

SimSelì

It's Beyond Beauty



Hydrating

Sunflower + Coconut Shampoo

What it is:

A daily color and keratin safe shampoo that gently (yet effectively) cleanses hair while restoring moisture, improving smoothness, texture and manageability.

The benefits:

- **SUNFLOWER SEED EXTRACT:** provides UVA + UVB protection to preserve hair color.
- **COCONUT MILK:** creates a strong barrier around the hair shaft to prevent breakage.
- **RHODOCHROSITE:** balances hairs moisture levels.

How to use:

Wet hair and lather from roots to ends. Rinse well. Repeat if necessary.



Hydrating

Hazelnut + Argan Oil Conditioner

What it is:

A treatment rich conditioner that balances hairs moisture levels, detangles and strengthens hair for silky, smooth hydration. Great for all hair types. Softens and conditions hair without causing build-up or leaving hair greasy.

The benefits:

- **QUINOA PROTEIN:** strengthens, protects and increases hairs moisture retention.
- **ARGAN OIL:** coats the hair shaft, adding moisture and shine while taming frizz/fly-aways.
- **HAZELNUT OIL:** nourishes, prevents breakage and protects hair from environmental stressors.

How to use:

After cleansing with shampoo, apply evenly from roots to ends. Leave in for 2-3 minutes and rinse thoroughly.



Clarify

Deep Cleansing + Volumizing Shampoo

What it is:

A daily shampoo that provides a deeper cleanse on the first lather. Volumizing shampoo removes build-up, refreshes the scalp, plumps strands for more volume and body and helps to remineralize strands of hair for more fortified strands that resist shedding and breakage.

The benefits:

- **QUINOA PROTEIN:** plumps each strand to maximum fullness.
- **BENTONITE CLAY:** plumps, strengthens and protects hair.

How to use:

Wet hair and lather from roots to ends. Rinse well.



Clarify

Quinoa Strengthening Rinse

What it is:

Just enough condition to hydrate hair while enhancing shine, detangling and providing improved flexibility. Hair is left stronger, resists shedding, resists breakage and looks naturally thicker and fuller without being weighed down.

The benefits:

- **QUINOA PROTEIN:** plumps each strand to maximum fullness.
- **BENTONITE CLAY:** plumps, strengthens and protects hair.

How to use:

After cleansing with shampoo, apply evenly from roots to ends. Leave in for 3-5 minutes and rinse well.



Moroccan Rhassoul

Neutralizing + Nourishing Shampoo

What it is:

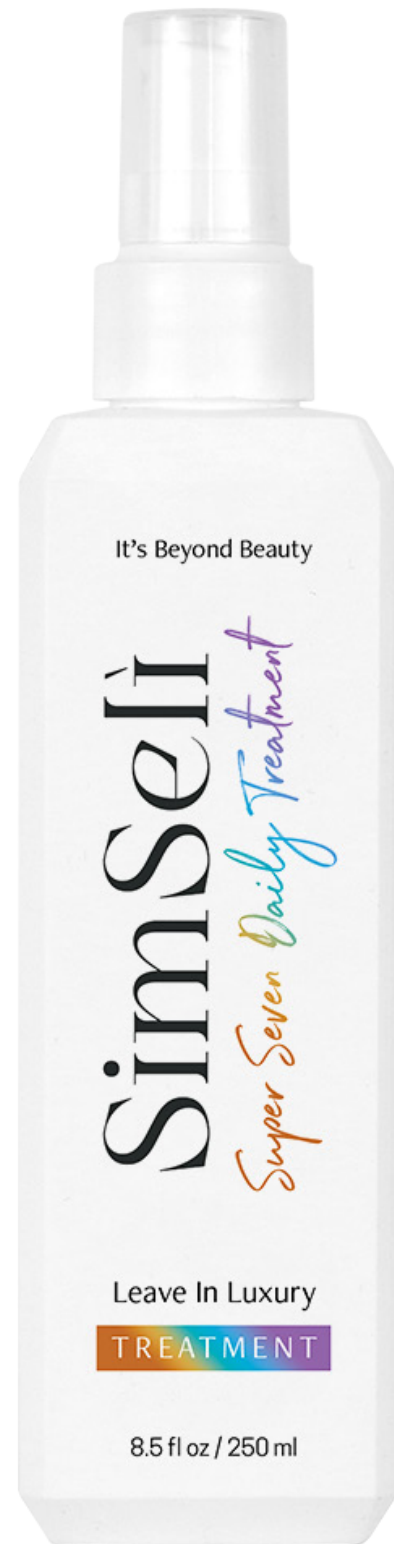
A gentle cleansing shampoo with cool violet pigments that neutralize unwanted brassy and yellow tones in lightened, blonde, silver and lightened brunette hair. Moroccan Rhassoul Clay both cleanses and conditions hair, drawing out toxins and build up while leaving the hair soft, smooth and glossy. Violet Extract protects against environmental damage that cause discoloration and improves elasticity for stronger, healthier hair.

The benefits:

- **MOROCCAN RHASSOUL CLAY:** cleanses and conditions hair and draws out toxins.
- **VIOLET EXTRACT:** protects against environmental damage that causes discoloration.

How to use:

Wet hair, lather in palms and massage throughout hair. Leave in for 1-2 minutes depending on desired amount of toning. Rinse completely.



Super Seven Daily Treatment

Leave In Luxury Treatment

What it is:

A light leave-in conditioner that strengthens, repairs, detangles, boosts moisture, repairs split ends, protects against breakage and adds shine.

The benefits:

- **SILK PROTEIN:** nourishes, repairs and protects hair.
- **SERECITE MICA:** smooths, seals hair color and provides radiant shine.
- **UV FILTERS:** block sun damage.

How to use:

Depending on the length and type of hair, apply desired amount to damp hair after washing. Comb through roots to ends for even distribution. Do not rinse out. Style as usual.



Keratin Restore

Deep Hair Repair

What it is:

A keratin infused deep repair treatment that fortifies and strengthens hair that's color treated, fragile and prone to breakage. Sunflower oil and Malachite restore moisture, shine and resilience while protecting hair from environmental stressors. Rhassoul, a mineral rich clay, makes this a great treatment for even finer textured hair.

Who it's for:

- all hair types and textures
- dry and damaged hair
- hair that is prone to breakage
- hair that is frequently color-treated
- hair that is frequently exposed to heat styling
- hair that is prone to frizz and fly-aways
- hair that is exposed to damaging environmental conditions

How to use:

Apply to clean towel dried hair and leave in for 5-15 minutes, then rinse.

Tip: Focus on mid-lengths to ends to help prevent split ends.



Beyond Beauty Cream

Versatile Protection

What it is:

A light-medium hold, humidity resistant, frizz-fighting styling cream that nourishes hair, provides thermal protection, adds body and definition for curly-to-straight hair. This versatile styling cream also works to help reduce oily build-up for longer lasting styles.

The benefits:

- **PUMPKIN SEED PROTEIN:** provides flexible strength and manageability.
- **KAOLIN CLAY:** provides hold and absorbs oils to prolong the hair style.

How to use:

Apply to damp hair (do not rinse out) and style as usual. For sleek, controlled looks, apply to damp hair and allow to air dry. Apply generously for more hold. Repeat on dry hair if desired.



It Works

Straight or Curly Prep

What it is:

Provides control and maintains touchable movement for resilient, sleek and lasting results.

Medium-coarse textured hair love this cream for curl definition and smoothing. It hydrates and smooths unruly hair, controls frizz, minimizes styling stress and improves elasticity of hair.

This is the perfect styling cream for those who want light control and a natural “untreated” look without using a lot of product (or effort).

The benefits:

- **SUNFLOWER SEED EXTRACT:** a UVA + UVB protectant to help prevent color fade.
- **SWEET PEA PROTEIN:** hydrates, smooths and defines hair.
- **MAGNESIUM:** hydrates and improves the elasticity of hair.

How to use:

STYLE STRAIGHT: apply to towel dried hair and blow dry with a large round brush.

DEFINE CURLS: apply to towel dried hair and work through hair while finger-forming curls. Allow hair to air dry or use a diffuser.



Smoothing

Amethyst Oil

What it is:

A lightweight oil that provides luminous shine, improves softness and controls frizz while speeding up drying time. Leaves hair soft and silky-not greasy. Can be used on wet and dry hair.

The benefits:

- **HEMP SEED PROTEIN:** fights fly-aways and frizz.
- **AMETHYST:** speeds up drying time and protects the hair from heat styling up to 410°.

How to use:

ON WET HAIR: apply a few drops concentrating on the mid-lengths and ends. Comb through to distribute evenly. Style as usual.

ON DRY HAIR: lightly apply and work through hair for added shine and to tame fly-aways.



Pepita Paste

Workable Texture

What it is:

A workable, matte finish styling paste that provides texture, definition and medium hold for molding and sculpting styles. Perfect for braiding and light edge control hold.

The benefits:

- **PUMPKIN SEED PROTEIN:** provides flexible strength and manageability to hair.
- **BENTONITE CLAY:** strengthens and protects the hair.

How to use:

Apply a small amount to palms. Rub hands together and work through damp or dry hair. Sculpt and mold your style to your desire.



Definition

Grooming Pomade

What it is:

Create that perfect edge for your look. Tame your mane with lasting control, definition and hold. Use on wet or dry hair to give you control and keep your edge without flaking or frizzing. Water based. Semi-matte finish. Textured styles love this pomade that defines and holds.

The benefits:

- **ROSE QUARTZ:** shields against damage and frizz.
- **HIBISCUS EXTRACT:** protects, conditions and imparts shine.

How to use:

Emulsify in hands, then apply on wet hair and sculpt into place. Apply desired amount on dry hair for control, definition and lasting hold.



Helium

Weightless Volume Booster

What it is:

A weightless foam that boosts hair to appear thicker, fuller and more voluminous with precise control. It makes a great sculpting foam for wet-set styling and leaves the hair soft, shiny and bouncy.

The benefits:

- **QUINOA PROTEIN:** plumps each strand to maximum fullness.
- **BENTONITE CLAY:** strengthens and protects the hair.

How to use:

After shampoo and conditioner, apply sparingly to towel dried hair. Style as usual. This foam is very concentrated, exceeding one pump per head is rare.



Triple Control

3 in 1 Hairspray

What it is:

A 3-in-1 adjustable hold hairspray. This humidity resistant, shaping and control spray provides texture, natural shine and light-high brushable hold that lasts all day. This is the perfect finishing product to your styling routine. Use after any styling product to lock in your style for an extra strong hold. Can also be used on its own for a lighter hold.

The benefits:

- **SUNFLOWER SEED EXTRACT:** provides UVA and UVB protection.
- **GRAPE SEED EXTRACT:** reduces frizz and improves the overall health of hair.

How to use:

Simply turn the nozzle left or right to achieve desired hold.

LIGHT HOLD: apply on wet hair for added shine and body, or light hold on dry hair.

MEDIUM HOLD: use on dry hair for shaping and as a working spray.

HIGH HOLD: use on dry hair for finishing and extra hold.



Alpha & Omega

Foundation & Finish Spray

What it is:

A foundation for any style. This versatile dry mist offers light hold to set, style, protect and finish wet or dry hair. Part working spray, part finishing spray. It infuses hair with long lasting weightless volume, protects hair from color fade and repels moisture while taming static, frizz and fly-aways for a smooth and ultra-glossy finish.

The benefits:

- **MICROS-RESINS:** for maximum penetration allowing for use on wet or dry hair.
- **GRAPE SEED OIL:** calms frizz and fly-aways.
- **SUNFLOWER SEED EXTRACT:** for shine and color protection.

How to use:

ON WET HAIR: Mist evenly onto wet hair (8-12" away from hair) concentrating on mid-shaft to ends, prior to styling for shine, body, and frizz control.

ON DRY HAIR: Spray from 8-12" away for light hold and high shine or for added shape and control.



Dry Wash

Style Extender

What it is:

Absorbs oil and add texture and body without build-up or flaking. Gentle on all hair types, including color-treated hair. It helps to preserve the vibrancy and longevity of your hair color by reducing the frequency of washing, which can strip away color pigments.

The benefits:

- **NATURAL RICE STARCH:** talc free.
- **HYALURONIC ACID:** delivers moisturizing emollients.
- **UV PROTECTION:** extends the life of hair color.

How to use:

Shake well. Hold can 7-10 inches away and apply to dry hair. Work through hair with your free hand or a brush.

Tips & Tricks



A Lusciously Easy Back Bar Treatment

- Cocktail (or layer) Super Seven Daily Treatment and Amethyst Oil in hands.
- Massage into hair and scalp at back bar.
- Depending on hair texture, choose to leave in or rinse out.
- Style as usual.



Post Color Products

Hydrating Shampoo, Hydrating Conditioner, Clarify Shampoo and Strength Conditioner are all color safe and have an acidic PH which stops the chemical process and closes the hair cuticle. These work great to extend the life of the color by keeping the cuticle closed and color protected.

All of our styling products are color safe.

Moroccan Rhassoul Shampoo gently cleanses with cool violet pigments that neutralize unwanted yellow and brassy tones from blonde, silver and lightened brunette hair.

Super Seven Daily Treatment, It Works and Triple Control contain natural UVA + UVB properties that work to protect the hair from color fade.



Voluminous Natural Curl or Wave

- Prime damp hair with Super Seven Daily Treatment to detangle, protect and tame frizz.
- Apply a quarter-size amount of Helium to the root area and pull through to ends. (Caution, a little goes a long way!)
- Cocktail (or layer) It Works and Beyond Beauty Cream together and apply to hair. The combination of the two gives a medium hold with a lot of memory.
- Diffuse the hair and finish with Triple Control using the light hold.



Beachy Waves

- Prime damp hair with Super Seven Daily Treatment to detangle, protect and tame frizz.
- Take 2” sections of damp hair and apply a very small amount of Pepita Paste to each section and twist the hair.
- After all of your 2” sections are twisted, mist hair with Alpha & Omega and place under the dryer until the hair is dry.
- Once hair is dry, finger-comb and shake out the hair, giving it a tousled beachy look.



The Perfect Blowout

FOR THICK, DRY, FRIZZY HAIR

- Use Hydrating Shampoo & Conditioner to provide moisture balance to hair. Clarify Shampoo can be used as a 1st lather for clients who shampoo less frequently. The bentonite clay in it provides a deeper clean (think of it as a clay mask for the scalp!)
- Prime damp hair with Super Seven Daily Treatment to detangle, protect and smooth split ends.
- Apply It Works to damp hair and comb through to distribute evenly - to create a smooth, frizz free, sleek style.
- Cocktail (or layer) Amethyst Oil with It Works to cut down on drying time, protect hair from heat damage, and add shine. Amethyst Oil can also be worked into dry hair for added shine and to tame fly-aways.



The Perfect Blowout

FOR FINE OR MEDIUM HAIR TEXTURES

- Depending on hair texture and density, cleanse and condition with Clarify Shampoo and Strength Conditioner or Hydrating Shampoo and Conditioner, or mix it up!
- Prime damp hair with Super Seven Daily Treatment, focusing on mid-lengths to ends to repair and protect.
- Apply Beyond Beauty Cream before drying for heat protection, to smooth hair and to provide volume and structure. Beyond Beauty Cream contains a clay that helps absorb oils and prolong the length of the style.
- Cocktail (or layer) Amethyst Oil with Beyond Beauty Cream (Yes! It won't deflate the style) to add shine and protect hair from heat styling.
- Finishing with a light mist of Triple Control to provide humidity resistance, hold and control.



Products For Ultimate Volume

- Clarify Shampoo and Strength Conditioner to cleanse, condition and nourish.
- Super Seven Daily Treatment to detangle, prime, repair and protect hair.
- Helium for lift, flexible hold (med-firm), control frizz and to control humidity / static.
- Triple Control for hold, heat protection, to tame frizz and add shine.
Triple Control can also be used with irons without scorching hair (or irons!)
- Alpha & Omega for body, texture, light hold and high shine.



Products For Curly Styles

- Depending on hair type, Hydrating Shampoo and Conditioner, Clarify Shampoo and Strength Conditioner, or mix it up!
- Super Seven Daily Treatment to detangle, prime, repair and protect hair.
- Beyond Beauty Cream for flexible hold with memory and to provide support without stiffness (great for those with “fuzzy” curls).
- It Works for soft, touchable, defined curls with improved elasticity for spring and bounce.
- Pepita Paste to twist, mold and shape curls! (Also makes a great edge control.)