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We champion limitless self expression and styling crafted your way.

The power of your personality is unbound, and so are our products.

OSiS keeps pace with you and your hair, unleashing creativity, whatever your energy.

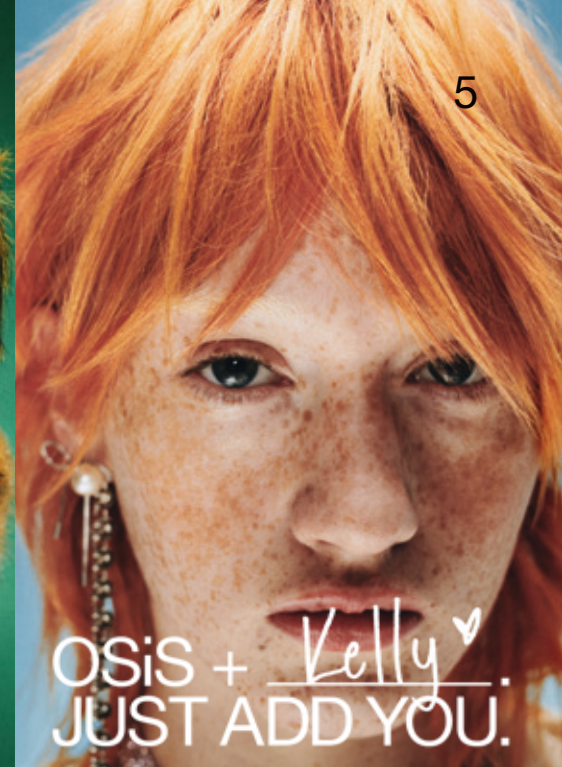
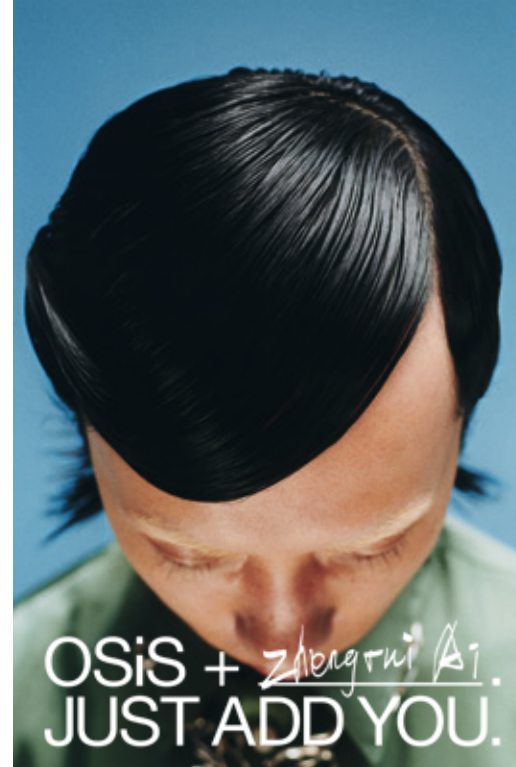
Styling that's ready for any character, anywhere.

JUST ADD YOU



SCAN AND DISCOVER MORE

# OSiS + JUST ADD YOU.











# NEW PORTFOLIO

MORE INTUITIVE,  
BENEFIT-BASED  
NAVIGATION

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

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

## SMOOTH & SHINE

## CURLS & WAVES

## VOLUME & BODY

Light Shine → Strong Shine →

Light Definition → Strong Definition →

Light Volume → Strong Volume →



Flatliner  
+  
🔥



Super Shield  
✓ 🔥



Glow  
✓ 🔥



Sparkler  
✓ 🔥



Bounty Balm  
✓



Curl Jam  
+  
✓



Tippy Twirl  
++  
✓



Hairbody  
+  
✓ 🔥



Upload  
+  
✓ 🔥



Pump Up  
++  
✓



Air Whip  
+  
✓ 🔥



Soft Dust  
+  
✓



Grip  
++++  
✓ 🔥



Volume Up  
++  
✓

## TEXTURE

## HOLD

## 2ND DAY HAIR

Light Texture → Strong Texture →

Light Hold → Strong Hold →



Velvet  
+  
✓



Texture Craft  
+  
✓



Dust It  
+++  
✓



Mess Up  
++  
✓



Mighty Matte  
+++  
✓



Flexwax  
+++  
✓



Thrill  
++  
✓



G.Force  
++++  
✓



Rock Hard  
++++  
✓



Elastic  
++  
✓ 🔥



Freeze  
+++  
✓ 🔥



Freeze Pump  
+++  
✓ 🔥



Session  
++++  
✓ 🔥



Refresh Dust  
✓

\*Free from animal-derived ingredients





# SMOOTH & SHINE.

At Schwarzkopf Professional we celebrate tangle-free, healthy-looking hair – and we want you to join us! Perfect your style with elegant shine and leave hair feeling soft-to-the-touch.

## FLATLINER

Is your daily styling routine taking its toll? Formulated with Hydrolysed Keratin, this heat protection spray is specially designed for daily use with heated hair tools up to 230°C/450°F, reducing hair breakage and frizz for super smooth hair. Providing light hold, it's also ideal for use as a blow-dry spray to really ramp up the volume!







## SPARKLER

Bring out the glamour! Providing a light conditioning effect and glorious shiny finish after blow-drying, this silicone-free shine spray reduces frizz and improves detangling, whilst protecting against humidity and heat up to 230°C/450°F. Tip: For particularly stubborn hair, use before blow-drying to increase manageability – resulting in a supremely smooth finish.



## GLOW

Let your unique personality shine through with this anti-frizz shine serum! Our silicone-free formula with Shea Butter eliminates rough, dull hair without weighing it down, controlling frizz and flyaways for a shiny, manageable finish and a nourished hair feeling. This serum can also be combined with other OSiS products to add shine and smoothness to the hair.



## SUPER SHIELD

We think head-turning hair should be protected at all costs! Presenting a true all-rounder – this multi-purpose protection spray is specially formulated with Hydrogenated Olive Oil to shield long hair from pollution, humidity and heat up to 230°C/450°F. It tackles frizz whilst detangling, and gives dull hair a much-needed boost of shine!





OSiS + *Kelly*  
JUST ADD YOU.

“It’s just hair, you can always dye it, you can always cut it, and it will always grow back.”

Kelly’s style brings out her bold and outgoing side, and embracing colour gives her an opportunity to try out different alter egos. Her current copper tone allows her to show off these sides to her personality all in one colour; styled delicately she can look like a little fairy, innocent and cute, but when styled with a little more edge, it lets her feel like a punk rock star! The bright shade can draw attention and she gets a kick from turning peoples’ heads, but that has to be balanced with how she feels that day: *“having bold hair kind of forces me to fit an outgoing persona...but I have to push myself sometimes too, especially when I’m in new environments.”*



**TIP 1**

Go with the Glow! Kelly’s hair is naturally pin-straight, but her layered cut creates a beautiful texture that frames her face. Glow is her perfect partner for picture-perfect hair – to enhance her look and achieve a clean finish with extra shine. Glow can be applied both before blow-drying for smoothness and shine, and after as a finishing touch to define the look and tame flyaways. What’s more, this product is super lightweight so you don’t have to worry about overburdening!

**TIP 2**

Looking for a bit more oomph like Kelly? Take it to the next level with Pump Up. When applying it from root-to-tip on dry hair, you can feel the hair getting fuller and the texture becoming more defined. A small amount of product can also be applied on damp hair – simply air-dry or blow-dry with help of your fingers and let the product work it’s magic!





Embrace those curls! It's time you show them the love they deserve, with high definition and support that will take natural texture to the next level. What's more, OSiS Curls & Waves products are intermixable to achieve the perfect look for you.



# CURLS & WAVES

## BOUNTY BALM

Looking to reduce frizz whilst adding natural shine and softness to curly hair? This rich cream enhances coils, curls and waves, elevating the hair's natural bounce. Formulated with Glycerin and Olive Oil, it also works to calm straight, yet unruly hair, by taming flyaways and increasing manageability.



## TIPSY TWIRL

Frizz ruining your groove? Leaving hair soft and manageable, this texture-enhancing curl jelly is formulated with Glycerin and Red Algae Powder to define natural curls and waves with medium hold, providing luscious lightweight volume and strong definition – without the crunchiness.

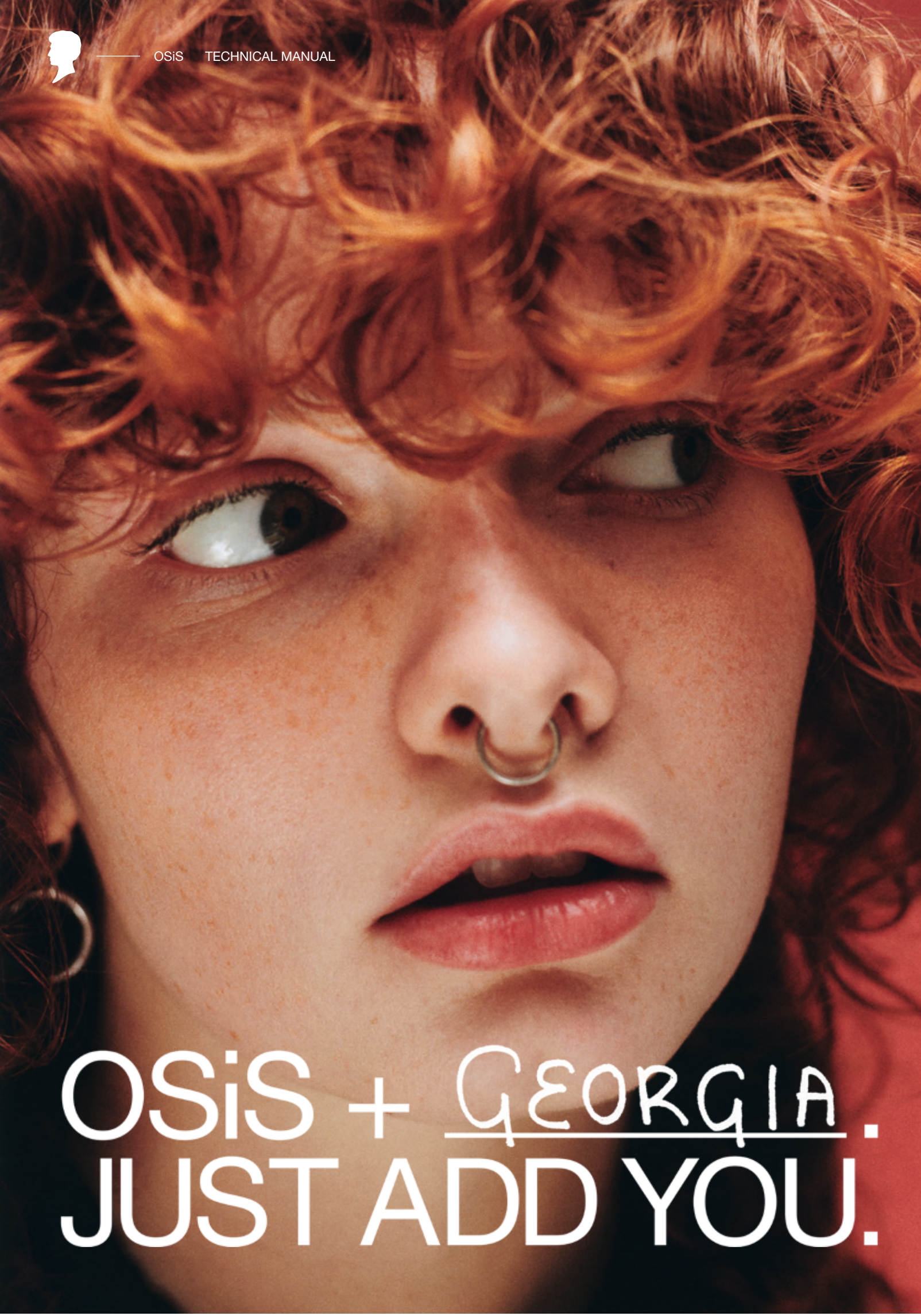


## CURL JAM

Don't let your styling product weigh you down! Leaving hair feeling hydrated and soft, this curl-defining gel is formulated with Glycerin and Brown Algae Derivative to enhance natural curls and coils with light hold, yet strong definition. Reawaken the hair's bounce and improve manageability, without overburdening.







OSiS + GEORGIA.  
JUST ADD YOU.



**TIP 1**

Perfecting her 'I woke up like this' curls, Georgia likes to create knock-out definition and pumped-up volume, but with minimum effort. Life is busy and time is short – but cute curls can be achieved in minutes with a cocktail of Tippy Twirl and Bounty Balm. Applied on damp hair, it helps to enhance and prolong Georgia's style – Tippy Twirl provides definition and hold, whilst Bounty Balm softens the hair to reduce frizz. For even more definition, Georgia can just use Tippy Twirl – dry with a diffuser and, voila! Perfectly defined curls.

For Georgia her hair IS her personality – without her curly girl style, she just wouldn't feel right. Yet, growing up she rejected her curls, feeling the need to go with the 'norm' and fit in by straightening, or hiding her curls away in updo styles. The day she decided to stop caring what others thought and embrace her natural beauty was a true milestone for Georgia. And she's never looked back.

Feeling empowered by her hair and a more carefree attitude, Georgia now embraces her curls as a true reflection of her creative personality and free-spirited nature. Often reaching for the scissors herself for spontaneous and experimental DIY makeovers; *"I get bored of my haircuts really quickly, so I like to change them up – last year, I cut a mullet and it was pretty fun, but right now I am just in the process of just letting it grow out."*



"I'm a wild kind of person and let it show through my hair!"



**TIP 2**

Rejuvenate, revive and refresh! Give curls like Georgia's a new lease of life with Bounty Balm – the go-to product to refresh hair structure throughout the day, or revive limp curls on the second day after washing! This product de-frizzes and tames flyaways, and what's more, it's suitable for wavy to coily hair.

**TIP 3**

On the look out for lasting, perfectly-defined curls without the crunch? We recommend products that give both definition and hold, with a soft finish, like Curl Jam or Tippy Twirl! Apply them in sections before using a diffuser or air-drying the hair. When the hair is fully dry, you can break down the product cast by scrunching the hair gently – revealing bouncy, defined curls like Georgia's, that look oh-so-effortless!





Sory's hair has always been a true reflection of his personality and, these days, helps to give him the ultimate confidence boost! His style is instantly recognisable, wearing his healthy-looking curls mostly down, but every so often Sory likes to switch things up. It's fun to see his hair in different ways and enjoy the effect a new look can have, sometimes going for cornrows, braids or experimenting with trends for something completely new.

For Sory, "there's nothing to lose, only style to gain." He even embraces the 'bad hair days', because that's part of his aesthetic, his authentic self.



"My hair makes me feel like the king that I am – I feel like I'm wearing a crown."

**TIP 1**

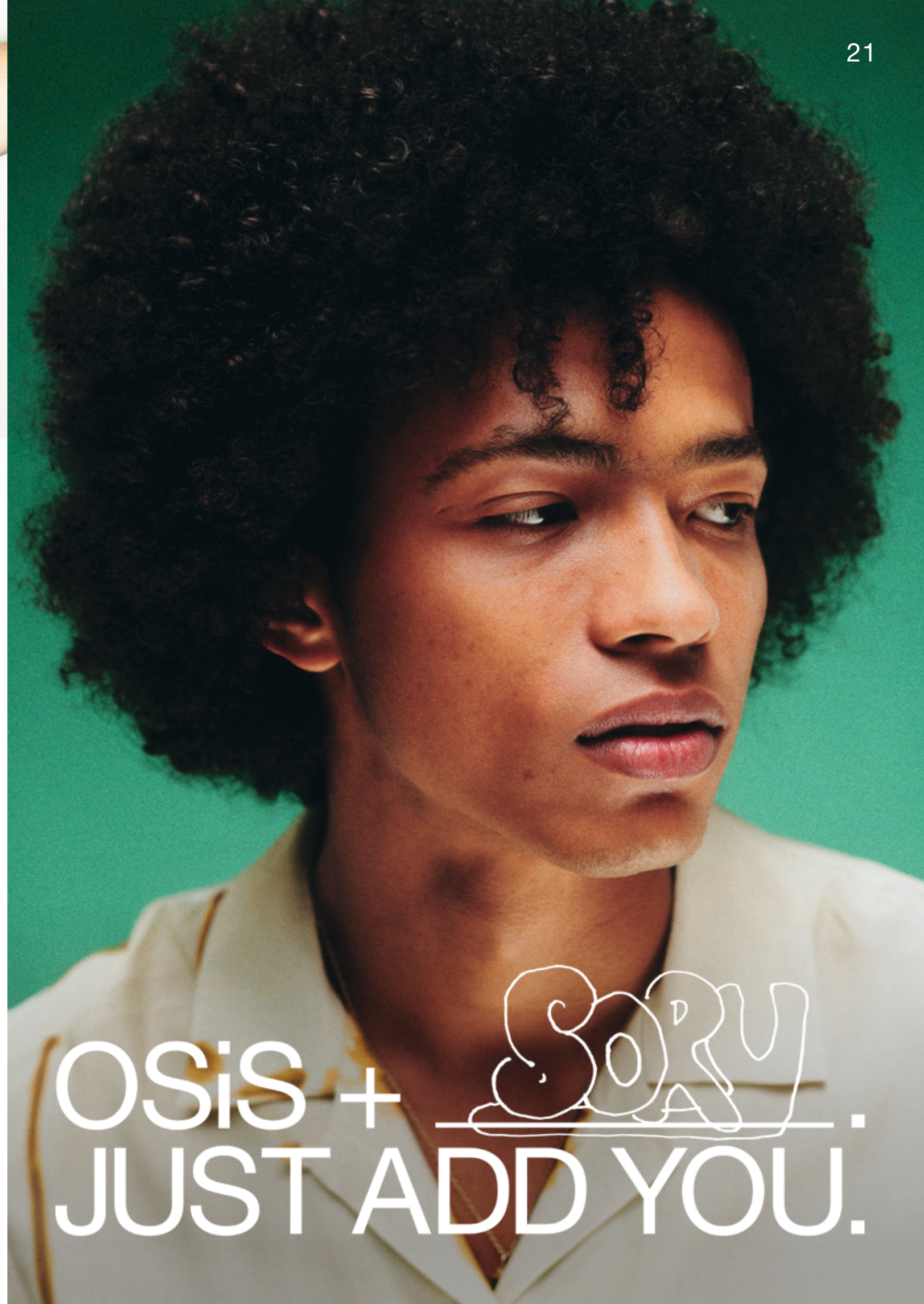
Looking to quench thirsty hair? Sory's coils need a lot of moisture, so Curl Jam is his perfect partner. The Curl Jam's dual consistency allows you to combine the definition and hold of a gel, with the moisturisation and smoothness of a styling cream. For a match made in hair heaven, pair with Bounty Balm 1:1 for an extra dose of suppleness! And don't be afraid to use a lot of product as the more textured the hair, the more it will be begging for a hit of hydration!

**TIP 2**

Say goodbye to hair frizz and become a curl whizz! Hair like Sory's should be handled with care when wet, as too much movement can create dreaded frizz. Comb Curl Jam through the hair with fingers, scrunching the product gently into shape, then leave the hair to air-dry for sublimely defined coils with no frizz in sight. If using a diffuser, just make sure not to move the hair whilst drying!

**TIP 3**

Not all curls are created equal! Single strands that lack definition can be twisted into shape when they're wet, to help guide them back into their best shape.



OSiS + SORY.  
JUST ADD YOU.





OSiS + *Ernie*  
JUST ADD YOU.

**TIP 1**

It's only rock'n'roll hair, but I like it! The ultimate unpolished pro, Ernie wants his hair to feel soft and healthy, but to embody his rough rock style. Make way for Bounty Balm! It makes his hair smooth and provides his natural texture with a little definition without being too polished. The creamy texture is also easy to distribute – simply apply all over damp hair, air-dry or use a diffuser whilst scrunching.

**TIP 2**

Ernie showcases the ultimate transformation from his rock persona to his professional alter ego with help from an 'undone' bun – but there's nothing corporate about this look! To retain his unpolished style, Ernie would benefit from a styling powder like Dust It or Soft Dust to add grip, volume and messy texture.



**“People warm to me more when I have my hair down, it's wild but I'm more at ease.”**

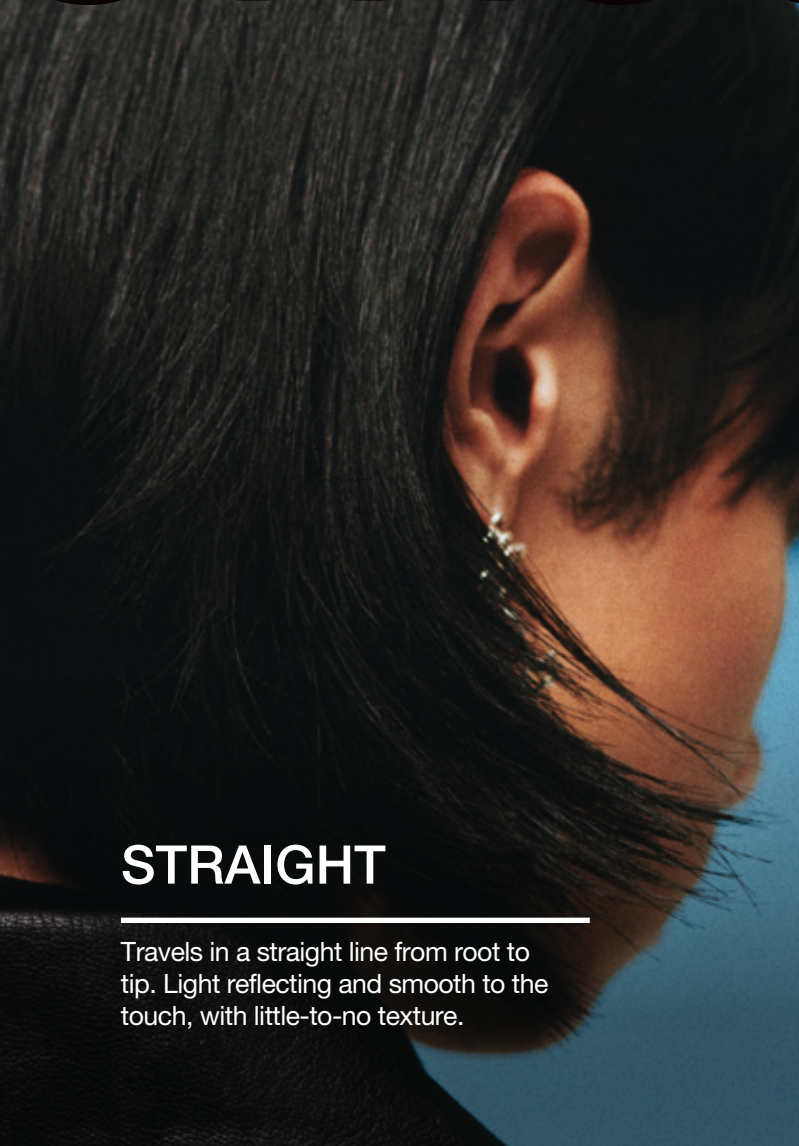
Ernie originally had straight hair and then it started to curl up when he hit his teens. He tried to control it to fit in with the norm – and attending an all-boys school didn't help matters – he got pressure from his family to keep it cut short. He ultimately just didn't feel himself, and when it came to styling, choices were limited: *“there was a time when I didn't like my hair because it was seriously wild”*. Now, having not cut his hair short for over 40 years, Ernie has truly embraced his signature style, and it's been his identity for decades, *“I enjoy having my hair long, I actually feel better and secure. When it is all confined and tied back I feel too restricted.”*

Letting his natural texture and long hair loose allows him to feel at total ease, embracing his wild side and young-at-heart ways; playing in rock and reggae bands and enjoying time playing with his grandkids. Ernie attributes his long hair to keeping him youthful, happy and open to new people and experiences – *“this is me...I'm a happy person...and this is what I like to look like.”*





# STRUCTURE



## STRAIGHT

Travels in a straight line from root to tip. Light reflecting and smooth to the touch, with little-to-no texture.



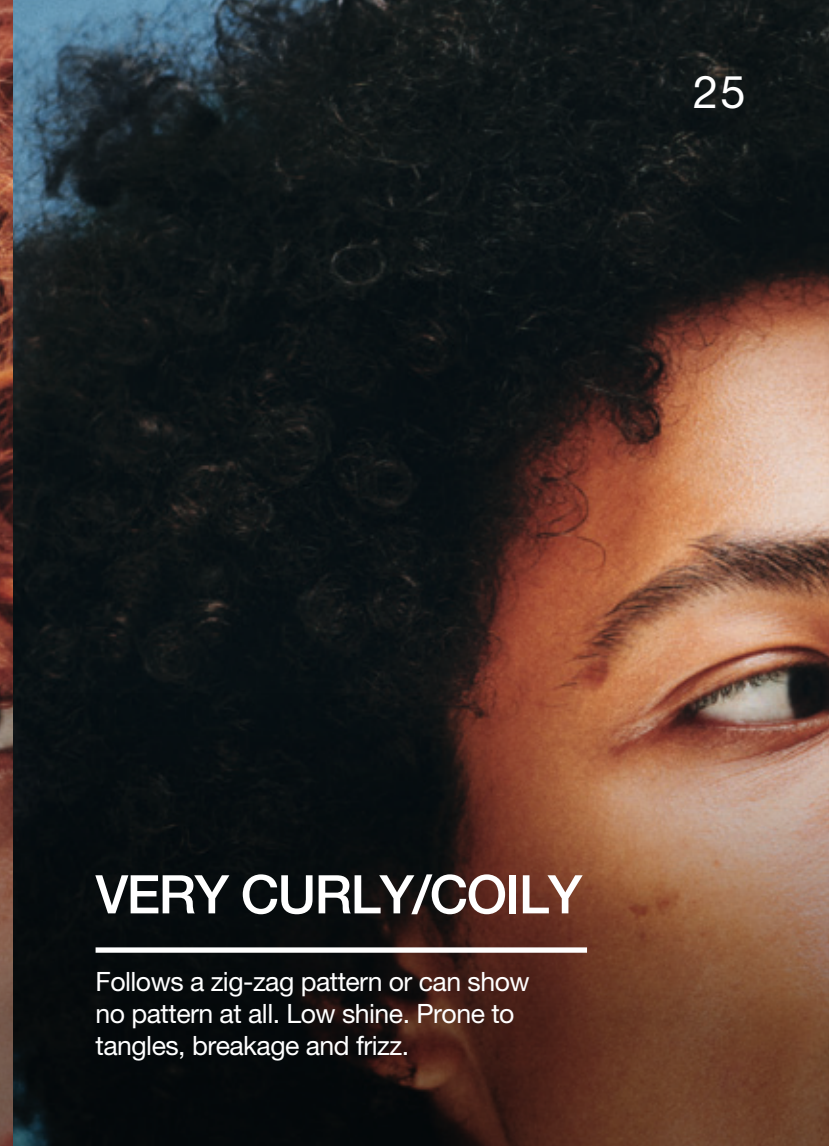
## WAVY

The midpoint between straight and curly. Light reflecting, but can be dry and unruly. Follows a very loose 'S' pattern.



## CURLY

Follows a definitive 'S' or 'Z' pattern. Reflects light diffusely for a lower level of shine. Can be very dry and frizzy.



## VERY CURLY/COILY

Follows a zig-zag pattern or can show no pattern at all. Low shine. Prone to tangles, breakage and frizz.

### A COHESIVE WHOLE, BUILT UP OF DISTINCT PARTS.

At Schwarzkopf Professional, when we say 'hair structure', what do we mean?

In the world of styling, it's all about natural hair textures or patterns – referring to the shape of the actual hair strands. From straight or tightly coiled, and everything in between, hair structures can share common traits but differ in what they need from a styling product.

Dive into the details and discover the different natural hair structures.





## SOFT DUST

On the hunt for the perfect partner for luscious, long locks? This soft volume powder provides light hold that visibly increases the hair's fullness, whilst keeping things soft and pliable. Formulated with Coconut Extract and Sea Salt, it can be applied to the roots for added lift, or to lengths for targeted texture. It's also the go-to product for adding grip to head-turning updos and braids.

# VOLUME & BODY.

Give your style the chance to reach its full potential! Transform flat, dull-looking hair by building invincible volume you can count on.

## PUMP UP

Looking for a hit of volume? Formulated with a combination Starch, Sea Salt and naturally-derived oils, this multi-use styling paste can be used on dry hair of any length to add grip, body and root-lift - all whilst fighting those flyaway baby hairs! And that's not all: it can be also used on damp, short hair before blow-drying using your fingers.







## HAIRBODY

Give limp hair a boost of natural volume and movement with this light hold volume spray! It creates the illusion of thickness without being sticky or stiff, and leaves the hair feeling beautifully natural, yet strengthened. With added heat protection up to 230°C/450°F, it also protects the hair from hot styling tools.

## AIR WHIP

Layer it up! This flexible, light hold mousse can be layered to increase hold and volume - without stickiness or crunch. Enhance the hair's manageability during blow-drying and protect it from heat damage up to 230°C/450°F. Thanks to its caring formula, with plant-based Keratin and Panthenol, hair is left with a moisturised and fuller feeling.

## VOLUME UP

Long hair looking a little limp? Formulated specifically for longer hair that lacks body, this medium hold volume spray instantly boosts the hair's texture with impressive volume and ramped-up root-lift whilst fighting static. Tip! Try layering for increased hold and added texture.

## UPLOAD

Dreaming of the perfect level of manageability and a volumising effect? This hair cream boosts body and natural shine, whilst conditioning agents, including Panthenol, help to smooth out porous hair structures to protect from blow-dry damage. Tip! The lightweight formulation is also ideal when air-drying the hair for subtle definition.



## GRIP

Longing for that fuller hair feeling? Providing volume and natural shine, this extra strong hold mousse with Panthenol keeps even coarse hair in its place, whilst protecting it from damage caused by blow-drying and heated hair tools up to 230°C/450°F.





Volume is essentially the size or density of the hair, or individual hair strands – we’re talking sky-high roots and an amplified silhouette.

However fine, all hair types have the ability to pump up the volume, with the use of various enhancing products, techniques and tools.

Get to grips with the different terms, and you’ll see that there’s more to volume than meets the eye!



## ROOT LIFT

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Targeted height in the crown, sides or back of the hair.

A MASS OR QUANTITY, ESPECIALLY  
A LARGE QUANTITY, OF SOMETHING

# VOLUME



## BODY

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Full. Dense. Total mass of the hair.



## VOLUME

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Amplified shape. Larger overall silhouette of the hair.





OSiS + ELLIE 😊  
JUST ADD YOU.



“My hair reflects what I like about myself and accentuates who I am!”

Ellie has always felt proud of her free-flowing long hair, “it’s a nice feature to have and I think it is quite impressive when you can grow your hair long.” It’s part of her low-maintenance and easy-going identity; it accentuates who she is, but also allows her to hide away on those days where she’s feeling shy.

Whilst Ellie has previously experimented with length – cutting her hair much shorter – the outcome didn’t suit her, yet she was grateful for the liberating experience: “it gave me the freedom to discover what works best for me and my appearance.” Ultimately Ellie enjoys the options long hair gives her, preferring the lightweight, undone feeling of loose ‘barely-there styling’, or a simple bun updo on those in-between days. In the future, Ellie is tempted to push the boundaries and go for a more drastic change, like platinum blonde, “but in due time, in another stage of my life when I know for sure that this style isn’t what I want anymore”.

**TIP 1**

Want a look as confidently cool as Ellie’s? With Soft Dust, enhancing natural texture has never been so easy – simply spray, scrunch, shape...and go! When looking to ramp up the style, it can be applied when the head is upside down for a boost of volume and effortlessly reactivated throughout the day!

**TIP 2**

For a soft, effortlessly boho style, Ellie’s natural texture can be easily enhanced with a curling iron – just make sure to change the direction of the curls with every strand. Prep and finish with Super Shield to prevent damage, tame frizz and flyaways, and create a healthy-looking glow.

**TIP 3**

Work it while you sleep! Ellie’s top tip for effortless home styling is sleeping with braided hair. Unravel the next day to reveal natural-looking, voluminous waves. Finish with Soft Dust or Texture Craft for extra oomph!







## VELVET

Dreaming of natural definition and shine without stickiness or greasiness? Formulated with Glycerin and Panthenol, this ultra-fine and light hold wax-effect spray leaves even fine hair with a velvety, lightweight feeling. Use on dry hair for remouldable texture and shine, or use on damp hair for well-groomed styles.

Treat yourself to unlimited style opportunities! Take your pick from our diverse range of texture and shine effects, and various degrees of hold.

# TEXTURE.







## TEXTURE CRAFT

Long hair styling should be as free-flowing as your creativity! Create texture, subtle grip and volume with this dry texture spray – specifically formulated for long hair styling. It provides light hold yet still allows for undone movement.



## FLEXWAX

Looking to amplify the hair's texture? This strong cream wax with Carnauba Wax and Ricinus Seed Oil provides strong hold, natural shine and flexible definition – for remouldable creativity!



## THRILL

Your go-to for accelerated texture control! Formulated for all hair types, this medium hold, elastic fibre hair gum gives remouldable separation, shine and flexible styling. Tip! Use to define single strands, reduce frizz or tame flyaways for knock-out definition!



## MESS UP

On the search for THE go-to styling product for short, laid-back hair styles? This remouldable matte paste is formulated with Carnauba Wax, Glycerin and Berry Fruit Wax to provide non-greasy dry texture, with medium hold and pliable movement.







## DUST IT

Providing strong hold for unbound creativity, this mattifying hair powder creates instant knock-out volume and invincible root lift – perfect for short and medium length, textured looks. Tip! It can also be used to give added grip when crafting braids and updos too!

## MIGHTY MATTE

Is stubborn hair getting in the way of your creativity? Keeping even coarse hair in its place, this strong hold styling cream, formulated with Carnauba Wax and Rice Bran Wax, creates strong texture and definition with an unmistakable matte finish.

## ROCK HARD

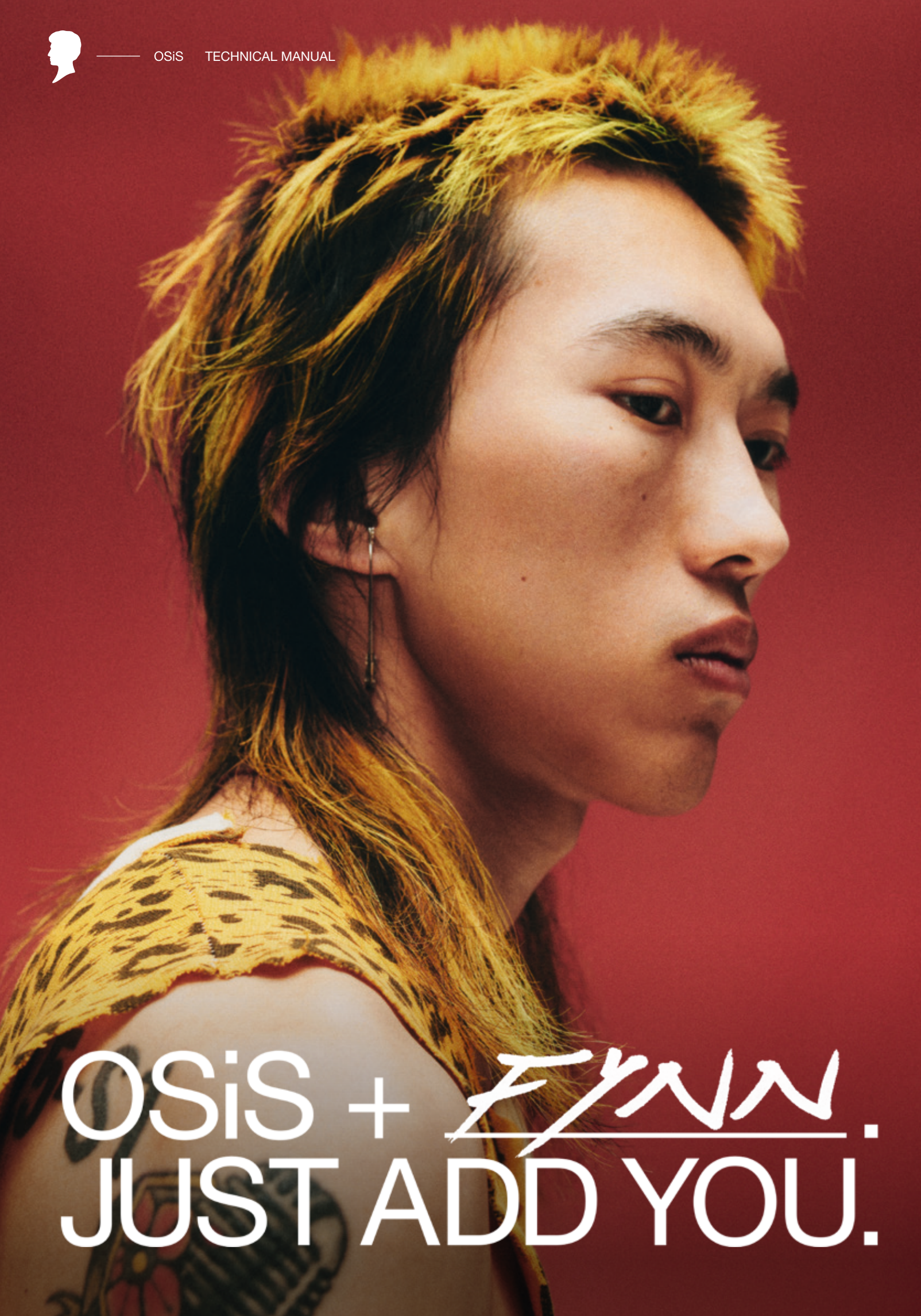
Creativity has no limits, so why should your styling product? With Berry Fruit Wax, Glycerin and Carnauba Wax, this extra strong hold hair glue provides instant, long-lasting hold that's brushable and non-flaky – ideal for perfecting those more demanding styles.

## G.FORCE

Setting the bar with a true classic. Formulated with Glycerin and Corn Starch, this extra strong hold gel can be used to achieve any hairstyle that requires intense definition, shine and a non-flaky finish. Tip! Apply on damp hair before combing – for a super slick, wet-look effect.







OSiS + *FYNN*.  
JUST ADD YOU.



**TIP 1**

Looking to channel Fynn's 'too cool to care' vibe? Mess Up enhances the de-constructed, DIY style of Fynn's hair cut, creating undone matte texture and different levels of depth that look totally effortless.

**TIP 2**

Why not brave it like Fynn and apply Mess Up only to those areas you want to exaggerate? Or if a super-even texture is the goal, distribute the product all over the hands first to create a consistent layer before applying to the hair. Versatile styling for those turning it up, or dialing it down!

**“My hair is a strong expression of my identity.”**

Fynn is all about experimentation when it comes to his style. He loves to be daring and keep things fresh, *“I hate being boring. I like to try out different colours and new styles...I’m a person that loves challenges and to try out new things!”*. After being forced to cut his hair into the school-standard style during his upbringing, he broke away from the mundane with an almost rebellious flair. His current hairstyle is sharp, edgy and vibrant, inspired by movies from Japan and Hong Kong: *“The men in these movies have this kind of ‘street-style’ hair. I’m influenced a lot by these guys – they like a challenge...”*.

With this inspiration and a keen eye for the latest hair trends, Fynn loves trying out different styles – next on the list is a punky, spiky look, or maybe even a buzzcut with flashes of head-turning colour. His hair is a super-strong expression of his identity; it makes him feel more confident, and he loves the reactions he gets from his friends when he debuts a new look!







**“I feel really good about owning my own style.”**

Being a model, Ai’s hair was often dictated by his job, but one day he decided to just go with his own style, with hair to match.

*“I really like my own ‘All Black’ style and that includes my hairstyle!”* – reaching adulthood enabled Ai freedom to choose what represents him, his style and his mood. As he moved away from the shackles of what was expected, Ai feels confident in his style; inspired by a Korean female model to take his hair shorter, Ai switched up his previous look from straight, long hair just below his shoulders, to a stand-out style with sharp, face-framing layers.

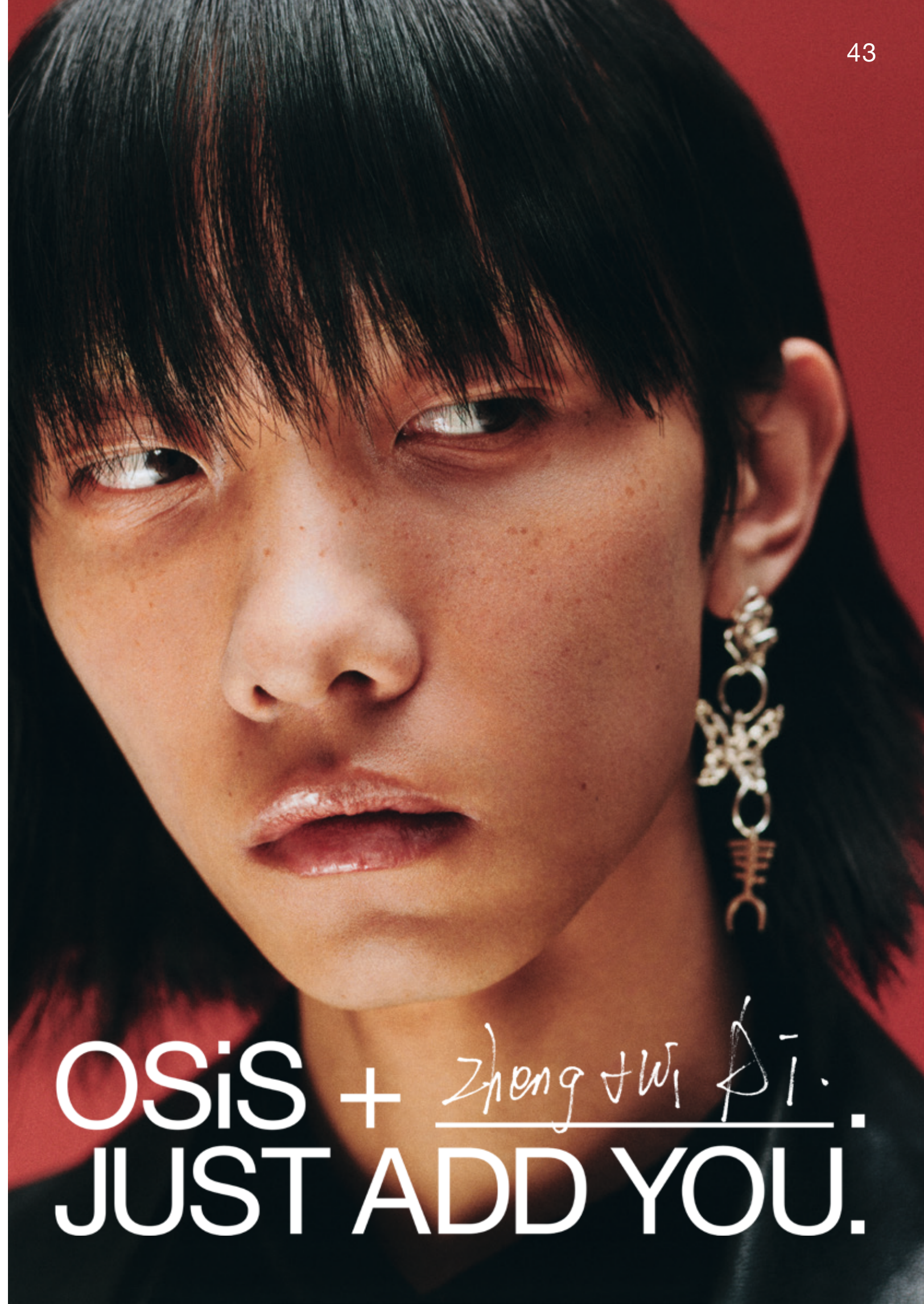
Whilst he prefers to experiment with length rather than colour – keeping it all black – Ai does like a touch of blue, to complement his edgy fashion sense. Minimalistic in his approach, Ai prefers to keep things simple. At home he goes for a relaxed ponytail, or when out and about, a simple, smooth style usually suits his mood. Ultimately it’s about ease, speed and feeling good!

**TIP 1**

Control freaks, listen up! Velvet allows Ai to take hold of his look, accentuating desired areas to achieve a head-turning contrast of textures. Apply on damp hair and let air dry to manipulate further desired style.

**TIP 2**

Dreaming of genderless styling with endless possibilities? G.Force is the product of choice for Ai to achieve his androgynous look. It provides reliable hold to mould the hair into any desired style. For a super slicked-back look, use the product on wet hair and shape with a wide tooth comb – ensuring the product is distributed evenly.



OSiS + Zheng Ji Ai.  
JUST ADD YOU.





# TEXTURE

## THE FEEL, APPEARANCE, OR CONSISTENCY OF A SURFACE OR SUBSTANCE

Both fabric and natural hair have the unique ability to be manipulated to adopt different surface textures – this results in a complete shift in the shape of the fibres.

When it comes to styling, using specialised products to manipulate the hair, you can create head-turning textures ranging from laid-back movement to glossy suppleness.

Whilst these textures fall into four defined categories, your creativity remains unbound!

### SLEEK

Smooth like satin. Soft as silk with an elegant shine. Minimal definition.



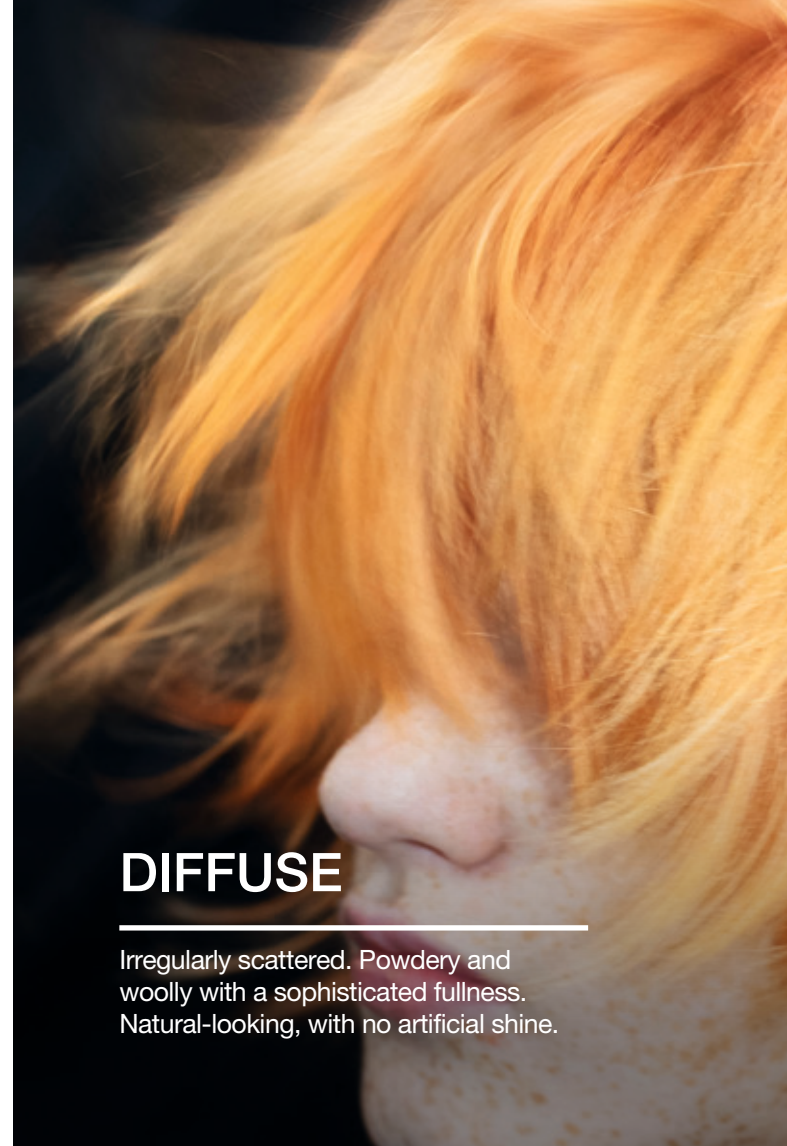
### SUBTLE WAVY

Fashionably windswept, gracefully undone. Tousled and natural-looking. Powdery.



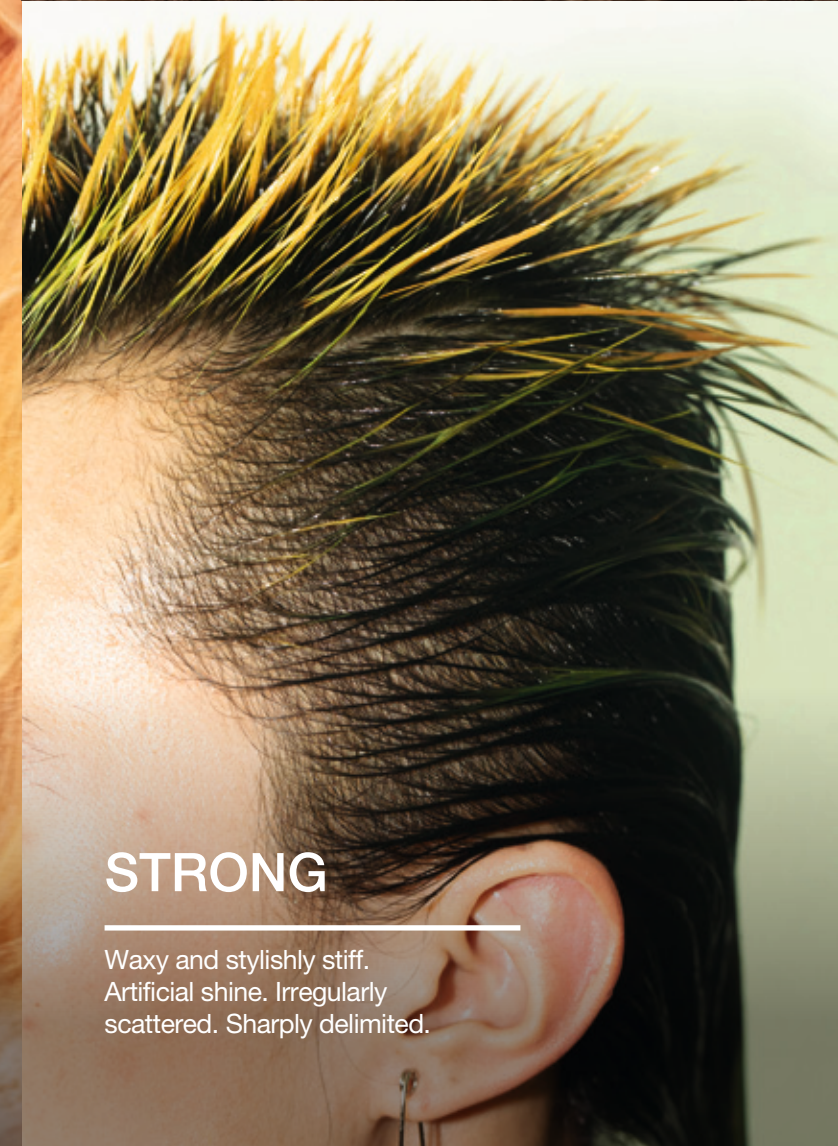
### DIFFUSE

Irregularly scattered. Powdery and woolly with a sophisticated fullness. Natural-looking, with no artificial shine.



### STRONG

Waxy and stylishly stiff. Artificial shine. Irregularly scattered. Sharply delimited.







OSiS + *Zhengoni Ai*.  
JUST ADD YOU.



# HOLD.

Ready to conquer any style? Our full Hold range is equipped with heat protection up to 230°C/450°F in a range of hold levels – allowing you to style in confidence then lock in that look!

## ELASTIC

Get ready to work it! Providing medium hold and heat protection up to 230°C/450°F, this workable hairspray ensures the perfect balance of style maintenance, with a layerable formula that is easy to brush out without flaking.







## FREEZE

Say goodbye to product residue! Fix the hair in place all day without the risk of flaking – this strong hold hairspray is perfect for creating long-lasting styles with heat protection up to 230°C/450°F, for the ultimate self-expression!

## FREEZE PUMP

Pump up the volume with this fine and fast-drying non-aerosol hairspray mist – providing long-lasting strong hold and heat protection up to 230°C/450°F and fixing waves and curls. Why not use as a blow-dry spray for added volume!



## SESSION

Does your style drop before you do? Allowing you to maintain long-lasting styles without compromise, this extra strong hold hairspray protects hair against humidity, wind and heat up to 230°C/450°F. All that, whilst adding a luxurious and brushable finish – for shiny hair without a flaky residue.







# HOLD LEVEL

TO SUPPORT SOMETHING IN A PARTICULAR POSITION OR PREVENT FROM FALLING OR MOVING

## NO HOLD

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### HOLD LEVEL 0

If free-flowing looks with natural movement is what you're looking for, styling products with a zero hold level are what you need. Suitable for all hair types and totally flexible, our OSiS No Hold products work harmoniously with other products from the range for custom-tailored styling.

TEXTURE  
TEXTURE

**VELVET**



**LIGHTWEIGHT  
WAX-EFFECT SPRAY**

TEXTURE  
TEXTURE

**THRILL**



**ELASTIC FIBER GUM**

TEXTURE  
TEXTURE

**MIGHTY MATTE**



**STRONG MATTE  
CREAM**

TEXTURE  
TEXTURE

**G.FORCE**



**EXTRA STRONG  
GEL**

## LIGHT HOLD

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### HOLD LEVEL 1

Maintain a natural and lightweight finish, but with subtle grip. Our Light Hold styling products increase the hair's manageability during blow-drying and help to create a fuller hair feeling – perfect for finer hair types, and ideal for restyling.

## MEDIUM HOLD

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### HOLD LEVEL 2

Unleashing a variety of textures and shine levels, OSiS Medium Hold styling products give control with pliable movement. Suitable for styling almost every hair type.

## STRONG HOLD

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### HOLD LEVEL 3

Need something more lasting? Our OSiS Strong Hold styling products have got you covered. Expect long-lasting style control that's still remouldable – just in case you need to switch things up.

## ULTRA STRONG HOLD

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### HOLD LEVEL 4

Not for the faint hearted. Styling products with Ultra Strong Hold are super strong! Keeping even thick, resistant hair types in their place. Ideal for windproof styling or anti-gravity effects.





Don't let second day hair hold you back! Our style saviour and handy time-saver keeps hair looking fresh!

# 2ND DAY



## REFRESH DUST

Looking to revive second-day hair? This bodifying dry shampoo with Rice Starch reliably combats greasiness, whilst providing instant volume and grip with a touchable finish.



# DESIGN

A modern and inclusive design that screams character, oozes uniqueness and boasts an irresistible shelf appeal.

## 1. NOZZLE COLOURS

All aerosol products have different nozzle colours, so you know you're always grabbing the right product – even when you're in a rush.

## 2. COLOUR CODE

We've introduced distinctive colour codes per category – a combination of the logo and bottle colour – for easier differentiation and a visual indication of the main benefit.

## 3. CATEGORY

Each product displays the product category and main benefit to help you navigate the range.

## 4. PRODUCT NAME

Each product has a fun, unique name – many of the familiar classics you will recognise already, with a few new ones thrown in to the mix.

## 5. HOLD LEVEL

We've curated a new system to demonstrate the hold level of each product, showing where the product sits on our new hold scale, which is represented by the number of coloured 'plus' symbols appearing on the product. (see page 50).

## 6. PRODUCT DESCRIPTION

Describes the product, its type and what it is for.

## 7. USAGE INDICATION

Informs you whether the product can be used on damp or dry hair, or both.

## 8. FILLING

A measurement, displayed in grams or millilitres.



Each range now sports a stylish matte finish and a fresh colour revamp that allows for easy differentiation between products and appeals to all genders. The original, iconic elements you know and love from Schwarzkopf Professional are still prominent, allowing the perfect balance between welcoming new values and staying true to classic nostalgia.

## 1A) PRODUCT BENEFITS

Summarises the main benefits for you at a glance.

## 1B) USAGE INSTRUCTION

Advise you on how to use our products for perfect styling results.

## 1c) VEGAN CLAIM

Lets you know that 25 out of 28 of our formulas are vegan!

## 1D) WARNINGS

Instructions on how to use our Schwarzkopf Professional products safely.

## 2) QR CODE

Takes you to our website where you can find out more about the brand and products, with expert tips, videos, looks and tutorials.

## 3) INGREDIENTS

Lets you know what goes in to our high quality formulas.



SCAN AND READ MORE





INGREDIENTS	GENERAL DESCRIPTOR	PERFORMANCE
1,2-Hexanediol	<i>Preservative / Emollient / Moisturising Agent</i> Synthetically manufactured.	Improves the product's stability and viscosity.
Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer	<i>Styling Polymer / Film Former / Caring polymer</i> Synthetically derived.	Provides hold and care, reduces flyaways and static, and provides improved combability.
Acrylates/C10-30 Alkyl Acrylate Crosspolymer	<i>Styling Polymer / Film Former</i> Synthetically derived.	Provides hold.
Acrylates/Stearth-20 Methacrylate Crosspolymer	<i>Styling Polymer / Thickening Agent</i> Synthetically derived.	Adjusts the product's viscosity and texture.
Alcohol denat.	<i>Solvent</i> Denatured alcohol. No drying out of hair determined by the use of alcohol. Sourced naturally whenever possible.	Protects the integrity and performance of the formula and dissolves other substances.
Algin	<i>Thickening Agent</i> Type of carbohydrate found in brown seaweeds.	Adjusts the desired consistency and texture.
Alpha-Isomethyl Ionone	<i>Perfume Compound</i> Synthetically-derived and naturally-occurring organic compound. Its primary scent is flowery, with a secondary scent of violet.	Provides a pleasant scent.
Aminomethyl Propanol	<i>Neutralising Agent</i> Synthetic ingredient used in cosmetics as a pH adjuster.	Neutralises the pH value of other ingredients to achieve the necessary pH-level of the formula.
Aqua	<i>Solvent</i> Water is the most used ingredient in cosmetics.	Dissolves other substances within the formula.
Arginine HCl	<i>Conditioning Agent</i> Hydrochloride salt form of arginine; an essential amino acid	Protective and moisturising properties.
Benzalkonium Chloride	<i>Preservative</i> Synthetically sourced salt classified as a quaternary ammonium compound.	Improves the stability of the formula.
Benzoic Acid	<i>Preservative</i> Synthetically derived; occurs naturally in many plants.	Protects the integrity and performance of the formula.
Benzyl Alcohol	<i>Perfume Compound / Solvent</i> Naturally occurring in plants and can be synthetically prepared.	Provides a mild, pleasant aromatic scent.
Betaine	<i>Humectant / Thickening Agent / Conditioning Agent</i> Synthetically manufactured or naturally derived from sugar cane or sugar beet.	Adjusts the product's viscosity and texture, whilst providing the desired hair feel.
Bis-Isobutyl PEG/PPG-20/35/ Amodimethicone Copolymer	<i>Emollient / Conditioning Agent</i> Synthetic polymer.	Provides a soft, conditioned hair feel.

INGREDIENTS	GENERAL DESCRIPTOR	PERFORMANCE
Butane	<i>Propellant</i> Gaseous hydrocarbons.	Enables spraying and the formation of airy foams.
Butylene Glycol	<i>Solvent</i> Type of alcohol, often made from distilled corn.	Adjusts the product's viscosity and texture.
Butyrospermum Parkii (Shea) Butter	<i>Conditioning Agent / Emollient</i> Naturally derived fat, extracted from the kernels of the fruit of the Shea tree.	Improves the texture of the formula and the look and feel of the hair.
C12-15 Alcohols	<i>Thickening / Emulsifying Agent</i> Mixture of alkanols; can be found naturally in cranberries and coconut oil.	Provides desired consistency.
C12-15 Alkyl Benzoate	<i>Emollient / Conditioning Agent</i> Naturally derived ester of benzoic acid.	Improves the ease of application on the hair, whilst providing hair with a silky feel.
Caprylic/Capric Triglyceride	<i>Preservative / Emollient / Shine Enhancer</i> Natural or synthetic compound that combines fatty acids from natural oils.	Protects the integrity and performance of the formula and enhances the shine.
Caprylyl Glycol	<i>Humectant</i> Alcohol derived from caprylic acid.	Imparts moisture and emollience.
Caramel	<i>Natural Colourant</i> Naturally sourced from sugar.	Provides the desired colour of the formula.
Carbomer	<i>Emulsifier / Thickening Agent</i> Polymers primarily made from acrylic acid.	Adjusts the product's viscosity and texture.
Cellulose	<i>Texturising Agent</i> Fine-milled fibres sourced from bamboo.	Helps to create a dry, texturising effect and a fuller feeling hair.
Cellulose Gum	<i>Thickening Agent</i> Natural, plant-derived ingredient that is most often used as a thickener, but also functions as a film-forming agent.	Adjusts the desired consistency and texture.
Cera Alba (Beeswax, Cire d'Abeille)	<i>Styling Agent / Texturising Agent</i> Natural wax, produced by bees.	Supports a moldable product consistency and creates hold and texture.
Cera Carnauba (Copernicia Cerifera (Carnauba) Wax, Cire de Carnauba)	<i>Styling Agent / Texturising Agent</i> A vegetable wax, commonly obtained from the leaves of a Brazilian palm tree known as the "Tree of Life". Carnauba wax is a crucial ingredient in the vegan cosmetics industry.	Supports a moldable product consistency and creates hold and texture.
Ceteareth-20	<i>Emollient / Surfactant / Emulsifier</i> Polyethylene glycol ether of cetearyl alcohol.	Adjusts and stabilises the product formula.
Cetearyl Alcohol	<i>Emulsifier</i> Synthetic fatty alcohol.	Provides the desired consistency.
Ceteth-10 Phosphate	<i>Emulsifying Agent</i> Blend of fatty alcohol and phosphate esters.	Provides the desired consistency.
Ceteth-2	<i>Emulsifier</i> Polyethylene glycol ether of Cetyl Alcohol.	Improves the stability of the formula.
Cetrimonium Chloride	<i>Surfactant / Preservative / Conditioning</i> Cationic quaternary ammonium salt.	Responsible for foaming when used in mousses, and offers improved combability and an anti-static effect in general.
Cetyl Ethylhexanoate	<i>Emollient</i> Synthetically manufactured odorless and colourless ester that provides a soft and conditioned, non-oily hair feel.	Adjusts the product's viscosity and texture.
Charcoal Powder	<i>Natural Colourant</i> Lightweight black carbon residue.	Creates a grey colour.
Chondrus Crispus Powder (Carrageenan)	<i>Thickening Agent / Binder / Hair Conditioning Agent</i> Botanical extract from red algae and some seaweeds.	Adjusts the desired consistency and texture.
CI 17200 (Red 33)	<i>Colourant</i> Synthetically manufactured.	Adjusts the desired colour.
CI 42090 (Blue 1)	<i>Colourant</i> Synthetically manufactured.	Provides the desired colour of the formula.
CI 60730 (Ext. Violet 2)	<i>Colourant</i> Synthetically manufactured.	Adjusts the desired colour.
Citral	<i>Perfume Compound</i> Synthetically manufactured. Can be found naturally in some plants and plant essential oils, e.g. orange, lemon myrtle and lemongrass.	Provides a pleasant scent.
Citric Acid	<i>pH Adjuster</i> Originally derived from lemon juice.	Adjusts the pH level and stabilises the product formula.
Citronellol	<i>Perfume compound</i> Naturally occurring in flowers and can be synthetically prepared.	Provides a pleasant scent.
Com Starch Modified	<i>Thickening Agent / Film Former</i> Modified starch derived from corn (maize).	Adjusts the product texture and supports the styling effect.
Coumarin	<i>Perfume Compound</i> Naturally derived or synthetically manufactured.	Provides a pleasant scent.
Dehydroacetic Acid	<i>pH Adjuster / Preservative</i> Synthetic or organic acid.	Stabilises the product formula.
Dehydroxanthan Gum	<i>Thickening Agent</i> Obtained by the dehydration of xanthan gum.	Adjusts the product's viscosity and texture.
Dicaprylyl Carbonate	<i>Emollient</i> Partly plant-derived ingredient, fast spreading, known as silicone alternative.	Supports an easy product distribution.
Dicetyl Phosphate	<i>Emollient</i> Ester of phosphoric acid.	Provides the desired consistency.
Dimethyl Ether	<i>Propellant</i> Usually produced directly from syngas or by the dehydration of methanol.	Enables a fine spray distribution.
Distearoylethyl Dimonium Chloride	<i>Surfactant / Conditioning Agent</i> Natural or synthetic compound classified as quaternary ammonium salt.	Adjusts the texture of formula and helps to reduce static.
Distearoylethyl Hydroxyethylmonium Methosulfate	<i>Conditioning Agent / Emulsifier</i> Quaternary salt.	Supporting the anti-static effect of the formula, for easy combability and softness.
Ethyl Benzoate	<i>Perfume Compound</i> Synthetic. Can be obtained from several types of fruits and vegetables, e.g. cranberries, prunes and plums.	Provides the desired scent.
Ethylhexylglycerin	<i>Humectant / Preservative booster</i> Synthetic ingredient derived from glycerin.	Helps to protect the product from spoilage.
Geraniol	<i>Perfume Compound</i> Fragrant liquid unsaturated alcohol, also found in rose oil.	Provides a geranium-like scent.
Gluconolactone	<i>Conditioning ingredient</i> Crystalline powder derived from gluconic acid; it can also be sourced from corn.	Gives the hair a smooth, powdery feel.
Glycerin	<i>Hair Conditioning Agent / Humectant</i> Sugar alcohol derived from plants or petroleum.	Helps to improve the softness of hair and formula.
Glyceryl Oleate	<i>Emollient</i> Obtained from naturally occurring oils and fats.	Helps to form an emulsion by reducing the surface tension of the substance.





INGREDIENTS	GENERAL DESCRIPTOR	PERFORMANCE
Glyceryl Stearate SE	<i>Emollient / Emulsifier</i> Fatty acid derived from vegetable oil.	Improves the stability of the formula.
Helianthus Annuus (Sunflower) Seed Oil	<i>Emollient</i> Naturally derived from the common sunflower, pressed from the seeds.	Enhances smoothness and softness.
Hydrated Silica	<i>Bulking Agent / Texturising Agent</i> Hydrated Silica is naturally derived from silica, an abundant compound that forms about 12% of the earth's surface.	Supports volume and grip.
Hydrogenated Castor Oil	<i>Emollient / Humectant / Conditioning Agent</i> Modified version of natural castor oil.	Care ingredient that gives hair a soft and moisturised feel.
Hydrogenated Coconut Oil	<i>Hair Conditioning Agent / Emollient</i> A mixture of fatty acids derived from coconut oil.	Enhances smoothness and softness.
Hydrogenated Ethylhexyl Olivat	<i>Emollient / Hair Conditioning Agent</i> Naturally-derived oil made from olives. Alternative to petroleum-based silicones.	Enhances smoothness and softness.
Hydrogenated Olive Oil Unsaponifiables	<i>Emollient / Conditioning Agent</i> Oil obtained from Olives. An unsaponifiable oil is the portion of a plant oil that is not broken down when the oil's fatty acids are refined for use in cosmetic products.	Adjusts the product's viscosity and texture, and provides smoothness and softness.
Hydrolyzed Keratin	<i>Conditioning Ingredient</i> A natural ingredient which can be derived from the wool of sheep.	Well known for its hair strengthening properties.
Hydroxyethylcellulose	<i>Thickening Agent</i> Gelling and thickening agent derived from cellulose. The natural gum can be derived from pine and spruce tree trunks.	Adjusts the product texture.
Hydroxypropyl Starch	<i>Styling Polymer / Film Former</i> Modified starch, typically potato starch, pea starch or corn starch, that offers styling properties. It belongs to the chemical class of carbohydrates.	Provides hold.
Hydroxystearic Acid	<i>Emollient / Surfactant / Texturising Agent</i> Synthetic fatty acid.	Adjusts the product's viscosity, texture and rinseability.
Isoamyl Laurate	<i>Emulsifier</i> Synthetically manufactured or from plant sources, including coconut, palm and sugar beet.	Adjusts the product's viscosity and texture.
Isohexadecane	<i>Emollient</i> Synthetic ingredient, valued for its non-greasy or tacky feel and its ability to impart a silky, smooth texture to hair.	Helps to form an emulsion by reducing the surface tension of the substance.
Isopropyl Myristate	<i>Emollient</i> A partly naturally-derived ingredient, composed of Isopropyl Alcohol and Myristic Acid – a naturally-occurring fatty acid.	Supports product consistency and ease of application on hair.
Kaolin	<i>Styling Agent / Texturising Agent</i> A natural mineral. Originally discovered in China, it was used as an essential ingredient in making porcelain. Today, Kaolin is used in hair products because of its styling properties and ability to absorb excess oil and dirt.	Creates hold, style control, and supports shape and separation.
Lactic Acid	<i>pH Adjuster</i> Synthetically or naturally-derived alpha-hydroxy acid (AHA).	Adjusts the pH level and stabilises the product formula. In addition, lactic acid is a well known humectant.
Limonene	<i>Perfume Compound</i> Naturally occurring in certain trees and bushes (e.g. citrus and other fruits).	Provides a light, fresh and sweet citrus scent.
Linalool	<i>Perfume Compound</i> Naturally-occurring terpene alcohol found in many flowers and spice plants.	Provides a floral scent, with a touch of spiciness.
Maris Sal (Sea Salt, Sel Marin)	<i>Styling Agent</i> Naturally-derived ingredient.	Enhances volume, grip and texture.
Methyl Benzoate	<i>Perfume Compound</i> Ester, strongly reminiscent of the fruit of the Feijoa tree.	Provides a pleasant scent.
Methylpropanediol	<i>Humectant / Preservative Booster</i> Organic glycol.	Works as a humectant, provides a soft hair feel and acts as a preservative booster.
Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer	<i>Styling Polymer / Film Former</i> Synthetically derived.	Provides hold. It is the most widely used polymer for hairsprays because of its outstanding performance.
Octyldodecyl Stearate	<i>Solvent</i> Synthetic ingredient.	Adjusts the product's viscosity and texture.
Olea Europaea (Olive) Fruit Oil	<i>Emollient</i> An oil obtained from Olives. An unsaponifiable oil is the portion of a plant oil that is not broken down when the oil's fatty acids are refined for use in cosmetic products.	Provides a moldable product consistency.
Oleth-10	<i>Emulsifier</i> Polyethylene glycol ethers of oleyl alcohol.	Improves the stability of the formula.
Oryza Sativa (Rice) Bran Wax	<i>Styling Agent / Texturising Agent</i> Naturally-derived wax from the extraction and de-waxing of rice bran oil.	Supports a moldable product consistency and creates hold and texture.
Oryza Sativa (Rice) Starch	<i>Texturising / Absorbing Agent</i> A plant-based ingredient	High oil absorption capacity that allows the formula to remove grease and impurities from the hair and scalp. Provides texture.
Palmitic Acid	<i>Stabilising Agent</i> Derived from the fruit of the oil palm tree.	Improves the stability of the formula.
Panthenol	<i>Conditioning Agent</i> Synthetic or natural vitamin B-5 derivative.	Helps to improve the moisture level of the hair and helps to protect the hair structure.
Paraffin	<i>Emollient</i> Wax, derived from natural sources.	Adjusts the product's viscosity and texture; provides shine.
Parfum (Fragrance)	<i>Fragrance</i>	Provides the desired OSiS scent.
PEG-40 Hydrogenated Castor Oil	<i>Emollient / Emulsifying Agent / Solubiliser / Surfactant</i> Derived from Castor oil; known for its moisturising properties.	Adjusts the product's viscosity and texture.
PEG-45M	<i>Surfactant / Emulsifier / Humectant</i> Synthetically-derived polyethylene glycol polymers.	Adjusts the product's viscosity and texture.
PEG-7 Glyceryl Cocoate	<i>Emollient</i> A naturally-derived emollient, based on PEG (polyethylene glycol) and fatty acids derived from coconut oil.	Provides shine and a moldable texture.
Petrolatum	<i>Emollient</i> Synthetically or minerally derived; can be sourced from crude oil, also known as Vaseline.	Adds a waxy consistency.
Phenoxyethanol	<i>Preservative</i> A glycol ether that is primarily used as a preservative in cosmetics and beauty products.	Protects the integrity and performance of the formula.
Phenyl Trimethicone	<i>Anti-Foaming Agent / Hair Conditioning Agent</i> Silicone-based oil/fluid.	Adjusts the product's viscosity and texture. Helps to enhance the appearance and feel of the hair.
Polyquaternium-11	<i>Styling Polymer / Film Former</i> Polymeric quaternary ammonium salt.	Provides volume and hold.
Polyquaternium-37	<i>Film Former / Anti-static Agent</i> Polymeric quaternary ammonium salt.	Helps to improve the anti-static effect.
Polyquaternium-4	<i>Styling Polymer / Film Former</i> A modified cellulose copolymer.	Improves the anti-static effect of the product formula.

INGREDIENTS	GENERAL DESCRIPTOR	PERFORMANCE
Polysorbate 80	<i>Emollient / Emulsifying Agent</i> Synthetically derived.	Improves the stability of the formula.
Potassium Sorbate	<i>Preservative</i> Synthetically-derived potassium salt of sorbic acid. Occurs naturally in some berries.	Protects the integrity and performance of the formula.
PPG-5-Ceteth-20	<i>Emulsifying Agent / Emollient</i> Synthetically derived; known for its ability to reduce the greasy effect of oils.	Improves the stability and texture of the formula.
Propane	<i>Propellant</i> Gaseous hydrocarbons.	Enables spraying and the formation of airy foams.
Propanediol	<i>Humectant</i> Synthetically manufactured or naturally derived from corn glucose or corn sugar.	Adjusts the product's viscosity and helps to improve the hair's texture.
Propylene Glycol	<i>Solvent</i> Synthetic alcohol.	Adjusts the product's consistency and texture.
PVP	<i>Styling Polymer / Film Former</i> Synthetic film former which is found in many hair cosmetic products.	Provides hold and volume.
Quaternium-80	<i>Surfactant / Conditioning Agent / Emulsifier</i> Synthetically or naturally-derived ingredient; quaternary ammonium salt.	Provides an anti-static effect, easing combing and detangling, for a smoother hair feel.
Rhus Verniciflua Peel Cera (Rhus Verniciflua Peel Wax)	<i>Styling Agent / Texturising Agent</i> Vegetable wax, also known as berry or Japan wax.	Supports a moldable product consistency and creates hold and texture.
Ricinus Communis (Castor) Seed Oil	<i>Hair Conditioning Agent</i> A vegetable oil obtained from the seeds of the Ricinus communis plant. Often used as an emollient, moisturiser and skin conditioning agent.	Enhances smoothness and softness.
Serine	<i>Conditioning Agent</i> Alpha amino acid.	Helps to strengthen the hair's fibre.
Silica	<i>Bulking Agent</i> Silica is the name given to a group of minerals composed of silicon and oxygen; the two most abundant elements in the earth's crust. It is better known as quartz, which is the most common component of sand.	Supports volume and grip.
Silica Dimethyl Silylate	<i>Texturising Agent</i> Modified Silica	Supports grip, volume and texture.
Silica Silylate	<i>Bulking Agent</i> Synthetically derived.	Supports grip and texture.
Sodium Benzoate	<i>Preservative</i> Widely used in acidic foods, medicines, and cosmetics.	Protects the integrity and performance of the formula.
Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	<i>Thickening Agent</i> Synthetically derived.	Adjusts the product's viscosity and texture.
Sodium Hydroxide	<i>pH Adjuster</i> Mineral compound, also known as lye or caustic soda.	Adjusts the pH level and stabilises the product formula.
Sodium Metabisulfite	<i>Preservative</i> Mineral compound.	Improves the stability of the formula.
Sodium Polyacrylate	<i>Styling Polymer / Film Former</i> Natural polymer made from corn starch.	Provides humidity-resistant style retention, volume and anti-frizz performance.
Sorbitan Caprylate	<i>Rheology Modifier / Emulsifier / Preservative Booster</i> A monoester made from sorbitol and stearic acids.	Helps to form an emulsion by reducing the surface tension of the substance. Improves the stability and texture of the formula.
Sorbitol	<i>Humectant / Thickening Agent</i> Sugar alcohol, often made from potato starch. It is also found naturally in apples, pears, peaches and prunes.	Works as a humectant and influences the texture of the product..
Soy Amino Acids	<i>Conditioning Agent</i> Naturally derived from the soya bean.	Helps to strengthen the hair's fibre.
Steareth-2	<i>Surfactant / Emulsifying Agent</i> Derived from fatty alcohol.	Helps to form an emulsion by reducing the surface tension of the substance.
Steareth-21	<i>Surfactant / Emulsifying Agent</i> Polyethylene glycol ethers of stearic acid.	Helps to form an emulsion by reducing the surface tension of the substance.
Stearic Acid	<i>Viscosity Agent</i> Synthetically-derived long-chain fatty acid. Present in humans, animals and some plants.	Adjusts the product's viscosity and texture.
Sucrose	<i>Humectant / Surfactant / Film Former</i> Sugar alcohol; synthetically manufactured or derived from a natural substance, e.g. from sugar cane or sugar beet.	Imparts moisture and emollience, and provides hold.
Threonine	<i>Conditioning Agent</i> Hydrophilic amino acid.	Helps to strengthen the hair's fibre.
Tocopherol	<i>Antioxidant / Preservative</i> Vitamin E, a naturally occurring lipid; it can also be produced synthetically.	Works as anti-oxidant – due to its ability to bind to free radicals – and improves the stability of the formula.
Tocopheryl Acetate	<i>Antioxidant</i> Synthetically manufactured or naturally derived, e.g. from soy bean or rapeseed oil.	Works as anti-oxidant – due to its ability to bind to free radicals – and improves the stability of the formula.
Triethyl Citrate	<i>Emollient / Solvent</i> Ester of citric acid, produced via fermentation.	Adjusts the product's viscosity and texture.
Tropolone	<i>Antioxidant / Preservative</i> Produced synthetically.	Works as anti-oxidant – due to its ability to bind to free radicals – and improves the stability of the formula.
Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer	<i>Styling Polymer / Film Former</i> Synthetically-manufactured copolymer.	Provides hold with good flexibility.
VP/DMAPA Acrylates Copolymer	<i>Styling Polymer / Film Former</i> Synthetically-manufactured copolymer.	Provides hold.
VP/VA Copolymer	<i>Styling Polymer / Film Former</i> Synthetic film former which is found in many hair cosmetic products.	Allows hair to hold a style for longer by preventing moisture from entering the hair shaft.
Wheat Amino Acids	<i>Conditioning Agent</i> Naturally derived from wheat grains.	Helps to strengthen the hair's fibre.
Zea Mays (Corn) Starch	<i>Styling Polymer / Film Former</i> Modified starch derived from corn (maize).	Provides hold.





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Together. A passion for hair.