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All Hair Types. All Humans.



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Miracle Creator

2025 Renovation Sales Presenter



hot new look!
same formula!

Miracles Happen to ANYONE!

Miracle Creator

The multi-beautifying treatment **with 20 miraculous benefits for hair so healthy you need to see to believe.**

[Miracle Blend]

A Magical Blend Of 1 Super Acid, 2 Hydrating Humectants, And 3 Nourishing Oils

Universal Benefits For ALL Hair Types

Nourishment, Shine, Smoothness, Blow Dry Speed, Anti-Frizz, Less Porosity, Softness, Split End Prevention, Heat Protection, Moisture, Less Breakage, Detangling, Manageability, Primer, Shielding, Color Protection, Definition, Strength, Fresh Scent, Styler Refresher

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[What Is The Magic Behind The Miracle?]

2 Hydrating Humectants

Acetamide &
Lactamide MEAs

**Continually Draw Moisture From
The Air To Maintain Softness,
Shine, Body, And Manageability**



1 Super Acid

Lactic Acid



**An Essential AHA That Smooths +
Hydrates The Fiber And Provides
A Protective Layer Against
Heat Damage**

**High Opportunity At 20% YOY Growth!*

3 Nourishing Oils

Coconut, Soybean
& Sweet Almond Oils

**Omega Fatty Acids, Vitamins, And
Antioxidants Deeply Penetrate Hair
To Moisturize, Seal Out External
Aggressors, And Lock In Shine**

[20 Miraculous Benefits]



Protect

450° F Heat Protection
Humidity Protection
Porosity Smoothing
Split End Prevention
Breakage Prevention
Strengthening
Color Fade Protection



Style

Frizz Control
Detangling
Manageability
Priming For Styling
Easy Blow-Dry



Enhance

Nourishment
Shine
Smoothness
Softening
Moisture
Definition
Lasting Scent
Bounce & Movement



100% Recycled
Plastic Bottle*



Hot New
Look!
Same Great
Formula



*Excluding The Pump, Cap And Label





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5x Smoother Hair*



- ✓ Smoothing leave-in cream
- ✓ Hydrates for ultra-sleek blowouts
- ✓ Provides heat protection
- ✓ Made with shea butter

*System of Mega Sleek shampoo, conditioner, & blow down cream vs. non-conditioning shampoo





- ✓ Heat protectant leave-in
- ✓ Smooths hair + provides all day frizz control
- ✓ Provides heat protection + long-lasting smoothness
- ✓ Made with shea butter



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A Curl Can Dream

Product Knowledge Guide





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A Curl Can Dream

Leave-In Treatments & Care For All Curl Patterns





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New!

**A Curl Can Dream
For Waves**

New! Curl Pattern Icons

Always Vibe With The Perfect Pick!



For Waves



For Curls



For Coils



For Waves



For Curls



For Coils



For Waves

Curl Pattern 2



For Curls

Curl Pattern 3



For Coils

Curl Pattern 4



new!



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A Curl Dream

weightless moisture shampoo
shampoo humectante sin peso
shampooing hydratant léger
Manuka Honey Extract + Rose Water
Miel De Manuka + Eau De Rose
for waves / para ondas
pour cheveux ondulés
10.1 FL OZ / 300 ml

Weightless Moisture Shampoo



Benefits:

Moisturizes & helps defines waves without weigh down

Usage:

Apply to wet hair at the scalp and work throughout lengths and ends. Rinse thoroughly. Follow up with Weightless Moisture Conditioner and Scrunch N' Go Defining Spray.

Key Ingredients:

Manuka Honey Extract & Rose Water

new!

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A Curl Cream Dream

weightless moisture conditioner
acondicionador weightless moisture
revitalisant hydratant léger
Manuka Honey Extract + Rose Water
Miel De Manuka + Eau De Rose

for waves / para ondas
pour cheveux ondulés



10.1 FL OZ / 300 ml

Weightless Moisture Conditioner



Benefits:

Moisturizes & helps defines waves without weigh down

Usage:

after Weightless Moisture shampoo, apply product from mid-lengths to ends working up to roots as needed & rinse. Follow with Scrunch N' Go Defining Leave-in Spray.

Key Ingredients:

Manuka Honey Extract & Rose Water

new!



scrunch n' go defining spray
scrunch n' go spray definidor
vaporisateur définisseur scrunch n' go
Manuka Honey Extract + Rose Water
Miel De Manuka + Eau De Rose
for waves and curls
para ondas y rizos
pour cheveux ondulés et bouclés
8.5 FL. OZ. / 250 ml

Scrunch N' Go Defining Spray



Benefits:

Weightlessly defines waves & curls while providing up to 48 hour unwanted frizz defense*. Use as a leave-in with light weight moisture for all day definition & as a refresher that revives your waves & curls. Spray, scrunch & go, or diffuse on low with up to 450°F heat protection.

Usage:

Shake well. After weightless moisture shampoo & conditioner, apply to damp hair from mid-lengths to ends. Do not rinse. Style as usual.

Key Ingredients:

Manuka Honey Extract & Rose Water

*vs. non-conditioning shampoo



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A Curl Can Dream For Curls & Coils



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A Curl Can Dream

weightless moisture shampoo
shampoo humectante sin peso
shampooing hydratant léger
Manuka Honey Extract + Rose Water
Miel De Manuka + Eau De Rose

for waves / para ondas
pour cheveux ondulés



10.1 FL OZ / 300 ml



Gentle Cleansing Shampoo



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

Use once weekly to gently cleanse curly & coily hair. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse. Follow up with rich mask, moisturizing cream, light hold gel & oil.

Key Ingredient:

Manuka Honey



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moisture preserving co-wash
co-wash que conserva la humedad
revitalisant hydratant

Manuka Honey
Miel De Manuka

for curls and coils / para rizos y bucles
pour cheveux bouclés et crépus



10.1 FL OZ / 300 ml

Moisture Preserving Co-Wash



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

Use 2x weekly to gently cleans curly and coily hair as a replacement for shampoo. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse. Follow up with Rich Mask, Moisturizing Cream, Light Hold Gel and Light Weight Oil.

Key Ingredient:

Manuka Honey

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Curl Cream

rich moisture mask
mascarilla hidratante
masque riche hydratant
Manuka Honey
Miel De Manuka
for curls and coils
para rizos y bucles
pour cheveux bouclés et crépus



9.4 FL OZ / 280 ml

Rich Moisture Mask



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

Use daily or as often as you wash your hair, to bring intense moisture to curls and coils. After applying shampoo, apply desired amount of product and massage into lengths and ends. Rinse out and follow with moisturizing cream, light hold gel and oil.

Key Ingredient:

Manuka Honey

*A Curl Can Dream Shampoo or Cowash, Mask, Cream, Gel & Oil



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**A Curl
Can
Dream**

moisturizing definition cream
crema hidratante definidora
crème définition hydratante

Manuka Honey
Miel De Manuka

for waves, curls & coils
para rizos y bucles
pour cheveux ondulés, bouclés et crépus



16.9 FL OZ / 500 ml

Moisturizing Definition Cream



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

Apply product to soaking wet clean hair from root to tip, sectioning off as you go. Follow with light hold gel, if needed. Style as usual.

Key Ingredient:

Manuka Honey



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A Curl Can Dream

light-hold gel
gel de fijación ligera
gel à tenue légère
Manuka Honey
Miel De Manuka
for curls and coils
para rizos y bucles
pour cheveux bouclés et crépus



6.7 FL OZ / 200 ml

Light-Hold Gel



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

After using shampoo, mask and cream, apply desired amount of light hold gel depending on hair density, less for fine hair and more for thick hair. More product may increase hold. Allow to air dry or diffuse. Follow with light-weight oil.

Key Ingredient:

Manuka Honey



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light weight nourishing oil
aceite nutritivo ligero
huile nourrissante légère

Hair & Scalp Oil
Huile Pour Cheveux Et Cuir Chevelu

for curls and coils
para rizos y bucles
pour cheveux bouclés et crépus



4.4 FL OZ / 131 ml

Light Weight Nourishing Oil



Benefits:

Curl Preservation System*, co-created with texture experts, defines your curls & coils, keeping hair moisturized with no flaking or crunch.

Usage:

After using shampoo, mask, cream and gel, work several pumps of light weight oil into hands and apply liberally to hair, from root to tip. Allow to air dry or diffuse.

Key Ingredient:

Coconut Oil

*A Curl Can Dream Shampoo or Cowash, Mask, Cream, Gel & Oil

Keep Me Vivid



Keep Every High-Maintenance Haircolor* Vibrant For 65 Days**

Shampoo

- The latest sulfate-free technology gently cleanses to maintain vibrancy of fast-fading haircolors
- Gently cleanses all known to fade colors

Conditioner

- Locks in shine without weighing hair down
- Acidic conditioner deeply nourishes color-treated hair

Color Lamination Spray

- Low pH 4.0–5.0
- Seals in haircolor to prevent fading while enhancing shine
- Professional usage: Apply after rinsing haircolor, wait one minute, rinse
- Client usage: After Keep Me Vivid Shampoo, spray Color Lamination, layer Keep Me Vivid Conditioner, rinse

*Permanent haircolor

**When using Keep Me Vivid system of Color Lamination Spray, Shampoo & Conditioner

Color Obsessed



Color-Protection Up To 32 Washes*

Shampoo

- Gently cleanses to help protect against fading and extend your color vibrancy
- Antioxidants protect against environmental aggressors that fade haircoloring
- Color protection for up to 32 washes

Conditioner

- Strengthens porous hair and creates brilliant color and shine
- Antioxidants protect against environmental aggressors that fade haircoloring
- Color protection for up to 32 washes

*With system of Color Obsessed Shampoo, Conditioner & Leave-in vs. a non-conditioning shampoo

Dark Envy



Neutralizes Unwanted Red Tones

Shampoo

- Green color-depositing formula
- Neutralizes red undertones on levels 1–4
- Works on both natural and colored-treated dark bases

Conditioner

- Non-color depositing formula
- Provides richness, radiance and shine
- Hydrates and enhances manageability

Red Neutralization Mask

- Highly concentrated blue-green color-depositing pigments
- Best for levels 1–4
- Apply after Dark Envy Shampoo, leave on up to 5 minutes depending on degree of neutralization desired. Rinse.
- Both in-salon and at-home use
- Wear gloves when applying, avoid scalp area

Before

After

*Using shampoo & mask. Result will vary depending on porosity of hair.

Brass Off



Neutralizes Unwanted Orange Tones

Shampoo

- Blue-purple color-depositing formula
- Neutralizes orange undertones on levels 5–7
- Works on both natural and colored-treated dark bases

Conditioner

- New toning conditioner with blue-purple neutralizing pigments
- Infused with ceramide and calibrated dyes

Orange Neutralizing Mask

- Highly concentrated blue-purple color depositing pigments
- Best for levels 5–7
- Apply after Brass Off Shampoo, leave on up to 5 minutes depending on the degree of neutralizing desired. Rinse.
- Both in salon and at-home use
- Wear gloves when applying, avoid scalp area

All-In-One Toning Leave-In Spray

- Buildable color depositing leave-in with 10 beautifying benefits to tone and tone natural and color-treated brunettes (levels 5–7)
- Spray product on towel-dried hair, comb through and style as usual. Use alone or after Brass Off Shampoo, Conditioner or Mask

So Silver



Neutralizes Unwanted Yellow Tones

Shampoo

- Purple color-depositing shampoo
- Neutralizes yellow undertones on levels 8–10+
- Works on natural and color-treated hair for blondes and greys

Conditioner

- New toning conditioner with purple neutralizing pigments
- Infused with ceramide and calibrated dyes

Yellow Neutralizing Mask

- Removes yellow undertones to create silvery hue
- Best for levels 8–10+
- Apply after So Silver Shampoo, leave 1–2 minutes for slight color deposit; 3–5 minutes for more tonal change. Rinse.
- Both in-salon and at-home use
- Wear gloves when applying, avoid scalp area

All-In-One Toning Leave-In Spray

- Buildable color depositing leave-in with 10 beautifying benefits to tone and nourish blonde, silver and grey hair (levels 8–10+)
- Spray product on towel-dried hair, comb through, and style as usual. Use alone or after So Silver Shampoo, Conditioner, or Mask

Unbreak My Blonde



Revives damaged and over-processed hair – leaving hair soft, shiny and 3x stronger!*

Shampoo

- Sulfate free formula gently cleanses for ultimate respect to sensitive fibers

Conditioner

- Sulfate free formula nourishes and softens without weighing hair down

Reviving Leave-In

- Hydrating formula provides added moisture while preventing breakage
- Heat protection up to 450°F

Unbreak My Blonde System

- Infused with citric acid to reinforce weakened bonds

Before

After

Before

After

Before

After

*Using shampoo & mask. Result will vary depending on porosity of hair.

*Using shampoo & mask. Result will vary depending on porosity of hair.

*When used 6 times or more as a system versus non-conditioning shampoo

Food For Soft



**7x More Moisture
For Up To 72 hrs!***
Avocado Oil +
Hyaluronic Acid

Shampoo

- Infused with avocado oil & hyaluronic acid
- Gently cleanses without stripping necessary moisture

Conditioner

- Infused with avocado oil & hyaluronic acid
- Detangles and replenishes hydration in dry & brittle hair

Treatment Mask

- Infused with avocado oil & hyaluronic acid
- Replenishes hydration in even the driest and most porous hair

Oil

- Infused with avocado oil
- Helps seal in moisture for hair that look shiny and smooth
- Heat protection up to 450°F

*When used as a system of Food For Soft Shampoo, Conditioner or Mask & Oil vs. non-conditioning shampoo

High Amplify



**Up To 35%
Boosted Volume***
Silicone Free + Protein

Shampoo & Conditioner

- Helps boost structure of fine, limp hair for lasting volume

Stylers:

Wonder Boost

- Targeted applicator
- Extreme root lift spray
- Lightweight body
- Flexible hold

Foam Volumizer

- Lightweight whip mousse
- All-over body
- Conditioning shine

Proforma Hairspray

- Maximum hold
- High volume
- 24 hour humidity resistance

*With system of High Amplify Shampoo, Conditioner & Proforma Hairspray vs. unwashed hair

A Curl Can Dream



For Curls & Coils
Manuka Honey Extract

Shampoo

- Deep cleansing shampoo for wash day

Co-Wash

- Gentle sulfate-free "cleansing conditioner" for in-between washes

Rich Mask

- Deep hydrating mask brings intense moisture to hair

Moisturizing Cream

- Provides hydration & definition to curls & layers perfectly underneath Light Hold Gel
- Heat protection up to 450°F/230°C

Light Hold Gel

- Layers perfectly on top of cream with no flaking or crunch

Light-Weight Oil

- Infused with sunflower seed oil for finishing & added shine

*When used as a system of Shampoo or Co-Wash, Mask, Cream Gel & Oil



For Waves
Manuka Honey Extract

Shampoo

- Moisturizes & helps define waves without weigh down
- Use with conditioner & Scrunch N' Go Spray for up to 48 hour wave definition

Conditioner

- Moisturizes & defines waves without weigh down
- Use with shampoo & Scrunch N' Go Spray for up to 48 hour wave definition

Scrunch N' Go Defining Spray

- Weightlessly defines waves & curls
- Provides 48-hour unwanted frizz defense*
- 450°F heat protection
- Use with shampoo & conditioner for all day definition

*System of Weightless Moisture Shampoo, Conditioner & Scrunch N' Go Spray vs. non-conditioning shampoo

Mega Sleek



Instacure



Miracle Creator



Matrix Pro Backbar



Frizz-Proof Essentials Shea Butter

Shampoo & Conditioner

- Helps control rebellious, unruly hair
- Manages frizz and protects against humidity

Stylers:

Iron Smoother

- Spray helps protect against heat damage & humidity
- All-day frizz control
- Lasting style memory

Blow Down Cream

- Provides heat protection
- Easy glide for fast blowouts
- Instantly smooths hair & controls frizz

Anti-Breakage Haircare System Liquid Protein + B5

Shampoo:

- Infused with liquid proteins, deep cleanses hair to remove buildup while strengthening

Conditioner:

- Infused with liquid proteins, softens hair while strengthening

Porosity Spray:

- Infused with liquid protein & B5
- Fills porosity, balances pH
- Visibly reduces split ends
- 60% less breakage*

*When using Anti-Breakage Porosity Spray vs. non-conditioning shampoo

Miracle Multi-Benefit Superstars

Multi-Tasking Treatment Spray

- Lightweight spray
- Shine booster
- Smooth sealer
- Fixes breakage
- Holds moisture
- Thermal protectant
- Protects color
- Fights frizz
- Corrects porosity
- Damage eraser
- Instant detangler
- Humidity blocker
- Prolongs hair styles
- Weightless conditioner
- Mends split ends
- Accelerates blow-dry
- Corrects roughness
- Environmental protectant
- Enhances manageability
- Styling primer

Miracle Creator Mask

- Intensely nourishes
- Revitalizes & strengthens hair in just 60 seconds
- Lowest pH of any professional hair mask

High-Powered Solutions For Every Behind The Chair Need

Alternate Action

- Alternate Action clarifying shampoo
- Gel formula works hard to clarify and deep cleanse, removing buildup without stripping natural oils
- Perfect for muddy toners, flakey scalps, box-dye mishaps

Instacure

- Instacure porosity filling spray
- Designed in 1980 and tested for four decades, our light-weight formula fills porosity, detangles, preps and equalizes for toning, smooths cuticle, balances pH & tames frizz

No Stain

- No Stain color remover is the colorist real life undo button
- Usable on ears, hairline and scalp, this non-irritating formula removes stained color



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