

SESSION LABEL.

#CRAFTTHE DIFFERENCE


Schwarzkopf
PROFESSIONAL



Together. A passion for hair.

The difference is in the details. Driven by the uncompromising needs of session stylists, this curated exclusively professional styling range meets today's hairdressers' needs in full. Fourteen innovative, high-performance, super-lightweight formulas have been made to layer without overburdening and empower every stylist to bring their own visions to life. The products are ours, but it is your hands that give shape, enhance texture, embrace every detail, and create effortless hair with character and edge. And that's the difference.

C R A F T T H E D I F F E R E N C E



“For me it’s all about finding an element that potentially can look a bit broken. I want people to look and feel an emotion when they view my work. So I always try, even if it’s a very simple look or idea, to tag the hair by creating a nuance or detail that makes you look twice.”

– **Nick Irwin**
SKP Global Styling
Ambassador



CONTENT

- The Miracle
- The Mousse
- The Thickener
- The Definer
- The Jelly **NEW**
- The Powder
- The Salt
- The Mud
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- The Serum
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- The Texturizer
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P R E P

"Prepping the hair is like creating a foundation and this is the most important step for me. Hair is like fabric which you can craft to create shape and form. For me, it is key to work with the right products and really layer them in to create the right base."

– Tyler Johnston

SKP Global Ambassador

PREPPING THE HAIR IS LIKE

CREATING A FOUNDATION



THE MIRACLE

Multi-tasking Balm

Prime
Protect
Define

THE PRODUCT

- Primes, protects, and gives hair definition
- Controls without weighing down the hair
- Gives heat protection up to 230°C/450°F

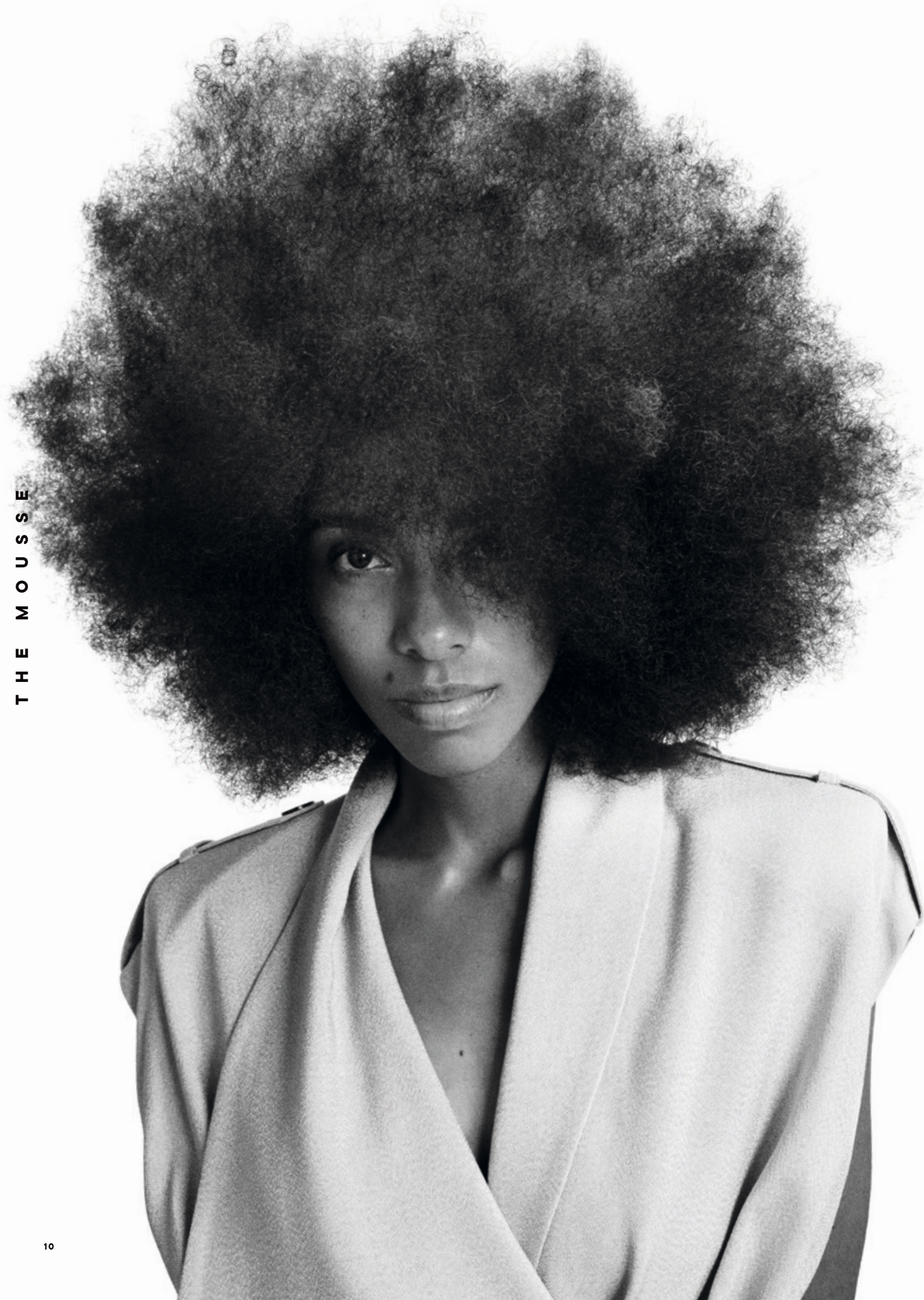
THE CRAFT

- Apply to damp hair before blow-drying or leaving to air dry
- Use on dry or damp hair before styling with hot tools
- Work into dry hair for extra definition

THE EXPERIENCE

- Ideal base for all hair types and textures – enhance control by layering with The Mousse before blow-drying





T H E M O U S S E

Volumizing Soufflé

Lift

Body

Volume

THE PRODUCT

- Adds targeted volume and a light texture
- Lifts roots instantly
- Adds body to volumize the hair with flexible hold

THE CRAFT

- Always shake well and hold the can upright
- Apply to damp hair
- Focus on the roots for additional lift

THE EXPERIENCE

- On brittle or porous mid-lengths and ends layer with The Serum to maximise manageability while blow-drying
- **Pro Tip:** Create instant movement, grip & hold without crispiness – apply on damp hair, style and leave to set without worrying about the hair losing its style or shape





THE THICKENER

Blow-dry Spray

Volume

Grip

Control

THE PRODUCT

- Bulks-up hair and adds grip without stickiness
- Leaves hair feeling thicker and adds visible volume
- Aids blow-dry and combing

THE CRAFT

- Spray on damp hair, working from roots to ends
- Blow-dry hair, with or without a brush
- Or simply leave to air dry for natural-looking, defined curls and waves

THE EXPERIENCE

- Apply on damp hair to make cutting easier
- **Pro tip:** Layer with The Mousse for even better control, movement and added root lift
- **Pro tip:** Works as a great primer base to further style the hair





THE DEFINER

Curl Cream

Define
Protect
Control

THE PRODUCT

- Shapes, controls and defines curls & waves without stiffness
- Calms and tames frizzy, unruly curls & waves
- Helps protect against heat damage up to 230°

THE CRAFT

- Apply from roots to ends on damp curly hair and leave to air-dry to give control, definition, and bounce

THE EXPERIENCE

- Transform wavy or straight hair into perfect curls by applying the product to damp hair, blow-drying, and then styling with a curling iron
- **Pro Tip:** Apply on damp wavy hair to shape and control the waves for a lived-in look which stays malleable for restyling





THE PRODUCT

- Bendable and brushable hold
- Sculps, defines and tames the hair
- Non-sticky formula without crispiness
- Provides shine

THE CRAFT

- Work into damp or dry hair
- Blow-dry or sculpt hair into desired shape and allow to air-dry

THE EXPERIENCE

- Add a little water to the hair or on top of the The Jelly to create fluidity when working with the comb or hands
- Reapply a small amount to reshape and define hair during the day or at night

NEW



THE JELLY

Bendable Styler

Sculpt
Define
Tame



MASTERING THE RULES

S T Y L E

“Understanding how to use product and styling tools is the key to successful session styling. Mastering the rules and techniques with product knowledge then allows you to break them, this will take your work to a whole different level and give you the confidence to create endless results.” – **Nick Irwin**
SKP Global Styling Ambassador



ALLOWS YOU TO BREAK THEM

N I C K I R W I N



THE POWDER

Styling Dust

Texture

Grip

Volume

THE PRODUCT

- Fine dispersion allows for targeted use
- Gives flexible texture and added volume
- Adds good grip
- Leaves hair with a subtle, matte finish

THE CRAFT

- Spray onto root area on dry hair for extra lift
- Spray throughout the lengths for volume and texture

THE EXPERIENCE

- Creates the perfect base for all up-dos
- Simply scrunch hair to give a tousled, laid-back texture
- **Pro Tip:** Add liberally to the base of a ponytail or a braid for a plumped-up, thicker feeling base that defies gravity





**T H E
S A L T**

Salt Spray

Define
Tousle
Texture

THE PRODUCT

- Bodifies and defines without weighing down hair
- Enhances natural movement and texture
- Creates wearable, tousled looks

THE CRAFT

- Apply all over towel-dried hair
- Style waves or curls into the desired shape
- Dry naturally or blow-dry with a diffuser on a low setting
- For more tousled looks, twist and scrunch hair after drying

THE EXPERIENCE

- Apply to dry hair for a quick refresh of curls and waves





T H E M U D

Moldable Putty

Dry
Diffuse
Mould

THE PRODUCT

- Creates a dry, diffused texture
- Shapes hair to style and adds definition
- Leaves hair with a non-shiny finish
- Re-mouldable, with medium hold

THE CRAFT

- Smooth a small amount into your hands
- Work throughout dry hair
- Mould and shape to finish the look

THE EXPERIENCE

- Apply a small amount to roots for lift and volume on short to longer hair
- Gives an almost invisible volumizing boost, even on fine hair





**T H E
P A S T E**
Matte Compound

Matte
Volume
Define

THE PRODUCT

- Gives a 'bendable' texture with a matte finish
- Adds volume and definition
- Re-mouldable, with medium hold

THE CRAFT

- Smooth a small amount into your hands
- Work throughout damp or dry hair
- Mould and shape to create your desired look

THE EXPERIENCE

- Use to enhance the natural definition on wavy or curly hair



THE FINISH

FINISH

"This is make or break time! The Finish determines the look, feel and aesthetic. From over saturating the hair with product to the lightest touch with your hands can take the hair look from average to phenomenal." - **Nick Irwin**
SKP Global Styling Ambassador



DETERMINES THE LOOK, FEEL AND AESTHETIC

NICK IRWIN



T H E S E R U M

Finishing Oil

Tame
Smooth
Shine

THE PRODUCT

- Optimum consistency for the most versatile results
- Smooths the hair surface and adds a silky shine
- Prevents split ends, flyaways and frizz

THE CRAFT

- Distribute a small amount into your palms and apply from roots to ends
- Use on damp hair to smooth and ease blow-drying and brushing
- Use on dry hair to smooth and add shine
- Re-apply as often as necessary

THE EXPERIENCE

- The Serum is easy to apply and can also be layered without weighing down hair
- On very dry or unruly hair, mix a drop of The Serum with The Miracle to tame and smooth hair





THE PRODUCT

- Reduces and protects against frizz and hair static
- Provides heat protection up to 230°C/446°F
- Creates a flawless shine and leaves hair looking healthy with a silky feel

THE CRAFT

- Apply on dry hair from approx. 30cm/12in
- Shake the can well before every usage and in-between sprays
- Use in short bursts

THE EXPERIENCE

- Blast The Coat into the hair using a dryer to give max separation
- Before using a straightening iron, spray on blow-dried hair to provide heat protection and extra shine
- **Pro Tip:** Spray over damp, coarse hair and blow dry to achieve a silky, smooth finish

NEW



THE COAT

Multi-Protection Shine Mist

Protect
Shine
Tame





THE TEXTURIZER

Undone Look Spray

Lightweight
Texture
Volume



THE PRODUCT

- Gives tousled, fuller-feeling hair
- Adds lightweight texture and volume throughout
- Leaves hair feeling moisturized
- Easy to brush out

THE CRAFT

- Shake well and spray onto dry hair from approximately 30cm/12 inches
- Spray in short bursts and scrunch for a tousled texture

THE EXPERIENCE

- Increase volume and lift from the root area by combining The Texturizer with The Powder
- **Pro Tip:** Spray to the ends only and style for a lightweight, floaty texture



THE PRODUCT

- Micro-fine dispersion
- Workable, light hold and control
- Dries instantly
- Super easy to brush out

THE CRAFT

- Spray on dry hair holding can about 30 cm/12 inches away
- Layer to enhance hold

THE EXPERIENCE

- Flexible, lasting hold makes this formula easy to work with – and hair more manageable when creating up-dos
- **Pro Tip:** Spray into dry hair and wrap dry to achieve a sleek look



THE FLEXIBLE

Dry Light Hold Hairspray

Light
Dry
Hold





THE PRODUCT

- Micro-fine dispersion
- Strong hold, maximum control
- Dries instantly
- Super easy to brush out

THE CRAFT

- Apply to dry hair holding can about 30 cm/12 inches away
- Layer to intensify hold

THE EXPERIENCE

- Perfect to tame flyaways and hold the style in place with a flawless finish



THE STRONG

Dry Firm Hold Hairspray

Firm
Dry
Control



SESSION LABEL

C R A F T T H E D I F F E R E N C E

“Be brave and believe in yourself. Don’t be afraid to make mistakes. Sometimes things might appear wrong but can actually be right.”
– **Tyler Johnston**
SKP Global Ambassador



(v) = vegan formula (free from animal-derived ingredients)

GLOSSARY

A

Acrylates/T-Butylacrylamide Copolymer

Styling Polymer /Film Former
Synthetically derived
Performance: Provides hold
Vegan

Acrylates/C10-30 Alkyl Acrylate Crosspolymer

Styling Polymer /Film Former
Synthetically derived,
Performance: Provides hold
Vegan

Acrylates/T-Butylacrylamide Copolymer

Styling Polymer /Film Former
Synthetically derived
Performance: Provides hold
Vegan

Acrylates/Steareth-20 Methacrylate Crosspolymer

Styling Polymer /Film Former
Synthetically derived
Performance: Provides hold
Vegan

Alcohol denat

Solvent. Denatured alcohol. No drying out of hair determined by the use of alcohol. Sourced naturally whenever possible
Performance: Protects the integrity and the performance of the formula and dissolves other substances
Vegan

Alpha-Isomethyl Ionone

Perfume Compound. Synthetically derived and naturally occurring organic compound, its primary scent is flowery and secondary scent is violet
Performance: Provides a pleasant scent
Vegan

Aminomethyl Propanol

Neutralizing Agent
Synthetic ingredient used in cosmetics as a pH adjuster
Performance: Neutralizes the pH value of other ingredients to achieve the necessary pH-level of formula
Vegan

Aqua (Water, Eau)

Solvent
Water is the most used ingredient in cosmetics
Performance: Dissolves other substances within the formula
Vegan

B

Behentrimonium Chloride

Quaternary Ammonium
Waxlike organic compound, which is also known for its anti-static benefit
Performance: Provides great foam quality
Vegan

Benzoic Acid

Preservative
Synthetically derived; occurs naturally in many plants
Performance: Protects the integrity and the performance of the formula
Vegan

BenzyI Alcohol

Perfume Compound & Solvent
Naturally occurring in plants and can be synthetically prepared
Performance: Provides a mild pleasant aromatic odor
Vegan

Bis-Diglyceryl Polyacyladipate-2

Texturizing & Conditioning Agent
Synthetic wax, often used instead of animal derived Lanolin
Performance: Adds structure and texture within the formula
Vegan

Butane

Propellant
Gaseous hydrocarbon
Performance: In combination with Dimethylether, it enables targeted spraying and a fine and airy foam for The Mousse
Vegan

Butylene Glycol

Solvent
Type of alcohol, often made from distilled corn
Performance: Adjusts the product viscosity and texture
Vegan

C

Caprylyl Glycol

Humectant
Alcohol derived from caprylic acid
Performance: Imparts moisturization and emollience
Vegan

Caprylic/Capric Triglyceride

Conditioning Agent / Emollient / Shine enhancer
Plant based lipid made from natural oils.
Performance: Conditions the hair and enhances the shine.
Vegan

Cellulose

Texturizing Agent
Fine milled fibers sourced from bamboo
Performance: Helps to create the extra dry texturizing effect and a fuller feeling hair
Vegan

Cetareth-25

Emulsifier
Non-ionic polyoxyethylene ether of higher saturated fatty alcohols
Performance: Stabilizes the product formula
Vegan

Cetearyl Alcohol

Emulsifying Agent
Fatty alcohol
Performance: Provides the desired consistency
Vegan

Ceteth-10 Phosphate

Emulsifying Agent
Blend of fatty alcohol and phosphate esters

Performance: Provides the desired consistency
Vegan

Cetyl Alcohol

Emulsifying Agent
Fatty alcohol
Performance: Provides the desired consistency
Vegan

Charcoal Powder

Natural Colorant
Lightweight black carbon residue
Performance: Creates grey colour
Vegan

Citric Acid

pH Adjuster
Originally derived from lemon juice
Performance: Adjusts the pH level and stabilises the product formula
Vegan

Citronellol

Perfume compound
Naturally occurring in flowers and can be synthetically prepared
Performance: Supports a pleasant scent
Vegan

C12-15 Alcohols

Thickening / Emulsifying Agent
Mixture of alkanols; can be found naturally in cranberries and coconut oil
Performance: Provides desired consistency
Vegan

C12-15 Alkyl Benzoate

Emollient / Texturizing Agent
Naturally or synthetic occuring ester of benzoic acid
Performance: Provides desired consistency
Vegan

CI 77499 (Iron Oxides)

Colorant (Black)
Iron oxides are made up of iron and oxygen
Performance: Creates dark colour
Vegan

D

Dehydroacetic Acid

pH Adjuster / Preservative
Synthetic or organic acid
Performance: Stabilises the product formula
Vegan

Distarch Phosphate

Anti-Caking Agent, Binder
Modified starch
Performance: Adjusts product texture and stability
Vegan

Dicaprylyl Carbonate

Emollient
Partly plant-derived ingredient, fast spreading, known as silicone alternative
Performance: Supports an easy product distribution
Vegan

Dicetyl Phosphate

Emollient
Ester of phosphoric acid
Performance: Provides the desired consistency
Vegan

Dimethicone

Emollient / Conditioning Agent
Special class of silicone with unique properties regarding the hair feel.
Often used as an skin conditioning agent.
Performance: Creates a surface film around the hair to make it supple and to protect it
Vegan

Dimethiconol

Emollient
Dimethiconols are a class of silicone-based polymers
Performance: Helps to improve the texture and spreadability of a product
Vegan

Dimethyl Ether

Propellant
Usually produced directly from syngas or by dehydration of methanol
Performance: Enables a fine spray distribution
Vegan

E

Ethylhexylglycerin

Humectant / Preservative booster
Synthetic ingredient derived from glycerin
Performance: Provides pleasant skin feel and helps to protect the product from spoilage
Vegan

Ethylparaben

Preservative
One of the most common paraben derivatives
Performance: Protects the integrity and the performance of the formula
Vegan

Eugenol

Perfume Compound
Synthetically or naturally derived
Also called clove oil; an aromatic oil extracted from clove
Performance: Provides a pleasant, spicy, clove-like scent
Vegan

G

Geraniol

Perfume Compound
Fragrant liquid unsaturated alcohol, also found in rose oil
Performance: Provides a geraniumlike odor
Vegan

Glycerin

Emollient & hair conditioning agent
Ability to draw moisture to the skin and hair
Performance: Acts as a humectant hair softener
Vegan

Glyceryl Oleate

Emollient
Obtained from naturally occurring oils and fats
Performance: Helps to form emulsions by reducing the surface tension of the substances to be emulsified
Vegan

Glyceryl Rosinate

Binder / Emollient / Filmforming Agent
Ester of rosin and glycerol; also called Ester Gum
Performance: Adds a waxy consistency and structure
Vegan

Glyceryl Stearate

Emulsifying Agent
Derived fatty acid produced from glycerin and stearic acid
Performance: Improves the stability of the formula
Vegan

H

Hexyl Cinnamal

Perfume Compound
Naturally found in the essential oil of chamomile
Performance: Provides a pleasant scent
Vegan

Hydrogenated Vegetable Oil

Conditioning Agent
Made from edible oils extracted from plants
Hydrogenation achieves a more solid and spreadable consistency
Performance: Provides a soft hair feel
Vegan

Hydroxyethylcellulose

Thickening Agent
Gelling and thickening agent derived from cellulose. The natural gum can be derived from pine and spruce tree trunks
Performance: Adjusts the product texture
Vegan

I

Isohexadecane

Emollient
Synthetic ingredient, valued for its non-greasy or tacky feel and its ability to impart a silky, smooth texture to hair
Performance: Helps to form emulsions by reducing the surface tension of the substances to be emulsified
Vegan

Isobutane

Propellant
Colourless, odourless gas which is used for aerosol spray cans
Performance: Enables a fine spray distribution.
Vegan

Isododecane

Shine agent / Solvent
Synthetically or naturally derived colorless and very pure hydrocarbon.
Performance: Spreads very well on the hair's surface providing an even and shiny surface and a smooth touch.
Vegan

Isopropyl Alcohol

Solvent
Isomer of propanol
Performance: Adjusts the product viscosity and texture
Vegan

L

Lactic Acid

pH Adjuster
Synthetically or naturally derived alpha-hydroxy acid (AHA)
Performance: Adjusts the pH level and stabilises the product formula. In addition Lactic Acid is a well known humectant
Vegan

Laurdimonium Hydroxypropyl Hydrolyzed Wheat Protein

Conditioning Agent
Vegetable derived protein
Performance: Provides anti-static and conditioning benefits
Vegan

Linalool

Perfume Compound
Naturally occurring terpene alcohol found in many flowers and spice plants
Performance: Provides pleasant scent (floral, with a touch of spiciness)
Vegan

M

Magnesium Sulfate

Texturizing agent
Salt, obtained from the mineral epsomite. Can also be prepared commercially by the reaction of magnesium carbonate with sulfuric acid
Performance: Enhances volume, grip and texture
Vegan

Methyl Benzoate

Perfume compound
Ester, strongly reminiscent of the fruit of the feijoa tree
Performance: Provides a pleasant smell
Vegan

Methylparaben

Preservative
Often used as an anti-fungal agent in a variety of cosmetics
Performance: Protects the integrity and the performance of the formula
Vegan

O

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

Styling polymer
Known for its film forming and antistatic benefits
Performance: Helps to give hair fixation
Vegan

Octyldodecanol

Solvent
Fatty alcohol
Performance: Adjusts the product viscosity and texture
Vegan

Octyldodecyl Stearate

Solvent
Synthetical ingredient
Performance: Adjusts the product viscosity and texture
Vegan

Oleth-20

Emulsifier
Polyethylene glycol ethers of oleyl alcohol
Performance: Improves the stability of the formula
Vegan

Ozokerite

Synthetically derived or naturally occurring odoriferous mineral wax or paraffin
Performance: Improves the viscosity and texture of the formula
Vegan

P

Palmitic Acid

Stabilising Agent
Derived from the fruit of the oil palm tree
Performance: Improves the stability of the formula
Vegan

Panthenol

Conditioning Agent
Synthetic or natural Vitamin B-5 derivative
Performance: Helps to improve the moisture level of the hair and helps to protect the hair structure
Vegan

Paraffinum Liquidum (Mineral Oil, Huile Minérale)

Emollient
Highly refined mineral oil; specifically isolated part of petroleum that is very pure and inert
Performance: Adjusts the product viscosity and texture; provides shine
Vegan

Parfum (Fragrance)

Fragrance
Performance: Provides the desired Session Label scent
Vegan

PEG/PPG-18/18 Dimethicone

Co-Emulsifier / Conditioning Agent
Silicone oil = synthetic polymers made up of repeating units of siloxane
Performance: Improves product spreadability and hair feel
Vegan

PEG-100 Stearate

Emollient / Emulsifying Agent
Non-ionic oil-in-water emulsifier
Performance: Adjusts the product viscosity and texture
Vegan

PEG-32

Solvent / Humectant
Polymer of ethylene oxide
Performance: Adjusts the product viscosity and texture
Vegan

PEG-40 Hydrogenated Castor Oil

Emollient / Emulsifying Agent / Solubiliser / Surfactant
Derived from Castor oil; known for its good moisturising properties
Performance: Adjusts the product viscosity and texture
Vegan

Petrolatum

Emollient
Synthetic or mineral derived, can be sourced from crude oil; also known as Vaseline
Performance: Adds a waxy consistency
Vegan

Phenoxyethanol

Preservative
A glycol ether that is primarily used as a preservative in cosmetics and beauty products
Performance: Protects the integrity and the performance of the formula
Vegan

Phenyl Trimethicone

Anti-foaming Agent / Hair Conditioning Agent
Silicone-based oil/fluid
Adjusts the product viscosity and texture.
Performance: Helps to enhance the appearance and feel of hair
Vegan

Polyquaternium-11

Styling Polymer /Film forming agent
Polymeric quaternary ammonium salt
Performance: Provides volume and hold
Vegan

Polysorbate 80

Emollient / Emulsifying Agent
Synthetically derived
Performance: Improves the stability of the formula
Vegan

Potassium Sorbate

Preservative
Synthetically derived potassium salt of sorbic acid. Occurs naturally in some berries
Performance: Protects the integrity and the performance of the formula
Vegan

PPG-5-Ceteth-20

Emulsifying Agent / Emollient
Synthetically derived; known for its ability to reduce the greasy effect of oils.
Performance: Improves the stability and texture of the formula
Vegan

Propylene Glycol

Solvent
Synthetic alcohol
Performance: Adjusts the product consistency and texture
Vegan

Propylparaben

Preservative
Synthetically derived
Performance: Protects the integrity and the performance of the formula
Vegan

Pumice

Texturizing Agent
Naturally derived powder of vulcanic rock
Performance: Provides grip and a matte finish
Vegan

PVP

Styling Polymer
Synthetic film former which is found in many hair cosmetic products
Performance: Provides hold and volume
Vegan

R

Rhus Verniciflua Peel Cera (Rhus Verniciflua Peel Wax)

Texturizing agent
Vegetable wax, also known as Japan Wax
Performance: Supports a mouldable product consistency and creates hold
Vegan

S

Silica Silylate

Bulking Agent
Synthetically derived
Performance: Supports grip and texure
Vegan

Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer

Styling Polymer /Film Forming Agent
Synthetically derived
Performance: Provides hold
Vegan

Sodium Benzoate

Preservative
It is most widely used in acidic foods, medicines, and cosmetics
Performance: Protects the integrity and the performance of the formula
Vegan

Sodium Citrate

pH Adjuster
Salt of citric acid; occurs naturally in plants
Performance: Adjusts the pH level and stabilises the product formula
Vegan

Sodium Polyacrylate

Viscosity Agent
Synthetically derived copolymer
Performance: Adjusts the product viscosity and texture
Vegan

Steareth-2

Surfactant / Emulsifying Agent
Derived from fatty alcohol
Performance: Stabilises the product formula
Vegan

Steareth-21

Surfactant / Emulsifying Agent
Polyethylene glycol ethers of stearic acid
Performance: Helps to form emulsions by reducing the surface tension of the substances to be emulsified
Vegan

Stearic Acid

Viscosity Agent
Synthetically derived long-chain fatty acid. Present in humans, animals and some plants
Performance: Adjusts the product viscosity and texture
Vegan

Stearyl Stearate

Emulsifying Agent / Thickening Agent
Synthetically derived wax from stearyl alcohol and stearic acid
Performance: Adjusts the product viscosity and texture
Vegan

T

Tapioca Starch

Texturizing Agent
Tapioca is a starch extracted from the roots of the cassava plant
Performance: Helps to create a dry texturizing effect on hair
Vegan

Tribehenin

Conditioning Agent
Synthetically or naturally derived from glycerin and behenic acid (from the seeds of the Ben-oil tree, also known as Moringa oleifera)
Performance: Provides a pleasant hair feel
Vegan

Triethoxycaprylylsilane

Emulsifying Agent / Conditioning Agent
Synthetically derived silicone derivative
Performance: Adjusts the product viscosity and texture
Vegan

Triethyl Citrate

pH Adjuster
Ester of citric acid, produced via fermentation
Performance: Adjusts the pH level and stabilises the product formula
Vegan

Trimethylsiloxysilicate

Conditioning Agent / Emulsifying Agent
Silicone derivative
Performance: Helps to increase the softness or smoothness of hair
Vegan

V

VP/VA Copolymer

Styling Polymer /Film Former
Synthetically derived
Performance: Allows hair to hold a style longer by preventing moisture from entering the hair shaft
Vegan

Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer

Styling Polymer /Film Former
Synthetically derived
Performance: Provides "natural feel" hold
Vegan

Z

Zea Mays (Corn) Starch

Styling Polymer / Film Former
Modified starch derived from corn (maize)
Performance: Provides hold
Vegan



C R A F T T H E D I F F E R E N C E

