



ALL SOFT

PROFESSIONAL SOLUTION FOR DRY, BRITTLE HAIR

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

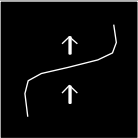
TECHNOLOGY/KEY INGREDIENTS
Formulated with argan oil and Moisture Complex to replenish hair moisture and create intense softness from root to tip.

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





EXTREME

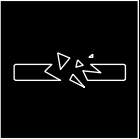
PROFESSIONAL SOLUTION FOR DAMAGED HAIR

HAIR TYPE
For clients with weakened, damaged hair looking to strengthen & protect from heat styling, breakage & split ends.

BENEFITS

75%

REDUCTION OF DAMAGE



70%

REDUCES THE APPEARANCE OF SPLIT ENDS BY 70%

TECHNOLOGY/KEY INGREDIENTS
Strength repair for clients suffering from breakage, split ends, and weak hair from heat styling, damage & brushing. Protein + strength complex strengthens hair strands to protect from external aggressors.

MASK RINSE-OUT TREATMENT

HAIR TYPE:
Damaged hair

- BENEFITS:**
- Optimized for strength repair and conditioning
 - Suitable for color-treated hair

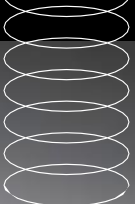
- USAGE:**
- After shampooing, apply to towel-dried hair
 - Leave on 3–5 minutes, rinse thoroughly
 - Use at least once a week in place of **Extreme Conditioner**.



mask



*when using System of Extreme Shampoo, Conditioner & Anti-Snap vs. non-conditioning shampoos



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.*



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



*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



BLONDAGE

PROFESSIONAL TONING SOLUTION FOR BRASSY BLONDE HAIR

BENEFITS

- Instantly cancels unwanted yellow undertones and brassiness
- Ultra-pigmented for a 5 minute transformation

TECHNOLOGY/KEY INGREDIENTS

Blondage System with **Violet Pigments** help to instantly neutralize unwanted yellow undertones and brassiness in blonde hair.



VIOLET PIGMENTS

- Counteracts yellow undertones for a noticeably brighter blonde
- Custom tones every level of blonde



TRIPLE ACID PROTEIN COMPLEX

- Strengthens and increases hair elasticity for less breakage
- Deeply conditions to smooth cuticles for shine and increased manageability

PURPLE PIGMENTED EXPRESS ANTI-BRASS MASK RINSE-OUT TREATMENT

HAIR TYPE: Bleached or blonde hair

BENEFITS:

- Ultra-pigmented purple mask helps correct and neutralize
- Wheat protein, amino acids and glycerin provide toning
- Provides a visibly cooler, brighter blonde in just 5 minutes

USAGE:

- After shampooing, towel dry hair. Apply mask to hair avoiding scalp area.
- Comb through for even distribution and leave for 5 minutes. Rinse thoroughly. In case of contact with eyes, rinse immediately.



express anti-brass mask



vegan formula*

FRIZZ DISMISS

PROFESSIONAL SOLUTION TO SMOOTH FRIZZY HAIR

BENEFITS

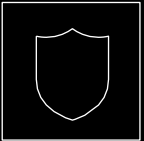
- Smooths frizz and helps to protect hair from humidity
- Formulas enriched with Babassu Oil from Brazil
- **Instant Deflate** provides 24-hour frizz and humidity protection
- Suitable for color-treated hair*

TECHNOLOGY/KEY INGREDIENTS

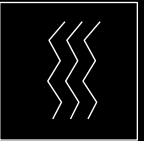
Smoothing Complex contains **Babassu Oil**, an oil extracted from nuts grown on the Babassu palm.*



CONTAINS
BABASSU OIL



HELPS FIGHT FRIZZ,
ENHANCE SMOOTHNESS,
AND PROVIDE
HUMIDITY PROTECTION



FIGHTS
FRIZZ



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 **Frzz Dismiss Conditioner**.



mask



*Frizz Dismiss Shampoo, Conditioner, Mask & Rebel Tame