



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

Built on three core values of creativity, individuality and empowerment, we believe beauty  
isn't about far-fetched ideals and over-retouched imagery that dictates  
how people should look and behave.

We are more than just a brand. Together we are  
[sg.anticollective.com](http://sg.anticollective.com)



# ANTI

## Our Social Conscience

ANTI challenges the status quo. We empower confidence and take pride in transparency. We stand against what no longer serves us in beauty and in the world. Through a collective conscience we encourage you to voice your passions and know they are being heard.

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*"WE ARE 10 GENDER-NEUTRAL PRODUCTS THAT ARE HIGH PERFORMANCE AND NO-NONSENSE"*

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## Designer Haircare

All our products provide heat, UV and environmental protection. We are safe to use on colour and chemically treated hair and are ANTI sulphates, parabens, petroleum, gluten and phthalate. We are vegan and proudly certified by 'Leaping Bunny'; working towards ending animal testing and animal cruelty once and for all.

Our power-packed arsenal of active ingredients means the need for silicones is minimal and replaced with natural nourishing oils of avocado, argan and coconut. Our formulations also boast a cocktail of treatment properties; led by almond, baobab and macadamia extracts while aloe vera juice, glycerine and panthenol provide intense moisture and conditioning.





# ANTI



## 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.



## 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. Work it like a primer or use it as a hair refresher to minimize bed hair each morning.



## 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.



## 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.



## 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 create incredible shine, without weight. Aerosol-free & intensely moisturising while providing thermal protection.



## CREAM PASTE

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

*“LUXURY HAIRCARE WITH STREET CRED”*



Do you want authenticity and transparency? Are you fashion forward but do not follow trends?  
Of any age, gender or background, we believe in the collective power of cultivating change.  
ANTI is here to celebrate diversity and give individuals the tools to be confident.

We invite you to ask yourself **'What are you ANTI'?**

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**EXPLORE**

[www.sg.anticollective.com](http://www.sg.anticollective.com)

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