FACT SHEET

SOOTHING HAIR-BODY CLEANSE

PRODUCT OVERVIEW:
Gentle cleansing for hair and body.

WHAT IT DOES:
Calms and soothes sensitive skin and scalp. Hair is left feeling soft, light and purified.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Aloe Stem Cells, known to multiply the molecular potency by 1000x or more to help soothe and calm irritated, dry skin. Contains Polysaccharides and Glycoproteins to stimulate skin repair and growth and reduces inflammation
• Water Lily, a natural moisturizer, provides instant hydration. Contains Vitamin C, a potent antioxidant to help fight against free radicals produced by external aggressions. Also known for its anti-inflammatory properties, that help to reduce “stinging” and irritations which cause redness, pain and discomfort
• Oat Avenanthramides: A concentrated fraction from colloidal Oatmeal. Contains anti-irritant and anti-oxidant properties. Scientifically proven to reduce redness and itch to soothe and relieve dry skin
• Panthenol for moisture, strength and shine
• Tri-Sugar Blend, delivers moisture deep into the hair shaft, strengthens and protects hair fibers against future moisture loss
• Aromatic Extract blend for an aromatherapy experience

No Artificial Colorants, Aromas, Flavors, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through wet hair, lather. Rinse well. Body: Work into a lather over the entire body. Rinse well.

SIZE:
8.45 oz. 16.9 oz. 32 oz.
FACT SHEET

SOOTHING CONDITIONER

PRODUCT OVERVIEW:
A gentle daily conditioner that rebalances moisture and softens the hair without weighing hair down.

WHAT IT DOES:
Calms and soothes the scalp while leaving hair feeling soft and revitalized.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Aloe Stem Cells, known to multiply the molecular potency by 1000x or more to help soothe and calm irritated, dry skin. Contains Polysaccharides and Glycoproteins to stimulate skin repair and growth and reduce inflammation
• Water Lily, a natural moisturizer, provides instant hydration. Contains Vitamin C, a potent antioxidant to help fight against free radicals produced by external aggressions. Also known for its anti-inflammatory properties, that help to reduce “stinging” and irritations which cause redness, pain and discomfort
• Oat Avenanthramides: A concentrated fraction from colloidal Oatmeal. Contains anti-irritant and anti-oxidant properties. Scientifically proven to reduce redness and itch to soothe and relieve dry skin
• Panthenol for moisture, strength and shine
• Brassica Flower and Radish Seed provide excellent conditioning and shine benefits
• Aromatic Extract blend for an aromatherapy experience

No Artificial Colorants, Aromas, Flavors, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply a quarter size amount to cleansed hair. Work through hair and leave on 3–5 minutes. Rinse with cool water.

SIZE:
8.45 oz. 16.9 oz. 32 oz.
PRODUCT OVERVIEW:
A versatile leave-on mist to deliver instant moisturization and hydration from head to toe.

WHAT IT DOES:
Improves condition and manageability of the hair. Leaves skin feeling rehydrated and refreshed. Helps to soothe and calm many scalp and skin irritations. Perfect for after-sun soothing.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Aloe Stem Cells, known to multiply the molecular potency by 1000x or more to help soothe and calm irritated, dry skin. Contains Polysaccharides and Glycoproteins to stimulate skin repair and growth and reduces inflammation
• Water Lily, a natural moisturizer, provides instant hydration. Contains Vitamin C, a potent antioxidant to help fight against free radicals produced by external aggressions. Also known for its anti-inflammatory properties, that help to reduce “stinging” and irritations which cause redness, pain and discomfort
• Oat Avenanthramides: A concentrated fraction from colloidal Oatmeal. Contains anti-irritant and anti-oxidant properties. Scientifically proven to reduce redness and itch to soothe and relieve dry skin
• Panthenol for moisture, strength and shine
• Tri-Sugar Blend, delivers moisture deep into the hair shaft, strengthens and protects hair fiber against future moisture loss
• Aromatic Extract blend for an aromatherapy experience

APPLICATION:
Mist generously over hair and body after bath or shower to moisturize and soothe. Spray liberally over skin irritations to help alleviate symptoms.

SIZE:
6.8 oz.
FACT SHEET

SOOTHING BODY MOISTURIZER

PRODUCT OVERVIEW:
A non-greasy, deep penetrating and replenishing botanical moisturizer leaves skin smooth and soft.

WHAT IT DOES:
Smoothes and softens the skin. Permeates the layers of the skin to deliver advanced nutrients that promote the healing of many skin conditions.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Aloe Stem Cells, known to multiply the molecular potency by 1000x or more to help soothe and calm irritated, dry skin. Contains Polysaccharides and Glycoproteins to stimulate skin repair and growth and reduces inflammation
• Water Lily, a natural moisturizer, provides instant hydration. Contains Vitamin C, a potent antioxidant to help fight against free radicals produced by external aggressions. Also known for its anti-inflammatory properties, that help to reduce “stinging” and irritations which cause redness, pain and discomfort
• Oat Avenanthramides: A concentrated fraction from colloidal Oatmeal. Contains anti-irritant and anti-oxidant properties. Scientifically proven to reduce redness and itch to soothe and relieve dry skin
• Phospholipids and Ceramides replenish the skin’s own supply to help increase the skin barrier function
• Vitamin A, C, D & E complex provides increased skin elasticity, improves circulation and cell growth
• Aromatic Extract blend for an aromatherapy experience

No Artificial Colorants, Aromas, Flavors, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply liberally to face, neck and body. Massage product in a circular motion. It is a good habit to check your body for any irregularities or pain whenever you apply any new body product. Use on cuticles and nails to promote nail growth.

SIZE:
6 oz. 16.9 oz.
FACT SHEET

SOOTHING LIP MOISTURIZER

PRODUCT OVERVIEW:
Daily moisturizer for the lips. Seals in moisture while keeping lips soft and supple.

WHAT IT DOES:
Soothes and protects lips while providing intense hydration.

KEY INGREDIENTS:
- **Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Panthenol** and **Glycerin** attract moisture leaving lips soft and conditioned
- **Beeswax** helps seal in moisture
- **Menthol** works to stimulate circulation to create suppleness
- **Vitamin E**, a super antioxidant
- Natural Flavor

No Artificial Colorants, Aromas, Flavors, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply and reapply to ensure soft, supple lips.

SIZE:
0.5 oz.
PRODUCT OVERVIEW:
Gentle cleansing and lightweight formula enhances curls and waves.

WHAT IT DOES:
Restores moisture for shiny, healthy and bouncy curls.

KEY INGREDIENTS:
• **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• A unique blend of **Rice and Keratin Amino Acids** help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
• **Tomato Fruit Ferment Extract** contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
• **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• **Moringa Oil**: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• **Stearoyl CoA-desaturase (SCD-1)**: An enzyme that improves elasticity and enhances curl retention
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
8.45 oz. 16.9 oz.
FACT SHEET

ENHANCING CONDITIONER

PRODUCT OVERVIEW:
Nutrient-rich daily conditioner for lively, frizz-free and manageable curls.

WHAT IT DOES:
Detangles and restores moisture without any added weight keeping curls soft and shiny.

KEY INGREDIENTS:
• **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• A unique blend of **Rice and Keratin Amino Acids** help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
• **Tomato Fruit Ferment Extract** contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
• **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• **Moringa Oil**: Antioxidant rich moisturizer with **Vitamins A, C, E and Omega 9** to protect hair from oxidative stresses, control frizz and add shine
• **Stearoyl CoA-desaturase (SCD-1)**: An enzyme that improves elasticity and enhances curl retention
• Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
Work through cleansed hair, leave on for 3-5 minutes then rinse.

SIZE:
8.45 oz. 16.9 oz.
PRODUCT OVERVIEW:
Non-lathering conditioning cleanser provides intense hydration for extra dry, frizzy and over-styled hair.

WHAT IT DOES:
Loosens tight curls without sacrificing form or bounce.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- A unique blend of **Rice and Keratin Amino Acids** help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
- **Tomato Fruit Ferment Extract** contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
- **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
- **Moringa Oil**: Antioxidant rich moisturizer with **Vitamins A, C, E and Omega 9** to protect hair from oxidative stresses, control frizz and add shine
- **Stearoyl CoA-desaturase (SCD-I)**: An enzyme that improves elasticity and enhances curl retention
- **Shikakai and Baby's Breath** contain high levels of **Saponins** which help to remove dirt and oils from the hair
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Rinse hair thoroughly before application. Apply a liberal amount to wet scalp and hair, adding a splash of water to evenly distribute and create light foam. Work throughout hair and scalp. Leave on for 3-5 minutes. Rinse thoroughly, massaging scalp and running fingers through to the ends. For more intense conditioning, follow with Curl’n Enhancing Conditioner or Nourishing Treatment.

SIZE:
2 oz. 8.45 oz. 16.9 oz.
FACT SHEET

PERFECT-CURL ACTIVATOR

PRODUCT OVERVIEW:
Dual-purpose wet and dry formula for ultimate thermal protection and frizz-free curl retention.

WHAT IT DOES:

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• A unique blend of Rice and Keratin Amino Acids help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
• Tomato Fruit Ferment Extract contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
• Abyssinian Oil improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• Moringa Oil: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• Stearyl CoA-desaturase (SCD-I): An enzyme that improves elasticity and enhances curl retention
• Polyquaternium-72: Curl perfecting styling agent specially designed to put the “spring factor” into curls. Delivers exceptional curl memory benefits. Proven to hold high energy, frizz free curl longer
• Panthenol & Amino Acids for thermal activated protection. Reduces oxidative stress, protecting the root and shaft and helps to seal the cuticle locking in moisture
• Vegetable Bio-Ferment: A natural odor neutralizer
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Spray generously on damp hair. Follow with styling product. Spray on second day hair to revitalize curls and combat unwanted odor.

SIZE:
8.45 oz.
PRODUCT OVERVIEW:
Deep conditioning treatment for dry curls and waves.

WHAT IT DOES:
Serious nourishment for over-processed hair. Strengthens, controls frizz and moisturizes. Helps to combat damage from heat styling.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- A unique blend of **Rice and Keratin Amino Acids** help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
- **Tomato Fruit Ferment Extract** contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
- **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
- **Moringa Oil**: Antioxidant rich moisturizer with **Vitamins A, C, E and Omega 9** to protect hair from oxidative stresses, control frizz and add shine
- **Stearoyl CoA-desaturase (SCD-1)**: An enzyme that improves elasticity and enhances curl retention
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through cleansed hair. Leave on 5-10 minutes, rinse.

SIZE:
6 oz.
PRODUCT OVERVIEW:
Styling cream with the right amount of control to create, define and shape curls.

WHAT IT DOES:
Leaves hair soft, touchable and shiny. Anti-humidity formula provides the ultimate frizz protection and keeps curls lasting and looking great throughout the day.

KEY INGREDIENTS:
• **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• A unique blend of **Rice and Keratin Amino Acids** help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
• **Tomato Fruit Ferment Extract** contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
• **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• **Moringa Oil**: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• **Stearoyl CoA-desaturase (SCD-1)**: An enzyme that improves elasticity and enhances curl retention
• **Polyquaternium-72**: Curl perfecting styling agent specially designed to put the “spring factor” into curls. Delivers exceptional curl memory benefits. Proven to hold high energy, frizz free curl longer
• **Panthenol & Amino Acids** for thermal activated protection. Reduces oxidative stress, protecting the root and shaft and helps to seal the cuticle locking in moisture
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply to damp hair with a light scrunching motion. Use fingers to form curl pattern. Scrunch lightly. Diffuse or let air dry. Layer over Curl’n Defining Solution for added hold and control.

SIZE:
6 oz.
PRODUCT OVERVIEW:
Unique light styling foam to enhance and define curly hair.

WHAT IT DOES:
Tames frizziness and fights humidity. Creates soft moveable and touchable curls. Provides hold without crunch that lasts throughout the day.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• A unique blend of Rice and Keratin Amino Acids help strengthen, condition and hydrate the hair. Reduces moisture loss to help combat frizz
• Tomato Fruit Ferment Extract contains a unique bio-enzyme complex to help repair damage from heated styling tools, strengthens the hair and improves the structure in order to improve curl retention
• Abyssinian Oil improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• Moringa Oil: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• Stearoyl CoA-desaturase (SCD-1): An enzyme that improves elasticity and enhances curl retention
• Polyquaternium-72: Curl perfecting styling agent specially designed to put the “spring factor” into curls. Delivers exceptional curl memory benefits. Proven to hold high energy, frizz free curl longer
• Panthenol & Amino Acids for thermal activated protection. Reduces oxidative stress, protecting the root and shaft and helps to seal the cuticle locking in moisture
• Squalene, from the skin of the olive, provides moisture and helps seal the cuticle
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply to damp hair with a light scrunching motion. Use fingers to form curl pattern. Diffuse or let air dry. Layer with Curl’n Forming Cream for added hold and control.

SIZE:
6 oz.
FACT SHEET

HYDRATING SHAMPOO

PRODUCT OVERVIEW:
Weightless moisturizing shampoo for normal to dry hair.

WHAT IT DOES:
Cleanses and nourishes normal, dry or chemically processed hair without adding weight. Imparts softness, shine and manageability.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Human Hair Keratin Protein** to heal, strengthen and repair the hair shaft and add shine
- **Lemongrass** for added shine
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- **Panthenol** adds moisture and protects against breakage. Promotes body and shine
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
8.45 oz. 16.9 oz. 80 oz.
FACT SHEET

DEEP MOISTURE CLEANSE

PRODUCT OVERVIEW:
Sulfate-free, gentle cleansing with extra moisturizing benefits.

WHAT IT DOES:
Restore softness and manageability to coarse, dry, chemically processed or damaged hair.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Soy, Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
- **Lemon and Passion Flower Extract**: A special blend that works as the Eufora protein delivery system
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- **Panthenol** adds moisture and protects against breakage. Promotes body and shine
- Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
8.45 oz. 16.9 oz. 80 oz.
FACT SHEET

MOISTURE SOLUTION CONDITIONER

PRODUCT OVERVIEW:
An intense daily conditioner that delivers maximum moisture and healing benefits to the hair.

WHAT IT DOES:
Restores softness, shine and manageability.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Soy, Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
- **Lemon and Passion Flower Extract**: A special blend that works as the Eufora protein delivery system
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- **Panthenol, Hazel Nut and Coconut Oils** for moisture, strength and shine
- Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
Apply a quarter size amount to cleansed hair. Work through hair and leave on 3–5 minutes. Rinse with cool water.

SIZE:
8.45 oz. 16.9 oz. 80 oz.
FACT SHEET

URGENT REPAIR SHAMPOO

PRODUCT OVERVIEW:
A daily clarifying and restorative healing treatment shampoo that provides healthy hair and scalp benefits.

WHAT IT DOES:
This gentle, non-drying formula thoroughly removes dulling and damaging buildup caused by products, metals, chemicals, minerals and environmental pollutants while improving the health of the hair and scalp.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- Antioxidant Rich. A derivative of the **Litchi Berry** prevents damage to hair by neutralizing free radicals and photo damage from UVA and UVB rays
- Extracts of **Menthol, Camphor and Peppermint Oil** work to stimulate circulation to the scalp and soothe dry, itchy scalp and helps create a healthy scalp environment
- Ethylenediaminetetraacetic Acid (EDTA) Free! Our unique 100% biodegradable chelating ingredient, **Meadow Foam Seed** is gentle and safe.
- Thermal protective benefits aid in eliminating damage caused by UVA, UVB rays and heat styling
- **Amino Acid Complex** works to reinforce and protect the cuticle, improve elasticity, color retention and the overall health of the hair
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
2 oz. 8.45 oz. 32 oz.
FACT SHEET

FORTIFI KERATIN REPAIR

PRODUCT OVERVIEW:
A Keratin protein rich restructuring solution for weak, brittle and damaged hair.

WHAT IT DOES:
Weightless formula brings life back to damaged hair. Increases the strength and elasticity. Evens out the porosity of the hair for more consistent results prior to chemical service.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Thermal activated Keratin Protein infusion aids in restoring the health of damaged hair and increases luster and elasticity
• Essential oil blend for an aromatherapy experience
• Anti-static formulation prevents fly-aways

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Spray liberally through towel dried hair as a pre-style treatment. Can be used prior to chemical services to balance the porosity of the hair for more consistent results.

SIZE:
8.45 oz.
FACT SHEET

LEAVE-IN HYDRATION

PRODUCT OVERVIEW:

WHAT IT DOES:
Provides hydration and frizz control without added weight. Protects hair from heated styling and environmental stresses including sun damage.

KEY INGREDIENTS:
• **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• **Soy, Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
• **Lemon and Passion Flower Extract**: A special blend that works as the Eufora protein delivery system
• Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
• **Panthenol and Hazel Nut Oil** for moisture, strength and shine
• **Sunflower Seed Extract** protects against sun damage and color fading
• Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
Apply a liberal amount through towel dried hair. Blow dry and style as desired.

SIZE:
6 oz.
FACT SHEET

URGENT REPAIR TREATMENT

PRODUCT OVERVIEW:

WHAT IT DOES:
Restores moisture and vitality to dry, stressed and damaged hair. Helps to soothe scalp and skin irritations.

KEY INGREDIENTS:
• **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• **Soy, Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
• Extracts of **Menthol, Camphor and Peppermint Oil** help create a healthy scalp environment by stimulating circulation to soothe a dry, itchy scalp
• Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
• Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
For Treatment Benefits: Apply a liberal amount to freshly cleansed hair. Leave on for up to 15 minutes. For maximum benefit wrap head in plastic and apply external heat.

Daily Use: Can be used safely on a daily basis to rejuvenate extremely damaged hair. Apply a quarter size amount and leave on for 3-5 minutes. Rinse with cooler water. Can also be used to soothe skin irritations.

SIZE:
2 oz. 6 oz. 80 oz.
FACT SHEET

BEAUTIFYING SERUM

PRODUCT OVERVIEW:
Unique oil complex for hair, skin and scalp.

WHAT IT DOES:
Non-greasy, lightweight and fast absorbing serum delivers superb moisturization softness and shine with antioxidant and antibacterial benefits.

KEY INGREDIENTS:
• Kukui, Argan, Neem and Cranberry Oils that are rich in Omega Fatty Acids, Vitamins and Minerals provide a wear-in treatment experience for hair, skin and scalp
• Antioxidants prevent heat styling and environmental damage
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
HAIR: Work completely through towel-dried hair, blow dry. Use prior to Color Locking System™ or other Eufora styling products. Apply to dry hair for added shine and frizz control.

SKIN: Blend with Aloetherapy Soothing Body Moisturizer or apply full strength.

SCALP: Massage a liberal amount into the scalp prior to shampooing.

SIZE:
4.2 oz. 16.9 oz.
FACT SHEET

FRIZZ CONTROL SHAMPOO

PRODUCT OVERVIEW:
Gentle sulfate-free cleansing and lightweight formula for smooth hair.

WHAT IT DOES:
Formulated with a proprietary blend of active ingredients to help eliminate frizz and leave hair looking and feeling undeniably silky, shiny and smooth after just one use.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Soybean Phospholipids, proven to elongate curls over time by adhering to the hair fiber and surrounding it with a protective layer that smoothes hair from the root to fight frizz by sealing the cuticle and locking out humidity
• Moringa Oil: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• Abyssinian Oil improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• Safflower Oil: An exceptional moisturizer and shine enhancer, rich in Oleic Acid, a powerful antioxidant, beneficial in protecting the hair from outside stresses
• Olive Oil: Light-weight emollient penetrates deep into the hair making it a stellar moisturizer. Rich in Vitamin E, an antioxidant important for scalp and hair health
• Shea Butter contains a high level of fatty acids, known to restore the natural lipid barrier for extraordinary moisturizing properties and shine
• Marshmallow Root Extract helps to soften the hair naturally and provides shine. Helps to soothe the dry, itchy scalp
• Soy Protein increases moisture retention and nourishes the outer layer of the cuticle to decrease frizz
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
8.45 oz. 16.9 oz. 80 oz.
PRODUCT OVERVIEW:
Daily Conditioner offers ultimate frizz and humidity protection

WHAT IT DOES:
Extra moisturizing formulation of our unique complex of nutrients, natural oils and extracts, smoothes and seals a frazzled cuticle and helps repair split ends.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Soybean Phospholipids, proven to elongate curls over time by adhering to the hair fiber and surrounding it with a protective layer that smoothes hair from the root to fight frizz by sealing the cuticle and locking out humidity
• Moringa Oil: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• Abyssinian Oil improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• Safflower Oil: An exceptional moisturizer and shine enhancer, rich in Oleic Acid, a powerful antioxidant, beneficial in protecting the hair from outside stresses
• Olive Oil: Light-weight emollient penetrates deep into the hair making it a stellar moisturizer. Rich in Vitamin E, an antioxidant important for scalp and hair health
• Shea Butter contains a high level of fatty acids, known to restore the natural lipid barrier for extraordinary moisturizing properties and shine
• Marshmallow Root Extract helps to soften the hair naturally and provides shine. Helps to soothe dry, itchy scalp
• Soy Protein increases moisture retention and nourishes the outer layer of the cuticle to decrease frizz
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through cleansed hair, leave on for 3-5 minutes then rinse.

SIZE:
8.45 oz. 16.9 oz. 80 oz.
PRODUCT OVERVIEW:
Unique styling tool with exceptional leave-in conditioning benefits. Gives you added control during the blow dry and styling process.

WHAT IT DOES:
Straightens and smoothes frizzy, curly and wavy hair with staying power but still leaves hair soft and moveable without stiff or tacky feeling.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Soybean Phospholipids**, proven to elongate curls over time by adhering to the hair fiber and surrounding it with a protective layer that smooths hair from the root to fight frizz by sealing the cuticle and locking out humidity
- **Moringa Oil**: Antioxidant rich moisturizer with **Vitamins A, C, E and Omega 9** to protect hair from oxidative stresses, control frizz and add shine
- **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
- **Safflower Oil**: An exceptional moisturizer and shine enhancer, rich in **Oleic Acid**, a powerful antioxidant, beneficial in protecting the hair from outside stresses
- **Olive Oil**: Light-weight emollient penetrates deep into the hair making it a stellar moisturizer. Rich in Vitamin E, an antioxidant important for scalp and hair health
- **Shea Butter** contains a high level of fatty acids, known to restore the natural lipid barrier for extraordinary moisturizing properties and shine
- **Marshmallow Root Extract** helps to soften the hair naturally and provides shine. Helps to soothe the dry, itchy scalp
- **Soy Protein** increases moisture retention and nourishes the outer layer of the cuticle to decrease frizz
- **Essential oil blend** for an aromatherapy experience

**No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde**

APPLICATION:
Work a liberal amount of Straightening Balm through towel dried hair. Blow dry using your favorite round or paddle brush.

SIZE:
8.45 oz.
PRODUCT OVERVIEW:
Multi-benefit prep spray moisturizes, detangles and prevents breakage and damage caused by the use of styling and hot tools.

WHAT IT DOES:
Offers the ultimate in thermal protection up to 450 degrees. Eufora’s antioxidant enriched oils help to increase strength and elasticity and impart shine.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Soybean Phospholipids, proven to elongate curls over time by adhering to the hair fiber and surrounding it with a protective layer that smoothes hair from the root to fight frizz by sealing the cuticle and locking out humidity
• Moringa Oil: Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair from oxidative stresses, control frizz and add shine
• Abyssinian Oil improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
• Safflower Oil: An exceptional moisturizer and shine enhancer, rich in Oleic Acid, a powerful antioxidant, beneficial in protecting the hair from outside stresses
• Olive Oil: Light-weight emollient penetrates deep into the hair making it a stellar moisturizer. Rich in Vitamin E, an antioxidant important for scalp and hair health
• Shea Butter contains a high level of fatty acids, known to restore the natural lipid barrier for extraordinary moisturizing properties and shine
• Marshmallow Root Extract helps to soften the hair naturally and provides shine. Helps to soothe the dry, itchy scalp
• Soy Protein increases moisture retention and nourishes the outer layer of the cuticle to decrease frizz
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Spray liberally through towel dried hair before applying additional styling products.

SIZE:
8.45 oz.
FACT SHEET

OIL THERAPY

PRODUCT OVERVIEW:
Non-greasy, frizz-fighting formula contains a maximum dose of antioxidant enriched oils that nourish and protect the cuticle.

WHAT IT DOES:
Seals in moisture and provides maximum shine leaving hair silky smooth without adding weight. Helps to increase manageability and strength of the hair.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Soybean Phospholipids**, proven to elongate curls over time by adhering to the hair fiber and surrounding it with a protective layer that smooths hair from the root to fight frizz by sealing the cuticle and locking out humidity
- **Moringa Oil**: Antioxidant rich moisturizer with **Vitamins A, C, E and Omega 9** to protect hair from oxidative stresses, control frizz and add shine
- **Abyssinian Oil** improves the manageability of the hair, enhancing the shine and strengthening the hair fibers. Provides hydration without a greasy after-feel
- **Safflower Oil**: An exceptional moisturizer and shine enhancer, rich in **Oleic Acid**, a powerful antioxidant, beneficial in protecting the hair from outside stresses
- **Olive Oil**: Light-weight emollient penetrates deep into the hair making it a stellar moisturizer. Rich in Vitamin E, an antioxidant important for scalp and hair health
- **Shea Butter** contains a high level of fatty acids, known to restore the natural lipid barrier for extraordinary moisturizing properties and shine
- **Marshmallow Root Extract** helps to soften the hair naturally and provides shine. Helps to soothe dry, itchy scalp
- **Soy Protein** increases moisture retention and nourishes the outer layer of the cuticle to decrease frizz
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through damp or dry hair

SIZE:
4.2 oz.
FACT SHEET

VOLUMIZING SHAMPOO

PRODUCT OVERVIEW:
Restores body to thin, fine and lifeless hair without creating dryness.

WHAT IT DOES:
Unique blend of proteins, vitamins and botanical extracts for weightless long lasting body. Increases the diameter of the hair fibers up to 65% when used with Daily Balance Conditioner.

KEY INGREDIENTS:
• Certified Organic Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Soy, Wheat and Human Hair Keratin Proteins specially blended to heal, strengthen and repair the hair shaft and add shine
• Lemon and Passion Flower Extract: A special blend that works as the Eufora protein delivery system
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• Lemongrass for added shine
• Panthenol adds moisture and protects against breakage. Promotes body and shine
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Dispense a quarter size amount into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary.

SIZE:
8.45 oz. 16.9 oz.
FACT SHEET

DAILY BALANCE CONDITIONER

PRODUCT OVERVIEW:
Zero-weight, bodifying conditioner.

WHAT IT DOES:
Protein, vitamin and botanical technology moisturizes hair and adds body without adding weight. Increases the diameter of the hair fibers up to 65% when used with Volumizing Shampoo.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Soy, Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
- **Lemon and Passion Flower Extract**: A special blend that works as the Eufora protein delivery system
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- **Panthenol** adds moisture and protects against breakage. Promotes body and shine
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply a quarter size amount to cleansed hair. Work through hair and leave on 3–5 minutes. Rinse with cool water.

SIZE:
8.45 oz. 16.9 oz.
FACT SHEET

VOLUME FUSION SPRAY

PRODUCT OVERVIEW:
A unique styling prep product to add body and fullness to fine, thin and lifeless hair.

WHAT IT DOES:
Provides excellent lift and control, yet still leaves hair moveable and touchable.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Wheat and Human Hair Keratin Proteins** specially blended to heal, strengthen and repair the hair shaft and add shine
- **Lemon and Passion Flower Extract**: A special blend that works as the Eufora protein delivery system
- Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
- **Castor Oil** provides lubrication and shine
- Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
For all over volume and control: Spray a liberal amount through towel dried hair.
For lift at the scalp: Use midway through the blow dry process when hair is slightly damp. Lift hair from the root line, spray and apply heat.

SIZE:
5.1 oz.
PRODUCT OVERVIEW:
Normal, fine, thin, and thinning hair that requires body, volume and fullness will look, feel and behave like healthy hair again; soft, silky, moveable, touchable.

WHAT IT DOES:
Innovative formulas provide gentle cleansing and weightless moisturization to rejuvenate dry, brittle and damaged hair. Hair is luxurious and full of body and bounce.

THE TECHNOLOGY:
Beautifying Elixirs’ proprietary technology delivers the next generation of hair care with real repair and renewed vitality to the inner cortex and outer cuticle of the hair and improves the health of the hair follicle and scalp.

OTHER KEY INGREDIENTS AND BENEFITS:
• ALL Plant Essence™ of Sage and Thyme – Soothes scalp, prevents sebum clogging, nourishes the hair follicle, improves weak and brittle hair and promotes healthy hair growth
• Meadowfoam Seed Extract – Penetrates and repairs damaged hair. Provides moisture, shine and UV protection for color endurance
• Essential oil blend for an aromatherapy experience

APPLICATION:
Dispense a quarter size amount of Bodifying Shampoo into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary. Follow with a quarter size amount of Bodifying Conditioner. Work through hair and leave on 3–5 minutes. Rinse with cool water.

SIZE:
8.45 oz.  32 oz.
PRODUCT OVERVIEW:
This maximum moisturizing, restorative shampoo and conditioner puts you in control of coarse, curly, frizzy and damaged hair.

WHAT IT DOES:
Delivers soft, smooth and moisturized hair that is resilient to breakage. Hair moves and flows with superior shine and more vibrant color.

THE TECHNOLOGY:
Beautifying Elixirs’ proprietary technology delivers the next generation of hair care with real repair and renewed vitality to the inner cortex and outer cuticle of the hair and improves the health of the hair follicle and scalp.

OTHER KEY INGREDIENTS AND BENEFITS:
• ALL Plant Essence™ of Sage and Thyme – Soothes scalp, prevents sebum clogging, nourishes the hair follicle, improves weak and brittle hair and promotes healthy hair growth
• Xylitol, Xylitylglucoside, Anahydroxylitol – Tri Sugar complex that delivers moisture deep into the hair shaft, strengthens and protects hair fiber against future moisture loss
• Essential oil blend for an aromatherapy experience

APPLICATION:
Dispense a quarter size amount of Moisture Intense Shampoo into hands. Work into lather using fingertips to the scalp. Work the lather down the length of the hair. Rinse well and repeat if necessary. Follow with a quarter size amount of Moisture Intense Conditioner. Work through hair and leave on 3–5 minutes. Rinse with cool water.

SIZE:
8.45 oz.  32 oz.
FACT SHEET

Lease-In Repair Treatment

PRODUCT OVERVIEW:
A leave-in moisturizer, detangler, frizz-fighter, heat styling and color protector in one easy step.

WHAT IT DOES:
It’s the perfect nourishing prep spray that delivers inner repair for overworked, dry and damaged hair. Great for every hair type and provides everything hair needs to look, feel and behave like healthy hair again; silky-soft, moveable with lots of shine.

THE TECHNOLOGY:
Beautifying Elixirs’ proprietary technology delivers the next generation of hair care with real repair and renewed vitality to the inner cortex and outer cuticle of the hair and improves the health of the hair follicle and scalp.

OTHER KEY INGREDIENTS AND BENEFITS:
• ALL Plant Essence™ of Sage and Thyme – Soothes scalp, prevents sebum clogging, nourishes the hair follicle, improves weak and brittle hair and promotes healthy hair growth
• Xylitol, Xylitylglucoside, Anahydroxylitol – Tri Sugar complex that delivers moisture deep into the hair shaft, strengthens and protects hair fiber against future moisture loss
• Meadowfoam Seed Extract – Penetrates and repairs damaged hair. Provides moisture, shine and UV protection for color endurance
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
For coarse, curly, textured and frizzy hair: Spray a liberal amount through towel dried hair. Comb through and style.

For thin, fine hair: Spray lightly through the length of towel dried hair. Comb through and style.

SIZE:
6.8 oz.
PRODUCT OVERVIEW:
Get exactly what your hair needs from root to end with this hair perfecting potion.

WHAT IT DOES:
ElixirONE™ syncs with the hair to create unprecedented movement and incredible shine, simultaneously infusing the hair with the proprietary Damage Cure Complex™ and Vibrant Color Complex™. ElixirONE™ has no styling fixative, but does provide light styling control, which also allows for movement and body without added weight to deliver exactly what your hair needs.

THE TECHNOLOGY:
Beautifying Elixirs’ proprietary technology delivers the next generation of hair care with real repair and renewed vitality to the inner cortex and outer cuticle of the hair and improves the health of the hair follicle and scalp.

OTHER KEY INGREDIENTS AND BENEFITS:
• ALL Plant Essence™ of Sage and Thyme – Soothes scalp, prevents sebum clogging, nourishes the hair follicle, improves weak and brittle hair and promotes healthy hair growth
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Apply 3 – 5 pumps to towel dried hair. Style as desired to witness the magic!

SIZE:
4.2 oz.
FACT SHEET

MOISTURE MASQUE

PRODUCT OVERVIEW:
Amplify the Hydration! Drench dry brittle hair with an intense dose of Moisture!

WHAT IT DOES:
This ultra-rich masque, restores critical moisture loss caused by environmental stresses, heat styling and professional services. Leaves hair soft, shiny and touchable without adding any weight.

THE TECHNOLOGY:
Beautifying Elixirs’ proprietary technology delivers the next generation of hair care with real repair and renewed vitality to the inner cortex and outer cuticle of the hair and improves the health of the hair follicle and scalp.

DAMAGE CURE COMPLEX™
Repairs the inner structure and outer cuticle of the hair. Penetrates deep into the hair shaft to increase strength, prevent breakage, and restore moisture and important nutrients. Improves the health of the scalp and hair follicle promoting healthy hair growth. Protects the integrity of the hair fiber and cortex from future damage.
(See Damage Cure Complex™ Fact Sheet for more detailed information)

VIBRANT COLOR COMPLEX™
Scientifically proven for superior hair color retention. Dramatically reduces color fading of permanent, semi-permanent and natural hair color. Prevents the loss of cystine, tryptophan, and melanin from UVA & UVB rays, heat styling and environmental damage. This advanced technology in color preservation prevents oxidation to keep color more vibrant, longer. Includes powerful UV protection and antioxidant benefits utilizing Chromavel™, Brazil Nut Oil, Tea Extracts and Cranberry Oil.
(See Vibrant Color Complex™ Fact Sheet for more detailed information)

OTHER KEY INGREDIENTS AND BENEFITS:
• ALL Plant Essence™ of Sage and Thyme – Soothes scalp, prevents sebum clogging, nourishes the hair follicle, improves weak and brittle hair and promotes healthy hair growth
• Meadowfoam Seed Extract – Penetrates and repairs damaged hair. Provides moisture, shine and UV protection for color endurance
• Xyliol, Xyliityglcoside, Anahydroxylitol – Tri Sugar complex that delivers moisture deep into the hair shaft, strengthens and protects hair fiber against future moisture loss
• Kaolin Clay – Provides long term hydration to the hair
• Shea Butter – Produced from the nut found in the African Shea Tree. Shea has high levels of fatty acids, which play a crucial role in restoring the natural lipid barrier in the hair
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Once or twice per week, work through cleansed hair. Leave on for 5-10 minutes, the longer the better. Rinse.

SIZE:
6.75 oz. 16.9 oz.
HAIR TODAY
The quest for perfect hair often leads to a multitude of chemical services and styling techniques designed to achieve a desired color, texture or style. The immediate result may be a great color shade, super straight hair or the perfect wave, but the long-term effect of multiple chemical services and heat styling is often damaged, traumatized hair.

DAMAGE CURE COMPLEX™ - A REAL SOLUTION
Most hair care products are designed to smooth the cuticle to give a silkier feel and the perception of healthy hair. However, Eufora’s Damage Cure Complex™ technology delivers real repair and works on the inner structure and outer cuticle of the hair fiber. Our proprietary complex, in all shampoos, conditioners and treatments, penetrates deep into the hair shaft to repair damage, restore lipids, amino acids, and important nutrients critical for strong, healthy hair. Our complex works at the follicle and scalp where healthy hair begins and then goes beyond repair and provides protection against further damage.

KEY INGREDIENTS:
• 18 MEA – Replenishes the natural lipid in between the scales of the cuticle. Restores moisture to the cuticle, protects integrity of hair fiber and cortex from future damage and creates shine
• Vegetable Protein – Improves the strength of damaged hair up to 3 times and prevents breakage
• Amino Acids – 13 key Amino Acids improve hair strength and shine, moisturize and repair internal and surface damage
• Glutamic and Lauric Acid and Lysine (plant derived) – Repairs internal structure of cortex, absorbs quickly to improve strength and recover a smooth cuticle
• Hexapeptide 11 – An antioxidant and anti-inflammatory. Improves health of follicle and addresses aging of the follicle at the cellular level. Increases penetration of actives to the follicle. Helps to reduce hair loss
• Sugar Beet Betaine – Important to cell production of ATP, the energy molecule of every living cell. Enhances the hair bulb and improves hair during the growth cycle of the hair fiber
• Sugar Cane, Lemon and Apple Extracts - Promotes cell renewal on the scalp and clears follicles of excessive build up of dead cells allowing more room for thicker hair growth. Helps hair resist breakage
• Neem, Argan, Kukui and Cranberry Oils - Moisturizes, softens, contains antibacterial, antioxidant benefits and promotes scalp health

Beautifying Elixirs™ do not contain:
No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

100% Active Formulas: Every ingredient has a purpose, no fillers.
WHY COLOR FADES
Hair color, natural and chemically processed, will fade when exposed to anything that causes oxidation. Oxidation happens on a molecular level and is caused by the reaction of oxygen and all types of substances. Air, water, sun and even artificial light cause this reaction to occur and faded hair color is the result. Even multiple color processes themselves are a reason why color fades too quickly. This daily assault from the elements, especially UV and heat styling, creates a loss of cystine, tryptophan, and melanin. UV exposure, the most damaging of all environmental factors, also breaks the disulfide bond inside the cortex causing further damage and irregular absorption of pigment in the coloring process.

The way to stop oxidation is to create a barrier. This is why UV absorbing ingredients and antioxidants are important.

VIBRANT COLOR COMPLEX™
Beautifying Elixirs™ contains the most powerful, scientifically proven antioxidant and UV protection in hair care. The synergy of Vibrant Color and Damage Cure technology protects the hair fiber integrity against color degradation and damage to deliver the longest lasting, most even and consistent color coverage from root to end.

KEY INGREDIENTS:
• Chromaveil™ - Protects the hair fiber integrity and stops color degradation from damage by sun and UVA and UVB exposure
• Brazil Nut - Rich in Vitamin A & E, proven to provide superior color protection on permanent and semi-permanent treated hair. Provides fantastic emollient for hair and scalp
• Polyquaternium 55 – A conditioning agent that helps to prevent color fading from “washout” and oxidative stresses
• Camellia Sinensis Leaf Extract (Tea Leaf) – A powerful UV inhibitor and promoter of scalp health
• Cranberry Oil – A powerful antioxidant

Beautifying Elixirs™ do not contain:
No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

100% Active Formulas: Every ingredient has a purpose, no fillers.
FACT SHEET

CLEANSING TREATMENT
CONDITIONING TREATMENT

PRODUCT DESCRIPTION:
Eufora’s Thickening Cleansing and Conditioning products deliver the latest in scalp and hair science technology for thicker, fuller and healthier hair. These zero weight, antioxidant rich formulas deliver silky softness without adding weight. Eufora’s proprietary technology, ProAmino Cell Complex™, works to revitalize the health of the hair follicle and scalp and improve the strength and elasticity of the hair bringing back the look and feel of healthy, beautiful hair.

HOW TO USE:
Work Cleansing Treatment through wet hair using your fingertips to create lather and massage through scalp. Rinse well. Repeat if needed. Follow with Conditioning Treatment by working through cleansed hair, leave on for 3-5 minutes and rinse.
For maximum results use Eufora’s complete Thickening regimen.

THE TECHNOLOGY:
Eufora’s ProAmino Cell Complex™ combines our ProAmino Peptide Complex™ and Aloe Stem Cells. These two breakthrough technologies work together to provide an optimum healthy scalp environment needed to support hair growth.

Eufora’s ProAmino Peptide Complex™
• Nourishes and protects the scalp
• Helps stimulate hair follicle and scalp
• Contains plant extracts known for antiseptic and antibacterial benefits
• Helps prevent follicle atrophy and anchor the hair bulb to scalp
• Helps inhibit 5-Alpha Reductase, a leading cause of premature hair loss

Aloe Stem Cells
• Promotes oxygen to the scalp to reduce follicle asphyxia
• Calms scalp irritations and soothes dryness and itchiness
• Delivers Amino Acids, Minerals and Polysaccharides to improve scalp health

OTHER KEY INGREDIENTS AND THEIR BENEFITS:
Unique & effective ingredients to nourish, protect & create optimum scalp health.
• Butyl Avocadate helps regulate 5-Alpha Reductase and sebum production
• Neem Seed Oil known to provide antiseptic and antibacterial benefits which helps reduce scalp irritation and dryness
• Coenzyme Q10, Vitamin C and E are powerful antioxidants that prevent environmental and free radical damage to the follicle and scalp
• Citrus and Peppermint Oil helps increase energy and oxygen to the scalp
• Licorice Root Extract provides anti-inflammatory benefits to help reduce scalp itching and flaking
• Vitamins B3, B5, B6 and B7 essential for healthy scalp and hair growth

SIZES:
6.8 Fl. Oz. (200 mL)

Thickening Cleansing Treatment and Conditioning Treatment do not contain:
Artificial Aromas, Colorants, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Petrolatum, Propylene Glycol, Formaldehyde

100% Active Formulas – Every ingredient has a purpose.
100% All Natural Extract Aroma Blend

IMPORTANT NOTE: If client is currently using hair growth treatments, they should consult that products’ information for any adverse effects of discontinuing use.
FACT SHEET

THICKENING SERUM

PRODUCT DESCRIPTION:
A zero weight styling solution that delivers thicker, fuller hair when blown dry into the hair. Eufora’s ProAmino Cell Complex™ in combination with Botanical Extracts, Amino Acids and Antioxidants provides leave-in treatment benefits to improve the strength and elasticity of the hair. Provides light styling control and volume.

HOW TO USE:
Work through damp hair and blow dry.
For maximum results use Eufora’s complete Thickening regimen.

THE TECHNOLOGY:
Eufora’s ProAmino Cell Complex™ combines our ProAmino Peptide Complex™ and Aloe Stem Cells. These two breakthrough technologies work together to provide an optimum healthy scalp environment needed to support hair growth.

Eufora’s ProAmino Peptide Complex™
• Nourishes and protects the scalp
• Helps stimulate hair follicle and scalp
• Contains plant extracts known for antiseptic and antibacterial benefits
• Helps prevent follicle atrophy and anchor the hair bulb to scalp
• Helps inhibit 5-Alpha Reductase, a leading cause of premature hair loss

Aloe Stem Cells
• Promotes oxygen to the scalp to reduce follicle asphyxia
• Calms scalp irritations and soothes dryness and itchiness
• Delivers Amino Acids, Minerals and Polysaccharides to improve scalp health

OTHER KEY INGREDIENTS AND THEIR BENEFITS:
• Tapioca Starch helps to thicken hair naturally without leaving it feeling tacky or sticky
• Butyl Avocadate helps regulate 5-Alpha Reductase and sebum production
• Neem Seed Oil provides antiseptic and antibacterial benefits which helps reduce scalp irritation and dryness
• Coenzyme Q10, Vitamin C and E are powerful antioxidants that prevent environmental and free radical damage to the follicle and scalp
• Citrus and Peppermint Oil helps to increase energy and oxygen to the scalp which promotes healthy hair growth
• Licorice Root Extract provides anti-inflammatory benefits to help reduce scalp itching and flaking
• Vitamins B3, B5, B6 and B7 essential for healthy scalp and hair growth

SIZES:
5.1 Fl. Oz. (150 mL)

Thickening Serum does not contain:
Artificial Aromas, Colorants, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Petrolatum, Propylene Glycol, Formaldehyde

100% Active Formulas – Every ingredient has a purpose.
100% All Natural Extract Aroma Blend

IMPORTANT NOTE: If client is currently using hair growth treatments, they should consult that products’ information for any adverse effects of discontinuing use.
FACT SHEET

SCALP TREATMENT

PRODUCT DESCRIPTION:
An advanced formula that works above and below the scalp to nourish, protect and deliver essential nutrients for a healthy scalp environment. Includes Eufora’s ProAmino Cell Complex™, a proprietary breakthrough technology that works to improve the health of your scalp and hair follicle, where all healthy hair begins.

HOW TO USE:
Spray Scalp Treatment directly onto the scalp avoiding the length of the hair. Massage into scalp and leave on, do not rinse out. Use morning and evening on dry or damp hair.
For maximum results use Eufora’s complete Thickening regimen.

THE TECHNOLOGY:
Eufora’s ProAmino Cell Complex™ combines our ProAmino Peptide Complex™ and Aloe Stem Cells. These two breakthrough technologies work together to provide an optimum healthy scalp environment needed to support hair growth.

Eufora’s ProAmino Peptide Complex™
• Nourishes and protects the scalp
• Helps stimulate hair follicle and scalp
• Contains plant extracts known for antiseptic and antibacterial benefits
• Helps prevent follicle atrophy and anchor the hair bulb to scalp
• Helps inhibit 5-Alpha Reductase, a leading cause of premature hair loss

Aloe Stem Cells
• Promotes oxygen to the scalp to reduce follicle asphyxia
• Calms scalp irritations and soothes dryness and itchiness
• Delivers Amino Acids, Minerals and Polysaccharides to improve scalp health

OTHER KEY INGREDIENTS AND THEIR BENEFITS:
Unique and effective ingredients to nourish, protect and create optimum scalp health.
• Butyl Avocadate helps regulate 5-Alpha Reductase and sebum production
• Neem Seed Oil known to provide antiseptic and antibacterial benefits which helps reduce scalp irritation and dryness
• Coenzyme Q10, Vitamin C and E are powerful antioxidants that prevent environmental and free radical damage to the follicle and scalp
• Citrus and Peppermint Oil helps increase energy and oxygen to the scalp
• Licorice Root Extract provides anti-inflammatory benefits to help reduce scalp itching and flaking
• Vitamins B3, B5, B6 and B7 essential for healthy scalp and hair growth

SIZES:
3.4 Fl. Oz. (100 mL)

Scalp Treatment does not contain:
Artificial Aromas, Colorants, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Petrolatum, Propylene Glycol, Formaldehyde

100% Active Formulas – Every ingredient has a purpose.
100% All Natural Extract Aroma Blend

IMPORTANT NOTE: If client is currently using hair growth treatments, they should consult that products’ information for any adverse effects of discontinuing use.
FACT SHEET

NUTRITIONAL SUPPORT

PRODUCT DESCRIPTION:
Being healthy is always beautiful and it starts with good nutrition. Eufora’s Nutritional Support is a specialty supplement that provides just the right balance of nutrients to support healthy hair, nails and skin. This innovative formula provides essential B-vitamins, amino acids and important antioxidants.

HOW TO USE:
For adults only, take two (2) capsules daily, preferably with meals. Store in a cool, dry place.

OTHER KEY INGREDIENTS AND THEIR BENEFITS:
• Nutritional Support provides a combination of nutrients that support the structural foundation of your hair, skin and nails
• High potency B-vitamins and Biotin help to maintain healthy hair and scalp and hair growth
• Biotin helps produce Keratin & increases hair elasticity
• Vitamins A, C and E are powerful antioxidants that provide important nutrients to hair roots to create sebum in your scalp, which keeps your hair moisturized to help stimulate hair growth
• Proprietary herbal blend for optimal hair health:
  • NONI: Contains vitamins and minerals that work to improve circulation, promoting the health of your hair and scalp.
  • FO-TI: Traditional Chinese herb used effectively in the treatment of hair loss to promote healthy hair and growth.
  • HORSETAIL: Helps form collagen in skin and bones, also helps strengthen and keeps hair looking smooth and shiny.

No artificial color or flavor, lactose, gluten, wheat or fish

SIZES:
60 Capsules

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

100% quality guaranteed.
Create, re-create, spray and stay strong.

**ELEVATE™**

— Firm Workable Finishing Spray

**PRODUCT OVERVIEW:**
An award winning, firm, yet workable finishing spray. Leaves hair moveable and touchable without stiff or sticky feel.

**WHAT IT DOES:**
Medium to firm hold with ingredients to help improve the health of the hair. Protects color from fading and meets the strictest environmental standards.

**KEY INGREDIENTS:**
- **Aloe Vera** provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Botanical extract blend of **Chamomile, Horsetail, Nettle and Henna** provides strength, shine and promotes scalp health
- **Sun protection** to prevent damage caused by UVA and UVB rays
- **55 VOC** formula with no **CFCs** (Chlorofluorocarbons)
- Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

**APPLICATION:**
Hold 6 – 8 inches away from hair and spray a fine mist. Layer for added control. Reapply as needed without flaking, crunch or buildup.

**SIZE:**
2 oz. • 10 oz.

*Voted “Best Finishing Spray” by the Readers of Salon Magazine.*
All day spray, keep humidity at bay.

— Extra Firm Finishing Spray

PRODUCT OVERVIEW:
Aerosol with firm hold. Perfect for final finishing styles and updos.

WHAT IT DOES:
Maximum hold finishing spray for long lasting style retention. Dependable in any weather. Locks out humidity, reduces frizz and protects against color fading.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Chromaveil™ protects the integrity of the hair fiber and stops color degradation from damage by UVA and UVB exposure
• Brazil Nut Oil is rich in Vitamins A and E and proven to provide superior color protection on permanent and semi-permanent treated hair. Provides fantastic shine
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• 55 VOC formula with no CFCs (Chlorofluorocarbons)
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Hold 6 – 8 inches away from hair and spray a fine mist to finished styles.

SIZE:
8 oz.
Use on wet or dry hair to define and craft.

PIECE WORKS™
— Defining Fiber Paste

PRODUCT OVERVIEW:
An innovative and creative styling product that provides a pliable hold with strong, lasting control.

WHAT IT DOES:
Unique, creamy fiber paste is perfect for artistic styling for all long and short hair styles. Creates definition, builds texture and shape. Adds dimension to layers and tames frizz to provide a re-workable, pliable and strong hold.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Vegetable waxes, extracts and seed oils for control and shine. Includes Castor Oil, Carnauba Wax and Tapioca Starch
• Human Hair Keratin and Vegetable protein blends including Soy, provide healthy hair benefits
• Botanical extracts and vitamins including Honeysuckle, Passion Flower, Lemon, Horsetail, Chamomile, Henna, Nettle and Panthenol provides strength, shine and promotes scalp health
• Antioxidant Rich! A derivative of the Litchi Berry, prevents damage to hair by neutralizing free radicals and damage from UVA and UVB rays
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Use on wet or dry hair to shape, define and craft.

BLENDING NOTES:
Blend with Curl’n Defining Solution for increased control for curly hair.

SIZE:
4.2 oz.
PURE POLISH™
— Shine Emollient

PRODUCT OVERVIEW:
Unique, lightweight finishing gloss. Controls frizz and flyaways without any greasy feel.

WHAT IT DOES:
A no-weight shine, anti-frizz control, styling and finishing product. Pure Polish™ adds beautiful luster and shine to dry, flyaway hair. It alleviates frizziness and adds softness to coarse hair while conditioning as it shines. Great for split ends.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Safflower Oil and Kukui Nut Oil provide moisture, shine and rejuvenation benefits to the hair
• Vitamin E for antioxidant and moisturizing benefits to the hair
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Distribute a few drops into hands. Work through towel-dried hair and complete styling. Concentrate product on problem ends. Can be used during the blow dry process and dried hair for added softness, frizz control and shine.

BLENDING NOTES:
Blend with any EuforaStyle product for added control and shine.

SIZE:
5.1 oz.
PRODUCT OVERVIEW:
A versatile styling wax with medium to strong hold, creates texture and separation with added shine.

WHAT IT DOES:
Designed to achieve texture, separation and lift with a medium to strong hold. Works to define curly hair, eliminate frizziness and add shine. Water soluble, shampoos easily out of the hair.

KEY INGREDIENTS:
- **Aloe Vera** provides important nutrients, **essential amino acids**, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- **Beeswax** based (no petroleum) acts as an anti-humectant
- **Castor Oil** provides lubrication and shine
- Essential oil blend for an aromatherapy experience

*No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde*

APPLICATION:
Rub a small amount in hands. Use fingers to work through dry hair to achieve style.

SIZE:
2 oz.
BOOST™ — Root Lifting Spray

PRODUCT OVERVIEW:
Lightweight formula delivers lift, lasting volume and control at the root line.

WHAT IT DOES:
Provides exceptional lift to make fine and flat hair look and feel thicker and fuller.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Sunflower Seed Extract for color protection
• Panthenol adds moisture and protects against breakage. Helps to promote body and shine
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Shake Well. On wet hair, use fingers to lift hair off scalp. Spray directly into root line. Blow dry hair away from scalp.

BLENDING NOTES:
Layer with Formation™ for ample volume and control.

SIZE:
8 oz.
DETAILS™ — Dry Spray Wax

PRODUCT OVERVIEW:
All the benefits of a wax in the convenience of a spray. For versatile wet/dry styling and finishing. Provides 2nd day hair look without the greasy feel.

WHAT IT DOES:
Perfect for “detailing” precision cuts, long layers or short styles. Details™ won’t gunk up, weigh down or leave hair with a heavy, sticky product feel. The ease of a spray helps the product disperse evenly, leaving the right amount of product exactly where desired without the mess.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Geranium Extract conditions while increasing elasticity and strength of hair
• Lemongrass Extract is rich in Vitamin A, providing antioxidant benefits
• Rose Hip Extract provides Vitamin C for the maintenance of healthy hair
• Sorbitol, a naturally derived humectant, moisturizes and conditions
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Hold can 6 – 8 inches away and spray throughout wet hair to enhance wave or curl. Use on dry hair to add texture, dimension and hold to long or short styles. Perfect for all over control and shaping.

SIZE:
4.4 oz.
POWDER LIFT™
— Boosting Powder

PRODUCT OVERVIEW:
A little sprinkle - a lot of lift. Powder Lift™ is a unique, weightless, volumizing solution. This liquid powder provides a unique way to achieve instantly thicker, fuller hair and lift at the scalp that lasts all day.

WHAT IT DOES:
Powder Lift™ utilizes unique technology that turns liquid into powder then back into liquid during use. Provides great lift at the root while leaving hair feeling and looking thicker and fuller. Absorbs excess oil from the hair.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Ionic Repulsion thickens hair and delivers a light weight, natural feeling texture
• Soy Protein enhances hair strength and manageability. Provides body and texture
• Panthenol improves hair condition without weight
• Silica Silylate (derived from sand) provides excellent oil absorption and texture
• Malt Dextrin (Starch) provides conditioning benefits

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
SHAKE into hands, rub together and rake fingers through dry hair to achieve a thicker, fuller look. SPRINKLE directly onto dry roots and massage with fingers for lift and volume. Use to FRESHEN UP 2nd day hair and absorb excess oil.

BLENDING NOTES:
Blend with any EuforaStyle product for added texture, volume and separation.

SIZE:
.68 oz.
FORMATION™
— Styling Foam

PRODUCT OVERVIEW:
Versatile and unique styling foam. Provides leave-in conditioning benefits. Helps protect from sun damage and color fading.

WHAT IT DOES:
Perfect for sculpting, creating volume, texture and control. Disperses easily through wet or dry hair.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Squalane, from the skin of the olive, provides moisture and helps seal the cuticle of the hair
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Use on wet hair to sculpt and set. Blow dry in for volume and control. Use on dry hair to create texture. Reactivate with water.

BLENDING NOTES:
For ample volume add BOOST™ at the root line.

SIZE:
8 oz.
Global application for soft wear.

SCULPTURE™
— Light Styling Glaze

PRODUCT OVERVIEW:
Universal light to medium hold styling prep for all hair types and styles. Key component in the Eufora Color Locking System™.

WHAT IT DOES:
Adds body, manageability and control during the blow dry process. Helps to reduce frizz and static flyaways while providing leave-in treatment benefits.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Soy and Human Hair Keratin Proteins specially blended to heal, strengthen and repair the hair shaft and add shine
• Lemon and Passion Flower Extract: A special blend that works as the Eufora protein delivery system
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through towel-dried hair before the blow dry. Use to achieve wet looks and avant-garde styles. Use as a setting lotion.

BLENDING NOTES:
Blend with Illuminate™ and work through towel-dried hair for added shine and to extend the life of color.

SIZE:
10.1 oz.
SEA SPRITZ™

— Beach Texture Spray

PRODUCT OVERVIEW:
For that fresh from the beach look. Easy fix for flat, lifeless and fine hair with sun protection.

WHAT IT DOES:
Adds body, light texture and hold with a matte finish. Provides long-lasting, tousled style. No heavy, stiff or tacky after-feel.

KEY INGREDIENTS:
- Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Unique blend of Algae, Green Tea and Glycerin provides UV protection and repairing benefits while moisturizing the hair and scalp
- Epsom Salt provides soothing benefits and delivers beach like texture
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Spritz liberally thorough wet or dry hair. Scrunch and allow to air dry.

SIZE:
6.8 oz.
FULL EFFECT™

— Dry Texturizing Spray

PRODUCT OVERVIEW:
Adds texture to any style. Great for every hair type. A must have for flat or fine hair.

WHAT IT DOES:
Creates abundant texture, fullness and density with staying power that lasts all day into night. Anti-frizz formula with color protection.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Natural Starch provides excellent texture
• Sunflower Seed Extract for color protection
• Panthenol adds moisture and protects against breakage. Helps to promote body and shine
• Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Shake Well. Spray liberally throughout dry hair to increase fullness and separation. Reapply as desired for maximum texture.

SIZE:
5 oz.
ILLUMINATE™

— Shine Mist

PRODUCT OVERVIEW:
An advanced, multi-use, shine enhancement product that provides “wear-in” treatment benefits. Key component in the Eufora Color Locking System™.

WHAT IT DOES:
This weightless, non-greasy formula is especially beneficial for chemically treated, dry and damaged hair. Restores healthful sheen to all hair types.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Meadowfoam Seed Oil: Moisturizes and helps to filter damaging sun rays
• Rice Bran Oil: Moisturizes hair with antioxidant properties
• Grape Seed Oil: Moisturizes, provides antioxidant benefits and contains Vitamins A, B, C and Beta Keratin
• Squalane, from the skin of the olive, provides moisture and helps seal the cuticle of the hair
• Vitamin E and Panthenol provides antioxidant and moisturizing benefits to the hair
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Finished Styles: Hold bottle 6-8 inches away from the hair and mist over finished style for great shine. Extra Detangling: Spray a liberal amount on towel dried hair.

BLENDING NOTES:
Blend with Sculpture™ and work through towel-dried hair for added shine and to extend the life of color. Blend with other EuforaStyle products for added shine and softness.

SIZE:
5.1 oz. • 25 oz.
Do it, then move it. A renegade pomade!

PRODUCT OVERVIEW:
The Molding Promise! A versatile, texturizing and molding pomade with a natural finish.

WHAT IT DOES:
Creates a flexible, re-workable, lasting hold to sculpt, define, and create separation. Good for short and mid-length styles.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Beeswax, Glycerin and Lecithin from Soybeans provides a natural non-petroleum workable hold without flaking
• Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Using fingertips apply to wet or dry hair to sculpt, define and create separation and control.

SIZE:
2 oz.
Sculpture™ and Illuminate™ work together to immediately and completely close the cuticle, seal the follicle and lock in color to protect against heat styling. Extends the life of color up to 30% longer.

KEY INGREDIENTS:
SCULPTURE™
- Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Soy and Human Hair Keratin Proteins specially blended to heal, strengthen and repair the hair shaft and add shine
- Lemon and Passion Flower Extract: A special blend that works as the Eufora protein delivery system
- Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength, shine and promotes scalp health
- Essential oil blend for an aromatherapy experience

ILLUMINATE™
- Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Meadowfoam Seed Oil: Moisturizes and helps to filter damaging sun rays
- Rice Bran Oil: Moisturizes hair with antioxidant properties
- Grape Seed Oil: Moisturizes, provides antioxidant benefits and contains Vitamins A, B, C and Beta Keratin
- Squalane, from the skin of the olive, provides moisture and helps seal the cuticle of the hair
- Vitamin E and Panthenol provides antioxidant and moisturizing benefits to the hair
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Combine Sculpture™ and Illuminate™ in palms and work completely through towel-dried hair. Follow with additional styling products as desired.

SIZE:
SCULPTURE™: 10.1 oz. • ILLUMINATE™: 5.1 oz.
Take control of your style.

— Lightweight Styling Cream

PRODUCT OVERVIEW:
Get a soft, sleek blowout. Enhance curl and wave. Define layers. Create movement. You can have it all with BEHAVE.

WHAT IT DOES:
A lightweight, pliable styler that provides perfect control without any tacky product feel. Controls frizz. Provides a natural shine.

KEY INGREDIENTS:
• Biodegradable Corn and Sugar derivatives gives lightweight styling control
• Meadowfoam Seed, Amino Acids and Proteins penetrates and repairs damaged hair
• Brazil, Argan, Kukui, Neem and Cranberry Oils provides leave-in moisture, shine, antioxidant and color protection benefits
• Essential Oil Blend for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Work through towel dried hair, style as desired.

STYLIST TIP:
A small amount can be applied to dry hair to piece out the ends to create a textured look.

SIZE:
6.8 oz.
Tame unwanted frizz and show off shine, while holding it light.

— Light Hold Frizz Control Spray

PRODUCT OVERVIEW:
A perfect light hold finishing spray for all hair types.

WHAT IT DOES:
Provides a flexible, brushable, light hold. Controls frizz and adds just a touch of shine while leaving hair touchably soft.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Chromaveil™ - Protects the hair fiber integrity and stops color degradation from damage by sun and UVA and UVB exposure
• Brazil Nut Oil - Rich in Vitamins A & E, known for their exceptional antioxidant properties and proven to provide superior color protection on permanent and semi-permanent treated hair
• Essential Oil blend to provide an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Hold 6 – 8 inches away from hair and spray a fine mist. Layer for added control.

SIZE:
1.75 oz. • 8 oz.
FACT SHEET

— Root Touch Up

PRODUCT OVERVIEW:
Lightweight temporary root touch up powder to instantly blend unwanted grey and regrowth from cosmetic color.

WHAT IT DOES:
Provides just the right amount of coverage, precisely where you need it, for flawless all day concealing. Unique retractable brush makes for quick and easy application. Leaves a natural finish with zero mess, long dry time or stickiness. Perfect for all hair types, and lasts until your next shampoo.

KEY INGREDIENTS:
• Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
• Ionic Attraction allows pigments to strongly adhere to hair providing high coverage and helps to minimize product transfer. Water resistance for all day results
• Soy Protein enhances hair strength and manageability. Provides body and texture
• Panthenol provides light conditioning benefits
• Silica Silylate (derived from sand) provides excellent oil absorption and texture

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Style hair as usual. CONCEAL should be applied before finishing spray. Prime Brush* and apply to hair part with a patting motion, working from the crown forward to the hair line.

Applying around the hairline: Ensure the brush sleeve is fully extended and in the locked position for better control. Work along the hairline with a light sweeping motion back towards crown.

*Prime brush: Pat brush on the back of the hand two to three times until powder releases.

5 SHADES:
Black • Dark Brown • Brown • Auburn • Blonde

SIZE:
0.21 Wt. Oz. (6g)

STYLING TIP:
CONCEAL provides a natural finish. If more shine is desired, set with EuforaStyle TAME™.
FRESH EFFECT
— Dry Shampoo

PRODUCT OVERVIEW:
A TRUE Dry Shampoo that instantly refreshes 2nd day hair.

WHAT IT DOES:
Zero-weight spray absorbs excess oil and odor, leaving hair brushable and touchably soft. No sticky powdery residue or grittiness with this formula. Antioxidant rich formula, helps protect hair against UV damage, keeping hair color looking fresh. Provides a natural finish to the hair.

KEY INGREDIENTS:
- Aloe Vera provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health
- Starch from Corn for optimal oil and odor absorption
- Botanical extract blend of Chamomile, Horsetail, Nettle and Henna provides strength and promotes scalp health
- Sunflower Seed Extract, a powerful antioxidant, helps to prevent damage caused by UVA and UVB rays
- Essential oil blend for an aromatherapy experience

No Artificial Colorants, Aromas, Flavors, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
Shake well before use. Working through small sections, spray throughout hair at the root. Comb through after 3-5 minutes.

SIZE:
5 oz., 1.7 oz.
FACT SHEET

URGENT REPAIR HAND CREAM

PRODUCT OVERVIEW:
Nourishing hand treatment delivers immediate and long lasting moisture. Helps to soothe and repair dry rough skin.

WHAT IT DOES:
Designed to draw in moisture and help the skin to heal itself, leaving hands smooth and velvety soft. Keeps working even after hands are submerged in water, making it perfect for stylists. No greasy after feel.

KEY INGREDIENTS:
- **Certified Organic Aloe Vera** provides important nutrients, essential amino acids to help moisturize and rejuvenate the skin
- **Jojoba** and **Beeswax** provide up to 8 hours of long lasting moisture. Helps to improve skin radiance, texture and smoothness
- **Sunflower Oil**, rich in Vitamin E and Squalene, this oil helps retain moisture and is beneficial for dry, dehydrated and sensitive skin
- **Allantoin**, found in the Comfrey root, helps to reinforce the skin’s natural protective barrier and improve moisture retention
- **Glycerin**, a natural vegetable sugar with the ability to draw in moisture and help the skin to repair itself
- **Chamomile** known for its antiseptic and anti-inflammatory properties, helps to soothe and calm
- **Horsetail Extract**, full of nutrients, helps to improve skin texture and elasticity with a moisturizing effect
- **Essential Oils and Natural Extracts** for an aromatherapy experience

No Artificial Colorants, Aromas, Sulfates, Sodium Chloride, Parabens, Phthalates, Gluten, Mineral Oil, Propylene Glycol, Formaldehyde

APPLICATION:
With this concentrated formula, apply just a small amount to hands as needed throughout the day.

SIZE:
1.7 oz.