

UNLIMITED STYLE POSSIBILITIES

We get it... you have **#hairgoals**, and you want to achieve them. MIZANI is here for you with a range of salon services and cutting-edge products to give textured hair the precise balance of protein and moisture it needs.

Now you can embrace your inner style chameleon! Wig it, sleek it, braid it, twist it or wash 'n' go it. **We've got you covered.**

#TEXTURELOVE



MIZANI[®]
TEXTURE LOVE SINCE 1991

NATURAL
TEXTURE KEY

STYLING ESSENTIALS AT-A-GLANCE

HOLD LEVEL SCALE

No hold | High hold

0 1 2 3 4

															
	25 MIRACLE MILK [®]	25 MIRACLE CREAM	25 MIRACLE NOURISHING OIL	WONDER CROWN	COCO DEW	HEAT SCREEN	FOAM WRAP	HD SHYNE	HRM HUMIDITY RESISTANT MIST	RAINCOAT CREAM	RAINCOAT SERUM	COIL STRETCH CREAM	SLEEK HOLDING GEL	CURL ENHANCING LOTION	PERFECT COIL OIL GEL
BENEFITS	25 essential benefits to hydrate, strengthen and beautify	25 essential benefits to moisturize, style prime and beautify	Lightweight with 25 benefits for both skin and hair. Penetrates deeply and absorbs instantly	Scalp foaming pre-cleanse with direct to scalp application	A 2-in-1 pre- & re-styling curl spray	Weightless heat protectant up to 450°F	Condition and control for wraps, wet sets, twist sets, braids, roller sets, short relaxed styles and molds	Glossy shine and light moisture	Workable hold for any style with humidity protection	Blowdry cream that is moisturizing and non-flaking	Blowdry serum that is cuticle smoothing and frizz fighting	Elongate, define, shape and moisture coils	Universal high hold styling gel	Defines curls, seals the cuticle and reduces frizz without crunch	Defines curls with soft hold and shine
FORM	Leave-in Treatment	Leave-in Cream	Oil	Thick Clear Liquid	Leave-in Styling Spray	Leave-in Styling Spray	Foam	Aerosol Spray	Aerosol Spray	Cream	Serum	Cream	Gel	Light Cream-gel	Oil Gel
IDEAL FOR TEXTURE TYPES	8-1	8-6	8-1	8-1	8-3	8-4	8-3	8-1	8-1	8-1	8-1	8-5	8-1	5-2	8-5
HOLD LEVEL	Level 0	Level 0	Level 0	Level 0	Level 2	Level 0	Level 2	Level 0	Level 2	Level 2	Level 0	Level 2	Level 4	Level 2	Level 3
END RESULT	Detangled, frizz-free, manageable hair	Hydrated, soft and plump curls	Leaves hair feeling soft and manageable with shine	Removes product build on scalp's surface without stripping	For curls that feel moisturized	For sleek, frizz controlled results with a glossy shine finish	Smoothness and soft hold for natural hair. Body, shape memory and healthy, natural shine for relaxed styles	Glossy lightweight conditioning shine	Hair that's naturally healthy and full of life, with a silky feel and frizz-free look	For smooth anti-frizz result with a natural shine finish	For smooth anti-frizz result with a high shine finish	Moisturized coil definition that lasts, great for wash-and gos	High flexible hold with no crunch or flakiness	Effortless wash-and-go looks with defined, frizz-free curl	Curl definition that lasts, great for wash-and -gos, twist-outs and more

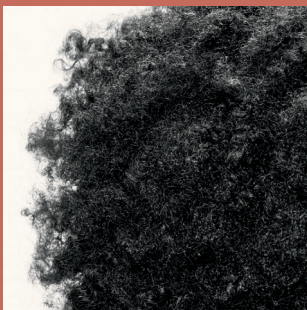
NATURAL TEXTURE KEY AT-A-GLANCE



TEXTURE TYPE 8
Zig-Zag Coiled
4C



TEXTURE TYPE 7
Very Coiled
4B



TEXTURE TYPE 6
Coiled
4A



TEXTURE TYPE 5
Very Curly
3C



TEXTURE TYPE 4
Curly
3B



TEXTURE TYPE 3
Wavy
2C-3A



TEXTURE TYPE 2
Open Waves
2A-B



TEXTURE TYPE 1
Straight to Minimal Wave
1A-B

RECOMMENDED HAIR CARE

TRUE TEXTURES[®] — For Texture Types 8-3

PRESS AGENT[®] — For All Texture Types

MOISTURE FUSION[®] — For All Texture Types

SCALP CARE — For All Texture Types

STRENGTH FUSION[®] — For All Texture Types

RECOMMENDED RELAXER

To loosen curl, texturize with **ALL RELAXERS** except Sensitive Scalp Kits

To straighten Texture Types 8-5, relax with: **BUTTER BLEND[®] FINE/NORMAL** or **SENSITIVE SCALP RELAXER**

To straighten Texture Types 5-4, relax with: **BUTTER BLEND[®] NORMAL** or **SENSITIVE SCALP RELAXER**



NATURAL TEXTURE KEY

No matter the **texture**, no matter the **#hairgoal**, we've got you **covered**.

HAIRCARE	PRODUCT	IDEAL FOR	TECHNOLOGY & BENEFITS	RELAXERS	PRODUCT	IDEAL FOR	TECHNOLOGY & BENEFITS
	 STYLE SHIFTER SOCIETY® - Wonder Crown - Coco Dew - Heat Screen	PREP, REFRESH AND RE-STYLE IT All Texture Types Helps all style shifting clients as they transition through their style journey	KIND INGREDIENTS TO CARE FOR ALL STYLE TRANSFORMATIONS - Wonder Crown: Cannabis Sativa Seed Oil, Tea Tree Oil, Peppermint Oil, Honey, Menthol - Coco Dew: Coconut Fruit Juice Extract - Heat Screen: Rose Water		BUTTER BLEND RELAXERS® PROTECTIVE RELAXER SYSTEM	MAXIMUM PROTECTION & CONDITIONING Texture Types 8-3	BUTTER BLEND SYSTEM TECHNOLOGY
	 25 MIRACLE COLLECTION 25 Benefit Leave-In Treatments 25 Miracle Milk® 25 Miracle Cream 25 Miracle Nourishing Oil	MANAGEABILITY & SOFTNESS All Texture Types Works miracles to provide moisture, manageability, protection and shine	25 ESSENTIAL BENEFITS TO HYDRATE AND STRENGTHEN ALL TEXTURES 25 Miracle Milk®: Sustainably sourced coconut oil & fennel seed extract 25 Miracle Cream: Coconut Oil, UV filter and heat protection up to 450° F 25 Miracle Nourishing Oil: Sunflower seed, olive, jojoba and coconut oils		 HONEY SHIELD® PROTECTIVE PRE-TREATMENT	PROTECTING & PRE-TREATING HAIR	PATENTED CERAMIDE, HONEY NOURISHING HUMECTANTS - Shields previously relaxed hair from overlap during retouch application - Guards against moisture loss - Minimizes breakage
	 PRESS AGENT® Blowouts & Silk Press System - Shampoo - Conditioner - Raincoat Cream - Raincoat Serum	BLOWOUTS & SILK PRESSES All Texture Types For natural, transitioning and relaxed hair without a chemical commitment	SULFATE-FREE WITH AGAVE EXTRACT & ARGAN OIL - Conditions and adds shine - Protects against thermal stress up to 450° F - Repels frizz & humidity - Longer-lasting blowouts & silk presses		 BUTTER BLEND® RELAXER Sodium Hydroxide Formula Fine/Color-treated 4 lbs. Medium/Normal kit 4 lbs. Fine/Color-treated kit Medium/Normal kit	RELAXING Texture Types 8-3 Flexible texture management Fine, medium and color-treated hair	BUTTER BLEND TECHNOLOGY Moisturizing Blend of Shea Butter & Honey - The beloved original formula - Respect for hair fiber integrity - No harsh odor
	 TRUE TEXTURES® For Curls, Coils & Waves - Moisture Replenish Shampoo - Moisture Replenish Conditioner - Cream Cleansing Conditioner - Moroccan Clay Steam Mask - Curl Define Pudding - Curl Enhancing Lotion - Perfect Coil Oil Gel - Twist & Coil Jelly - Coil Stretch Cream - Sleek Holding Gel	MOISTURIZING CURL CARE & STYLING Texture Types 8-3 For natural curls, coils, and waves – Infused with naturally-derived ingredients perfect for natural curls, coils and waves	COCONUT, OLIVE, MARULA OILS & SEA MOSS* - Deeply conditions and moisturizes - Defines curls, coils and waves - Free of parabens, silicones and sulfates *select items		 BUTTER BLEND® SENSITIVE SCALP RELAXER Calcium Hydroxide Formula	RELAXING SENSITIVE SCALPS Texture Types 8-3 For clients sensitive to Sodium Hydroxide	BUTTER BLEND TECHNOLOGY Moisturizing Blend of Shea Butter & Honey - No-lye formula - Advanced conditioning agent - Helps reduce scalp irritation
	 SCALP CARE Soothe. Calm. Relieve. - Anti-Dandruff Shampoo - Anti-Dandruff Conditioner - Calming Scalp Lotion	DRY SCALP, BRAIDS, EXTENSIONS All Texture Types Soothe, calm and relieve moderate to severe flaking, scaling, itching and scalp discomfort	SCALP CARE TECHNOLOGY Salicylic Acid, Cucumber Extract, Menthol, Pyrithione Zinc, Peppermint, Sweet Almond, Safflower Seed, Avocado, Aloe Vera and Eucalyptus Oils - Exfoliates - Soothes - Relieves mild discomfort		 PERpFECTING CREME NORMALIZING CONDITIONER	CONDITIONING & RESTORING PH BALANCE	SHEA BUTTER, HONEY & PATENTED CERAMIDE FORMULA - Restores natural pH level - Penetrates cuticle to strengthen & condition from within - Detangles to minimize breakage
	 MOISTURE FUSION® Reset, Restore, Rehydrate - Gentle Clarifying Shampoo - Moisture Rich Shampoo - Intense Moisturizing Mask	INTENSE HYDRATION All Texture Types For extremely dry and brittle natural, relaxed and transitioning hair	CHARCOAL, COCONUT CLARIFIERS, CUPUAÇU BUTTER, HONEY & ARGAN OIL - Clarifies - Softens - Revives all textures		 BALANCE HAIR BATH® NEUTRALIZING & CHELATING SHAMPOO Calcium Hydroxide Formula	RELAXING SENSITIVE SCALPS Texture Types 8-3 For all clients sensitive to Sodium Hydroxide	ARGININE TECHNOLOGY MOISTURIZERS, PROTEIN & ESSENTIAL OILS - Fortifies and helps replenish moisture - Helps eliminate negative side effects to hair and scalp
	 25 MIRACLE MILK® LEAVE-IN 25 essential benefits to hydrate, strengthen and beautify hair.	MANAGEABILITY & SOFTNESS All Texture Types Works miracles on natural, relaxed or transitioning hair	SUSTAINABLY SOURCED COCONUT OIL, FENNEL SEED EXTRACT & HEAT PROTECTING XYLOSE TECHNOLOGY - Nourishing lightweight leave-in - Heat-protecting strengthening spray 25 moisturizing, strengthening and professional benefits		CLASSIC RHELAXER® CONDITIONING RHELAXER SYSTEM	BALANCED PERFORMANCE Texture Types 8-3	BALANCED PERFORMANCE TECHNOLOGY
	 SCALP CARE CALMING SCALP LOTION Leave-in scalp lotion	RELIEVING SCALP DRYNESS & DISCOMFORT All Texture Types For moisturizing dry scalps and calming scalp discomfort	EUCALYPTUS, ALOE VERA & AVOCADO OIL - Moisturizes dry scalp - Calms scalp discomfort		 CLASSIC RHELAXER® Sodium Hydroxide Formula Fine/Color-treated 4 lbs. Medium/Normal 4 lbs.	RELAXING Texture Types 8-3 Fine, medium and color-treated hair	PROTECTIVE INGREDIENTS & CONDITIONERS
	 ROSE H2O® CONDITIONING HAIRDRESS Use daily in-between shampoos	PROTECTION & RADIANT SHINE All Texture Types For dry hair and scalp	ROSEMARY EXTRACT, CHAMOMILE & OILS Helps prevent split ends and styling damage		 CLASSIC RHELAXER® Calcium Hydroxide Formula	RELAXING SENSITIVE SCALPS Texture Types 8-3 For all clients sensitive to Sodium Hydroxide	ARGININE TECHNOLOGY MOISTURIZERS, PROTEIN & ESSENTIAL OILS - Fortifies and helps replenish moisture - Helps eliminate negative side effects to hair and scalp
	 COCONUT SOUFFLÉ LIGHT MOISTURIZING HAIRDRESS Ideal for frequent use	WEIGHTLESS BREAKAGE PROTECTION All Texture Types For dry hair	COCONUT OIL, CAMELLINA OIL & RICE ARGAN OIL - No mineral oil - Petrolatum-free - Weightless soufflé texture - Anti-breakage protection		 FOLLOW ALL USAGE ADVISORY AND SAFETY WARNINGS ON RELAXER PACKAGING BEFORE PERFORMING A RELAXER SERVICE. 		
	 STRENGTH FUSION® INTENSE NIGHT-TIME TREATMENT Strengthening leave-in treatment	DEEP OVERNIGHT STRENGTHENING All Texture Types For weak, damaged and brittle hair	BREAKAGE TECHNOLOGY, SHEA BUTTER & VITAMINS - Concentrated cream - Dramatically strengthens & conditions				