



NEW PORTFOLIO

MORE INTUITIVE,
BENEFIT-BASED
NAVIGATION

✓ Vegan formula*
🔥 Heat protection up to 230°C/450°F

no hold
+ light hold
++ medium hold
+++ strong hold
++++ extra strong hold

SMOOTH & SHINE

Light Shine ————— Strong Shine →



Flatliner +
Super Shield ✓
Glow ✓
Sparkler ✓

CURLS & WAVES

Light Definition ————— Strong Definition →



Bounty Balm ✓
Curl Jam +
Topsy Twirl ++

VOLUME & BODY

Light Volume ————— Strong Volume →



Hairbody +
Upload +
Pump Up ++
Air Whip +
Soft Dust +
Grip ++++
Volume Up ++

TEXTURE

Light Texture ————— Strong Texture →



Velvet +
Texture Craft +
Dust It +++
Mess Up ++
Mighty Matte +++
Flexwax +++
Thrill ++
G.Force ++++
Rock Hard ++++

HOLD

Light Hold ————— Strong Hold →



Elastic ++
Freeze +++
Freeze Pump +++
Session ++++
Refresh Dust ✓

2ND DAY HAIR

*Free from animal-derived ingredients