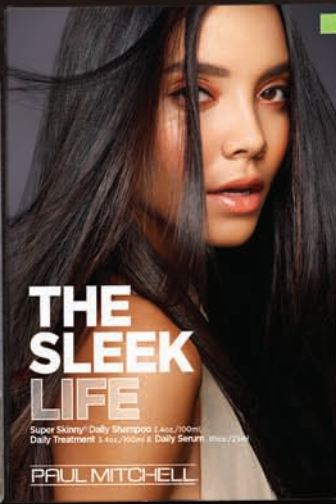




Product Knowledge

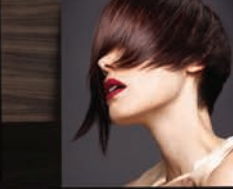
PAUL MITCHELL

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SMOOTHING
SMOOTH. SILKY. SHINY.
Tames, smooths and de-frizzes rebellious, unruly hair.

PAUL MITCHELL



STYLE
TOUCHABLE. WORKABLE. VERSATILE.
Creates any style you crave, from touchable looks to avant-garde finishes.

PAUL MITCHELL



EXTRA-BODY
LUSH. FULL. BOUNCY.
Builds body and adds volume to fine hair.

PAUL MITCHELL



MOISTURE
HYDRATED. SOFT. REPLENISHED.
Hydrates dry, thirsty hair.

PAUL MITCHELL

John Paul Mitchell Systems® offers product options to suit every style and need.

Using cutting-edge technology and the finest ingredients, we continually produce products that both you and your clients can rely on. Look no further than John Paul Mitchell Systems to find the highest quality professional hair care available.

This manual is designed as a reference for professional hairdressers who want a more detailed look at the benefits and key ingredients of Awapuhi Wild Ginger®, Paul Mitchell®, Tea Tree and MITCH® products. This resource will help stylists gain a better understanding of each product and develop greater confidence when using and recommending them in the salon.



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**LEMON
SAGE**
thickening
SHAMPOO®

Energizing body builder
Shampooing énergisant et volumisant
Constructor de cuerpo energizante
Energie- und Volumengeber

**TEA
TREE**
special
SHAMPOO®

Invigorating cleanser
Shampooing tonifiant
Champú estimulante
Erfrischende Reinigung

**LAVENDER
MINT**
moisturizing
SHAMPOO™

Hydrating and calming
Shampooing hydratant et apaisant
Hidratante y calmante
Spendet Feuchtigkeit und beruhigt

PAUL MITCHELL

300 ml e 10.14 fl.oz.

PAUL MITCHELL

300 ml e 10.14 fl.oz.



Section 1 Awapuhi Wild Ginger.



Treat hair from the inside out. The Awapuhi Wild Ginger system features moisture-rich Awapuhi extract and our exclusive KeraTriplex® blend of keratin proteins to instantly transform weak, damaged hair.



Moisturizing Lather Shampoo®

Sulfate-Free • Hydrating

Product Overview:

For all hair types; ideal for color-treated and chemically processed hair. Lather in this rich, sulfate-free shampoo to gently cleanse, soften and protect. Natural Awapuhi extract balances moisture for manageability and shine. KeraTriplex®, an exclusive blend of keratin proteins, rebuilds and repairs for healthy-looking hair.

Key Benefits:

- **100% Sulfate-Free** - Gentle, rich and creamy formula balances moisture, leaving hair soft and color protected with reflective, natural shine.
- **Exclusive KeraTriplex** - Helps to rebuild and repair damaged hair all the way to the core and provides a sacrificial shield to the hair surface, protecting it from environmental and other forms of damage.
- **Awapuhi Extract** - Smooths, softens and balances moisture for manageability and shine.

pH - 6.5

Key Ingredients:

Sodium Cocoyl Isethionate

Creates a creamy, rich, mild cleansing system that balances moisture, leaving hair soft and color protected with reflective, natural shine

Keratin/Hydrolyzed Keratin/Oxidized Keratin

This unique blend of keratin proteins has varying molecular weights to allow penetration into the cortex to restore strength, repair the cuticle layer and bind to the surface to prevent further damage; the keratin we use is the closest in structure to human hair, meaning that the order of amino acids is nearly identical; if you imagine the teeth of a zipper, where one side is the human hair structure and the other is KeraTriplex, the alignment is so closely matched that they literally “zip” and form a tight bond within the structure of the hair itself

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness



Keratin Cream Rinse®

Detangle • Revive

Product Overview:

For all hair types. Instantly soften, condition and detangle hair with the moisturizing power of Awapuhi. KeraTriplex®, an exclusive blend of keratin proteins, helps repair every strand and protect against damage, so hair feels silky, healthy and shiny.

Key Benefits:

- **Awapuhi Extract** - Instantly softens, detangles hair and delivers a natural shine.
- **Rich Conditioning Agents** - Reduces static and frizz, and provides instant conditioning, detangling and shine.
- **Exclusive KeraTriplex** - Helps to rebuild and repair damaged hair all the way to the core and provides a sacrificial shield to the hair surface, protecting it from environmental and other forms of damage.

pH - 3.5

Key Ingredients:

Cetyl Alcohol

Conditioning agent to help prevent moisture loss

Behentrimonium Methosulfate

An anti-static agent

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Keratin/Hydrolyzed Keratin/Oxidized Keratin

This unique blend of keratin proteins has varying molecular weights to allow penetration into the cortex to restore strength, repair the cuticle layer and bind to the surface to prevent further damage; the keratin we use is the closest in structure to human hair, meaning that the order of amino acids is nearly identical; if you imagine the teeth of a zipper, where one side is the human hair structure and the other is KeraTriplex, the alignment is so closely matched that they literally “zip” and form a tight bond within the structure of the hair itself



Keratin Intensive Treatment®

Enrich • Repair

Product Overview:

Awapuhi extract replenishes every strand with intense moisture and shine. KeraTriplex®, an exclusive blend of keratin proteins, rebuilds and repairs to transform lackluster hair.

Key Benefits:

- **Multiple Applications** - To be used as a professional service, either as Step 2 of the KeraTriplex® 2-Step Repair Treatment or alone under heat as an intense moisturizing service. It is also recommended as a weekly Take Home™ product to maintain health and vitality of the hair.
- **Awapuhi Extract** - Restores moisture, softens the cuticle and offers brilliant shine.
- **Exclusive KeraTriplex** - Helps to rebuild and repair damaged hair all the way to the core and provide a sacrificial shield to the hair surface, protecting it from environmental and other forms of damage.

pH - 4.5

Key Ingredients:

Keratin/Hydrolyzed Keratin/Oxidized Keratin

This unique blend of keratin proteins has varying molecular weights to allow penetration into the cortex to restore strength, repair the cuticle layer and bind to the surface to prevent further damage; the keratin we use is the closest in structure to human hair, meaning that the order of amino acids is nearly identical; if you imagine the teeth of a zipper, where one side is the human hair structure and the other is KeraTriplex, the alignment is so closely matched that they literally “zip” and form a tight bond within the structure of the hair itself

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Panthenol

Provides long-lasting moisture, improves manageability, reduces the formation of split ends, improves the condition of damaged hair, thickens hair and adds shine

Wheat Amino Acids

Powerful moisturizer proven to penetrate hair; increases moisture at the equilibrium, imparts gloss, makes hair feel smooth and conditions without tackiness



KeraTriplex® Treatment

Professional Use Only

Product Overview:

Ideal for naturally dry, brittle hair, sun-damaged hair and lightened or chemically treated hair.

Key Benefits:

- **Step 1 of 2-Step Repair Treatment** - Transforms weak, broken and brittle strands into pillars of strength.
- **Concentrated KeraTriplex** - The single-shot vial of a highly concentrated complex of keratin proteins instantly penetrates into damaged hair to repair, rebuild and seal the cuticle—the only complex available that is virtually identical to the keratin found in human hair.

REDUCES
BREAKAGE
UP TO
80%*

IMPROVES
SHINE
UP TO
35%*

PREVENTS
COLOR FADE
UP TO
67%*

*Compared to untreated hair; results may vary

pH - 7

Key Ingredients:

Keratin/Hydrolyzed Keratin/Oxidized Keratin

This unique blend of keratin proteins has varying molecular weights to allow penetration into the cortex to restore strength, repair the cuticle layer and bind to the surface to prevent further damage; the keratin we use is the closest in structure to human hair, meaning that the order of amino acids is nearly identical; if you imagine the teeth of a zipper, where one side is the human hair structure and the other is KeraTriplex, the alignment is so closely matched that they literally “zip” and form a tight bond within the structure of the hair itself



Texturizing Sea Spray®

Beach Waves • Body

Product Overview:

Create a tousled, beachy style any time. This surf-inspired spray adds lush texture and body to straight or wavy locks. Awapuhi extract balances moisture for a healthy-looking finish.

Key Benefits:

- **Magnesium Sulfate (Salt)** - A balanced formula of salts, conditioning agents and styling ingredients improves strength and creates tousled definition.
- **Body and Definition** - Adds lush texture and body to straight or wavy locks for sexy, beachy texture.
- **Awapuhi Extract** - Balances moisture so hair stays touchable, while magnesium sulfate offers a layer of strength and protection.

pH - 3

Key Ingredients:

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Magnesium Sulfate

Salts, which add texture and enhance curls or waves, also reinforce strength internally by forming an artificial “backbone” by attaching to the negatively charged damage sites



Styling Treatment Oil®

Ultra-Light • Silky

Product Overview:

Smooth and seal parched hair with natural oils and hydrating Awapuhi extract. This dry-touch oil absorbs easily into the hair, imparting a soft, silky texture and rich shine. Offers an effortless blow-dry.

Key Benefits:

- **Natural Oils** - Absorbs easily into the hair, imparting a soft, silky texture and rich shine.
- **Awapuhi Extract** - Smoothes, softens and helps prevent frizz and moisture loss.
- **Lightweight** - Use on damp hair for a perfect blow-dry, or smooth on dry hair to control frizz and add shine.

pH - N/A

Key Ingredients:

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Hydrogenated Castor Oil/Sebacic Acid Copolymer

Designed to seal cuticles damaged and lifted by chemical processes such as coloring or bleaching; lays the cuticles back down and creates a smooth, healthy look



Finishing Spray™

Firm Hold • Natural Finish

Product Overview:

For all hair types. Lock in your style, naturally. This fast-drying spray provides humidity resistance, shine and UV protection with a touchable finish. Natural Awapuhi extract balances moisture and leaves hair feeling soft and healthy.

Key Benefits:

- **Firm Hold** - Fine mist spray has flexible resins and conditioning agents that provide a clean hold with body and shine.
- **UV Protection** - Helps shield against UV damage and humidity.
- **Natural Awapuhi** - Hawaiian ginger extract balances moisture for healthy-looking strands that stay put.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Benzophenone-4

UV protection



HydroCream Whip®

Frizz Control • Touchable Hold

Product Overview:

Enjoy long-lasting, touchable hold and volume with a silky, soft finish. Light conditioners and natural Awapuhi extract fight frizz and balance moisture for healthy-looking hair.

Key Benefits:

- **Soft Body** - Silky, touchable finish.
- **Weightless Hold** - Healthy-looking volume.
- **Natural Hydration** - Awapuhi extract hydrates and fights frizz.

pH - 5.5

Key Ingredients:

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

PVP

Hair fixative

Cetearyl Alcohol

An emulsifying wax produced from a mixture of fatty alcohols; cetyl and stearyl alcohols form an occlusive film to keep moisture from evaporating; they give hair and skin a velvety feeling

Behentrimonium Methosulfate, Cetearyl Alcohol

One of the mildest hair-detangling ingredients available; made from non-genetically modified rapeseed oil; this scientifically sophisticated ingredient is renowned for its superior detangling ability, without causing build-up on the hair

Benentrmonium Chloride

Potent conditioner with antistatic and detangling properties, able to restore and rebuild damaged hair

Hydrolyzed Wheat Protein

An amino acid-rich protein that contains cystine, the important disulfide bonding amino acid that is capable of covalently bonding to human hair, where it can produce permanent conditioning effects



HydroMist Blow-Out Spray™

Style Amplifier • Weightless Hold

Product Overview:

High-performance volumizers create the perfect blow-out, so hair looks and feels healthier. Natural Awapuhi and honey extract help balance moisture and eliminate frizz while lightweight conditioners help protect from damage. Provides a long-lasting, humidity-resistant finish with UV and color protection.

Key Benefits:

- **Amplifies Your Style** - Ideal blow-dry prep with long-lasting volume.
- **Lightweight** - Weightless, touchable hold.
- **Hydrating** - Natural Awapuhi and honey extract help balance moisture.

pH - 7

Key Ingredients:

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness

Polyimide-1

A high-performance, volumizing resin with long-lasting flexible hold and humidity resistance

Quaternium 26 (and) Propylene Glycol (and) Aqua

Imparts body and shine while controlling static

Hydroxypropyltrimonium Honey

Lightweight conditioning agent that improves wet and dry combing while helping to eliminate frizz

Hydrogenated Castor Oil/Sebacic Acid Copolymer

Designed to seal down the hair cuticle layer damaged by chemical services and mechanical damage; it binds to the lifted cuticles, cementing them together, and smoothes out the hair fiber

Panthenol

Provides long-lasting moisturization, improves manageability, reduces the formation of split ends, improves the condition of damaged hair, thickens hair, and adds shine

Triethyl Citrate

Shine enhancer

Cinnamidalpropyltrimonium Chloride

A highly active quaternized UV absorber small enough to penetrate the hair, allowing it to protect both cuticle and cortex from the sun; it also greatly improves both wet and dry combing, adds strength and helps preserve the color of the hair



Shine Spray™

Condition • Illuminate

Product Overview:

Add brilliance to any style. This clean, light mist adds luminous shine and helps protect hair. Natural Awapuhi extract balances moisture for a healthy-looking finish. Ideal for heat styling.

Key Benefits:

- **Rich Conditioning Emollients** - Delicate spray instantly rejuvenates dull hair with an intense natural shine and helps to reduce static and frizz.
- **Awapuhi Extract** - Helps prevent moisture loss for a healthy-looking finish that lasts.
- **Improves Slip** - Light mist and easy comb-through make this product perfect for smoothing and straightening.

pH - N/A

Key Ingredients:

Cyclomethicone/Dimethicone/Phenyl Trimethicone

Lightweight silicone for smoothing and shine enhancement

Dimethicone

A silicone polymer which contributes to the overall gloss and smoothness of the hair

Pentaerythrityl Tetracaprylate/Tetracaprate

Emollient ester provides lubricity, body and a soft, glossy feel

Panthenyl Ethyl Ether

Lightweight conditioning, anti-static agent

Phytantriol

Helps reduce moisture loss, protects from mechanical damage and adds gloss

Awapuhi Extract

Our exclusive, lipid-rich extract balances moisture and helps prevent dryness





Section 2 MITCH®



Every guy needs a wingman to help him look good. MITCH® comes through with a fresh, fail-proof collection of products that can handle any style situation. Easy color-coding helps stylists choose and recommend the ideal product for their male guests: White for moderate hold, yellow for medium hold, and red for maximum hold.



Double Hitter®

Sulfate-Free 2-in-1 Shampoo & Conditioner

Product Overview:

Wash and condition in one easy step. This 2-in-1 combo lathers like a champ and leaves hair full and healthy-looking with a fresh, clean scent. Ideal for all hair types.

Key Benefits:

- **Saves Time** - Washes and conditions in one step.
- **Strong Lather** - Hearty lather rinses clean with a fresh scent.
- **Ideal for All Hair Types** - Leaves hair full and healthy-looking.

pH - 6.0

Key Ingredients:

Guar Hydroxypropyl Trimonium Chloride

Thickening humectant

Sodium Lauroyl Methyl Isethionate, Sodium Cocoyl Isethionate, Sodium Lauroamphoacetate

Mild blend of sulfate-free cleansing agents

Cocamidopropyl Betaine

Foam booster

Water [and] Dimethicone [and] Polyquaternium 74 [and] Laureth-7

Conditioning agent provides a clean wet feel, improved detangling and a soft, light finish



Barber's Classic®

Moderate Hold/High Shine Pomade

Product Overview:

Reach for this classic pomade to create slicked-back looks or take control of curly or wavy hair with tons of flexibility and shine. Anything from sleek, boardroom-ready styles to ultra-cool pompadours are easily formed with a comb or fingers.

Key Benefits:

- **Flexibility and Shine** - Works through hair quickly with comb or fingers.
- **Versatile** - Great for classic styles and slicked-back looks.
- **Great for Textured Hair** - Tames curls and waves with smooth control.

pH - 5.5

Key Ingredients:

Bis-Diglyceryl Polyacyladipate-2

Emollient and lubricant

PEG-25 Hydrogenated Castor Oil

Smoothing emulsifier

C12-15 Alkyl Benzoate

Emollient ester

Glycerin

Humectant conditioning agent

PVP

Long-lasting styling fixative



Construction Paste®

Elastic Hold Mesh Styler

Product Overview:

Shape and shift textured looks with just the right amount of hold. This fibrous, mesh-like constructor is pliable enough to form, separate and define any hair type—without flaking or residue.

Key Benefits:

- **Mesh Styler** - Flexible, webby texture forms and separates.
- **Modern Feel** - Great for messy, undone styles.
- **Residue-Free** - Crunch-free finish with no flaking.

pH - 5.5

Key Ingredients:

VP/VA Copolymer

Long-lasting styling fixative

Cetearyl Alcohol

An emulsifying wax produced from a mixture of fatty alcohols

Ceteareth-20

Emollient ester, provides lubricity, body and a soft, glossy feel

Bis-Diglyceryl Polyacyladipate-2

Emollient and lubricant

PVP

Long-lasting styling fixative



Clean Cut®

Medium Hold/Semi-Matte Styling Cream

Product Overview:

Get a clean-cut look with this no-fuss forming cream, ideal for all hair types. Helps bulk up hair texture for a thicker style, while pliable hold lets you shape and reshape with lasting control. The natural shine and easy finish ensure a fresh, no-nonsense look every time.

Key Benefits:

- **Pliable Hold** - Forms clean, no-fuss looks.
- **Easy Finish** - Natural finish won't look over-styled.
- **Versatile** - Subtle texture works well on any hair type.

pH - 5.5

Key Ingredients:

Cetearyl Alcohol

An emulsifying wax produced from a mixture of fatty alcohols

Bis-Diglyceryl Polyacyladipate-2

Emollient and lubricant

PEG-40 Hydrogenated Castor Oil

Emollient, thickening emulsifier

VP/VA Copolymer, PVP

Long-lasting styling fixative

Ceteareth-20

Emollient ester, provides lubricity, body and a soft, glossy feel

Glycerin

Humectant conditioning agent



Steady Grip®

Firm Hold/Natural Shine Gel

Product Overview:

Get a steady grip on any style with this extra-strength gel. Helps hair look thicker as it shapes and separates with a long-lasting, firm hold. Resists flaking and drying—the alcohol-free formula leaves a strong, clean finish with natural shine.

Key Benefits:

- **Firm Hold** - Shapes any style with lasting hold.
- **Clean Finish** - Alcohol-free formula fights flaking and drying
- **Bulks Up Fine Hair** - Makes hair look and feel thicker.

pH - 5.5

Key Ingredients:

VP/VA Copolymer, PVP

Long-lasting styling fixative

Triethyl Citrate

Shine enhancer

Acrylates/C10-30 Alkyl Acrylate Crosspolymer

Unique “Dual Phase” hair fixative polymer design delivers superior all-day hold with a supple feel



Reformer®

Strong Hold/Matte Finish Texturizer

Product Overview:

Bulk up hair and make it behave with this versatile styling paste. Powerful hold and pliability put you in control. The no-shine formula leaves a matte, low-maintenance finish.

Key Benefits:

- **Strong Control** - Pliable putty styler with powerful hold.
- **No-Shine Formula** - Gritty, modern texture and a matte finish.
- **Thickens** - Bulks up fine or thin hair.

pH - 5.0

Key Ingredients:

Cetearyl Alcohol

An emulsifying wax produced from a mixture of fatty alcohols

Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer

Powerful, long-lasting hair fixative with a matte finish

PEG-40 Hydrogenated Castor Oil

Emollient, thickening emulsifier



Hardwired®

Maximum Hold Spiking Glue

Product Overview:

Spiked and extreme looks are no obstacle for this styling powerhouse. Create even the most dangerous styles with maximum hold that keeps hair in place—without flaking out.

Key Benefits:

- **Maximum Hold** - A must-have for spiked and extreme looks.
- **Long-Lasting** - Powerhouse control lasts as long as you want it.
- **Clean Control** - Distributes easily and won't flake out.

pH - 6.0

Key Ingredients:

Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer

Unique "Dual Phase" hair fixative polymer design delivers superior all-day hold with a supple feel

VP/VA Copolymer

Long-lasting styling fixative

Triaccontanyl PVP

Film forming humectant



Section 3 Paul Mitchell®

PAUL MITCHELL®

Paul Mitchell products rely on extensive research and the latest science to ensure top performance. Pure, natural extracts serve as some of the key ingredients and Paul Mitchell's technology enhances those ingredients' natural benefit to hair. Pure and simple: Paul Mitchell is high performance hair care at an affordable price.

Color Care



Color Protect® Daily Shampoo

Gentle Cleanser

Product Overview:

Mild surfactants gently cleanse and care for color-treated hair, while a powerful combination of wheat-derived conditioning agents, UV absorbers and inhibitors helps prevent color fade and protects the hair structure.

Key Benefits:

- **Cares** - Gently cleanses while adding strength, elasticity and body.
- **Protects** - Sunflower extract protects the structure of the hair, provides UVA and UVB protection and helps prevent hair color fade.
- **Moisturizes and Adds Shine** - A powerful combination of conditioning agents and extracts provides ample moisture and intensified shine.

pH - 5.5

Key Ingredients:

Sodium Myreth Sulfate

Extremely mild cleansing agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Hydrolyzed Wheat Starch

A unique hydrating complex that offers moisture balancing and protection with a protective film that works synergistically to deliver body and control with a soft, smooth feel; helps to alleviate the brittleness often associated with low humidity and limpness experienced at higher humidity

Cinnamidopropyl Trimonium Chloride

UV absorber protects hair from the sun; proven to prevent UVB damage in both gray and pigmented hair as well as improve combing, strength and mechanical behavior; small enough to penetrate and bond to the hair, allowing it to protect both the cuticle and the cortex

Sunflower Extract

Natural sunflower extract provides intense UV protection and helps preserve the life of hair color

Activated Botanical Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Color Protect® Daily Conditioner

Detangles and Repairs

Product Overview:

An instant detangling and protective conditioner for daily use. Designed to protect and repair color-treated hair while extending the life of hair color.

Key Benefits:

- **Detangles and Repairs** - Instantly detangles and smoothes while vegetable proteins, amino acids and panthenol strengthen and moisturize color-treated hair.
- **Protects** - Sunflower extract protects the structure of the hair, provides UVA and UVB protection and helps prevent hair color fade.
- **Moisturizes and Adds Shine** - A powerful combination of conditioning agents and extracts provides ample moisture and intensified shine.

pH - 4.5

Key Ingredients:

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Sunflower Extract

Natural sunflower extract provides intense UV protection and helps preserve the life of hair color

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Activated Botanical Shine Blend

A unique blend of algae, aloe, jojoba and rosemary enhances shine

Wheat Amino Acids

A powerful wheat protein-derived amino acid complex that penetrates the hair to moisturize from within

Hydrolyzed Wheat Protein Hydroxypropyl Polysiloxane

A state-of-the-art silicone technology formulated with wheat proteins to help improve the integrity of the hair, wet and dry combing and the delivery of more permanent conditioning results

Hydrolyzed Wheat Starch

A powerful wheat protein derived amino acid complex that penetrates the hair to moisturize from within

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Color Protect® Reconstructive Treatment

Repairs and Protects

Product Overview:

A deep weekly treatment designed specifically to address the needs of color-treated hair by repairing the structure, enhancing the elasticity, preventing mechanical damage and providing extreme sun protection to prevent color fade.

Key Benefits:

- **Repairs** - Hydrolyzed wheat and vegetable proteins help repair hair structure and improve elasticity; also help prevent mechanical damage and split ends.
- **Protects** - Sunflower extract protects the structure of the hair, provides UVA and UVB protection and helps prevent hair color fade.
- **Moisturizes and Adds Shine** - A powerful combination of conditioning agents and extracts provides ample moisture and intensified shine.

pH - 4.5

Key Ingredients:

Hydrolyzed Wheat Protein PG-Propyl Silanetriol

Heat activated wheat protein/silicone copolymer with unique crosslinks that provide thermal protection; prevents cuticle damage and enhances moisture binding

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Hydrolyzed Wheat Starch

A unique hydrating complex that offers moisture balancing and protection with a protective film that works synergistically to deliver body and control with a soft, smooth feel; helps to alleviate the brittleness often associated with low humidity and limpness experienced at higher humidity

Helianthus Annus (Sunflower) Extract

Natural sunflower extract provides intense UV protection and helps preserve the life of hair color

Cinnamidopropyltrimonium Chloride

This highly active UV absorber is small enough to penetrate the hair, allowing it to protect both the cuticle and the cortex from the sun while greatly improving both wet and dry combing, adding strength and preserving color

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Color Protect® Locking Spray

UV Protection

Product Overview:

A lightweight color locking spray designed to protect hair from the sun, extend the life of hair color and add moisture and shine.

Key Benefits:

- **Protects** - Sunflower extract protects the structure of the hair, provides UVA and UVB protection and helps prevent hair color fade.
- **Extends** - Silicone and panthenol help lock in and extend the life of hair color.
- **Moisturizes and Adds Shine** - A powerful combination of conditioning agents and extracts provides ample moisture and intensified shine.

pH - 4.5

Key Ingredients:

Sunflower Extract

Natural sunflower extract provides intense UV protection and helps preserve the life of hair color

Cinnamidopropyltrimonium Chloride

This highly active UV absorber is small enough to penetrate the hair, allowing it to protect both the cuticle and cortex from the sun, while greatly improving both wet and dry combing, adding strength and preserving color

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Activated Botanical Shine Blend

A special blend of algae, aloe, jojoba and rosemary enhances shine

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Color Protect® Post Color Shampoo

Professional Use Only

Product Overview:

This shampoo is specifically designed to be used following a color service to effectively remove all residue from the hair and scalp, stop the oxidation process and extend the life of hair color.

Key Benefits:

- **Extra Clean** - An extremely effective combination of surfactants balanced specifically to gently remove all color product from the hair and help eliminate scalp irritation after processing.
- **Extends Color** - Fennel extract is a naturally-derived “peroxide scavenger” and UV reducer which helps to stop oxidation after color service and prevent color fade.
- **True Results** - By removing all of the color product from the surface and stopping the oxidation process, you achieve true color results from the very first day.

pH - 5.5

Key Ingredients:

Sodium Laureth Sulfate, Sodium Chloride, Cocamide MEA, Polyquaternium-44

An extremely effective combination of gentle surfactants balanced specifically to remove all color product from the hair after processing

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Fennel Extract

Naturally-derived “peroxide scavenger” and UV reducer; helps to stop oxidation after color service and prevent color fade

Sunflower Extract

Natural sunflower extract provides intense UV protection and helps preserve the life of hair color



Blonde



Forever Blonde™ Shampoo

Sulfate-Free – KerActive Repair

Product Overview:

This sulfate-free shampoo helps soften and strengthen as it cleans. KerActive protein hugs every strand to guard against breakage, while safflower oleosomes help restore lost moisture and elasticity. Special botanicals including turmeric, chamomile and lemon peel help keep blonde hues light and bright.

Key Benefits:

- Gently cleanses and keeps blonde hair light, bright and healthy
- Powered by exclusive KerActive protein and safflower oleosomes
- Helps repair damage and seal the cuticle

pH - 6.0

Key Ingredients:

Oleosome/Ceramide Complex

Restores the hair and scalp cellular lipid matrix—keeps internal water in and external water out to reduce dry fiber snap and wet stretch; reduces scalp irritation

KerActive Complex

Helps repair and prevent fiber damage

Forever Blonde Herbal Complex

Enhances and brightens hair

Ceramide 2

Deep fiber matrix conditioner

Sodium Cocoyl Isethionate

Rich and mild sulfate-free cleanser

Disodium Laureth Sulfuccinate

Mild sulfate-free cleansing; detoxifying and conditioning agent

Sodium Lauroyl Sarcosinate

Mild sulfate-free cleansing; detoxifying and conditioning agent

Sodium Cocoyl Isethionate

Rich and mild sulfate-free cleanser



Forever Blonde™ Conditioner

Intense Hydration – KerActive Repair

Product Overview:

Give fragile blonde hair the moisture and strength it needs. Rich conditioners, including macadamia nut oil and safflower oleosomes, deliver hydration right into the hair shaft for improved elasticity, softness and shine. KerActive protein hugs every strand to protect and help repair damage.

Key Benefits:

- A perfect hydrator for everyday use
- KerActive and safflower oleosomes help smooth and repair
- Subtly brightens blonde and highlighted hues

pH - 3.6

Key Ingredients:

Oleosome/Ceramide Complex

Restores the hair and scalp cellular lipid matrix—keeps internal water in and external water out to reduce dry fiber snap and wet stretch; reduces scalp irritation

KerActive Complex

Helps repair and prevent fiber damage

Forever Blonde Herbal Complex

Enhances and brightens hair

Ceramide 2

Deep fiber matrix conditioner

Safflower Seed and Macadamia Nut Oils

Lubricious emollients



Forever Blonde™ Dramatic Repair™

KerActive Damage Recovery

Product Overview:

Treat fragile blonde hair and help restore health and vitality in an instant. Loaded with safflower oleosomes, macadamia nut oil and exclusive KerActive protein, this multitasking corrector soothes and replenishes dry, depleted hair as it helps to strengthen and seal the cuticle.

Key Benefits:

- Lightweight yet powerful multitasking corrector
- Smoothes, strengthens and replenishes depleted hair
- Loaded with KerActive protein, safflower oleosomes and macadamia nut oil

pH - 3.9

Key Ingredients:

Oleosome/Ceramide Complex

Restores the hair and scalp cellular lipid matrix—keeps internal water in and external water out to reduce dry fiber snap and wet stretch; reduces scalp irritation

KerActive Complex

Helps repair and prevent fiber damage

Forever Blonde Herbal Complex

Enhances and brightens hair

Ceramide 2

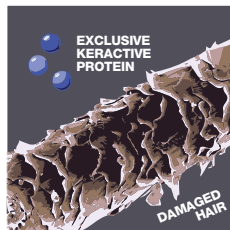
Deep fiber matrix conditioner

Macadamia Nut Oil

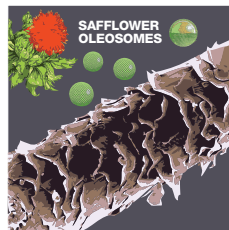
Lubricious emollient

Hydrolyzed Wheat Protein

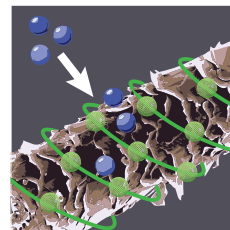
Helps strengthen hair



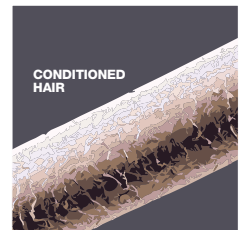
Exclusive KerActive protein “hugs” the hair to help repair damage.



Conditioners and safflower oleosomes deliver rich plant oils to replenish lost moisture and nutrients.



KerActive penetrates the hair shaft to help rebuild, while safflower oleosomes deliver moisture and seal the cuticle.



The result is stronger, healthier hair with long-lasting hydration and shine.



Platinum Blonde Shampoo™

Brightens Blonde, Gray or White Hair

Product Overview:

A combination of extremely mild surfactants gently cleanses and cares for color-treated and natural hair with platinum pigments. Helps brighten whites and grays and neutralize warmth in ultra pale blondes.

Key Benefits:

- Violet-tinted shampoo for natural and color-treated blondes
- Softens strands and adds shine
- Banishes brassiness and brings out the best in blonde, white and silver hair

pH - 5.0

Key Ingredients:

Sodium Myreth Sulfate

Extremely mild cleansing agent

Cocamide MEA

Mild cleansing agent

Cocamidopropyl Betaine

Foam booster

Glycerin

An emollient and humectant derived from vegetable oil that helps lock in moisture in both hair and skin

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, aloe, jojoba and rosemary enhances shine

Guar Hydroxypropyltrimonium Chloride

Derived from Guar seeds, this emollient serves as a moisturizing agent to deliver enhanced wet and dry feel without build-up





Curls



Spring Loaded Detangling Shampoo™

Zero Sulfates—Zero Frizz

Product Overview:

Wash away frizz and tangles. This ultra-moisturizing, 100% sulfate-free shampoo gently cleanses and conditions curls without roughing up the cuticle. The rich lather leaves hair soft and manageable so curls always look their best.

Key Benefits:

- Rich lather gently cleanses curls without roughing up the cuticle to fight frizz from the start.
- Cleans, detangles, and conditions in one step.
- Ultra-moisturizing and sulfate-free.

pH - 5.5

Key Ingredients:

Cocamidopropyl Betaine

Mild, soothing blend of sulfate-free surfactants

Disodium Laureth Sulfosuccinate

Mild, soothing blend of sulfate-free surfactants

Glycerin, Cocamide MEA

Mild, soothing blend of sulfate-free surfactants

Sodium Lauroyl Sarcosinate

Mild, soothing blend of sulfate-free surfactants

Myristamidopropyl PG-Dimonium Chloride Phosphate

Extreme moisturizing and conditioning agent

Divinyldimethicone/Dimethicone Copolymer

Provides excellent slip and instant detangling



Full Circle Leave-In Treatment™

Frizz-Free Curl Therapy

Product Overview:

Replenish every curl with this dreamy, creamy leave-in treatment. The lightweight, do-it-all formula hydrates, detangles, tames frizz and helps protect against damage.

Key Benefits:

- Lightweight conditioning treatment won't weigh hair down.
- Do-it-all formula hydrates, detangles and tames frizz.
- Replenishes thirsty locks and helps protect against damage.

pH - 3.5

Key Ingredients:

Behentrimonium Methosulfate

Smoothing, detangling lightweight conditioner

Cyclopentasiloxane

Provides a silky smooth surface

Behentrimonium Chloride

Improves both wet feel and dry surface texture



Twirl Around™

Crunch-Free Curl Definer

Product Overview:

Define, separate and tame unruly curls and waves into perfect ringlets. The dual formula of hydrating cream and smoothing gel creates soft, shiny, frizz-free spirals that won't get crunchy or stiff.

Key Benefits:

- Dual formula swirls together hydrating cream and smoothing gel.
- Defines, separates and tames unruly curls without frizz or crunchiness.
- Helps curls retain their bounce all day long.

pH - 7.0

Key Ingredients:

VP/Dimethylaminoethylmethacrylate Copolymer

Flexible, pliable, crunch-free fixative

Simmondsia Chinensis (Jojoba) Seed Oil

Smoothing, conditioning, softening conditioners

Hydrolyzed Soy Protein

Smoothing, conditioning, softening conditioners

Sodium PCA

Smoothing, conditioning, softening conditioners

Fragaria Ananassa (Strawberry) Seed Oil

Smoothing, conditioning, softening conditioners

Orbignya Oleifera Seed Oil

Smoothing, conditioning, softening conditioners

Triticum Vulgare (Wheat) Germ Oil

Smoothing, conditioning, softening conditioners

Prunus Armeniaca (Apricot) Kernel Oil

Smoothing, conditioning, softening conditioners

Sambucus Nigra (Elderberry) Seed Oil

Smoothing, conditioning, softening conditioners

Ribes Nigrum (Black Currant) Bud Wax

Smoothing, conditioning, softening conditioners



Ultimate Wave™

Beachy Texture Cream-Gel

Product Overview:

Get those sexy, tousled, touchable waves that look like a day at the beach. This humidity-resistant cream-gel forms, separates and adds loads of texture to create perfectly imperfect frizz-free styles.

Key Benefits:

- Secret weapon for creating sexy, tousled beach waves.
- Forms, separates and adds loads of texture.
- Humidity-resistant for perfectly imperfect frizz-free styles

pH - 7.0

Key Ingredients:

Polyurethane-14

Extremely mild cleansing agent

AMP-Acrylates Copolymer

Extremely mild cleansing agent

PVP

Extremely mild cleansing agent

Hydrolyzed Keratin

Strengthening, smoothing and texture building conditioners

Wheat Amino Acids

Strengthening, smoothing and texture building conditioners

Trametes Versicolor Extract

Soothing and smoothing mushroom extract



curls

PAUL MITCHELL®

**Spring Loaded
Detangling Shampoo™**

Zero Sulfates • Zero Frizz
 Sans sulfate • Sans frisottis
 Sin sulfatos • Sin encrespamiento
 Sulfatfrei • Anti-Frizz
 Zero solfati • Zero effetto crespo

250 ml e 8.5 fl.oz.

curls

PAUL MITCHELL®

Twirl Around™

Crunch-Free Curl Definer
 Définisseur de boucles sans effet carton
 Definición para rizos sin acartonamiento
 Lockendefinierer für makellose Locken

150 ml e 5.1 fl.oz.

curls

PAUL MITCHELL®

**Full Circle
Leave-In Treatment™**

Frizz-Free Curl Therapy
 Thérapie anti-frisottis pour cheveux frisés
 Terapia para rizos sin encrespamiento
 Anti-Frizz Locken-Treatment
 Trattamento anti-crespo senza risciacquo

200 ml e 6.8 fl.oz.

curls

PAUL MITCHELL®

Ultimate Wave™

Beachy Texture Cream-Gel
 Gel crème de texturisation
 Gel-crema para una textura desenfadada
 Creme-Gel für den perfekten Strandlook
 Crema gel effetto spiaggia

150 ml e 5.1 fl.oz.



Extra-Body



Extra-Body Daily Shampoo®

Thickens and Volumizes

Product Overview:

An effective cleanser designed specifically to help thicken and protect fine to medium hair types while adding body, volume and shine.

Key Benefits:

- **Adds Extra Body** - Effectively cleanses the hair while panthenol and thickening conditioning agents increase volume and improve both wet and dry combing.
- **Thickens and Repairs** - Panthenol penetrates deep into the hair shaft and attaches to the surface to add volume, increase body and help repair damage on the cuticle.
- **Adds Shine** - A powerful combination of chamomile, rosemary, aloe vera and jojoba creates brilliant shine and reflection.

pH - 6.0

Key Ingredients:

Sodium Laureth Sulfate, Sodium Chloride, Cocamide MEA, Cocamidopropyl Betaine

An effective combination of surfactants balanced to provide gentle cleansing and a rich lather

Activated Botanical Shine Blend

A special blend of algae, aloe, jojoba and rosemary enhances shine

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness



Extra-Body Daily Rinse®

Thickens and Detangles

Product Overview:

A lightweight detangling and protective conditioner designed to effectively treat fine hair while adding body and fullness.

Key Benefits:

- **Detangles and Adds Shine** - Smooth, lightweight conditioners blended with chamomile, rosemary, aloe vera and jojoba provide easy detangling and intense shine.
- **Thickens and Repairs** - Panthenol penetrates deep into the hair shaft and attaches to the surface to add volume, increase body and help repair damage on the cuticle.
- **Helps Prevent Damage** - A special combination of wheat-derived ingredients helps prevent damage caused by blow-drying and styling, and adds thickness and volume while still leaving the hair feeling light and silky.

pH - 4.5

Key Ingredients:

Cetrimonium Chloride

Lightweight surface conditioner that provides excellent static control

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Wheat Amino Acids

A powerful wheat protein derived amino acid complex that penetrates the hair to moisturize from within

Hydrolyzed Wheat Protein Hydroxypropyl Polysiloxane

State-of-the-art silicone technology combined with the natural quality of wheat proteins helps improve the integrity and appearance of the hair, enhance wet and dry combing, and provide more permanent conditioning

Hydrolyzed Wheat Starch

A unique hydrating complex offering a combination of moisture balancing and film forming properties that work synergistically to give hair better body and control with a softer, smoother feel; helps to alleviate brittleness in low relative humidity and limpness at high relative humidity; the overall effect is better body control

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Shine Blend

A special blend of algae, aloe, jojoba and rosemary enhances shine

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness



Extra-Body Daily Boost®

Root Lifter

Product Overview:

This root lifting spray is designed with firm-holding, water soluble resins and panthenol to provide maximum volume and fullness.

Key Benefits:

- **Adds Body and Volume** - A blend of panthenol and water soluble styling agents adds volume and increases body at the root while helping to protect against mechanical damage.
- **Precision Sprayer** - The extended sprayer makes it easy to deliver the right amount of product precisely where you need it.
- **Provides Root Lift** - Spray close to the scalp for lift and maximum volume.

pH - 6.0

Key Ingredients:

PVP/VA Copolymer, Methacryloyl Ethyl Betaine/ Acrylates Copolymer

A combination of firm, glossy, water soluble resins provides excellent lift and long-term hold, yet is easily removed

Linoleamidopropyl PG-Dimonium Chloride Phosphate

An essential fatty acid derived from Borage Oil; provides anti-static benefits

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Shine Blend

A special blend of algae, aloe, jojoba and rosemary enhances shine



Extra-Body Sculpting Gel®

Thickening Gel

Product Overview:

This clean, clear formula provides extra body and fullness with added shine and condition.

Key Benefits:

- **Builds Extra Body and Fullness** - A special combination of flexible, thickening and body-building styling ingredients provides fullness and manageability.
- **Provides Deep Shine** - Clean styling agents and conditioners combined with aloe, jojoba and rosemary create high shine.
- **Dries Crystal Clear** - This clean, clear formula provides brush-through body and fullness without dusting or flaking.

pH - 5.5

Key Ingredients:

Polyacrylamidomethylpropane Sulfonic Acid and PVP/VA Copolymer

A combination of high-shine, flexible and body-building styling agents

Activated Botanical Shine Blend

A special blend of of algae, aloe, jojoba and rosemary enhances shine

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Extra-Body Sculpting Foam®

Thickening Foam

Product Overview:

This thick, rich, conditioning styling foam provides flexible body and fullness while enhancing shine and preventing dryness.

Key Benefits:

- **Adds Extra Body** - A conditioning formula that provides extra body, fullness and control.
- **Provides Flexible Hold** - This thick, rich foam creates a flexible hold while enhancing shine and sealing in moisture.
- **Great for Blow-Dried Styles** - Super emollient conditioners provide manageability and high shine.

pH - 6.5

Key Ingredients:

PVP/VA Copolymer

A high-shine, flexible, body-building styling agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Quaternium-52

A moisturizing and conditioning agent

Pentaerythrityl Tetracaprylate/Tetracaprate

Shine-enhancing conditioner

PPG-5-Ceteth-20

Moisturizing and shine-enhancing conditioner

Cocamidopropyl Hydroxysultaine

Mild, conditioning foam builder



Thicken Up®

Styling Liquid

Product Overview:

Thicken Up is formulated to provide extra body and volume with a soft, flexible hold, UV protection and high shine. Exceptionally clean-feeling, bendable styling agents shape, thicken and add memory. Excellent for fine hair and can be used on both wet or dry hair.

Key Benefits:

- **Thickens** - Thickening conditioners and clean, flexible styling agents provide extra body with soft memory that shapes and separates.
- **Protects** - Strengthening conditioners and UV protection shield hair from the sun while leaving it looking and feeling thick and healthy.
- **Adds Shine** - Apply to clean, damp hair for shiny, fuller, easier-to-style locks; or try on dry hair for super shine with more definition.

pH - 5.5

Key Ingredients:

Methacroyloylethylbetaine/Acrylates Copolymer

Soft, flexible, body-building fixative

Glycerin

Humectant conditioner and shine enhancer

PEG/PPG-14/4 Dimethicone

Conditioner and shine enhancer

Dimethicone PEG-8 Meadowfoamate

Derived from the meadowfoam seed, this ingredient has the ability to penetrate and significantly repair damaged hair, while adding volume and surface shine

Polyquaternium-10

Anti-static agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Cinnamidopropyl Trimonium Chloride

UV absorber which protects hair from the sun; proven to prevent UVB damage in both gray and pigmented hair, while improving combing, strength and mechanical behavior; small enough to penetrate into the hair, allowing it to protect both the cuticle and the cortex

Triethyl Citrate

Shine enhancer



Extra-Body Finishing Spray®

Volume and Shine

Product Overview:

This fast-drying, humidity resistant, light mist formula provides flexible hold, body, volume and shine while making the hair look and feel thicker.

Key Benefits:

- **Dries Fast** - Clean, flexible styling agents dry instantly without flaking, stickiness or added weight.
- **Provides Firm Hold** - Delivers long-lasting, humidity resistant firm hold.
- **Adds Volume** - Panthenol and hydrolyzed wheat protein build body and make hair look and feel thicker.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

AMP-Isostearoyl Hydrolyzed Wheat Protein

A wheat-derived conditioning agent that protects and conditions while adding flexibility to the product itself

PEG/PPG -17/18 Dimethicone

Moisturizing and shine-enhancing conditioner

Benzophenone-4

UV absorber



Extra-Body Firm Finishing Spray®

Extreme Hold, Maximum Volume

Product Overview:

A fast-drying, humidity resistant formula that provides firm hold, body, volume and shine.

Key Benefits:

- **Extreme Hold** - Powerful styling agents provide all-day hold with lots of shine.
- **Maximum Volume** - Thickening ingredients grip every strand to boost volume and texture.
- **Climate Control** - Humidity resistant formula performs in all climates and helps protect against sun damage.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

AMP-Isostearoyl Hydrolyzed Wheat Protein

A wheat-derived conditioning agent that protects and conditions while adding flexibility to the product itself

PEG/PPG -17/18 Dimethicone

Moisturizing and shine-enhancing conditioner

Benzophenone-4

UV absorber



BIG AND BOLD

Extra-Body® Daily Shampoo 3.4oz./100ml, Daily Boost 3.4oz./100ml & Finishing Spray 3.7oz./106g

PAUL MITCHELL



EXTRA-BODY LUSH. FULL. BOUNCY.

Builds body and adds volume to fine hair.

PAUL MITCHELL



Moisture



Instant Moisture® Daily Shampoo

Hydrates and Revives

Product Overview:

A mild cleanser designed to instantly moisturize, help prevent the formation of split ends and provide UV protection.

Key Benefits:

- **Moisturizes, Protects and Conditions** - Instant Moisture Complex provides superior conditioning and UV protection, penetrating deep into the hair where it helps protect both the cuticle and cortex.
- **Thickens and Repairs** - Panthenol penetrates deep into the hair to add volume and increase body; panthenol also attaches to the surface to help repair damaged cuticle layers.
- **Brilliant Shine and Reflection** - Chamomile, rosemary, aloe vera and jojoba combined with state-of-the-art conditioners help intensify shine.

pH - 5.5

Key Ingredients:

Sodium Myreth Sulfate

Extremely mild cleansing agent

Cocamide MEA

Mild cleansing agent

Cinnamidopropyltrimonium Chloride

UV absorber which protects hair from the sun; improves combing, strength and adds color protection; small enough to penetrate into the hair, allowing it to protect both the cuticle and the cortex

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Instant Moisture® Daily Treatment

Hydrates and Revives

Product Overview:

A daily treatment designed with soy proteins, shea butter, panthenol and our Instant Moisture Complex to instantly moisturize, detangle, improve strength and elasticity, help repair and prevent split ends, and provide intense shine.

Key Benefits:

- **Moisturizes and Strengthens** - Soy proteins and shea butter join forces with Instant Moisture Complex to instantly moisturize, improve strength and enhance elasticity.
- **Detangles and Adds Shine** - A special combination of detangling agents provides excellent slip to the hair and intense shine.
- **Thickens and Repairs** - Panthenol penetrates deep into the hair to add volume and increase body; panthenol also attaches to the surface to help repair damaged cuticle layers.

pH - 4.5

Key Ingredients:

Behentrimonium Methosulfate

Anti-static conditioning agent

Hydrolyzed Soy Protein

Derived from Soya flour and able to penetrate deep into the hair to dramatically improve manageability and body, while adding gloss and texture

Stearalkonium Chloride

Delivers anti-static properties for detangling, increased hair manageability and conditioning

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair and skin

Butyrospermum Parkii (Shea Butter) Fruit

A fruit extract from the West African karite tree containing oils and lipids that act as an emollient to provide moisture and luster; the conditioning effect leaves hair soft while improving both wet and dry combing

Tocopheryl Acetate

An antioxidant and free radical scavenger that neutralizes free radicals' negative energy while helping to improve moisture retention

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A special blend of algae, aloe, jojoba and rosemary enhances shine



The Wash®

Moisture Balancing Shampoo

Product Overview:

A light cleanser designed to equalize the moisture content in hair leaving it clean, soft and full of body and shine.

Key Benefits:

- **Moisture Balancing** - A careful blend of moisture balancing conditioners leaves hair soft and feeling healthy.
- **Fullness and Shine** - The combination of cleansers and conditioners leaves hair full of body and shine.
- **Excellent Body Wash** - The crisp, clean fragrance and conditioners make The Wash an excellent body wash.

pH - N/A

Key Ingredients:

Sodium Laureth Sulfate, Ammonium Lauryl Sulfate,
Sodium Cocoamphoacetate, Cocamide MEA

A mild combination of surfactants

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Hydrolyzed Soy Protein

Derived from Soya flour and able to penetrate deep into the hair to dramatically improve manageability and body, while adding gloss and texture



Super-Charged Moisturizer®

Intense Hydrating Treatment

Product Overview:

A deep moisture treatment incorporating panthenol, soy proteins and vitamin E. For use on all hair types requiring intense moisture.

Key Benefits:

- **Imparts Deep Moisture** - This deep, weekly moisture treatment incorporates panthenol, soy proteins and vitamin E for extra conditioning and protection.
- **Improves Elasticity** - Providing deep down moisture improves the elasticity, resulting in more manageable, healthy looking hair.
- **Enhances Shine** - The blend of aloe, chamomile, rosemary and jojoba provides high shine.

pH - 5.0

Key Ingredients:

Hydrolyzed Soy Protein

Derived from Soya flour and able to penetrate deep into the hair to dramatically improve manageability and body, while adding gloss and texture

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Tocopheryl Acetate (Vitamin E)

Antioxidant that protects cells against free radicals, while moisturizing and improving the hair's elasticity

Activated Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Wheatgermamidopropyl Ethyldimonium Ethosulfate

Derived from wheat germ, this conditioning agent is rich in vitamin E

Guar Hydroxypropyltrimonium Chloride

Derived from Guar seeds, this emollient moisturizes and delivers enhanced wet and dry feel without adding build-up



Awapuhi Moisture Mist®

Hydrating Spray

Product Overview:

A spray-on, leave-in moisturizer for hair and skin. Replenishes and restores natural moisture by replacing free amino acids, minerals and valuable nutrients.

Key Benefits:

- **Moisturizes Hair** - Lactic acid and Hawaiian awapuhi provide deep moisture and enhanced shine.
- **Softens Skin** - Spirulina and plankton extracts are rich in amino acids and vitamins essential for soft, healthy looking skin.
- **Soothes and Revives** - Sodium PCA is a naturally occurring component of human skin, which is responsible for the moisture binding properties and helps to revive tired skin and reactivate styling products in hair.

pH - 4.0

Key Ingredients:

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Lactic Acid

Moisturizes and softens hair and skin

PEG-40 Hydrogenated Castor Oil

Softens and forms a protective film

Plankton Extract

Derived from microscopic sea plants, this extract is rich in amino acids

Sodium PCA

Naturally-occurring component in the human skin which has moisture binding properties, serves as a humectant and increases softness

Spirulina Maxima Extract

Spirulina is made from freshwater seaweed and contains 19 amino acids and 14 vitamins, all essential to hair and skin



Awapuhi Moisture Mist® (aerosol)

Hydrating Spray

Product Overview:

A spray-on, leave-in moisturizer for hair and skin. Replenishes and restores natural moisture by replacing free amino acids, minerals and valuable nutrients.

Key Benefits:

- **Moisturizes Hair** - Lactic acid and Hawaiian awapuhi provide deep moisture and enhanced shine.
- **Softens Skin** - Spirulina and plankton extracts are rich in amino acids and vitamins essential for soft, healthy looking skin.
- **Soothes and Revives** - Sodium PCA is a naturally occurring component of human skin which is responsible for the moisture binding properties and helps to revive tired skin and reactivate styling products in hair.

pH - N/A

Key Ingredients:

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Lactic Acid

Moisturizes and softens hair and skin

PEG-40 Hydrogenated Castor Oil

Softens and forms a protective barrier

Plankton Extract

Derived from microscopic sea plants, this extract is rich in amino acids

Sodium PCA

Naturally-occurring component in the human skin which has moisture binding properties, serves as a humectant and increases softness

Spirulina Maxima Extract

Spirulina is made from freshwater seaweed and contains 19 amino acids and 14 vitamins, all essential to hair and skin



Awapuhi Bar®

Hydrating Body Bar

Product Overview:

A mild, gentle vegetable bar enriched with awapuhi extract and aloe to moisturize and soothe the skin.

Key Benefits:

- **Moisturizes Skin** - Hawaiian awapuhi imparts rich moisture.
- **Gently Cleanses** - Natural milled vegetable bar for gentle cleansing.
- **Naturally Soothing** - Enriched with soothing aloe vera.

pH - 9.0

Key Ingredients:

Hedychium Coronarium (White Ginger) Root Extract

Botanical extract of awapuhi helps balance moisture and prevent dryness

Aloe Barbadensis Leaf Extract

Soothes and moisturizes the skin



Smoothing



Super Skinny® Daily Shampoo

Smooths and Softens

Product Overview:

Contains a combination of mild, yet effective cleansers that thoroughly cleanse the hair without stripping the hair shaft. Our exclusive Super Skinny Complex penetrates into the hair where it softens and constricts the fiber. The result is a smoother surface, tighter diameter and greatly reduced drying time.

Key Benefits:

- **Smooths** - Our exclusive Super Skinny Complex penetrates deep into the hair shaft where it displaces water and constricts the hair.
- **Softens** - Mild surfactants thoroughly cleanse without stripping or plumping the hair.
- **Reduces Drying Time** - A smoother surface and tighter diameter greatly reduce drying time and speed up styling time.

pH - 5.5

Key Ingredients:

Polyquaternium-10, PEG-150 Distearate, Cocamide MEA, Sodium Myreth Sulfate, Cocamidopropyl Hydroxysultaine, Sodium Lauryl Sarcosinate, Cocamidopropyl Betaine

A combination of mild, yet effective surfactants thoroughly cleanses the hair without stripping the hair shaft

Dimethylsiloxylmethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12

Conditioning ingredients that penetrate into the hair shaft to soften and constrict the fiber; the result is a smoother surface, tighter diameter and reduced drying time

PEG-3 Dioleoylamidodimethylmonium Methosulfate

Softening, smoothing conditioning agent

Triethyl Citrate

Adds surface shine without surface texture change

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Super Skinny® Daily Treatment

Intense Hydrating Treatment

Product Overview:

Provides superior slip and wet combing, softens without plumping the hair shaft, and helps prevent mechanical damage to the cuticle. Our exclusive Super Skinny Complex penetrates into the hair where it softens and constricts the fiber. The result is a smoother surface, tighter diameter and greatly reduced drying time.

Key Benefits:

- **Smooths and Softens** - Our exclusive Super Skinny Complex smooths and softens the hair while providing excellent slip and wet combing.
- **Protects** - Heat activated conditioners and thermal protectants help repair surface damage and prevent cuticle cracking, making the hair smoother and more resistant to mechanical damage.
- **Reduces Drying Time** - A smoother surface and tighter diameter greatly reduce drying time and speed up styling time.

pH - 4.5

Key Ingredients:

Quaternium-91, Cetrimonium Methosulfate, Ceteraryl Alcohol

Provides superior slip and wet combing, softens without plumping the hair shaft and helps prevent mechanical damage to the cuticle

Dimethylsiloxymodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12

Conditioning ingredients that penetrate into the hair shaft and constrict the fiber; the result is a smoother surface, tighter diameter and greatly reduced drying time

Activated Botanical Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Hydrolyzed Wheat Protein PG-Propyl Silanetriol

A heat-activated conditioner and thermal protectant which helps repair surface damage while preventing cuticle damage, making the hair smoother and more resistant to mechanical damage



Super Skinny® Serum

Smooths and Conditions

Product Overview:

A lightweight conditioning and smoothing serum that softens, shines, reduces static and helps reduce drying time.

Key Benefits:

- **Smooths and Softens** - Our exclusive Super Skinny Complex penetrates deep into the hair shaft where it displaces water and constricts the hair.
- **Conditions and Seals** - Lightweight silicones smooth, condition and seal hair with added shine.
- **Reduces Drying Time** - A smoother surface and tighter diameter greatly reduce drying time and speed up styling time.

pH - N/A

Key Ingredients:

Cyclomethicone

Lightweight silicone for smoothing and shine enhancement

Dimethiconol

Lightweight silicone for smoothing and shine enhancement

Dimethylsiloxymodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12

Conditioning ingredients that penetrate into the hair shaft and constrict the fiber; the result is a smoother surface, tighter diameter and greatly reduced drying time

Amodimethicone

Smoothing and conditioning agent

Cetrimonium Chloride

Anti-static/conditioning



Super Skinny® Relaxing Balm™

Smooths and Controls

Product Overview:

Super Skinny Relaxing Balm provides superior slip and wet combing, softens and helps prevent mechanical damage to the cuticle. A unique humidity resistant resin provides long-lasting memory. Our exclusive Super Skinny Complex penetrates into the hair to constrict the fiber. The result is a smoother surface, tighter diameter and greatly reduced drying time.

Key Benefits:

- **Smooths and Softens** - Wheat and vegetable proteins team up with conditioning ingredients to moisturize hair from within, protecting locks while leaving them soft and silky smooth.
- **Resists Humidity** - A unique, humidity resistant ingredient provides incredible memory that lasts in any weather, creating an ideal foundation for heat styling.
- **Saves Time** - Skinnier strands make heat styling a cinch; the exclusive Super Skinny Complex displaces water and constricts every strand for reduced dry time and speedy styling.

pH - 4.0

Key Ingredients:

Hydroxypropyltrimonium Hydrolyzed Corn Starch

Humidity resistant, clean, flexible resin with incredible memory

Wheat Amino Acids

A powerful wheat protein derived amino acid complex that penetrates the hair to moisturize from within

Hydrolyzed Wheat Protein PG-Propyl Silanetriol

A unique hair-strengthening complex that penetrates deep into the hair to dramatically improve strength, while moisturizing and lubricating the cuticle

Dimethylsiloxamodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12

Conditioning ingredients that penetrate into the hair shaft to constrict the fiber; the result is a smoother surface, tighter diameter and greatly reduced drying time



Gloss Drops®

Frizz-Free Polish

Product Overview:

Frizz-free defining polish that smoothes to create shiny, silky results on all hair types.

Key Benefits:

- **Creates a Silky, Smooth Finish** - Lightweight silicone gloss smoothes the surface and leaves hair soft and silky.
- **Long-Lasting Shine** - A special blend of chamomile, jojoba and henna provides shine and reflection.
- **Resists Humidity** - Delivers frizz-free, smooth shine in all climates.

pH - N/A

Key Ingredients:

Dimethicone

Adds high shine, but with a light feel that assists in easy wet and dry combing

Cyclomethicone

Provides a silky feel and high shine

Phenyl Trimethicone

High-shine silicone oil

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness



Straight Works®

Smoothes and Controls

Product Overview:

A straightening gel that helps calm and relax naturally wavy and curly hair textures while providing high shine.

Key Benefits:

- **Silky and Smooth** - A special blend of silicones and styling agents provides the perfect balance of slip and hold to create a silky smooth finish.
- **Soft and Manageable** - Lightweight humectants and conditioners leave hair soft and manageable.
- **Enhanced Shine** - Chamomile, jojoba and henna provide shine and reflection.

pH - 6.0

Key Ingredients:

Cyclomethicone

Provides a silky feel and high shine

Dimethicone

Adds high shine, but with a light feel that assists in easy wet and dry combing

C13-14 Isoparaffin

Shine enhancer

Phenyl Trimethicone

High-shine silicone oil

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



PAUL MITCHELL. **smoothing**

**Super Skinny®
Daily Shampoo**

Smoothes and softens
Lisse et adoucit
Alisa y suaviza
Macht geschmeidig und glatt
Rende lisci e morbidi i capelli

300 ml e 10.14 fl.oz.

PAUL MITCHELL. **smoothing**

**Super Skinny®
Daily Treatment**

Smoothes and softens
Lisse et adoucit
Alisa y suaviza
Macht geschmeidig und glatt
Rende lisci e morbidi i capelli

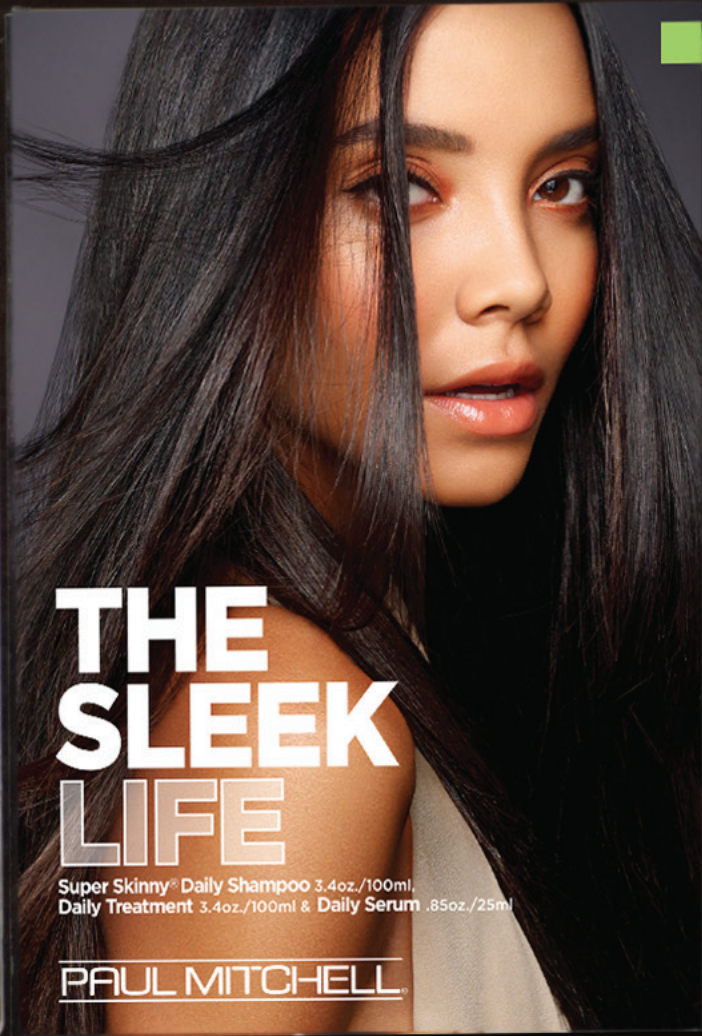
300 ml e 10.14 fl.oz.

PAUL MITCHELL. **smoothing**

**Super Skinny®
Serum**

Smooths and conditions
Lisse et conditionne
Suaviza y acondiciona
Glättet und pflegt

150 ml e 5.1 fl.oz.



**THE
SLEEK
LIFE**

Super Skinny® Daily Shampoo 3.4oz./100ml,
Daily Treatment 3.4oz./100ml & Daily Serum .85oz./25ml

PAUL MITCHELL.



SMOOTHING
SMOOTH. SILKY. SHINY.

Tames, smooths and de-frizzes rebellious, unruly hair.

PAUL MITCHELL.



Strength



Super Strong® Daily Shampoo

Strengthens and Protects

Product Overview:

Designed to help strengthen and repair damaged hair.

Key Benefits:

- **Strengthens** - Super Strong Complex penetrates deep into the cortex to rebuild the internal structure of hair.
- **Gently Cleanses** - Mild, color-safe surfactants gently cleanse and prevent further damage.
- **Enhances Shine** - Conditioning agents improve the feel and intensify surface shine.

pH - 5.5

Key Ingredients:

Sodium Laureth Sulfate, Cocamide MEA, Sodium Lauryl Sulfate, Disodium Soyamphodiacetate, Sodium Xylenesulfonate

An extremely mild combination of cleansing surfactants

Hydrolyzed Vegetable Protein PG-Propyl Silanetriol

The first component of our Super Strong Complex is a hair-strengthening complex that can dramatically improve the strength of damaged hair; this ingredient contains low molecular weight components that penetrate the cortex and moisturize from within, along with high molecular weight components to lubricate and reinforce the cuticle

Urtica Dioica (Nettle) Extract, Nasturtium Officinale Extract, Equisetum Arvense Leaf Extract, Prunus Serotina (Wild Cherry) Bark Extract

Another component of the Super Strong Complex are these fiber-strengthening, mineral-rich herbal extracts

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Polyquaternium-10

Conditioning agent that improves wet and dry feel and delivers detangling without weight



Super Strong® Daily Conditioner

Rebuilds and Protects

Product Overview:

Daily conditioner designed to add strength and moisture and prevent sun damage.

Key Benefits:

- **Strengthens** - Super Strong Complex penetrates deep into the cortex to rebuild the internal structure of hair.
- **Prevents Moisture Loss** - Canola, soy bean and corn starch soften and smooth while preventing moisture evaporation.
- **Protects** - UV absorbers help prevent sun damage, preserve fiber strength and protect the surface proteins and lipids.

pH - 5.0

Key Ingredients:

Hydrolyzed Vegetable Protein PG-Propyl Silanetriol

The first component of our Super Strong Complex is a hair-strengthening complex that can dramatically improve the strength of damaged hair; this ingredient contains low molecular weight components that penetrate the cortex and moisturize from within along with high molecular weight components to lubricate and reinforce the cuticle

Urtica Dioica (Nettle) Extract, Nasturtium Officinale Extract, Equisetum Arvense Leaf Extract, Prunus Serotina (Wild Cherry) Bark Extract

Another component of the Super Strong Complex are these fiber-strengthening, mineral-rich herbal extracts

Polyquaternium-59

A conditioning UV absorber proven to prevent UVB damage while also preserving and improving tensile strength, moisturizing and preventing color fade

Canola Oil

Emollient conditioning agent

Glycine Soja (Soybean) Germ Extract

Used as a smoothing agent; has a high content of lecithin and vitamins A, E and K



Super Strong® Treatment

Rebuilds and Restores

Product Overview:

A weekly strengthening treatment formulated with our Super Strong Complex, proteins, amino acids and lipids that penetrates deep into the cortex to rebuild the internal structure of damaged hair.

Key Benefits:

- **Strengthens** - Super Strong Complex penetrates deep into the cortex to rebuild the internal structure of damaged hair.
- **Rebuilds** - Rich lipid conditioners help enhance flexibility and increase elasticity to help guard against additional damage.
- **Restores** - Wheat proteins and amino acids rich in minerals and carbohydrates help restore strength and elasticity.

pH - 4.5

Key Ingredients:

Polyquaternium-11

Conditioning agent that leaves hair with a silky feel

Hydrolyzed Vegetable Protein PG-Propyl Silanetriol

The first component of our Super Strong Complex is a hair-strengthening complex that can dramatically improve the strength of damaged hair; this ingredient contains low molecular weight components that penetrate the cortex and moisturize from within, along with high molecular weight components to lubricate and reinforce the cuticle

Urtica Dioica (Nettle) Extract, Nasturtium Officinale Extract, Equisetum Arvense Leaf Extract, Prunus Serotina (Wild Cherry) Bark Extract

Another component of the Super Strong Complex are these fiber-strengthening, mineral-rich herbal extracts

Moringa Pterygosperma Seed Extract

An exotic, tropical extract proven to protect hair from environmental pollution and UV damage, while providing added strength and conditioning benefits



Super Strong® Liquid Treatment™

Strengthens and Repairs

Product Overview:

A daily strengthening treatment formulated with UV absorbers, the Super Strong Complex and a combination of marine-derived extracts that help seal and strengthen the cuticle, replace proteins, and improve elasticity and resistance to split ends. Strengthens hair up to 60% on the first application, with repeat applications resulting in over 90% increased strength!

Key Benefits:

- **Strengthens** - Our exclusive Super Strong Complex joins forces with UV protection to help replace lost minerals and proteins.
- **Repairs from the Inside Out** - Marine extracts and vegetable proteins replenish every strand while special silicones protect the surface, leaving the cuticle smooth and healthy.
- **Seals Split Ends** - Super Strong Complex, marine extracts, silicone and proteins create the ultimate power team to help seal split ends.

pH - 5.0

Key Ingredients:

Polyquaternium 59 & Butylene Glycol

UV absorber

Hydrolyzed Vegetable Protein PG-Propyl Silanetriol

The first component of our Super Strong Complex is a hair-strengthening complex that can dramatically improve the strength of damaged hair; this ingredient contains low molecular weight components that penetrate the cortex and moisturize from within, along with high molecular weight components to lubricate and reinforce the cuticle

Urtica Dioica (Nettle) Extract, Nasturtium Officinale Extract, Equisetum Arvense Leaf Extract, Prunus Serotina (Wild Cherry) Bark Extract

Another component of the Super Strong Complex are these fiber-strengthening, mineral-rich herbal extracts

Water, Butylene Glycol, Hypnea Musciformis Extracts

Marine-derived extracts smooth and strengthen the cuticle

Hydrolyzed Rhodophycea Extract

A marine-derived extract that re-integrates the structure of the hair, replacing lost elements: mineral salts (calcium, magnesium, iron, silica, zinc, copper), proteins and vitamins

Propylene Glycol, Water, Pelvetia Canaliculata, Luminaria Digitata Extracts

Marine-derived extracts that improve hair's strength, elasticity and resistance to split ends



The Super Strengthener™

Professional Use Only

Product Overview:

A professional use only treatment designed to help strengthen guests' hair during alkaline chemical service processing.

Key Benefits:

- **In-Process Professional Treatment** - Designed to penetrate deep into the cortex after alkaline chemicals have been rinsed and prior to shampooing.
- **Permanent Reconditioning** - The Super Strong Complex, wheat-derived proteins and essential amino acids permanently attach to the damage sites in the cortex to provide inner strength and elasticity.
- **Stronger Blondes and Better Relaxers** - Designed specifically for use with lighteners and relaxers.

pH - 9.0

Key Ingredients:

Simmondsia Chinensis (Jojoba) Oil

A natural oil extracted from the bean of the jojoba plant, a desert shrub which acts as an excellent skin moisturizer, emollient and humectant

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Cocodimonium Hydrozypopyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Hydrolyzed Vegetable Protein PG-Propyl Silanetriol

The first component of our Super Strong Complex is a hair-strengthening complex that can dramatically improve the strength of damaged hair; this ingredient contains low molecular weight components that penetrate the cortex and moisturize from within, along with high molecular weight components to lubricate and reinforce the cuticle

Urtica Dioica (Nettle) Extract, Nasturtium Officinale Extract, Equisetum Arvense Leaf Extract, Prunus Serotina (Wild Cherry) Bark Extract

Another component of the Super Strong Complex are these fiber-strengthening, mineral-rich herbal extracts



Kids



Baby Don't Cry® Shampoo

Gentle, Tearless Wash

Product Overview:

This special shampoo was designed with baby's skin and scalp in mind. Baby Don't Cry Shampoo has been formulated with unique moisturizing and soothing qualities.

Key Benefits:

- **Gentle** - Mild cleansers and a neutral pH create this tearless formula.
- **Soothes** - Chamomile and cone flower extract help calm and soothe the skin and scalp.
- **Excellent Baby Wash** - A unique blend of extracts helps replace and prevent the disruption of the naturally-occurring moisture on the skin.

pH - 7.0

Key Ingredients:

Sodium Laureth Sulfate, Cetyl Betaine, Polysorbate-20

A mild combination of cleansing and foaming agents

Dimethicone Bisamino Hydroxylpropyl Copolyol/White Ginger/Dimethicone Copolyol

Activated Moisturizing Blend of Hawaiian awapuhi; provides deep moisture and enhanced shine

Coneflower (Echinacea Angustifolia) Extract

Soothing extract for the skin and scalp

Bisabolol

Chamomile extract used for its calming and soothing properties

Mushroom (Ganoderma Lucidum) Extract, Mushroom (Tremetes Versicolor) Extract, Stevia (Stevia Rebaudiana) Extract

A scientific blend of extracts that help replace and prevent the disruption of the naturally-occurring moisture on the skin



Taming Spray®

Ouch-Free Detangler

Product Overview:

This lightweight, leave-in conditioner helps calm, control and comb through kids' most difficult tangles, leaving hair feeling great and full of body and shine.

Key Benefits:

- **Spray On and Leave on** - Provides easy detangling on dry or damp hair.
- **Fast Acting** - Penetrates quickly, leaving hair fresh and full of body.
- **Happy Kids** - Excellent for use on children's "morning hair."

pH - 4.5

Key Ingredients:

Behentrimonium Methosulfate

Anti-static conditioning agent

Cetearyl Alcohol

Emollient conditioner

Hydroxyethyl Behenamidopropyl Dimonium Chloride

Derived from grapeseed oil; helps to improve wet and dry combing with a soft feel without adding weight

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids; an excellent humectant

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair

Cyclomethicone

Provides shine and smoothes dry hair

Pro Tip:

Excellent for use on dry hair prior to cutting and for detangling weaves and extensions.



KIDS
GENTLE. SOOTHING. SOFT.
 Gently soothes and detangles—ideal for kids of all ages.
PAUL MITCHELL



Original



Shampoo One®

Gentle Wash

Product Overview:

A mild, gentle cleanser enriched with wheat germ oil, panthenol and our Activated Botanical Moisture and Shine Blends.

Key Benefits:

- **Mild, Color-Safe Formula** - Contains a mild combination of surfactants balanced to produce a rich lather and protect color.
- **Enhances Shine** - Our special blend of algae, aloe, jojoba, henna, and rosemary adds deep shine.
- **Improves Manageability** - Panthenol and wheat-derived conditioners improve the surface and texture of the hair.

pH - 5.5

Key Ingredients:

Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide MEA

A mild combination of surfactants balanced to produce a rich lather

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Triticum Vulgare (Wheat) Germ Oil

Made from wheat kernel, this oil is rich in vitamin E and serves as a natural antioxidant and emollient; rich in vitamin A, C and F and lecithin



Awapuhi Shampoo®

Super Rich Wash

Product Overview:

A rich, deep cleansing and moisturizing shampoo designed to leave hair clean and fresh, eliminating dulling build-up while preventing moisture loss.

Key Benefits:

- **Leaves Hair Clean and Fresh** - A balanced blend of surfactants provides a rich lather and thorough cleansing.
- **Helps Prevent Moisture Loss** - Hawaiian awapuhi helps balance moisture and prevent dryness.
- **Provides Body and Fullness** - Special conditioning agents help improve surface texture and provide added volume.

pH - 5.5

Key Ingredients:

Sodium Laureth Sulfate, Cocamide MEA, Cocamidopropyl Betaine

A blend of surfactants provides a rich lather and thorough cleansing

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

PEG-14M

Conditioning agent to improve surface texture and wet and dry feel



The Conditioner™

Leave-In Moisturizer

Product Overview:

This leave-in conditioner is designed to balance moisture and prevent dryness while improving surface texture and eliminating static. Excellent for the hair and skin.

Key Benefits:

- **Balances Moisture** - Moisturizing conditioners and Hawaiian awapuhi help balance moisture and prevent dryness.
- **Improves Texture** - Wheat-derived conditioners smooth the surface of hair and reduce static.
- **Excellent for Hair and Skin** - This unique water-based formula is excellent for both skin and hair.

pH - 4.5

Key Ingredients:

Cetyl Alcohol

Conditioning agent to help prevent moisture loss

Glycerin

A high-performing moisturizer and humectant derived from vegetable oil

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Wheatgermamidopropyl Ethyldimonium Ethousulfate

Conditioning agent derived from wheat germ oil that smoothes the cuticle and reduces static



The Detangler®

Super Rich Conditioner

Product Overview:

Instant detangling conditioner that leaves hair smooth, soft and protected from UV rays. Carrot extract is a natural source of beta-carotene and grape seed oil that provides instant conditioning, detangling and shine.

Key Benefits:

- **Instant Detangling and Conditioning** - Grape Seed Oil provides instant conditioning, detangling and shine.
- **Smoothes and Softens** - A special combination of conditioners and Hawaiian awapuhi helps smooth, soften and prevent moisture loss.
- **Provides UV Protection** - Carrot extract is rich in beta-carotene, a natural UV absorber.

pH - 3.5

Key Ingredients:

Cetyl Alcohol

Conditioning agent to help prevent moisture loss

Behentrimonium Methosulfate

An anti-static agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Carrot Extract

Rich in beta-carotene and serves as a natural UV absorber

Grape Seed Oil

A natural fatty acid that provides instant conditioning, detangling and shine



Hair Repair Treatment®

Strengthens and Rebuilds

Product Overview:

A treatment which replenishes vital carbohydrates, lipids and minerals to damaged hair. Carbohydrates provide elasticity, minerals add strength and lipids act as the first line of defense for surface protection and increased shine.

Key Benefits:

- **Replenishes Strength, Elasticity and Shine** - A special combination of wheat-derived conditioners and essential amino acids builds inner strength.
- **Helps Prevent Breakage** - Essential fatty acids, vitamins and wheat proteins help repair and prevent damage.
- **Hydrates** - A powerful combination of panthenol and silicone helps to bind moisture to the hair.

pH - 4.5

Key Ingredients:

Squalane

A natural lipid and emollient derived from olive oil that adds condition

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair

Dimethiconol Panthenate

A powerful combination of panthenol and silicone binds moisture to the hair

Dimethiconol Cysteinate

An emollient complex of cysteine and silicone mends proteins damaged by chemical processes

Hyaluronic Acid

A natural mucopolysaccharide carbohydrate which provides intense moisture

Linoleic Acid

Essential fatty acid

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Wheat Germ Oil

Made from wheat kernels, this oil is rich in vitamin E and serves as a natural antioxidant and emollient; rich in vitamin A, C and F and lecithin

Jojoba Oil

A natural oil extracted from the bean of the jojoba plant, a desert shrub which serves as an excellent skin moisturizer, emollient and humectant.

Magnesium Acetylmethionate

Made from linking magnesium, known for strengthening hair, and methionine, an amino acid found naturally in hair; together they provide incredible strength by attaching to the damage sites in the cortex

Tocopherol Acetate

Vitamin E; antioxidant; protects cells against free radicals while moisturizing and improving elasticity



Seal and Shine®

Thermal Protection and Condition

Product Overview:

An extremely effective leave-in spray designed to protect hair from the damaging effects of heat, while enhancing shine and preventing moisture loss.

Key Benefits:

- **Thermal Protection** - Helps prevent damage caused by blow dryers and hot irons.
- **Adds Shine** - Essential fatty acids and conditioners provide added shine.
- **Prevents Moisture Loss** - Thermal protection combined with intense conditioners helps balance moisture and prevent dryness.

pH - 4.0

Key Ingredients:

Sodium Polystyrene Sulfonate

This material forms a heat and mechanical resistant barrier to protect the hair from blow dryers and irons, yet completely dissolves in water

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean; contains essential fatty acids that serve as an excellent humectant



PAUL MITCHELL. original
Shampoo One®
Gentle wash
Shampooing doux
Limpieza suave
Sanfte Reinigung
Lavaggio delicato
300 ml e 10.14 fl.oz.

PAUL MITCHELL. original
The Conditioner™
Leave-in moisturizer
Hydratant sans rinçage
Hidratante sin aclarado
Konditionier-verbleibende Feuchtigkeitskur
Condizionatore idratante senza risciacquo
300 ml e 10.14 fl.oz.

PAUL MITCHELL. original
The Detangler®
Super rich conditioner
Conditionneur très riche
Acondicionador super rico
Super reichhaltiger Conditioner
Condizionatore extra ricco
300 ml e 10.14 fl.oz.

PAUL MITCHELL. original
Seal and Shine®
Thermal protection and condition
Protection thermique et soin
Protección térmica y acondicionamiento
Pflege mit Hitzeschutz
250 ml e 8.5 fl.oz.

PAUL MITCHELL. original
Hair Repair Treatment®
Strengthens and rebuilds
Renforce et reconstruit
Fortalece y reconstruye
Stärkt und restrukturiert
Rinforza e ristruttura
200 ml e 6.8 fl.oz.



ORIGINAL
CLASSIC. CONDITIONED. BALANCED.
Cleanses and conditions any hair type or texture.
PAUL MITCHELL.



Clarifying



Shampoo Two®

Deep Cleansing

Product Overview:

Surface active cleanser that removes dulling build-up left behind from styling and finishing products. Shampoo Two is deep cleansing for the oiliest scalp, yet is gentle enough for daily use without causing dryness.

Key Benefits:

- **Removes Dulling Build-Up** - Thoroughly cleanses styling and finishing products from the surface of hair.
- **Adds Body, Fullness and Shine** - Formulated with wheat-derived conditioners to boost body and luster.
- **Leaves Hair Super Clean and Fresh** - Provides deep cleansing for oily hair with a fresh lemon fragrance.

pH - 5.5

Key Ingredients:

Sodium Laureth Sulfate, Sodium Chloride, Cocamide MEA

An extremely effective combination of surface active cleansing agents balanced to thoroughly cleanse residual oil and product from the cuticle layer

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Wheat Germ Oil

Made from wheat kernel, this oil is rich in vitamin E and serves to protect and hydrate

Tetrasodium EDTA

Chelating agent



Shampoo Three®

Removes Chlorine and Impurities

Product Overview:

A deep cleansing, chelating shampoo designed to penetrate the hair shaft to remove residual chlorine, iron and fatty acids left behind from medication and minerals, or from hard water trapped within the cortex.

Key Benefits:

- **Deep, Internal Cleanser** - Removes chlorine, iron, minerals and medication. Use before all deep conditioning treatments to enhance penetration and performance.
- **Strengthens** - Helps increase inner strength and prevent immediate redeposit of impurities.
- **Excellent for Swimmers** - Use after swimming to help prevent “chlorine green.”

pH - 9.0

Key Ingredients:

Disodium Cocoamphodiacetate

A naturally-derived cleansing and conditioning agent

Magnesium Sulfate, Magnesium Carbonate

Salts which add strength internally by forming an artificial “backbone” by attaching to the negatively charged damage sites within the cortex, helping prevent immediate redeposit of minerals, iron, fatty acids and chlorine

Sodium Thiosulfate

A mild chelating agent to remove chlorine

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair

Tetrasodium EDTA

Chelating agent to remove residuals from the internal structure of the hair shaft

Trisodium HEDTA

Chelating agent to remove residuals from the internal structure of the hair shaft

Disodium EDTA-Copper

Chelating agent to remove residuals from the internal structure of the hair shaft

Pro Tips:

Use after swimming to remove unwanted chlorine from hair or as an occasional treatment for hair that is frequently exposed to highly chlorinated water.

Use Shampoo Three prior to deep conditioning treatments to help accelerate and enhance complete penetration.

Use Shampoo Three prior to permanent waves and hair color to help remove mineral deposits that may inhibit successful processing.

Condition



The Rinse™

Lightweight Conditioner

Product Overview:

A lightweight detangling, conditioning and moisture balancing rinse. Excellent for fine to medium hair types.

Key Benefits:

- **Instant Detangling** - Wheat-derived conditioners provide excellent wet and dry detangling with a soft, silky feel.
- **Lightweight Moisture** - Essential amino acids and vegetable-derived conditioners provide hydration without added weight.
- **Reduces Static** - Special conditioning agents help reduce static flyaways.

pH - 4.5

Key Ingredients:

Stearylkonium Chloride

Moisturizer, anti-static, improves wet combing

Polyquaternium-37

Conditioning agent which improves elasticity

Propylene Glycol Dicaprylate/Dicaprate

Derived from vegetable oils; used as an emollient and conditioning agent

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent that adds no build-up; produces a soft, silky feel with added shine; a rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results



Lite Detangler®

Lightweight Detangling Spray

Product Overview:

An extremely lightweight leave-in, fragrance-free detangling spray designed for ease of combing both wet and dry hair. Excellent for fine to medium hair.

Key Benefits:

- **Detangling** - Mild leave-in formula aids in both wet and dry combing.
- **Enhances Body and Shine** - Lightweight conditioners leave hair full of volume with added shine.
- **Fragrance Free** - Excellent for clients sensitive to fragrance.

pH - 4.5

Key Ingredients:

Cetrimonium Chloride

A super conditioning detangling agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Silicone Quaternium-13

A lightweight, silicone material which provides easy wet and dry combing

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids that serve as an excellent humectant



The Masque®

Intense Treatment

Product Overview:

An intense treatment designed with essential fatty acids, natural oils, powerful conditioning agents and aquatic marine materials which provide reconditioning, strengthening, UV protection and antioxidant benefits.

Key Benefits:

- **Improves Elasticity** - Natural oils, vitamin E and wheat proteins enhance elasticity.
- **Strengthens and Protects** - Aquatic marine ingredients rich in essential amino acids, fatty acids and proteins provide strength, moisture and added protection.
- **Excellent for Chemically Treated Hair** - A cystine conditioning complex helps to mend and stabilize disulfide groups damaged by chemical processes.

pH - 6.0

Key Ingredients:

Glycerin

An emollient and humectant-rich conditioning agent derived from vegetable oil that helps retain moisture in the hair

Polyquaternium-37

Conditioning agent that improves elasticity of the hair

Propylene Glycol Dicaprylate/Dicaprate

Derived from vegetable oils, it is used as an emollient and conditioning agent

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Wheat Germ Oil

Made from wheat kernels, this oil is rich in vitamin E, which serves as a natural antioxidant and emollient; rich in vitamin A, C and F and lecithin

Jobba Oil

A natural oil extracted from the bean of the jojoba plant, a desert shrub which acts as an excellent skin moisturizer, emollient and humectant

Fucus Vesiculosus Extract, Plankton Extract, Corallina Officinalis, Ascophyllum Nodosum Extract, Laminara Cloustoni Extract, Algae, Lactobacillus/Sheltonema Ferment

A complex of algae, plankton, seaweed, lactobacilli, microalgae and aquatic marine cultures which are naturally rich in essential amino acids, fatty acids, proteins and antioxidants; provides, strength, moisture and added protection

Tocopherol Acetate

Vitamin E; antioxidant, protects cells against free radicals, moisturizes and improves elasticity

Dimethiconol Panthenate

A powerful combination of panthenol and silicone helps bind moisture to the hair

Hyaluronic Acid

A natural mucopolysaccharide carbohydrate which provides intense moisture

Linoleic Acid

Essential fatty acid

Dimethiconol Cysteinate

An emollient conditioning complex of cystiene and silicone which has the ability to mend and stabilize disulfide groups damaged by chemical processes

Trimethylsiloxyamodimethicone

A silicone polymer used to condition and smooth the hair

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair



Express Style®



Quick Slip™ Styling Cream

Product Overview:

A clean, lightweight, conditioning styling product that provides soft, flexible hold, UV protection and reduced dry time.

Key Benefits:

- **Clean Texture** - The perfect balance of conditioners, styling agents and shine enhancers provides a soft, flexible hold to shape and separate.
- **Conditions and Protects** - Softening conditioners and UV protection leave hair feeling and looking healthy and protected from the sun.
- **Reduces Drying Time** - Specially formulated to help reduce drying time.

pH - 5.0

Key Ingredients:

Dimethicone Copolyol Meadowfoamate

Derived from meadowfoam flower seeds, this water-soluble silicone blends uniquely with a high molecular weight fatty acid to dramatically resurface and repair the hair fiber

Propylene Glycol Dicaprylate/Dicaprate

Lightweight conditioner derived from vegetable oils

Trimethylsilylamodimethicone

A silicone polymer that conditions and smoothes the hair while dramatically reducing drying time

Polyquaternium-37

Film-forming agent for conditioning, hold and improving elasticity of the hair

Cinnamidopropyltrimonium Chloride

UV protection and moisturizing conditioner



Round Trip®

Liquid Curl Definer

Product Overview:

This fast-drying, curl-enhancing liquid combines the flexible memory derived from corn starch, the curl boosting power of magnesium sulfate and the conditioning and protection of lightweight conditioners to create defined curls with long-lasting memory and enhanced moisturization.

Key Benefits:

- **Clean Definition** - Unique styling agents derived from natural corn starch provide weightless detail to wavy or curly hair.
- **Long-Lasting Bendable Hold** - Panthenol and magnesium sulfate combine to condition and protect curls while creating durable body and bounce.
- **Reduces Drying Time** - Specially formulated to help reduce drying time.

pH - 5.5

Key Ingredients:

Hydroxypropyltrimonium Hydrolyzed Maize Starch

A quick-drying styling agent derived from corn starch that provides flexible hold, reduces frizz and static flyaways and makes hair more manageable; especially good for permed or naturally curly hair

Polyquaternium 55

A humidity resistant, lightweight conditioner that improves combing ability and the wet and dry feel of hair

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Magnesium Sulfate

Attaches to damaged sites in the cortex to reinforce and strengthen while encouraging curl and elasticity



Hold Me Tight™

Finishing Spray

Product Overview:

Strong-hold, fine mist, humidity resistant, fast drying aerosol spray with extra control.

Key Benefits:

- **Rapid Drying** - A unique blend of styling agents reduces the dry time of this low VOC formula.
- **Strong Hold** - Powerful, flexible polymers provide strong, long-lasting hold.
- **Clean Hold** - Spray can be layered onto hair without stiffness or dulling build-up; vegetable-derived conditioners and intense shine enhancers impart high gloss and reduce static.

pH - N/A

Key Ingredients:

Polyurethane-14 (and) AMP-Acrylates Copolymer

A unique polymer designed to produce superior performance in low VOC hair sprays; benefits are: rapid drying, a non-tacky, durable hold plus easy shampoo removability

Octylacrylamide/Acrylates/Butylaminoethyl Methylacrylate Copolymer

This styling polymer provides flexibility and durable hold with memory to support the style throughout an active day

Triethyl Citrate

Shine enhancer

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair

Acetamide MEA

Non-tacky, humectant and anti-static agent



Worked Up®

Working Spray

Product Overview:

Medium-hold, fine mist, fast drying aerosol working spray builds body and provides easy brush through.

Key Benefits:

- **Rapid Drying** - A unique blend of styling agents reduces the dry time of this low VOC formula.
- **Flexible Hold** - Workable polymers provide a long-lasting hold.
- **Clean Hold** - Spray can be layered onto hair without stiffness or dulling build-up; vegetable-derived conditioners and intense shine enhancers impart high gloss and reduce static.

pH - N/A

Key Ingredients:

Polyurethane-14 (and) AMP-Acrylates Copolymer

A unique polymer designed to produce superior performance in low VOC hairsprays; benefits are rapid drying, a non-tacky, durable hold and easy shampoo removability

Octylacrylamide/Acrylates/Butylaminoethyl Methylacrylate Copolymer

This styling polymer provides flexibility and durable hold with memory to support the style throughout an active day

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Triethyl Citrate

Shine enhancer

Acetamide MEA

Non-tacky, humectant and anti-static agent



Fast Form®

Cream Gel

Product Overview:

Natural moisturizing ingredients soothe every strand and add shine without a heavy product feel while aiding in faster dry time.

Key Benefits:

- **Tames All Textures** - Soothing shea butter, evening primrose, avocado and jojoba oils create sensational slip and leave even the most rebellious locks shiny and manageable.
- **Incredible Memory** - Use on wet or dry hair for clean detail and long-lasting flexible hold that keeps your style right where you want it.
- **Faster Drying** - Save precious minutes and get out the door faster thanks to reduced styling and drying time.

pH - 4.5

Key Ingredients:

VP/Dimethylaminoethylmethacrylate Copolymer

Flexible styling resin

Cyclopentasiloxane

Shine enhancer

Isohexadecane

Shine enhancer

Tocopherol

Vitamin E, antioxidant; protects cells against free radicals, moisturizes and improves elasticity

Panthenol

Provides long-lasting moisture, improves manageability, reduces the formation of split ends, improves the condition of damaged hair, thickens and adds shine

Butyrospermum Parkii (Shea Butter)

A fruit extract from the West African karite tree, it contains oils and lipids that act as emollients to provide moisture and luster to the hair; its conditioning effect leaves hair soft and improves both wet and dry combing

Simmondsia Chinensis (Jojoba) Seed Oil

Moisturizing humectant

Oenothera Biennis (Evening Primrose) Oil

Moisturizing humectant

Persea Gratissima (Avocado) Oil

Moisturizing humectant

Dimethicone

Shine enhancer

Hydrolyzed Soy Protein

Moisturizing



Hot Off The Press®

Thermal Protection Spray

Product Overview:

Smoothing and curling irons are no menace for this versatile spray—the innovative formula shields locks from every good-hair-day foe, including humidity and damage. Natural extracts build a weightless barrier between hair and heat, so you can turn up the temperature and safely lock in your style with ease.

Key Benefits:

- **Thermal Defense** - Rice hull extract builds a weightless barrier between fragile strands and damaging heat tools, while wheat proteins deliver an extra dose of strength.
- **Versatile Hold** - The multi-purpose formula grips and controls during heat styling and provides flexible hold for finished styles.
- **Faster Styling** - Quick-drying, humidity resistant spray adds elastic shape memory for effortless curls or smoothing with a hot iron.

pH - N/A

Key Ingredients:

Polyurethane-14

Flexible hair fixative

AMP-Acrylates Copolymer

Flexible hair fixative

Triethyl Citrate

Shine enhancer

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone

Smoothing, shine enhancer

Oryza Sativa (Rice) Hull Extract

Rice hull extract builds a weightless barrier between fragile strands and damaging heat tools, while wheat proteins deliver an extra dose of strength



STYLE

TOUCHABLE. WORKABLE. VERSATILE.

Creates any style you crave, from touchable looks to avant-garde finishes.

PAUL MITCHELL.



Express Dry™



Dry Wash™

Express Dry Waterless Shampoo

Product Overview:

Make your hair look and feel freshly washed, so your style lasts days longer. Absorbs excess oils and prolongs hair color by allowing less shampooing. The added volume and modern texture makes it great for men and women.

Key Benefits:

- Dry formula instantly leaves hair looking and feeling freshly washed with a clean scent.
- Powerful directional spray refreshes and revives lifeless hair while extending the life of your style.
- Ultra-fine, colorless formula leaves no residue, ideal for all hair types and colors.

pH - N/A

Key Ingredients:

Aluminum Starch Octenylsuccinate

Absorbs excess oils and adds a soft, velvety feel to hair

Panthenol

Pro Vitamin B5 provides moisture and conditioning

Vitamin E

Anti oxidant

Soy Protein

Penetrates to decrease brittleness and enhance manageability and gloss



Stay Strong™

Express Dry Strong Hold Hairspray

Product Overview:

Ultra-dry formula with its unique mist dries instantly on contact. Leaves a touchable hold and creates all-day lift, fullness and texture with maximum control.

Key Benefits:

- Strong-hold spray offers the ultimate style support while remaining workable.
- Weightless, ultra-dry formula provides maximum control and volume.
- Humidity-resistant ingredients help fight frizz and flyaways.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A styling resin offering excellent substantivity and hair-holding properties

PEG/PPG-17/18 Dimethicone

A resin modifier which acts to plasticize resins making the films softer, more flexible, less tacky and easily removable without flaking; imparts smoothness and body to the hair

Benzophenone 4

Protects the hair from damage caused by UVA and UVB exposure

Phenyl Trimethicone

A silicone used to impart gloss, softness and better manageability; reduces the particle size and aids in reducing tackiness while drying





Soft Style



Soft Sculpting Spray Gel®

Flexible Styling Gel

Product Overview:

Excellent choice for light hold and soft, natural styling on all hair types.

Key Benefits:

- **Builds Body and Fullness** - Light-hold, flexible styling agents add volume and control.
- **Creates Soft, Natural Looks** - Emollient conditioning and styling agents provide a natural, soft finish.
- **Adds Rich Shine** - The special combination of chamomile, rosemary, aloe vera and jojoba creates brilliant shine and reflection.

pH - 5.0

Key Ingredients:

PVP/VA Copolymer

A combination of firm, glossy, water-soluble resins provides excellent lift and long-term hold while being easily removed

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Triethyl Citrate

Shine

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids that serve as an excellent humectant



Foaming Pommade®

Texture Polish

Product Overview:

A shine-enhancing finishing pommade that adds texture and control.

Key Benefits:

- **Smooth Control** - Excellent for smoothing and light control on textured hair.
- **Intense Shine** - The special blend of chamomile, rosemary, aloe vera and jojoba creates brilliant shine and reflection.
- **Improves Texture** - Rich, clean natural oils soften and condition.

pH - 5.5

Key Ingredients:

Paraffinum Liquidum (Mineral Oil)

Medical grade mineral oil

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Soft Spray®

Finishing Spray

Product Overview:

A flexible-hold working spray that provides a natural-looking, touchable finish that stays in place and leaves hair vibrant and shiny.

Key Benefits:

- **Excellent Working Spray** - Easy to brush through, reactivates with heat or water, perfect for iron work or heat setting.
- **Produces a Natural, Touchable Finish** - Soft, flexible styling agents produce a natural finish.
- **Added Protection** - Formulated to help protect from the sun.

pH - 8.5

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A flexible, body-building styling agent that delivers high shine

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Benzophenone-3

UV inhibitor



Super Clean Light®

Finishing Spray

Product Overview:

Light-hold aerosol finishing spray that provides soft body and shine for all hair types.

Key Benefits:

- **Produces Natural, Touchable Hold** - Soft, flexible styling agents produce a natural finish.
- **Builds Soft Body and Shine** - Light aerosol mist provides even, dry application to build body and shine.
- **Added Protection** - Formulated to help protect from the sun.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Triethyl Citrate

Shine

Benzophenone-3

UV inhibitor

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



The Cream®

Styling Conditioner

Product Overview:

A protective, moisturizing, conditioning leave-in treatment designed with light-hold styling agents and sun protection.

Key Benefits:

- **Moisturizes, Strengthens and Protects** - Moisturizing, emollient conditioners and panthenol help to hydrate, fortify and safeguard hair.
- **Helps Prevent UV Damage** - UV absorbers help to prevent damage caused by the sun.
- **Adds Body and Soft Style** - A soft, glossy styling agent enhances body and provides light hold.

pH - 4.5

Key Ingredients:

Dimethicone Bisamino Hydroxylpropyl Copolyol/White Ginger/Dimethicone Copolyol

Activated Moisturizing Blend of Hawaiian awapuhi provides deep moisture and enhanced shine

Glycerin

A moisturizer and humectant derived from vegetable oil

Jojoba Oil

An emollient moisturizer, derived from the desert jojoba shrub that softens, smoothes and conditions

Octyl Methoxycinnamate

UV absorber

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

PVP

A thickening polymer and acidifier; creates a glossy film that is easily removed by water; adds body, memory and hold

Saccharomyces Cerevisiae Extract

Natural yeast extract that acts as a smoothing moisturizer

Safflower Oil

An emollient moisturizing conditioner

Stearylkonium Chloride

Light moisturizer provides anti-static properties and improves wet combing

Trimethylsilylamodimethicone

An amino silicone designed to enhance the performance of conditioners while improving wet and dry combing



The Shine™

Spray-On Polish

Product Overview:

A lightweight shine-enhancing spray.

Key Benefits:

- **Provides High Shine** - Contains lightweight silicones and a special combination of algae, aloe, jojoba and rosemary to enhance shine.
- **Silky Texture** - Excellent for use prior to flat ironing.
- **Highly Concentrated** - Light mist pump spray allows for a light application, use sparingly.

pH - N/A

Key Ingredients:

Cyclomethicone

Provides a silky feel and high shine

Phenyl Trimethicone

High-shine silicone oil

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

AMP-Isostearoyl Hydrolyzed Wheat Protein

Lightweight, wheat-derived conditioner that improves surface feel and adds shine

Dimethicone Copolyol

Lightweight silicone oil that acts as an anti-static agent, emollient and moisturizer, adding brilliant shine



Heat Seal®

Thermal Protection and Style

Product Overview:

A multi-purpose, humidity resistant styling spray. Provides shine, body, protection and long-lasting memory. Heat is required to activate.

Key Benefits:

- **Humidity Resistant** - Ensures longer-lasting style, curly or straight.
- **Builds Body and Enhances Shine** - Clean, flexible styling agents and essential fatty acids provide style memory and shine.
- **Thermal Protection** - Helps prevent damage caused by blow dryers and hot irons.

pH - 5.0

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Sodium Polystyrene Sulfonate

Forms a heat and mechanical resistant barrier that protects the hair from blow-dryers and irons, yet completely dissolves in water

Arnica Montana (Arnica Montana) Extract, Chamomile (Anthemis Nobilis) Extract, Calendula Officinalis (Calendula Officinalis) Extract, Lemon (Citrus Medica Limonum) Extract, Yarrow (Achillea Millefolium) Extract, Thyme (Thymus Vulgaris) Extract, Nettle (Urtica Dioica) Extract, (Lawsonia Inermis) Extract, Jaborandi (Pilocarpus Pennatifolius) Extract, Willow Bark (Salix Alba) Extract, Rosemary (Rosmarinus Officinalis) Extract, Kelp (Macrocystis Pyrifera) Extract

Shine-enhancing botanical blend

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids that serve as an excellent humectant

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness



Flexible Style



ESP®

Elastic Shaping Paste

Product Overview:

A flexible, bendable styling cream/wax with strong hold.

Key Benefits:

- **Elastic** - Infused with beeswax for style versatility and bendable texture.
- **Shaping** - Mesh-like fibers create multiple styles—spike, twist, bend, define or separate.
- **Paste** - Highly concentrated, a little goes a long way.

pH - 8.5

Key Ingredients:

Synthetic Beeswax

Fine, flexible, easily dispersed synthetic beeswax

Diethylhexyl Maleate

Emollient conditioning agent

Ozokerite

A non-oily cosmetic wax

Vinyl Caprolactum/VP/ Dimethylaminoethyl Methacrylate Copolymer

Firm, flexible styling agent

Spiraea Ulmaria Extract, Equisetum Arvense Extract, Hedera Elix (Ivy) Extract, Macrocystis Pyrifera Extract, Arctium Majus Root Extract, Urtica Dioica (Nettle) Extract, Rosmarinum Officinalis (Rosemary) Leaf Extract, Anthernis Nobilis Flower Extract

A unique blend of conditioning and softening extracts



Super Sculpt™

Quick-Drying Styling Glaze

Product Overview:

A quick-drying, flexible-hold styling glaze that can be used on all hair types for sculpting or blow-drying. Seals in moisture, boosts shine and adds maximum body.

Key Benefits:

- **Medium, Flexible Hold** - Medium-hold, flexible styling agents add volume and control.
- **Adds Body and Shine** - Conditioning bodifying agents combined with panthenol provide long-lasting memory and high shine.
- **Helps Speed Up Dry Time** - Quick drying formula.

pH - 5.5

Key Ingredients:

Polyquaternium-11

Conditioning agent that leaves hair with a silky, soft feel

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Apple Extract

Fragrant conditioning agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Wheatgermamidopropyl Ethyldimonium Ethosulfate

Derived from wheat germ, this conditioning agent is rich in vitamin E



Hair Sculpting Lotion™

Styling Liquid

Product Overview:

The original liquid sculpting tool provides medium hold, body, texture, long-lasting memory and control. Easily reactivated with heat or water and helps eliminate static.

Key Benefits:

- **Medium Hold** - Styling and bodifying agents combined with panthenol provide long-lasting memory and texture.
- **Reactivates with Heat or Water** - Water-based formula allows for easy restyling.
- **Helps Eliminate Static** - Wheat-derived conditioners smooth the surface and reduce static.

pH - 5.0

Key Ingredients:

Polyquaternium-11

A styling and bodifying agent that also provides easy wet and dry combing and adds shine

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/ Hedychium Coronarium (White Ginger)/PEG-12 Dimethicone

A blend of special ingredients and awapuhi helps balance moisture and prevents dryness

Wheatgermamidopropyl Ethyldimonium Ethosulfate

A conditioning agent derived from wheat germ oil that smoothes the hair's surface and reduces static

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Re-Works®

Texture Cream

Product Overview:

A versatile styling cream that allows you to style and restyle with ease. Creates clean, thick texture, dimension and separation with a pliable, moveable finish.

Key Benefits:

- **Re-workable** - Bendable, pliable formula allows for easy restyling.
- **Clean Texture** - Light cream base with wheat-derived conditioners provides moveable texture.
- **Multiple Styles** - Apply to damp hair for a soft finish or to dry hair for separation and added texture.

pH - 5.5

Key Ingredients:

PVP

A high-shine, flexible, body-building styling agent

Hydrolyzed Wheat Protein

A rich protein source that contains cystine, the important disulfide bonding amino acid that is capable of chemically binding to human hair, producing long-lasting reconditioning results

Hydrolyzed Wheat Starch

A unique hydrating complex that offers moisture balancing and protection with a protective film that works synergistically to deliver body and control with a soft, smooth feel; helps to alleviate the brittleness often associated with low humidity and limpness experienced at higher humidity

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Slick Works®

Texture and Shine

Product Overview:

Lightweight styling wax with high shine.

Key Benefits:

- **Sleek Texture and Definition** - Lightweight, glossy resins enhance texture and create definition.
- **High Shine** - Contains algae, aloe, jojoba and rosemary to enhance shine.
- **Finishing Polish** - The fine-textured base and emollient conditioners create a lightweight formula perfect for finishing.

pH - 5.5

Key Ingredients:

Mineral Oil

A gentle base for many cosmetic preparations that softens and protects against moisture loss

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair

PVP

A thickening polymer and acidifier that creates a glossy film; easily removed by water; adds body, memory and hold

Activated Botanical Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Spray Wax™

Flexible Texture

Product Overview:

A flexible waxed satin finish in a light aerosol spray mist. Easy to apply to all hair lengths and textures.

Key Benefits:

- **Waxed Satin Finish** - Non-oily wax combined with sunflower seed oil produces a waxed satin finish.
- **Pliable Texture** - Fine, flexible beeswax creates pliable texture.
- **Light Mist Aerosol** - Easy to apply to all lengths and hair types.

pH - N/A

Key Ingredients:

Microcrystalline Wax

A non-oily cosmetic wax

Synthetic Beeswax

Fine, flexible, easily dispersed beeswax

Sunflower Seed Oil

Shine-enhancing extract

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Wax Works®

Extreme Texture

Product Overview:

A styling wax that provides definition, control and shine. For textures where a conventional wax is too much and a conventional shine product is not enough.

Key Benefits:

- **Creates Texture and Definition** - Flexible resins and vegetable-based conditioners provide texture and definition.
- **Excellent Control** - Thick, softening formula is perfect for hard-to-control hair types.
- **Intensifies shine** - The special blend of algae, aloe, jojoba and rosemary enhances shine.

pH - 6.0

Key Ingredients:

Mineral Oil

A gentle base for many cosmetic preparations; softens hair and protects against moisture loss

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A flexible styling agent

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

PEG-12 Dimethicone

Shine enhancer



Sculpting Foam™

Conditioning Foam

Product Overview:

The perfect combination of styling and conditioning. Sculpting Foam gives hair manageability and control for natural curls and waves. Excellent for blow-dried styles as well as “naturally dried” styles.

Key Benefits:

- **Medium Hold** - Styling and bodifying agents combined with panthenol provide long-lasting memory and texture.
- **Defines Curl and Controls Frizz** - Emollient conditioners smooth the surface to control static and enhance curls.
- **Helps Prevent Moisture Loss** - Hawaiian awapuhi helps balance moisture and prevent dryness.

pH - 5.0

Key Ingredients:

Polyquaternium-11

Conditioning agent that leaves hair with a silky feel

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Wheatgermamidopropyl Ethyldimonium Ethosulfate

Derived from wheat germ, this conditioning agent is rich in vitamin E

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Fast Drying Sculpting Spray™

Working Spray

Product Overview:

A medium-hold working spray that shapes and holds all hair types and adds shine.

Key Benefits:

- **Gives Body, Control and Shine** - Medium, flexible styling resins and a blend of algae, aloe, jojoba and rosemary enhance shine and add body with memory.
- **Excellent Working Spray** - Easy to brush through, reactivates with heat or water.
- **Added Protection** - Formulated to help protect from the sun.

pH - 9.0

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A flexible, body-building styling agent that adds high shine

Activated Botanical Shine Blend

A unique blend of awapuhi, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Benzophenone-3

UV inhibitor



Super Clean Spray®

Finishing Spray

Product Overview:

A medium-hold, fine mist aerosol finishing spray that adds body and shine to all hair types.

Key Benefits:

- **Adds Body and Shine** - Medium-hold, flexible resins and conditioning agents provide fullness and shine.
- **Quick Drying** - Fine mist spray and fast-drying resins provide a dry mist application.
- **Added Protection** - Formulated to help protect from the sun.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A flexible, body-building styling agent that adds high shine

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Triethyl Citrate

Shine

Benzophenone-3

UV inhibitor

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Volumizing Spray™

Root Lifter

Product Overview:

Contains a combination of natural resins and panthenol to increase the size of the hair shaft. This unique styling tool adds soft volume to all hair types.

Key Benefits:

- **Adds Maximum Lift** - A blend of naturally-derived heat activated resins provides extra volume to blow-dried styles.
- **Adds Fullness** - Panthenol helps to thicken hair and add body.
- **Highly Concentrated** - Light mist pump spray allows for an even application, use sparingly.

pH - 6.0

Key Ingredients:

PVP/VA Copolymer, Methacryloyl Ethyl Betaine/Acrylates Copolymer

A combination of firm, glossy, water soluble resins provides excellent lift and long-term hold, yet is easily removed with normal shampooing

Linoleamidopropyl PG-Dimonium Chloride Phosphate

An essential fatty acid derived from borage oil that provides anti-static benefits

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair



Firm Style



Super Clean Sculpting Gel®

Maximum Control

Product Overview:

Define hard-to-hold styles with this firm-holding sculpting gel that is great for wet or dry looks.

Key Benefits:

- **Strong Hold and Texture** - Firm-holding styling resins provide a textured hold.
- **Excellent for Wet Looks** - Glossy resins and shine enhancing conditioners make this the perfect choice for wet looks.
- **Intensifies Shine** - A special blend of algae, aloe, jojoba and rosemary enhances shine.

pH - 5.5

Key Ingredients:

Polyquaternium-11

Conditioning agent that leaves hair with a silky feel

Hydrolyzed Soy Protein

Derived from Soya flour and able to penetrate deep into the hair to dramatically improve manageability and body, while adding gloss and texture

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection



Dry Wax™

Texture and Definition

Product Overview:

A pliable, flexible, firm-styling wax.

Key Benefits:

- **Waxed Texture** - Non-oily cosmetic wax provides a “lived in” look.
- **Pliable** - Emollient conditioners and softening agents create a moveable finish.
- **Controls Texture** - Firm-hold formula provides ultimate control.

pH - N/A

Key Ingredients:

Microcrystalline Wax

A non-oily cosmetic wax

Caprylic/Capric Triglyceride

An emollient derived from vegetable oil

Ethylene/Propylene/Styrene Copolymer

A flexible, softening copolymer

Algae Extract, Aloe Barbadensis Extract, Anthemis Nobilis Extract, Lawsonia Inermis Extract, Simmondsia Chinensis (Jojoba) Extract, Rosmarinus Officinalis (Rosemary) Extract

A combination of shine and surface enhancing extracts



Freeze and Shine Super Spray®

Finishing Spray

Product Overview:

A firm-holding non-aerosol finishing spray that adds shine with the power to shape and hold all hair types.

Key Benefits:

- **Provides Powerful, Long-Lasting Hold** - Firm-holding styling resins provide intense hold and memory.
- **Intensifies Shine** - Contains a blend of algae, aloe, jojoba and rosemary to enhance shine.
- **Added Protection** - Formulated to help protect from the sun.

pH - 9.0

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Activated Botanical Shine Blend

A unique blend of algae, chamomile, rosemary, aloe vera and jojoba provides gentle hydration and creates brilliant shine and reflection

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Benzophenone-3

UV inhibitor



Super Clean Extra®

Finishing Spray

Product Overview:

A fine-mist, firm-hold aerosol spray which gives shine and flexibility to all hair types.

Key Benefits:

- **Maximum Body and Shine** - Firm-hold, flexible resins and conditioning agents provide fullness and shine.
- **Quick Drying** - Fine mist spray and fast-drying resins provide a dry mist application.
- **Added Protection** - Formulated to help protect from the sun.

pH - N/A

Key Ingredients:

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible, body-building styling agent

Activated Botanical Moisture Blend

A blend of special ingredients and awapuhi helps balance moisture and prevent dryness

Triethyl Citrate

Adds shine

Benzophenone-3

UV inhibitor

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



XTG®

Extreme Thickening Glue

Product Overview:

Highly concentrated, quick-drying styling “glue” designed for extreme and shorter styles.

Key Benefits:

- **Extreme Thickening** - A small amount provides extreme thickness and texture.
- **Extreme Hold** - Firm, flexible styling agents provide long-lasting hold.
- **Quick Styling** - Fast acting, quick drying.

pH - 6.5

Key Ingredients:

Vinyl Caprolactum/VP/Dimethylaminoethyl Methacrylate Copolymer

Firm, flexible styling agent

PVP/VA Copolymer

Firm, rigid styling agent

Glycerin

An emollient and humectant derived from vegetable oil

Activated Botanical Strength Blend

A special blend of essential amino acids helps protect and strengthen compromised hair



Section 4 Tea Tree



Tea Tree's full line of hair and body products features extracts and natural ingredients that provide a range of experiential and aroma-therapeutic qualities. The natural, healthful benefits and environmentally-friendly positioning appeal to a broad base of consumers.

Tea Tree Special



Tea Tree Special Shampoo®

Invigorating Cleanser

Product Overview:

An invigorating cleanser formulated with tea tree oil, peppermint and lavender. It's cooling, refreshing and energizing.

Key Benefits:

- **Purifies** - A special combination of cleansers and tea tree oil helps clear impurities and leaves hair full of vitality and luster.
- **Tingles** - A refreshing cooling sensation gives you a breath of fresh hair.
- **Invigorates** - The natural magic of tea tree oil, peppermint and lavender creates an exhilarating fragrance experience.

pH - 5.5

Key Ingredients:

Sodium Lauryl Sulfate, Sodium Laureth Sulfate, Oleamidopropyl Betaine, Cocamidopropyl Betaine

A balanced blend of surfactants provides a rich lather and thorough cleansing

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Triticum Vulgare (Wheat) Germ Oil

Made from wheat kernel, this oil is rich in vitamin E and used as a natural antioxidant and emollient; rich in vitamin A, C and F and lecithin

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage



Tea Tree Special Conditioner®

Invigorating Conditioner

Product Overview:

An invigorating instant detangling conditioner formulated with tea tree oil, peppermint and lavender. It's cooling, refreshing and energizing.

Key Benefits:

- **Instantly Detangles** - Fast-acting conditioners soften the surface and tame tangles.
- **Smooths and Renews** - Conditioning agents restore even the most worn out locks and help prevent moisture loss.
- **Invigorates** - The natural magic of tea tree oil, peppermint and lavender creates an exhilarating fragrance experience.

pH - 3.5

Key Ingredients:

Cetyl Alcohol

Conditioning agent that helps prevent moisture loss

Behentrimonium Methosulfate

An anti-static agent

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Hair and Scalp Treatment®

Invigorating and Soothing

Product Overview:

A unique treatment for both hair and scalp—soy, panthenol, vitamin E and shea butter condition and protect the hair, while salicylic acid refines and improves the texture of the skin.

Key Benefits:

- **Strengthens and Moisturizes** - Soy proteins, panthenol, vitamin E and shea butter help recondition, repair and protect the hair.
- **Refines** - Natural salicylic acid derived from willow bark helps provide an immediate intervention for troubled skin.
- **Invigorates** - The natural magic of tea tree oil, peppermint and lavender creates an exhilarating fragrance experience.

pH - 5.5

Key Ingredients:

Cetyl Alcohol

Conditioning agent that helps prevent moisture loss

Behentrimonium Methosulfate

An anti-static agent

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Tocopheryl Acetate

An antioxidant and free radical scavenger that neutralizes molecules formed by UV radiation and environmental toxins and helps to repair the intercellular moisture barrier

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Salicylic Acid

Salicylic acid, a beta-hydroxy acid, is a highly effective superficial exfoliating agent, oil reducer and pore cleanser

Butyrospermum Parkii (Shea Butter) Fruit

A fruit extract from the West African karite tree that contains oils and lipids to provide moisture and luster to the hair; its conditioning effect leaves hair soft and improves both wet and dry combing



Tea Tree Hair and Body Moisturizer®

Leave-In Conditioner

Product Overview:

A smooth, creamy leave-in moisturizing conditioner that softens and moisturizes while reducing static. Excellent for skin and hair.

Key Benefits:

- **Post-Shave Soother** - Tea tree oil, peppermint and lavender help calm, cool and condition sensitive skin.
- **Hydrates Hair to Toe** - This hard-working hydrator is a great leave-in for hair too.
- **Improves Texture** - Wheat-derived elements and jojoba seed oil smooth and refine all hair and skin types.

pH - 5.0

Key Ingredients:

Cetyl Alcohol

Conditioning agent that helps prevent moisture loss

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Wheatgermamidopropyl Ethyldimonium Ethosulfate

Conditioning agent derived from wheat germ oil that smoothes the surface and reduces static



Tea Tree Hand Soap™

Antibacterial Cleanser

Product Overview:

A rich, soothing antibacterial cleanser designed with germ-fighting Triclosan and natural tea tree oil.

Key Benefits:

- **Kills Germs and Bacteria** - Formulated with germ-busting Triclosan to wash away dirt and grime.
- **Soothes Naturally** - Tea tree oil is a natural antiseptic, disinfectant and germicide well known for its healing properties.
- **Invigorates** - The natural magic of tea tree oil, peppermint and lavender creates an exhilarating fragrance experience.

pH - 6.0

Key Ingredients:

Triclosan

Triclosan is a broad-spectrum antibacterial/antimicrobial agent

Sodium Myreth Sulfate

Mild, gentle cleansing agent

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Body Bar®

Cleansing and Shaving

Product Overview:

A clean, refreshing bar formulated with natural tea tree oil to thoroughly cleanse and parsley flakes to gently exfoliate. Excellent for cleansing and shaving.

Key Benefits:

- **Soothes Naturally** - Tea tree oil is a natural antiseptic, disinfectant and germicide well known for its healing properties.
- **Exfoliates** - Enriched with parsley flakes to help gently remove dry, dead skin cells.
- **Invigorates** - Rich, tingling lather makes this bar an ideal shaving companion and the best wake up call, bar none.

pH - 9.0

Key Ingredients:

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Parsley Flakes

Natural parsley flakes gently exfoliate skin

Simmondsia Chinensis (Jojoba) Oil

A natural oil extracted from the bean of the jojoba plant, a desert shrub which acts as an excellent skin moisturizer, emollient and humectant



Tea Tree Shave Gel®

Refreshing Foaming Gel

Product Overview:

A thick, rich foaming gel that provides a close shave and an invigorating experience.

Key Benefits:

- **Shaves Smooth** - This rich foaming gel provides a clean, close shave without the burn.
- **Protects** - Special skin conditioners and moisturizers help protect skin.
- **Invigorates** - The unique combination of tea tree oil, peppermint and lavender leaves your skin feeling refreshed and renewed.

pH - 8.5

Key Ingredients:

Palmitic Acid, Triethanolamine, Sorbitan Stearate, Stearic Acid, Sunflower Seed Oil Glyceride

A mild combination of surfactants and emulsifiers

Aloe Barbadensis Leaf Juice

Skin soothing conditioner

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Essential Oil

Melaleuca Alternifolia Pure Essential Oil

Product Overview:

Pure essential tea tree oil.

Key Benefits:

- **Relieves Itching From Insect Bites** - Just a couple of drops on a moistened cotton pad will help take the itch away.
- **Helps Treat Acne and Minor Skin Irritation** - Tea tree oil is a natural antiseptic, disinfectant and germicide well known for its healing properties.
- **Helps Reduce Joint and Muscle Pain** - Add a few drops to Tea Tree Hair and Body Moisturizer® for an invigorating massage.

pH - N/A

Key Ingredients:

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree



Tea Tree Styling Gel®

Body and Shine

Product Overview:

A clean, medium-hold gel that provides body and fullness with a crystal clear finish.

Key Benefits:

- **Builds Body and Fullness** - A special combination of flexible, thickening and body-building styling ingredients provides fullness and manageability.
- **Magnifies Shine** - Clean styling agents and conditioners combined with aloe, jojoba and rosemary create high shine with medium hold.
- **Invigorates** - Botanical ingredients with natural extracts of tea tree oil, peppermint and lavender leave hair smelling great.

pH - 5.0

Key Ingredients:

Polyacrylamidomethylpropane Sulfonic Acid and PVP/VA Copolymer

A combination of high-shine, flexible and body-building styling agents

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Firm Hold Gel®

Maximum Hold and Shine

Product Overview:

Crystal clear, firm-hold styling gel formulated with clean, flexible, body-building styling agents.

Key Benefits:

- **Firm Hold and Texture** - Clean styling agents provide a flake-free, stay-put hold for pure style that stays a while.
- **Thickens and Builds Body** - A special blend of styling ingredients helps boost every strand for a thicker, high-volume finish and a healthy dose of shine.
- **Refreshing Fragrance** - An invigorating burst of cool mint, tea tree and citrus revives, refreshes and leaves hair smelling great.

pH - 5.0

Key Ingredients:

Polyacrylamidomethylpropane Sulfonic Acid and PVP/VA Copolymer

A combination of high-shine, flexible and body-building styling agents

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Grooming Pomade®

Flexible Hold and Shine

Product Overview:

Shine-intensifying, flexible and softening pomade ideal for wavy or curly hair types to provide slick texture and control.

Key Benefits:

- **Flexible Control** - Flexible resins and vegetable-based conditioners provide flexible hold and control.
- **Slick Texture and Definition** - Softening formula is excellent for wavy or curly hair types.
- **Reflective Shine** - Glossy, shine-intensifying formula adds old-school polish with a modern kick.

pH - 5.0

Key Ingredients:

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

PEG-25 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids that serve as an excellent humectant

PVP

A flexible, body-building styling agent that adds high shine

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair

Cocos Nucifera (Coconut) Oil

Provides emollient properties and gloss without adding tackiness



Tea Tree Styling Wax®

Definition and Control

Product Overview:

A styling wax that provides definition, control and intense shine.

Key Benefits:

- **Defines and Controls** - Flexible resins and vegetable-based conditioners provide texture and definition.
- **Magnifies Shine** - Shine-enhancing conditioners and silicones provide intense shine.
- **Invigorates** - Botanical ingredients with natural extracts of tea tree oil, peppermint and lavender leave hair smelling great.

pH - 6.0

Key Ingredients:

Mineral Oil (Paraffinum Liquidum)

A gentle base for many cosmetic preparations; softens skin and protects against moisture loss

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

A high-shine, flexible styling agent

Glycerin

An emollient and humectant derived from vegetable oil that helps retain moisture in the hair

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Tea Tree Shaping Cream™

Strong Flexible Texture

Product Overview:

Strong, long-lasting, pliable hold with a satin finish.

Key Benefits:

- **Durable Hold** - Strong, flexible resins whip hair into shape and provide long-lasting hold.
- **Moveable Texture** - Mesh-like fibers create pliable definition or separation.
- **Matte Finish** - Formulated to dry down to a strong matte finish for a clean and fresh experience.

pH - 5.0

Key Ingredients:

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties

Ozokerite

A flexible, body-building styling agent

Copernica Cerifera (Carnauba) Wax

Non-oily cosmetic wax

VP/VA Copolymer

A high-shine, flexible, body-building styling agent

Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer

A flexible, body-building styling agent that adds high shine

PEG-40 Hydrogenated Castor Oil

An ingredient derived from the castor bean, which contains essential fatty acids; an excellent humectant



**LEMON
SAGE**
thickening
SHAMPOO®

Energizing body builder
Shampooing énergisant et volumateur
Constructor de cuerpo energizante
Energie- und Volumengeber

PAUL MITCHELL

300 ml e 10.14 fl.oz.

Tea Tree Lemon Sage



Lemon Sage Thickening Shampoo®

Energizing Body Builder

Product Overview:

Formulated to gently, yet effectively cleanse and thicken fine hair with a rich lather. Panthenol helps thicken the hair and add protection. Lemon and sage combine with tea tree oil, lavender and peppermint to provide a fresh, clean feel and a crisp fragrance.

Key Benefits:

- **Thickens** - A unique blend of color-safe thickening agents boosts volume and adds zest to limp locks.
- **Strengthens** - Panthenol strengthens damaged hair and reduces the formation of split ends.
- **Energizes** - Natural extracts of uplifting lemon, sage, peppermint and tea tree renew the mind, spirit and hair.

pH - 5.0

Key Ingredients:

Polyquaternium-10

Lightweight conditioning agent that helps detangle, soften and reduce static

Panthanyl Ethyl Ether

Lightweight conditioning and anti-static agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Lemon Extract

Fragrant oil

Sage Extract

Fragrant oil



Lemon Sage Thickening Conditioner®

Energizing Body Builder

Product Overview:

Formulated to provide superior lightweight detangling and protective conditioning while increasing volume and body. Panthenol helps thicken the hair and add protection. Lemon and sage combine with tea tree oil, lavender and peppermint to provide a fresh, clean feel and a crisp fragrance.

Key Benefits:

- **Thickens** - A unique blend of color-safe thickening agents boosts volume and adds zest to limp locks.
- **Reduces Static** - No more snarls—lightweight conditioners protect and add shine to hair while reducing static.
- **Energizes** - Natural extracts of uplifting lemon, sage, peppermint and tea tree renew the mind, spirit and hair.

pH - 4.0

Key Ingredients:

Cetearyl Alcohol

Lightweight, emollient conditioner

Quaternium 18

Detangles, conditions damaged ends and reduces static

Panthenyl Ethyl Ether

Lightweight conditioning and anti-static agent

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Stearamidopropyl Dimethylamine

Adds lightweight conditioning and serves as an anti-static agent

Cetyl Alcohol

An emollient conditioner

Oleyl Alcohol

Conditioning agent that improves both wet and dry feel

PEG-2M

Thickening, conditioning agent

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Lemon Extract

Fragrant oil

Sage Extract

Fragrant oil





Lemon Sage Thickening Spray®

Lightweight Style Booster

Product Overview:

This lightweight thickening spray adds volume, control, humidity resistance and UV protection with a no-product feel.

Key Benefits:

- **Builds Body** – An uplifting cocktail of panthenol and thickening ingredients pumps up skinny strands.
- **Preps and Styles** – High-performance styling resins grip fine hair for added control with a fresh, no-product feel.
- **Protects** – Long-lasting humidity resistance with added UV protection for all-weather performance.

pH - 5.0

Key Ingredients:

Polyimide-1

A high-performance volumizing resin with long-lasting flexible hold and humidity resistance

Quaternium 26/Propylene Glycol/Aqua

Imparts body and shine while controlling static

Hydroxypropyltrimonium Honey

Lightweight conditioning agent that improves wet and dry combing while helping to eliminate frizz

Hydrogenated Castor Oil/Sebacic Acid Copolymer

Designed to seal the hair cuticle layer damaged by chemical services and mechanical damage; binds to the lifted cuticles, cementing them together and smoothing the hair fiber

Panthenol

Provides long-lasting moisture, improves manageability, reduces the formation of split ends, improves the condition of damaged hair, thickens hair and adds shine

Triethyl Citrate

Shine enhancer

Cinnamidalpropyltrimonium Chloride

A highly active quaternized UV absorber small enough to penetrate the hair, allowing it to protect both the cuticle and cortex from the sun; greatly improves both wet and dry combing, adds strength and helps preserve hair color

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree



Lemon Sage Energizing Body Wash™

Energizing Cleanser

Product Overview:

A gentle body cleanser designed to soothe the skin and enliven the senses while leaving the skin silky, soft and refreshed.

Key Benefits:

- **Revitalizes** - A peppy cocktail of gentle cleansers and a unique citrus complex deliver a lively wake-up call to refresh skin.
- **Hydrates** - Soothing conditioners and a lush lather quench thirsty skin and shower you in silky softness.
- **Energizes** - Natural extracts of zesty lemon, soothing sage and tingly tea tree oil provide a lemon-aid rescue for tired skin.

pH - 7.0

Key Ingredients:

Fragrance/Parfum (Limonene, Citral, Citrus Medica Limonum (Lemon) Peel Oil)

Fragrant oil

Citrus Medica Limonum (Lemon) Juice, Ananas Sativus (Pineapple) Fruit Juice, Citrus Grandis (Grapefruit) Juice

Fragrant oil

Cetyl Triethylmonium Dimethicone PEG-8 Succinate

Moisturizing humectant

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone, Salvia Officinalis (Sage) Leaf/Prunus Serotina (Wild Cherry) Bark/Malva Sylvestris (Mallow) Seed/PEG-12 Dimethicone

A special blend of mallow, sage and wild cherry; rich in lipids

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree



Lemon Sage Energizing Body Lotion™

Energizing Moisturizer

Product Overview:

A smooth, silky body lotion rich in buriti fruit oil and natural extracts of lemon, sage and tea tree oil helps replenish moisture and help keep skin safe from free radicals.

Key Benefits:

- **Hydrates** - Vitamin-rich oils refresh, renew and replenish moisture-starved skin from top to toe.
- **Protects Skin** - Skin-nourishing buriti fruit oil helps nurture and keep skin safe from damaging free radicals.
- **Energizes** - Natural extracts of zesty lemon, soothing sage and tingly tea tree oil provide a lemon-aid rescue for tired skin.

pH - 5.0

Key Ingredients:

Mauritia Flexuosa Fruit Oil

A lipid extracted from the fruit pulp of Mauritia Flexuosa, considered a “Tree of Life” in the rainforest of Central Brazil; acts as an emollient and free radical scavenger and helps soothe irritation

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Citrus Medica Limonum (Lemon) Peel Oil

Fragrant oil

Salvia Officinalis (Sage) Oil

Fragrant oil

Tocopheryl Acetate

Vitamin E, antioxidant; protects cells against free radicals; moisturizes and improves elasticity



Lemon Sage Essential Oil

Product Overview:

Essential oils of lemon and sage.

Key Benefits:

- **Rejuvenates by the Drop** - Natural lemon oil helps rejuvenate worn out bodies and minds.
- **Heightens Senses** - Pure essential sage oil helps stir up the senses and improve memory.
- **Promotes Well-Being** - The combination of natural oils adds a refreshing twist to sensory therapy.

pH - N/A

Key Ingredients:

Carthamus Tinctorius (Safflower) Seed Oil

Carrier oil

Cymbopogon Schoenanthus (Lemongrass) Oil

Aromatic essential oil

Citrus Aurantium Dulcis (Orange) Peel Oil

Aromatic essential oil

Salvia Sclarea (Clary) Oil

Aromatic essential oil

Salvia Officinalis (Sage) Oil

Aromatic essential oil

Litsea Cubeba Fruit Oil

Aromatic essential oil

Lavandula Angustifolia (Lavender) Oil

Aromatic essential oil



LAVENDER
MINT
moisturizing
SHAMPOO™

Hydrating and calming
Shampooing hydratant et apaisant
Hidratante y calmante
Spendet Feuchtigkeit und beruhigt

PAUL MITCHELL

300 ml e 10.14 fl.oz.

Tea Tree Lavender Mint



Lavender Mint Moisturizing Shampoo™

Hydrating and Calming

Product Overview:

A mild, gentle cleanser rich in moisturizers and amino acids helps improve moisture retention, strength, shine and resilience.

Key Benefits:

- **Hydrates and Protects** - A combination of moisture-rich conditioners and amino acids helps to replenish dry, unruly hair and improve strength, shine and resilience.
- **Gently Cleanses** - A mild blend of color-safe cleansers provides a thick, rich lather that gives hair a fresh, new beginning.
- **Soothes the Senses** - Relax and unwind with natural extracts of calming lavender, mint and tea tree that put hair and mind at ease.

pH - 4.0

Key Ingredients:

Polyquaternium-10

Forms a protective barrier, mends split ends and improves wet combing

Dimethicone PCA

High-intensity moisturizer, improves feel and texture

Hydrogenated Polydecene

Moisturizing lubricant

Glycine [and] Histidine HCL [and] Tyrosine [and] Cysteine [and] Leucine

Replaces amino acids lost due to weathering and provides strength, shine and resilience

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Dimethiconol Isolaureth-6 [and] PEG-8 Dimethicone [and] Silicone Quaternium-2 Panthenol Succinate

Conditioning complex designed specifically for color-treated hair

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well-known shrub which emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Lavender Mint Moisturizing Conditioner™

Hydrating and Calming

Product Overview:

Ultra rich moisturizers and humectants quench moisture-starved hair, while avocado oils and wheat proteins improve manageability and help prevent split ends.

Key Benefits:

- **Hydrates and Protects** - A special blend of color-safe, rich conditioners and the latest silicone technology quench moisture-starved hair.
- **Detangles** - Instant detangling conditioners provide ultra rich hydration to smooth split ends and reduce breakage.
- **Soothes the Senses** - Relax and unwind with natural extracts of calming lavender, mint and tea tree that put hair and mind at ease.

pH - 4.0

Key Ingredients:

Behentrimonium Methosulfate

One of the mildest hair-detangling ingredients available; it is made from non-genetically modified grapeseed oil; this scientifically sophisticated ingredient is renowned for its superior detangling ability, without causing build-up on the hair

Behentrimonium Chloride

Potent conditioner with anti-static and detangling properties, able to restore and rebuild damaged hair

Dimethicone

A silicone polymer that contributes to the overall gloss and smoothness of the hair

Dimethiconol Panthenate

A powerful combination of panthenol and silicone helps bind moisture to the hair

Panthenol

Provides long-lasting moisture, reduces the formation of split ends, thickens hair, provides shine and helps repair surface damage

Pentaerythrityl Tetraacrylate/Tetraacrylate

Emollient ester provides lubricity, body and a soft glossy feel

Trimethylsiloxyamodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12

A conditioning raw material that penetrates into the hair shaft; softens and constricts the fiber; the result is a smoother surface, tighter diameter and greatly reduced drying time

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural, non-toxic disinfectant and germicide known for its healing properties; derived from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, this well-known shrub emits a cool, elegant, floral aroma with woody undertones

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing



Lavender Mint Moisturizing Body Wash™

Ultra Rich Cleanser

Product Overview:

A thick, rich moisturizing body cleanser enriched with lavender, mint and tea tree extracts to soothe the mind and pamper the soul.

Key Benefits:

- **Hydrates and Protects** - Natural oils and moisturizing conditioners revive stressed-out skin, leaving it silky and smooth.
- **Gently Cleanses** - Creamy, feel-good foam washes away worries and leaves skin refreshed and renewed.
- **Soothes the Senses** - Calming lavender, mint and tea tree extracts soothe and pamper mind, body and spirit.

pH - 5.5

Key Ingredients:

Sodium Trideceth Sulfate, Sodium Lauroamphoacetate, Cocamide MEA

Mild, conditioning cleansers

Helianthus Annuus (Sunflower) Seed Oil

Moisturizing humectant

Lavandula Spica (Lavender) Flower/Leaf/Stem Extract, Mentha Viridis (Spearmint) Leaf Extract

Fragrant extracts

Melaleuca Alternifolia (Tea Tree) Leaf Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree



Lavender Mint Moisturizing Body Butter™

Ultra Rich Moisturizer

Product Overview:

Ultra rich body butter packed with shea butter and vitamin E to provide long-lasting moisture and silky smoothness. Calming lavender, mint and tea tree extracts soothe and pamper mind, body and spirit.

Key Benefits:

- **Moisturizes** - Rich shea butter wraps skin in long-lasting moisture.
- **Comforts Dry Skin** - Vitamin E and other skin conditioners help embrace weary, dreary skin in silky smooth softness.
- **Soothes the Senses** - Calming lavender, mint and tea tree extracts soothe and pamper mind, body and spirit.

pH - 5.0

Key Ingredients:

Butyrospermum Parkii (Shea Butter)

A fruit extract from the West African karite tree, it contains oils and lipids that provide moisture and luster to the hair; its conditioning effect leaves hair soft and improves both wet and dry combing

Cetyl Alcohol

An emulsifying wax produced from cetyl and stearyl alcohols, which together form an occlusive film to keep skin moisture from evaporating; gives hair and skin a velvety feeling

Glycerin

Moisturizing humectant

Carthamus Tinctorius (Safflower) Seed Oil

Moisturizing humectant

Tocopheryl Acetate

Vitamin E, antioxidant; protects cells against free radicals; moisturizes and improves elasticity

Melaleuca Alternifolia (Tea Tree) Oil

A completely natural non-toxic disinfectant and germicide known for its healing properties; distilled from the leaves of the tea tree

Lavandula Angustifolia (Lavender) Oil

Fragrant oil

Mentha Piperita (Peppermint) Oil

Fragrant oil



Lavender Mint Essential Oil

Product Overview:

Essential oils of lavender and mint.

Key Benefits:

- **Inspires Harmony** - Pure lavender oil helps ease fatigue, headaches, everyday tensions and anxiety.
- **Enlivens the Mind** - Natural mint oils help stimulate and bring clarity to weary minds.
- **Restores Balance** - The combination of natural oils provides a soothing aromatherapy session that pampers mind, body and spirit.

pH - N/A

Key Ingredients:

Carthamus Tinctorius (Safflower) Seed Oil

Carrier oil

Lavandula Angustifolia (Lavender) Oil

Aromatic essential oil

Salvia Sclarea (Clary) Oil

Aromatic essential oil

Rosmarinus Officinalis (Rosemary) Leaf Oil

Aromatic essential oil

Pogostemon Cablin Oil

Aromatic essential oil

Mentha Piperita (Peppermint) Oil

Aromatic essential oil

Eucalyptus Globulus Leaf Oil

Aromatic essential oil

Citrus Medica Limonium (Lemon) Peel Oil

Aromatic essential oil

Citrus Aurantium Dulcis (Orange) Peel Oil

Aromatic essential oil

Canaga Odorata Flower Oil

Aromatic essential oil

Melaleuca Alternifolia (Tea Tree) Oil

Aromatic essential oil




STYLE
TOUCHABLE. WORKABLE. VERSATILE.
Creates any style you crave, from touchable looks to avant-garde finishes.

PAUL MITCHELL



COLOR CARE
BRILLIANT. VIVID. LONG-LASTING.
Protects the vibrancy of color-treated hair.

PAUL MITCHELL




MOISTURE
HYDRATED. SOFT. REPLENISHED.
Hydrates dry, thirsty hair.

PAUL MITCHELL



BLONDE
LIGHT. BRIGHT. HEALTHY.
Brightens, strengthens and rebuilds natural and color-treated blonde hair.

PAUL MITCHELL

Section 5 Glossary

Acetamide MEA

Very hygroscopic and provides excellent anti-static properties

Acetamide MEA/Lactamide MEA

Acts as a humectant, conditioning agent and anti-static agent; possesses moisturizing and detangling properties

Acetamidopropyl Trimonium Chloride

Acts as a humectant and anti-static agent; possesses moisturizing, conditioning and substantivity properties

Acid Yellow 3 (CI 47005)

Colorant

Acrylates/Hydroxyesters Acrylates Copolymer

Unique "Dual Phase" hair fixative polymer design delivers superior all-day hold with a supple feel

Acrylates/PEG-10 Maleates/Styrene Copolymer

Opacifying agent

Aminomethyl Propanol

pH adjuster

Ammonium Benzoate

Preservative

Ammonium Laureth Sulfate

Surfactant

Ammonium Lauryl Sulfate

Surfactant

Amodimethicone/Trideceth-12/Cetrimonium Chloride

Offers improved wet combing

AMP-Isostearoyl Hydrolyzed Wheat Protein

Conditioning agent

Ascorbyl Palmitate

Antioxidant, fragrance component

Behentrimonium Methosulfate/Cetearyl Alcohol

One of the mildest hair-detangling ingredients available; made from non-genetically modified grapeseed oil; scientifically sophisticated ingredient renowned for its superior detangling ability, without causing build-up on the hair

Benentrmonium Chloride

Potent conditioner with anti-static and detangling properties; able to restore and rebuild damaged hair

Benzoic Acid

pH adjuster, fragrance component, preservative

Benzophenone-3

Ultraviolet light absorber

Glossary (continued):

Benzophenone-4

Ultraviolet light absorber

Benzyl Alcohol/Methylchloroisothiazolinone/Methylisothiazolinone

Preservative

Bioflavonoids

Antioxidant

Bis (C13-15 Alkoxy) PG-Amondimethicone

Conditioning agent

Bisabolol

A derivative of chamomile; has anti-inflammatory and soothing properties

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Algae/Aloe Barbadensis Leaf/Anthemis Nobilis (Chamomile) Flower/Simmondsia Chinensis (Jojoba)/Rosmarinus Officinalis (Rosemary)/PEG-12 Dimethicone

A special blend of algae, aloe, jojoba, henna and rosemary enhances shine

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Anthemis Nobilis (Chamomile)/Achillea Millefolium (Yarrow)/Arctium Lappa (Burdock) Root/Ulmus Fulva (Slippery Elm) Bark/Prunus Serotina (Wild Cherry) Bark/PEG-12 Dimethicone

A special blend of chamomile, yarrow, burdock, slippery elm and wild cherry; rich in carbohydrates to enhance strength, flexibility and shine

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Hedychium Coronarium (White Ginger)/PEG-12 Dimethicone

Extract of Awapuhi; helps balance moisture and prevent dryness

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Populus Nigra Bark/Carota Sativa (Carrot) Root/Malva Sylvestris (Mallow) Seed/Salvia Officinalis (Sage) Leaf/Prunus Serotina (Wild Cherry) Bark/PEG-12 Dimethicone

A special blend of populus bark, carrot, mallow, sage and wild cherry; rich in lipids to enhance shine

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Symphytum Officinale (Comfrey)/Plantago Major (Plantain) Leaf Extract/PEG-12 Dimethicone/Tyrosine/Leucine/Cysteine/Glycine/Triticum Vulgare Protein (Wheat) Germ Protein

A special blend of essential amino acids to help protect and strengthen compromised hair

Bisamino PEG/PPG-41/3 Aminoethyl PG-Propyl Dimethicone/Urtica Dioica (Nettle) Nasturtium Officinale Leaf Equisetum Arvense (Horsetail)/Carbenia Benedicata (Blessed Thistle)/Prunus Serotina (Wild Cherry) Bark/PEG-12 Dimethicone

A special blend of nettle, horsetail, blessed thistle and cherry bark rich in minerals to enhance strength and shine

Blue 1

Colorant

Butyl Ester of PVM/VA Copolymer

Glossy, tack-free, moisture-resistant hair fixative

Butylene Glycol

Solvent

Butylene Glycol/Helianthus Annus Seed Extract

The sunflower deliberately exposes itself to more UV radiation than any other species, thriving beautifully and unaffected; sunflower extract brings this natural, powerful solar protection system to Color Care for more vibrant, longer-lasting color

Butylene Glycol/Water Pelvetra Canaliculata Extract/Laminara Digitata Extract

Conditioning extract

Butyrospermum Parkii (Shea Butter)

A fruit extract from the West African karite tree; it contains oils and lipids that act as emollients to provide moisture and luster to the hair; its conditioning effect leaves hair soft and improves both wet and dry combing

C12-15 Alkyl Benzoate

Emollient ester

C12-15 Alkyl Lactate

Solublizer

Camellia Sinensis Leaf Extract

Antioxidant and fragrance component

Zea May (Corn) Starch Silica

Hair fixative

Caprylic/Capric Triglyceride

A highly refined medium chain triglyceride (MCT) oil possessing excellent emollient properties with quick penetration; dispersing agent and useful as a solvent for vitamins and actives; also called Fractionated Coconut Oil

Caprylic/Capric Triglyceride/Sodium Acrylates Copolymer

Thickening agent

Caprylyl Glycol/Phenoxyethanol

Preservative

Carbomer

Synthetic polymer that can be used as a thickening agent

Carthamus Tinctorius (Safflower) Seed Oil

A conditioning lubricant on the skin and hair surface, which provides a soft and smooth appearance

Cetearyl Alcohol

An emulsifying wax produced from a mixture of fatty alcohols; made from cetyl and stearyl alcohols which together form an occlusive film to keep skin's moisture from evaporating; gives hair and skin a velvety feeling

Cetearyl Alcohol/Ceteareth-20

An emollient, thickener and emulsion stabilizer, this blend is derived from naturally occurring fatty acids in coconut oil

Cetearyl Alcohol/Dicetyl Phosphate/Ceteth-10 Phosphate

Shown to increase the intensity of red hair dyes, promote rapid hair color development and maintain color longer through shampooing

Ceteraryl Alcohol/Polysorbate-60

Emulsifier

Glossary (continued):

Ceteth-2

Used as an emollient, emulsifier, lubricant or anti-foaming agent

Cetrimonium Bromide

Conditioning agent

Cetrimonium Chloride

Conditioning anti-static agent

Cetyl Acetate

Conditioning emollient

Cetyl Alcohol

Conditioning emulsifier

Cetyl Betaine

Derived from coconut oil; thickener, emollient and emulsifier

Cetyl Esters

Emollient ester; provides lubricity, body and a soft, glossy feel

Cetyl Triethylmonium Dimethicone PEG-8 Succinate

Conditioning agent improves wet combing and provides a silky feel

Cetylpyridinium Chloride

Cationic surfactant

Chitosan PCA

Conditioning fixative that provides moisture, enhanced curl retention and luster

Cinnamidopropyl Trimonium Chloride

A highly active quaternized UV absorber small enough to penetrate the hair, allowing it to protect both cuticle and cortex from the sun; greatly improves both wet and dry combing, adds strength and helps to preserve the color of the hair

Citric Acid

pH adjuster

Citrus Aurantium Amara (Bitter Orange) Peel Extract

Conditioning agent and fragrance component

Cocamide DEA

Mild cleansing agent

Cocamide MEA

Mild cleansing agent

Cocamidopropyl Hydroxysultaine

Ultra pure and mild amphoteric surfactant with exceptional foam quality

Cocamidopropyl Betaine

Foam booster

Cocamidopropylamine Oxide

Foam booster

Cocodimonium Hydroxypropyl Amino Acids

Moisturizing conditioner improves softness and texture

Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein

Excellent wet and dry detangling agent without build-up; produces a soft, silky feel and added shine; contains cystine and offers the ability to provide permanent conditioning effects by covalently bonding to free sulfhydryl groups found in the hair

Coco-Glucoside/Glycerol Oleate

Vegetable-derived conditioning agent improves wet combing and provides a silky feel

Corallina Officinalis Extract

Naturally rich in essential amino acids, fatty acids, proteins and antioxidants; provides strength, moisture and added color protection

Cyamopsis Tetragonoloba (Guar) Gum

Thickening agent

Cyclomethicone/Dimethicone

Lightweight silicone for smoothing and shine enhancement

Cyclomethicone/Dimethicone/Phenyl Trimethicone

Lightweight silicone for smoothing and shine enhancement

Cyclopentasiloxane

Lightweight silicone fluid

Cyclopentasiloxane/Cyclotetrasiloxane/Dimethiconol

Lightweight silicone fluid

Cyclopentasiloxane/Cyclotetrasiloxane/PEG/PPG 1818 Dimethicone

Lightweight silicone fluid

Cyclopentasiloxane/Dioctyldodecyl Fluoroheptyl Citrate

Conditioning agent and emollient

Cyclopentasiloxane/Dimethicone/Phenyl Trimethicone

Gelling agent that provides gloss and high shine

Cyclotetrasiloxane/Cyclopentasiloxane

Colorless fluid that provides a silky feel

DEA-Oleth-3 Phosphate

An emulsifier that prevents separation of product; adds shine

Diazolidinyl Urea

Preservative

DI-C12-13 Alkyl Malate

Non-greasy, moisturizing lipid

Dicetyldimonium Chloride

A cationic conditioning ingredient which provides ease of combing and silky smoothness to the hair

Diethylhexyl Maleate

Emollient conditioning agent

Glossary (continued):

Diisopropyl Dimer Dilinoleate

Dispersing agent for pigmented solutions

Diisostearyl Trimethylpropane Siloxy Silicate

Substantive emollient

Dimethicone

A silicone polymer which contributes to the overall gloss and smoothness of the hair

Dimethicone PEG-8 Meadowfoamate

Derived from the meadowfoam seed, this material has the ability to penetrate and significantly repair damaged hair while adding volume and surface shine

Dimethiconol Cysteinate

An emollient conditioning complex of cysteine and silicone which has the ability to mend and stabilize disulfide groups damaged by chemical processes

Dimethiconol Panthenate

A powerful combination of panthenol and silicone helps bind moisture to the hair

Dimethy Lauramine Oleate

Ester derived from safflower oil; creates a moisture barrier and contributes to lubricity

Dimethyl Ether

Propellant

Dimeticone/Laureth-4/Laureth-23

Emollient silicone emulsion

Diocetyldodecyl Dodecanedioate

Conditioning agent

Disodium Cocoamphodiacetate

Extremely mild surfactant

Disodium EDTA

Chelating agent

Disodium Phosphate

pH adjuster

Disodium Soyamphodiacetate

Surfactant

Disteareth-75 IPDI

Viscosity builder

DMDM Hydantoin

Preservative

DMDM Hydantoin/Todopropynyl Butylcarbamate

Preservative

Emulsifying Wax NF

Emulsifier

Ethoxydiglycol

Viscosity decreasing agent

Ethylhexyl Methoxycinnamate

UVB absorber

Ethylhexyl Palmitate

Emollient ester provides lubricity, body and a soft, glossy feel

Ext. Violet 2 (CI 60730)

Colorant

Foeniculum Vulgare (Fennel) Fruit Extract

Naturally-derived "peroxide scavenger" and UV reducer; helps stop oxidation after a color service and prevent color fade

Fragrance (Parfum)

Fragrance

Glycerin

Humectant conditioning agent

Glycerine/Tyrosine/Histidine HCL/Cysteine/Leucine

A botanical blend of essential amino acids to help protect and strengthen compromised hair

Glyceryl Laurate

Surfactant

Glyceryl Stearate/PEG-100 Stearate

Emulsifier

Glycol Distearate

Conditioning opacifying agent and viscosity builder

Glycol Distearate/Steareth-4

Emollient solvent

Glycol Stearate

Emollient conditioner, emulsion stabilizer and opacifying agent

Guar Hydroxypropyltrimonium Chloride

Thickening humectant

Helianthus Annuus (Sunflower) Seed Oil

Moisturizing essential oil

Hexylene Glycol

Solvent, fragrance component

Hydrofluorocarbon 152a

Propellant

Hydrogenated Castor Oil/Sebacic Acid Copolymer

Emollient conditioning agent

Hydrogenated Jojoba Oil

Emollient conditioning agent

Glossary (continued):

Hydrogenated Polydecene

Emollient conditioning agent

Hydrogenated Vegetable Oil

Conditioning agent

Hydrolyzed Oat Protein

A natural humectant clinically proven to increase hydration

Hydrolyzed Rhodophyceae Extract

A marine-derived extract that reintegrates the structure of the hair, replacing lost elements: mineral salts (calcium, magnesium, iron, silica, zinc, copper), proteins and vitamins

Hydrolyzed Soy Protein

Derived from soya flour with an average molecular weight of 4,000; similar to collagen in weight and moisturizing properties; improves manageability, body, gloss and texture of the hair

Hydrolyzed Vegetable Protein PG-Propyl Silantriol

Hair-strengthening complex that can dramatically improve the strength of damaged hair; as a copolymer of hydrolyzed vegetable protein and silicone, the product contains low molecular weight components that penetrate the cortex and moisturize from within and high molecular weight components that lubricate and reinforce the cuticle

Hydrolyzed Wheat Protein

An amino acid rich protein that contains cystine, the important disulfide bonding amino acid that is capable of covalently bonding to human hair, where it can produce permanent conditioning effects

Hydrolyzed Wheat Protein/Hydrolyzed Wheat Starch

A unique hydrating complex that offers a combination of moisture-balancing and film-forming properties that work synergistically to give hair better body and control with a softer, smoother feel; helps to alleviate brittleness in low relative humidity and limpness at high relative humidity; the overall effect is better body control

Hydroxyethyl Behenamidopropyl Dimonium Chloride

Derived from grapeseed oil; helps to improve wet and dry combing with a soft feel without adding weight

Hydroxyethylcellulose

Water-soluble gelling and thickening agent

Hydroxypropyl Guar Hydroxypropyltrimonium Chloride

Thickening agent

Hydroxypropyl Methylcellulose

Emulsion stabilizer

Hydroxypropyltrimonium Hydrolyzed Corn Starch

A quick drying styling agent derived from corn starch that provides flexible hold, reduces frizz and static flyaways, and makes hair more manageable; especially for permed or naturally curly hair

Icoeicosane

Fragrance stabilizer

Imidazolidinyl Urea

Preservative

Isoceteth-20

Surfactant, emulsifier

Isododecane

Emollient, solvent

Isoeicosane

Oil-free emollient

Isohexadecane

Cleansing agent, emulsifier and thickening agent

Isopropylparaben/Isobutylparaben/Butylparaben

Preservative

Keratin/Hydrolyzed Keratin/Oxidized Keratin

This unique blend of keratin protein has varying molecular weights to allow penetration into the cortex to restore strength, repair the cuticle layer and bind to the surface to prevent further damage; the keratin we use is the closest in structure to human hair, meaning that the order of amino acids is nearly identical; if you imagine the teeth of a zipper, where one side is the human hair structure and the other is KeraTriplex™, the alignment is so closely matched that they literally “zip” and form a tight bond within the structure of the hair itself

Lactic Acid

A naturally occurring alpha-hydroxy acid

Laurdimonium Hydroxypropyl Hydrolyzed Wheat Protein

Creates high shine and a silky feel while enhancing both wet and dry combing

Laureth-23

Thickening agent and emulsifier

Laureth-4

Thickening agent and emulsifier

Lauryl Glucoside

Mild cleansing agent

Lauryl PEG/PPG-18/18 Methicone

Branched type silicone surfactant modified with alkyl and polyether group; has unique oil solubility due to its branched structure, resulting in good emulsion stability

Lavandula Angustifolia (Lavender) Oil

Essential oil distilled from the silvery lilac spikes of Lavandula Angustifolia, the well known shrub which emits a cool, elegant, floral aroma with woody undertones

Lecithin

A natural soybean lecithin which contains a high level of natural, functional phospholipids

Lecithin/Caprylic/Capric Triglyceride/Tocopherol Acetate/Rethinyl Palmitate

A nanosomal carrier loaded with vitamins A and E

Linoleamide DEA

Foam builder and stabilizer

Linoleamidopropyl PG-Dimonium Chloride Phosphate

Anti-static agent

Linolenic Acid

Essential fatty acid

Glossary (continued):

Lycine

An essential amino acid

Magnesium Acetylmethionate

Made from linking magnesium, known for strengthening hair, and methionine, an amino acid found naturally in hair; together they provide incredible strength by attaching to the damage sites in the cortex

Magnesium Carbonate

Salts which add strength internally by forming an artificial “backbone” by attaching to the negatively charged damage sites within the cortex; helps prevent immediate redeposit of minerals, iron, fatty acids and chlorine

Magnesium Chloride

Salt compound formed with magnesium and chloride; usually obtained from sea water

Magnesium Nitrate

Salt compound

Magnesium Sulfate

Salts which add strength internally by forming an artificial “backbone” by attaching to the negatively charged damage sites within the cortex; helps prevent immediate redeposit of minerals, iron, fatty acids and chlorine

Mauritia Flexuosa Fruit Oil

A lipid extracted from the fruit pulp of Mauritia Flexuosa, considered a “Tree of Life” in the rainforest of Central Brazil; acts as an emollient and free radical scavenger; helps soothe irritation; in hair care, it helps repair damaged hair

Melaleuca Altenafolia (Tea Tree) Leaf Oil

A completely natural, non-toxic disinfectant and germicide known historically for healing properties; distilled from the leaves of the Tea Tree

Mentha Piperita (Peppermint) Oil

Peppermint oil has a long tradition of medicinal use; the strong, penetrating aroma has a sweet undertone; the oil is extracted from the fresh flowering tops of the plants; soothing and energizing

Methacryloyl Ethyl Betaine/Acrylates Copolymer

Hair fixative

Methyl Gluceth-10

Humectant conditioning agent

Methylchloroisothiazolinone/Methylisothiazolinone/Magnesium Nitrate/Magnesium Chloride

Preservative

Methylparaben

Preservative

Microcrystalline Wax

A non-oily cosmetic wax

Mineral Oil (Paraffinum Liquidum)

Gentle base for many cosmetic preparations, which softens and protects against moisture loss

Mineral Oil/Ethylene/Propylene/Styrene Copolymer/Butylene/Ethylene/Styrene Copolymer

Thickening gelled emollient

Neopentyl Glycol Dihptanoate

Thickening and conditioning agent

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

Hair fixative

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

Hair fixative

Ocyldodecyl Meadowfoamate

Derived from the meadowfoam seed, this material has the ability to penetrate and significantly repair damaged hair while adding volume and surface shine

Oilamidopropyl Betaine

Mild surfactant

Oleth-10

Emulsifying agent, fragrance ingredient

Oleth-20

Emulsifying agent, fragrance ingredient

Oleth-5

Emulsifying agent, fragrance ingredient

Oleyl Alcohol

Fragrance ingredient, emollient

Orange 4

Colorant

Palmitic Acid

Cleansing agent, emulsifier and opacifying agent

Panthenol

Provides long-lasting moisture, improves manageability, reduces the formation of split ends, improves the condition of damaged hair, thickens and adds shine

Panthenyl Ethyl Ether

Lightweight conditioning, anti-static agent

Panthenyl Ethyl Ether

PEG/PPG-14/4 Dimethicone

Conditioning agent to improve wet combing and provide a silky feel

PEG/PPG-18/18 Dimethicone

Conditioning agent to improve wet combing and provide a silky feel

PEG-10 Soy Sterol

Emulsifying agent, solvent

PEG-12 Dimethicone

Improves wet and dry combing, leaving hair silky and soft

PEG-150 Pentaerythrityl Tetrastearate/PEG-6 Caprylic/Capric Glycerides/Water

A thickening agent shown to reduce irritation

PEG-18 Glyceryl Oleate/Cocoate

Thickening agent

Glossary (continued):

PEG-20 Almond Glycerides

A naturally derived, water dispersible, nonionic emulsifier and emollient that can lower the irritation potential of a surfactant

PEG-25 Hydrogenated Castor Oil

Emulsifier and surfactant

PEG-2M

Foam enhancer

PEG-3 Dioleoylamidoethylmonium Methosulfate

Softening, smoothing, conditioning agent

PEG-45 Palm Kernel Glycerides

A naturally derived, nonionic emulsifier and emollient that can lower the irritation potential of surfactant systems

PEG-45M

Improves foam density while contributing to wet slip and dry feel

PEG-7 Glyceryl Cocoate

A surface active emollient and emulsifier

PEG-8 Methicone

Conditioning agent

Pentaerythrityl Tetracaprylate/Tetracaprate

Emollient ester provides lubricity, body and a soft, glossy feel

PG-Hydroxyethyl Cellulose Cocodimonium Chloride

A conditioning agent that conditions without build-up; improves wet and dry combing, reduces flyaways and provides lubricity to hair

PG-Hydroxyethyl Cellulose Steardimonium Chloride

A conditioning agent that conditions without build-up; improves wet and dry combing, reduces flyaways and provides lubricity to hair

Phenoxyethanol

Preservative

Phenoxyethanol/Methylparaben/Butylparaben/Ethylparaben/Propylparaben/Isobutylparaben

Preservative

Phenoxyethanol/Methylparaben/Propylparaben/Methylisothiazolinone

Preservative

Phytantriol

Helps reduce moisture loss, protects from mechanical damage, adds gloss

Polyethylene Glycol

Thickening agent, lubricant

Polyisobutane

Film former, viscosity booster

Polyquaternium-10

Hair fixative

Polyquaternium-11

Hair fixative

Polyquaternium-28/Dimethicone

Hair fixative

Polyquaternium-37/Propylene Glycol Dicaprylate/Dicaprate/PPG-1 Trideceth-6

Thickening conditioning agent

Polyquaternium-4

Anti-static agent, fixative

Polyquaternium-44

Anti-static agent, fixative, conditioning agent

Polyquaternium-55

Hair fixative

Polyquaternium-59/Butylene Glycol

UV absorber

Polyquaternium-7

Anti-static agent, fixative, conditioning agent

Polysorbate 80

Surfactant and emulsifier

Polysorbate-20

Surfactant and emulsifier

Potassium Hydroxide

pH adjuster

PPG-2 Myristyl Ether Propionate

Emollient ester provides lubricity, body and a soft, glossy feel

PPG-3 Benzyl Ether Myristate

Emollient ester provides lubricity, body and a soft, glossy feel

PPG-5 Ceteth-20

Emollient, lubricant and solvent

Propylene Glycol

Lightweight conditioner derived from vegetable oils

Propylene Glycol/Daucus Carota Sativa Root Extract

Carrot extract contains abundant vitamin A

Propylene Glycol/Diazolidinyl Urea/Methylparaben/Propylparaben

Preservative

Propylene Glycol/Quaternium-26

Detangling, anti-static and conditioning agent

Propylparaben

Preservative

PVP

Hair fixative

Glossary (continued):

PVP/Dimethicone

Hair fixative

PVP/VA

Hair fixative

Pyrus Malus (Apple) Fruit Extract

Fragrant conditioning agent

Quaternium-15

Anti-static, preservative

Quaternium-18

Anti-static agent

Quaternium-52

Anti-static, conditioning agent

Quaternium-75

Anti-static, conditioning agent

Quaternium-79 Hydrolyzed Silk

Anti-static, conditioning agent

Quaternium-84

Conditioning agent

Quaternium-91/Cetrimonium Methosulfate/Cetearyl Alcohol

The cationic charge provides superior wet combing and manageability while the fatty end of the molecule coats the hair to give a soft, smooth feel with luster; it also helps overcome static electric charges and reduce flyaways

Red 40

Colorant

Salicylic Acid

A beta-hydroxy acid is a highly effective superficial exfoliating agent, oil reducer and pore cleanser

SD Alcohol

A fast drying solvent; special denatured alcohol

Silicone Quaternium-2 Panthenol Succinate

Combines the benefits of panthenol with the polymerization benefits of silicone

Simmondsia Chinensis (Jojoba) Seed Oil

An emollient moisturizer, derived from the desert jojoba shrub; softens, smoothes and conditions

Sodium Benzoate

Preservative

Sodium Borate

pH adjuster

Sodium Chloride

Viscosity builder

Sodium Citrate

pH adjuster

Sodium Cocoamphoacetate

Conditioning agent, foam builder

Sodium Cocoyl Isethionate

Conditioning agent, foam builder

Sodium Hydroxide

Reducing agent, pH adjuster

Sodium Hydroxymethylglycinate

Conditioning agent, preservative

Sodium Lactate Methylsilanol

Conditioning agent

Sodium Laureth Sulfate

Surfactant

Sodium Lauroyl Sarcosinate

Mild cleansing agent

Sodium Myreth Sulfate

Mild cleansing agent

Sodium PCA

The sodium salt of PCA (Na PCA) is a natural humectant in skin; extremely hygroscopic and imparts a pleasant and hydrated feeling to skin and hair

Sodium Phosphate

Buffering agent

Sodium Polystyrene Sulfonate

Thermal protectant

Sodium Thiosulfate

Chelating agent

Sodium Trideceth Sulfate/Sodium Lauroamphoacetate/Cocamide MEA

Surfactant

Sodium Xylene

Surfactant

Sodium Xylene Sulfonate

Surfactant

Sorbitan Isostearate

Surfactant

Steapyrium Chloride

Anti-static conditioning agent

Stearalkonium Chloride

Emulsifier and anti-static conditioning agent

Glossary (continued):

Steardimonium Hydroxypropyl Hydrolyzed Wheat Protein

An amino acid rich protein that contains cystine, the important disulfide bonding amino acid that is capable of covalently bonding to human hair, where it can produce permanent conditioning effects

Steareth-20

Emulsifying conditioner

Stearic Acid

Conditioning agent

Stearyl Alcohol

Conditioning agent

Streareth-21

Surfactant

Tetrasodium EDTA

Chelating agent

Titanium Dioxide/Mica/Chromium Dioxide Green

Colorant

Titanium Dioxide/Mica/Silica

Colorant

Tocopheryl Acetate

Vitamin E; anti-oxidant; protects cells against free radicals, moisturizes and improves elasticity

Triclosan

A broad-spectrum antibacterial/antimicrobial agent

Triethyl Citrate

Shine enhancer

Trimethylolpropane Tricaprylate/Tricaprate

Emollient conditioning agent

Trimethylsiloxyamodimethicone/C11-15 Pareth-7/C12-16 Pareth-9/Glycerin/Trideceth-12

A conditioning raw material that penetrates into the hair shaft where it competes with water, softens and constricts the fiber; the result is a smoother surface, tighter diameter and greatly reduced dry time

Urtica Dioica (Nettle) Extract/Nasturtium Officinale Extract/Equisetum Arvense Leaf Extract/ Prunus Serotina (Wild Cherry) Bark Extract

Part of our Super Strong® Complex is this special blend of fiber-strengthening, mineral-rich herbal extracts

Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer

Hair fixative

Vitis Vinitera (Grape) Seed Oil

The natural fatty acid content provides instant conditioning, detangling and shine

VP/Crotonates/Vinyl Neodecanote Copolymer

Hair fixative

VP/DMAPA Acrylates Copolymer

Hair fixative

VP/VA Copolymer

Hair fixative

Water/Disodium EDTA-Copper

Chelating agent

Water/Sodium Lauroyl Lactylate/Sodium Cocoyl Isethionate/Sodium Lauroyl Glutamate

Mild cleansing system

Wheat Amino Acids

Powerful moisturizer proven to penetrate hair; increases moisture at equilibrium; imparts gloss; gives smooth feel; conditions without tackiness

Wheatgermamidopropyl Ethyldimonium Ethosulofate/Propylene Glycol

Derived from natural and mild wheat germ oil, which is a source of vitamin E

Yeast Extract

Plant-derived pseudo collagen, conditioning agent

Yellow 5

Colorant

Yellow 6

Colorant