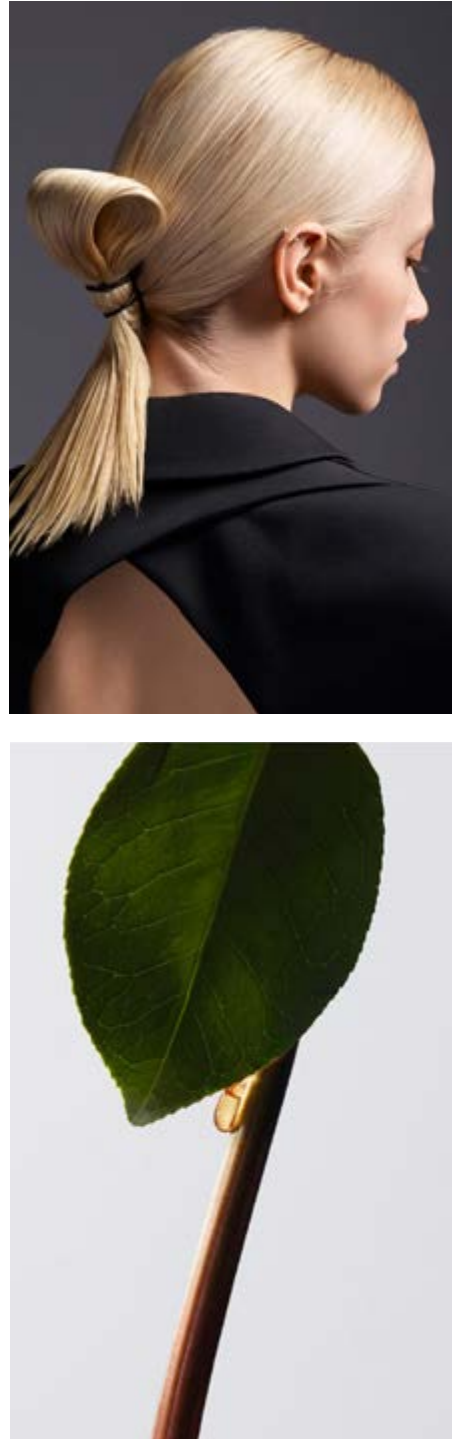




product knowledge guide

shu uemura
art of hair



driven by one mission

it all starts with mr. shu uemura:

japanese makeup artist creating his own beauty brand after his success in hollywood. driven by an innovative spirit and a unique philosophy, the talented artist has revolutionized the world of cosmetics and hair.

history



50_s

hollywood

thrilled by the glamour of hollywood, in 1955 mr. shu uemura moves to the us and launches his career backstage. his big break comes in 1964 as the makeup artist for the film "my geisha," transforming the actress shirley maclaine into a japanese courtesan. for the first time, beauty artistry is elevated to an art form itself.



60_s

oil removes oil

in 1967, inspired by the philosophy that "oil removes oil," mr. shu uemura introduced the first oil cleanser (and shu uemura product) to the market: "unmask cleansing beauty oil." this now famous product became the origin of shu uemura's iconic art of oils collection.



80_s

the first atelier

in 1983 the brand opened its first shu uemura beauty boutique in tokyo, revolutionizing the appearance and function of the cosmetic boutiques. it was the first of its kind to offer experiential shopping, where makeup artists and consumers alike could trial products and discover beauty artistry together.



00_s

from cosmetics to hair

in 2007, the brand extended its professional expertise and dedication to women's beauty with the creation of shu uemura art of hair.



20_s

present

in 2020, shu uemura continues to drive the artistry of hair through the science and innovation of rare and precious, high performing ingredients.

4 core brand values

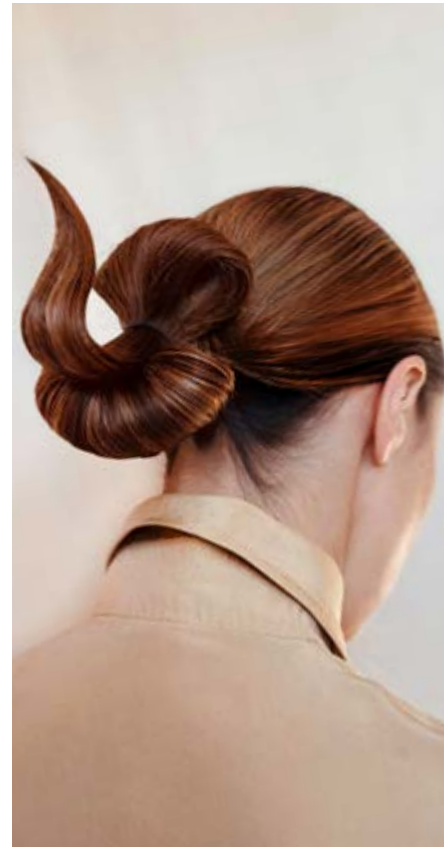
they encapsulate our heritage and drive all our actions



sleek
luxury



rare precious
ingredients



professional
artistry



japanese
flair

love | know | act

inspiration



- tokyo beat
- brand history
- brand vision

education



- the art of consultation
- products
- tools

embodiment



- service & attitude
- grooming
- retail expression

the art of consultation

3 questions + 3 gestures = 3 minutes

3 questions

(2 minutes)

what are your main hair concerns?

it is important to know if your client has ongoing issues with their hair or scalp. encourage them to talk about their current regimen.

what is your dream hair?

do they want to change the texture or feel of their hair? do they want to change their hairstyle?

how do you feel today?

this question allows you to know their daily rhythm. are they tired? are they stressed? are they always on the go? their lifestyle will speak to the health of their hair.

+

3 gestures

(1 minute)

touch a strand of hair to evaluate the quality.

ask their permission to touch their hair.

brush the hair with a shu uemura brush.

this will allow you to see if the hair is easy to detangle, is static, moves easily, etc...

move the scalp with the palms of your hands.

if the scalp is rigid, that may mean that your client is stressed and needs relaxation. if the scalp is dry, they need nutrition, etc...

=

3

minutes

— strengthening —



izumi
tonic
rice water

— revitalization —



ashita
supreme
ashitaba plant

— color treatment —



color
lustre
musk
rose oil

— neutralize —



yūbi
blonde
anti-brass
replenishment

8 different pillars

1 pillar = 1 solution
= 1 color = 1 key ingredient

each pillar contains a shampoo,
conditioner, and treatment masque.
some pillars also contain leave-in
products.

— nourishment —



urban
moisture
moringa

— extreme repair —



ultimate
reset
rice extract

— volume —



muroto
volume
depsea water

— restoration —



silk
bloom
argan tree



color lustre

musk rose oil + goji berries

the **musk rose tree** originated in asia. in the 16th century, after spreading throughout europe, it was introduced to south america. today it is mainly found growing in chile. **musk rose oil** is extracted from the seeds of the **musk rose** for its inherent healing properties.

goji berries are renowned in asia as the most concentrated natural source of anti-oxidants. they are so delicate that they must be harvested carefully by shaking them free from the trees so as not to crush them. **goji berry extract** helps protect the hair from oxidation and color fade.

color lustre

for normal to color-treated hair



shampoo

conditioner

masque

features

- **musk rose oil**, rich in fatty acids that boost color radiance
- **goji berry extract**, most concentrated natural source of antioxidants
- **vitamin a**, an anti-oxidant that offers color-protecting properties
- **refining lipids**, mimics the hair's natural protective varnish to insulate the cortex from water and other external stress factors
- **scalp respect complex**: moisturizes and revitalizes the scalp – glycerine + gentian extracts
- **sulfate-free**, paraben-free

benefits

- restores the hair's natural varnish
- delicately preserves color
- adds a vibrant polished shine



yūbi blonde

white peony shakayaku

in Japan, it is known as a symbol of purity and Japanese traditional beauty. from antiquity to the present, it is difficult to describe Japanese beauty without this flower. rich in vitamin d, the white peony is reknown for its moisturizing, soothing and antioxidant benefits.

Responsible sourcing: 15 years have been spent on the selective and sustainable breeding process. enabling white peonies to bloom continuously, carefully treated by passionate farmers. harvested by hand within only may to june & only half of the flowers are used.

Japanese technology cool pigment: exclusive technology for shu uemura never seen in haircare. crafted in Japan using highly advanced technology in collaboration with Japanese leading ink manufacturers.

how is this pigment different?

1. mega loaded technology to incorporate more pigments
2. ultra-fine shape for the most vibrant & long lasting colors

yūbi blonde

anti-brass replenishing range for blondes



shampoo anti-brass shampoo conditioner anti-brass masque purple serum

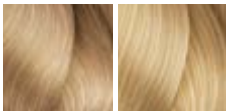
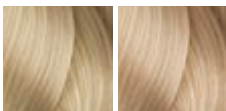
features

- **Japanese white peony**, replenishes hair by intensely nourishing from roots to ends
- **Japanese cool pigments**, neutralizes unwanted warm tones for a pure, cool blonde result

benefits

- removes impurities and gently cleanses
- gently cleanses while conditioning
- reveals hair with a natural glow and lavish touch
- smooths hair with a natural glow

an adaptive daily & weekly routine for all types of blonde clients

	daily routine	weekly routine
 for warm to golden blondes		
 for neutral to cool blondes		
 for platinum to icy blondes		



urban moisture

moringa extract & red micro-algae extract

also known as the “miracle tree”, the **moringa tree** is one of the most nutrient-dense plants in the world and has been used over the centuries in traditional medicines. highly concentrated in nutrients, vitamins, and antioxidants, the extract deeply hydrates while offering intense purifying properties that catch pollutants, cure illnesses, and purify water.

known for centuries for its healing properties, **red micro-algae** fights free radicals and the damaging oxidation process. the extract is rich in vitamins, minerals and amino acids that all help to protect the hair.

urban moisture

for normal to dry hair



shampoo

conditioner

masque

features

- **moringa extract** to offer moisture and gentle nourishment
- **red micro-algae extract** to provide protection against urban aggressors

benefits

- rebalances the moisture levels of dry hair
- creates a soft and smooth texture that is supple from roots to ends
- hair is purified and protected against dust, pollution and hard water
- hair is left with a healthy glow
- safe on color-treated hair



silk bloom

argan oil

the argan tree grows in an extremely arid environment in north africa and produces precious **argan oil** recognized for its reparative and regenerative properties. it has been used by berber women for centuries for its exceptional reparative qualities.

combined with ceramide and vitamin e, **argan oil** helps repair the structure of damaged hair fibers and the bonds between the hair cuticle. thus, the anatomy of each fiber is restored for hair that has a firm and silky feel.

silk bloom

for damaged hair



shampoo

conditioner

masque

features

- **argan oil** repairs and replenishes the hair fiber
- **ceramide** reinforces the hair fiber's intercellular cement and cohesion of the hair cuticle
- **scalp respect complex:** moisturizes and revitalizes the scalp – glycerine + gentian extracts

benefits

- repairs the structure of the hair fiber
- reinforces the fiber, leaving a substantial touch from roots to ends
- safe on color-treated hair



ultimate reset

japanese-sourced rice extract

for millennia, japanese women have looked to [rice](#) as a source of beauty and strength. renowned for its powerful protecting and moisture-retaining virtues, it even gave way to the saying “nuka bijin”, meaning “beautiful by the rice”. combined with shu uemura’s [co-emulsion](#) and [ultima-6](#) technologies, ultimate reset boasts a restorative formula of groundbreaking strength.

- sustainably sourced in kyogo, japan
- harvested using a traditional cultivation system which preserves local ecology
- traditional duck cultivation
- ensures purity and richness of nutrients in the rice

ultimate reset

for ultra-damaged hair



shampoo

conditioner

masque

serum

night serum

features

• co-emulsion

- new generation of shampoo + conditioner
- extreme repair for lasting results
- weightless feel
- adapts to all hair types

• ultima-6

- low-charge amino complex to provide maximum repair
- light molecular weight actives for lasting repair
- protection from future damage and breakage

• peptides

- smaller versions of proteins made up of amino acids able to penetrate deep layers of the hair fiber

benefits

- provides intense, high level of care
- will not weigh the hair down
- brings softness, suppleness, and strength
- most advanced formula in hair repair
- long-lasting shine

extreme restorative duo serum

benefits

- perfect balance between care and styling.
- strengthens weekend hair fiber while maintaining shape benefits

how to use

1. apply to midlengths and ends on damp or dry hair.
2. style for desired look.

extreme restorative night serum

benefits

- reduces hair breakage by 95%*
- 95% stronger hair*

how to use

- apply to damp or dry mid-lengths and ends before bed.

*when compared to non-conditioning shampoo



muroto volume

infused with rare, precious depsea water

drawn from 200 meters beneath the [seas of japan](#), far secluded from bacteria and pollutants, [depsea water](#) matures over hundreds of years.

this precious ingredient remains a pure and rich source of essential minerals and nutrients, providing ultimate purity and hydration.

muroto volume

weightless body for fine hair



shampoo

conditioner

masque

features

- **depsea water** delivers lasting volume and weightless body
- **sea salt** enhances natural movement, texture, and volume

benefits

- weightless body
- long-lasting volume
- soft, touchable texture
- pure hydration
- sensorial fragrance



ashita supreme

ashitaba extract

an ancestral plant from japan with extraordinary selfregenerating virtues: when ashitaba's stem is sliced, it oozes a precious golden sap and a day later a new leaf appears.

shu uemura art of hair introduces this precious ingredient in our newest scalp and hair care range, formulated to reveal strong, smooth and shiny hair.

ashita supreme

frizz prone scalp & hair care range



scrub

shampoo

conditioner

serum

masque

features

- **japanese ashitaba plant** smooths dull, frizz prone hair
- 95% less breakage*
- 70% smoother**
- 2x more shine***

benefits

- cleanses the scalp by removing impurities and product
- build up with a cooling sensation
- gently cleanses hair, adds smoothness & shine
- adds intense moisture, strength, shine and smoothness
- lightweight & instantly adds smoothness

*system of shampoo & conditioner vs. non-conditioning shampoo **system of shampoo, treatment & serum vs. non-conditioning shampoo ***system of shampoo & conditioner



yu-su-ru

japanese hair beauty tradition

rice water is the starchy water that is produced after soaking or cooking rice in boiled water. after 2-3 days a nourishing rice water remains to deliver even more vitamins & antioxidants.

rice water is thought to contain many of the existing vitamins and minerals in rice. these include: amino acids, b vitamins, vitamin e, minerals, antioxidants.

rich in amino acids, restores damage, prevents future breakage, and reveals healthier, smoother hair.

agiamo cultivation

capitalizing on ultimate reset rice extract, this rice is cultivated in an eco-friendly farming system with the help of ducks from Hyogo, japan.

izumi tonic

strengthening hair care range for all types of fragile hair



shampoo

conditioner

spray

serum

masque

features

- helps to restore damage,
- prevent future breakage
- reveals healthier & smoother hair

benefits

- increases hair diameter
- leaves hair 30x stronger*
- thickens hair
- reduces split ends up to 91%*
- softens & smooths
- adds shine



which range is right for your client?

	izumi tonic	silk bloom	ultimate reset
benefits	strengthen & thicken fragile hair	nourish & restore weakened hair	repair very damaged hair
hair type	normal to dry	normal to dry	normal to dry
hair texture	fine to medium	all hair types	all hair types
main concern	fragile hair breakage	styling & heat damage	color & chemical damage, over-processed hair
key ingredient	rice water	argan oil	rice extract



deep cleansers for scalp and hair

introducing a new carefully crafted deep cleansing technology, combining innovative bio-technology with precious Japanese ingredients.

the art of onsen

the technology inside each deep cleanser is inspired by Japanese spas known as **onsen**. onsens are natural hot springs known for their rejuvenation and stress relieving properties.

the essential minerals found in onsens inspired the powerful bio-tech ferment infused within each of the deep cleansers and work to purify hair from pollution particles to leave the hair and scalp feeling deeply cleansed.



three deep cleansers
to address specific scalp and hair needs



gentle radiance

for normal scalp & hair

onsen-inspired ferments
for lightweight cleansing & enhanced shine



delicate comfort

for dry scalp & hair

Japanese cherry blossom
for moisturizing & soothing



pure serenity

for oily scalp & hair

nutrient-rich yuzu citrus
for purifying & removing excess oil

for clients who

- experience uncomfortable scalp & hair
- shampoo infrequently
- lead an active lifestyle or love to swim
- use several styling products

for clients who

- experience dry & uncomfortable scalp
- have curly hair
- use heat tools often
- live in hot, dry climates

for clients who

- experience oily & uncomfortable scalp
- want their blow dry to last longer
- like an extra clean feel at the scalp



gentle radiance deep cleanser

for normal hair & scalp

with onsen-inspired biotechnology ferment

japanese ingredient:

onsen-inspired ferment, first isolated in izu, japan. it is known to have anti-oxidant virtues and to help reinforce the barrier function. this formula is infused with avocado oil, known to be very rich in oelic acid and palmitic acid, ensuring a high capacity to penetrate the hair fiber.

benefits

- deeply cleanses and removes pollution particles from scalp
- gentle on scalp while feeling balanced
- hair feels lightweight with shine
- ideal for daily use

how to use

apply on wet hair, massage & rinse thoroughly. can be used alone or once a week as a first cleansing step before your favorite shu uemura art of hair shampoo and conditioner routine.



delicate comfort

for dry hair & scalp

with onsen-inspired ferment and sakura blossom

japanese ingredient:

onsen-inspired ferment, first isolated in Izu, Japan. It is known to have anti-oxidant virtues and to help reinforce the barrier function.

yae-sakura (double-flowered sakura) are harvested in Iwate, Japan, where they are carefully picked up one by one. They are known for their antioxidant virtues.

benefits

- deeply cleanses and removes pollution particles from scalp
- scalp is well-hydrated, comfortable and feels balanced
- hair feels moisturized, soft and supple

how to use

apply on wet hair, massage & rinse thoroughly. can be used alone or once a week as a first cleansing step before your favorite shu uemura art of hair shampoo and conditioner routine.



pure serenity deep cleanser

for oily hair & scalp

with onsen-inspired ferment and yuzu citrus

japanese ingredient:

onsen-inspired ferment, first isolated in izu, japan. it is known to have anti-oxidant virtues and to help reinforce the barrier function.

yuzu citrus on the island of shikoku in japan are naturally rich in multivitamins especially vitamin c, minerals & anti-oxidants. yuzu is traditionally added to hot baths on winter solstice for its relaxing aromas.

benefits

- Deeply cleanses and removes pollution particles from scalp
- scalp is clarified and less oily
- hair feels lightweight with added volume
- ideal for daily use

how to use

apply on wet hair, massage & rinse thoroughly. can be used alone or once a week as a first cleansing step before your favorite shu uemura art of hair shampoo and conditioner routine.



art of oils



inspired by the ancestral ritual
of combing hair with camellia oil for
its moisturizing and protective benefits

red camellia oil

sourced from toshima island, Japan

camellia oil is known for its nourishing,
moisturizing and protecting benefits.
It is known to be rich in antioxidants,
vitamin A, C, E as well as oleic acid
that helps to retain moisture.

highly concentrated in lipids, camellia oil
is one of the most rapidly absorbing oils
to instantly nourish.

the essence absolute collection

with red camellia seed oil



nourishing
protective
hair oil



nourishing
overnight serum



nourishing
universal
hair & skin balm



rich nourishing
hair oil-in-cream



nourishing
soothing scalp
oil concentrate

essence absolue

nourishing protective hair oil
with red camellia oil



what it is

A multi-benefit nourishing hair oil that protects, nourishes and adds shine without weighing down the hair. A beautifully lightweight and versatile formula infused with japanese red camellia oil that rapidly absorbs for ultimate hair nourishment. great for most hair types to provide heat protection and protection from uv-induced damage. Ideal for daily use to tame frizz, protect hair against breakage and add hydration, leaving hair soft, smooth and radiant.

benefits

- helps protect against breakage
- helps tames frizz
- hair is instantly hydrated, shinier & more manageable
- 96% less hair breakage*
- provides heat protection up to 450°F & protection against uv-induced hair damage
- hair is left soft, smooth & radiant

how to use

To use as a pre-styling heat protectant, apply one to two pumps throughout towel-dried hair.

Apply one to two pumps after styling to nourish, soften and add shine. Can be applied to dry lengths and ends whenever in need of added hydration and nourishment.

Combine with your favorite styling product to add manageability and added nourishment and protection.

essence absolue

nourishing overnight hair serum
with red camellia oil



what it is

an overnight hair serum that works overtime while you sleep to provide nourishment while smoothing, softening and taming frizz . Infused with japanese red camellia oil that quickly absorbs into hair making this lightweight cream pillow proof and great for most hair types. When used as a nighttime hair treatment, hair is left hydrated, smoothed, more radiant and ready to style by morning.

benefits

- intensely nourishes, smooths and tames hair overnight
- 25% smoother hair*
- 97% less hair breakage*

how to use

apply on dry or damp lengths and ends before bedtime. spread a pump into hands and distribute the product evenly on tips. use of a comb to spread the product evenly is ideal. adapt the quantity to suit hair length and thickness. as the product has a light texture, there is no need to wash the hair the morning after. in the morning, proceed to style hair as usual.

essence absolue

nourishing universal hair & skin balm
with red camellia oil



what it is

A versatile and multi-use hydrating balm for dry hair and skin that can be used for quick and effective touch-ups on hair and skin. Infused with japanese red camellia oil that rapidly absorbs into hair for instant hydration on skin and hair. This soft to the touch formula works well on curly and thick hair to immediately add shine and moisture while providing 24-hour lasting hydration on skin.

benefits

- intensely hydrates hair & skin
- immediately adds shine and moisture to hair
- 99% less hair breakage*
- 24 hour lasting hydration on skin
- 72% smoother hair*

how to use

Work a small amount into the palm of hands and apply throughout damp hair, use a comb to spread evenly.

As a styling agent, work a small amount into damp or dry hair as desired to lock in shape and shine. Adds control and definition.

Can be used on eyebrows, elbows, facial hair, hands, nails and cuticles.

essence absolue

rich nourishing hair oil in cream
with red camellia oil



what it is

An intensely nourishing hair cream that provides hydration and helps protect hair from dryness, heat and uv-induced damage. This velvety cream is infused with japanese red camellia oil that rapidly absorbs into hair providing instant hydration for very dry hair. Great for thick coarse hair to help tame frizz, protect from breakage and hydrate hair leaving it soft, radiant and smooth.

benefits

- nourishes & tames very dry hair
- hydrates and helps protect hair fiber against dryness
- helps protect against uv-induced hair damage & heat damage from hot tools
- helps tame frizz
- heat protection up to 450°F
- 71% smoother hair*
- 98% less hair breakage*

how to use

To use as a pre-styling heat protectant, apply one to two pumps throughout towel-dried hair.

Apply a small amount after styling to nourish, soften and add shine. Can be applied to dry lengths and ends whenever in need of added hydration and nourishment.

Combine with your favorite styling product to add manageability and added nourishment and protection.



new

nourishing soothing scalp oil concentrate

- pre-shampoo and nourishing treatment
- 86% agree scalp feels moisturized
- 82% agree hair feels nourished*

*vs. non conditioning shampoo



the art of styling

professional formulas crafted for
endless creativity

“creating something that is
universally beautiful, that is art.”

Shu uemura.



shu uemura
art of hair

returning to the essence of the brand
& its powerful art foundations



reflecting the brand's dna through the art of styling

sleek luxury

pro artistry

japanese heritage

1



2



3



iconography &
packaging

haigo
blends

art of
minimalism

shu uemura styling collection

rediscover your professional hair styling favorites
with a new sleek look and exclusive fragrance

hold & control



moya hold
finishing
hair spray



kaze wave
curl
mousse



umou hold
hold
cream



nendo definer
matte
clay



ishi sculpt
sculpting
paste



uzu cotton
definition
cream

volume & body



wata wave
texture
spray



awa volume
volumizing
mousse



tsuki shape
blow dry
spray

smooth & sleek



shiki worker
blow dry
serum



netsu design
blow dry
cream

two blow dry essentials to create a flawless finish

tsuki shape

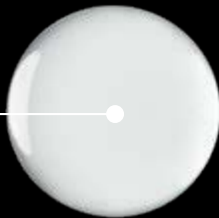
blow dry spray



benefits:

- shape memory, reactivated by heat
- adds body and lift at the root
- provides hold with a lightweight feel

galenic
liquid



looks:

bouncy curls & wavy hairstyles,
volume, root lift

netsu design

blow dry cream



benefits:

- heat protection up to 450°F
- frizz protection
- reworkable for versatile looks

galenic
cream



looks:

sleek blow dry,
effortless blow dry

a powerful, minimalist & sleek design



minimalist design

ultra sleek & graphic

embracing luxury codes
of less-is-more

only the essential

inspired from our japanese heritage

graphics inspired from Japanese
character meaning art アート

names inspired by our Japanese heritage and the

art of wabi わびの芸術

finding beauty and inspiration in natural surroundings



luxurious textures in the purest form
that deliver elevated professional looks

signature products

awa volume
bubble



volumizing mousse

umou hold
feather



hold cream

moya hold
haze



finishing hair spray

shiki worker
four seasons



blow dry serum

ishi sculpt
stone



sculpting paste

nendo definer
clay



matte clay

star products

tsuki shape
moon



blow dry spray

netsu design
heat



blow dry cream

fragrance: a musky, subtle & polished scent

a fresh musky scent that is immediately entrancing with a clean, sleek feel.
a soft and enveloping universe with a calming blend of amber and
creamy musk, relaxing florals with a surprising dash of red pepper



the art of haigo



shu hair artists



formulas
become **art** through
the hands of hair artists



haigo / バック blends

expertly crafted formulas
with compatible textures
for blending and layering
with sensorial fragrance



mousse



serums



creams



clay

blending & layering with super star product essence absolute oil

extra nutrition

helps transform texture

extra shine

haigo to soften level of hold

extra protection

only the essential



professional styling collection

product knowledge



moya hold

finishing hairspray
flexible lasting hold



227g/8oz

benefits

- defines flawless styles with a weightless micro-fine finish
- perfect for slicked back styles, high hold updos and texturized blowouts
- provides long-lasting buildable hold

how to use

- apply to dry, styled hair or before iron work
- spray 8-12 inches from hair
- layer for increased control

inspired by the japanese art of minimalism,
moya [moy-ah] - haze in japanese

Similar to haze, **moya hold** finishing hairspray
has a weightless, micro-fine mist.

haigo - layer **moya hold**, finishing hairspray over
any shu uemura styling products to hold shape and
add shine

kaze wave

curl mousse

weightless curl definition



150ml/5oz

benefits

- perfect for smooth waves and defined curls
- tames frizzy hair with a creamy texture, heat protection and humidity resistance
- long-lasting flexible hold, leaves hair with a soft weightless finish

how to use

- apply on towel-dried hair
- scrunch the product into your curls
- style or let air dry naturally

inspired by the japanese art of minimalism,

kaze [kahzé] - wind in japanese

The name **kaze wave** represents the curl mousse's soft and weightless finish.

haigo - blend kaze wave, curl mousse with awa volume, volumizing mousse for fuller curls and more hold

umou hold

hold cream
maximum control



100ml/3.4oz

benefits

- provides long-lasting strong hold
- adds subtle dimension, smoothness and natural shine
- perfect for polished, controlled & slicked-back styles

how to use

- emulsify a small amount of product in your hands to warm
- softly smooth the cream through damp or dry hair
- let dry naturally, brush through, or define shape

inspired by the japanese art of minimalism,
umou [ou-moh] - feather in japanese

The name **umou hold** represents the styling cream's strong hold that is lightweight and soft in finish.

haigo - blend umou hold, hold cream with essence
absolue nourishing protective oil for a softer hold and
more shine

nendo definer

matte clay
texture and separation

benefits

- use to create a tousled look or smooth, controlled finish
- defines hair, adds workable hold and builds texture
- leaves hair with silky matte finish

how to use

- apply on towel-dried hair or dry hair for textured, unruly style
- layer with other products of this range to create unique textures and results let dry naturally, brush through, or define shape
- let dry naturally, brush through, or define shape

inspired by the japanese art of minimalism,

nendo [nen-dow] - clay in japanese

Similar to clay, **nendo definer** hair pomade adds workable hold, builds texture, and provides a matte finish.

haigo - layer nendo definer, matte clay on the ends of hair before **wata wave**, texture spray for an undone, textured look



75ml/2.5oz

ishi sculpt

sculpting paste
workable, structured looks

benefits

- sculpting hair pomade that adds medium hold and texture to create a piecey, workable, demi-matte finish
- perfect for sculpted or roughed-up frizz-free styles
- creamy formula, which is neither stiff or sticky, offers subtle shine

how to use

- apply on towel-dried hair or dry hair to sculpt strong, structured style
- haigo and layer with other products of this range to create unique textures and results

inspired by the japanese art of minimalism,
ishi [e-shee] - stone in japanese

The name ishi represents the hair pomade's lasting hold, texture, and semi-matte finish.

haigo - blend ishi sculpt, sculpting paste with netsu design, blow dry cream for a more pliable finish



75ml/2.5oz

uzu cotton

definition cream

flexible hold and soft touch

benefits

- perfect for smooth waves and defined curls
- offers flexible hold and soft, but controlled touch
- tames frizzy hair, with a lightweight finish and natural shine

how to use

- apply on towel-dried hair or dry hair for a textured defined style
- air dry or blow dry
- haigo or layer with other products to create unique textures and results

inspired by the japanese art of minimalism,

uzu [ou-zou] - swirl in japanese

The name **uzu cotton** represents the hair pomade's lightweight finish and creamy texture that is perfect for wavy or curly hair.

haigo - layer **uzu cotton, definition cream** over **kaze wave, curl mousse** to sculpt curls once hair is almost dry



75ml/2.5oz

wata wave

texture spray

buildable texture and movement



202g/7.1oz

benefits

- provides buildable texture and long-lasting flexible hold with a soft matte finish
- builds volume and movement in hair
- extends your hairstyle and refreshes second or third day hair by enhancing body and definition

how to use

- spray 8-10 inches from dry hair
- work into the hair with fingers: tousle, tease, or scrunch

inspired by the japanese art of minimalism,

wata [wah-ta] - cotton in japanese

Similar to cotton, wata wave provides hair with buildable texture and a soft, matte finish.

haigo - spray tsuki shape, blow dry spray at the roots, once hair is dried, add wata wave, texture spray for added height and hold

awa volume

volumizing mousse

maximum volume and root lift



150ml/5oz

benefits

- adds maximum volume and long-lasting body
- delivers a silky finish, with a smooth touch and natural shine
- medium hold, flexible, with long-lasting control

how to use

- apply generously on towel-dried hair
- distribute mousse on roots, midlengths and ends
- style for desired results

inspired by the japanese art of minimalism,

awa [ah-wah] - bubble in japanese

The name **awa volume** represents the hair mousse's maximum volume and soft, lightweight finish.

haigo - apply **awa volume**, **volume mousse** to roots and layer **netsu design**, **blow dry cream** on midlengths and ends for volume and shape memory

tsuki shape

blow dry spray
shape memory and added body



190ml/6.4oz

benefits

- heat-activated spray gives shape and memory to the hair
- enhance your blow dry by adding volume, body, and definition
- lightweight finish with a soft hair texture and natural feel

how to use

- spray liberally all over towel-dried hair
- lift the roots as you blow-dry or using rollers for added volume
- style for desired results

inspired by the japanese art of minimalism,
tsuki [tsou-kee]- moon in japanese

Inspired by the soft textures on the moon, the name **tsuki shape** represents the blow dry spray's ability to add shape memory and definition to the hair with a lightweight and natural feel.

haigo - after spraying **tsuki shape**, blow dry spray at the roots, layer **netsu design**, blow dry cream over midlengths and ends for lasting body and shape

netsu design

blow dry cream
reworkable frizz-free looks



150ml/5oz

benefits

- protects against heat up to 450 °F
- tames frizzy hair for a smooth finish
- reworkable for versatile looks with a natural feel and long-lasting hold

how to use

- apply to damp hair
- blow-dry and heat style to set shape
- reactivate by reapplying heat

inspired by the japanese art of minimalism,
netsu [net-sou] - heat in japanese

The name **netsu design** represents this blow dry cream's protection against heat from styling and the repositionable designs that it enables in the hair.

haigo - after styling hair with **netsu design**, blow dry cream layer **essence absolue**, nourishing protective oil on midlengths and ends for added shine and nourishment

shiki worker

blow dry serum

instant moisture and easy detangling



150ml/5oz

benefits

- multiple benefits to prepare any style
- instantly hydrates | detangles | smooths | conditions | boosts radiance | tames frizz | adds silkiness
- damp hair: this primer locks in moisture, boost radiance & tames frizzy hair for a smooth finish
- dry hair: the formula detangles, smooths, and conditions, boosts radiance, tames frizz and adds silkiness

how to use

- apply on towel-dried hair & spray along the lengths
- comb through to spread evenly
- scrunch through or twist spray into strands for better distribution
- style as desired

inspired by the japanese art of minimalism,

shiki [she-kee] - four seasons in japanese

The name **shiki worker** represents the multi-purpose spray's diverse and unique benefits that it offers to all hair types.

haigo - mist **shiki worker**, blow dry serum all over damp hair and layer **kaze wave**, curl mousse on midlengths and ends to enhance natural body



national product knowledge 2023 calendar

join us for our monthly shu uemura virtual immersion. this education hour will be hosted live by one of our national shu uemura artists. you will be immersed in all the rare and precious ingredients that make shu uemura so special! please reach out to your business development manager for the link to join

art of haircare

12:00 - 1:00 pm est
9:00 - 10:00 am pst

- january 9th
- march 13th
- may 8th
- july 10th
- september 11th
- november 13th

art of styling

12:00 - 1:00 pm est
9:00 - 10:00 am pst

- february 13th
- april 10th
- june 12th
- august 14th
- october 9th
- december 11th



shu uemura
education



digital education

access digital education

- customized learning paths to develop hairstylists' skills – product knowledge, technical & digital
- offer simple, on-the-go training content that is educational and highly engaging



Find L'Oréal Access app
in store

Download and REGISTER
as New user



get inspired by our Japanese heritage
to elevate your professional artistry and
showcase your unique looks

let's get social #artofstyling



facebook.com/shuuemuraaoh.usa



twitter.com/shu_artofhair



instagram.com/shuuemura_artofhair



pinterest.com/shuartofhairusa



youtube.com/shuuemuraartofhair

www.shuuemuraartofhair-usa.com

shu uemura
art of hair