

## **CLARIFYING**

FRESH. DEEP. CLEAN.



#### Shampoo Two®

#### Deep Cleansing

What it does: Color-safe formula deeply cleanses oily hair and scalp, leaving hair fresh, shiny and full of body. **How it works:** Wheat-derived conditioners

boost body and shine. **Added bonus:** Helps minimize oil production, so hair becomes less oily over time.

SIZES (OZ): 10.14 33.8



#### Shampoo Three®

#### Removes Chlorine and Impurities

What it does: Removes dulling buildup from hair, strengthens strands and minimizes future buildup.

How it works: Deep cleansers remove chlorine, iron and minerals. **Added bonus:** Helps prevent swimmers'

SIZES (OZ): 10.14 33.8

## **DEEPLY CLEANSES AND PURIFIES HAIR** FROM THE INSIDE OUT.

## **ORIGINAL**

CLASSIC. CONDITIONED. BALANCED.



#### Shampoo One®

#### Gentle Wash

What it does: Gently cleanses, improves manageability, adds deep shine and enhances hair's appearance.

How it works: Panthenol and wheat-derived conditioners improve the surface texture and

Added bonus: It's extremely mild, making it a great choice for color-treated hair.

SIZES (OZ): 10.14 33.8

#### **The Conditioner**

Original Leave-in • Balances Moisture

What it does: Smoothes hair, reduces static, prevents dryness and gets weary strands back in

**How it works:** Hawaiian awapuhi helps balance moisture, while wheat-derived conditioners



Original wash • Balances Moisture

What it does: Thoroughly cleanses any hair type, including color-treated hair. Helps balance moisture and add volume.

How it works: Hawaiian awapuhi helps prevent moisture loss. Special conditioners help improve



improve hair texture

Added bonus: Doubles as an excellent moisturizer

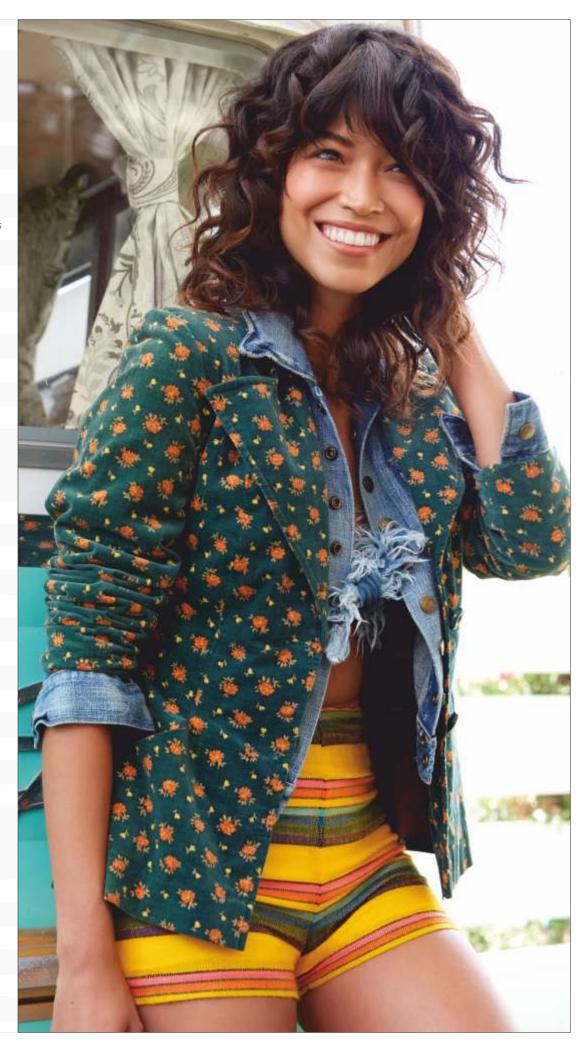


#### Awapuhi Shampoo

Added bonus: Multitasks as a luxurious body wash. SIZES (OZ): 10.14 33.8



CLEANSES AND CONDITIONS ANY HAIR TYPE OR TEXTURE.



# **EXTRA BODY**



### **Extra Body Shampoo**

Thickens · Volumizes

What it does: Gently cleanses and volumizes fine

to normal hair. **How it works:** Panthenol boosts body and helps repair damage, while wheat-derived ingredients help protect and leave hair silky smooth.

Added bonus: Helps repair worn-down locks, boosts body and maximizes shine.

SIZES (OZ): 10.14 33.8

### **Extra Body Conditioner**

Lightweight Rinse • Detangles

What it does:Detangles and adds volume to fine hair, leaving locks full of body, bounce and shine. How it works: Panthenol boosts body and helps repair damage, while wheat-derived ingredients help prevent damage and leave hair silky smooth. Added bonus: Helps repair and prevent damage caused by blow-drying and styling.

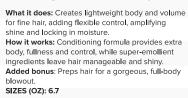
SIZES (OZ): 10.14 33.8



body, fullness and control, while super-emollient ingredients leave hair manageable and shiny.











# **COLOR CARE**

PROTECTED. HEALTHY. CONDITIONED.



#### Color Protect® Shampoo

Gentle Cleanser

What it does: Cleanses color-treated hair while it moisturizes, strengthens and boosts shine. How it works: Sunflower extract provides intense UV protection, while conditioning agents and extracts hydrate and add shine. Added bonus: Helps color last longer by shielding it from the sun.

SIZES (OZ): 10.14 33.8



#### **Color Protect® Conditioner**

Detangles and Repairs

What it does: Detangles and smoothes color-treated hair, so locks look and feel soft and hydrated.

How it works: Sunflower extract protects hair

from sun damage, while conditioning extracts moisturize and boost shine.

**Added bonus:** Provides UVA and UVB protection, and helps prevent color from fading.

SIZES (OZ): 10.14 33.8



### Color Protect® Locking Spray

UV Protection

What it does: Makes hair look conditioned and super shiny while it locks in and extends the life of hair color.

How it works: Sunflower extract provides sun protection and keeps color from fading, while conditioning agents and extracts add moisture and shine.

Added bonus: Powerful UVA and UVB

**Added bonus:** Powerful UVA and UVB protection helps prevent color fade.

SIZES (OZ): 8.5



#### **Color Protect® Treatment**

Repairs and Protects

What it does: Repairs, conditions and hydrates color-treated hair, and helps prevent damage and split ends.

**How it works:** Sunflower extract shields hair from the sun, while conditioning extracts leave locks hydrated and shiny.

**Added bonus:** Delivers an intense dose of UVA and UVB protection, so color lasts longer.

SIZES (OZ): 0.50

PROTECTS AND MAINTAINS COLOR-TREATED HAIR

## **MOISTURE**

HYDRATED. REVIVED. REPLENISHED.



#### Instant Moisture® Shampoo

Hydrates and Revives

What it does: Color-safe formula cleanses, hydrates thirsty hair, plumps up skinny strands and helps repair damage.
How it works: Instant Moisture Complex provides superior conditioning and UV

protection, while panthenol adds body and helps repair damage from the inside out. **Added bonus:** Helps protect vulnerable hair

SIZES (OZ): 10.14 33.8



## Instant Moisture® Conditioner

Hydrates and Revives

What it does: Hydrates and detangles moisture-starved strands, making hair shiny and manageable.

**How it works:** Soy proteins, shea butter and Instant Moisture Complex moisturize, strengthen and add elasticity. Panthenol builds body and repairs damage from the inside out.

Added bonus: Strengthens the cuticle and improves elasticity.

SIZES (OZ): 33.8



vitamin E provide hydration and protection. Added bonus: Makes hair look and feel

SIZES (OZ): 16.9



### Intense Hydrating Treatment

moisture for dehydrated hair, boosts shine



# **KIDS**

GENTLE. SOOTHING. SOFT.



### Baby Don't Cry® Shampoo

Gentle, Tearless Wash

What it does: Gently cleanses and soothes hair and scalp.

How it works: Mild cleansers and a neutral pH create a tearless formula. A unique blend of extracts helps hydrate and prevent moisture loss, while chamomile and cornflower extract calm and soothe.

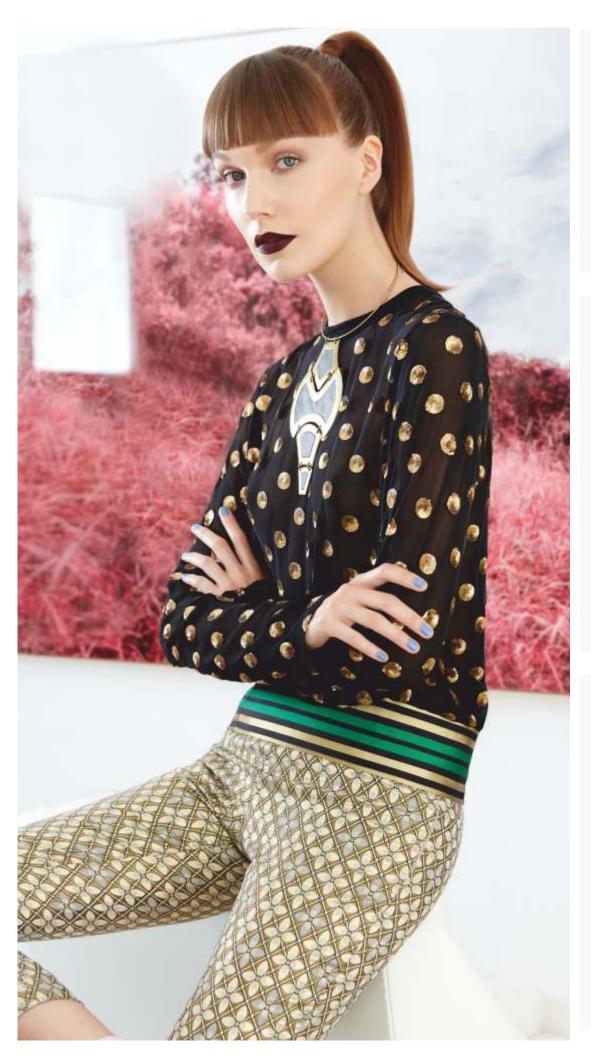
Added bonus: The tearless formula is ideal for

children of all ages.

SIZES (OZ): 10.14 33.8

GENTLY CLEANSES AND DETANGLES SENSITIVE STRANDS.





## **SMOOTHING**

SMOOTH. SILKY. SHINY.



### Super Skinny® Shampoo

#### Smoothes and Softens

What it does: Color-safe formula cleanses and smoothes hair, making rebellious locks softer and more manageable. How it works: Super Skinny Complex and mild surfactants cleanse hair without stripping or plumping.

Added bonus: Reduces drying time and speeds up styling.

SIZES (OZ): 10.14 33.8



Super Skinny® Conditioner

prevent surface damage. **Added bonus:** Speeds up drying and styling to get you out the door faster.

SIZES (OZ): 10.14 33.8



#### Super Skinny® Serum

#### Smoothes and Conditions

**What it does:** Smoothes, conditions and seals strands, leaving hair silky, shiny and frizz-free in any weather.

How it works: Lightweight silicones smooth, condition and seal hair with added shine. Added bonus: Speeds up drying so you get silky-smooth results in less time.



SIZES (OZ): 5.1



## **STRENGTH**

STRONG. HEALTHY. RESILIENT.



#### Super Strong® Shampoo

#### Strengthens and Protects

What it does: Mild, color-safe surfactants gently cleanse and repair damaged strands, enhancing hair's look and feel.

**How it works:** Super Strong Complex rebuilds hair from within, while conditioning agents improve texture and add shine. Added bonus: Helps protect and prevent further damage.

SIZES (OZ): 10.14 33.8



### Super Strong® Conditioner

#### Rebuilds and Protects

What it does: Color-safe formula repairs and protects worn-down locks, leaving hair soft, smooth and moisturized.

How it works: Super Strong Complex rebuilds the internal structure of hair, while canola, soybean and cornstarch soften and smooth.

Added bonus: Helps shield strands from damaging UV rays.

SIZES (OZ): 10.14 33.8

STRENGTHENS AND REBUILDS WORN-DOWN, DAMAGED HAIR.

# **SOFT STYLE**

CLEAN. TOUCHABLE. SHINE.



#### The Cream®

#### Styling Conditioner

What it does: Provides light hold and builds body for any hair type; moisturizes, strengthens and protects hair from everyday damage.

How it works: Moisturizing, emollient conditioners and panthenol hydrate and

safeguard hair.

Added bonus: Helps shield locks from damaging UV rays.

SIZES (OZ): 6.8



#### Heat Seal®

### Thermal Protection and Style

What it does: Guards strands from damage caused by heat styling; builds body, provides light hold and enhances shine.

How it works: Clean, flexible styling agents and essential fatty acids add shine and memory.

Added bonus: Humidity resistance ensures a longer-lasting style—curly or straight.

SIZES (OZ): 8.5



CREATES NATURAL LOOKS WITH A LIGHT, TOUCHABLE HOLD.

## **FIRM STYLE**

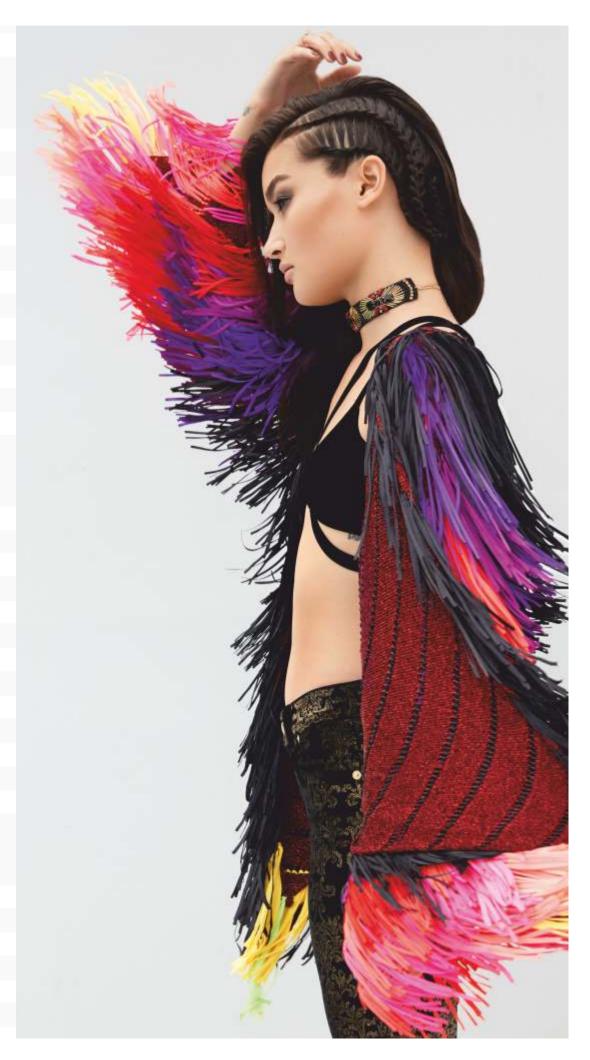
FINISHED. DEFINED. HOLD.



#### Dry Wax™

#### Texture and Definition

What it does: Defines and controls any texture, and creates clean, "lived in" looks. How it works: Emollient waxes and softening agents create pliable styles. **Added bonus:** Delivers long-lasting hold with a moveable finish. SIZES (OZ): 1.8









#### Tea Tree Special Shampoo®

#### Invigorating Cleanser

What it does: Special ingredients and tea tree oil rid hair of impurities and leave hair full of vitality and luster.

How it works: Natural tea tree oil, peppermint and lavender invigorate the scalp and leave hair smelling great.

Added bonus: The refreshing tingle wakes up weary hair and spirits.

SIZES (OZ): 10.14 33.8

## Tea Tree Special Conditioner®

Invigorating Conditioner

What it does: Instantly detangles, softens, smoothes and renews worn-out locks. How it works: Natural tea tree oil, peppermint and lavender invigorate the scalp and leave hair smelling great.

Added bonus: Helps prevent moisture loss

SIZES (OZ): 10.14 33.8



### Tea Tree Hair and Scalp Treatment

#### Invigorating and Soothing

What it does: Reconditions, repairs and protects hair while moisturizing strands and soothing the scalp.

How it works: Soy proteins, panthenol, vitamin E and shea butter repair and protect. while willow bark helps soothe troubled skin. Added bonus: Natural tea tree oil, peppermint and lavender leave hair smelling great

SIZES (OZ): 16.9

#### Tea Tree Hair and Body Moisturizer<sup>®</sup>

Leave-In Conditioner

What it does: Calms sensitive skin and quenches thirsty hair, hydrating from head to toe. How it works: Wheat-derived conditioners and ioioba seed oil refine skin and hair. Tea tree oil, peppermint and lavender soothe skin and

leave hair smelling great.

Added bonus: Makes a great post-shave soother.

SIZES (OZ): 10.14 33.8



#### Tea Tree Firm Hold Gel®

#### Maximum Hold and Shine

What it does: Clean, flake-free gel provides maximum control with a refreshing fragrance, thickening hair and locking the style in place. **How it works:** Styling ingredients help

your style stay put, while a burst of cool mint, tea tree and citrus refreshes and revives.

Added bonus: Versatile formula can be applied to wet or dry hair.

SIZES (OZ): 6.8

#### Tea Tree Grooming Pomade®

#### Flexible Hold and Shine

**What it does:** Provides old-school polish with a modern kick by shaping, controlling and defining hair with tons of shine. **How it works:** Flexible resins and vegetable-based conditioners soften and control, while a burst of cool mint, tea tree and citrus refreshes and revives. **Added bonus:** Great for wavy or curly

17



SIZES (OZ): 3.0



## Tea Tree Styling Wax®

### Definition and Control

What it does: Creates flexible hold and texture that won't quit, making hair shiny and defined with loads of control.

**How it works:** Flexible styling ingredients and vegetable-based conditioners define and add shine, while tea tree oil, peppermint and lavender awaken the senses.

Added bonus: Great for short hair and piecey, layered looks.

SIZES (OZ): 6.8







#### Lemon Sage Thickening Shampoo® Energizing Body Builder

What it does: This zesty formula plumps up fine strands, so hair looks and feels clean, thick and healthy.

How it works: Thickening agents boost volume, while panthenol strengthens every strand.

Added bonus: Helps strengthen and protect papers to be supported by the strengthen and protect papers.

against split ends. Uplifting lemon, sage, peppermint and tea tree refresh mind, spirit and hair. SIZES (OZ): 10.14 33.8



#### Lemon Sage Thickening Conditioner®

Energizing Body Builder

What it does: Lightweight formula conditions, what it does: Lightweight formula cond boosts volume, detangles and protects. How it works: Thickening agents boost volume, while lightweight conditioners protect and add shine. Added bonus: Reduces static and

smoothes snarls. SIZES (OZ): 10.14 33.8





Lavender Mint Moisturizing Shampoo

#### Hydrating & Soothing

**What it does:** This calming quencher cleanses, soothes and replenishes dry, unruly hair.

How it works: Moisture-rich conditioners and amino acids improve strength, shine and manageability, while calming lavender, mint and tea tree soothe mind and spirit.

**Added bonus:** The dreamy scent puts hair and mind at ease.

SIZES (OZ): 10.14 33.8



#### Lavender Mint Deep Conditioning Mineral Mask

### $Hydrating \ \& \ Strengthening$

**What it does:** Helps strengthen and hydrate moisture-starved hair.

**How it works:** French clay deep conditions with restorative minerals.

**Added bonus:** Calms the senses with the fragrance of lavender, mint and tea tree oil.

Size 20ml .68 OZ







Scalp Care Anti-Thinning Shampoo

#### Stimulate

What It Does: Color-safe cleanser gently removes impurities to prime the scalp for stronger, thicker-looking hair.

How It Works: Exclusive Regeniplex® blend contains Kakadu plum, pea peptides, clover flower, turmeric and ginseng to stimulate the scalp and provide fuller, thicker hair.

**Added Bonus:** Helps add volume by thickening each strand.

SIZES (OZ): 10.14 33.8



#### Scalp Care Anti-Thinning Conditioner

#### Strengthen

**What It Does:** Lightweight conditioner detangles fine, fragile hair.

How It Works: Exclusive Regeniplex® blend contains Kakadu plum, pea peptides, clover flower, turmeric and ginseng, resulting in fuller, thicker hair.

Added Bonus: Detangles without weighing

SIZES (OZ): 10.14 33.8



### Scalp Care Anti-Thinning Tonic

#### Regenerate

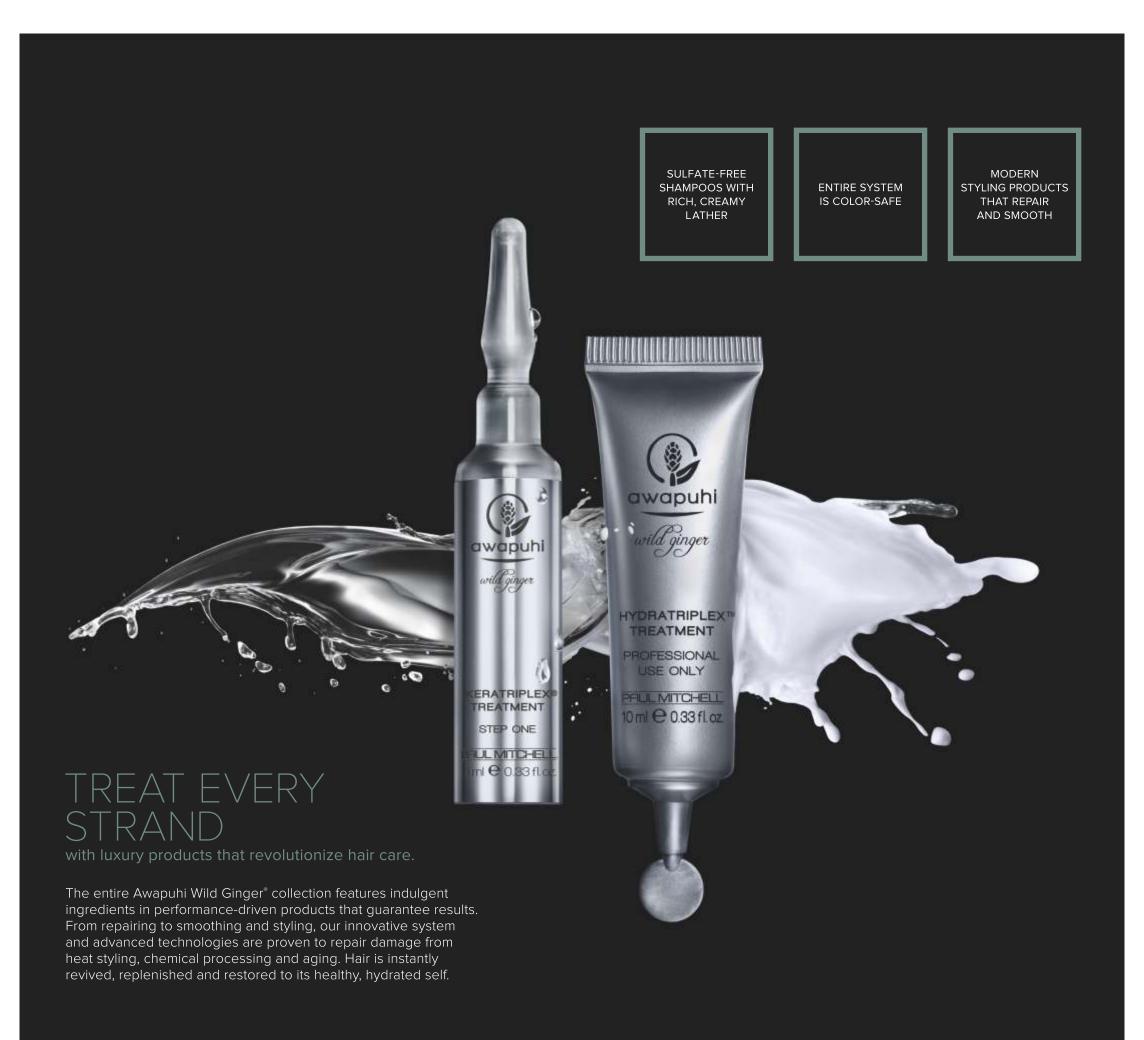
What It Does: Twice-daily spray helps create an optimal scalp environment for thicker, stronger, fuller hair.

How It Works: Exclusive Regeniplex® blend contains Kakadu plum, pea peptides, clover flower, turmeric and ginseng, and absorbs into the scalp to help stimulate resulting in fuller, thicker hair.

**Added Bonus:** Helps encourage healthy hair growth.

SIZES (OZ): 3.4







## AWAPUHI WILD GINGER®

#### RFPAIR

KERATIN-RICH PRODUCTS HELP REPAIR DAMAGE CAUSED BY HEAT STYLING AND CHEMICAL PROCESSING.



#### Moisturizing Lather Shampoo® Rich Sulfate-Free Lather

shampoo gently hydrates, protects and helps rebuild and repair dry, brittle strands. **How it works:** Exclusive KeraTriplex® blend replenishes every strand for healthy-looking hair, while awapuhi extract balances moisture for manageability and shine.

SIZES (OZ): 8.5 33.8





#### Keratin Cream Rinse Silky Daily Conditioning

What it does: Strengthens and protects troubled tresses, and instantly detangles for silky, healthy-looking hair. **How it works:** Exclusive KeraTriplex® blend

helps repair every strand and protect against damage, while awapuhi extract softens and

Added bonus: Replenishes thirsty hair, adds

SIZES (@Z): 8.5 33.8

## **SMOOTH**

A PROVEN SYSTEM THAT WORKS FROM THE OUTSIDE IN TO SMOOTH THE CUTICLE, REDUCE FRIZZ, ADD INTENSE SHINE AND PROTECT AGAINST THERMAL DAMAGE.



#### MirrorSmooth® Shampoo Frizz Control • Moisture Balance

What it does: Gentle, sulfate-free shampoo with rich foam restores the hair's optimal moisture balance and leaves locks silky-smooth. **How it works:** Exclusive KeraReflect™ blend with natural Abyssinian oil replenishes moisture, smoothes the cuticle and boosts shine Added bonus: Helps prevent frizz and flyaways.

SIZES (OZ): 8.5 33.8



### MirrorSmooth® Conditioner

Eliminates Frizz • Superior Softness

What it does: Hydrates, instantly detangles and creates a shiny, reflective finish. **How it works:** Exclusive KeraReflect™ blend with natural Abyssinian oil smoothes and softens every strand, so hair is easy to comb with an ultra-light finish.

Added bonus: Helps prevent frizz and flyaways while protecting from thermal damage.

SIZES (OZ): 6.8 33.8

## STYLE

PROTECT HAIR AS YOU LOCK IN YOUR STYLE WITH THE HYDRATING AND HEALING BENEFITS OF AWAPUHI WILD GINGER®.



Keratin Intensive Treatment®

What it does: Weekly deep conditioner

repairs and protects vulnerable hair, and delivers intense hydration and shine.

**How it works:** KeraTriplex® rebuilds and repairs to transform lackluster hair, while

awapuhi extract replenishes every strand

Added bonus: Instantly improves hair

with intense moisture and shine.

texture with noticeable results. SIZES (OZ): 5.1 16.9

Deep Hydration and Protection

### HydroCream Whip®

Frizz Control and Touchable Hold

What it does: Hydrates and smoothes thirsty hair, and delivers long-lasting, crunch-free hold with a silky finish.

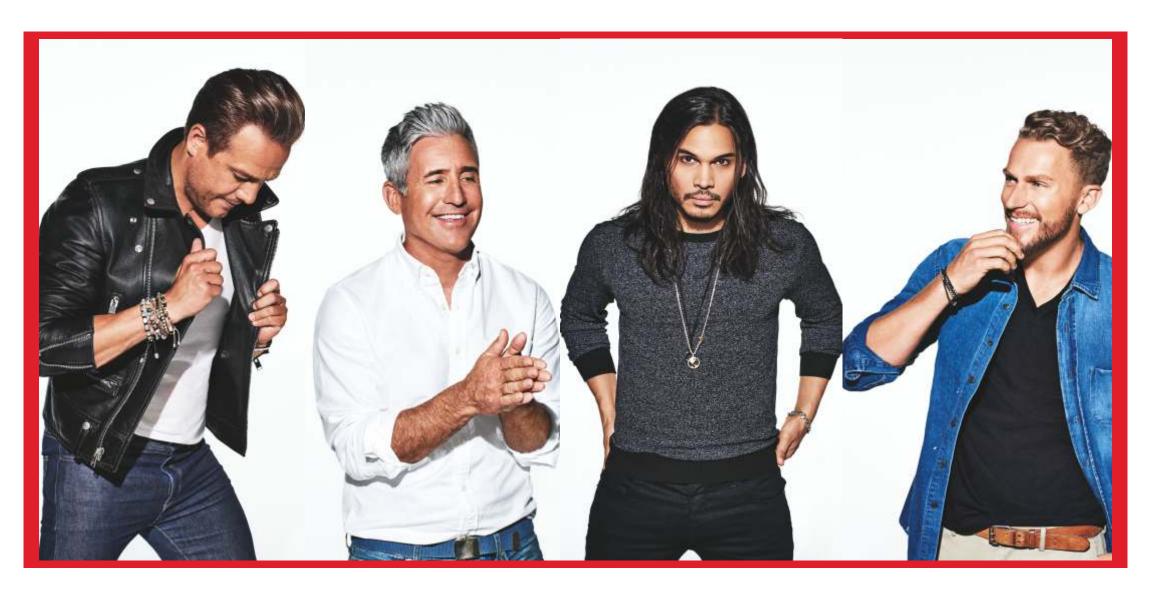
How it works: Awapuhi extract and light conditioners fight frizz and balance moisture. Added bonus: Helps create healthy-looking volume.



## SIZES (OZ): 6.7







## **MITCH**<sup>®</sup>

#### CONCENTRATED. HIGH-PERFORMANCE. MODERN.



## Heavy Hitter®

Deep Cleansing Shampoo

What it does: Washes away dirt and product buildup for a powerful clean. **How it works:** Invigorates and deep cleans without stripping natural oils; great for daily use.

Added bonus: Refreshing cedar and agave scent leaves hair smelling great.

SIZES (OZ): 8.5



#### Clean Cut®

Medium Hold • Semi-Matte Styling Cream

What it does: Forms clean, no-fuss looks. How it works: Pliable hold lets you shape and reshape with lasting control, while conditioning ingredients leave hair soft and manageable

Added bonus: Subtle texture works well on any hair type.

SIZES (OZ): 3



#### Construction Paste®

Elastic Hold • Mesh Styler

What it does: Flexible, webby texture forms and separates-great for messy, undone styles.

**How it works:** Long-lasting styling fixatives secure the style, while conditioning ingredients leave hair soft and manageable. **Added bonus:** Crunch-free finish with no flaking

SIZES (OZ): 2.5



### Steady Grip®

Firm Hold • Natural Shine Gel

What it does: Shapes any style with lasting hold and makes hair look and feel thicker. **How it works:** Long-lasting styling fixatives deliver all-day hold, while shine enhancers give hair a natural-looking polish. **Added bonus:** Alcohol-free formula fights flaking and drying.

SIZES (OZ): 2.5 5.1



#### Double Hitter®

2-in-1 Shampoo & Conditioner

What it does: Washes and conditions in one step and leaves hair full and healthy-looking

How it works: Conditioning ingredients provide improved detangling with a soft, light finish.

Added bonus: Hearty lather rinses clean

with a fresh scent.

SIZES (OZ): 8.5



### Barber's Classic®

Moderate Hold • High Shine

Pomade

What it does: Great for classic styles and what it does, dreat no classic styles and waves slicked-back looks; tames curls and waves with smooth control.

How it works: Smoothing and conditioning

ingredients make hair easier to handle, while a long-lasting styling fixative locks hair in place. Added bonus: Works through hair quickly with comb or fingers.

SIZES (OZ): 3



### Hardwired®

Maximum Hold • Spiking Glue

What it does: A must-have for spiked and extreme looks; provides powerhouse control that lasts as long as you want it.

**How it works:** Powerful hair fixative delivers superior all-day hold. Added bonus: Distributes easily and won't

SIZES (OZ): 2.5



#### Matterial™

Strong Hold • Ultra-Matte Styling Clay

**What it does:** Powerful styling clay bulks up texture with a dry, ultra-matte finish. **How it works:** Thickening ingredients and strong fixatives grip hair and lock it in place. Natural clay creates a matte feel and eliminates shine.

Added bonus: Makes hair look and feel thicker for modern, textured looks.

SIZES (OZ): 3