



ANTI

WE EMPOWER BEAUTY IN A WORLD DRIVEN BY SOCIAL CONSCIENCE, PRODUCT PERFORMANCE AND INDIVIDUALITY

ANTI is a high-performance no-nonsense haircare brand that meets the needs of any hair type.

We offer a streamlined collection of concentrated hair products for the ultimate professional finish.

ANTI's vegan haircare formulas are gluten, sulphates, paraben and petroleum-free, nor are they tested on animals.

All ANTI products are proudly certified by 'Leaping Bunny', working towards ending animal testing and animal cruelty once and for all.

ANTI empowers professionals and consumers with the ultimate haircare and styling solutions without compromise.



ANTI

WASH & CARE



EVERYTHING SHAMPOO

A daily reparative Shampoo for all hair types, including chemically treated hair.

The nourishing sulphate free formula gently cleanses, protects colour, improves scalp health and strengthens the hair and reduces environmental damage.



EVERYTHING CONDITIONER

A daily reparative conditioner that moisturises, softens and detangles for all hair types, including chemically treated hair. The intensely conditioning formula protects colour, improves scalp health and strengthens the hair to reduce breakage and environmental damage.



EVERYBLONDE SHAMPOO

A highly reparative vegan colour maintenance shampoo for all blonde shades, including grey and all blonde tones.

EveryBlonde Shampoo combines natural oils and strengthening ingredients with toning to reduce unwanted warm tones, treat hair damage and completely rejuvenate all hair types.



EVERYTHING SPRAY

A leave-in conditioning spray to add moisture, detangle and soften hair.

Use it post-colour to equalize hair and seal the cuticle to lock in colour. Works like a primer to re-boot an existing style or as a hair refresher to minimize bed hair each morning.



EVERYTHING CREAM

A nourishing styling cream to intensely condition and improve manageability, reduce frizz and boost shine. Reparative ingredients provide thermal protection while helping to strengthen and minimize breakage.

STYLING



STYLING SPRAY

A workable styling spray that provides volume, control and heat protection. A proprietary blend of intense moisturisers and highly effective styling polymers allow for damage-free workable styling and heat protection.



TEXTURE SPRAY

A salt spray for effortless matte texture. This concentrated salt-based styling spray is used to create beach waves and enhance fullness in hair. Use as an alternative to hair powder to mattify and reduce overall oiliness and leave the hair textured without over drying.



SHINE SPRAY

A finishing mist to add shine and smooth flyaways without weighing the hair down. A propriety blend of intensely moisturising oils and emollients that create incredible shine, without weight. Aerosol-free. Intensely moisturising while providing thermal protection.



FINISHING CREAM

A lightweight multi-purpose cream to add moisture, control and shine for every hair type. Use to create effortless natural texture with a little control or to simply tame frizz and maintain touchable control.



CREAM CLAY

A concentrated styling clay to add malleable texture, definition and hold. For short to medium hairstyles.



CREAM PASTE

A versatile moulding paste to add moisture, control and healthy shine. Ideal for short to medium hairstyles, a proprietary blend of moisturising and styling polymers provide the perfect finish.

WHO IS THE ANTI CONSUMER?

We are individuals that unite under a culture of creativity and consciousness. You're into self-expression, last minute flights and trips without a destination. You like the power of connection and to have your passion heard. Together we master the moment and the wanderlust of life. You dare to be different and so do we.

Anti makes your style our culture. What are you ANTI?



ANTI IS MORE THAN JUST A STREAMLINED COLLECTION OF 11 PRODUCTS. WE BELIEVE YOUR MINDSET ENABLES YOUR OPPORTUNITY AND THERE ARE COUNTLESS REASONS TO EMBRACE THE ANTI BRAND. HERE ARE SOME TO GET YOU STARTED.

#1

Our transparency

ANTI is built on an honest approach. Haircare doesn't need to be complicated or promise the world. It just needs to do what it says and appeal to the consumer.

#2

Our unique aesthetic

ANTI is a brand that is aesthetically unique – merging style and performance to put the power back into a hairdresser's hands. To integrate and not dictate.

#3

Our social awareness

ANTI is a socially aware brand that is fuelled by the streets. Your style becomes our culture. Our culture is our collective creativity. Together we cultivate a connection for growth.

#4

Our ingredients

Many competitive products are high in silicones and synthetic ingredients, but due to ANTI's power-packed array of wonder ingredients the need for silicones is minimal and replaced with natural nourishing oils of Avocado, Coconut and Macadamia. ANTI's treatment properties are led by a protein cocktail of Almond and Baobab. Styling products utilize modern polymers and Pink Himalayan Salt to create workable texture and volume. Antioxidants Moringa Leaf and Sunflower Seed protect against damage from environmental aggressors.

#5

Our inclusive approach

Our inclusive approach works with the current retail and salon landscape to find a solution that benefits and builds everyone. Our education is run by stylists who are in the salon environment every day. Facing the same challenges and demands as you.

#6

Our feedback

Every single one of us has something to say. Something we are passionate about. Something we believe in. ANTI empowers people to be who they want to be and be heard. Our brand is built on three key values of Empowerment, Creativity and Individuality. What are you ANTI?

#7

Our marketing

We don't dictate. We use real clients, people on the streets and influencers from Fashion Week to First Avenue to spread their word and ultimately spread the culture of ANTI. We make a difference by being different, by inspiring the ANTI community and promoting energy back into hair salons.



ANTI

We invite you to ask yourself. What are you ANTI?



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