



DESIGN ESSENTIALS®

# Product Guide

## OUR STORY

For 35 years, Design Essentials has been more than just a hair care brand—we've been a trusted partner in your journey to confidence, beauty, and self-expression. Since our founding in 1990 by Cornell McBride Sr., our mission has remained steadfast: to create expertly crafted, high-quality products that empower professionals and inspire individuals to embrace their hair with pride.

Rooted in heritage, we honor the tradition, expertise, and innovation that has shaped our brand while continuously evolving to meet the needs of our community. From salons to homes, our legacy is woven into every curl, coil, wave, and strand. With over 80 thoughtfully formulated products infused with premium ingredients, we blend science with artistry to support all hair types and textures, ensuring that every individual has access to the best in hair care.

At the heart of Design Essentials is a deep appreciation for the professionals and hair enthusiasts who trust us every day.

Our commitment to community runs deeper than hair—it's about fostering connections, uplifting beauty professionals, and creating products that celebrate the uniqueness of every individual. Your passion fuels our purpose, and your dedication inspires us to continue delivering excellence.

As we celebrate 35 years, we look forward to the future with the same passion and dedication that started it all. Thank you for allowing us to be part of your journey. Here's to many more years of beautiful transformations.



2025

4

## UNDERSTANDING HAIR

7

## PROFESSIONAL ONLY SYSTEMS

26

## CLASSIC

52

## ALMOND & AVOCADO

67

## AGAVE & LAVENDER

74

## SCALP CARE

82

## AFRICAN CHÉBÉ

89

## COCONUT & MONOI

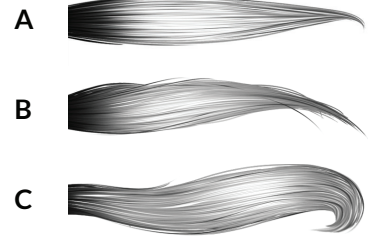
# UNDERSTANDING HAIR TYPE, TEXTURE & CONDITION

## Hair TYPE

Hair type is the method by which hair is classified by straight or curly patterns, hair strand thickness, and overall hair volume. While some may have one overall hair type, it is possible to have multiple or a combination of hair types.

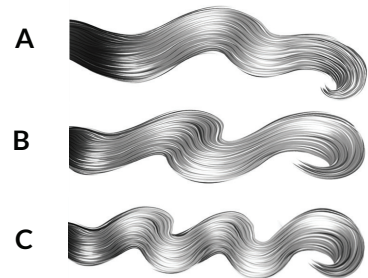
TYPE  
1

**Straight**



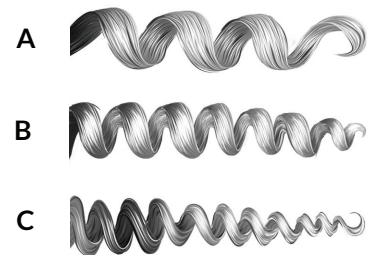
TYPE  
2

**Wavy**



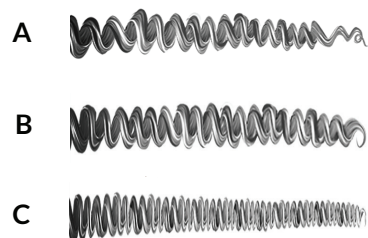
TYPE  
3

**Curly**



TYPE  
4

**Coily**





## Hair TEXTURE

Hair texture is defined by the circumference or diameter of a hair strand. Hair texture is also characterized as fine, medium or thick/coarse.

FINE HAIR has a small diameter, is usually fragile, requires less processing time than other hair types when using chemicals and can also be subject to damage when using those chemicals if used improperly.

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MEDIUM HAIR has a medium diameter and is the most universal texture and measure by which others are compared. Working with medium hair usually presents no difficulties during chemical processes and will produce consistent results.

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THICK/COARSE HAIR has a large diameter, is usually strong, more resistant and requires longer processing times when applying various chemicals.

## Hair CONDITION

Hair condition has been categorized as oily, normal, dry/brittle, or color treated.

NORMAL HAIR is defined as hair with normal porosity and elasticity. Hair with normal porosity has the ability to absorb moisture. When wet, normal hair also has the ability to stretch 50 percent and return to the same length without breaking. When performing chemical services on normal hair, the result will usually be consistent.

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OILY HAIR is the result of an overproduction of sebum, which is produced by the oil glands within the hair follicle. It can also be a result of shampooing the hair improperly.

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DRY/BRITTLE HAIR is a result of an underactive production of sebum by the oil glands within the hair follicle. Dry or brittle hair can also be a result of over shampooing the hair and removing the natural oils that are produced within the hair follicle, in addition to environmental factors such as living in a dry climate or being exposed to artificial dry heat. Dry/Brittle hair can also be overly porous, which is sometimes a result of chemical over-processing.

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COLOR TREATED hair strands have undergone a chemical treatment to change the hair's natural color. This could impact the strands' texture and type, thus resulting in a change in hair care regimen.

## Scalp CONDITION

Defined as the state of your scalp and skin on a regular basis. People may experience varying scalp conditions at different times in their hair care regimen or a combination of them. Being knowledgeable about the current condition of your scalp will allow you to choose the best products for consistently healthy hair.

DRY/ITCHY SKIN & SCALP is caused by the loss of natural moisture. With the loss of moisture, the foundation can become weakened, causing the skin on the scalp to dry out. It may crack, peel, become irritated, inflamed, and itch. It usually renders a dull, rough exterior and lacks elasticity.

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DRY/FLAKY SKIN & SCALP is characterized by dehydration in the most superficial layer of the skin. Dry skin accompanied by skin tightness and itching can often produce the minor appearance of whitish to yellowish-white flakes. These flakes can potentially mimic minor dandruff\*.

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NORMAL SKIN & SCALP has a balance of moisture. It has few, if any, visible imperfections and is usually not sensitive. This skin and scalp type promotes the most balanced hair and skin conditions. Hair usually appears healthy, has vibrant shine, and is easy to style and manage.

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COMBINATION SKIN & SCALP has areas of the skin and scalp that exhibit both dryness and oiliness. Treat specified areas according to the identifiable condition on skin or scalp.

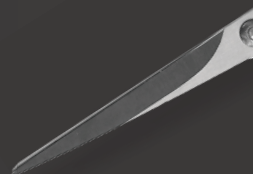
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OILY SKIN & SCALP is usually a result of overactive sebaceous glands (oil glands). Overproduction of sebum can be caused by hormonal imbalances and excessive use of products, which can cause a buildup on the hair and scalp. An excessively oily scalp can cause the hair to become limp and difficult to style.

\*Although "dandruff" is often referred to as a general term for scales shed from the scalp, there are a number of different and distinct causes of scalp scaling. It is recommended to seek professional medical assistance for any excessive skin and scalp flaking.

# D<sup>e</sup> PROFESSIONAL

Since the inception of Design Essentials®, our professional systems have provided stylists with reliable, healthy options to chemically alter hair. Our systems were designed to help your client achieve their desired wave, curl, coil or straight style without damage. From our Strengthening Thermal System to our world-class relaxers, each system is packed with nourishing ingredients to help your clients achieve amazing results.





**Restore  
Vitamin Treatment**



**Calm  
Soothing Scalp  
Protection**



**Regular Conditioning  
Relaxer with Olive Oil  
& Shea Butter**



**Honey Nectar  
Time Release Regular  
Relaxer**



**Sensitive Scalp  
Relaxer System**



**Milk & Honey  
Neutralizing  
Conditioning Shampoo**



**Milk & Honey  
6-N-1 Reconstructive  
Conditioner**



**STS Express  
Sulfate-Free Shampoo**



**STS Express  
Smoothing Mousse**



**STS Express  
Damage Recovery  
Anti-Breakage Treatment**



**STS Express  
Thermal Therapy  
Leave-In Sealant**



**Wave by Design  
Professional Strength  
Rearranger**



**Wave by Design  
Moisture Wrap  
Permanent Wave  
Booster**



**Wave by Design  
Wave Lock Conditioning  
Neutralizer**



**Wave by Design  
Define & Shine 2-N-1  
Dry Finishing Lotion**



**Wave by Design  
Mist & Shine  
Dry Finishing Spray**

# RELAXER SYSTEM

## RESTORE VITAMIN TREATMENT

8FL OZ

Design Essentials® Restore Vitamin Treatment, enhanced with HydraStrength Vitamin & Protein Complex, instantly penetrates the hair shaft, fills and smooths the cuticles and restores hair strength from the inside out.



### BENEFITS

- Rich blend of conditioners, vitamins, minerals and proteins provides triple conditioning protection: before, during and after chemical service
- Visibly fortifies hair leaving it smoother, softer and more manageable
- Prevents breakage and protects against damage of over-processed or stressed hair

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          | •                | •            | •             | •             |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          | •                | •            | •             | •             |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Deionized Water, Glycerin, Polyquaternium-7, Coco-Glucoside, Glyceryl Oleate, Cetrimonium Chloride, Bis-(Isostearoyl/Oleoyl Isopropyl) Dimonium Methosulfate, PEG-12 Dimethicone, Tocopheryl Acetate, Hydroxypropyltrimonium Honey, Biotin, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Hydroxyethylcellulose, Panthenol, Hydrolyzed Wheat Protein, Hydrolyzed Milk Protein, Ascorbic Acid, Fragrance, Benzyl Benzoate, Coumarin, Eugenol, Geraniol, Limonene

### KEY INGREDIENTS

- HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX nourishes, moisturizes and strengthens the structure of the hair

### USAGE INSTRUCTIONS

#### Pre-Chemical Directions

1. Part hair into four sections.
2. Generously apply Restore Vitamin Treatment to previously chemically treated hair.
3. Comb through for even distribution and DO NOT RINSE.
4. Follow up with Calm Soothing Scalp Protection before applying chemical to new growth.

#### Pre-Conditioning or Conditioning Treatment

1. After shampooing, towel blot and apply Restore Vitamin Treatment generously to damp hair.
2. Comb through for even distribution.
3. Allow to process up to 15 minutes (dryer optional) with a plastic cap.
4. Rinse, then proceed to condition with your favorite Design Essentials® conditioner of choice.

NOTE: If the client is receiving a virgin application, do not apply the Restore to the hair shaft before the relaxer application. Instead, you may add it to the Milk & Honey 6-N-1 Reconstructive Conditioner at the end of the service.

## RELAXER SYSTEM

### CALM SOOTHING SCALP PROTECTION

32FL OZ

An enhanced gel-like formula used as a base to protect the scalp from irritation during the chemical application process.



## BENEFITS

- Lightweight jelly formula allows for easy application
- Ideal for use on sensitive scalps and in conjunction with any chemical process
- Leaves hair unbelievably soft and manageable

| pH:<br>5.5-6.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- MENTHOL & ALOE BLEND provides aromatherapeutic soothing to the scalp
- VITAMIN E & SHEA BUTTER moisturizes the scalp and reduces itching

## USAGE INSTRUCTIONS

1. Part hair into four quadrants.
2. Apply Calm to the scalp using ¼-inch sections, parting throughout the head.
3. Repeat until you have completely covered the scalp.

NOTE: Applicator tip is pre-cut and measured.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Paraffinum Liquidum/Mineral Oil/Huile Minerale, Ethylene/Propylene/Styrene Copolymer, Butylene/Ethylene/Styrene Copolymer, Butyrospermum Parki (Shea Butter), Isopropyl Myristate, Aloe Barbadensis Leaf (Aloe Vera) Oil, Tocopheryl Acetate (Vitamin E), Menthol, Parfum/Fragrance, CI 60725/Violet 2



# RELAXER SYSTEM

## REGULAR CONDITIONING RELAXER WITH OLIVE OIL & SHEA BUTTER 64OZ | 4LB

A sodium hydroxide relaxer that conditions and strengthens while straightening medium to thick or coarse hair textures. Low to normal porosity. 2.2% sodium hydroxide.



### BENEFITS

- **Straightens evenly and rinses quickly**
- **Creamy consistency allows for easy application and conditioning buffers reduce irritation**
- **Improves hair manageability and leaves it smooth, silky, lustrous and healthy**

| pH:<br>11.5-13.5 |               | HAIR TYPE        |              |               |               |
|------------------|---------------|------------------|--------------|---------------|---------------|
|                  |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE          | Fine          |                  |              |               |               |
|                  | Medium        |                  |              | •             | •             |
|                  | Coarse        |                  |              | •             | •             |
| CONDITION        | Oily          |                  |              | •             | •             |
|                  | Normal        |                  |              | •             | •             |
|                  | Dry           |                  |              |               |               |
|                  | Color Treated |                  |              |               |               |

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

Deionized Water, White Petrolatum, White Mineral Oil, Propylene Glycol, Cetearyl Alcohol, Polysorbate-60, Sodium Hydroxide, Laneth-15, PEG-75 Lanolin, Hydrolyzed Collagen, Butyrospermum Parkii (Shea Butter), Olea Europaea (Olive) Fruit Oil

### KEY INGREDIENTS

- **OLIVE OIL** moisturizes and protects scalp during relaxer process
- **SHEA BUTTER** moisturizes and improves hair health from the inside out
- **HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX** nourishes, moisturizes and strengthens the structure of the hair

### USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and **DO NOT RINSE**.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Wearing protective gloves, apply relaxer ⅛ inch from scalp, on new growth.
5. Repeat process until entire head is covered.
6. After application, begin smoothing area where first applied, working in same direction as initial application.

### TIMING BY TEXTURE:

Medium 14 minutes  
Thick/Coarse 18 minutes

NOTE: No relaxer application should exceed 20 minutes total processing time.

# RELAXER SYSTEM

## HONEY NECTAR TIME RELEASE

### REGULAR RELAXER 64OZ | 4LB

A sodium hydroxide relaxer that allows more time for application while conditioning, strengthening and straightening all hair textures. Low, normal or high porosity. 2.0% sodium hydroxide.



## BENEFITS

- Sodium hydroxide is released in increments, allowing more time for application while conditioning
- Conditioning buffers reduce irritation
- Improves hair manageability and leaves hair smooth, silky, lustrous, and healthy

| pH:<br>11.5-13.5 |               | HAIR TYPE        |              |               |               |
|------------------|---------------|------------------|--------------|---------------|---------------|
|                  |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE          | Fine          |                  | •            | •             | •             |
|                  | Medium        |                  | •            | •             | •             |
|                  | Coarse        |                  | •            | •             | •             |
| CONDITION        | Oily          |                  | •            | •             | •             |
|                  | Normal        |                  | •            | •             | •             |
|                  | Dry           |                  |              |               |               |
|                  | Color Treated |                  |              |               |               |

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Deionized Water, White Petrolatum, White Mineral Oil, Cetearyl Alcohol, Polysorbate-60, Propylene Glycol, Sodium Hydroxide, Laneth-15, PEG-75 Lanolin, Hydrolyzed Collagen, Hydroxypropyltrimonium Honey

## KEY INGREDIENTS

- HONEY NECTAR moisturizes, adds shine, and improves overall hair health

## USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Wearing protective gloves, apply relaxer ⅛-inch from scalp, on new growth.
5. Repeat process until entire head is covered.
6. After application, begin smoothing area where first applied, working in same direction as initial application.

## TIMING BY TEXTURE:

Fine 14 minutes  
Medium 16 minutes  
Thick/Coarse 20 minutes

NOTE: No relaxer application should exceed 20 minutes total processing time.



# RELAXER SYSTEM

## SENSITIVE SCALP RELAXER SYSTEM

8 APPS | 20 APPS

A conditioning relaxer designed to straighten the hair of clients with special scalp needs without irritation or discomfort. Ideal for hair with low to normal porosity and medium to thick or coarse textures.



### BENEFITS

- Easy mixing and rinsing
- Straightens evenly and conditions during the chemical service
- Conditioning agents provide less irritation than sodium hydroxide relaxers

| pH:<br>11.5-12.5 |               | HAIR TYPE        |              |               |               |
|------------------|---------------|------------------|--------------|---------------|---------------|
|                  |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE          | Fine          |                  |              |               |               |
|                  | Medium        |                  |              | •             | •             |
|                  | Coarse        |                  |              | •             | •             |
| CONDITION        | Oily          |                  |              | •             | •             |
|                  | Normal        |                  |              | •             | •             |
|                  | Dry           |                  |              |               |               |
|                  | Color Treated |                  |              | •             | •             |

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

**Relaxer:** Deionized Water, White Petrolatum, Paraffinum Liquidum, Cetearyl Alcohol, Polysorbate-60, Calcium Hydroxide, Propylene Glycol, Cetareth-20, PEG-75 Lanolin, Olea Europaea (Olive) Fruit Oil Butyrospermum Parkii (Shea) Butter

**Liquid Activator:** Deionized Water, Guanidine Carbonate, Hydroxypropyl Guar, Yellow #5

### USAGE INSTRUCTIONS

1. Separate the hair into four sections.
2. Apply Restore Vitamin Treatment to previously chemically treated hair, comb through for even distribution and DO NOT RINSE.
3. Apply Calm Soothing Scalp Protection to the scalp using ¼-inch sections, parting throughout the head.
4. Mix 30ml (1.014 oz.) Liquid Activator (Part B) into Sensitive Scalp Relaxer (Part A) thoroughly.
5. Wearing protective gloves, apply relaxer ⅛ inch from scalp, on new growth.
6. Repeat process until entire head is covered.
7. After application, begin smoothing area where first applied, working in same direction as initial application.

### TIMING BY TEXTURE:

Medium 18 minutes  
Thick/Coarse 20 minutes

Note: All relaxer applications should not exceed 20 minutes for total processing. After the Liquid Activator (Part B) has been combined with the Sensitive Scalp Relaxer (Part A), it must be used within 24 hours and be discarded thereafter. No relaxer application should exceed 20 minutes total processing time.

# RELAXER SYSTEM

## MILK & HONEY NEUTRALIZING CONDITIONING SHAMPOO 32FL OZ | GALLON

A high-performance formula enhanced with HydraStrength Vitamin & Protein Complex developed to neutralize and condition hair after straightening.



### BENEFITS

- Neutralizes hair and restores to normal resting pH
- Color indicator ensures that all residual relaxer is removed
- Replenishes hair with vitamins and minerals

| pH:<br>5.5-6.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

### INGREDIENTS

Deionized Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Polyquaternium-7, Glycerin, Cocamide MEA, Citric Acid, Aloe Barbadensis (Aloe) Vera, Hydroxypropyltrimonium Honey, Hydrolyzed Keratin, Hydrolyzed Milk Protein, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Polyquaternium-10, PEG-12 Dimethicone, Disodium EDTA, Phenolsulfonphthalein, Panthenol, Ascorbic Acid, Biotin, Fragrance, Limonene

### KEY INGREDIENTS

- MILK PROTEIN strengthens hair shaft
- HONEY restores moisture and natural shine

### USAGE INSTRUCTIONS

1. Rinse relaxer thoroughly.
2. Apply a quarter-size amount of Milk & Honey Neutralizing Conditioning Shampoo onto palm of hand and emulsify.
3. Apply to hair and lather.
4. Rinse thoroughly.
5. Repeat until the lather is white (indicating total cleansing) versus pink (indicating that residual relaxer remains).
6. Rinse thoroughly.
7. Follow by conditioning with Milk & Honey 6-N-1 Reconstructive Conditioner.

Note: Continue to shampoo the hair until the lather is white, which indicates total cleansing. Ensure all relaxer is removed from the hair to prevent over-processing.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# RELAXER SYSTEM

## MILK & HONEY 6-N-1

### RECONSTRUCTIVE CONDITIONER 32OZ

Enhanced with HydraStrength Vitamin & Protein Complex. Should be used following a chemical service such as a relaxer, permanent wave or body wave, or on damaged hair to help with hair restoration and maximum manageability.



## BENEFITS

- **Strengthens the hair strand by filling in broken hair fibers: prevents and protects against breakage**
- **Moisturizes, softens, detangles, and evens porosity**
- **Seals the cuticles and restores hair to normal pH level**
- **Locks in moisture to refortify the hair and magnify shine**
- **Creates resilient hair with voluminous body**

| pH:<br>4.5-5.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Paraffinum Liquidum, Polyquaternium-7, Glycol Distearate, Behentrimonium Chloride, C13-15 Alkane, Polydimethylsiloxane Hydroxy-Terminated, Quaternium-80, Hydrolyzed Milk Protein, Hydroxypropyltrimonium Honey, PEG-12 Dimethicone, Retinyl Palmitate, Asorbic Acid, Biotin, Hydrolyzed Collagen, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Dimethicone, Laureth-4, Laureth-23, DL-Alpha-Tocopheryl Acetate, Fragrance, Benzyl Benzoate, Coumarin, Eugenol, Geraniol, Limonene















## KEY INGREDIENTS

- MILK PROTEIN strengthens hair shaft
- HONEY provides deep moisture and sheen
- HYDRASTRENGTH VITAMIN & PROTEIN COMPLEX is a proprietary blend of protein and botanical ingredients designed to nourish, moisturize and strengthen the structure of the hair

## USAGE INSTRUCTIONS

1. Shampoo hair and towel blot.
2. Massage onto hair and scalp.
3. Comb through (with a wide-tooth comb) to the ends.
4. Process with or without heat.
  - a. Normal/After a relaxer: 10 minutes
  - b. Dull/Dry/Brittle: 20 minutes
5. Rinse and style.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

| Relaxer Selection Guide  |   | RELAXERS  |   |   |
|--|---|---|---|---|
|  |   | Time Release  | Sensitive Scalp   | Regular   |
| <b>Porosity</b><br>Measures hair's ability to absorb chemicals | <b>HIGH</b><br>Absorbs chemicals quickly            |  |   |   |
|  | <b>NORMAL</b><br>Absorbs chemicals at a normal rate |  |  |  |
|  | <b>LOW</b><br>Absorbs chemicals slowly              |  |  |  |
| <b>Texture</b><br>Measures size and shape of the hair strand   | <b>FINE</b><br>Small, thin hair strand              |  |   |   |
|  | <b>MEDIUM</b><br>Medium/Normal size hair strand     |  |  |  |
|  | <b>THICK/COARSE</b><br>Large/Thick hair strand      |  |  |  |
| <b>Relaxer Timing Guide</b>                                    | <b>FINE</b>   | 14 min.   |   |   |
|  | <b>MEDIUM</b>                                       | 16 min.   | 18 min.   | 14 min.   |
|  | <b>THICK/COARSE</b>                                 | 20 min.   | 20 min.   | 10 min.   |
|  |   | Do not exceed maximum processing time of 20 minutes                               |   |   |

- Always apply protective treatments prior to relaxer application to prevent chemical damage.
- It is important to apply the relaxer to the new growth area only.
- Apply relaxer 1/8 inch from scalp to ensure minimum irritation.
- Please follow recommended selection and timing guide for relaxer and hair textures.



- To maintain volume, elasticity and integrity of hair, relax hair only 65% - 75% straight.

# STS EXPRESS SMOOTHING SYSTEM

## SULFATE-FREE SHAMPOO—STEP 1

16FL OZ

A gentle cleanser that removes impurities from the hair and scalp without stripping essential oils and nutrients from the hair. Infused with biotin, this nourishing shampoo prepares the hair to absorb additional moisture and nutrients from Design Essentials® STS EXPRESS Smoothing and Strengthening treatments.



## BENEFITS

- Gently cleanses and removes impurities from the hair and scalp
- Protects color-treated, natural and fine hair textures
- Can be used with any Design Essentials® conditioner

| pH:<br>4.0-5.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Maltodextrin/VP Copolymer, PEG-12 Dimethicone, Cetrimonium Chloride, Methyl Gluceth-10, Silanetriol, Panthenol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glyoxyloyl Carbocysteine, Glyoxyloyl Keratin Amino Acids, Fragrance, Limonene, Linalool, Benzyl Benzoate, Citronellol, Hexyl Cinnamic Aldehyde, Geraniol

## KEY INGREDIENTS

- BIOTIN is an essential vitamin that promotes healthy, strong hair

## USAGE INSTRUCTIONS

*When used as a cleansing shampoo:*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
2. Follow with any Design Essentials® conditioner depending on hair type and hair needs.

*When used within the STS EXPRESS Smoothing System:*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
2. Treat hair with STS EXPRESS Smoothing Mousse. See the back label of STS EXPRESS Smoothing Mousse for detailed instructions.
3. Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.
4. Blow dry hair from roots to ends until completely dry and style as desired.

*When used within STS EXPRESS Strengthening Treatment:*

1. Shampoo hair with STS EXPRESS Sulfate-Free Shampoo. Repeat 2-3 times.
2. Treat hair with STS EXPRESS Damage Recovery Anti-Breakage Treatment. For optimal results, part hair into four quadrants. Spray the treatment evenly throughout each quadrant. DO NOT SATURATE.
3. Spray the STS EXPRESS Thermal Therapy Leave-In Sealant throughout hair to remove any residue and seal in treatment.

# STS EXPRESS SMOOTHING SYSTEM

## SMOOTHING MOUSSE—STEP 2

8FL OZ

Amino-acid infused thermal therapy smoothing treatment designed to temporarily straighten and smooth frizzy, curly, multi-textured or transitioning hair for up to 12 weeks.



### BENEFITS

- Strengthens hair from root to tip and delivers anti-swelling/reversion properties
- Imparts long-lasting frizz-free smoothing with radiant shine
- Designed for clients seeking an alternative to chemical straighteners
- No formaldehyde or formaldehyde derivatives

| pH:<br>1.0-2.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  | •            | •             | •             |
|                | Medium        |                  | •            | •             | •             |
|                | Coarse        |                  | •            | •             | •             |
| CONDITION      | Oily          |                  | •            | •             | •             |
|                | Normal        |                  | •            | •             | •             |
|                | Dry           |                  | •            | •             | •             |
|                | Color Treated |                  | •            | •             | •             |

Warning: You must follow directions carefully to avoid hair loss and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glyoxyloyl Carbocysteine/Glyoxyloyl Keratin Amino Acids, Cetrimeronium Chloride, Silanetriol (and) Panthenol, Pentylene Glycol/1, 3 Propanediol/Ethylhexylglycerin/Caprylyl Glycol/Chlorphenesin, Hydrolyzed Silk, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Fragrance/Parfum, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool

### KEY INGREDIENTS

- SILK PROTEINS nourish and help repair the hair throughout the smoothing process

### USAGE INSTRUCTIONS

1. After shampooing, towel-blot hair, detangle, then part hair into 4 sections.
2. Wearing gloves, take ½-inch partings and apply 1-2 pumps of Smoothing Mousse at roots and comb through. DO NOT RINSE OR SHAMPOO.
3. After full head application is complete, cover with plastic cap and allow treatment to sit for 15 minutes.

Note: A full head application should not exceed 2 oz. of product. Coat hair, but do not over saturate.

#### Client Presentation

- Naturally curly/coiled hair with significant swelling.
- Hair is difficult to detangle and style.

#### Desire

- A straight hairstyle resistant to reversion from perspiration and humidity.

#### Results

- Silky smooth, shiny hair and significantly less styling time each day.
- Reversion-resistant style lasting up to 12 weeks.



# STS EXPRESS SMOOTHING SYSTEM

## DAMAGE RECOVERY ANTI-BREAKAGE TREATMENT—STEP 2 8FL OZ

A thermal therapy damage repair treatment designed to strengthen, treat and repair chemically processed, weakened or damaged hair. Infused with a blend of keratin amino acids and proteins that reduces frizz while leaving hair defined, full, and shiny.



### BENEFITS

- Helps transform weak, damaged hair to longer, stronger, healthier hair
- Adds body, fullness and bounce with one use
- With regular use: minimizes split ends, breaking and shedding and adds intense shine

| pH:<br>7.5-8.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        |                  |              |               |               |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

Warning: You must follow directions carefully to avoid hair loss and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

Deionized Water, Glycerin, Maltodextrin/VP Copolymer, PEG-12 Dimethicone, Cetrimonium Chloride, Methyl Gluceth-10, Silanetriol, Panthenol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glyoxyloyl Carbocysteine, Glyoxyloyl Keratin Amino Acids, Fragrance, Limonene, Linalool, Benzyl Benzoate, Citronellol, Hexyl Cinnamic Aldehyde, Geraniol

### KEY INGREDIENTS

- KERATIN AMINO ACIDS & PROTEIN smooth and strengthen

### USAGE INSTRUCTIONS

*Breakage Treatment*

1. For optimal results, part hair into four quadrants.
2. Spray treatment evenly throughout each quadrant. DO NOT SATURATE. Follow with Thermal Therapy Leave-In Sealant.

Note: Not for curly styles.

*This treatment can be used for the following hair conditions:*

- Breaking, shedding, split ends
- Weak, thinning hair
- Chemically over-processed hair
- Thirsty, dry, brittle hair

*After one use, your client can experience:*

- Smooth, radiantly shiny hair
- Stronger, more resilient hair strands
- Body, fullness and movement
- Immediate reversal of the cycle of hair breakage

*With ongoing use, your client can experience:*

- Minimal split ends
- Significant increase in strength and resilience of hair
- Intense and radiant shine

# STS EXPRESS SMOOTHING SYSTEM

## THERMAL THERAPY LEAVE-IN SEALANT—STEP 3

8FL OZ

An intensely moisturizing leave-in conditioner designed to restore moisture balance to hair while providing long-lasting protection against heat styling and environmental damage. Infused with antioxidants and botanicals that work synergistically with the full STS treatment.



### BENEFITS

- **Seals the cuticle for a soft, shiny finish**
- **Promotes stronger, healthier hair with anti-frizz protection and long-lasting shine**
- **Designed for all hair types**

| pH:<br>4.5-5.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Cetrimonium Chloride, Maltodextrin/VP Copolymer, Methyl Gluceth-10, PEG-12 Dimethicone, Silanetriol (and) Panthenol, Pentylene Glycol/1, 3 Propanediol/Ethylhexylglycerin/Caprylyl Glycol/Chlorphenesin, Glyoxyloyl Carboxycysteine/Glyoxyloyl/Keratin Amino Acids, Fragrance/Parfum, Citral, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool

### KEY INGREDIENTS

- **ANTIOXIDANTS & BOTANICALS** promote strong, full hair

### USAGE INSTRUCTIONS

1. After treating with Smoothing Mousse or Damage Recovery Anti-Breakage Treatment, spray sealant throughout hair to remove any residue and seal in treatment.
2. Taking manageable subsections, starting at the back, blow-dry hair from root to ends until completely dry using a paddle brush.
3. Taking 1/8-inch partings, flat iron hair using a temperature-controlled iron, passing 1 to 2 times from root to ends at 340°F to 400°F. Lower temperature recommended for fine, fragile or color-treated hair.

Warning: You must follow directions carefully to avoid hair loss and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.



# WAVE BY DESIGN

## PROFESSIONAL STRENGTH

### REARRANGER 2LBS

An ammonium thioglycolate multi-purpose straightener.  
(Step 1 of 3 in the Permanent Wave System.)



## BENEFITS

- Gently relaxes the hair's natural curl pattern
- Single strength formula that can work on all textures
- Enriched with moisturizers to ensure hair is well conditioned

| pH:<br>9.4-9.6 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  | •            | •             | •             |
|                | Medium        |                  | •            | •             | •             |
|                | Coarse        |                  | •            | •             | •             |
| CONDITION      | Oily          |                  | •            | •             | •             |
|                | Normal        |                  | •            | •             | •             |
|                | Dry           |                  |              |               |               |
|                | Color Treated |                  | •            | •             | •             |

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Cetearyl Alcohol, Paraffinum Liquidum/Mineral Oil/Huile Minerale, Ammonium Thioglycolate, Glycerin, Glyceryl Stearate SE, Cetyl Alcohol, Ceteareth-20, Monoethanolamine, Polysorbate-60, Fragrance (Parfum), Hydrolyzed Collagen, Tetrasodium EDTA, Sodium Lauryl Sulfate, Benzyl Benzoate, Coumarin

## USAGE INSTRUCTIONS

1. Gently shampoo the hair with Oat Protein & Henna Shampoo to remove dirt and residue from the hair and scalp (only shampoo once, and DO NOT scratch or irritate the scalp as this may cause irritation during processing). Apply Calm Soothing Scalp Protection around the hairline to protect the skin.
2. Apply Restore Vitamin Treatment on previously curled hair up to the line of demarcation. For new growth application only.
3. Section the hair into 4 sections and then apply Professional Strength Rearranger to new growth or to virgin hair. Make sure that each strand of new growth or virgin hair is thoroughly saturated.
4. Allow Rearranger to remain on the hair for 10 minutes. If the desired relaxation has not been achieved, check the hair every 5 minutes until the hair has been evenly straightened. (Do not exceed 20 minutes total. A plastic cap may be used during processing).
5. Rinse hair thoroughly with tepid water until hair is free of all chemical residue.
6. Shampoo hair lightly with Honey Crème Moisture Retention Shampoo (only shampoo once).

*For Curls:* Section hair in preparation for rodding with Moisture Wrap Wave Booster

*For Straight Style:* Follow with Wave Lock Conditioning Neutralizer

# WAVE BY DESIGN

## MOISTURE WRAP

### PERMANENT WAVE BOOSTER 16FL OZ

Moisture Wrap Permanent Wave Booster is an ammonium thioglycolate formula designed to soften the bonds of the hair to allow the desired configuration of the permanent wave to be achieved. (Step 2 of 3 in the Permanent Wave System.)



## BENEFITS

- Single maximum strength formula works on all hair textures
- Enriched with moisturizers and light oils to alleviate dryness during the chemical process
- Leaves hair soft, manageable, and silky with radiant shine

| pH:<br>9.3-9.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           |                  |              |               |               |
|                | Color Treated | •                | •            | •             | •             |

## USAGE INSTRUCTIONS

1. Apply Moisture Wrap Permanent Wave Booster to the base of the hair shaft
2. Block the hair and wrap in the desired pattern.
3. Cover hair with a plastic cap and process for 10 minutes. Check "S" pattern. If "S" pattern is not as desired, replace plastic cap, and check "S" pattern every 5 minutes until desired result is achieved.
4. Follow with Wave Lock Conditioning Neutralizer.

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Paraffinum Liquidum/Mineral Oil/Huile Minerale, Ammonium Thioglycolate, Glycerin, Cetearyl Alcohol, Monoethanolamine, Glyceryl Stearate SE, Cetyl Alcohol, Polysorbate-60, Ceteareth-20, Fragrance (Parfum), Quaternium-75, Tetrasodium EDTA, Hydrolyzed Collagen, Benzyl Benzoate, Coumarin

# WAVE BY DESIGN

## WAVE LOCK

### CONDITIONING NEUTRALIZER 32FL OZ

An advanced formula that locks waves in desired pattern in only 3-5 minutes. A unique blend of conditioners strengthen the hair shaft while restructuring, leaving the hair shiny and manageable. (Step 3 of 3 in the Permanent Wave System.)



## BENEFITS

- Conditions and strengthens while restructuring the hair
- Provides longevity and lasting results
- Non-bleaching
- Leaves the hair bouncy, soft and extremely shiny

| pH:<br>8.3-9.3 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           |                  |              |               |               |
|                | Color Treated | •                | •            | •             | •             |

## INGREDIENTS

Aqua/Water/Eau, Sodium, Bromate, PEG-40 Castor Oil, Polyquaternium-10, Hydroxyethyl Cellulose, Disodium Phosphate, Parfum/Fragrance, Polysorbate 20, CI 42090/Blue 1, CI 19140/Yellow 5

## USAGE INSTRUCTIONS

1. Thoroughly rinse Moisture Wrap Permanent Wave Booster from hair.
2. Place cotton strip around client's hair line and saturate each rod with Wave Lock Conditioning Neutralizer.
3. Place a plastic cap over client's head and process 3-5 minutes. Do not use hair dryer.
4. Rinse rods with tepid water and towel blot.
5. Remove rods and rinse hair again.
6. Apply Milk & Honey 6-N-1 Reconstructive Conditioner and process at room temperature for 10 minutes. Plastic cap optional.
7. Rinse thoroughly.
8. Apply Define & Shine 2-N-1 Dry Finishing Lotion and Mist & Shine Dry Finishing Spray to further moisturize and condition.

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss and eye injury. Do not use if scalp is irritated or injured. If Wave Lock Conditioning Neutralizer gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep out of reach of children.

# WAVE BY DESIGN

## DEFINE & SHINE 2-N-1 DRY FINISHING LOTION 8FL OZ | 16FL OZ

A 2-in-1 dual action formula that energizes curls and waves with body and shine all at once. Designed with humectants and conditioners to revitalize hair creating a light, clean, and shiny finish.



### BENEFITS

- Revitalizes and refreshes curls and waves, imparting body and shine
- Moisturizes and softens permanent waves and textured styles
- Prevents breakage and increases elasticity
- Conditions and detangles hair

| pH:<br>4.5-5.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             |                  | •            | •             | •             |
|                | Medium           |                  | •            | •             | •             |
|                | Coarse           |                  | •            | •             | •             |
| CONDITION      | Oily             |                  | •            | •             | •             |
|                | Normal           |                  | •            | •             | •             |
|                | Dry              |                  | •            | •             | •             |
|                | Color<br>Treated |                  | •            | •             | •             |

### USAGE INSTRUCTIONS

1. Apply Define & Shine 2-N-1 Dry Finishing Lotion into palm of hand and emulsify.
2. Distribute the lotion evenly throughout the hair and style as desired.
3. For extra shine and softness, follow with Mist & Shine Dry Finishing Spray.
4. Reapply both daily as needed.

Warning: You must follow directions carefully to avoid skin and scalp burns, hair loss, and eye injury. Do not use if scalp is irritated or injured. If product gets into eyes, rinse out immediately and consult a physician. For external use only. If swallowed, consult a physician. Keep hair away from open flame or any source of ignition. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Glycerin, Propylene Glycol, Acetamide MEA, Cetearyl Alcohol, Ceteareth-20, Stearalkonium Chloride, Paraffin, Polyquaternium-11, PPG-15 Stearyl Ether, Dimethicone, Cetyl Alcohol, Hydrolyzed Collagen, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Behentrimonium Methosulfate, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Parfum/Fragrance

## WAVE BY DESIGN

# MIST & SHINE DRY FINISHING SPRAY

8FL OZ

A lightweight daily moisturizing spray created with humectants and conditioners to add natural shine while leaving curls and waves soft and voluminous.



## BENEFITS

- Maintains the proper moisture balance for permanent waves and dry wave systems
- Softens and moisturizes curls, permanent waves, textured styles and natural hair
- Leaves hair shiny and extremely manageable

| pH:<br>4.5-5.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             |                  | •            | •             | •             |
|                | Medium           |                  | •            | •             | •             |
|                | Coarse           |                  | •            | •             | •             |
| CONDITION      | Oily             |                  | •            | •             | •             |
|                | Normal           |                  | •            | •             | •             |
|                | Dry              |                  | •            | •             | •             |
|                | Color<br>Treated |                  | •            | •             | •             |

## USAGE INSTRUCTIONS

1. Mist the hair evenly and gently massage throughout hair.
2. Style as desired.
3. For added curl or wave definition, use with Define & Shine 2-N-1 Dry Finishing Lotion.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Propylene Glycol, Methyl Gluceth-10, PEG-12 Dimethicone, Acetamide MEA, Silk Amino Acids, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Polysorbate-20, DL Panthenol, Fragrance, Benzyl Benzoate, Coumarin, Amyl Cinnamal, Linalool



**DESIGN ESSENTIALS®**

Our Classic Collection is filled with a variety of hair care solutions created to cleanse, condition, style and treat any and all hair types. Featuring nourishing ingredients from rosemary mint to oat protein, our premiere collection was formulated to revitalize hair from the inside out.







**Oat Protein & Henna  
Deep Cleansing Shampoo**



**Honey Crème Moisture  
Retention Super Detangling  
Conditioning Shampoo**



**Rosemary & Mint  
Super Moisturizing  
Shampoo**



**Peppermint & Aloe  
Soothing Scalp Care  
Shampoo**



**Almond Butter Express  
Instant Moisturizing  
Conditioner**



**Rosemary & Mint  
Stimulating Super  
Moisturizing Conditioner**



**Peppermint & Aloe  
Soothing Scalp  
Care Conditioner**



**Oat Protein & Henna  
Strengthening  
Conditioner**



**Honey Crème  
Moisture Retention  
Masque**



**Bamboo & Silk HCO  
Leave-in Conditioner**



**Kukui & Coconut  
Hydrating Leave-In  
Conditioner**



**Peppermint & Aloe  
Soothing Scalp Tonic**



**Peppermint & Aloe  
Soothing Scalp Care  
Treatment**



**Compositions  
Foaming Wrap Lotion**



**Contours Protein  
Styling Gel**



**Loc & Braid  
Styling Gel**



**Silk Essentials  
Thermal Strengthening  
Serum**



**Herbal Complex 4  
Hair + Scalp  
Treatment**



**Botanical Oils  
Hair and Body  
Moisturizer**



**Sleek/Sleek Max  
Edge Control**



**Formations  
Finishing Spritz**



**Reflections  
Liquid Shine Spray**



**Quick Dry  
Spritz**



**Diamonds  
Oil Sheen Spray**

# CLEANSE

## OAT PROTEIN & HENNA

### DEEP CLEANSING SHAMPOO

12FL OZ | 34FL OZ | GALLON

A volumizing shampoo that deeply cleanses, leaving hair light, bouncy and lustrous. A natural blend of botanicals moisturize and smooth the hair shaft, while oat protein and henna strengthen hair strands from the inside out.



## BENEFITS

- Deep cleansing removes buildup and residue, promoting scalp health
- Gentle formula for daily or weekly cleansing is perfect for all hair types
- Adds volume to fine, thinning or limp hair

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          | •                | •            | •             | •             |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          | •                | •            | •             | •             |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- HYDROLYZED OAT PROTEIN is a natural humectant proven to condition and increase hydration
- HENNA adds volume, shine and strength to the hair, making it more resilient to damage and breakage
- CHAMOMILE soothes the scalp and enhances hair's softness

## USAGE INSTRUCTIONS

1. Apply a quarter-size amount of shampoo onto palm of hand and emulsify.
2. Apply to wet hair and lather.
3. Rinse thoroughly, and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium Lauryl Sulfate, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Lauramide MEA, Glycol Distearate, Hydrolyzed Oat Protein, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glycerin, Calendula Officinalis Flower Extract, Hydrastis Canadensis Root Extract, Lawsonia Inermis Extract, Equisetum Hiemale Extract, Chamomilla Recutita Extract, Saponaria Officinalis Leaf Extract, Prunus Serotina Bar, Polyquaternium-10, Fragrance



## CLEANSE

# HONEY CRÈME MOISTURE RETENTION SUPER DETANGLING CONDITIONING SHAMPOO

12FL OZ | 34FL OZ | GALLON

A moisture-preserving quick-lather detangling shampoo that cleanses and restores moisture, leaving hair extremely soft, manageable, and hydrated.



## BENEFITS

- Quickly softens, detangles and smooths hair cuticle
- Gentle, non-stripping formula can be used daily
- Sulfate-free

| pH:<br>6.0-7.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- HONEY is a natural humectant, that helps attract and retain moisture while keeping the hair hydrated, soft and smooth

## USAGE INSTRUCTIONS

1. Apply a quarter-size amount of shampoo onto palm of hand and emulsify.
2. Apply to wet hair and lather.
3. Rinse thoroughly, and repeat as necessary.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Polyquaternium-7, Cocamide MEA, Propanediol, Hydroxypropyltrimonium Honey, Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glycol Distearate, FDC Yellow #5 Powder, DC Orange #4, Fragrance

## CLEANSE

# ROSEMARY & MINT STIMULATING SUPER MOISTURIZING SHAMPOO 12.9FL OZ | 32FL OZ

This stimulating shampoo quickly penetrates and revitalizes the driest hair and scalp conditions. It calms the senses with aromatherapeutic peppermint, while rosemary purifies and restores hair, leaving it soft and manageable.



## BENEFITS

- **Invigorates and refreshes the scalp**
- **Deeply cleanses without stripping moisture**
- **Strengthens strands to reduce breakage**
- **Free from sulfates and parabens**

| pH:<br>6.0-7.0 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             |                  |              |               |               |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- ROSEMARY LEAF invigorates the scalp and enhances shine
- PEPPERMINT OIL soothes the scalp and leaves hair feeling refreshed
- SUNFLOWER SEED OIL smooths and softens hair while adding a natural shine

## USAGE INSTRUCTIONS

1. Wet hairy.
2. Apply shampoo onto palms and emulsify.
3. Rinse and repeat as necessary. Follow with Rosemary & Mint Stimulating Super Moisturizing Conditioner.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Glycol Distearate, Polyquaternium-7, Menthol, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Fragrance, Polyquaternium-10, Cocamide MEA, Mentha Piperita (Peppermint) Oil, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

## CLEANSE

# PEPPERMINT & ALOE SOOTHING SCALP CARE SHAMPOO 12FL OZ | 34FL OZ

This advanced formula features naturally derived aloe and tea tree oil to gently cleanse and provide nourishment to soothe dry scalps while maintaining its natural moisture balance.



## BENEFITS

- Helps replenish moisture to maintain soft, manageable hair
- Gently removes buildup while leaving the scalp and hair feeling refreshed and revitalized
- Delivers a cooling sensation to calm and awaken the scalp
- Supports stronger, shinier hair with a clean, refreshed base

| pH:<br>6.5-7.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |
| SCALP          | Itchy         | •                | •            | •             | •             |
|                | Flaky         | •                | •            | •             | •             |
|                | Normal        |                  |              |               |               |
|                | Combo         | •                | •            | •             | •             |
|                | Oily          | •                | •            | •             | •             |

## KEY INGREDIENTS

- ALOE calms, nourishes, and soothes the scalp while providing lightweight hydration
- PEPPERMINT OIL'S aromatherapeutic scent invigorates and calms the senses, while treating the scalp
- TEA TREE aids in reducing buildup and helps promote a healthy scalp environment

## USAGE INSTRUCTIONS

1. Wet the hair.
2. Apply a quarter-size amount of Peppermint & Aloe Scalp Care Shampoo onto palm of hand and emulsify.
3. Apply to hair and lather. Repeat as necessary.
4. Rinse thoroughly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Methyl Gluceth-10, Glycol Distearate, Polyquaternium-7, Acetamide Monoethanolamine, Menthol Crystals, Mentha Piperita (Peppermint) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Aloe Barbadensis Leaf Juice, Glycerin, Panthenol, Rosmarinus Officinalis (Rosemary) Leaf Extract, Nasturtium Officinale Extract, Salvia Officinalis (Sage) Leaf Extract, Niacin, Biotin, Cocamidopropyl Betaine, Glyceryl Laurate, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Polyquaternium-10, Hydroxyethylcellulose, FD&C Blue No. 1, FD&C Yellow No. 5, FD&C Red No. 33

# CONDITION

## ALMOND BUTTER EXPRESS INSTANT MOISTURIZING CONDITIONER

11OZ | 2LBS | 4LBS

A lightweight blend of botanical emollients and moisturizers that provide instant hydration to the hair. Enriched with nourishing almond butter, which softens and detangles instantly, hair is guaranteed to be weightless, silky and smooth.



## BENEFITS

- Seals cuticle and locks in added moisture
- Enhances manageability, while adding body and shine
- Can be used daily or weekly on all hair types

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          | •                | •            | •             | •             |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          | •                | •            | •             | •             |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND OIL deeply moisturizes and softens hair, helping to reduce frizz and enhance shine
- HYDROLYZED WHEAT PROTEIN strengthens the hair shaft, leaving hair healthier and more resilient

## USAGE INSTRUCTIONS

1. Shampoo the hair and towel blot.
2. Massage a quarter-size amount of conditioner from ends to scalp.
3. Comb through (with a wide-tooth comb) to the ends.
4. Let stand for 5 minutes.
5. Rinse thoroughly and style. (Heat is optional.)

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Behentrimonium Chloride, Glycol Distearate, Cetrimonium Chloride, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrolyzed Wheat Protein, Polyquaternium-32, Paraffinum Liquidum, PPG-1 Trideceth-6, Phenoxy- ethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Tetrasodium EDTA, Fragrance

# CONDITION

## ROSEMARY & MINT STIMULATING SUPER MOISTURIZING CONDITIONER

11OZ | 2LBS | 4LBS

A stimulating conditioner that quickly penetrates and revitalizes the hair and the scalp. Mint calms and relaxes the senses with its aromatherapeutic peppermint scent, while rosemary purifies and restores hair, leaving it soft and manageable.



## BENEFITS

- Quickly softens, detangles and smooths hair cuticle
- Deeply conditions and moisturizes the hair
- Calms inflammation while nourishing hair follicles
- Ideal for especially dry hair

| pH:<br>4.5-5.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- PEPPERMINT OIL soothes the scalp and leaves hair feeling refreshed
- ROSEMARY invigorates the scalp and enhances shine
- HYDROLYZED WHEAT PROTEIN strengthens the hair shaft, leaving hair healthier and more resilient

## USAGE INSTRUCTIONS

1. Shampoo the hair and towel blot.
2. Massage a quarter-size amount of conditioner from ends to scalp.
3. Using long strokes, distribute through to the ends.
4. Comb through (with a wide-tooth comb) to the ends.
5. Allow to sit 1-3 minutes then rinse thoroughly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Paraffinum Liquidum, Polyquaternium-32, PPG-1 Trideceth-6, Quaternium-80, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Menthol, Mentha Piperita (Peppermint) Oil, PEG-12 Dimethicone, Disodium EDTA, Hydrolyzed Wheat Protein, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Fragrance

## CONDITION

# PEPPERMINT & ALOE SOOTHING SCALP CARE CONDITIONER 12OZ | 320Z

This lightweight conditioner is designed to hydrate and nourish the scalp while supporting the hair's natural moisture balance. Infused with naturally derived aloe, peppermint oil, and tea tree oil, it provides deep conditioning to the hair and helps promote a healthy looking scalp.



## BENEFITS

- Instantly cools and refreshes the scalp
- Detangles hair for easy styling
- Hydrates and nourishes from root to tip
- Leaves hair soft, shiny, and manageable

| pH:<br>3.0-4.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated |                  |              |               |               |

## INGREDIENTS

Deionized Water, Paraffinum Liquidum, Polyquaternium-32, PPG-1 Trideceth-6, Glycerin, Propylene Glycol, Quaternium-80, Aloe Barbadensis (Aloe) Vera, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Menthol, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Mentha Piperita (Peppermint) Oil, PEG-12 Dimethicone, Disodium EDTA, Silk Amino Acids, Panthenol, Hydrolyzed Wheat Protein, FD&C Blue No. 1, FD&C Yellow No. 5

## KEY INGREDIENTS

- PEPPERMINT OIL's aromatherapeutic scent invigorates and calms the senses, while treating the scalp
- ALOE calms, nourishes, and soothes the scalp while providing lightweight hydration
- TEA TREE OIL aids in reducing buildup and helps promote a healthy scalp environment

## USAGE INSTRUCTIONS

1. After shampooing with the Peppermint & Aloe Soothing Scalp Care Shampoo, massage a quarter-size amount of conditioner from ends to scalp.
2. Comb through (with a wide-tooth comb) for even distribution.
3. Allow to sit up to 3 minutes, then rinse thoroughly.
4. Use in conjunction with the Peppermint & Aloe Soothing Scalp Care Treatment for optimal results.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# CONDITION

## OAT PROTEIN & HENNA STRENGTHENING CONDITIONER 11OZ | 32OZ

This strengthening conditioner deeply nourishes and fortifies hair, leaving it soft, strong, and less prone to breakage. Infused with hydrolyzed oat protein and henna, it enhances elasticity and smoothness, while a blend of natural botanicals promotes healthy looking hair and radiant shine.

COMING  
SOON



## BENEFITS

- Improves elasticity for healthier strands
- Protects and nourishes with botanical extracts
- Conditions without weighing hair down

| pH:<br>3.0-4.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             |                  |              |               |               |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Behentrimonium Chloride, Cetrimonium Chloride, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Vegetable Wax, Polysorbate-60, Glycol Stearate, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Dimethicone, Laureth-4, Laureth-23, Tocopheryl Acetate, Glycerin, Calendula Officinalis Flower (Calendula) Extract, Hydrastis Canadensis Root (Goldenseal) Extract, Lawsonia Inermis (Henna) Extract, Equisetum Hiemale (Horsetail) Extract, Chamomilla Recutita (Chamomile) Extract, Saponaria Officinalis Leaf Extract, Prunus Serotina (Wild Cherry) Bark, Humulus Lupulus Extract, Potassium Sorbate, Sodium Benzoate, Hydrolyzed Oat Protein, Fragrance

## KEY INGREDIENTS

- HYDROLYZED OAT PROTEIN is a natural humectant proven to condition and increase hydration
- HENNA adds volume, shine, and strength to the hair, making it more resilient to damage and breakage
- CHAMOMILE soothes the scalp and enhances hair's softness

## USAGE INSTRUCTIONS

1. After shampooing with Oat Protein & Henna Deep Cleansing Shampoo, apply conditioner to hair and comb through for even distribution.
2. Leave on for 5 minutes.
3. Rinse thoroughly and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.



# CONDITION

## HONEY CRÈME MOISTURE RETENTION MASQUE 11OZ | 32OZ

This deep-conditioning masque treatment penetrates the hair shaft to enhance softness and shine. Featuring honey and sunflower oil, it's formulated to strengthen and deeply moisturize dry or damaged hair. This masque provides slip for easy detangling and is safe to use on color-treated hair.



## BENEFITS

- Nourishing treatment easily detangles hair
- Replenishes essential nutrients to strengthen hair
- Free from mineral oil, petrolatum, and silicones

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |                  |              |               |               |
|           | Medium        |                  | •            | •             | •             |
|           | Coarse        |                  | •            | •             | •             |
| CONDITION | Oily          |                  |              |               |               |
|           | Normal        |                  | •            | •             | •             |
|           | Dry           |                  | •            | •             | •             |
|           | Color Treated |                  | •            | •             | •             |

## KEY INGREDIENTS

- HONEY is a natural humectant, that helps attract and retain moisture while keeping the hair hydrated, soft and smooth
- SUNFLOWER OIL delivers moisture, softness, shine, and protection

## USAGE INSTRUCTIONS

1. After shampooing with Design Essentials® Honey Crème Moisture Retention Super Detangling Conditioning Shampoo, towel blot and apply masque generously to damp hair, starting from ends to roots.
2. Comb through using a wide-tooth comb for even distribution.
3. Allow to sit up to 15 minutes (use dryer for maximum penetration).
4. Rinse with cool water and proceed to style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Propylene Glycol, Cetyl Alcohol, Cetearyl Alcohol, Glycerin, Isopropyl Myristate, Behentrimonium Chloride, Acetamide Monoethanolamine, Methyl Gluceth-10, Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorophensin, Cetrimonium Chloride, Polyquaternium-10, Fragrance, Hydroxypropyltrimonium Honey, Yellow #5, Orange #4, Helianthus Annuus (Sunflower) Seed Oil

## PREP

# BAMBOO & SILK HCO LEAVE-IN CONDITIONER 8FL OZ | 34FL OZ

An intercellular treatment, which acts as a conditioner and a blow-drying agent. Enriched with bamboo extract and silk protein, it quickly penetrates deep within the hair shaft to strengthen and replenish, leaving hair soft, manageable and full of body.



## BENEFITS

- Instantly moisturizes, softens and detangles
- Restores and strengthens the hair shaft
- Provides a protective layer to prevent heat damage

| pH:<br>3.0-4.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           |                  |              |               |               |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- BAMBOO helps improve hair elasticity and reduce breakage
- SILK PROTEIN smooths and softens hair while adding a lightweight, silky feel
- HYDROLYZED WHEAT PROTEIN strengthens the hair shaft, leaving hair healthier and more resilient

## USAGE INSTRUCTIONS

1. Shampoo and condition the hair and towel blot.
2. Spray onto wet hair.
3. Comb through (with a wide-tooth comb) to the ends.
4. Proceed to styling, set or blow-dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Polyquaternium-11, Polysorbate-20, Glycerin, Hydrolyzed Wheat Protein, Silk Amino Acids, Bambusa Vulgaris Extract, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, PEG-12 Dimethicone, Fragrance, D&C Red #33 Powder, Hexyl Cinnamal, Benzyl Salicylate, Citronellol, Amyl Cinnamal, Eugenol, Hydroxycitronellal, Benzyl Alcohol, Geraniol

PREP

## KUKUI & COCONUT HYDRATING LEAVE-IN CONDITIONER 12OZ

A deep-penetrating leave-in conditioner designed to instantly soften and moisturize hair. Kukui and coconut leave hair hydrated, smooth, and full of natural shine.



### BENEFITS

- Provides intense hydration to revitalize hair
- Deeply penetrates and conditions to promote healthy hair and prevent breakage
- Botanical extracts instantly soften and moisturize the hair
- Can be used weekly or on dry hair in between shampoos

| pH:<br>6.0-7.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

### INGREDIENTS

Deionized Water, Glycerin, Polyquaternium-32, Paraffinum Liquidum, PPG-1 Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Simmondsia Chinensis (Jojoba) Seed Oil, Persea Gratissima (Avocado) Oil, Hydrogenated Vegetable Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Aleurites Moluccanus (Kukui) Seed Oil, Cocos Nucifera (Coconut) Oil, Dimethicone, Fragrance

### KEY INGREDIENTS

- KUKUI OIL conditions, moisturizes, and adds shine
- COCONUT helps hydrate and protect hair, reducing breakage
- JOJOBA OIL helps to maintain moisture balance

### USAGE INSTRUCTIONS

#### Wet Hair

1. Shampoo and condition the hair and towel blot.
2. Apply a dime-size amount for short hair, a nickel-size for medium hair or a quarter-size for long hair onto palm and emulsify.
3. Apply to hair and comb through. DO NOT RINSE.
4. Proceed to styling, set or blow-dry.

#### Dry Hair

1. Measure a dime size onto palm, emulsify and spread onto hair.
2. Comb through and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## TREAT

# PEPPERMINT & ALOE SOOTHING SCALP TONIC 4FL OZ

A clarifying scalp treatment that purifies while removing dirt particles and excess oils that contribute to scalp irritation. Natural peppermint and aloe oils calm, soothe, and stimulate the scalp while providing instant itch relief.



## BENEFITS

- Detoxifies the scalp, leaving scalp feeling clean
- Relieves itch and scalp irritation

| pH:<br>6.8 |               | HAIR TYPE        |              |               |               |
|------------|---------------|------------------|--------------|---------------|---------------|
|            |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE    | Fine          | •                | •            | •             | •             |
|            | Medium        | •                | •            | •             | •             |
|            | Coarse        | •                | •            | •             | •             |
| CONDITION  | Oily          | •                | •            | •             | •             |
|            | Normal        | •                | •            | •             | •             |
|            | Dry           | •                | •            | •             | •             |
|            | Color Treated | •                | •            | •             | •             |
| SCALP      | Itchy         | •                | •            | •             | •             |
|            | Flaky         | •                | •            | •             | •             |
|            | Normal        |                  |              |               |               |
|            | Combo         | •                | •            | •             | •             |
|            | Oily          | •                | •            | •             | •             |

## KEY INGREDIENTS

- ALOE calms, nourishes, and soothes the scalp while providing lightweight hydration
- PEPPERMINT OIL'S aromatherapeutic scent invigorates and calms the senses, while treating the scalp

## USAGE INSTRUCTIONS

### Pre-Shampoo Treatment

1. Apply Soothing Scalp Tonic directly to scalp with fingers or cotton ball and gently massage.
2. Allow to sit for 1-3 minutes.
3. Rinse and shampoo with desired shampoo.

### Leave-In Scalp Treatment

1. Apply Soothing Scalp Tonic directly to scalp with finger or cotton ball and gently massage.
2. Style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Alcohol, Hydroxypropyl Guar, Camphor, Mentha Piperita (Peppermint) Oil, Eugenia Caryophyllus (Clove) Flower Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Eugenol, FD&C Yellow 5, FD&C Blue 1, Sodium Benzoate

# TREAT PEPPERMINT & ALOE SOOTHING SCALP CARE TREATMENT 5OZ

This lightweight formula combines the moisturizing power of aloe vera with the invigorating properties of peppermint oil and Vitamin E to deliver long-lasting hydration. Designed to refresh and revitalize, it helps maintain a healthy scalp environment while enhancing the foundation for beautiful hair.



## BENEFITS

- Rich emollients condition and add natural shine to hair
- Soothes the scalp, providing relief from dryness and discomfort
- Lightweight formula is perfect for everyday use
- Creates a refreshing, cooling sensation that leaves the scalp feeling calm and revitalized

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          | •                | •            | •             | •             |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          |                  |              |               |               |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |
| SCALP     | Itchy         | •                | •            | •             | •             |
|           | Flaky         | •                | •            | •             | •             |
|           | Normal        |                  |              |               |               |
|           | Combo         | •                | •            | •             | •             |
|           | Oily          |                  |              |               |               |

## KEY INGREDIENTS

- ALOE calms, nourishes, and soothes the scalp while providing lightweight hydration
- PEPPERMINT OIL'S aromatherapeutic scent invigorates and calms the senses, while treating the scalp

## USAGE INSTRUCTIONS

1. Part hair.
2. Apply a small fingertip portion of the treatment.
3. Repeat until entire scalp is covered.
4. Massage onto scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

White Petrolatum, Isopropyl Myristate, Paraffin Wax, Paraffinum Liquidum, Polyethylene, Polysorbate-20, Menthol, Aloe Barbadensis (Aloe) Vera, Mentha Piperita (Peppermint) Oil, Tocopheryl Acetate

## STYLE

# COMPOSITIONS FOAMING WRAP LOTION

10FL OZ | 34FL OZ

A lightweight foaming mousse infused with wheat protein to moisturize, nourish and strengthen hair during the wet styling process.



## BENEFITS

- Detangles on contact
- Creates smooth wraps, sets and molds with medium to firm hold and no flaking
- Dries quickly and provides intense shine

| pH:<br>4.5-6.0 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             |                  |              |               |               |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- WHEAT PROTEIN strengthens and heals stressed, fragile hair

## USAGE INSTRUCTIONS

1. After shampooing and conditioning, towel blot the hair.
2. Apply Compositions generously to wet hair.
3. Mold, wrap or roll hair as desired.
4. Dry thoroughly and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Polyquaternium-11, Cetrimonium Chloride, Decyl Glucoside, PEG-12 Dimethicone, Methyl Gluceth-10, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Polysorbate-20, PEG-75 Lanolin, Hydrolyzed Wheat Protein, Panthenol, Fragrance, Coumarin, Hydroxycitronellal, Limonene

## STYLE

# CONTOURS PROTEIN STYLING GEL 32OZ

A medium to firm hold styling gel enriched with panthenol. Smooths and holds hair without flaking, provides luminous shine and increased manageability, and strengthens hair during styling.



## BENEFITS

- Quick-drying, non-flaking formula
- Excellent for sets, molds, curl definition or sculpting
- Ideal for medium to coarse hair

| pH:<br>6.2-6.7 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- PANTHENOL protects and strengthens during styling

## USAGE INSTRUCTIONS

1. Apply to clean wet or towel-blotted hair.
2. Proceed to mold, sculpt or set as desired.
3. Style and dry as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Aqua/Water/Eau, Carbomer, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Aminomethyl Propanol, Polysorbate-20, Propylene Glycol, Fragrance, Silanetriol, Panthenol, Tetrasodium EDTA



# STYLE

## LOC & BRAID STYLING GEL 16OZ

This gel provides a strong hold for starting and re-twisting locs, braids, twists, and ponytails. It nourishes and controls frizz without flaking or weighing down the hair. Infused with castor oil, which supports scalp health and strengthens hair, it locks in moisture and delivers healthy, shiny results.



## BENEFITS

- Promotes healthy hair growth by sealing the hair's natural oils into the strands
- Contains antioxidants and antibacterial properties to help fight off fungal overgrowth
- Free from alcohol, parabens, silicones, gluten, and mineral oil

| pH:<br>6.2-6.7 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- CASTOR OIL softens hair structure and helps prevent breakage

## USAGE INSTRUCTIONS

### For Locs

1. After cleansing and conditioning, section hair and apply near the roots.
2. Using fingertips, palms, or a comb, twist or palm roll as desired.
3. Repeat until complete. For best results, sit under a hooded dryer until hair is dry.

### For Braids & Twists

1. Part hair and apply a small amount to each section.
2. Braid or twist hair as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Ceteareth-25, Glycerin, PEG-7 Glyceryl Cocoate, PEG-40 Hydrogenated Castor Oil, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Simethicone, Fragrance, Hexyl Cinnamic Aldehyde, Linalool, Benzyl Benzoate, Alpha-Isomethyl Ionone, Eugenol, Citronellol

## STYLE

# SILK ESSENTIALS THERMAL STRENGTHENING SERUM 4FL OZ

A lightweight strengthening and smoothing serum that easily penetrates the cuticle and locks in moisture during heat styling, leaving hair shiny and full of body.



## BENEFITS

- Improves hair manageability while imparting shine and a high-gloss finish
- Gentle lightweight formula is perfect for all hair types (can be used wet or dry)
- Protects from damage during heat styling

| pH: N/A   |               | HAIR TYPE     |           |            |            |
|-----------|---------------|---------------|-----------|------------|------------|
|           |               | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| TEXTURE   | Fine          | •             | •         | •          | •          |
|           | Medium        | •             | •         | •          | •          |
|           | Coarse        | •             | •         | •          | •          |
| CONDITION | Oily          | •             | •         | •          | •          |
|           | Normal        | •             | •         | •          | •          |
|           | Dry           | •             | •         | •          | •          |
|           | Color Treated | •             | •         | •          | •          |

## USAGE INSTRUCTIONS

1. Place a few drops of Silk Essentials onto palms and emulsify.
2. Apply to hair (wet or dry) from ends to scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Isopropyl Palmitate, C13-15 Alkane, Dimethiconol, Fragrance, Ethylhexyl Methoxycinnamate, Hexyl Cinnamic Aldehyde, Linalool, Benzyl Benzoate, Alpha-Isomethyl Ionone, Citronellol

# STYLE + FINISH

## HERBAL COMPLEX 4

### HAIR + SCALP TREATMENT 5OZ

A lightweight compound of four essential herbs: black Indian hemp, ginseng, horsetail, and rosemary, perfect for moisturizing the hair and alleviating dry scalp and scalp irritation.



## BENEFITS

- Lightweight formula leaves hair silky, bouncy, and full of body
- Provides excellent thermal protection from heat styling
- Softens hair for easy, intricate styling
- Ideal for daily use, and is great for multiple styling needs

| pH: N/A   |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |                  |              |               |               |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          |                  |              |               |               |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- BOTANICAL BLEND OF BLACK INDIAN HEMP, GINSENG, HORSETAIL AND ROSEMARY provides and restores natural moisture and shine to the hair

## USAGE INSTRUCTIONS

1. Apply a small amount to hands and emulsify.
2. Smooth throughout the hair, or apply directly to scalp.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Petrolatum, Isopropyl Myristate, Paraffinum Liquidum/Mineral Oil/Huile Minérale, Paraffin, Myristyl Myristate, PEG-40 Sorbitan Peroleate, Apocynum Cannabinum Root Extract, Nettle Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Arctium Lappa Root Extract, Betula Alba Bark Extract, Rosa Canina Fruit Extract, Chondrus Crispus (Carrageenan) Extract, Coltsfoot Leaf Extract, Dandelion Extract, Rumex Crispus Root Extract, Sambucus Nigra Flower Extract, Equisetum Hyemale Extract, Wild Cherry Bark Extract, Echinacea Purpurea Extract, Panax Ginseng Root Extract, Lanolin, Parfum/Fragrance, Propylparaben, Benzoic Acid

# FINISH

## BOTANICAL OILS

### HAIR AND BODY MOISTURIZER 4FL OZ

A synergistic blend of natural oils used to deeply penetrate both hair and skin. Infused with a botanical blend of black Indian hemp, ginseng, horsetail and rosemary to revitalize and moisturize hair, resulting in a healthy, natural shine.



## BENEFITS

- Seals in moisture and protects from environmental damage
- Strengthens and smooths cuticle
- Ideal for medium to coarse textures
- Free from gluten, silicones, mineral oil, and alcohol

| pH: N/A   |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |                  |              |               |               |
|           | Medium        | •                | •            | •             | •             |
|           | Coarse        | •                | •            | •             | •             |
| CONDITION | Oily          |                  |              |               |               |
|           | Normal        | •                | •            | •             | •             |
|           | Dry           | •                | •            | •             | •             |
|           | Color Treated | •                | •            | •             | •             |

## INGREDIENTS

Glycine Soja (Soybean) Oil, Brassica Campestris (Rapeseed) Seed Oil, Olea Europaea (Olive) Fruit Oil, Canola Oil, Urtica Dioica Extract, Arctium Lappa Root Extract, Betula Alba Bark Extract, Rosa Canina Fruit Extract, Sambucus Nigra Flower Extract, Equisetum Hyemale Extract, Echinacea Purpurea Extract, Tussilago Farfara (Coltsfoot) Leaf Extract, Taraxacum, Fragrance

## KEY INGREDIENTS

- OLIVE OIL deeply hydrates and nourishes hair while adding shine
- WILD ROSE nourishes and protects hair, while improving scalp health
- WILD CHERRY conditions hair, leaving it soft, smooth, and manageable

## USAGE INSTRUCTIONS

### Hair

1. Place a few drops of Botanical Oils onto palms and emulsify.
2. Apply to hair (wet or dry) from ends to scalp.

### Body

1. Apply a few drops of Botanical Oils onto palms and emulsify.
2. Apply to skin and massage in to moisturize dry areas.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# FINISH

## SLEEK/SLEEK MAX EDGE CONTROL

3.7OZ

A moisturizing and defining gel that smooths the hairline while protecting delicate edges, minimizing frizz, and taming flyaways without buildup.



## BENEFITS

- Provides touchable hold and adds intense shine
- Adds texture to short styles
- Provides two strengths of hold for all hair types
- Works well on wet or dry hair

| pH:<br>5.5-7.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- CASTOR OIL softens hair structure and helps prevent breakage

## USAGE INSTRUCTIONS

*Edges*

- Apply a fingertip portion to hairline and smooth (use comb or brush for a sleek finish).

*Ponytails/Updos*

- Apply liberally along the hairline then style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## SLEEK EDGE CONTROL INGREDIENTS

Deionized Water, Ceteareth-25, PEG-7 Glyceryl Cocoate, PEG-40 Hydrogenated Castor Oil, Glycerin, Fragrance, DMDM Hydantoin

## SLEEK MAX EDGE CONTROL INGREDIENTS

Aqua/Water/Eau, Ceteareth-25, Glycerin, PEG-40 Hydrogenated Castor Oil, Methyl Gluceth-10, Phenoxyethanol (and) Caprylyl Glycol, Fragrance (Parfum), Palmitoyl tripeptide (Peptide Solution), Amyl Cinnamal, Benzoyl Benzoate, Limonene

## FINISH

# FORMATIONS FINISHING SPRITZ

8FL OZ

A dynamic finishing spray that provides a long-lasting touchable hold. Perfect for setting curly or updo styles without sticky or hard buildup.



## BENEFITS

- Provides long-lasting hold and shine
- Dries without leaving sticky residue or buildup
- Hypoallergenic formula
- Provides style memory and medium to firm hold

| pH:<br>4.5-6.0 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              |                  |              |               |               |
|                | Color<br>Treated | •                | •            | •             | •             |

## USAGE INSTRUCTIONS

1. Apply to wet or dry hair before or after styling.
2. Hold bottle 6-8 inches away from the hair using even strokes.

Tip: Spray at the roots, and tease with comb/fingers to lift and create lasting volume.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Alcohol, Aqua/Water/Eau, Ethyl Ester of PVM/MA Copolymer Aminomethyl Propanol, Fragrance, PEG-12 Dimethicone, Triethyl Citrate, Diisopropyl Adipate, FD&C Red 33, FD&C Blue 1

## FINISH

# REFLECTIONS LIQUID SHINE SPRAY

4FL OZ

A unique, lightweight nourishing formula designed to add luster and natural sheen, leaving hair weightless and voluminous.



## BENEFITS

- Smooths and eliminates frizz without weighing hair down
- Provides thermal protection during heat styling
- Eliminates frizz and controls flyaway strands
- Contains no alcohol and is excellent for all hair types

| pH: N/A   |                  | HAIR TYPE        |              |               |               |
|-----------|------------------|------------------|--------------|---------------|---------------|
|           |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine             | •                | •            | •             | •             |
|           | Medium           | •                | •            | •             | •             |
|           | Coarse           | •                | •            | •             | •             |
| CONDITION | Oily             |                  |              |               |               |
|           | Normal           | •                | •            | •             | •             |
|           | Dry              | •                | •            | •             | •             |
|           | Color<br>Treated | •                | •            | •             | •             |

## USAGE INSTRUCTIONS

1. Apply to wet or dry hair before or after styling.
2. Hold bottle 6-8 inches away from hair using even strokes.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Isododecane, Isopropyl Myristate, Dimethicone, Fragrance



# FINISH

## QUICK DRY SPRITZ 8FL OZ

This innovative aerosol spritz offers unparalleled control and volume with short, quick bursts, making it the ultimate styling tool for professionals and hair enthusiasts alike. Designed for precision, Quick Dry Spritz dries quickly, leaving your hair with incredible shine and superior style memory without any residue or flaking. Perfect for achieving flexible, long-lasting styles, this product is ideal for all hair types and styling needs.



## BENEFITS

- Provides precise, controlled application for flawless, residue-free finishes
- Protects hair from the damaging effects of heat styling
- Ensures hair remains dry when applying heat, minimizing damage
- Leaves hair looking brilliantly glossy and vibrant

| pH: N/A   |               | HAIR TYPE     |           |            |            |
|-----------|---------------|---------------|-----------|------------|------------|
|           |               | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| TEXTURE   | Fine          | •             | •         | •          | •          |
|           | Medium        | •             | •         | •          | •          |
|           | Coarse        | •             | •         | •          | •          |
| CONDITION | Oily          | •             | •         | •          | •          |
|           | Normal        | •             | •         | •          | •          |
|           | Dry           | •             | •         | •          | •          |
|           | Color Treated | •             | •         | •          | •          |

## KEY INGREDIENTS

- HYDROLYZED WHEAT PROTEIN strengthens and protects hair, reducing breakage and adding shine

## USAGE INSTRUCTIONS

1. Shake well before use.
2. Hold the can 8-10 inches away from the hair.
3. Spray in short, even bursts for a buildable, flexible hold.
4. Apply to wet or dry hair before or after styling.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Alcohol, Hydrofluorocarbon 152-A (Propellant), Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, PEG-12 Dimethicone, Aminomethylpropanol, Glycerin, Fragrance, Deionized Water, Hydrolyzed Wheat Protein, Phenyl Trimethicone, Sodium Benzoate, Triethyl Citrate, Methyl Gluceth-20 Benzoate

# FINISH

## DIAMONDS OIL SHEEN SPRAY

10FL OZ

An aerosol oil sheen spray infused with wheat, aloe, and olive extracts fused to create a lightweight molecule that penetrates and seals the cuticle, leaving the hair with a natural shine.



## BENEFITS

- A lightweight formula that does not weigh hair down
- Replenishes moisture and provides thermal protection
- Ideal for all hair types (can be used on wet or dry hair)

| pH:<br>4.5-6.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Course        | •                | •            | •             | •             |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

### KEY INGREDIENTS

- ROSEMARY promotes a healthy scalp and adds shine
- WILD CHERRY BARK conditions hair, leaving it soft, smooth and manageable

### USAGE INSTRUCTIONS

1. Shake well.
2. Hold can 8-10 inches away from hair and spray Diamond Oil Sheen evenly over the entire head.
3. Comb or brush through for deeper penetration and conditioning.

Note: For maximum gloss, spray lightly over finished style

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Mineral Oil (Paraffinum Liquidum, Huile Minérale), Butane, Propane, Petrolatum, PEG-20 Tallow Ammonium Ethosulfate, Alcohol, Fragrance (Parfum), Lanolin, Isopropyl Myristate, Ethyl Ester of Hydrolyzed Silk, Sorbitan Oleate, PEG-12 Dimethicone, Propylparaben, Chondrus Crispus Extract, Taraxacum Officinale (Dandelion) Extract, Echinacea Purpurea Extract, Tussilago Farfara (Coltsfoot) Leaf Extract, Panax Ginseng Root Extract, Rumex Crispus Root Extract, Arctium Lappa Root Extract, Equisetum Hiemale Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Rosa Canina Fruit Extract, Urtica Dioica (Nettle) Extract, Sambucus Nigra Flower Extract, Apocynum Cannabinum Root Extract, Prunus Serotina (Wild Cherry) Bark Extract, Betula Alba Bark Extract, Citronellol



## ALMOND & AVOCADO COLLECTION

Define and moisturize waves, curls and coils with the Almond & Avocado Collection. With the nourishing power of almond & avocado oils, this collection fights frizz and leaves hair soft and with a gorgeous natural sheen.





**Moisturizing  
& Detangling  
Sulfate-Free  
Shampoo**



**Moisturizing  
& Detangling  
Conditioner**



**Wash Day Deep  
Moisture Masque**



**Moisturizing  
& Detangling  
Leave-In  
Conditioner**



**Anti-Frizz  
Curl Defining  
Gel**



**Daily Curl  
Revitalizer**



**Honey  
Curl Forming  
Custard**



**Curl Enhancing  
Mousse**



**Twist & Set  
Setting Lotion**



**Curling  
Crème**



**Curl Stretching  
Crème**



**Daily  
Moisturizing  
Lotion**



**Honey & Shea  
Edge Tamer**



## CLEANSE

# MOISTURIZING & DETANGLING SULFATE-FREE SHAMPOO 12FL OZ | 34FL OZ

A gentle cleansing shampoo infused with moisturizing almond and avocado, plus nourishing botanicals to hydrate, soften and detangle all textures.



## BENEFITS

- Gentle formula cleanses hair without stripping hair of natural oils
- Maximum detangling properties
- Saves up to 30 minutes of detangling time
- Free from parabens, paraffins, petrolatum, mineral oil, and sulfates

| pH:<br>5.0-5.8 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             | •                | •            | •             | •             |
|                | Medium           | •                | •            | •             | •             |
|                | Coarse           | •                | •            | •             | •             |
| CONDITION      | Oily             | •                | •            | •             | •             |
|                | Normal           | •                | •            | •             | •             |
|                | Dry              | •                | •            | •             | •             |
|                | Color<br>Treated | •                | •            | •             | •             |

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Propanediol, Polyquaternium-7, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Cocamide MEA, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Glycol Distearate, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- SHEA restores moisture and improves hair health from the inside out
- COCONUT replenishes moisture and aids as a natural detangler

## USAGE INSTRUCTIONS

1. Wet hair thoroughly. Apply shampoo and bring to a lather.
2. Rinse thoroughly and repeat as necessary.
3. Follow with Natural Almond & Avocado Moisturizing & Detangling Conditioner.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# CONDITION

## MOISTURIZING & DETANGLING

### CONDITIONER 12OZ | 34OZ

Uses the hydrating power of almond, avocado, and shea butter to nourish and replenish hair's moisture. Softens, moisturizes, and detangles to leave hair soft and manageable.



## BENEFITS

- Restores moisture and improves hair health from the inside out
- Eases detangling process for improved manageability
- Reduces the appearance of dryness, frizz and breakage
- Free from parabens, paraffins, petrolatum and mineral oil

| pH:<br>3.9-4.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Cetearyl Alcohol, Polysorbate-60, Cetrimonium Chloride, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Behentrimonium Methosulfate, Dimethicone, Laureth-4, Laureth-23, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glycol Stearate, Disodium EDTA, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Tocopheryl Acetate, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- SHEA restores moisture and improves hair health from the inside out
- COCONUT replenishes moisture and aids as a natural detangler

## USAGE INSTRUCTIONS

1. After shampooing, towel-blot.
2. Apply from ends to scalp.
3. Comb through for even distribution.
4. Allow to sit for up to 3 minutes.
5. Rinse thoroughly.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.



## CONDITION

# WASH DAY DEEP MOISTURE MASQUE

12OZ

A highly penetrating moisture treatment infused with the nourishing properties of almond and avocado to strengthen and soften hair. Reducing breakage and making wash day detangling a breeze, this replenishing masque works wonders on dry hair.



## BENEFITS

- Strengthens hair while locking in intense moisture
- Improves hair elasticity and adds a luminous shine
- Eases the detangling process and improves hair manageability
- Free from parabens, phthalates, silicones and gluten

| pH:<br>5.5-6.5 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             |                  |              |               |               |
|                | Medium           |                  |              | •             | •             |
|                | Coarse           |                  |              | •             | •             |
| CONDITION      | Oily             |                  |              |               |               |
|                | Normal           |                  |              | •             | •             |
|                | Dry              |                  |              | •             | •             |
|                | Color<br>Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- SHEA restores moisture and improves hair health from the inside out

## USAGE INSTRUCTIONS

1. After shampooing, apply a palm-size amount from roots to ends.
2. Comb through with a wide-tooth comb.
3. Leave in for up to 15 minutes. Sit under a dryer for maximum penetration.
4. Rinse thoroughly with cool water. Repeat weekly for optimum results.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Glycerin, Cetrimonium Chloride, Isopropyl Palmitate, Cetearyl Alcohol, Pentylene Glycol, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin, Polyquaternium-10, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene



## PREP

# MOISTURIZING & DETANGLING LEAVE-IN CONDITIONER 12OZ | 34OZ

Enriched with almond, avocado, jojoba oil and nourishing botanicals that penetrate quickly to soften and smooth the cuticle for easy detangling and ultimate frizz control.



## BENEFITS

- Replenishes moisture and smooths the cuticle for healthier hair
- Saves up to 30 minutes of detangling time
- Lightweight enough to layer under any Design Essentials® Natural Hair styling product for added softness and shine
- Free from parabens, paraffins and petrolatum

| pH:<br>3.5-5.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## INGREDIENTS

Deionized Water, Glycerin, Methyl Gluceth-10, Polyquaternium-32, Paraffinum Liquidum, PPG-1 Trideceth-6, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- SHEA restores moisture and improves hair health from the inside out
- COCONUT replenishes moisture and aids as a natural detangler

## USAGE INSTRUCTIONS

1. Apply generously to damp hair and distribute evenly.
2. Gently detangle by separating strands to remove knots and tangles.
3. Follow with wide-tooth comb. DO NOT RINSE. Style as usual.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## STYLE

# ANTI-FRIZZ CURL DEFINING GEL

12OZ

Lightweight gel wraps strands with a protective coat that fights frizz while imparting a touchable, flexible hold and definition. It enhances waves, plumps curls and provides a natural, healthy shine without a crunchy residue. Ideal for wavy and curly tresses.



## BENEFITS

- Enhances curl shape and deposits moisture without a crunchy residue
- Delivers a soft, touchable hold
- Reduces frizz and protects against humidity
- Free from parabens, phthalates, and mineral oil

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  | •            | •             |               |
|                | Medium        |                  | •            | •             |               |
|                | Coarse        |                  |              |               |               |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        |                  | •            | •             |               |
|                | Dry           |                  | •            | •             |               |
|                | Color Treated |                  | •            | •             |               |

### KEY INGREDIENTS

- SWEET ALMOND & AVOCADO nourish, strengthen and provide intense moisture
- HYDROLYZED WHEAT PROTEIN protects and strengthens during styling

### USAGE INSTRUCTIONS

1. Apply generously to wet hair from roots to ends and scrunch.
2. Allow hair to air dry naturally or use a diffuser for added volume.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Deionized Water, Glycerin, Polyvinylpyrrolidone/Vinyl Acetate, Polyquaternium-7, Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorphenesin, Polysorbate-20, Acrylates/C10-30 Alkyl Crosspolymer, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera, Aminomethyl Propanol, Hydrolyzed Wheat Protein, Caramel Liquid #1884, Fragrance, Benzyl Benzoate, Linalool

## STYLE

# DAILY CURL REVITALIZER

8FL OZ

Transforms tired, dry strands into plump, defined curls. Using the moisturizing power of almond and avocado, it brings second and third day curls back to life while eliminating frizz and fighting odor between wash days.



## BENEFITS

- Boosts and amplifies curls between washes
- Tames frizz and moisturizes dry curls
- Soft hold helps to maintain styles all day
- Free from parabens, phthalates, mineral oil and gluten

|           |                  | HAIR TYPE        |              |               |               |
|-----------|------------------|------------------|--------------|---------------|---------------|
|           |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine             |                  |              |               |               |
|           | Medium           |                  | •            | •             | •             |
|           | Coarse           |                  | •            | •             | •             |
| CONDITION | Oily             |                  |              |               |               |
|           | Normal           |                  | •            | •             | •             |
|           | Dry              |                  | •            | •             | •             |
|           | Color<br>Treated |                  | •            | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO nourish, strengthen and provide intense moisture
- JOJOBA adds a natural sheen to curls
- COCONUT revitalizes curls for all-day hydration

## USAGE INSTRUCTIONS

1. Apply liberally all over dry curls and gently re-form curls.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Polysorbate-20, Propylene Glycol, PEG-12 Dimethicone, Pentylene Glycol (and) Propanediol (and) Caprylyl Glycol (and) Ethylhexylglycerin (and) Chlorophensin, DL Panthenol, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera, FDC Yellow #5 Powder, FDC Blue #1 Powder, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene

## STYLE

# HONEY CURL FORMING CUSTARD

12OZ

Defines, shapes and elongates curls and coils, providing lasting hold without sticky, flaky residue for highly defined, frizz-free curls with brilliant shine. Best for curly to tightly coiled textures, types 3 and 4.



## BENEFITS

- Provides intense curl definition with lasting hold and control
- Fights shrinkage by elongating your curl pattern
- Great for wash-and-go styling, finger coils, two-strand twist-sets, and bantu-knots.
- Free from parabens, paraffins, petrolatum, and mineral oil

| pH: 4.2-5.2 |               | HAIR TYPE     |           |            |            |
|-------------|---------------|---------------|-----------|------------|------------|
|             |               | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| TEXTURE     | Fine          |               |           | •          | •          |
|             | Medium        |               |           | •          | •          |
|             | Coarse        |               |           | •          | •          |
| CONDITION   | Oily          |               |           | •          | •          |
|             | Normal        |               |           | •          | •          |
|             | Dry           |               |           | •          | •          |
|             | Color Treated |               |           | •          | •          |

## INGREDIENTS

Deionized Water, Polysorbate-20, Polyquaternium-37, Polyquaternium-11, Glycerin, Hydroxypropyltrimonium Honey, PEG-12 Dimethicone, Silk Amino Acids, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Chamomilla Recutita Extract, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Aleurites Moluccanus (Kukui) Seed Extract, Fragrance, Linalool

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- HONEY seals in moisture, reduces breakage and adds shine
- CHAMOMILE soothes and protects hair strands during styling

## USAGE INSTRUCTIONS

### Wash & Go

1. After shampooing and conditioning, section hair, apply Honey Curl Forming Custard to each section and comb through.
2. Allow curls to form and air dry or lightly diffuse to set curls.

### Twist Sets

1. After shampooing and conditioning, section hair, apply Honey Curl Forming Custard on to each section.
2. Comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or flexi-rod set.
3. Sit under hooded dryer to 50% dry or air dry completely.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# STYLE

## CURL ENHANCING MOUSSE

10FL OZ | 34FL OZ

A lightweight foam used to enhance curl definition, separate curls and reduce frizz on all curl types. Formulated with wheat protein, it penetrates the hair cuticle for stronger, healthier-looking hair. Provides a soft, pliable hold and leaves a luminous shine.



## BENEFITS

- Enhances curl definition and separates curls
- Dries quickly, does not flake and provides a lustrous shine
- Provides soft, pliable hold while reducing frizz
- Free from parabens, paraffins, petrolatum, and mineral oil

| pH:<br>4.0-4.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  | •            | •             | •             |
|                | Medium        |                  | •            | •             | •             |
|                | Coarse        |                  | •            | •             | •             |
| CONDITION      | Oily          |                  | •            | •             | •             |
|                | Normal        |                  | •            | •             | •             |
|                | Dry           |                  | •            | •             | •             |
|                | Color Treated |                  | •            | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND nourishes hair and leaves a luminous shine
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture
- OLIVE protects hair from damage while adding softness

## USAGE INSTRUCTIONS

1. Shampoo and condition hair.
2. Apply mousse to wet hair and comb or finger through into desired style.
3. Allow hair to dry naturally or use a diffuser. (Mousse will disappear as it dries.)
4. Proceed to lift and style as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Polyquaternium-11, Decyl Glucoside, Cetrimonium Chloride, PEG-12 Dimethicone, Methyl Gluceth-10, Polysorbate-20, Fragrance, PEG-75 Lanolin, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit

Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Hydrolyzed Wheat Protein, Citric Acid, Panthenol, FD&C Yellow No. 5, F&DC Blue No. 1, Benzyl Benzoate, Linalool



## STYLE

# TWIST & SET SETTING LOTION

8FL OZ

A ready-to-use setting lotion infused with protein and silk amino acids that easily creates shiny, long-lasting sets and braid outs. Provides a medium hold, easy detangling and styling versatility for natural hair.

## BENEFITS

- Creates shiny, long-lasting sets with a medium hold
- Detangles well and dries fast without the hard feel
- Botanicals and proteins moisturize, nourish and improve manageability

| pH:<br>4.0-5.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              | •             | •             |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              | •             | •             |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## INGREDIENTS

Deionized Water, Polyquaternium-11, Polysorbate-20, Methyl Gluceth-10, PEG-12 Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, PEG-75 Lanolin, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera, Hydrolyzed Wheat Protein, Silk Amino Acids, Fragrance, Benzyl Benzoate, Linalool

## KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- JOJOBA protects against dryness, breakage and split ends
- HYDROLYZED WHEAT PROTEIN protects and strengthens during styling

## USAGE INSTRUCTIONS

1. Shampoo and condition hair. Apply Twist & Set to wet hair and comb through.
2. Proceed to twist or set into desired style.
3. Allow to dry under a hooded dryer or dry naturally.

### Wash & Go

After shampooing and conditioning, section hair, spray Twist & Set evenly onto wet hair and comb through. Allow curls to form and air dry or lightly diffuse to set curls.

### Twist Sets

After shampooing and conditioning, section hair, spray Twist & Set onto section, comb through and proceed to twist set (2-strand twist, flat twist, bantu knots) or set on flexi-rods. Sit under hooded dryer to dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

# STYLE

## CURLING CRÈME

12OZ

This lightweight multi-purpose styler provides maximum moisture, long-lasting curl definition and adds shine to curly and coily hair. Produces smooth wash-and-go styles, twist outs, flexi-rod sets or any other textured style with a soft, pliable hold.



## BENEFITS

- Dries quickly and provides a soft, pliable hold
- Saves up to 30 minutes of styling time
- Results in soft, texturized, frizz-free styling
- Free from parabens

| pH:<br>4.93-6.03 |               | HAIR TYPE        |              |               |               |
|------------------|---------------|------------------|--------------|---------------|---------------|
|                  |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE          | Fine          |                  |              |               |               |
|                  | Medium        |                  |              | •             | •             |
|                  | Coarse        |                  |              | •             | •             |
| CONDITION        | Oily          |                  |              | •             | •             |
|                  | Normal        |                  |              | •             | •             |
|                  | Dry           |                  |              | •             | •             |
|                  | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND nourishes hair and leaves a luminous shine
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture
- SHEA helps repair dry, brittle hair

## USAGE INSTRUCTIONS

1. Shampoo and condition.
2. Section hair and apply evenly.
3. Proceed to twist-set (two-strand twist, flat-twist, bantu-knot) or flexi-rod set.
4. Allow hair to air dry or use a diffuser to set curls.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Dimethicone, Petrolatum, Polyquaternium-11, PPG-15 Stearyl Ether, Isopropyl Myristate, C12-15 Alkyl Benzoate, Cetearyl Alcohol, Ceteareth-20, Cetyl Alcohol, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Polyquaternium-32, Paraffinum Liquidum, PPG-1 Trideceth-6, Prunus Amygdalus Dulcis (Sweet Almond) Fruit, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Olea Europaea (Olive) Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Extract, Theobroma Cacao (Cocoa) Extract, Aleurites Moluccanus (Kukui) Seed Extract, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene



## STYLE

# CURL STRETCHING CRÈME

16OZ

A moisture-rich blend of almond butter, shea butter, soy and jojoba oil to smooth and condition highly textured hair, creating controlled, frizz-free, beautiful curls. Recommended for adding weight to extremely textured 3A-4C hair for maximum stretch and curl pattern enhancement.



## BENEFITS

- Adds definition to extremely textured hair
- Provides superior moisture and intense shine
- Creates controlled, frizz-free, beautiful curls
- Free from parabens, paraffins, petrolatum, mineral oil and silicones

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              | •             | •             |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND nourishes hair and leaves a luminous shine
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture
- JOJOBA, OLIVE OIL & SHEA provide maximum moisture and intense shine

## USAGE INSTRUCTIONS

1. Apply to clean, damp hair from roots to ends.
2. Using sections, comb, twist or finger style as desired.
3. Air dry, diffuse or sit under a hooded dryer to finish.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Glyceryl Stearate, PEG-100 Stearate, Olea Europaea (Olive) Fruit Oil, Polyvinylpyrrolidone/Vinylacetate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrogenated Vegetable Oil, Acetylated Lanolin, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Carbomer 940, Aminomethylpropanol, Tocopheryl Acetate, Butyrospermum Parkii (Shea Butter), Simmondsia Chinensis (Jojoba) Seed Oil, Citric Acid, Glycine Soja (Soybean) Oil, Persea Gratissima (Avocado) Fruit Extract, Theobroma Cacao (Cocoa) Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Fragrance

## MAINTAIN

### DAILY MOISTURIZING LOTION

12OZ

A lightweight botanical blend of jojoba oil, olive oil and cocoa butter that moisturizes and revitalizes dry waves, curls and coils, leaving hair soft, manageable and frizz-free.



## BENEFITS

- Restores moisture to the hair shaft and seals the cuticle to protect against breakage
- Great for everyday use
- Leaves hair soft, shiny and frizz-free
- Free from parabens, paraffins and mineral oil

| pH:<br>4.8-5.8 |                  | HAIR TYPE        |              |               |               |
|----------------|------------------|------------------|--------------|---------------|---------------|
|                |                  | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine             |                  |              |               |               |
|                | Medium           |                  | •            | •             | •             |
|                | Coarse           |                  | •            | •             | •             |
| CONDITION      | Oily             |                  | •            | •             | •             |
|                | Normal           |                  | •            | •             | •             |
|                | Dry              |                  | •            | •             | •             |
|                | Color<br>Treated |                  | •            | •             | •             |

## KEY INGREDIENTS

- SWEET ALMOND nourishes hair and leaves a luminous shine
- AVOCADO strengthens the hair shaft, prevents breakage and provides intense moisture
- JOJOBA protects against dryness, breakage and split ends

## USAGE INSTRUCTIONS

1. Apply to clean, damp hair.
2. Comb through or finger style as desired and air dry or diffuse.
3. Or, apply to dry hair to pull out twist sets, revitalize curls and reduce frizz.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Acetamide MEA, PPG-15 Stearyl Ether, Cetearyl Alcohol, Cetareth-20, Stearalkonium Chloride, Hydroxyethylcellulose, Polyquaternium-11, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Simmondsia Chinensis (Jojoba) Seed Oil, Olea Europaea (Olive) Fruit Oil, Theobroma Cacao (Cocoa) Seed Butter, Behentrimonium Methosulfate, Butylene Glycol, Prunus Amygdalus Dulcis (Sweet Almond) Fruit Extract, Persea Gratissima (Avocado) Fruit Extract, Butyrospermum Parkii (Shea) Leaf Extract, Cocos Nucifera (Coconut) Fruit Extract, Aleuriteus Moluccanus (Kukui) Seed Extract, Fragrance, Benzyl Benzoate, Citral, Geraniol, Linalool, Limonene

## MAINTAIN

### HONEY & SHEA EDGE TAMER

3.7OZ

This unique, non-greasy formula is infused with moisturizing honey and shea butter to provide a fabulous shine without buildup and residue. Delivering a long-lasting firm hold, it securely lays down the hairline and tames unruly flyaways.



## BENEFITS

- No flaking or buildup
- Delivers intense nourishment
- Specially designed for curly to coily hair textures
- Free from parabens, paraffins and mineral oil

| pH:<br>5.5-7.0 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              | •             | •             |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

### KEY INGREDIENTS

- SWEET ALMOND & AVOCADO provide intense moisture and hydration
- HONEY seals in moisture, reduces breakage and adds shine
- SHEA moisturizes and restores hair health from the inside out

### USAGE INSTRUCTIONS

1. Apply a fingertip amount to the hairline.
2. Smooth with a brush or small-tooth comb for a lasting, blended finish.
3. For best smoothing results, use a satin scarf for 20 minutes or overnight to finish the look.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Aqua/Water/Eau, Cetearth-25, Glycerin, PEG-40 Hydrogenated Castor Oil, Methyl Gluceth-10, Ethylhexylglycerin, Phenoxyethanol, Caprylyl Glycol, Fragrance (Parfum), Hydroxypropyltrimonium Honey, Butyrospermum Parkii (Shea) Butter, Persea Gratissima (Avocado) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Palmitoyl Tripeptide-28



**DESIGN ESSENTIALS®**  
*Natural*  
HAIR

# AGAVE & LAVENDER COLLECTION

Thermal style with zero damage! Our Agave & Lavender Blow-Dry & Thermal Styling Collection, formulated with natural agave extract and soothing lavender, works synergistically to transform natural textures to a silky-smooth finish without worry of breakage or destroying the hair's natural curl pattern caused by heat damage.



**Moisturizing & Strengthening Shampoo**



**Moisturizing & Detangling Conditioner**



**Blow-Dry & Heat Shield**



**Weightless Thermal Protectant Serum**



# CLEANSE

## MOISTURIZING & STRENGTHENING SHAMPOO—STEP 1

12FL OZ | 34FL OZ

Design Essentials® Moisturizing & Strengthening Shampoo is an ultra-rich, sulfate-free shampoo that provides intense hydration to hair and scalp while detangling naturally curly, coily textures.



## BENEFITS

- Gently cleanses and imparts intense hydration
- Softens, moisturizes and smooths the cuticle for easier blow-drying
- Promotes healthy hair growth by preventing shedding and breakage
- Free from sulfates, alcohol, parabens, paraffins, mineral oil, petrolatum and DEA

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- AGAVE softens, conditions, and strengthens
- LAVENDER EXTRACT nourishes and strengthens
- MANGO is an intensive moisturizer that softens

## USAGE INSTRUCTIONS

1. Apply to wet hair and scalp and gently massage into lather.
2. For optimum results, follow with Step 2: Moisturizing & Detangling Conditioner.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Polyquaternium-7, Cocamide MEA, Propanediol, Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Glycol Distearate, Agave Tequilana Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Vitis Vinifera (Grape) Seed Extract, Mangifera Indica (Mango) Fruit Extract, DC Violet No. 2, DC Red No. 33 Powder, FDC Blue No. 1, Powder, Fragrance



# CONDITION

## MOISTURIZING & DETANGLING

### CONDITIONER — STEP 2 12OZ | 32OZ

Design Essentials® Moisturizing & Detangling Conditioner is an ultra-hydrating and nourishing conditioner formulated with natural agave and lavender oils, mango fruit butters, and antioxidants to infuse intense moisture, soften and detangle even the curliest hair.



## BENEFITS

- Restores hair's natural moisture
- Smooths the hair for easier glide-through blowouts that last longer
- Increases tensile strength of the hair shaft
- Free from parabens, petrolatum and mineral oil

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        | •                | •            | •             | •             |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- AGAVE softens, conditions, and strengthens
- LAVENDER nourishes and strengthens
- MANGO is an intensive moisturizer that softens

## USAGE INSTRUCTIONS

1. After cleansing with Moisturizing Hair Bath, apply Moisturizing & Detangling Conditioner.
2. Start at ends, work up through to the scalp. Leave in 1-3 minutes. Rinse.
3. Follow with Step 3: Blow-Dry & Heat Shield

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Cetyl Alcohol, Behentrimonium Chloride, Glycerin, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Dimethicone, Laureth-4, Laureth-23, Benzotriazolyl Dodecyl P-Cresol, Tocopheryl Acetate, Hydrolyzed Wheat Protein, DC Red #33 Powder, DC Violet #2, FDC Blue #1 Powder, Agave Tequilana Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Vitis Vinifera (Grape) Seed Extract, Mangifera Indica (Mango) Fruit Extract, Fragrance



## PREP

### BLOW-DRY & HEAT SHIELD—STEP 3 8FL OZ

Design Essentials® Blow-Dry & Heat Shield is a lightweight conditioning spray that prepares hair for blow-drying and provides superior heat protection up to 420°. Advanced formula penetrates hair to soften the cuticle and repair split ends for a blow-drying experience that continues to fight frizz for up to 2 weeks.



## BENEFITS

- Cuts drying time in half while protecting hair from damage by heat tools
- Seals and wraps around the cuticle, nourishing the hair back to a healthier state
- UVA and UVB protection preserves color-treated hair
- Free from parabens, petrolatum, mineral oil, and gluten

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  | •            | •             | •             |
|                | Medium        |                  | •            | •             | •             |
|                | Coarse        |                  | •            | •             | •             |
| CONDITION      | Oily          |                  | •            | •             | •             |
|                | Normal        |                  | •            | •             | •             |
|                | Dry           |                  | •            | •             | •             |
|                | Color Treated |                  | •            | •             | •             |

## KEY INGREDIENTS

- AGAVE softens, conditions, and strengthens
- LAVENDER nourishes and strengthens
- MANGO is an intensive moisturizer that softens

## USAGE INSTRUCTIONS

1. Shake to activate.
2. After conditioning with the Moisturizing & Detangling Conditioner, distribute evenly through damp hair.
3. Blow-dry with a blow-drying brush to create a silky-smooth blowout with lustrous shine.
4. Follow with Step 4: Weightless Thermal Protectant Serum, for flat ironing and curling irons.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Isopropyl Myristate, Propylene Glycol, Capryloyl Glycerin/Sebacic Acid Copolymer, Polyquaterium-11, Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorophensin, Fragrance, Agave Tequilana Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Vitis Vinifera (Grape) Seed Extract, Mangifera Indica (Mango) Fruit Extract, Red #17, Violet #2

## STYLE

# WEIGHTLESS THERMAL PROTECTANT SERUM—STEP 4 4FL OZ

Design Essentials® Weightless Thermal Protectant Serum seals in moisture and provides superior heat protection up to 420° when thermal styling or silk-pressing with no damage to curls.



## BENEFITS

- Provides a layer of potent protection from thermal styling
- Increases tensile strength and improves hair's density
- Promotes healthy hair growth and smooths cuticle for frizz-free shine
- Free from parabens, petrolatum, mineral oil, and gluten

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          | •                | •            | •             | •             |
|                | Medium        | •                | •            | •             | •             |
|                | Coarse        |                  |              |               |               |
| CONDITION      | Oily          | •                | •            | •             | •             |
|                | Normal        | •                | •            | •             | •             |
|                | Dry           | •                | •            | •             | •             |
|                | Color Treated | •                | •            | •             | •             |

## KEY INGREDIENTS

- AGAVE softens, conditions, and strengthens
- LAVENDER nourishes and strengthens
- MANGO is an intensive moisturizer that softens

## USAGE INSTRUCTIONS

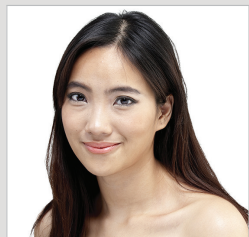
1. After hair is blown dry with Blow-Dry & Heat Shield, apply a small amount to hair.
2. Flat iron or curl hair as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Isopropyl Palmitate, C13-15 Alkane, Dimethiconol, Agave Tequilana Leaf Extract, Lavandula Angustifolia (Lavender) Flower Extract, Vitis Vinifera (Grape) Seed Extract, Mangifera Indica (Mango) Fruit Extract, Ethylhexyl Methoxycinnamate, Fragrance

# CURL TYPES



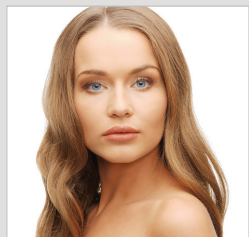
## 1 STRAIGHT

- Very little to virtually no waves
- Hair get oily easily
- Lacks volume and does not hold curls well



## 3B CURLY w/SPIRALS

- Distinct, well-defined spirals
- Lots of body and movement
- Easy to swell, dry out and frizz



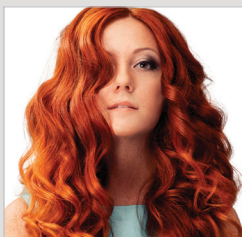
## 2A SLIGHT WAVE

- Very minimal waves
- Easy to style and straighten
- Limited body and prone to frizz



## 3C CURLY w/COILS

- Defined tight curls in corkscrew or coil
- Highly dense and full of volume
- Easy to swell, tangle, frizz and dry out



## 2B LOOSE WAVY

- Very loose S wave form
- Limited body or volume
- Prone to frizz



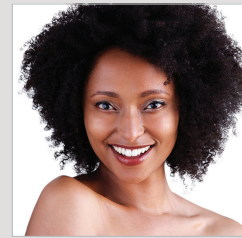
## 4A COILED w/SPRING

- Coiled with an evident S or ringlet pattern
- Some volume limited in movement
- Hair is fragile, dry and knots easily



## 2C WAVY w/CURLS

- Consistent S wave form
- Moderate body or volume
- Easy to frizz and resistant to styling



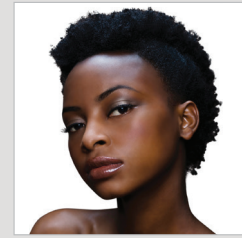
## 4B TIGHTLY COILED

- Tightly coiled with less defined curls
- Hair is highly dense and wiry, lacks movement
- Hair is fragile, dry and knots easily



## 3A CURLY w/LOOPS

- Distinct well-defined S formed loops
- Lots of body and movement with good elasticity (spring)
- Prone to frizz and dryness



## 4C TIGHTLY COILED w/ZIG-ZAG

- Very tightly coiled in a zig-zag pattern
- Requires manipulation to achieve curl definition
- Hair is fragile, dry and knots easily

# **D** DESIGN ESSENTIALS® **SCALP CARE**

Say goodbye to dry, itchy, flaky and starved scalp with our Design Essentials® Scalp Care Collection! Dermatologist tested, these Naturalceuticals™ blend nature and science, offering targeted solutions using natural ingredients to cleanse, replenish, repair and nourish the scalp to optimum health.







**Scalp Cleansing Serum**



**Vitamin Drops**



**Moisturizing Oil Treatment**



**Edge & Temple Strengthening Oil**



**Anti-Itch & Tension Relief**



**Anti-Itch & Tension Relief Scalp Butter**

# MAINTAIN

## SCALP CLEANSING SERUM

4FL OZ

Design Essentials® Scalp Cleansing Serum, infused with eucalyptus and lemon, helps to remove product buildup and excess oils that cause common scalp irritation without water or shampooing and without drying out the scalp.



## BENEFITS

- Naturally cleanses and detoxifies scalp without water/shampooing
- Cleanses braids and locs without shampooing
- Gently tones and hydrates scalp without drying
- Dermatologist tested and free from artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
| SCALP     | Color Treated |             |                  | •            | •             | •             |
|           | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  | •            | •             | •             |
|           | Combo         |             |                  | •            | •             | •             |
|           | Oily          |             |                  | •            | •             | •             |

## KEY INGREDIENTS

- LEMON balances and restores pH, is a source of Vitamins C and B, is a natural dandruff fighter and provides antifungal properties
- EUCALYPTUS is a natural antiseptic that stimulates and soothes
- WITCH HAZEL is a natural astringent, that gently cleanses and tones

## USAGE INSTRUCTIONS

*For Scalp*

1. Apply serum directly to the scalp, parting throughout the head.
2. Massage serum onto scalp, focusing on problem or irritated areas. Rinse or leave in as desired.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Alcohol, Polysorbate-20, Propylene Glycol, Glycerin, Hamamelis (Witch Hazel) Leaf Extract, Eucalyptus Globulus Leaf Oil, Pentylene Glycol, Propanediol, Caprylyl Glycol, Citrus Limon Peel (Lemon) Oil, Mentha Piperita (Peppermint) Oil, Ethylhexylglycerin, Chlorophensin, Hydroxyethylcellulose, Citric Acid, Fragrance

# MAINTAIN

## VITAMIN DROPS

4FL OZ

Design Essentials® Vitamin Drops with Vitamin E is a multi-purpose signature blend of all natural essential oils designed to help promote hair growth. Vitamins A and D3, along with Vitamin E, combine to restore many nutrients depleted by environmental conditions.



## BENEFITS

- Helps protect the scalp from free radicals and ultra-violet rays
- Helps to promote hair growth
- Restores and strengthens to help produce an optimum environment for a healthy scalp
- Dermatologist tested and free from artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
| SCALP     | Color Treated |             |                  | •            | •             | •             |
|           | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  | •            | •             | •             |
|           | Combo         |             |                  | •            | •             | •             |
|           | Oily          |             |                  |              |               |               |

### KEY INGREDIENTS

- VITAMIN E is a powerful antioxidant that helps protect hair from environmental damage while promoting a healthy scalp
- SWEET ALMOND OIL moisturizes and conditions hair, helping to reduce frizz and improve softness
- CARROT ROOT helps rejuvenate and nourish hair, improving shine and vitality

### USAGE INSTRUCTIONS

*For Scalp*

1. Apply drops directly to the scalp, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Gossypium Herbaceum (Cotton) Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Adansonia Digitata (Baobab) Seed Oil, DL-Alpha-Tocopheryl Acetate (Vitamin E), Daucus Carota Sativa (Carrot) Root Extract, Rosmarinus Ocinalis (Rosemary) Leaf Extract, Retinyl Palmitate, Fragrance, Limonene



# MAINTAIN

## MOISTURIZING OIL TREATMENT

4FL OZ

Design Essentials® Scalp Care Moisturizing Oil Treatment with Lavender & Marula is an advanced moisture restoration treatment that instantly moisturizes and provides soothing nourishment to the scalp, while helping to promote healthy hair growth.



### BENEFITS

- Natural antioxidants help to protect hair from environmental damage
- Deeply penetrates to moisturize and hydrate the scalp
- Helps to improve scalp elasticity and to promote growth
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
|           | Color Treated |             |                  | •            | •             | •             |
| SCALP     | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  | •            | •             | •             |
|           | Combo         |             |                  | •            | •             | •             |
|           | Oily          |             |                  |              |               |               |

### KEY INGREDIENTS

- MARULA OIL is a natural antioxidant and source of Vitamin E that deeply penetrates and hydrates
- LAVENDER OIL is a natural antiseptic that moisturizes and nourishes, and promotes growth
- KALAHARI MELON SEED OIL is rich in fatty acids and nourishes hair and scalp

### USAGE INSTRUCTIONS

*For Scalp*

1. Apply drops directly to the scalp, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Gossypium Herbaceum (Cotton) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Abyssinica Seed Oil, Lavandula Angustifolia (Lavender) Oil, Citrullus Lanatus (Kalahari Melon) Seed Oil, Sclerocarya Birrea (Marula) Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Juniperus Mexicana Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Juniperus Communis Fruit Oil

# MAINTAIN

## EDGE & TEMPLE STRENGTHENING OIL

4FL OZ

Design Essentials® Scalp Care Edge & Temple Strengthening Oil, infused with black castor oil, biotin, and peppermint, intensely nourishes and repairs hair at breaking points and along the hairline for stronger, thicker, and healthier strands. This Naturalceutical™ is blended with over 20 essential oils.



## BENEFITS

- Provides a natural therapy that strengthens and fortifies the hair shaft
- Acts as sealant to protect hair from breakage and split ends
- Locks in moisture and protects from UV and weather damage
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
|           | Color Treated |             |                  | •            | •             | •             |
| SCALP     | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  | •            | •             | •             |
|           | Combo         |             |                  | •            | •             | •             |
|           | Oily          |             |                  |              |               |               |

## KEY INGREDIENTS

- BIOTIN to fortify strands for stronger hair
- CASTOR OIL intensely moisturizes and strengthens hair
- MACADAMIA SEED OIL is rich in fatty acids and deeply hydrates the hair, while reducing breakage

## USAGE INSTRUCTIONS

*For Scalp*

1. Apply directly to the target areas around the hairline or entire scalp. Massage, focusing on the applied areas.
2. Leave in and style as desired. For daily use around the hairline or entire scalp.

Warning: For external use only. Avoid contact with eyes. Keep out of reach of children.

## INGREDIENTS

Gossypium Herbaceum Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Ternifolia Seed Oil, Diheptyl Succinate (and) Capryloyl Glycerin/Sebacic Acid Copolymer, Caprylic/Capric Triglyceride, Ricinus Communis (Castor) Seed Oil, DL-Alpha Tocopheryl Acetate, Mentha Piperita (Peppermint) Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Menthol Crystals, D-Biotin

# MAINTAIN

## ANTI-ITCH & TENSION RELIEF

4FL OZ

Design Essentials® Scalp Care Anti-Itch & Tension Relief is a deep penetrating blend of natural tea tree oil, which moisturizes and stimulates the scalp, while aloe soothes and calms the scalp for relief from tension and soreness. Ideal for braids, extensions and protective styles.



## BENEFITS

- Soothes the scalp and helps reduce flaking
- Cools and stimulates the scalp
- Helps to promote hair growth
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
|           | Color Treated |             |                  | •            | •             | •             |
| SCALP     | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  |              |               |               |
|           | Combo         |             |                  |              |               |               |
|           | Oily          |             |                  |              |               |               |

## KEY INGREDIENTS

- TEA TREE OIL nourishes and protects, relieves itching and flaking, and is a natural antiseptic and antibiotic with anti-fungal properties
- PEPPERMINT provides a cooling, soothing sensation that aids with scalp discomfort
- ALOE VERA calms and soothes, nourishes and prevents breakage, and reduces itch and flaking

## USAGE INSTRUCTIONS

*For Scalp*

1. Apply directly to the scalp, parting throughout the head.
2. Massage onto scalp, focusing on affected areas.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Gossypium Herbaceum (Cotton) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Mentha Piperita (Peppermint) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Leptospermum Petersonii (Lemon Tea Tree) Extract, Aloe Barbadensis (Aloe) Vera, Rosmarinus Officinalis (Rosemary) Leaf Extract, Sesamum Indicum (Sesame) Seed Oil

# MAINTAIN ANTI-ITCH & TENSION RELIEF SCALP BUTTER 4OZ

Design Essentials® Scalp Care Anti-Itch & Tension Relief Scalp Butter is a deeply penetrating, yet lightweight Naturalceutical™ blend of natural oils and extracts formulated to calm and soothe dry, itchy, sore, and irritated scalps. Ideal for braids, extensions, and protective styles.



## BENEFITS

- Provides a natural therapy that strengthens and fortifies the hair
- Acts as sealant to protect hair from breakage and split ends
- Locks in moisture and protects from UV and weather damage
- Dermatologist tested and free of artificial fragrances, dyes and mineral oil

|           |               | pH:<br>6.83 | HAIR TYPE        |              |               |               |
|-----------|---------------|-------------|------------------|--------------|---------------|---------------|
|           |               |             | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |             |                  |              |               |               |
|           | Medium        |             |                  | •            | •             | •             |
|           | Coarse        |             |                  | •            | •             | •             |
| CONDITION | Oily          |             |                  |              |               |               |
|           | Normal        |             |                  | •            | •             | •             |
|           | Dry           |             |                  | •            | •             | •             |
| SCALP     | Color Treated |             |                  | •            | •             | •             |
|           | Itchy         |             |                  | •            | •             | •             |
|           | Flaky         |             |                  | •            | •             | •             |
|           | Normal        |             |                  |              |               |               |
|           | Combo         |             |                  |              |               |               |
|           | Oily          |             |                  |              |               |               |

## KEY INGREDIENTS

- TEA TREE OIL nourishes and protects, relieves itching and flaking, and is a natural antiseptic and antibiotic with antifungal properties
- PEPPERMINT provides a cooling, soothing sensation that aids with scalp discomfort
- ALOE VERA calms and soothes, nourishes and prevents breakage, and reduces itch and flaking

## USAGE INSTRUCTIONS

1. Apply directly to the scalp, parting throughout.
2. Massage onto scalp, focusing on affected areas

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Olea Europaea (Olive) Fruit Oil, Hydrogenated Vegetable Oil, Gossypium Herbaceum (Cotton) Seed Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Beeswax, Menthol, Mentha Piperita (Peppermint) Oil, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Aloe Barbadensis (Aloe) Vera, Tocopheryl Acetate, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Sesamum Indicum (Sesame) Seed Oil

**D**  
DESIGN ESSENTIALS®  
*Natural*  
HAIR

## African Chébé GROWTH COLLECTION

Inspired by the Basara tribe in Chad, Africa, the African Chébé Growth Collection is the secret to growing long, strong, coily and curly hair. Infused with Chébé powder, and a proprietary blend of essential African herbs and oils, including shea butter, marula, castor, and plantain, this collection is designed to help achieve astonishing length by miraculously combating key inhibitors of growth: dryness, breakage, and damaged hair.





**Herbal Pre-Wash  
Intense Repair  
Masque**



**Anti-Breakage  
Moisture Retention  
Shampoo**



**Anti-Breakage  
Moisturizing Leave-In  
Conditioner**



**Braid & Twist-Out  
Strengthening  
Crème**



**Strengthening &  
Curl Perfecting  
Mousse**





# TREAT

## HERBAL PRE-WASH INTENSE REPAIR MASQUE 12OZ

Infused with natural Chébé powder, this herbal masque instantly lifts the hair cuticle and deposits nutrients essential to strengthening hair. This helps repair and nourish hair, minimize breakage, improve porosity, and promote astonishing growth.



## BENEFITS

- Improves porosity and promotes hair growth
- Locks in moisture and minimizes breakage caused by dryness
- Nourishes strands with the strengthening power of Chébé powder
- Free from parabens, petrolatum, silicones and gluten

|           |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |                  |              |               |               |
|           | Medium        |                  |              | •             | •             |
|           | Coarse        |                  |              | •             | •             |
| CONDITION | Oily          |                  |              |               |               |
|           | Normal        |                  |              | •             | •             |
|           | Dry           |                  |              | •             | •             |
|           | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- CHÉBÉ POWDER promotes growth by strengthening the hair
- CASTOR OIL intensely moisturizes and strengthens hair

## USAGE INSTRUCTIONS

1. Part hair into 4 sections. Generously apply to damp hair.
2. Cover with or without heat, and leave in for 20 minutes, or longer if desired.
3. Proceed to thoroughly shampoo with the Anti-Breakage Moisture Retention Shampoo, repeating as necessary to ensure all herbal granules have been removed.
4. Repeat weekly for optimum results.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Cetyl Alcohol, Isopropyl Myristate, Cetearyl Alcohol, PEG-16 Macadamia Glycerides, Acetamide Monoethanolamine, Behentrimonium Methosulfate, Chébé Powder, Quaternium-91, Centrimonium Methosulfate, Pentylene Glycol (and) Propanediol, Caprylyl Glycol, Ethylhexylglycerin, Chlorophensin, Polyquaternium-10, Ricinus Communis (Castor) Seed Oil, Sclerocarya Birrea Seed Oil, Plantago Major Leaf Extract, Bambusa Vulgaris Leaf/Stem Extract, Butyrospermum Parkii (Shea) Nut Extract, Citrullus Vulgaris Seed Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Adansonia Digitata Fruit Extract, Tocopheryl Acetate, Fragrance, Caramel Liquid #1884, Linalool



# CLEANSE

## ANTI-BREAKAGE MOISTURE RETENTION SHAMPOO 12FL OZ

This quick-lather shampoo is specially formulated to gently cleanse the scalp and remove granules from the Chébé Masque, without stripping natural sebum or moisture from open hair cuticles. With a nutrient-rich blend of strengtheners and humectants, this shampoo fortifies and preps the hair for soft, frizz-free curls.



## BENEFITS

- Gentle formula cleanses without stripping hair of natural oils
- Assists in removing granules from the Herbal Pre-Wash Intense Repair Masque
- Strengthening formula reduces breakage when detangling
- Free from sulfates, parabens, paraffins, petrolatum, and mineral oil

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- CHÉBÉ POWDER promotes growth by strengthening the hair
- CASTOR OIL intensely moisturizes and strengthens hair
- MARULA OIL protects against environmental damage

## USAGE INSTRUCTIONS

1. Use after the Herbal Pre-Wash Intense Repair Masque.
2. Apply shampoo and bring to a lather.
3. Rinse thoroughly and repeat as necessary to remove granules from the masque.
4. Follow with Anti-Breakage Moisturizing Leave-In Conditioner for optimal results.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Glycerin, Glycol Distearate, Cocamidopropyl Betaine, Glyceryl Laurate, Chébé Extract, Ricinus Communis (Castor) Seed Oil, Sclerocarya Birrea Seed Oil, Plantago Major Leaf Extract, Bambusa Vulgaris Leaf/Stem Extract, Butyrospermum Parkii (Shea) Nut Extract, Citrullus Vulgaris Seed Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Adansonia Digitata Fruit Extract, Tocopheryl Acetate, Polyquaternium-10, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Fragrance, Caramel Liquid # 1884, Linalool

## CONDITION

# ANTI-BREAKAGE MOISTURIZING LEAVE-IN CONDITIONER 12OZ

Infused with Chébé, an organic strengthening agent, plus an African blend of essential oils, this leave-in conditioner deposits hair-strengthening fibers and seals moisture into the hair cuticle. This distinct blend restores hair and scalp health, and helps detangle and reduce combing damage.



## BENEFITS

- Replenishes moisture and smooths the cuticle for healthier hair
- Saves up to 30 minutes of detangling time
- Nourishes and restores hair and scalp health
- Free from parabens, silicones and petrolatum

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- CHÉBÉ POWDER promotes growth by strengthening the hair
- SHEA BUTTER restores moisture and improves hair health from the inside out
- CASTOR OIL intensely moisturizes and strengthens hair

## USAGE INSTRUCTIONS

1. Apply generously to damp hair and distribute evenly.
2. Gently detangle by separating strands to remove knots and tangles.
3. DO NOT RINSE. Proceed to style as usual.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Cetearyl Alcohol, Methyl Gluceth-10, Butyrospermum Parkii (Shea Butter), Behentrimonium Chloride, Hydroxyethylcellulose, Chébé Extract, Ricinus Communis (Castor) Seed Oil, Sclerocarya Birrea Seed Oil, Plantago Major Leaf Extract, Bambusa Vulgaris Leaf/Stem Extract, Butyrospermum Parkii (Shea) Nut Extract, Citrullus Vulgaris Seed Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Adansonia Digitata Fruit Extract, Tocopheryl Acetate, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Fragrance, Caramel Liquid #1884, Benzyl Benzoate, Linalool

# STYLE

## BRAID & TWIST-OUT STRENGTHENING CRÈME 12OZ

This medium hold styler delivers high-definition coils and twist-outs that are smooth, soft and shiny. This leave-in therapy is a special formula infused with fiber-strengthening Chéb  . The frizz-fighting, no-flake formula strengthens and moisturizes with no residue buildup.



## BENEFITS

- Fights frizz with no residue buildup
- Enhances curl and coil definition
- Provides a medium to firm hold
- Free from silicone, parabens, paraffins, petrolatum, and mineral oil

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## INGREDIENTS

Deionized Water, Polyquaternium-11, Glycerin, Theobroma Cacao (Cocoa) Seed Butter, Helianthus Annuus (Sunflower) Seed Oil, Cetyl Alcohol, Cetrimonium Chloride, Cetearyl Alcohol, Ceteareth-20, PEG-16 Macadamia Glycerides, Vegetable Wax, Polysorbate-60, Hydroxyethylcellulose, Ch  b   Extract, Caprylyl Glycol, Phenoxyethanol, Ethylhexylglycerin, Ricinus Communis (Castor) Seed Oil, Sclerocarya Birrea Seed Oil, Plantago Major Leaf Extract, Bambusa Vulgaris Leaf/Stem Extract, Butyrospermum Parkii (Shea) Nut Extract, Citrullus Vulgaris Seed Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Adansonia Digitata Fruit Extract, Tocopheryl Acetate, Fragrance, Caramel Liquid #1884, Benzyl Benzoate, Linalool

## KEY INGREDIENTS

- COCOA BUTTER improves manageability and reduces dryness
- SUNFLOWER OIL delivers moisture, softness, shine and production
- CH  B   promotes growth by strengthening the hair
- CASTOR OIL intensely moisturizes and strengthens hair

## USAGE INSTRUCTIONS

1. Prep hair with the Anti-Breakage Moisturizing Leave-In Conditioner.
2. Apply styling cr  me to clean damp hair and comb through from ends to roots.
3. Using sections, braid, twist, or finger style as desired.
4. Allow hair to dry naturally or use a diffuser.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## STYLE

# STRENGTHENING & CURL PERFECTING MOUSSE 10FL OZ

Infused with fiber-strengthening Chébé and essential oils, this leave-in therapy styler will restore and strengthen your curls. This lightweight curl-boosting mousse will lock in precious moisture while simultaneously defining your curls and coils with lasting hold and no crunch.



## BENEFITS

- Provides intense definition to natural curls and coils
- Lightweight curl-boosting formula provides a medium hold
- Free from parabens, petrolatum, and mineral oil

| pH:<br>5.5-6.5 |               | HAIR TYPE        |              |               |               |
|----------------|---------------|------------------|--------------|---------------|---------------|
|                |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE        | Fine          |                  |              |               |               |
|                | Medium        |                  |              | •             | •             |
|                | Coarse        |                  |              | •             | •             |
| CONDITION      | Oily          |                  |              |               |               |
|                | Normal        |                  |              | •             | •             |
|                | Dry           |                  |              | •             | •             |
|                | Color Treated |                  |              | •             | •             |

## KEY INGREDIENTS

- CHÉBÉ POWDER promotes growth by strengthening the hair
- CASTOR OIL intensely moisturizes and strengthens hair
- HYDROLYZED WHEAT PROTEIN protects and strengthens during styling

## USAGE INSTRUCTIONS

1. Prep hair with the Anti-Breakage Moisturizing Leave-In Conditioner.
2. Apply mousse to clean hair and comb or finger through from root to ends.
3. Style as desired. Allow hair to dry naturally or use a diffuser.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Polyquaternium-11, Decyl Glucoside, Polysorbate-20, Cetrimonium Chloride, PEG-12 Dimethicone, Methyl Gluceth-10, PEG-75 Lanolin, Chébé Extract, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Ricinus Communis (Castor) Seed Oil, Sclerocarya Birrea Seed Oil, Plantago Major Leaf Extract, Bambusa Vulgaris Leaf/Stem Extract, Butyrospermum Parkii (Shea) Nut Extract, Citrullus Vulgaris Seed Extract, Citrullus Lanatus (Watermelon) Fruit Extract, Adansonia Digitata Fruit Extract, Tocopheryl Acetate, Hydrolyzed Wheat Protein, Panthenol, Citric Acid, Fragrance, Caramel Liquid #1884, Linalool, Benzyl Benzoate



## COCONUT & MONOI COLLECTION

The Coconut & Monoi Collection provides maximum moisture for dull, dry hair. Guaranteed to replenish and deliver deeply penetrating hydration, our collection of stylers achieve extraordinary results for all curl types.







**Deep Moisture  
Milk Soufflé**



**Curl Defining  
Gelée**



**Coconut Water  
Curl Refresher**



## STYLE

# DEEP MOISTURE MILK SOUFFLÉ

12OZ

A nourishing styler for lightweight, luminous, frizz-free curls. Designed to nourish and hydrate all curl types, this moisture-boosting formula delivers growth-stimulating botanicals, the smoothing power of shea butter, plus reparative milk protein.



## BENEFITS

- Delivers layers of moisture and nourishing protection
- Lightweight formula with no buildup
- Time-saving styler
- Free from parabens, petrolatum, gluten, phthalates, DEA and TEA

| pH: N/A   |               | HAIR TYPE        |              |               |               |
|-----------|---------------|------------------|--------------|---------------|---------------|
|           |               | 1A-C<br>Straight | 2A-C<br>Wavy | 3A-C<br>Curly | 4A-C<br>Coily |
| TEXTURE   | Fine          |                  | •            | •             | •             |
|           | Medium        |                  | •            | •             | •             |
|           | Coarse        |                  | •            | •             | •             |
| CONDITION | Oily          |                  | •            | •             | •             |
|           | Normal        |                  | •            | •             | •             |
|           | Dry           |                  | •            | •             | •             |
|           | Color Treated |                  | •            | •             | •             |

### KEY INGREDIENTS

- COCONUT & MONOI BLEND provides intense moisture and maximum hydration
- SHEA BUTTER moisturizes and restores hair health from the inside out
- MILK PROTEIN strengthens hair shaft

### USAGE INSTRUCTIONS

1. Apply a generous amount to damp curls and massage thoroughly for even distribution.
2. Style as desired.
3. Can be used on wet, damp or dry hair.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Deionized Water, Glycerin, Propylene Glycol, Cetyl Alcohol, Acetamide MEA, Cetearyl Alcohol, Polysorbate-60, Stearalkonium Chloride, Polyquaternium-11, Paraffinum Liquidum, PPG-10 Cetyl Ether, Cocos Nucifera (Coconut) Fruit Extract, Gardenia, Butyrospermum Parkii (Shea Butter), Hydrolyzed Milk Protein, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Isopropyl Lanolate, Dimethicone, Polysorbate-20, Behentrimonium Methosulfate, Cetearyl Alcohol, Butylene Glycol, Fragrance



# STYLE

## CURL DEFINING GELÉE

12OZ

Design Essentials® Curl Defining Gelée enhances curls and coils for frizz-free definition, moisture retention and shine. Formulated for supreme detangling, nourishment and body, this gelée instantly hydrates and enhances curls for any style.



## BENEFITS

- Ultra-moisturizing curl definer enhances curls and coils
- Smooth lightweight texture controls frizz and flyaways
- Great for defined twist outs, finger coils and wash-and-go styles
- Free from parabens, petrolatum, gluten, phthalates, DEA and TEA

| pH: N/A   |               | HAIR TYPE     |           |            |            |
|-----------|---------------|---------------|-----------|------------|------------|
|           |               | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| TEXTURE   | Fine          |               | •         | •          | •          |
|           | Medium        |               | •         | •          | •          |
|           | Coarse        |               | •         | •          | •          |
| CONDITION | Oily          |               | •         | •          | •          |
|           | Normal        |               | •         | •          | •          |
|           | Dry           |               | •         | •          | •          |
|           | Color Treated |               | •         | •          | •          |

## KEY INGREDIENTS

- COCONUT & MONOI BLEND provides intense moisture and maximum hydration
- SUNFLOWER is rich in Vitamin E to deliver moisture, softness, shine and protection

## USAGE INSTRUCTIONS

1. After cleansing, conditioning and detangling, generously apply Coconut & Monoi Curl Defining Gelée to wet hair.
2. Using your fingers or a wide-tooth comb, work through from root to tip for even distribution.
3. Proceed to style as desired. Allow to air dry.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

## INGREDIENTS

Deionized Water, Glycerin, Polyquaternium-37, Methyl Gluceth-10, Polyquaternium-11, Polysorbate-20, Helianthus Annuus (Sunflower) Seed Oil, Ethylhexylglycerin, Cocos Nucifera (Coconut) Fruit Extract, Caprylyl Glycol, Phenoxyethanol, Gardenia, Fragrance

## STYLE

# COCONUT WATER CURL REFRESHER

8FL OZ

Revitalize curls with our triple-hydrating monoi moisture blend (coconut water, chamomile and wild cherry). Lightweight silk proteins and a replenishing blend of active botanicals restore over-worked curls. With daily use, thirsty curls are quenched and frizz is tamed.



## BENEFITS

- Extends the life of natural styles without shampooing
- Soft hold helps to maintain styles all day
- Nourishing ingredients deeply penetrate to control frizz
- Free from parabens, petrolatum, gluten and phthalates

| pH: N/A   |               | HAIR TYPE     |           |            |            |
|-----------|---------------|---------------|-----------|------------|------------|
|           |               | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| TEXTURE   | Fine          |               | •         | •          | •          |
|           | Medium        |               | •         | •          | •          |
|           | Coarse        |               | •         | •          | •          |
| CONDITION | Oily          |               | •         | •          | •          |
|           | Normal        |               | •         | •          | •          |
|           | Dry           |               | •         | •          | •          |
|           | Color Treated |               | •         | •          | •          |

### KEY INGREDIENTS

- COCONUT & MONOI BLEND deeply penetrates hair shaft to hydrate and condition from the cortex
- SUNFLOWER SEED OIL smooths and softens hair while adding a natural shine
- MILK PROTEIN strengthens hair shaft

### USAGE INSTRUCTIONS

#### On Dry Hair

1. Mist lightly and work through hair from roots to ends for even distribution.
2. Gently re-form curls or twists as necessary.
3. Style as desired.

#### On Towel-Dried, Damp Hair

1. Spray Coconut Water Curl Refresher liberally throughout.
2. Work through hair from roots to tips to evenly distribute and enhance curl definition.

Warning: Keep hair away from open flame or any source of ignition. For external use only. Keep out of reach of children.

### INGREDIENTS

Deionized Water, Glycerin, PEG-12 Dimethicone, Acetamide MEA, Polysorbate-20, Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Fruit Extract, Gardenia, Hydrolyzed Milk Protein, Phenoxyethanol, Benzoic Acid, Ethylhexylglycerin, Glycereth-2 Cocoate, Cetrimonium Chloride, Fragrance

# PRODUCT CHART

| COLLECTION       | REGIMEN CATEGORY | PRODUCT   | HAIR TYPES    |           |            |            |
|------------------|------------------|---|---------------|-----------|------------|------------|
|                  |                  |   | 1A-C Straight | 2A-C Wavy | 3A-C Curly | 4A-C Coily |
| ALMOND & AVOCADO | Cleanse          | Moisturizing & Detangling Sulfate-Free Shampoo  | •             | •         | •          | •          |
|                  | Condition        | Moisturizing & Detangling Conditioner           | •             | •         | •          | •          |
|                  |                  | Wash Day Deep Moisture Masque                   |               |           | •          | •          |
|                  | Prep             | Moisturizing & Detangling Leave-In Conditioner  | •             | •         | •          | •          |
|                  | Style            | Anti-Frizz Curl Defining Gel                    |               | •         | •          |            |
|                  |                  | Daily Curl Revitalizer                          |               | •         | •          | •          |
|                  |                  | Honey Curl Forming Custard                      |               |           | •          | •          |
|                  |                  | Curl Enhancing Mousse                           |               | •         | •          | •          |
|                  |                  | Twist & Set Setting Lotion                      |               |           | •          | •          |
|                  |                  | Curling Crème                                   |               |           | •          | •          |
|                  |                  | Curl Stretching Crème                           |               |           | •          | •          |
|                  | Maintain         | Daily Moisturizing Lotion                       |               | •         | •          | •          |
|                  |                  | Honey & Shea Edge Tamer                         |               |           | •          | •          |
| AGAVE & LAVENDER | Cleanse          | Moisturizing & Strengthening Shampoo            | •             | •         | •          | •          |
|                  | Condition        | Moisturizing & Detangling Conditioner           | •             | •         | •          | •          |
|                  | Prep             | Blow-Dry & Heat Shield                          |               | •         | •          | •          |
|                  | Style            | Weightless Thermal Protectant Serum             | •             | •         | •          | •          |
| SCALP CARE       | Maintain         | Scalp Cleansing Serum                           |               | •         | •          | •          |
|                  |                  | Vitamin Drops                                   |               | •         | •          | •          |
|                  |                  | Moisturizing Oil Treatment                      |               | •         | •          | •          |
|                  |                  | Edge & Temple Strengthening Oil                 |               | •         | •          | •          |
|                  |                  | Anti-Itch & Tension Relief                      |               | •         | •          | •          |
|                  |                  | Anti-Itch & Tension Relief Scalp Butter         |               | •         | •          | •          |
| AFRICAN CHÉBÉ    | Treat            | Herbal Pre-Wash Intense Repair Masque           |               |           | •          | •          |
|                  | Cleanse          | Anti-Breakage Moisture Retention Shampoo        |               |           | •          | •          |
|                  | Condition        | Anti-Breakage Moisturizing Leave-In Conditioner |               |           | •          | •          |
|                  | Style            | Braid & Twist-Out Strengthening Crème           |               |           | •          | •          |
|                  |                  | Strengthening & Curl Perfecting Mousse          |               |           | •          | •          |
| COCONUT & MONOI  | Style            | Deep Moisture Milk Soufflé                      |               | •         | •          | •          |
|                  |                  | Curl Defining Gelée                             |               | •         | •          | •          |
|                  |                  | Coconut Water Curl Refresher                    |               | •         | •          | •          |

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