Keune

A lifetime of dedication to the salon professional

The Company

- Established in 1922 by chemist Jan Keune
- First Dutch manufacturer of perms 1924
- First Dutch manufacturer of mousses and gels
- Currently sold in over 60 countries
- Family owned and operated

The Product

- Manufactured in Soest, Netherlands
- Guaranteed best raw materials

Tinta Color

- Points of Difference
  - Triple Color Protection
  - 100% Grey Coverage
  - Easy to Use

Tinta Color – Triple Color Protection

- Technology
  - Silk Protein
  - Conditioner
  - LP 300
  - Color stabilizer
  - Solamer
  - UV protector
Tinta Color

- Features & Benefits
  - Easy to mix & apply / Silk Protein
  - Pleasant fragrance
  - 100% grey coverage
  - Durable color / LP300
  - Low ammonia
  - No staining of the scalp

Composition of Colors

First number indicates level
Second number indicates primary color influence
Third number indicates secondary color influence

<table>
<thead>
<tr>
<th>Color</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 = Black</td>
<td>.1</td>
<td>.2</td>
<td>.3</td>
</tr>
<tr>
<td>3 = Dark Brown</td>
<td>.2</td>
<td>.3</td>
<td>.4</td>
</tr>
<tr>
<td>4 = Medium Brown</td>
<td>.3</td>
<td>.4</td>
<td>.5</td>
</tr>
<tr>
<td>5 = Light Brown</td>
<td>.4</td>
<td>.5</td>
<td>.6</td>
</tr>
<tr>
<td>6 = Dark Blonde</td>
<td>.5</td>
<td>.6</td>
<td>.7</td>
</tr>
<tr>
<td>7 = Medium Blonde</td>
<td>.6</td>
<td>.7</td>
<td>.8</td>
</tr>
<tr>
<td>8 = Light Blonde</td>
<td>.7</td>
<td>.8</td>
<td>.9</td>
</tr>
<tr>
<td>9 = Very Light Blonde</td>
<td>.8</td>
<td>.9</td>
<td>.10</td>
</tr>
<tr>
<td>10 = Lightest Blonde</td>
<td>.9</td>
<td>.10</td>
<td>.11</td>
</tr>
</tbody>
</table>

Composition of Colors

Example 7
- Natural Color Violet Base (100%)
- .2 Gold (20%)

Example 7.3
- Natural Color Violet Base (20%)
- .3 Gold (20%)
- .4 Copper (30%)

Example 7.43
- Natural Color Violet Base (20%)
- .3 Gold (20%)
- .4 Copper (20%)

Example 7.43
- Natural Color Violet Base (20%)
- .3 Gold (20%)
- .4 Copper (20%)

Composition of Colors

The Color Palette – Natural Series

- 100% Violet Based
- Neutralizes keratinization of white hair
- Neutralizes yellowing of white hair exposed to H₂O₂
- Neutralizes unwanted gold tones in lighter colors of natural hair
- Eumelanin is composed of violet/brown pigments

Composition of Colors

The Color Palette

- Fantasy Colors
  - .03 Mocha
  - .19 Matte (Ash, Blue & Green)
  - .23 Cocoa (Pearl & Gold)
  - .32 Beige (Gold & Pearl)
  - .35 Choco (Gold & Mahogany)
  - .37 EspressoD (Gold & Violet)
  - .38 Hazelnut (Gold & Brown)
  - .53 Chestnut (Mahogany & Gold)
The Color Palette

- **Natural Plus Series**
  - Intense deposit for resistant grey hair
  - Extra alkalinity for better grey coverage
  - Great for low lighting with 10 Volume
  - 6.00 Plus (Dark Blonde)
  - 7.00 Plus (Medium Blonde)
  - 8.00 Plus (Light Blonde)
  - 9.00 Plus (Very Light Blonde)

- **Special Blondes**
  - High lift shades
  - 1000 Natural Blonde
  - 1001 Ash Blonde
  - 1012 Ash Pearl Blonde
  - 1032 Beige Blonde

- **Super Ash Blonde**
  - High lift series
  - 1511 Super Ash Blonde
  - 1517 Super Ash Violet Blonde
  - 1519 Super Matte Blonde

- **Super Blonde**
  - High lift shade
  - Includes 2 booster packs

Tip: Use for control when highlighting with more than one shade
### The Color Palette

**Super Blonde**
- High lift shade
- Includes 2 booster packs
- 4-5 levels of lift
- Equal parts 40 Volume Developer
- No tonality
- Highlighting
- Bleach alternative
- Processes up to 50 minutes on or off scalp
- Will not lift artificial pigment

**Red Infinity**
- Intense red shades from Copper to Violet
- Oxidative Color
- Longer lasting results proven 25% than regular reds
- Mixes with Tinta Cream Developer
- Binds better to hair structure
- 4.76RI
- 5.56RI
- 6.66RI
- 7.46RI
- 5.46RI

**Mix Colors**
- Blue 0/10
- Ash 0/11
- Gold 0/33
- Copper 0/44
- Mahogany 0/55
- Red 0/66
- Violet 0/77
- Green 0/99

### Dedicated Developers

- 3% - 10 Volume
- 6% - 20 Volume
- 9% - 30 Volume
- 12% - 40 Volume

### Developers: 10 Volume

- 3% - 10 Volume
- Coloring pre-lightened hair
- Refreshing lengths & ends during permanent color service
- 100% deposit of color
- Up to 1 level of lift
Developers: 20 Volume

- 6% - 20 Volume
- Recommended for most grey coverage
- Gives 80% deposit of color
- 1-2 levels lift

Developers: 30 Volume

- 9% - 30 Volume
- 60% deposit of color
- 2-3 levels lift
- 3 levels lift with Special Blondes
- 3-4 levels lift with Tinta 2000

Developers: 40 Volume

- 12% - 40 Volume
- 40% deposit of color
- Up to 4 levels lift
- Up to 4 levels with Special Blondes & 1500 Shades
- 4-5 levels with Tinta 2000

Grey Coverage

- 100% Grey
  - 1:1 ratio
  - 30 ml Fashion Color
  - 30 ml Natural Color
  - 60 ml Developer
  - 60% Grey
  - 2:1 ratio
  - 40 ml Fashion Color
  - 20 ml Natural Color
  - 60 ml Developer
  - 30% Grey
  - 3:1 ratio
  - 45 ml Fashion Color
  - 15 ml Natural Color
  - 60 ml Developer

Grey Coverage

- Mix Color
  - To compensate for loss of tonality when adding Natural Shades for grey coverage
  - When equal parts of a Natural Series color is mixed with a Fashion Color, the Fashion color will lose 20% tonality
- Example:
  - 7.3 target on 100% grey hair formula
  - 30 ml 7
  - 30 ml 7.3
  - 60 ml 20 Volume Developer
  - 8 cm/3.1 inches of 0/33

Mix Color Guideline

- To adjust tonality by 20% add Mix Color to formula
- Do not add extra color or developer
- Note: Do not use Mix Color with Tinta 2000

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount to add</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>15 cm/5.9 in</td>
</tr>
<tr>
<td>4</td>
<td>13 cm/5.1 in</td>
</tr>
<tr>
<td>5</td>
<td>11 cm/4.3 in</td>
</tr>
<tr>
<td>6</td>
<td>9 cm/3.5 in</td>
</tr>
<tr>
<td>7</td>
<td>8 cm/3.1 in</td>
</tr>
<tr>
<td>8</td>
<td>6 cm/2.4 in</td>
</tr>
<tr>
<td>9</td>
<td>5 cm/2 in</td>
</tr>
<tr>
<td>10</td>
<td>3 cm/1.2 in</td>
</tr>
<tr>
<td>1000</td>
<td>3 cm/1.2 in</td>
</tr>
<tr>
<td>1500</td>
<td>2 cm/0.8 in</td>
</tr>
</tbody>
</table>
Grey Coverage

Shifting Technique
Resistant White Hair

• 3 parts color
• 2 parts 30 Volume Developer
• 6 ml color
• 40 ml 30 Volume Developer

Pre-Staining
Resistant White Hair

• Apply natural shade 1-2 levels lighter than chosen shade directly to area from tube
• No Developer

Application of Color -- Virgin

Apply chosen color to lengths and ends 1/4 to 1/3 inch from scalp
Process 10 minutes, 15 minutes on high lift blondes
Apply remaining color to base, continue to process for 30 minutes
High lift blondes – 35 minutes
Special Blondes – 40 minutes
1500 shades & Tinta 2000 – 50 minutes
Total processing time 45 minutes
50 minutes high lift blondes

Application of Color -- Regrowth

Apply color to regrowth
Process 20-25 minutes, 30-35 minutes when using Special Blondes and Tinta 2000
Total Time 30 minutes, Special Blondes and Tinta 2000 40 minutes
Note: To refresh lengths & ends, massage color through hair & process 5-10 minutes
Recommended: Semi Color to refresh lengths & ends

Red Booster

• A color booster for more intense, vibrant red shades
• Ensures optimal brilliant red results when added to Tinta Color red shades

Red Booster Instructions

• Add 1 or 2 capsules, depending on color level and desired intensity with the following Tinta Color shades:
  • 4.6 Medium Red Brown
  • 5.6 Light Red Brown
  • 5.67 Light Red Violet Brown
  • 6.6 Dark Red Blonde
  • 6.64 Dark Red Copper Blonde
  • 6.67 Dark Red Violet Blonde
  • 7.66 Medium Intense Red Blonde
  • 8.66 Light Intense Red Blonde (pre-packed with 2 capsules)

• Example:
  Mix 1 tube Tinta Color 7.66 + 2 capsules Red Booster + 60 ml Tinta Developer
Tinta Options

- Pasteling
- Thick Texture Hair

Tinta Options – Pasteling

- Color service to break natural base
- Use with highlight retouch to soften regrowth and tone highlighted hair
- Formula
  - 1 part Tinta Color
  - 2 parts 10 Volume Developer
  - Apply to towel dried hair
  - Apply to base first
  - Distribute through mid lengths and ends
  - Process for a maximum of 20 minutes, depending on desired intensity

Tinta Options – Thick Texture Hair

- Ethnic hair
- Provides better color deposit

Formula

- Mix 60 ml Tinta Color with 60 ml 25 Volume Developer
- 25 Volume Developer made by mixing equal parts 20 & 30 Volume Developer

Repigmentation of Hair

- Pre-Pigmentation Fluid
  - Gel consistency for convenient application
  - Concentrated formula
  - Dilute with water for correct level

Repigmentation of Hair

- Pre-Pigmentation Fluid Instructions
  - Apply thoroughly where needed to dry hair with applicator or sponge
  - Dry completely
  - Do not rinse
  - Apply chosen Tinta Color shade mixed with 10 Volume Developer directly over Pre-Pigmentation Fluid
  - Process 30 minutes

<table>
<thead>
<tr>
<th>Color Level</th>
<th>Pre-Pigmentation Fluid</th>
<th>Pre-Pigmentation Fluid Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 5</td>
<td>Undiluted</td>
<td>Dilute 1 part fluid to 2 parts water</td>
</tr>
<tr>
<td>6 – 7</td>
<td>Dilute 1 part fluid to 2 parts water</td>
<td></td>
</tr>
<tr>
<td>8 – 9</td>
<td>Dilute 1 part fluid to 9 parts water</td>
<td></td>
</tr>
</tbody>
</table>
**Tinta Color Saver**
- Professional use only
- Use following all Tinta Color applications
- Increases color durability
- Contains Vitamin C and Sunflower Seed Extract
  - Directions
  - Mix top & bottom of ampoule
  - Apply to damp hair
  - Leave in

**After Color Shampoo**
- Professional Use – pH4
  - Natural citric acid closes cuticle
  - Vitamin E stop oxidation
  - Silk protein gives shine and softness
  - Removes pigment residue
  - Solamer provides protection to hair structure & color

**After Color Balsam**
- Professional Use – pH4
  - Natural citric acid closes cuticle
  - Vitamin E stop oxidation
  - Silk protein gives shine and softness

**Home Maintenance**
- Shampoo Colored Hair pH6
  - Suitable for daily use
  - Solamer UV protector
  - Sunflower Seed Extract protects hair color
  - LP 300 enhances durability of color
  - Silk Protein leaves hair soft & easy to detangle

**Home Maintenance**
- Conditioner Colored Hair pH6
  - Shea Butter regulates moisture balance
  - Sunflower Seed Extract protects hair color
  - LP 300 enhances durability of color
  - Silk Protein leaves hair soft & easy to detangle

**Home Maintenance**
- Treatment Colored Hair
  - Intensive color protecting mask
  - Rinse out treatment with short processing time
  - Wheat & vegetable protein strengthens, moisturizes and conditions the hair
  - LP 300 enhances durability of hair color
Color Styling Mousse
- Foam based color intensifier
- Refreshes color on natural and color treated hair
- 11 shades
- Hold factor 6

Blonde Enhancing Treatment
- Corrective treatment to neutralize yellow tones in blonde hair
- Phyto keratin conditions, adds volume and shine
- Provitamin B5 moisturizes hair
- Perfect for home maintenance, can be used daily
- Sunflower Seed Extract provides UV filter

Cream Bleach
- Dust free
- Wheat proteins for condition & strength
- On or off scalp applications
- Refills available
- Directions for use
  - Mix 2 scoops with 2 oz Tinta Developer 10/20/30/40 Volume
  - Do not apply heat

Magic Blonde
- Dust free
- LP 300 & A-Bisabolol protect hair & scalp
- Silk protein for condition and shine
- Blue base
- Pleasant fragrance
- On or off scalp applications
- Refills available
- Directions for use
  - Mix 2 scoops with 2-2.4 oz Tinta Developer 10/20/30 Volume
  - Do not apply heat

Tinta Color Contrast
- Intense, long lasting reds
- Preserves hair integrity even with repeated applications
- Ammonia free
- Quick and easy

Tinta Color Contrast
- Ruby Red
- Red
- Copper Red
- Copper
**Tinta Color Contrast**

- Instructions First Time Use
  - Pre-lighten
  - Rinse
  - Apply Tinta Color Contrast to lightened hair
  - Process 10 minutes
  - After Color Program

- Instructions for Repeat Use
  - Shampoo
  - Apply Color Contrast
  - Process 10 minutes
  - After Color Program

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**Notes:**
- Not for use on grey hair
- Use on natural level 5 and darker
- Do not lighten beyond level 7
- Recommended for use on prelightened hair only
- Avoid skin and scalp

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**Semi Color – Demi Color**

**Target**
- First time or non-committed clients desiring color
- Refreshing lengths & ends
- Semi Color in combination with Tinta Color
- Create pastel shades
- Relaxer clients

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**Points of Difference**
- Silsoft Technology
- Same Numbering System as Tinta Color
- Competitively Priced
**Semi Color**

- 3-dimensional color
- Silsoft technology
  - Extra Shine
  - Extra Color
  - Extra Durability
  - Extra Conditioning Properties

**Semi Color**

- Characteristics
  - Tone-on-tone color
  - 70% grey coverage
  - Ammonia free
  - 50 color shades
  - Clear

**Semi Color**

- Qualities
  - Cream/gel formula
  - Easy to mix
  - Pleasant fragrance
  - Extraordinary shine
  - Healthy & conditioned hair

**Semi Color**

- Components
  - Semi Color
  - Semi Color Clear
  - Semi Color Activator
  - Semi Color Red Activator

**Semi Color**

- Packaging
  - 60 ml tube
  - 2 applications (long hair)
  - 3 applications (short hair)
  - Mixing ratio 1:2 with Activator
  - 30 gr Semi Color
  - 60 ml Activator

**Semi Color Activator**

- Semi Color Activator
- Semi Color Red Activator for use with red shades
  - 1000 ml bottles
  - 120 ml bottles
Semi Color

- Palette
  - Clear
  - Natural Tones
  - Cool Tones
  - Mix Tones
  - Beige/Gold Tones
  - Brown Tones
  - Red Tones
  - Red Infinity
  - Intensive Tones

Semi Color

- Clear
  - Mix clear with any Semi Color shade to create an unlimited color palette
  - 3 formula options
    - Use alone
    - Use with Semi Color to create pastel shades
    - To dilute a Semi Color shade

Semi Color

- Clear Instructions
  - Apply as a shine glaze over natural or color treated hair
  - Formula
    - Clear 30 gr
    - Activator 60 ml

Semi Color

- Pastel Shades
  - For use on hair decolorized to a level 10 as an overlay to add tonality
  - Formula
    - 30 gr Clear
    - 5 gr Semi Color Shade
    - 70 ml Activator

Semi Color

- Tone-on-Tone
  - A tone-on-tone color service to enhance the natural hair
  - Formula
    - Semi 30 gr
    - Activator 60 ml
    - Process
      - 20 minutes on regrowth

Semi Color

- Refreshment
  - Refresh color between permanent color services
  - Formula
    - Semi Color 20 gr
    - Activator 40 ml
  - Directions
    - Apply to regrowth
    - Process 10 minutes
    - Apply to lengths & ends
    - Process additional 10 minutes
### Semi Color

- Refresh Lengths & Ends
  - Refresh lengths & ends during Tinta color service
  - Directions
    - Apply Tina to regrowth
    - Process 10 minutes
    - Apply Semi Color to lengths & ends
    - Process additional 20 minutes

### Semi Color

- Mix Colors
  - Enhances or neutralizes the color character
  - Amount of Mix Color depends on the desired color intensity

### Color Man

**Target Group**

- Male clients
  - Suitable for 1% to 100% grey hair
  - Subtle coverage
  - Lack of time

### Color Man

- Points of Difference
  - 5 Minute Processing Time
  - Ammonia Free
  - Natural Looking

### Color Man

Comparison Swatch grey vs. end result
**Color Man**

6 inter-mixable, subtle long lasting shades

- 5 minute processing time
- Very conditioning Cocamide MEA based color
- Natural looking cooler tones
- New sales opportunities

**Color Man**

Fast & Effective

- Quick result
- Easy to apply, as quick as a shampoo
- Long-lasting results
- Gives the hair back its youthful look
- Natural cooler tone

**Color Man**

Gentle & Subtle

- Ammonia free cream-gel
- Special conditioning ingredients
- No dramatic color change as it grows out.
- Nice masculine fragrance, fouger (fern-like), citrus, woody, green

**Color Man**

Ingredients

- Rooibos/Red Bush tea, for brilliancy and smoothness
- Replenishing peptides leave the hair thicker and replenish the hair’s natural resistance
- Natural betaines, conditioning and moisturizing

**Color Man**

Ingredients

- Bisabolol for soothing properties
- Boswellia Serrata Gum calms the sensitive scalp
- Natural brilliance retaining polymers for color preservation. Polymers and inseire protect during shampooing.

**Color Man**

Shades

6 inter-mixable, subtle long lasting shades

- Black
- Dark Brown
- Medium Brown
- Light Brown
- Dark Blonde
- Medium Blonde
**Color Man**  
Directions  
- Mix 1:1 with Color Man Activator  
- Apply as desired  
- Process 5 minutes  
- Rinse  
- Finish with Keune After Color Program

**Perms**  
- All Keune perms process to test curl  
- Neutralization  
  - All Keune perms neutralize for 10 minutes

**Sericin Wave**  
- pH 8.1 / 8.7  
- True to rod size curl  
- K-plus for softness & shine  
- Reusable container  
- Heat optional  
- Process to test curl  
- Three strengths  
  - 0 – Resistant  
  - 1 – Normal  
  - 2 – Fine Delicate  
  - Color Treated  
- Low alkaline perm for reperming or for bleached or highlighted hair

**BioPerm Vital**  
- pH 7.8  
- TCC3 system  
  - Thioglycolic acid  
  - Cysteine  
  - Cysteamine  
- Veilex reduces perm odor  
- Silk proteins  
- Firm curls & strong waves  
- Process to test curl  
- No heat  
- Neutralize with BioPerm Neutralizer  
- Normal for fine & tinted hair  
  - Extra for resistant hair

**Hair Straightener**  
- Thio Based  
- K-Plus for conditioning  
- Silk proteins for shine  
- No lye  
- No lifting of color  
- Multi-cultural  
- Note: Do not use if client is wearing hydroxide relaxer

**Hair Straightener**  
- Directions for use  
  - Apply to dry hair, working from nape forward  
  - Being application 1/2” from scalp  
  - Comb through once as applying  
  - Do not continue to comb  
  - Comb through again just before rinsing  
  - Process up to 20 minutes  
  - Rinse thoroughly  
- Neutralize with Fixing Balm for 10 minutes  
- Do not comb during neutralization  
- Rinse thoroughly
### Hair Straightener Extra Forte
- Specially formulated for thick and hard to straighten hair
- Follow same directions as Hair Straightener
- Includes 85 ml Fixing Balm

### Sleek & Shine Rebonding Cream Extra Forte
- Rebonding treatment for very resistant hair
- Silk Protein for protection and shine
- Cationactive Keratin restores the disulfide bonds, leaves hair stronger

### Sleek & Shine Rebonding Conditioner
- For use with Sleek & Shine Rebonding Cream
- Contains Keravis to strengthen hair
- Wheat micro protein nourishes hair from within

### Shampoo for Permed Hair
- Sericin
- Cationactive Keratin
- Shine and volume
- Contains Veilex for reduced odor
- Daily use

### Clarifying Shampoo
- Mild/deep cleansing
- High concentration of mild surfactants
- Non-damaging
- pH 6.5
- Removes minerals and salts
- Bamboo and fern extracts provide conditioning
- **Note:** Do not massage scalp prior to chemical service

### Crystal Ice Shampoo
- Mild, daily use
- Natural peppermint oil and extract for fresh, cooling effect
- Stimulates blood circulation for healthy scalp
- No artificial color pigment or fragrance
Crystal Ice Conditioner
- Natural peppermint oil & extract refreshes hair and scalp
- Peppermint oil and menthol for cooling, tingling effect
- Stimulates blood circulation
- Shea butter and squalane oil
- No artificial color pigment or fragrance
- Leaves hair static free

Hair Extension Care
- Moisturizing & Cleansing Shampoo
  - Revitalizes and smoothes hair & extensions
  - Won’t damage bonding
  - Color Safe
  - Suitable for daily use

Hair Extension Care
- Nourishing & Restoring Conditioner
  - Smoothes, revitalizes and detangles hair and extensions
  - Color safe
  - Suitable for daily use

Hair Extension Care
- Detangling & Protection Leave-In Spray Conditioner
  - Provides protection & adds shine
  - Prevents tangles & static
  - Repairs UV damage and protects hair color
  - Provides heat protection
  - Alcohol free
  - Color safe

Silver Reflex Shampoo
- Color enhancing shampoo
- Neutralizes yellow
- Enhances grey, white & highlighted hair

Shampoos
- Economical
- Friendly to stylists’ hands
- Egg
  - For dry hair
  - Egg yolk extract
- Almond
  - Normal to dry hair
  - Almond oils condition scalp

Note: Available in liter only
**Conditioners**
- Restore/Condition/Nourish
- Condition external structure
- Penetrate deeply
- Cationactive materials for manageability
- May contain vitamins, minerals, plant extracts, oils, proteins
- No build-up

**Lecitol**
- Provitamin B5 moisturizes and repairs the hair
- Lanolin nourishes the hair
- Highly concentrated
- Mix 1:1 with water
- Leave on for 20 minutes

**Phyto Protein Spray**
- A multi-functional leave-in conditioner to use daily as leave-in to nourish and condition
- Phytokeratin (corn, wheat, soy protein) strengthens and protects
- Amino acids restore damaged hair
- Natural green tea and chamomile extracts soothe and desensitize
- Cationactive ingredients provide manageability
- Multi-vitamins protect and condition

**Balm Conditioner**
- A rinse-out conditioner that adds moisture to over-stressed hair
- Aquacincue/5 mineral & vegetable elements restores moisture balance
- Shea Butter provides protection and shine
- Suitable for all hair types

**Design Styling**
- Points of Difference
  - DLP2 – Double Layer Protection
  - Complete styling concepts
  - Salon exclusive & unmistakably Keune

**Design Styling**
- DLP2 – Double Layer Protection system
  - 2 layers reinforce each other to protect against external influences
- Heat Protection
  - Where noted – protects hair during styling with blow-dryer, curling iron and flat iron
- Hold & Shine Factors
  - 1 to 10 range. 1 represents low hold or shine, 10 indicates maximum hold or shine
Design Styling

- Texture
  - Create individual personal style with extraordinary texture

- Essentials
  - Design foundations from sleek wet looks to highly stylized hair

- Gloss
  - Create shine during styling and after

- Volume
  - Perfect for naturally curly or straight hair

- Sleek
  - Eliminate frizz and straighten curly or wavy hair

- Fix
  - Shape, create and hold styled hair

Design Styling - Essential

- Brillantine Gel
  - 100 ml/30 ml
  - Timeless styling pomade for a groomed look with no frizz
  - Hold Factor: 2
  - Shine Factor: 9

Design Styling – Essential

- Sculpting Lotion
  - 1000 ml / 250 ml
  - Liquid gel has a strong hold – leaves hair flexible & easy to manage
  - Hold Factor: 5
  - Shine Factor: 6

Design Styling – Essential

- Ultra Forte Gel
  - 200 ml/50 ml
  - Strong hold for wet or stylized designs
  - Hold Factor: 8
  - Shine Factor: 8

Design Styling – Texture

- Molding Paste
  - 100 ml/30 ml
  - Provides the longest lasting hold for short to medium hair
  - Use to create funky and edgy styles with a matte finish
  - Hold Factor: 6
  - Shine Factor: 3
Design Styling - Texture
- Forming Wax
  - 100 ml/30 ml
  - Add body & natural shine to short hair
  - Excellent for creating spiky effects using natural bee’s wax
  - Hold Factor: 5
  - Shine Factor: 7

Design Styling – Texture
- Power Paste
  - 150 ml/50 ml
  - Extreme matte, extreme hold and extreme versatility
  - Use on damp hair for wet looks and on dry hair for tousled results
  - Hold Factor: 10
  - Shine Factor: 1

Design Styling - Texture
- Shaping Fibres
  - 100 ml/30 ml
  - Fibre enriched wax that provides flexibility & shine throughout the day
  - Hold Factor: 3
  - Shine Factor: 8

Design Styling - Sleek
- DeFrizz Serum
  - 50 ml
  - Polishing cream instantly eliminates frizz & enhances shine without leaving hair oily
  - Hold Factor: 1
  - Shine Factor: 7

Design Styling - Sleek
- Straight Cream
  - 200 ml
  - Non-chemical hair straightener, creates soft and smooth hair until the next shampoo
  - Hold Factor: 5
  - Shine Factor: 7

Design Styling - Volume
- Curl Cream
  - 200 ml
  - Curl activating cream creates bouncy curls with subtle hold & definition
  - Hold Factor: 2
  - Shine Factor: 5
**Design Styling - Volume**

- **Mousse Forte**
  - 500 ml/200 ml
  - Strong volumizing mousse in a highly concentrated formula adds volume to blow-dried styles
  - Hold Factor: 7
  - Shine Factor: 4

- **Root Volumizer**
  - 300 ml
  - Lightweight gel mousse adds extra volume at the base to create lift
  - Hold Factor: 7
  - Shine Factor: 5

**Design Styling – Volume**

- **Salt Mist**
  - 200 ml
  - Matte texture spray creates extra strength when blow-dried
  - Hold Factor: 6
  - Shine Factor: 2

- **Brilliant Gloss Spray**
  - 200 ml
  - Weightless spray to finish styled hair with extra shine
  - Hold Factor: 1
  - Shine Factor: 10

**Design Styling – Gloss**

- **Hair Beauty**
  - 30 Caps
  - Highly concentrated shine restoring serum that seals split ends
  - Single application capsule
  - Hold Factor: 1
  - Shine Factor: 9

- **Graphic Hairspray**
  - 200 ml
  - Firm hold non-aerosol with short drying time for structured styles
  - Hold Factor: 9
  - Shine Factor: 7
Design Styling - Fix

* Shaping Hairspray Super
  * 300 ml
  * Working hairspray with firm hold to design and shape the hair
  * Hold Factor: 10
  * Shine Factor: 6

Design Styling – Fix

* Society Hairspray Forte
  * 300 ml
  * Driest hairspray available
  * Resistant to humidity
  * Quick freeze
  * No build-up
  * Hold Factor: 6
  * Shine Factor: 6

Design Styling – Fix

* Society Hairspray Extra Forte
  * 300 ml
  * Strong & dry
  * Resistant to humidity
  * Quick freeze
  * No build-up
  * Hold Factor: 8
  * Shine Factor: 6

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