluronic acid
- Heat protection up to 450°F, 230°C***
- Hair feels moisturized up to 72hrs***
- 10 X smoother hair*
- Sleakens split ends, tames frizz, detangles hair****

USAGE:

- Apply on towel-dried hair and distribute evenly, style as desired.



IMPROVES HAIR'S MANAGEABILITY



moisture restore



vegan formula*



ARGAN-6 OIL LEAVE-IN TREATMENT

HAIR TYPE: Dry, brittle hair

BENEFITS:

- Formulated with **12% Moisture Complex**
- Omega 6-enriched oil provides concentrated softness, deep conditioning and lasting suppleness

USAGE:

- Apply on damp or dry hair, concentrating on the mid-lengths and ends
- Re-apply on dry hair, as needed



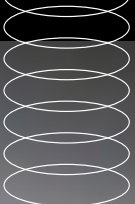
argan-6



vegan formula*



*no animal derived ingredients **excluding the cap ***vs. non-conditioning shampoo ****based on consumer testing results



EXTREME LENGTH

PROFESSIONAL SOLUTION TO STRENGTHEN & LENGTHEN BREAKAGE-PRONE HAIR

HAIR TYPE

For clients with breakage-prone hair or those looking to grow their hair longer.

BENEFITS

- Healthy hair can grow 3-6" in a year. Achieve up to 6" of length in a year with **Extreme Length** system of Shampoo, Conditioner and Sealer
- Formulated with Biotin*
- Strengthens hair from root to tip, reducing breakage by 81%*

TECHNOLOGY / KEY INGREDIENTS

Length Fortifying Complex contains Biotin, a vitamin. The **Extreme Length System** helps to fortify and protect lengths for 81% less breakage.*



*when used as a system of Extreme Length Shampoo, Conditioner & Sealer vs. non-conditioning shampoo **when used as a system of Extreme Length Shampoo, Conditioner & Sealer ***system of Extreme Length Shampoo & Mask vs. non-conditioning shampoo



SHAMPOO LENGHT FORTIFYING

HAIR TYPE: Breakage-prone hair

BENEFITS:

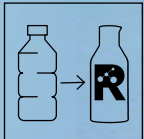
- Formulated with 1% Length Care Complex
- Gently cleanses
- Helps promote strong hair**

USAGE:

- Apply Shampoo daily on damp hair.



shampoo



at least 94% recycled plastic*



conditioner



at least 94% recycled plastic*



TRIPLE ACTION TREATMENT

HAIR TYPE: All hair types & textures looking to grow hair longer

BENEFITS:

- Formulated with our most potent Length Care Complex yet with Niacinamide, Biotin & Castor Oil.
- 2X stronger hair in a single use***
- Visibly reduces split ends by 68%***
- Healthier looking & feeling hair instantly
- Targets the scalp, lengths and ends to reduce breakage

USAGE:

- After shampooing with Extreme Length shampoo, massage into the scalp & hair for 3-5 minutes.
- Rinse thoroughly. In case of contact with eyes, rinse immediately.



mask



SEALER SPLIT END LEAVE-IN TREATMENT

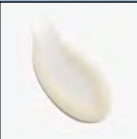
HAIR TYPE: Breakage-prone hair

BENEFITS:

- Formulated with 4% Length Care Complex
- Visibly reduces the appearance of split ends by 78%**
- Helps strengthen weak, fragile hair**
- Adds manageability & smoothness

USAGE:

- Use as a complete system with Extreme Length Shampoo and Conditioner.
- Apply on clean, towel-dried hair, concentrating on mid-lengths through ends.
- Leave in.



sealer



FRIZZ DISMISS

PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

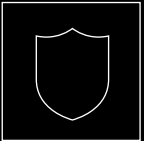
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair*

TECHNOLOGY/KEY INGREDIENTS

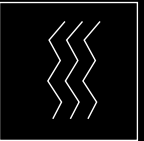
Smoothing Complex contains **Babassu Oil**, an oil extracted from nuts grown on the Babassu palm.*



CONTAINS
BABASSU OIL



HELPS FIGHT FRIZZ,
ENHANCE SMOOTHNESS,
AND PROVIDE
HUMIDITY PROTECTION



FIGHTS
FRIZZ



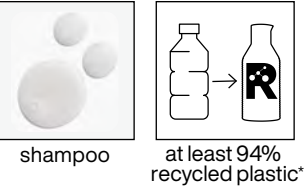
SHAMPOO

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **1% Smoothing Complex**
- Gently cleanses, smooths hair and controls frizz*
- Suitable for color-treated hair

USAGE: Daily use on damp hair. Follow with **Frizz Dismiss Conditioner**.



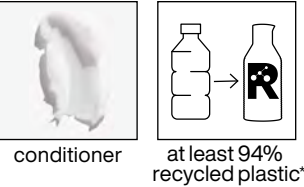
CONDITIONER

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **2% Smoothing Complex**
- Moisturizes and detangles
- Protects hair from frizz while increasing softness*
- Suitable for color-treated hair

USAGE: Daily use after **Frizz Dismiss Shampoo**.



SMOOTH FORCE
LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair

BENEFITS:

- Sulfate-free
- Detangles & protects hair against frizz
- Smooths frizz without weighing hair down

USAGE:

- Apply to clean, towel-dried hair after using Frizz Dismiss Shampoo and Conditioner.
- Leave in. Style as usual.



smooth force



ANTI-STATIC OIL
OIL MIST

HAIR TYPE:

- Frizz-prone hair
- Ideal for mild frizz

BENEFITS:

- Formulated with **7% Smoothing Complex**
- Oil mist tames flyaways and unwanted static

USAGE:

- Shake bottle well to blend formula.
- Spray throughout lengths and ends of towel-dried hair or dry hair as needed.



anti-static oil



INSTANT DEFLATE
OIL-IN-SERUM LEAVE-IN TREATMENT

HAIR TYPE:

- Frizz-prone hair
- Ideal for moderate frizz

BENEFITS:

- Formulated with **10% Smoothing Complex**
- Serum to control puffiness and frizz caused by humidity

USAGE: Apply evenly to towel-dried hair and style as desired. Reapply to lengths and ends as needed



instant deflate



MASK
RINSE-OUT TREATMENT

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Formulated with **4% Smoothing Complex**
- Ultra-nourishing mask to smooth frizz-prone hair

USAGE:

- After shampooing with **Frizz Dismiss Shampoo**, apply to towel-dried hair.
- Leave on for 5-15 minutes. Rinse.
- Follow with **Rebel Tame Leave-In Treatment**.
- Use once a week in place of **Frizz Dismiss Conditioner**.



mask



REBEL TAME
HEAT-PROTECTING
LEAVE-IN CREAM

HAIR TYPE: Frizz-prone hair

BENEFITS:

- Smooths even the frizziest of hair
- Protects from heat styling up to 230°C**

USAGE: Apply to clean, towel-dried hair. Leave in. Style as desired.



rebel tame



*excluding the cap

*no animal derived ingredients **when used as a system of Frizz Dismiss Shampoo Conditioner & Smooth Force ***when used as a system of Frizz Dismiss Shampoo, Conditioner & Rebel Tame

240 140 80 60



VOLUME INJECTION

PROFESSIONAL SOLUTION FOR FINE, FLAT OR PROCESSED HAIR

BENEFITS

- For instant root lift and body
- Hair looks and feels healthier after one use
- Improves softness, smoothness & shine

TECHNOLOGY/KEY INGREDIENTS

Bodifying Complex contains **Filloxane**, a silicone. The **Volume Injection System** helps to provide instant volume to fine, flat or processed hair.



FILLOXANE

Known to penetrate the cuticle to the cortex & spreads along the fiber to help add more texture, volume & substance to hair.



POLYMERS

Helps provide polished lift and volume.



SOFTENING POLYMERS

Helps provide softness, lift and body.



vegan formula*



at least 94% recycled plastic**

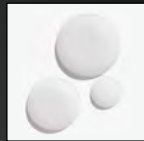
SHAMPOO & CONDITIONER

HAIR TYPE: Fine, flat or processed hair

BENEFITS:

- Formulated with **2% Bodifying Complex**
- Lightweight formula so hair does not feel weighed down
- Improves manageability and detangling
- Adds instant conditioning and shine

USAGE: Apply **Shampoo** daily on damp hair. Follow with **Conditioner**.



shampoo



conditioner

