

ANTHONY DEFALCO

PROFESSIONAL



Anthony DeFalco, creator of AD Professional Products, started his cosmetology career in the 1980's. Since becoming a stylist working behind the chair, his accomplishments have included; salon owner of several locations, an international color educator, an educator for Cezanne Smoothing Systems as well as creating his own hair replacement system for post cancer patients by reattaching one's own hair. Anthony has now crafted his own line of scientifically formulated professional hair care and styling products – AD Professional.

Finally, hair care and styling products created by a stylist that works behind the chair!

You can find Anthony doing what he loves at his flagship beauty center, Anthony's Salon, in Fountain Valley, CA.

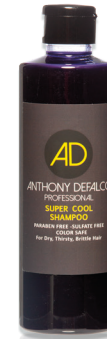
AMINO-PRO SHAMPOO

Thanks to its silky texture, AD AMINO-PRO SHAMPOO, containing the essential 17 amino acids and proteins, moisturizes your hair while cleansing and leaves you with soft hair ensuring this long lasting effect.

AMINO-CREME CONDITIONER

Restores the hydration to dry thirsty hair, strengthens brittle hair, returns the sheen and soft silky feel. AD AMINO-CREME CONDITIONER smooths and defrizzes the hair for soft and shiny smooth results.

Also available in gallon size.



SUPER COOL SHAMPOO

Is specially designed to neutralize yellowish tones, highlight ashen tones, and will make grey hair sparkle due to the lavender violet pigments in the formula. The result is shiny hair with desired tone. It also leaves the hair feeling silky soft thanks to the amino acids and proteins the hair is strengthened and healthier. HAS UV PROTECTION AGAINST THE SUN RAYS.

KERATIN SMOOTHIE

SHAMPOO

AD PROFESSIONAL KERATIN SMOOTHIE SHAMPOO is specifically designed for damaged, weak and brittle hair. It has a balanced formula that gently cleans, hydrates, strengthens, and detangles. It will keep hair color fresh and extend the longevity of keratin smoothing services.



CONDITIONER

Is formulated to keep your color vivid and prolong your keratin smoothing and is also great for extensions. With UVA & UVB filters, Macadamia oil and Argan oil, it will detangle and keep hair silky and shiny. Good for all hair types that need additional smoothing or detangling.

SPRAY

Specially formulated to detangle, add shine and repair structure to the weak and brittle hair cuticle. Increases elasticity for softer, smoother, and stronger hair. It also helps to maintain your keratin smoothing service and hair color. Great for everyday use.



AD BI-PHASE MILK AND HONEY-SPRAY CONDITIONER

AD BI-PHASE MILK AND HONEY-SPRAY CONDITIONER detangles and protects from heat and light that may disturb the moisture balance of your hair. The Amino Acid content ensures lasting heat protection before, during, and after styling. Working from the inside out, the proteins prevent moisture loss by capturing it into the hair before heat exposure.



AD PROFESSIONAL MILK AND HONEY MASK

Is a deep recovery mask treatment that is full of 12 amino acids and milk derived proteins that help rebuild, repair damage, and recover shine.



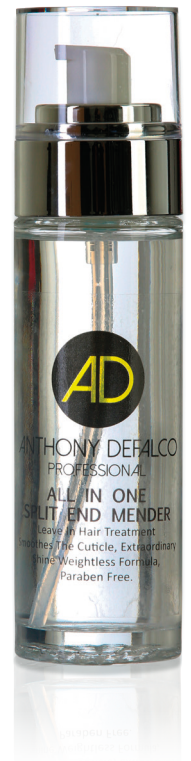
MOROCCAN ARGAN OIL

Formulated with Argan oil and a balanced blend of natural oils high in vitamin A, D, & E, without added weight, leaves the hair soft, lightweight and amazingly bright. Restructures and repairs damaged hair fibers restoring a healthy, shiny look, and has UVA & UVB protection. Helps to detangle wet hair and seals the cuticle on colored hair to maintain the intensity. Moisturizes dry hair to provide hydration and softness.



ALL IN ONE SPLIT END MENDER

Developed with a natural blend of oils, vitamin rich in A, D, & E it targets damaged parts of the cuticle and smoothes it down and adds exceptional shine. UVA & UVB protection from heat and light, this leave in product will decrease blow dry time, increase shine and will help block out humidity while repairing structural damage. Never greasy and always weightless.



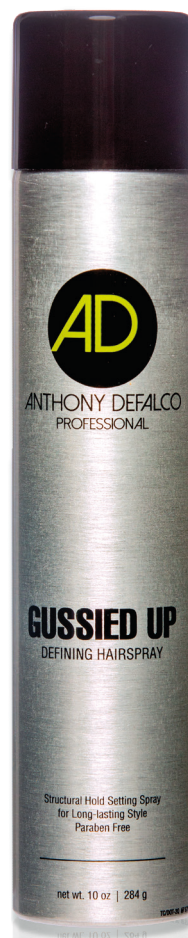


MAXED OUT FLORES GEL

This powerful setting and shaping gel is great for scrunching and slicking hair that is hard to hold or that needs a firmer look. Contains a special silicone to reduce flaking. Excellent for curl retention and bounce. Alcohol and Paraben free.

MARILYN MOUSSETTE INCREDIBLE SMOOTHING BLOWOUT MOUSSE

Ditch the frizz and rock the MARILYN MOUSSETTE. Get a smoother finish to your blowout with this ultra-light airy mousse. Achieve naturally moveable hair styles with extra hydration and shine. Paraben free.



GUSSIED UP DEFINING HAIRSPRAY

GUSSIED UP structural hold setting spray is a versatile design tool that provides texture, shine, and long lasting, touchable support. Leaves hair looking natural while adding strength and volume necessary to make any style last all day.

DRY TEXTURE SPRAY

DRY TEXTURE SPRAY creates instant fullness, body, shape, and texture. Transforms hair into naturally thick and voluminous styles while keeping the natural movement of your hair. Separate strands, create dimension and achieve definition for that sleek 'undone' look everyone craves. No Sodium Lauryl or Laureth Sulfates (SLS) & Paraben free.



"I'm passionate about hair and how it changes lives. It has always been my dream to have my own line and it's all we use in my salon.

It's too great not to share it"

–Anthony DeFalco



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Product Images Provided by Seeden Photography
Booklet Designed by Brandi Terry