

Product Lookbook
VOLUME : 01

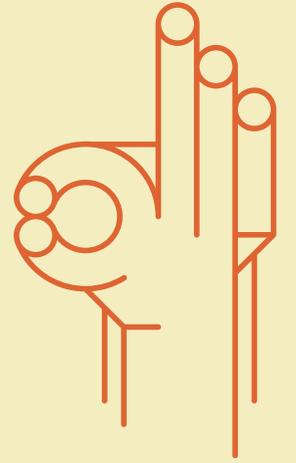
Dun **Güid**

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 GÜD?

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.





**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.



Date Night .. HYDRATING CONDITIONER

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.

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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.

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.

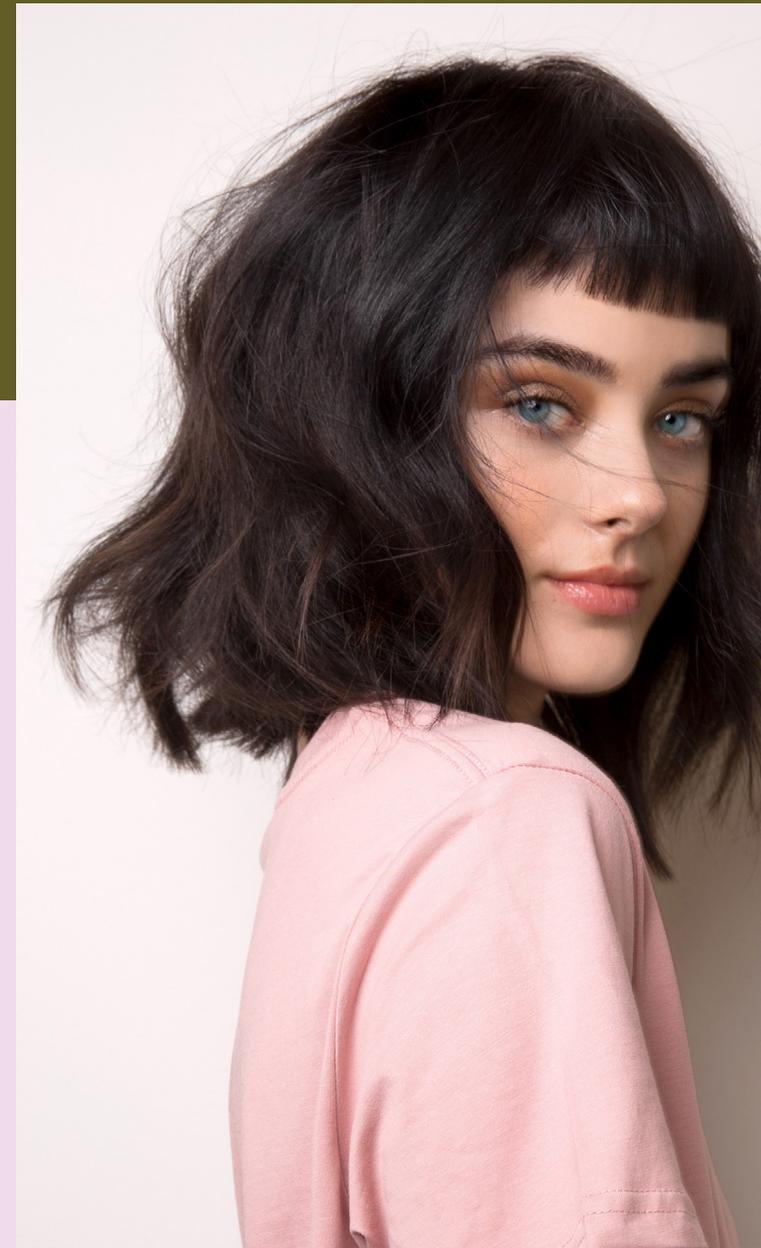
Available as:

€ 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:
e 200g/6.8 fl 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:
e 10g/0.35 oz.



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.

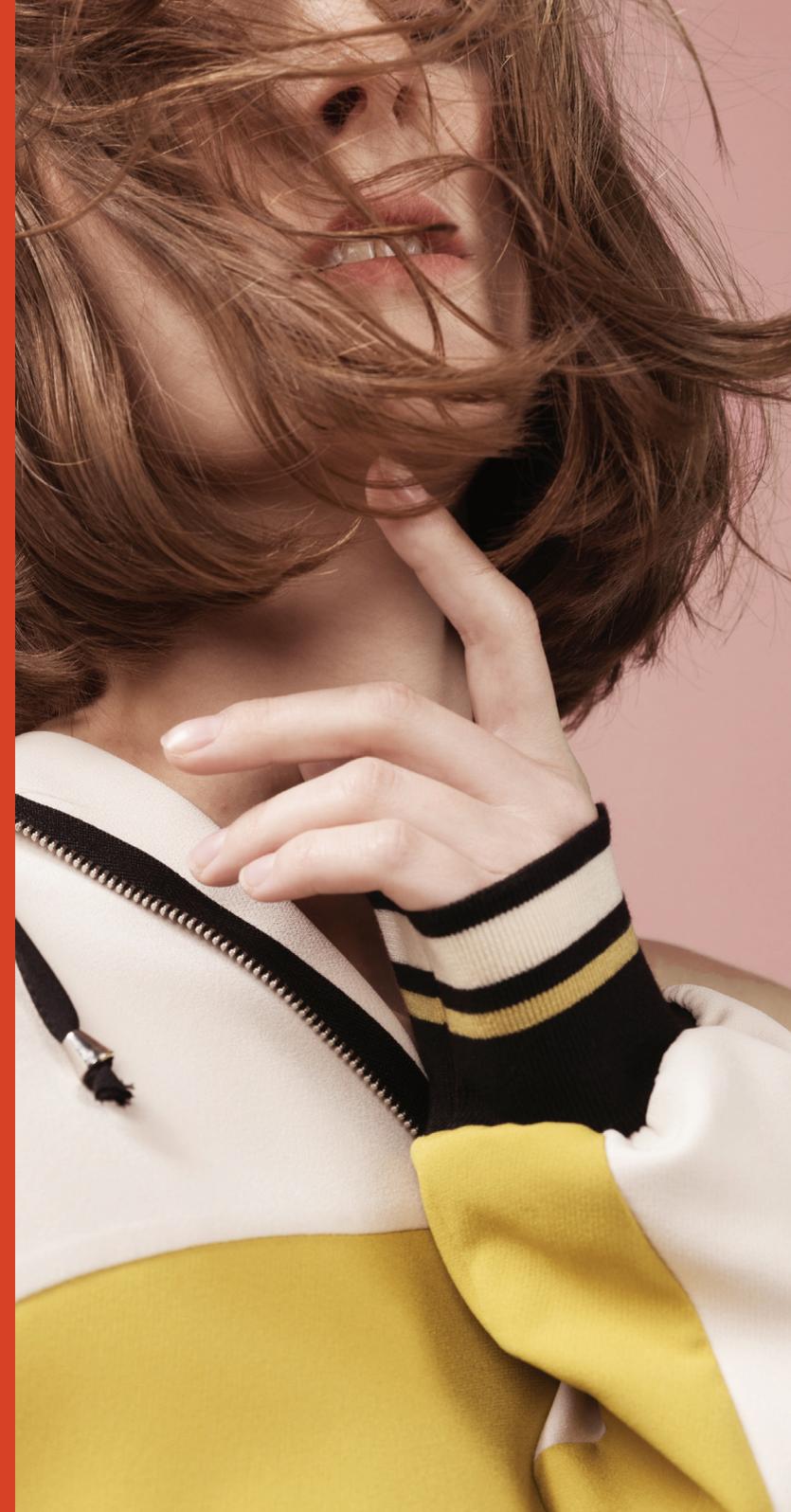
Available as:
€ 100g/3.5 oz.

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:

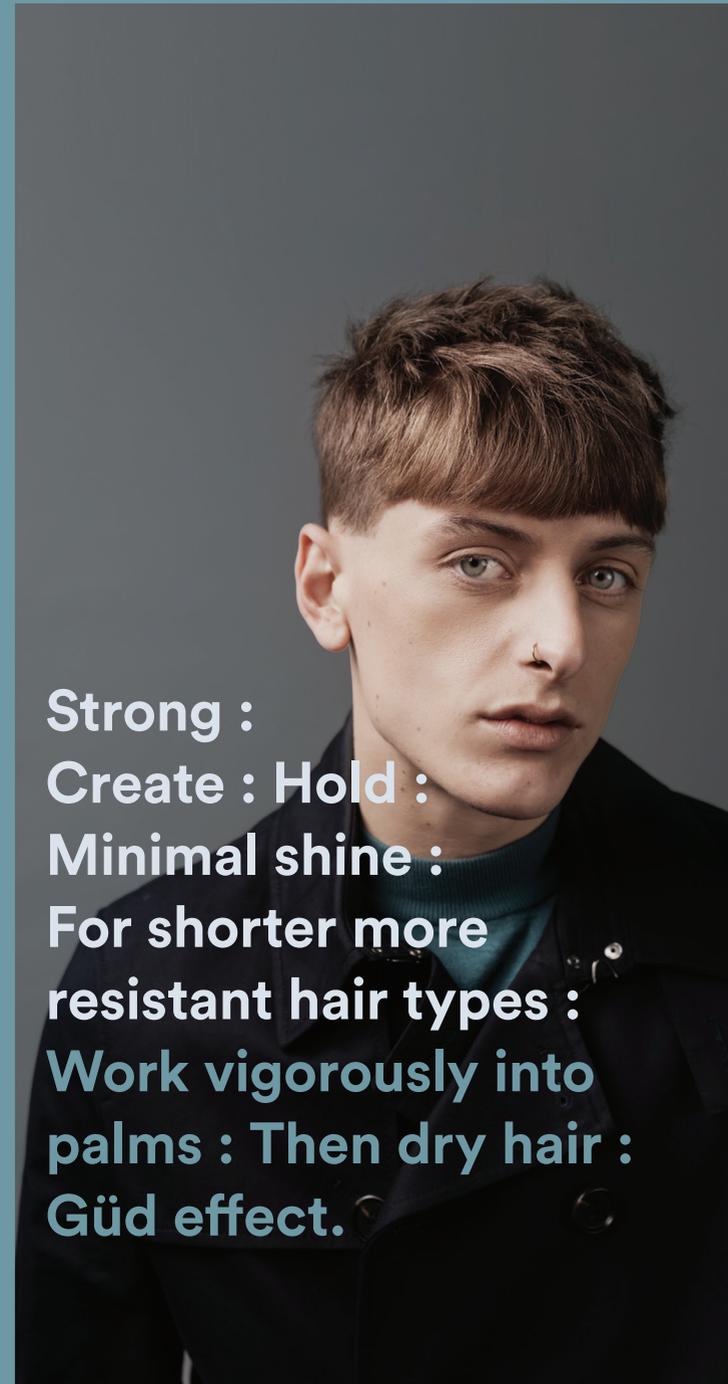
BENTONITE CLAY (VOLCANIC ASH) :
Conditions : Moisturises the hair
: Absorbs excess oils :
matte / dry finish.

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.

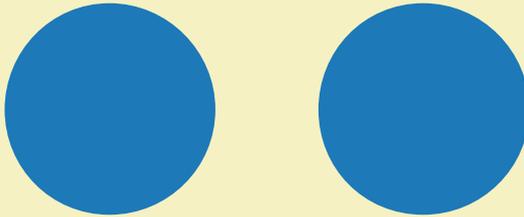


Strong : Obviously :
Flexible : Right dose of shine
: Great for shorter hair :

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

Available as:
€ 100g/3.5 oz.

do good .. DunGüd



www.dungud.com
@dungudhair