

Product Lookbook
VOLUME : 02

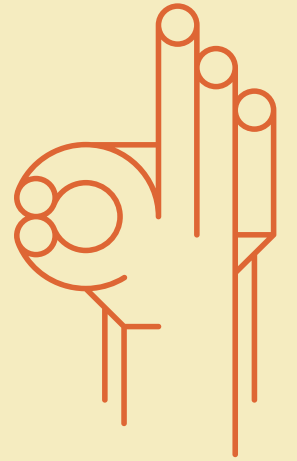
Dun **Güid**

Dun



Bringing you the GÜD
: The whole GÜD :
and nothing but the GÜD.

Products for the People :
Unisex : Doing away with
the complicated regime :
Honest, ethical and clean
formulations : Laid back :
Aussie Made and owned
: simple to use : get on
with your day : You're
in GÜD hands.



Gud



What's GÜDD?

NO SULPHATES : NO PARABENS : NO PROPYLENE GLYCOL
: CRUELTY FREE : ALWAYS

Reset ..
DETOX SHAMPOO

**Deep clean : Eliminate
oil & product build up :
Work small amount in
to damp hair : Lather :
Rinse : Repeat : Feel
refreshed : GÜD-o**

THE GÜD STUFF

PEPPERMINT OIL :

Effectively purify and balance
all hair and scalp types :
Leaves you feeling fresh.

WATERCRESS :

Breaks down oil and residue,
giving a deep clean : Nature's
own detoxifier & build-up buster.

WHITE NETTLE :

Rich in silica and sulphur, making
hair shinier and healthier while
supporting strong hair & growth.



Available as:
€ 250g/8.5 fl.oz.
1L/33.81 fl. oz.



Day Spa .. RESTORATIVE SHAMPOO

THE GÜD STUFF :

WARATAH FLOWER EXTRACT :
This much-loved Australian flower is packed with plant amino acids to help restructure and repair hair : promotes healthy hair growth, smoothness, reduced frizz, and overall condition :

ARGAN OIL :
Argan oil is loaded with fatty acids (oleic and linoleic acid) and antioxidants (vitamin E and polyphenols) : Hydrates the hair : retains moisture : Neutralizes free radicals to protect both hair follicles and scalp from stress :

Available as:
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Day Spa .. RESTORATIVE CONDITIONER

THE GÜD STUFF :

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**A luxurious wash and conditioner for stressed hair:
Strengthen & repair:
Improve shine and lustre:
Undo the damage:
Help is here:
Güd-ness**





All the moisture : None of the weight : Vitamin enriched : Work shampoo in to damp hair : Lather : Rinse : Repeat if desired : Then finish with Date Night Conditioner : For all hair types : GÜD-to-go

Date Night .. HYDRATING SHAMPOO

THE GÜD STUFF :

ALOE VERA :

Contains enzymes which help rejuvenate cells on the scalp : Smooths and adds shine, while promoting healthy hair growth : May help to reduce scalp sensitivity and dandruff.

JOJOBA OIL :

Helps hair retain moisture : rich in vitamins and minerals that nourish hair, including vitamin C, B vitamins, vitamin E, copper, and zinc to strengthen.

Available as:

€ 250g/8.5 fl. oz.
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Bimbo ..

BLONDE TREATMENT

THE GÜD STUFF:

VIOLET PIGMENT :

Our Violet colour technology uses the latest generation of cationic pigments: High and persistent colour performance to help create vibrant blondes and remove unwanted warmth / brassiness :

DAVIDSON PLUM :

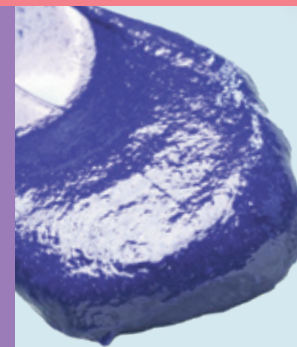
Nutrient-rich ; botanical powerhouse : One of Australia's superfoods : Full of antioxidants, anti-fungal & antiviral properties that can assist in supporting healthy hair & scalp in addition to protecting the hair from sun damage :

NETTLE LEAF EXTRACT :

Contains protective antioxidants that help reduce free radical damage to hair providing anti-aging benefits supporting condition and growth :

Available as:
€ 250g/8.5 fl. oz.
1L/33.81 fl. oz.

Use after shampoo:
To brighten: Rich with
moisture: Removes warm
tones: Improves strength
and shine: Apply for a
few minutes then rinse:
You're smarter than
they think: GÜD-stuff



**Heaven on Earth : Treat :
Prime : Thermally protect
from heat : Detangles &
nourishes : Light hold :
The antidote to bed
hair : Use wet or dry :
Güd-ness**

THE GÜD STUFF

QUANDONG :
The Australian outback's most potent
fruit : High in proteins : Vitamin-C.

AMINO ACIDS :
Boosts the hairs strength : Assists
with moisture retention : Vitality.

Available as:
€ 250ml/8.5 fl.oz.



Nirvana ..
TREATMENT PRIMER & SECOND DAY RE-STYLER



● ○ ○ ○ ○ SHINE / ● ○ ○ ○ ○ HOLD

Beach in a bottle :
Salt infused spritz :
Build natural texture
and volume : Spray in
to damp or dry hair :
Style : GÜD days.



Salt of the Earth ..
BEACH SPRAY



THE GÜD STUFF

MARINE ALGAE :
Sourced in Australia :
Contains minerals : Potassium
: Magnesium : Iron : Vitamins
A, B3, B6, B12, C and E.

AUSTRALIAN SEA SALT :
Adds undone lived in texture :
Volume without drying out
your strands.

CASTOR OIL :
An effective humectant
: Draws moisture in :
Keeps hair looking
soft and shiny.

Available as:
€ 250ml/8.5 fl.oz



Sideshow ..
STYLING BALM

Reduce frizz : Add lustre & shine : Light hold : Apply wet or dry : For a perfect blow out or scrunch in to support movement & curl : Go you GÜD thing.



THE GÜD STUFF:

KALE :
High in vitamin C to help balance out oil production : activated by heat to fortify and improve the overall quality of every strand.

CHAMOMILE :
Conditioning extract which will nourish and strengthen hair while smoothing and softening each hairs cuticle.

Available as:
€ 200g/6.8 fl oz.



A cure for curls: Apply damp or dry: Create definition: Enhance shine while eliminating frizz: Just enough hold: A touchable finish: **Güd-one.**



●●● SHINE / ●●● HOLD

Bounce Back ..
CURL ENHANCING CREAM



THE GÜD STUFF:

JOJOBA OIL :
Rich in vitamins and minerals that nourish hair, including vitamin C, B vitamins, vitamin E, copper, and zinc : Jojoba strengthens hair while adding shine and lustre :

JASMIN FLOWER LEAF EXTRACT:
A great moisturizing and protective property for curly hair types : It helps to smooth the hairs cuticles, enhancing manageability and increasing shine :

Available as:
€ 200g/6.8 fl oz.



Amped ..
BODY BUILDING FOAM

THE GÜD STUFF:

EMU APPLE :

Found in the Australian outback :
Emu Apple contains nine powerful phyto-active compounds including amino acids to add strength :
Sugar alcohol which acts as a natural humectant helping your hair retain moisture and flavanols which reduce free radical damage :

TASMANIAN PEPPERBERRY :

A native Australian extract :
Considered a superfood for the hair & skin/scalp : It is rich in active compounds which can revitalize and rejuvenate damaged hair while enhancing moisture retention :

Available as:
€ 150g/5.07 oz.



**Go large: Amplify your style:
Apply damp: Blow dry in for
body and bounce: Great for
medium to fine textured hair:
Medium hold & light shine:
Güd-o.**

Dry Cleaner .. DRY SHAMPOO PASTE



Revolutionary paste :
Creates volume, matte texture and separation :
Hint of dry shampoo powder : For feeling and looking fresh :
All hair lengths and types :
Emulsify in to palms :
Convert paste to serum :
Apply where required :
Güd times.

Available as:
€ 100g/3.5 oz.

THE GÜD STUFF

ZEOLITE :

Natural mineral cleanser : Absorbs sebum : Neutralises pollutants.

MACADAMIA OIL :

Rich source of vitamins A & E :
Protein: Calcium : Potassium
: For hair strength.

COCONUT OIL :

Contains beneficial fatty acids
: Prevents protein loss :
Delivers weightless condition.



Concrete Jungle ..
MATTE CLAY

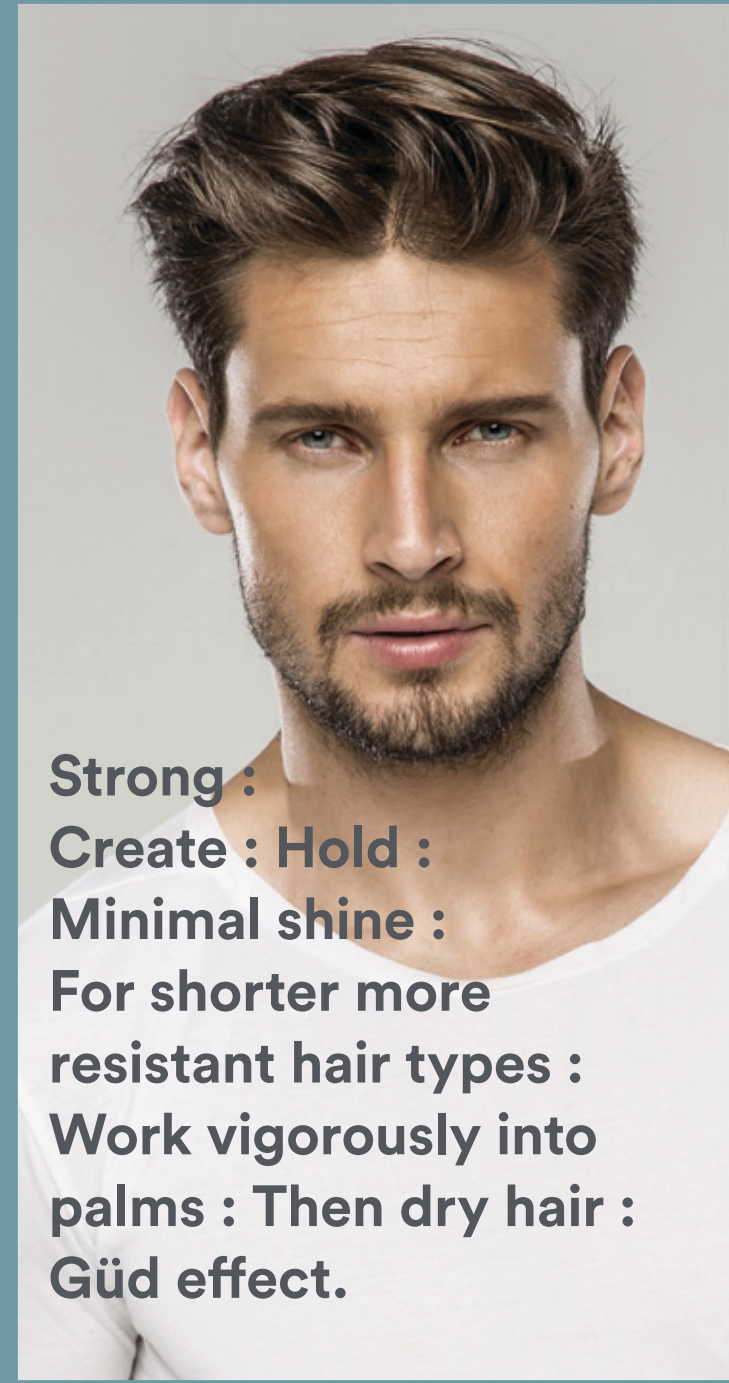


THE GÜD STUFF:

BENTONITE CLAY (VOLCANIC ASH) :
Conditions : Moisturises the hair
: Absorbs excess oils :
matte / dry finish.

ALOE LEAF EXTRACT :
An antioxidant : Antibacterial
properties : Supports healthy
hair and scalp.

HYDROLYSED SILK :
An amino peptide concentrate
: Rich in proteins : Adds lustre,
body, and manageability.



Strong :
Create : Hold :
Minimal shine :
For shorter more
resistant hair types :
Work vigorously into
palms : Then dry hair :
Güd effect.



Fashion Police ..
STRONG PUTTY

THE GÜD STUFF :

KAOLIN CLAY :
Packed with in calcium : Silica : Zinc
: Magnesium : Great for maintaining healthy
hair and scalp : Provides hold.

AUSTRALIAN DESERT LIME:
Contains a rich concentration of Vitamin C :
Powerful antioxidant : Helps rejuvenate hair.

GRAPE SEED EXTRACT :
Contains vitamin E : Good for hair
growth : Extensive proteins : minerals
: Linoleic acid : helps to condition, prevent
dandruff : May support hair density.



Strong : Obviously :
Flexible : Right dose of shine
: Great for shorter hair :

Build texture :
Work into palms
then dry hair :
Güd results.

Available as:
€ 100g/3.5 oz.

Stratosphere ..
STYLING POWDER

**For height :
Obviously
: Dry hair start :
Pump into roots :
Work through
mids : Then ends :
Matte textured
finish with
volume :
Güd stuff.**

THE GÜD STUFF

QUANDONG :
The Australian outback's most potent
fruit : High in proteins : Vitamin-C.

AMINO ACIDS :
Boosts the hairs strength : Assists
with moisture retention : Vitality.

Available as:
€ 10g/0.35 oz.





**From flat to full:
Apply to dry hair:
Roots to ends:
Instantly add body
and dry texture:
Medium hold:
A touch of shine:
Got the Güds.**



Blow-Out .. EXPANSION SPRAY

THE GÜD STUFF

KAKADU PLUM:

Native to Australia's Northern Territory:
Has the highest concentration of natural
Vitamin C of any known plant : Helps to
smooth & lock in essential moisture while
Vitamin A polishes the appearance of the
hair shaft :

BAMBOO :

A complex source of amino acids, vitamins,
and minerals : It's one of the richest
sources of silica in the world, in fact 70%
of the plant is made up of this all-natural
nutritious powerhouse which improves
hairs elasticity :

**Available as:
€ 200g/ 275mls/9.3 fl.oz.**

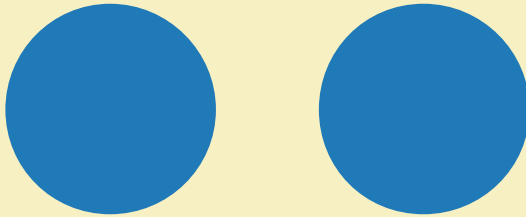
All Gúd



Prüfung
DunD

Hair Care

do good .. DunGüd



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