

P.H.A.T.  
HEADZ ESSENTIALS

*Pro Hair Care.*

PRODUCT GUIDE





## ARGAN OIL SHAMPOO For Extensions

Softens & Moisturizes  
No Parabens, Sulfates or Sodium Chloride.  
Color & Straightener Safe.  
UV & Thermal Protectant.

### DESCRIPTION

Enriched with one of the world's rarest oils, Moroccan Argan Oil, this gentle hydrating cleanser adds moisture into the hair, while eliminating any dry or brittle feeling. Leaves hair soft and shiny. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

### DIRECTIONS

Wet hair thoroughly with warm water, squeeze a small amount into palm of hand, and then massage through hair. Rinse with cool water. Repeat if necessary. Follow with companion conditioner for best results.

### KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Polyquaternium-59 - UV absorber designed to protect hair and prevent fading of color

Silicone Quaternium-16 - A cationic micronized silicone that gives superior wet and dry combing, smoothing and heat protection

Guar Hydroxypropyltrimonium Chloride - Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair

### INGREDIENTS

Water/Aqua/Eau, Sodium Lauryl Sulfoacetate, Disodium Laureth Sulfosuccinate, Sodium Lauroyl Sarcosinate, Cocamidopropylamine Oxide, Sodium Cocoyl Isethionate, Propylene Glycol, Sodium Lauroamphoacetate, Argania Spinosa Kernel Oil, Acrylates Copolymer, Glycol Stearate, Silicone Quaternium-16, Sodium Methyl Cocoyl Taurate, Lauryl Methyl Gluceth-10 Hydroxypropyltrimonium Chloride, Fragrance/Parfum, Panthenol, Guar Hydroxypropyltrimonium Chloride, Citric Acid, PEG-55 Propylene Glycol Oleate, Undeceth-11, Butyloctanol, Undeceth-5, Polyquaternium-59, Butylene Glycol, Methylisothiazolinone, Orange 4/CI 15510, Red 40/CI 16045, Limonene.



## ARGAN OIL CONDITIONER For Extensions

Softens & Moisturizes  
No Parabens or Sodium Chloride.  
Color & Straightener Safe.  
UV Protector.

### DESCRIPTION

This creamy hydrating conditioner, infused with the finest Moroccan Argan Oil, gently detangles and moisturizes without weighing hair down. Rich in vitamins and antioxidants to help strengthen dry, brittle hair. Calms frizzy ends. Argan Oil is a natural UV protectant and hydrator. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

### DIRECTIONS

After shampooing, squeeze a small amount into palm of hand, work through hair concentrating on the ends. Rinse thoroughly.

### KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Phospholipids - Hair and skin conditioner that attracts water to hair to maintains long-lasting moisture

Amino Acids (Betaine, Sorbitol, Glycine, Alanine, Proline, Serine, Threonine, Arginine, Lysine, Glutamic Acid) - Amino acids are the building blocks of proteins and are used to strengthen, repair and condition the hair shaft

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Retinyl Palmitate - Increase moisture and hair body, suppleness and sheen, and improves texture that has been damaged by chemical treatment

Ascorbyl Palmitate - Functions as a hair nutrient, conditioner and antioxidant

Chamomilla Recutita (Matricaria) Flower Extract - Scalp conditioning and soothing

Achillea Millefolium (Yarrow) Extract - Helps tone and heal dry or damaged scalp by reducing flaking and restoring suppleness while helping to promote hair growth

Rosa Canina Fruit Extract - Nutrient and scalp conditioner

Melissa Officinalis (Lemon Balm) Leaf Extract - Helps maintain a healthy scalp by adding extra nutrients and conditioners

Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

Quercus Alba Bark Extract - Natural astringent that has anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. Helps condition scalp while adding extra shine to hair

Geranium Maculatum Extract - Soothing

Symphytum Officinale (Comfrey) Extract - Great for the scalp and prevents dryness, stimulates hair growth and adds moisture

Salvia Officinalis (Sage) Leaf Extract - Helps maintain a healthy scalp while strengthening and conditioning hair

Aloe Barbadensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating

Hydrolyzed Wheat Protein - Helps repair and condition hair

Dicetyldimonium Chloride - Conditioning and detangling agent that helps smooth hair, while helping to protect it from damage during styling

#### INGREDIENTS

Water/Aqua/Eau, Cetyl Alcohol, Dicetyldimonium Chloride, Stearyl Alcohol, Argania Spinosa Kernel Oil, Cetrimonium Chloride, Dimethicone, Fragrance/Parfum, Panthenol, Phospholipids, Tocopheryl Acetate, Retinyl Palmitate, Ascorbyl Palmitate, Chamomilla Recutita (Matricaria) Flower Extract, Achillea Millefolium Extract, Rosa Canina Fruit Extract, Melissa Officinalis Leaf Extract, Cymbopogon Schoenanthus (Lemongrass) Extract, Quercus Alba Bark Extract, Geranium Maculatum Extract, Symphytum Officinale Extract, Salvia Officinalis (Sage) Leaf Extract, Aloe Barbadensis Leaf Juice, Hamamelis Virginiana (Witch Hazel) Extract, Sodium PCA, Sodium Lactate, Aspartic Acid, Glycine, Alanine, Proline, Valine, Isoleucine, Histidine, Serine, Threonine, Arginine, PCA, Phenylalanine, Methyl Gluceth-10, Hydrolyzed Wheat Protein, PEG-90M, Citric Acid, Triethanolamine, Methylisothiazolinone, Methylchloroisothiazolinone, Hydroxyethylcellulose, Glycerin, Red 40/CI 16035, Orange 4/CI 15510. Limonene, Linalool, Sodium Benzoate.



## DEFINING CURL SHAMPOO For All Natural Hair Types

Curl Defining & Hydrating  
Paraben & Sulfate Free.  
Color Safe.

### DESCRIPTION

This lush hydrating shampoo, made with soothing cucumber and marigold extracts, gently removes impurities and brings definition to curls while protecting color. Hydrated curls are left vibrant and frizz-free.

### DIRECTIONS

Wet hair thoroughly. Massage a liberal amount and work throughout hair. Rinse well. For maximum results and hydration, follow with companion conditioner.

### KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Polyquaternium-11 - Plant derived polymer to add volume and help thicken hair

Calendula Officinalis Flower (Calendula) Extract - Hair and scalp conditioning

Cucumis Sativus (Cucumber) Fruit Extract - Soothes hair

Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating

Salix Alba (Willow) Bark Extract - Stimulates scalp

Trimethylsiloxyamodimethicone - Silicone derivative for shine and conditioning. Protects hair color from fading and heat.

### INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Lauroyl Sarcosinate, Acrylates Copolymer, PEG-150 Distearate, Trimethylsiloxyamodimethicone, Polyquaternium-11, Sodium Chloride, Citric Acid, Fragrance/Parfum, Phenoxyethanol, Cetrimerium Chloride, Glycerin, Disodium EDTA, Sodium Hydroxide, C11-15 Pareth-7, C12-16 Pareth-9, Trideceth-12, Sodium PCA, Panthenol, Ethylhexylglycerin, Calendula Officinalis Flower Extract, Cucumis Sativus (Cucumber) Fruit Extract, Hamamelis Virginiana (Witch Hazel) Leaf Extract, Methylisothiazolinone, Salix Alba (Willow) Bark Extract, Limonene, Linalool.



## DEFINING CURL CONDITIONER For All Natural Hair Types

Curl Defining & Hydrating  
No Parabens or Sodium Chloride.  
Color & Straightener Safe.

### DESCRIPTION

This ultra creamy conditioner contains 11 botanical extracts to provide maximum hydration and slip for easy combing. Boosts curls and reduces frizz. Great for all curl types. Safe for colored & chemically-treated hair.

### DIRECTIONS

Apply generous amount through curls by running through with fingers, then rinse. If more hydration is needed, reapply a small amount and do not rinse.

### KEY INGREDIENTS

Chamomilla Recutita (Matricaria) Flower Extract - Scalp conditioning and soothing

Achillea Millefolium (Yarrow) Extract - Helps tone and heal dry or damaged scalp by reducing flaking and restoring suppleness while helping to promote hair growth

Rosa Canina Fruit Extract - Nutrient and scalp conditioner

Melissa Officinalis (Lemon Balm) Leaf Extract - Helps maintain a healthy scalp by adding extra nutrients and conditioners

Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

Quercus Alba Bark Extract - Natural astringent that has anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. Helps condition scalp while adding extra shine to hair.

Geranium Maculatum Extract - Soothing

Symphytum Officinale (Comfrey) Extract - Great for the scalp and prevents dryness, stimulates hair growth and adds moisture

Salvia Officinalis (Sage) Leaf Extract - Helps maintain a healthy scalp while strengthening and conditioning hair

Aloe Barbadensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating

#### INGREDIENTS

Water/Aqua/Eau, Cetyl Alcohol, Cetearyl Alcohol, Isopropyl Palmitate, Behentrimonium Methosulfate, Glycerin, Fragrance/Parfum, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Chamomilla Recutita (Matricaria) Flower Extract, Achillea Millefolium Extract, Rosa Canina Fruit Extract, Melissa Officinalis Leaf Extract, Cymbopogon Schoenanthus (Lemongrass) Extract, Quercus Alba Bark Extract, Geranium Maculatum Extract, Symphytum Officinale Extract, Salvia Officinalis (Sage) Leaf Extract, Aloe Barbadensis Leaf Juice, Hamamelis Virginiana (Witch Hazel) Extract, Citric Acid, Methylisothiazolinone, Limonene, Linalool.





## REVIVING COWASH For Extensions & All Natural Hair Types

Restorative & Age Defying  
No Parabens or Sodium Chloride.  
Color & Straightener Safe.  
UV Protectant.

### DESCRIPTION

This conditioning complex is infused with Seaweed, Algae and Sea Kelp and revitalizes, strengthens and adds incredible shine. Returns life to hair due to stress, environmental exposure and chemical treatments. Formulated with proteins and amino acids to match the moisture factor of healthy hair. Safe for colored, straightened and chemically-treated hair.

### DIRECTIONS

After shampooing, work a small amount into hair, especially the ends. Leave on for 1 minute. Rinse thoroughly with warm water. May be used with heat for a little deeper conditioning.

### KEY INGREDIENTS

Citrus Aurantium Dulcis (Orange) Oil - Helps to seal cuticle while conditioning hair and scalp

Passiflora Edulis (Passion Fruit) Seed Oil - Natural hair and scalp conditioner that encourages hair growth and overall vitality

Algae Extract - Mineral and nutrient dense extract that helps prevent dryness by acting as a natural moisturizer by helping to bind water and condition hair

Lavandula Angustifolia (Lavender) Oil - Helps stimulate hair growth and circulation while protecting against hair loss

Orbignya Oleifera (Babassu) Seed Oil - Excellent nourishing oil that moisturizes and restores hair strength resulting in shinier, healthier looking hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Sea Kelp Extract - Nutrient that supports health of hair follicles and add extra moisture

Titanium Dioxide - UV-absorber to help protect hair from the sun

Hydrolyzed Wheat Protein - Helps repair and condition hair

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

#### INGREDIENTS

Water/Aqua, Cetyl Alcohol, Dicyldimonium Chloride, Stearyl Alcohol, Cetearyl Alcohol, Cetrimonium Chloride, Citrus Aurantium Dulcis (Orange) Oil, Dimethicone, Hydroxyethylcellulose, Glycerin, Behentrimonium Methosulfate, Mica, Titanium Dioxide, PEG-45M, Lavandula Angustifolia (Lavender) Oil, Methyl Gluceth-10, Sea Kelp Extract, Panthenol, Hydrolyzed Wheat Protein, Algae Extract, Orbignya Oleifera Seed Oil, Passiflora Incarnata Seed Oil, Passiflora Edulis Seed Oil, Caramel, Citric Acid, Triethanolamine, Tocopheryl Acetate, Methylisothiazolinone, Citral, Limonene, Linalool.



## DEFINING CURL LEAVE-IN THERAPY For All Natural Hair Types

Repairs & Softens  
No Parabens or Sodium Chloride.  
Color & Straightener Safe.  
Thermal Protectant.

### DESCRIPTION

This leave-in hydrating conditioner contains Pro Vitamin B5 to repair damaged hair and seal split ends. Contains smoothing proteins and conditioners that help prevent hair breakage. Seals the cuticle and controls frizz. Safe for colored, straightened and chemically-treated hair.

### DIRECTIONS

After shampooing, apply a small amount to towel dried hair. Work through hair concentrating on ends. Proceed to blow dry or let dry naturally. Can be used on dry hair to smooth frizz and flyaways.

### KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Wheat Amino Acids - Blend of amino acids from wheat protein that penetrate the hair shaft to condition, repair and add shine to hair

Cyclomethicone - A light silicone for added shine without weight, heat protection and hair conditioning

Dimethiconol - A silicone used for added shine, conditioning and heat protection

### INGREDIENTS

Water/Aqua/Eau, Cyclomethicone, Propylene Glycol, Phenyl Trimethicone, Dimethiconol, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, Behentrimonium Hydroxyethyl Dimonium Chloride, PPG-1 Trideceth-6, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Fragrance/Parfum, Panthenol, Wheat Amino Acids, Methylisothiazolinone, Limonene.



## STAY PUT

Extreme Hold

No Parabens or Sodium Chloride. UV Protectant. Humidity Resistant.

### DESCRIPTION

The ultimate extreme-holding styling gel. Stays where you want it.

### DIRECTIONS

Apply to damp or dry hair, and move fast & furious!

### KEY INGREDIENTS

Sodium Benzotriazolyl Butylphenyl Sulfonate - UV-absorber to protect hair and color from the sun

Titanium Dioxide - UV-absorber to help protect hair from the sun

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

### INGREDIENTS

Water/Aqua, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, Alcohol Denat., Glycerin, Polyacrylamide, Fragrance/Parfum, Acrylates/Beheneth-25 Methacrylate Copolymer, Polysorbate 20, C13-14 Isoparaffin, Laureth-7, PEG-45M, Mica, Titanium Dioxide, Sodium Benzotriazolyl Butylphenyl Sulfonate, Buteth-3, Tributyl Citrate, Methylisothiazolinone, Green 5/CI61570, Blue 1/CI 42090, Citronellol, Geraniol, Linalool, Limonene.



## BOUNCE AND BEHAVE

Fast-Drying Flexible Hold  
No Parabens. UV Protectant. Humidity Resistant.

### DESCRIPTION

This highly flexible yet fixative hairspray offers exceptional hold and no sticky residue or build-up. Easy to brush through, even after re-spraying. Great for long hair that needs hold and free movement.

### DIRECTIONS

Finishing: Hold 8 to 12 inches from hair. Create Volume: Spray in quick bursts while blow drying.

### CAUTION FLAMMABLE

Avoid spraying in eyes. Contents under pressure. Do not puncture or incinerate. Keep out of reach of children. Do not store where temperatures exceed 120°F.

### KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

### INGREDIENTS

SD Alcohol 40 (Alcohol Denat), Hydrofluorocarbon 152a, Butyl Ester of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Glycerin, Panthenol, Aminomethyl Propanol, Lactamide MEA, Dimethyl Lauramine Isostearate, PEG-75 Lanolin, Dimethyl Stearamine, Linoleamidopropyl Ethyldimonium Ethosulfate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Hydroxycitronellal, Linalool, Benzyl Salicylate, Amyl Cinnamal, Geraniol, Butylphenyl Methylpropional, Citronellol, Hexyl Cinnamal, Alpha-Isomethyl Ionone.



## ARGAN OIL TREATMENT For Extensions

Penetrates & Smooths  
No Parabens or Sodium Chloride.  
Color & Straightener Safe.  
UV & Thermal Protectant.

### DESCRIPTION

Enriched with Moroccan Argan Oil, this fast-absorbing, deep-penetrating treatment produces a luxurious shine and silky smooth texture with enduring results. Safe for colored, straightened and chemically-treated hair.

### DIRECTIONS

After shampooing apply a small amount and massage into hair. Proceed to dry. Remember less is more.

### KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Cyclopentasiloxane - Silicone for heat protection, shine without added weight and frizz control

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Dimethiconol - A silicone used for added shine, conditioning and heat protection

### INGREDIENTS

Cyclopentasiloxane, Phenyl Trimethicone, Argania Spinosa Kernel Oil, C12-15 Alkyl Benzoate, Dimethiconol, Ethylhexyl Palmitate, Tocopheryl Acetate, Fragrance/Parfum, Ethylhexyl Methoxycinnamate, Linalool, Isoeugenol, Geraniol, Benzyl Benzoate, Benzyl Salicylate, Red 17 / CI 26100, Yellow 11 / CI 47000.

## SHEAD'S EDGE CONTROL TEXTURE PASTE

Medium Hold

No Alcohol, Parabens or Sodium Chloride.

### DESCRIPTION

This medium hold, pliable, molding and texturizing cream is ideal for creating tousled styles. Argan and Coconut Oils help repair, moisturize and add shine to all hair types. No flaking or stiffness and non-greasy. Semi-matte finish.

### DIRECTIONS

Work a small amount into short dry hair to achieve desired style. Can be used on ends of longer hair to coat and define.

### KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Cyclopentasiloxane - Silicone for heat protection, shine without added weight and frizz control

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Dimethiconol - A silicone used for added shine, conditioning and heat protection

### INGREDIENTS

Cyclopentasiloxane, Phenyl Trimethicone, Argania Spinosa Kernel Oil, C12-15 Alkyl Benzoate, Dimethiconol, Ethylhexyl Palmitate, Tocopheryl Acetate, Fragrance/Parfum, Ethylhexyl Methoxycinnamate, Linalool, Isoeugenol, Geraniol, Benzyl Benzoate, Benzyl Salicylate, Red 17 / CI 26100, Yellow 11 / CI 47000.

