



# PRODUCT GUIDE

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INTERNAL USE ONLY





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# OVERVIEW

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Our cleansing, conditioning, foundation, styling, and finishing products are:

- Cruelty-free
- Color-safe
- Loaded with botanicals, antioxidants and other natural ingredients that:
  - Add shine
  - Add softness
  - Promote healthy hair growth
  - Soothe the scalp
  - Mend damaged hair
  - Slow the aging process
  - Prevent premature graying
- Formulated with cocktailing in mind, to customize hold and function

SEVEN® uses BPA-free recyclable bottles and tubes and many of our products are created in energy efficient, solar-powered labs.

We are a Made in the U.S.A brand as certified by American Made Beauty™.

SEVEN® products are natural-inspired and are formulated without:

- Sodium Laureth Sulfate (SLES)
- Sodium Lauryl Sulfate (SLS)
- Parabens
- Phthalates

We use over 70 natural ingredients throughout the line, including botanicals, vitamins, and antioxidants to promote healthy hair and use natural oils like Brazil nut oil and coconut oil to provide slip, softness and shine without buildup.

The majority of our products are vegan, meaning they do not contain beeswax, lanolin, hydrolyzed keratin protein, and/or silk amino acids. While OPTI biotin supplement is not vegan because it contains fish oil and is made with a gelatin capsule, it is gluten-free. For a full list of our vegan products, see the Appendix in the back of this guide.







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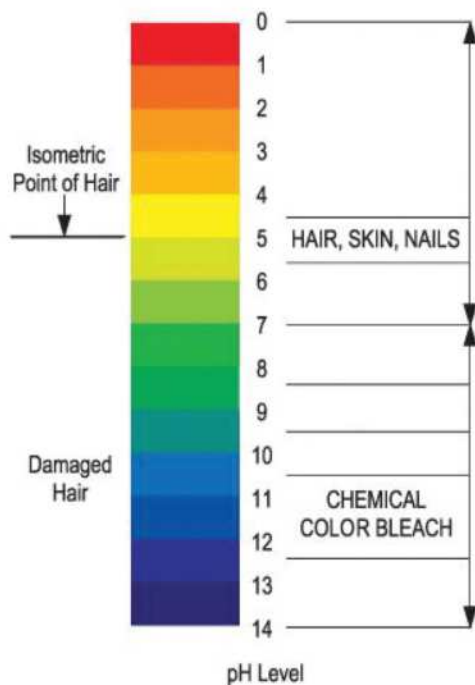
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Our products are gluten-free, except for a select few that contain hydrolyzed wheat protein. OPTI biotin supplement does contain wheat germ oil, but it is a processed form that no longer contains gluten. For a full list of our gluten-free products, see the Appendix in the back of this guide.

A note on gluten: There are three types of dangerous wheat allergies or sensitivities which are caused by eating wheat or inhaling uncooked wheat. These three conditions (Celiac Disease, Gluten Intolerance, and Baker's Asthma) are not triggered by topical use of beauty products, according to the Mayo Clinic and Medical News Today.

It is possible for patients with these conditions to have a skin reaction to food they ingested, but not from products with gluten.

## The pH Scale



All products are pH stable.

These are our most commonly asked about products:

- Shampoos – average pH of 5.5
- Conditioners – average pH of 4.5



# The SEVEN® Collections

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## The SEVEN® Collections

Grouped together by function, the SEVEN® product collections are distinguished by vivid colors and have names inspired by luxurious fabrics, showcasing our belief that haircare is intimately connected to the world of fashion.

These collections are:

**SATARA® – The Essentials.**

**GAZAR® – Radiant Style.**

**RINZU® – Color Protect.**

**CUBICA® – Last & Layer.**

**KENTE® – Brilliant Strength.**

Within these collections, our products fall into five product types:

### **CLEANSING AND CONDITIONING**

All of our shampoos are Sodium Lauryl Sulfate-free and Sodium Laureth Sulfate-free, paraben-free, phthalate-free and dye-free. They are all color-safe and also safe for keratin or Brazilian Blowout-treated hair.

### **FOUNDATION**

By priming and protecting your hair, our foundation products give your style the support it needs. With the right foundation, everything just behaves a bit better.

### **STYLING**

Our styling products can be used individually or cocktailed and layered together to create looks ranging from smooth and sleek to textured and voluminous.

### **FINISHING**

Our finishing products are key to those crucial final steps, eliminating stray flyaways, polishing rough ends, sculpting hair shape and securing styles in place. Our unisex pomades and pastes are water-soluble, making them perfect to cocktail together to create custom levels of hold and shine. Our fine-mist hairsprays offer two levels of flexible hold that won't flake or dull your hair.

### **SUPPLEMENTS**

Designed to cultivate beauty from the inside out, our high-quality dietary supplements are formulated to develop healthy, shiny, luxurious hair.







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# SATARA® The Essentials.

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In elegant warm gray packaging, the SATARA® collection is a line of essentials that creates healthy, vibrant, dimensional hair. From cleansing and conditioning to styling and finishing, these products are formulated to be versatile, nourishing, and effective.

## Cleansing and Conditioning

OPTI shampoo

OPTI conditioner

VOLUME shampoo

VOLUME conditioner

## Foundation

SEAL spray

BOOST spray

## Styling

RELAX serum

SHAPE gelee

The fabric: A lustrous woven cloth originating from Satara, India, it is as versatile as it is strong.

How to pronounce it: suh-TAR-ah



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# SATARA® The Essentials.

## OPTI shampoo

Fragrance: Italian Bergamot Neroli

### What is it?

A gentle shampoo that targets hair thinning and hair loss concerns. Formulated with nature-based active ingredients that are clinically proven to promote healthy hair growth and restore fullness and vitality.

### How is it used?

Wet hair, lather, and gently massage shampoo into your scalp, focusing on the roots to promote healthy hair growth. For best results, follow with OPTI conditioner.

### What's in it?

**Procapil®** – A dihydrotestosterone (DHT) blocking, plant-based alternative to Minoxidil that stimulates hair growth and strengthens hair by providing oxygen and nourishment to hair follicles

**Capixyl™** – A DHT blocking amino acid complex that reduces free radicals that damage hair, promoting natural hair growth. Capixyl™ strengthens hair bulbs, anchoring them firmly in their follicles, and improves the overall health and vitality of hair

**Collagen** – An amino acid used to build keratin that increases strength, elasticity, and moisture, resulting in longer, thicker, and shinier hair

**Caffeine** – A stimulant that minimizes hair thinning by counteracting DHT, leading to thicker hair, a longer hair growth stage, and increased keratin production.

**Hydrolyzed Rice Protein** – A sustainable protein clinically proven to add significant volume while providing nourishing softness and strength

**Green Tea** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Red Clover** – A rich source of isoflavones—plant-based compounds that mimic estrogen—that acts as a natural DHT blocker helping to combat hair thinning and hair loss





# SATARA<sup>®</sup> The Essentials.

## OPTI conditioner

Fragrance: Italian Bergamot Neroli

### What is it?

A nourishing conditioner that targets hair thinning and hair loss concerns. Formulated with nature-based active ingredients that are clinically proven to promote healthy hair growth and restore fullness and vitality.

### How is it used?

Work a generous amount through clean, wet hair. Gently massage conditioner into your scalp, focusing on the roots to promote healthy hair growth. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Procapil<sup>®</sup>** – A dihydrotestosterone (DHT) blocking, plant-based alternative to Minoxidil that stimulates hair growth and strengthens hair by providing oxygen and nourishment to hair follicles

**Capixyl<sup>™</sup>** – A DHT blocking amino acid complex that reduces free radicals that damage hair, promoting natural hair growth. Capixyl<sup>™</sup> strengthens hair bulbs, anchoring them firmly in their follicles, and improves the overall health and vitality of hair

**Collagen** – An amino acid used to build keratin that increases strength, elasticity, and moisture, resulting in longer, thicker, and shinier hair

**Ginseng Root:** An herbal extract that invigorates the scalp and hair follicles to add volume at the root

**Vitamin B3** – A water soluble nutrient that improves blood circulation by bringing oxygen to hair follicles, extending the hair growth phase and reducing hair loss

**Biotin (Vitamin B7)** – B vitamins are key for metabolism, and biotin in particular is vital in processing amino acids, the building blocks of protein which healthy hair and nails depend on



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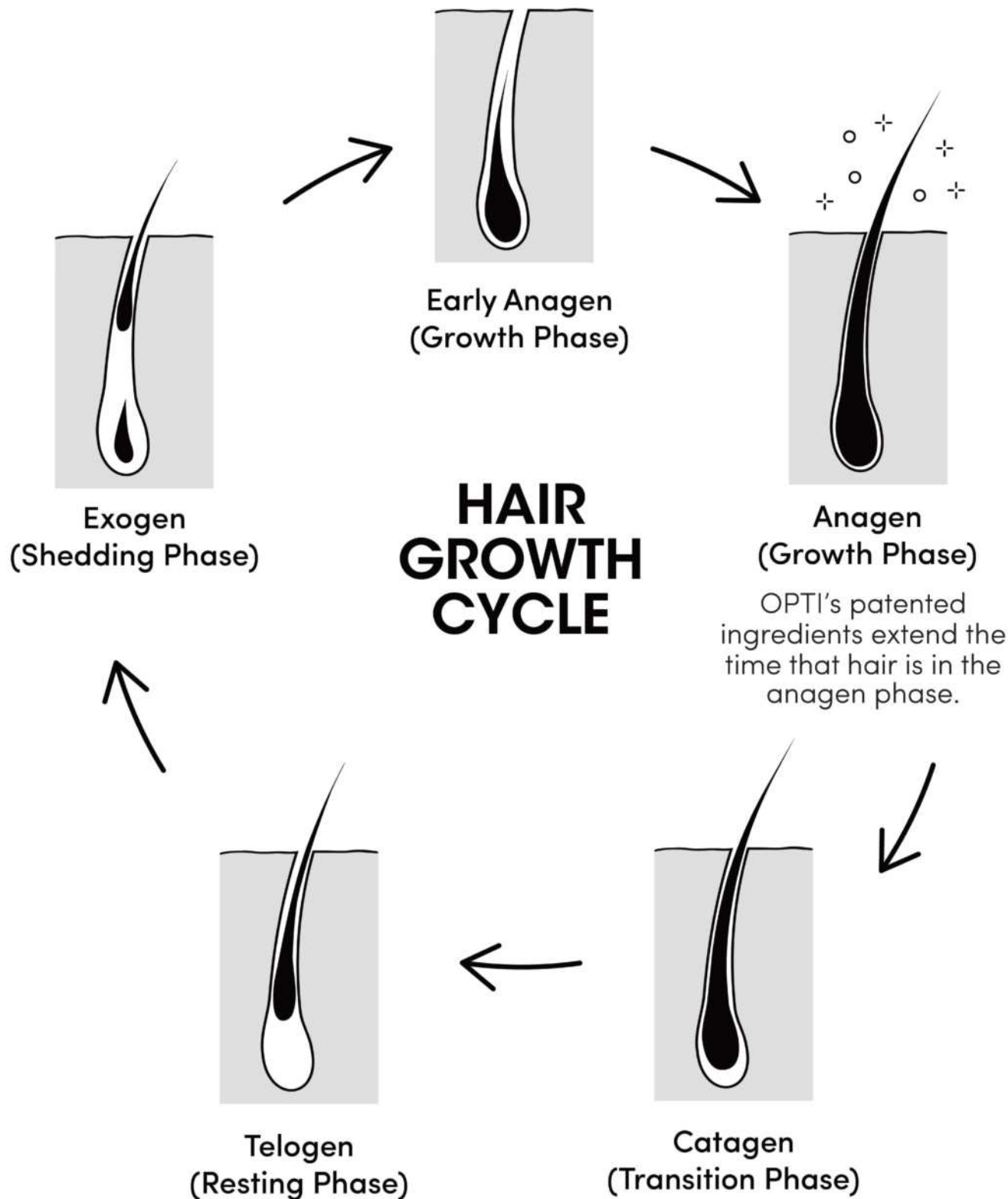




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PROMOTES  
HEALTHY GROWTH  
AND RESTORES VITALITY.





# SATARA<sup>®</sup> OPTI shampoo & conditioner

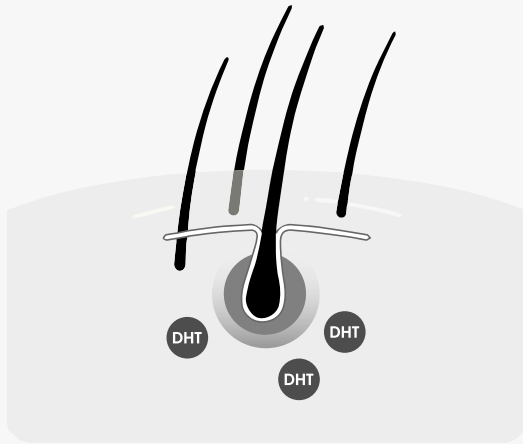
## Science + Nature

Hair loss can be attributed to several factors that affect the health and vitality of our precious locks. One significant cause is poor microcirculation, which hampers the nourishment and oxygen supply to the scalp. OPTI shampoo and conditioner improve scalp circulation, ensuring vital nutrients reach the hair follicles, promoting a healthier environment for growth.

As we age, the follicles undergo changes that can lead to hair loss. Aging follicles exhibit a weakened structure, characterized by a decrease in cell activity. OPTI's innovative formula works to strengthen the follicles, stimulating the production of additional cells. This enhanced structure rejuvenates the follicle, resulting in a more robust and resilient ecosystem for hair growth.

Furthermore, OPTI's remarkable formula addresses another crucial aspect: **hair anchoring**. The active ingredients promote root thickening and strengthening, which allows the hair to secure itself more deeply within the hair bulbs, anchoring them firmly in their follicles. This helps to prevent premature shedding and promotes longevity.

One of the key secrets lies in OPTI's ability to block dihydrotestosterone (DHT), a potent androgen hormone responsible for hair loss and thinning in both men and women. By using two powerful patented ingredient complexes, **Procapil<sup>®</sup>** and **Capixyl<sup>™</sup>**, OPTI safeguards the follicles, extending the anagen phase—or growth phase—of the hair cycle, while minimizing the telogen phase—or resting phase. This elongated growth period enables hair to flourish, resulting in thicker, fuller, and healthier looking strands. OPTI also infuses collagen, an essential protein known for its youthful properties, into the hair, adding body, fullness, and a lustrous shine. This powerful protein amplifies the overall appearance of your hair, adding moisture and enhancing strength and resilience.



### PREVENT LOSS

- Procapil<sup>®</sup> and Capixyl<sup>™</sup> work together to block dihydrotestosterone (DHT), a potent hormone that causes hair loss in men and women
- Extends the anagen (growth) phase of the hair cycle while reducing the telogen (resting) phase, preventing premature shedding and promoting healthy growth
- Procapil<sup>®</sup> is clinically proven to reduce hair loss by 58%. It also provides nourishment to the hair and ensures stronger and healthier hair



### PROMOTE REGROWTH

- Increases blood circulation to the scalp, strengthening and revitalizing hair follicles
- Creates a balanced ecosystem for healthy hair growth
- Prevents premature shedding by promoting root thickening and strengthening, allowing hair to be secured tightly within the follicle



### VOLUMIZE

- Collagen enhances strength, elasticity, and resilience of hair while adding moisture, body and fullness
- Invigorates the scalp and hair follicles to add volume at the root





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# SATARA® The Essentials.

## VOLUME shampoo

Fragrance: Wild Jasmine Pomegranate

### What is it?

Our shampoo for full, touchable hair with body and bounce.

### How is it used?

Wet hair, lather well, and rinse thoroughly. Follow with conditioner.

### What's in it?

**Hydrolyzed quinoa** – The most lightweight perfect protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration and shine, all while volumizing dull, limp hair

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Superoxide dismutase** – An enzyme with anti-aging properties that neutralizes the superoxide free radical, helping to prevent hair loss and premature graying, and to increase hair growth

**Organic Brazil nut oil** – Promotes shine, silkiness, and softness while also helping to restore damaged hair

**Organic argan oil** – Seals in moisture, reduces flyaways, and increases shine

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair



### STYLIST NOTES



- Does not make hair feel dry like traditional volume shampoos, which roughen up the cuticle to give the look of extra volume
- Hydrolyzed quinoa is the key ingredient which not only adds body to fine hair, but also strengthens and adds shine



# SATARA® The Essentials.

## VOLUME conditioner

Fragrance: Wild Jasmine Pomegranate

### What is it?

A conditioner that provides fullness, depth, bounce, and contains powerful antioxidants to increase strength and shine.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Hydrolyzed quinoa** – The most lightweight perfect protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration and shine, all while volumizing dull, limp hair

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Sea buckthorn extract** – Contains high levels of omegas and vitamins to promote healthy hair follicles and protect the hair cuticle

**Grape seed extract** – A strong antioxidant that promotes hair growth and aids in hair loss prevention

**Sugar cane extract** – A source of glycolic acids that increases detangling ability and helps protect hair from damage

**Moringa Oleifera seed oil** – Moisturizes the scalp and strengthens hair

**Organic green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Organic argan oil** – Seals in moisture, reduces flyaways, and increases shine

**Acai berry extract** – A detoxifying antioxidant that contains protein, omega fatty acids, and vitamins to promote healthy hair growth







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# SATARA® The Essentials.

## SEAL spray

Fragrance: Persimmon Pear

### What is it?

The perfect foundation for styling products, our SEAL spray seals the cuticle, locks in moisture, and evens out hair's porosity.

### How is it used?

Spray generously from roots to ends. Comb through after shampoo and conditioner and before styling products.

### What's in it?

**Organic aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Rosemary leaf extract** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities.

**Lemon balm leaf extract** – An expensive essential oil with anti-inflammatory properties

**Hops extract** – Repairs damaged hair and enhances shine and softness

**Lemongrass extract** – Acts as a natural moisturizer and can prevent dry scalp and dandruff

**Chamomile extract** – Brightens hair, enhances highlights, and soothes irritated scalp

**Yarrow extract** – Acts as an anti-inflammatory and antiseptic, believed to promote hair growth

**Pro Vitamin B5** – Adds strength, body, and shine to hair



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# SATARA<sup>®</sup>

## SEAL

### spray

An all over  
hair plumper



#### STYLIST NOTES

- An aloe vera base makes SEAL lighter than water and able to be used amply without the risk of weighing down hair. 15-20 sprays per application is normal for this product
- Has a low pH, allowing it to close the cuticle, keeping color vibrant longer, reducing frizz and increasing shine.
- Fills and evens out the porosity of hair
- Acts as a superior cutting lotion to water, because water dries unevenly, leaving dry spots that ruin tension, creating non straight lines
- Resets your look without having to shampoo, especially when used with BOOST, and can also be used to fix bed head
- Contains hops extract, the same hops found in beer. Many women use beer as a conditioner because it leaves their hair so soft. Both SEAL and RELAX contain hops extract which is great for softening hair





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# SATARA<sup>®</sup> The Essentials.

## BOOST spray

Fragrance: Orris Santal

### What is it?

A light hold spray to increase shine and amplify volume from roots to ends while leaving hair soft and light.

### How is it used?

Spray generously all over hair from roots to ends after shampoo and conditioner and before other styling products, and comb through for even distribution.

### What's in it?

**Hydrolyzed wheat protein** – A gentle protein that has been broken down by hydrolysis into smaller units so that it may penetrate the hair shaft and adhere to gaps in the hair cuticle. It not only strengthens hair, but moisturizes it as well, which lessens the risk of “over-proteinization”

**Chamomile extract** – Brightens hair, enhances highlights, and soothes irritated scalp

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Burdock root extract** – Promotes healthy scalp and prevents hair loss

**Brazil nut oil** – Promotes shine, silkiness, and softness while also helping to restore damaged hair







### STYLIST NOTES

- Can be used as all-over hair plumper, not just a root boost
- Extremely lightweight – this is not like a traditional thickening spray where after 5 sprays it feels like round-brushing through straw
- 15+ sprays per application is normal for this product
- Helps to dissolve buildup from products, residue and oils, so it can be used if too much product is applied
- Almost every client can use BOOST
- BOOST throughout hair and MOUSSE at the roots is a very common recipe for volume





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# SATARA The Essentials.

## RELAX serum

Fragrance: Azure Seas

### What is it?

An essential serum to tame coarse, curly, unruly tresses while protecting against thermal styling damage, leaving hair soft and supple.

### How is it used?

Apply a liberal amount to damp hair to aid in blow drying hair straight.

### What's in it?

**Rosemary leaf extract** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities.

**Lemon balm leaf extract** – An expensive essential oil with anti-inflammatory properties

**Hops extract** – Repairs damaged hair and enhances shine and softness

**Lemongrass extract** – Acts as a natural moisturizer and can prevent dry scalp and dandruff

**Chamomile extract** – Brightens hair, enhances highlights, and soothes irritated scalp

**Yarrow extract** – Acts as an anti-inflammatory and antiseptic, believed to promote hair growth

**Aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Superoxide dismutase** – An enzyme with anti-aging properties that neutralizes the superoxide free radical, helping to prevent hair loss and premature graying, and to increase hair growth.

**Lecithin** – An antioxidant that restores hair texture and promotes overall elasticity, pliability, and sheen

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Hydrolyzed wheat protein** – A gentle protein that has been broken down by hydrolysis into smaller units so that it may penetrate the hair shaft and adhere to gaps in the hair cuticle. It not only strengthens hair, but moisturizes it as well, which lessens the risk of "over-proteinization".







# SATARA®

## RELAX

### serum

▶ For a sleek, smooth finish.  
Use on damp hair before a blowout.  
Thermal protection.



#### STYLIST NOTES

- You can use a lot of RELAX. Don't be shy. Because it's a water-soluble serum, it is uniquely lightweight and able to be used from roots to ends.
- Think of RELAX like a liquid flat iron
- A straightening aid, not a magic potion – you still need good tension in your blowout to get the best results.
- Pairs well with MOUSSE for blowouts. Cocktail with DIAMOND to add shine and moisture for drier hair types





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# SATARA® The Essentials.

## SHAPE gelee

Fragrance: Summer Nectar

### What is it?

Ideal for voluminous blowouts, SHAPE gelee adds body and lift with a medium hold for a soft finish.

### How is it used?

For a long-lasting blowout with volume, structure, and memory, work through damp hair from roots to ends. Can be round brushed for added height or used for set styling.

### What's in it?

**Ginger root extract** – Revered for centuries as an invigorating, anti-aging remedy, the fatty acids, vitamins, and minerals in ginger can also benefit scalp health and hair strength

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Sunflower seed extract** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Glycerin** – Glycerin is a humectant that naturally works to pull moisture into hair and retain it







### STYLIST NOTES

- Practically weightless, SHAPE leaves virtually no product feel in the hair and rinses completely clean. A round brush can easily slip through without the stickiness
- This powerhouse formula contains both UV protection to prevent color fade and thermal protection for use with hot tools
- Pair it with BOOST for extra sky-high lift





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# GAZAR® Radiant Style.

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Packaged in a ripe tangerine tone, the GAZAR® collection adds moisture and builds brilliance.

## Cleansing and Conditioning

HYDRATE shampoo

HYDRATE conditioner

BALANCE co-wash

DIAMOND hair mask

## Foundation

LEAVE-IN conditioner spray

## Styling

BLOWOUT butter

DIAMOND serum

## Finishing

POLISH balm

The fabric: Gleaming, pliable, and lightweight, Gazar was a staple of early Balenciaga bridal couture.

How to pronounce it: gah-ZAHR



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# GAZAR® Radiant Style.

## HYDRATE shampoo

Fragrance: Amber Santal

### What is it?

As lush as a waterfall, our HYDRATE shampoo delivers a sumptuously rich cleansing experience that quenches dry hair.

### How is it used?

Wet hair, lather well, and rinse thoroughly. Follow with conditioner.

### What's in it?

**Cactus flower** – Cacti thrive in arid environments by preventing the escape of water, so what better plant to look to for moisture retention in parched hair

**Pro Vitamin B5** – A potent vitamin that adds strength, body, and shine to hair

**Horsetail herb** – An important nutrient, the silica found in horsetail herb is key for balancing calcium and magnesium levels and can improve tensile strength and elasticity of hair while decreasing breakage

**Sugarcane extract** – High in glycolic acids, sugarcane helps detangle and protect hair from damage



### STYLIST NOTES

- This is the perfect shampoo set for curls, or anyone needing a huge boost of moisture.
- HYDRATE is packed with moisture and a little goes a long way. You don't need a lot of shampoo to get that lavish lather.



# GAZAR® Radiant Style.

## HYDRATE conditioner

Fragrance: Amber Santal

### What is it?

Our most moisturizing conditioner, HYDRATE uses chia seed oil, jojoba oil and argan oil to seal and heal.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Chia seed oil** – Rich in omega-3 fatty acids, proteins, and zinc, this amazing oil assists in the production of new hair cells that boost hair growth

**Argan oil** – A light, easily absorbed organic nut oil that seals moisture into hair, reduces flyaways, and increases shine

**Jojoba oil** – One of the most nutrient-rich and expensive botanical oils, jojoba oil is the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity

**Biotin** – B vitamins are key for metabolism, and biotin in particular is vital in processing amino acids – the building blocks of protein which healthy, lush hair depends on



### STYLIST NOTES

- This is the perfect conditioner for curls, or anyone needing a huge boost of moisture.
- When do you need HYDRATE conditioner? If hair is curly or porous, there is a good chance it will need extra moisture. If you have secondary needs, consider addressing this with your foundation spray - BOND reparative spray for healing, for instance, or COVER uv spray for color retention.







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# GAZAR<sup>®</sup> Radiant Style.

## BALANCE co-wash

Fragrance: Cashmere Breeze

### What is it?

A one-step cleansing alternative that gently removes impurities while leaving hair soft and hydrated.

### How is it used?

Work a generous amount through wet hair, massage from scalp to ends, and rinse. For best results, rotate every other wash with your regular shampoo and conditioner.

### What's in it?

**Coconut oil** – Moisturizes and smooths the hair follicle. Improves the condition of the scalp, thereby leading to healthier hair growth

**Meadowfoam Seed Oil** – Rich with antioxidants and fatty acids meadowfoam seed oil locks in moisture and helps prevent brittleness, tangles, frizz, and dullness

**Shea Butter** – A rich emollient that seals in moisture to hair and soothes dry scalp

**White Tea** – An antioxidant with anti-bacterial and anti-fungal properties that protects and strengthens hair follicles, which slows hair loss







### STYLIST NOTES

- Recommended for those with curly, textured, or dry hair, or for active individuals who want to shampoo less often
- Co-wash is super moisturizing, and provides clean fresh hair without drying it out. It's also soothing for sensitive scalps and relieves itchiness
- Make sure to use a clarifying shampoo once every few weeks for a refresh, to prevent follicle fatigue, and to remove any product buildup





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# GAZAR<sup>®</sup> Radiant Style.

## DIAMOND hair mask

Fragrance: Honey Lime Cassis

**BEST FOR:** Dryness | Frizz | Detangling | Shine | Extensions

### What is it?

An ultra-hydrating deep conditioner that transforms dry, parched hair into silky, radiant perfection.

### How is it used?

Massage through damp hair from roots to ends. Leave in for 5–15 minutes for intense hydration and shine. Rinse thoroughly.

### What's in it?

**Honey extract** – A plant extract that softens hair and improves the health of hair follicles and scalp

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Apple extract** – A powerful source of alpha hydroxy acids & antioxidants, apple extract fights scavenging free radicals, protects against pollution, and promotes scalp renewal

**Sugar cane extract** – A plant extract high in glycolic acids that helps detangle and protect hair from damage







### STYLIST NOTES

- I love sending my curly clients home with DIAMOND hair mask! It keeps their curls hydrated and gives tons of shine. It's the perfect conditioning treatment to use after they use CLARIFY shampoo to deep clean their hair.
- It gives my hair extensions a ton of slip, and doesn't weigh it down.
- DIAMOND hair mask rinses out so clean. It doesn't leave your hair with a coating, and it's still soft post shower.
- As a male client, I let it sit on my scalp with the cold winters and dry skin.





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# GAZAR® Radiant Style.

## LEAVE-IN conditioner spray

Fragrance: Peony and Teakwood

### What is it?

A leave-in conditioner to detangle, nourish, and moisturize while providing deep shine.

### How is it used?

Mist evenly over hair to detangle and add softness, hydration, and shine.

### What's in it?

**Organic argan oil** – Seals in moisture, reduces flyaways, and increases shine

**Hydrolyzed quinoa** – A protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration, and shine

**Abyssinian seed oil** – From the yellow mustard plant that yields super light oils that eradicate the feeling of greasiness, and contains high levels of omega fatty acids that aid in hair growth and breakage control

**Pro Vitamin B5** – Adds strength, body, and shine to hair







### STYLIST NOTES

- Detangles and leaves hair incredibly soft without feeling heavy or greasy
- Protects hair from heat styling
- Spray on freshly curled hair if you want a looser curl pattern with added hydration
- Must have for anyone who wears hair extensions. It adds shine, softness and moisture, allowing a brush to slip through the hair





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# GAZAR<sup>®</sup> Radiant Style.

## BLOWOUT butter

Fragrance: Summer Nectar

### What is it?

A luxurious styling cream, BLOWOUT smooths, hydrates, and protects hair against heat damage, creating a healthy, glowing finish.

### How is it used?

For a blowout with movement and mega shine, work butter through damp hair and blow dry.

### What's in it?

**Cupuaçu butter** – A bigger, richer version of its cousin cocoa butter, cupuaçu is a supremely hydrating tropical butter that absorbs easily, drawing and trapping moisture into the hair

**Murumuru butter** – A light tropical butter that skips the residue, murumuru adds nourishment and shine without weighing down fine hair

**Coconut oil** – An anti-inflammatory nut oil that nourishes the hair follicle, moisturizes, and smooths the hair cuticle

**Jojoba** – One of the most nutrient-rich and expensive botanical oils, jojoba oil is the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity





# GAZAR® BLOWOUT butter



A luxurious, smoothing,  
hydrating styling cream



## STYLIST NOTES

- This rich, anti-frizz styling aid conditions and protects hair from damage during the straightening, curling, and blowout process
- Protects against humidity
- Specifically targets and smoothes areas of damage
- Provides silkiness, hydration, and shine without greasiness





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## GAZAR® Radiant Style.

### DIAMOND serum

Fragrance: Persimmon Pear

#### What is it?

DIAMOND is a serum that nourishes and brings a reparative softness to hair. This smoothing serum makes hair reflect light, adding a glossy shine.

#### How is it used?

Apply to wet or dry hair from mid-length to ends.

#### What's in it?

**Vitamin E** – Antioxidant and scalp conditioner

**Macadamia nut seed oil** – Removes dryness and frizziness by sealing moisture into the hair shaft and imparts shine and gloss

**Coconut oil** – Moisturizes and smooths the hair follicle. Improves the condition of the scalp, thereby leading to healthier hair growth







# GAZAR® DIAMOND serum

Use on damp hair before a blowout.  
Cocktail with any styling product.  
More shine and thermal protection.  
**Our Best Seller.**



## STYLIST NOTES

- DIAMOND serum is one of our bestsellers for a reason. It is one of the most versatile styling aids you'll find
- Works for all types of hair. Just use less on fine hair than you would on thick hair
- Can be added to any styling product to add more shine and thermal protection





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## GAZAR<sup>®</sup> Radiant Style.

### POLISH balm

Fragrance: Ambrosia Pomegranate

#### What is it?

Our versatile, super-shine balm to add separation and texture for short and long hair, smooth and messy looks.

#### How is it used?

Emulsify in palm of hand, and tousle into hair to add shine and smooth flyaways.

#### What's in it?

**Silk amino acids** – Rebuilds and protects damaged hair, with excellent moisture-binding properties







### STYLIST NOTES

- The most sophisticated shine of all the pomades
- Great for flyaways and calms frizz while adding humidity resistance
- Adds balance from the mid-shaft to ends on extra thick hair by calming it down and making hair appear "skinnier"
- Can be applied to the skin/hairline to prevent staining when applying color
- Great to scrunch into a pixie or bob for added separation and a piecey finish
- Cocktails well with FIBRE for a medium-strong hold, high shine pomade









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# RINZU® Color Protect.

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Colored a fearless ruby hue, the RINZU® collection safeguards color-treated tresses from heat, defends against the elements, and moisturizes while preserving color.

## Cleansing and Conditioning

COLOR shampoo

COLOR conditioner

HELIO violet shampoo

HELIO violet conditioner

## Foundation

COVER uv spray

## Styling

HEAT DEFENSE spray

The fabric: A silk damask, Rinzu was the preferred fabric for the brilliantly-hued kimonos of Japan's Edo era.

How to pronounce it: RIN-zoo







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# RINZU® Color Protect.

## COLOR shampoo

Fragrance: SEVEN Luxe

### What is it?

Our deeply nourishing color-preserving shampoo with a patented color protectant that prevents fading and builds hair fiber integrity.

### How is it used?

Wet hair, lather well, and rinse thoroughly. Follow with conditioner.

### What's in it?

**Prodew® amino acid blend** – Patented complex of 15 ingredients designed to strengthen, moisturize, and increase color retention

**Hydrolyzed quinoa** – A protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration, and shine

**Aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair

**Seaweed extract** – Stimulates healthy hair growth and assists the scalp in producing natural emollients



### STYLIST NOTES

- One of SEVEN®'s bestselling shampoos
- COLOR is a great choice for anyone with some dryness or damage and whose main concern is retaining color. Clients with heavily bleached or over processed hair should be prescribed BOND for more intense repair and moisture





# RINZU® Color Protect.

## COLOR conditioner

Fragrance: SEVEN Luxe

### What is it?

Our deeply nourishing color-preserving conditioner that prevents fading and builds hair fiber integrity.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Hydrolyzed quinoa** – A protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration, and shine

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Organic argan oil** – Seals in moisture, reduces flyaways, and increases shine

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair

**Sea buckthorn** – Contains high levels of omegas and vitamins to promote healthy hair follicles and protect the hair cuticle

**Hibiscus extract** – Strengthens and promotes healthy hair growth, and treats dry, itchy scalp

**Marsh mallow extract** – Has a slippery texture for easy detangling as well as softening and moisturizing hair

**Organic jojoba seed oil** – One of the most nutrient rich and expensive botanical oils, it's the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity.

**Chia seed oil** – Rich in omega-3 fatty acids, proteins, and zinc, all of which assist in the production of new hair cells that boost hair growth



**RINZU®  
HELIO**

Repairs and brightens blonde  
"Mistake proof" pigment  
won't overtone







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# RINZU® Color Protect.

## HELIO violet shampoo

Fragrance: SEVEN Luxe

### What is it?

A violet toning shampoo that keeps blondes bombshell-bright, countering brassiness and neutralizing yellow undertones as it gently cleanses and delivers instant softness, hydration, and shine.

### How is it used?

Wet hair, lather well, and leave in for 2-5 minutes depending on level of color toning desired. Rinse thoroughly, and follow with conditioner.

### What's in it?

**Patented amino acid blend** – Patented complex of 15 ingredients designed to strengthen, moisturize, and increase color retention

**Green tea leaf extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Silk amino acids** – Rebuilds and protects damaged hair, with excellent moisture-binding properties

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair

**White tea leaf extract** – An antioxidant with anti-bacterial and anti-fungal properties that protects and strengthens hair follicles, which slows hair loss



### STYLIST NOTES

- We recommend using HELIO 1-2 times a week, between recommended regular usage of BOND to give your blonde everything it needs to thrive – strength, moisture, color retention, and brightness.
- HELIO has been formulated with a level of pigment that we consider “mistake-proof,” meaning it won’t turn your client’s hair purple if she leaves it in longer than intended.
- The most dramatic brightening results are seen on level 8-10 blondes, while softer results with warmth reduction will be seen on darker blondes.





# RINZU® Color Protect.

## HELIO violet conditioner

Fragrance: SEVEN Luxe

### What is it?

A violet toning conditioner that deeply nourishes and keeps blondes bombshell-bright, countering brassiness and neutralizing yellow undertones.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Hydrolyzed quinoa** – A protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration and shine

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Organic jojoba seed oil** – One of the most nutrient rich and expensive botanical oils, it's the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity

**Chia seed oil** – Rich in omega-3 fatty acids, proteins, and zinc, all of which assist in the production of new hair cells that boost hair growth

**Organic argan oil** – Seals in moisture, reduces flyaways, and increases shine



### STYLIST NOTES

- Do your clients need a violet conditioner? YES! Bleached hair is damaged hair. If you have lightened hair, you need repair. HELIO violet conditioner gives you the opportunity to repair while simultaneously locking in the impact of your toning treatment.



**RINZU®**  
**HELIO**

Repairs and brightens blonde  
"Mistake proof" pigment  
won't overtone







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# RINZU® Color Protect.

## COVER uv spray

Fragrance: Grapefruit Bergamot

### What is it?

Our nutrient and antioxidant-rich foundation spray to nourish hair so it thrives despite exposure to sun, heat, and other damaging elements.

### How is it used?

Apply on damp or dry hair over the entire length and distribute evenly.

### What's in it?

**Zinc** – Extends color life by trapping color pigments deep within the hair shaft

**Sweet almond extract** – A rich source of Vitamin D and E that softens, strengthens, and nourishes hair while smoothing hair cuticles and reducing breakage

**Galanga root extract** – An antioxidant that provides color-treated hair with UV protection and fights the build-up of free radicals

**Echinacea extract** – Enhances blood circulation to the scalp and strengthens the hair follicles, promoting hair growth

**Organic chamomile essential oil** – Brightens hair, enhances highlights, and soothes irritated scalp

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Rosemary leaf extract** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities

**Goji berry extract** – Promotes healthy hair growth

**White tea extract** – An antioxidant with anti-bacterial and anti-fungal properties that protects and strengthens hair follicles, which slows hair loss

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair







# RINZU® COVER

uv spray

▶ Sun protection  
Anti color-fade  
Reduces static



## STYLIST NOTES

- Contains ingredients like chamomile and sunflower extract which will make your hair color more vibrant and reflect sunlight
- Mostly used as a blow dry primer, but can be used throughout the day on wet or dry hair for added protection
- Helps eliminate static from blowouts
- Speeds up blow dry time due to the hydrophobic nature of grapefruit seed oil, and adds thermal protection
- Zinc, galanga root extract and white tea extract act in combination to form an effective sunscreen for hair
- The difference between SEAL and COVER is that COVER is not an aloe vera based product and is not used as a cutting lotion or to close the cuticle. The main focus of COVER is to keep hair color vibrant and reflective. You can use both products together by applying SEAL, then layering with COVER to receive all benefits of each product





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# RINZU Color Protect.

## HEAT DEFENSE spray

Fragrance: Bergamot Black Currant

### What is it?

A powerful thermal protectant that provides up to 400° heat protection while sealing in natural luster and providing light hold with beautiful style memory.

### How is it used?

Spray on damp or dry hair from mid-length to ends before blow drying or styling with hot tools.

### What's in it?

**Castor oil** – Rich in ricinoleic acid, castor oil accelerates blood circulation to the scalp, protects hair follicles, nourishes, strengthens, and adds deep shine

**Pro Vitamin B5** – Adds strength, body and shine to hair

**Sunflower seed extract** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Hydrolyzed vegetable protein** – Absorbs quickly into the hair shaft to repair porous or damaged hair and split ends, without leaving buildup

**Hydrolyzed quinoa** – A protein containing all eight of the essential amino acids providing greater repair, damage protection, hydration, and shine

### COVER or HEAT DEFENSE?

When should you use RINZU® HEAT DEFENSE and when should you use RINZU® COVER? COVER is perfect for clients looking to shield their hair from everyday environmental aggressors, including sun exposure that can fade hair color, strip moisture and dull shine. RINZU® HEAT DEFENSE is a must for those clients who regularly use hot tools.







# RINZU® HEAT DEFENSE spray

▶ Light hold and excellent  
style memory

Adds shine as it protects

Use on dry or damp hair

Beauty Launchpad Award Winner



## STYLIST NOTES

- Spray generously throughout damp hair before a blowout or spritz lightly on dry hair as a setting spray before using a flat iron, curling wand, or any other hot tool
- Enhances body and volume, revitalizes curl, and adds reflective shine while offering deep protection from styling tool heat.
- A fantastic foundation, RINZU® HEAT DEFENSE reduces friction for easier combing, and smooths the cuticle
- Has anti-static properties
- Remember, no product replaces common sense when it comes to using high heat on hair. Teach your client the proper way to use their hot tools, including what their heat threshold is based on hair type, health and texture.





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# CUBICA® Last & Layer.

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The Cubica® collection is dedicated to getting the extra mile out of your style. Always soft to the touch and made to layer, these products refresh the scalp, volumize, emphasize natural texture, and have just the right amount of hold when you need it.

## Cleansing and Conditioning

RENEW scalp detox

CLARIFY shampoo

7-DAY shampoo

7-DAY conditioner

## Foundation

TINGLE scalp elixir

## Styling

TOUSLE spray

LOFT volumizer

NUVO gel

WAVE curl cream

MOUSSE foam

SWEPT texture spray

DRY SHAMPOO spray

## Finishing

WORKING spray

CLASSIC hairspray

**The fabric: A fine-woven, layerable twill.**

How to pronounce it: CUBE-ick-ah



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# CUBICA® Last & Layer.

## RENEW scalp detox

Fragrance: Peony Frost

### What is it?

A pre-shampoo scalp treatment that deeply cleanses and exfoliates while promoting circulation and nourishing hair follicles for healthier, stronger hair.

### How is it used?

Before shampooing, apply directly to the scalp on dry or wet hair. Massage using fingers or scalp brush, and leave in for 3-5 minutes. Rinse thoroughly. Use weekly or as needed.

### What's in it?

**Charcoal** – A natural exfoliator that unclogs pores in your scalp, detoxifies hair follicles, absorbs excess oils, and relieves flakiness and itchiness

**Kaolin** – A mineral rich ingredient that cleanses and calms the scalp, balances natural oil production, and smooths damaged hair, leaving it feeling soft and healthy

**Papaya Enzyme** – An antioxidant that removes dead skin cells, fights free radical damage, and relieves dry, itchy, and flaky scalp while enhancing blood circulation and promoting healthy hair growth

**Peppermint** – An essential oil that increases circulation and promotes healthy hair growth while soothing the scalp

**Shea Butter** – A rich natural emollient that seals in moisture to hair and soothes dry scalp

**Coconut Oil** – An anti-inflammatory nut oil that moisturizes, nourishes the hair follicle, and improves the condition of the scalp, leading to healthier hair growth

**Sunflower Seed Oil** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Bromelain** – An antioxidant-rich, plant-based (Pineapple) enzyme that reduces inflammation and stimulates hair growth, resulting in softer and shinier hair

**Eucalyptus** – Widely used as for its anti-inflammatory and antibacterial properties, eucalyptus oil stimulates and soothes the scalp











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# CUBICA<sup>®</sup> Last & Layer.

## CLARIFY shampoo

Fragrance: Natural Rosemary & Eucalyptus

### What is it?

An essential oil rich clarifying shampoo to detoxify the scalp and eliminate buildup from hard water minerals, pollutants, excess oils, and styling product residue.

### How is it used?

Wet hair, lather, and massage into scalp to invigorate. Rinse well. Follow with conditioner or mask. Use one to two times per month to enhance shine and bring vibrancy to hair while eliminating impurities that dull tone.

### What's in it?

**Rosemary & Eucalyptus** – Widely used for their anti-inflammatory and antibacterial properties, eucalyptus and rosemary work together to stimulate the scalp and improve circulation

**Ginseng** – An herbal extract that invigorates the scalp and hair follicle to add volume at the root

**Sage** – Rich with antioxidants and stimulating for the scalp, sage can increase circulation and improve hair follicle formation

**Willow Bark** – Helping to balance sebum levels and reduce dandruff, willow bark clears pores on the scalp providing a deep clean and making way for healthy growth

**Dog Rose** – Often used in skin care to stimulate collagen production, the extract from wild rose hips (rosa canina or dog rose) is high in vitamin C, antioxidants, and essential fatty acids, making it excellent for scalp cleansing and care



SEVEN<sup>®</sup> 7





### STYLIST NOTES

- Use monthly for a scalp refresh and residue reset
- Use bi-weekly if there are persistent issues with residue and/or mineral buildup
- For optimal post-clarifying hydration, follow your wash with a BOND hair mask treatment
- Cleans thoroughly but gently, trapping minerals, residue, and excess oils so impurities are easily rinsed away
- Volumizes hair at the root





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# CUBICA® Last & Layer.

## 7-DAY shampoo

Fragrance: Aqua Lily

### What is it?

A gentle shampoo for any hair type that provides the perfect combination of shine, body, strength, moisture, and softness.

### How is it used?

Wet hair, lather well and rinse thoroughly. Follow with conditioner.

### What's in it?

**Biotin** – B vitamins are key for metabolism, and biotin in particular is vital in processing amino acids – the building blocks of protein which healthy, lush hair depends on

**Green tea leaf extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**White tea leaf extract** – An antioxidant with anti-bacterial and anti-fungal properties that protects and strengthens hair follicles, which slows hair loss

**Patented amino acid blend** – This cutting edge, proprietary amino acid complex has been proven to have noticeable impact on color retention, hydrophobicity, and tensile strength



### STYLIST NOTES

- A great choice when a client needs a bit of everything – moisture, body, shine and an overall healthy appearance.
- 7-DAY is so gentle in hair, but still an efficient cleanser. A little bit goes a long way.
- A super light shampoo that is great on sensitive scalps. It leaves hair hydrated, but light and with so much movement.





# CUBICA® Last & Layer.

## 7-DAY conditioner

Fragrance: Aqua Lily

### What is it?

An ultra-lightweight conditioner for any hair type that gently detangles and moisturizes hair without weighing it down.

### How is it used?

Work a generous amount through clean, wet hair. Rinse thoroughly after 3-5 minutes.

### What's in it?

**Babassu oil** – With its high moisture-retaining capacity, babassu keeps hair hydrated for longer and prevents breakage.

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Shea butter** – A rich natural emollient that seals in moisture to hair and soothes dry scalp

**Honey** – A special delivery innovation adds penetrability to the centuries old healing & hydrating power of honey

**Biotin** – B vitamins are key for metabolism, and biotin in particular is vital in processing amino acids – the building blocks of protein which healthy, lush hair depends on



### STYLIST NOTES

- A great choice when a client needs a bit of everything – moisture, body, shine and an overall healthy appearance
- A lightweight conditioner, it still provides an amazing amount of slip, so hair feels moisturized, detangled, and healthy
- 7-DAY is perfect for clients because it gives them shine without making the hair feel heavy or weighted down





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## TINGLE scalp elixir

Fragrance: Natural Rosemary

### What is it?

A stimulating & soothing rush for your scalp, TINGLE scalp elixir hydrates and balances your hair's ecosystem. One of our most botanical-rich formulations, TINGLE calms the scalp, brings equilibrium to oil production, and supports healthy hair growth with a kick of biotin, rosemary, argan oil, and more.

### How is it used?

For a balanced, healthy, revitalized scalp, spritz into damp hair at the root and massage.

### What's in it?

**Biotin** – B vitamins are key for metabolism, and biotin in particular is essential to processing amino acids – the building blocks of protein which healthy, lush hair depends on

**Superoxide Dismutase** – A free-radical neutralizing and anti-aging enzyme that helps increase hair growth, prevents hair loss, and slows premature graying

**Rosemary** – Widely used for its anti-inflammatory and antibacterial properties, rosemary stimulates the scalp and improves circulation

**Burdock Oil** – Rich in vitamin A and essential fatty acids, burdock nourishes the scalp, helping reduce itchiness and redness while promoting optimal hair growth

**Aloe Vera, Argan Oil, and Shea Butter** – A trio to provide vital, soothing moisture to the scalp

**Green Tea** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth



8 fl oz | 240 mL  
scalp elixir  
TINGLE  
CUBICA

7  
SEVEN





## STYLIST NOTES

- Your scalp is your skin. Just like the skin on your face, aggressors like pollution, bacteria, excess oils, and harsh cleaners can cause scalp irritation, itchiness, and ultimately block hair growth. TINGLE is formulated to solve those problems by feeding the scalp, stimulating blood flow and hydrating skin. A quick daily spritz and your scalp will feel soothed, oil production will be balanced, and volume will improve.
- TINGLE is a great quickie treatment after you shampoo & a great reason to strike up a conversation with your guest about what they can do to improve scalp and hair health between visits
- If stimulating hair growth is a top priority for your clients, ask them to adopt a 1,2,3 regime of OPTI biotin supplement, CLARIFY shampoo, and TINGLE scalp elixir for a month. Be sure to loop back with them at their next appointment to measure the results





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# CUBICA<sup>®</sup> Last & Layer.

## TOUSLE spray

Fragrance: Signature SEVEN

### What is it?

A flexible styling spray that builds texture, body, and wave with a medium hold. This super modern quick-drying texturizer doubles as a medium-hold spray wax, leaving a soft, no-crunch finish.

### How is it used?

Spray through damp or dry hair, twisting, scrunching, and tousling to achieve desired texture and volume. Or, spritz into damp hair before a blowout for big body with a touch of grip and medium hold.

### What's in it?

**Green Tea & Rooibos** – Full of powerful anti-pollution antioxidants that improve scalp condition and hair health

**Sunflower Seed Extract** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Potato Starch** – Creates a soft touch, velvety finish while imparting lift and volume

**Cetearyl Olivat**e – Derived from olive oil, this gentle ester provides hydration, gives hair a silky feel, and improves shine

**Jojoba** – One of the most nutrient-rich and expensive botanical oils, jojoba oil is the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity







## STYLIST NOTES

- Scrunch into damp or dry hair to add structure, hold, and to coax out natural texture
- This unique styler has the flexibility of a spray wax with the subtle control of a dry hair spray
- A modern, velvety alternative for creating beachy waves with lots of body
- A single spray will lay down pesky flyaways
- Provides protection from sun damage and UVB rays
- Jojoba, shea and an olive oil derivative keep hair hydrated
- One of our most versatile styling products that provides antioxidant + anti-pollution, and guards against UV damage





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# CUBICA<sup>®</sup> Last & Layer.

## LOFT volumizer

Fragrance: Amber Luxe

### What is it?

An ultra-fine powder providing a powerful, translucent puff of sky-high volume and layerable grip at the roots.

### How is it used?

For lofty volume, sprinkle this silky powder on dry hair at the root, tousle, and push skyward.

### What's in it?

**Zeolite** – An ancient mineral used for centuries for its absorption properties, zeolite captures pollutants, gives grip, amps volume, and adds playful texture

**Hydrated Silica** – A natural volumizer, hydrated silica magnifies your hair's potential, adding a bit of grip while absorbing excess oils

**Tapioca Starch** – A naturally derived solution to the age old problem of flat hair. Tapioca refreshes hair and scalp in between shampoos, absorbing oils and adding body without leaving sticky, white residue

**Green Tea Extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Apple Extract** – A powerful source of antioxidants, apple extract has excellent moisturizing properties, fights scavenging free radicals, and protects against pollution damage







# CUBICA<sup>®</sup>

## LOFT

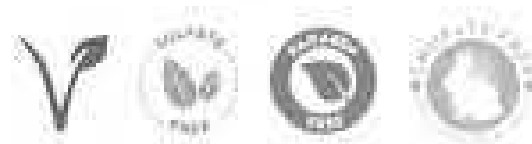
### volumizer

For coarse, curly textures

Defines and lengthens curls

Use it to air dry, diffuse or for a blowout.

Beauty Launchpad Award Winner



### STYLIST NOTES

- You may notice a "wet" feel from LOFT on your finger tips. That sensation is the tiny water molecules being released by the silica spheres, activating the ingredient. The water evaporates immediately upon contact, which is why the sensation only lasts a second.
- LOFT is for everyone seeking mile high volume. It works well on all hair types, colors, and textures.
- LOFT has the most grip of any of our styling products and a little goes a long way. Section hair and start with a light dusting at the crown where you need volume most.
- Push fingertips upward at the crown throughout the day to revitalize volume instantly. No need to reapply!





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## NUVO gel

Fragrance: Clear (fragrance-free)

### What is it?

A weightless, moisturizing, alcohol-free styling gel that gives fine, frizzy curls definition and hydration without heaviness or crunch.

### How is it used?

Apply to towel-dried curls to define and defrizz. Form spirals following natural curl pattern. Air dry or diffuse.

### What's in it?

**Hydrolyzed baobab seed protein** – A protein made from the large seeds of the “tree of life” native to Africa, it contains hair-loving amino acid complexes and is renowned for its anti-aging and damage recovery properties, as well as its moisturizing and conditioning abilities

**Castor oil** – Rich in ricinoleic acid, castor oil accelerates blood circulation to the scalp, protects hair follicles, nourishes, strengthens, and adds deep shine

**Hydrolyzed quinoa** – A protein containing all eight of the essential amino acids providing greater repair, damage protection, hydration, and shine

**Pro Vitamin B5** – A potent vitamin that penetrates hair, improving its ability to regulate moisture content. B5 provides long-lasting moisturization to hair strands and is also great for your scalp

**Sorbitol & Glycerin** – Humectants that work to pull moisture into the hair and retain it



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SEVEN



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# CUBICA<sup>®</sup> NUVO

gel

For fine, curly hair

Volumizes and hydrates curls



## STYLIST NOTES

- Works well on all curl patterns – from wavy to tight spirals
- Forget what you know about gels! Rich with humectants and completely alcohol-free, NUVO is an innovative, moisturizing, never crunchy option for curls
- Perfect for fine or low density hair because it won't weigh curls down





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# CUBICA® Last & Layer.

## WAVE curl cream

Fragrance: Signature SEVEN

### What is it?

A sumptuous styling cream that gives medium to coarse curls definition, moisture, silkiness, and shine.

### How is it used?

Work through towel-dried hair to give curls effortless bounce and soft definition.

### What's in it?

**Pro Vitamin B5** – A potent vitamin that penetrates hair, improving its ability to regulate moisture content. B5 provides long-lasting hydration to hair strands and is also great for your scalp

**Hydrolyzed quinoa** – A protein containing all eight of the essential amino acids providing greater repair, damage protection, hydration and shine

**Shea butter** – A rich natural emollient that seals in moisture to hair and soothes dry scalp

**Abyssinian seed oil** – A super light oil derived from the yellow mustard plant that eradicates the feeling of greasiness, and contains high levels of omega fatty acids to aid in hair growth and breakage control

**Organic argan oil** – An organic nut oil that seals in moisture, reduces flyaways and increases shine





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# CUBICA<sup>®</sup> WAVE

curl cream

For coarse, curly textures  
Defines and lengthens curls

Use it to air dry, diffuse  
or for a blowout



## STYLIST NOTES

- WAVE should be your go-to for coarse, high density curls, and when you want to elongate the hair
- For glossy loops, work product through gently towel-dried hair with a wide-tooth comb. Using your fingers, form curls into spirals following their natural curl pattern
- Diffuse or carefully scrunch while allowing hair to air dry
- WAVE doubles as a beautiful blowout cream for days you want to go straight





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# CUBICA<sup>®</sup> Last & Layer.

## MOUSSE foam

Fragrance: Grapefruit Pomegranate

### What is it?

A light foam to create weightless styles, add shine and volume, and provide touchable dimension and definition to curls.

### How is it used?

Shake well, and dispense upright. Apply from roots to ends to add volume.

### What's in it?

**Aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Grape seed oil** – A strong antioxidant that promotes hair growth and aids in hair loss prevention

**Rosemary leaf water** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth







## STYLIST NOTES

- Very different from other mousses. It is creamy, moisturizing, dense, and a little goes a long way. The drier the hair is when MOUSSE is applied, the more grip and hold it has
- To use, shake well and dispense upright—unlike old fashioned mousses that need to be turned upside down to work properly.
- Uses an advanced polymer instead of a less expensive resin, which keeps the hold flexible and doesn't flake when brushed through
- Pairs well with a little bit of DIAMOND for a voluminous blowout
- For beachy looks, scrunch into hair that is almost dry, then finish with WORKING spray
- For diffusing curly hair, use a golf ball amount of MOUSSE and a dime-sized amount of DIAMOND for hold and shine
- For root lift, comb MOUSSE through roots in crown to provide hair with volume and movement
- One of SEVEN®'s bestselling products





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# CUBICA® Last & Layer.

## SWEPT texture spray

Fragrance: Signature SEVEN

### What is it?

A luxurious dry mist for instant sultry texture, light-as-air volume, and great style memory.

### How is it used?

Mist through hair focusing on the roots, and anywhere you want lived-in texture and fullness. Use fingers to tousle hair into place.

### What's in it?

**Volcanic ash** – A mineral-rich ingredient that not only gives flat, fine hair a natural lift, but also absorbs impurities, oil, and buildup

**Kiwi fruit extract** – Helps fight dandruff and softens rough, dry hair

**Aloe leaf extract** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Ginger root extract** – Stimulates hair follicles to promote hair growth, and is a natural antiseptic that helps to reduce dry scalp and flakiness

**Mango fruit extract** – A great source of Vitamins A and E, which improve scalp circulation, promote hair growth, and moisturize hair

**Passion flower extract** – Rich in vitamins and nutrients, promotes healthy scalp and hair growth

**Amber resin extract** – Used by the ancient Greeks and Egyptians for its curative properties, amber resin is high in antioxidants, has excellent conditioning properties, and helps strengthen the hair follicle

**Sunflower seed extract** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair

**Hydrolyzed wheat protein** – A gentle protein that has been broken down by hydrolysis into smaller units so that it may penetrate the hair shaft and adhere to gaps in the hair cuticle. It not only strengthens hair, but moisturizes it as well, which lessens the risk of "over-proteinization"







## STYLIST NOTES

- Mist throughout freshly-styled (or second, or third-day!) hair to give flat tresses instant lift and airy volume, while providing light hold and style memory
- Colorless and touchable, SWEPT doesn't leave a powdery, white or sticky residue in hair
- Gives more texture and grip to hair than our DRY SHAMPOO, for when you need to boost your style from "natural" to "va-va-voom"





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# CUBICA<sup>®</sup> Last & Layer.

## DRY SHAMPOO spray

Fragrance: White Sandalwood

### What is it?

A light, residue-free dry shampoo that adds volume, texture, and instant freshness to hair.

### How is it used?

Mist through hair focusing on the roots. Brush or use fingers through hair to absorb impurities and add light texture and fullness.

### What's in it?

**Zeolite** - A mineral-rich, crystalline volcanic ash that provides grip for longlasting texture, increases volume and density, and instantly refreshes the scalp by soaking up oils, dirt, and odors.

**Hydrolyzed Wheat** - A natural protein, rich in disulfide bonds, that moisturizes, strengthens, and repairs damaged hair, prevents breakage, and adds shine.

**Rosemary leaf extract** - An anti-inflammatory essential oil that strengthens hair, stimulates blood circulation in the scalp, soothes scalp irritation, and promotes healthy hair growth.

**Nettle Leaf** - An antioxidant that soothes scalp irritation, strengthens hair, promotes healthy hair growth, and acts as a natural dihydrotestosterone (DHT) blocker, helping to combat hair thinning and hair loss.

**Witch Hazel** - A natural astringent that soothes scalp irritation and redness.

**Green Tea** - An antioxidant that gently detoxes and soothes the scalp, stimulates blood circulation in the scalp, mends split ends, and promotes healthy hair growth.





## What is new?

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New and Improved Formula! DRY SHAMPOO spray, infused with a warm white sandalwood fragrance, now offers enhanced oil absorption and extended freshness without compromising on the same great colorless and residue free advantages.

Estimated launch date with Inner Circle package: March 2024





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# CUBICA<sup>®</sup> Last & Layer.

## WORKING spray

Fragrance: Signature SEVEN

### What is it?

Our workable, fine mist spray that keeps hair flexible, smooth, and protected from harmful UV rays while providing shine, light hold, and definition.

### How is it used?

Spray on hair as needed throughout the styling process and at the end for a light flexible hold.

### What's in it?

**Aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Grape seed oil** – A strong antioxidant that promotes hair growth and aids in hair loss prevention

**Rosemary leaf water** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Pro Vitamin B5** – Adds strength, body, and shine to hair







### STYLIST NOTES

- WORKING spray is the lightest, driest hairspray on the market
- To tame flyaways, spray it into hands and then pass over hair for a finished look
- Spray on hair prior to using curling or flat irons to give added grip
- Leaves hair with natural movement rather than setting with strong hold
- Go ahead, you can't overuse WORKING spray
- Provides UV protection and has anti-humidity properties





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# CUBICA<sup>®</sup> Last & Layer.

## CLASSIC hairspray

Fragrance: Signature SEVEN

### What is it?

Our medium hold hairspray for when a lot of movement is not an option. Keeps hair in place and provides touchable, three-dimensional hold that never feels crunchy or drying.

### How is it used?

Spray on hair at the end for a medium finishing hold.

### What's in it?

**Aloe vera leaf juice** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Grape seed oil** – A strong antioxidant that promotes hair growth and aids in hair loss prevention

**Rosemary leaf water** – Stimulates hair growth through increasing circulation in the scalp. It also has anti-inflammatory and antibacterial qualities

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Pro Vitamin B5** – Adds strength, body, and shine to hair







### STYLIST NOTES

- Doesn't deplete your hair of moisture which leaves hair brittle
- Won't flake when brushed through
- Also provides UV and humidity protection like WORKING spray
- Layer the hairspray for additional hold and sheen





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# KENTE® Brilliant Strength.

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Potent and powerful, KENTE® products provide healing and flexible strength with graceful determination.

## Cleansing and Conditioning

BOND shampoo

BOND conditioner

BOND hair mask

## Foundation

BOND reparative spray

BOND serum

## Styling

SCULPT gel

## Finishing

FIBRE matte paste

The fabric: Crafted to emulate the unbreakable weave of a spider's web, Kente is an iconic Ashanti cloth.

How to pronounce it: KEN-tay











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# KENTE® Brilliant Strength.

## BOND shampoo

Fragrance: Signature SEVEN

### What is it?

A potent foundation for healing, BOND shampoo intensely hydrates and softens dry, damaged hair while gently cleansing.

### The science

The nurturing amino acids in BOND shampoo elegantly slip straight to your hair's cortex, optimizing moisture retention. Meanwhile, guar, with a natural affinity towards hair's surface, begins the mending process and delivers supple shine.

### How is it used?

Wet hair, lather well, and rinse thoroughly. Follow with BOND conditioner.

### What's in it?

**Guar gum** – A must for silkiness, guar is positively charged and has a natural affinity towards damaged hair. The more damaged the keratin structure of hair is, the stronger the magnetic attraction, and therefore the more healing softness guar can provide

**Pro Vitamin B5** – A potent vitamin that penetrates hair, improving its ability to regulate moisture content. B5 provides long-lasting moisturization to hair strands and is also great for your scalp

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Echinacea** – Enhances blood circulation to the scalp and strengthens hair follicles, promoting hair growth



### STYLIST NOTES

- Hair naturally has a negative charge. Additionally, the more damaged a hair fiber is, the more negative ions appear on its surface (this is why damaged hair is prone to static). The positively charged key ingredients in BOND shampoo are drawn magnetically to where the hair needs it most, leaving hair clean, moisturized, and ultra-soft



# KENTE® Brilliant Strength.

## BOND conditioner

Fragrance: Signature SEVEN

### What is it?

BOND conditioner seals split ends and aids the reconstruction of broken disulfide bonds while infusing moisture into hair's cortex, and creating natural volume.

### The science

One of the strongest bonds occurring in nature, disulfide bonds link hair's protein structures and are essential for elasticity and strength. The high-in-cysteine amino acid complex in BOND conditioner caters to creating these bonds, adding resilience while a near-clinical level of Pro Vitamin B5 penetrates deeply, adding essential moisture.

### How is it used?

Massage through clean, wet hair, and rinse thoroughly after 3-5 minutes. Follow with BOND reparative spray.

### What's in it?

**Pro Vitamin B5** – A potent vitamin that penetrates hair, improving its ability to regulate moisture content. B5 provides long-lasting moisturization to hair strands and is also great for your scalp

**Amino acid complex** – Key to producing keratin, amino acids like cysteine, lysine, arginine, and methionine are essential for long term hair health

**Guar gum** – A must for silkiness, guar is positively charged and has a natural affinity towards damaged hair. The more damaged the keratin structure of hair is, the stronger the magnetic attraction, and therefore the more healing softness guar can provide

**Lotus flower extract** – A flower extract that acts as a natural emollient to moisturize and soothe the scalp

**Lemon peel extract** – A fruit extract that stimulates hair growth and adds shine

**Sugar cane extract** – A plant extract, high in glycolic acids, that help detangle and protect hair from damage







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# KENTE® Brilliant Strength.

## BOND serum

Fragrance: Signature SEVEN

### What is it?

A heat-activated leave-in serum that nourishes brittle hair and banishes split ends.

### The science

Stressed and damaged hair can be reversed and restored with the patented thermal technology in BOND serum. This heat-activated ingredient is composed of B vitamins and amino acids that prevent the breakdown of keratin in the hair shaft and mend broken ends. Most effective when heat is applied, BOND serum fuses split ends, restoring natural shine and softness to hair.

### How is it used?

Apply to wet hair from mid-length to ends. Blow dry for a transformative finish.

### What's in it?

**Sunflower Seed Oil** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Vitamin E** – An antioxidant that conditions the scalp

**Blueberry Extract** – A powerful antioxidant that accelerates hair growth, strengthens hair follicles, and nourishes the scalp by increasing circulation

**Barley Powder** – A nutrient that restores vibrancy and color to dull hair and combats hair loss



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SEVEN®



KENTE  
BOND  
SEVEN<sup>®</sup> 7

SEVEN<sup>®</sup> 7  
KENTE<sup>®</sup>  
BOND  
serum  
3.2 fl oz | 95mL

SEVEN<sup>®</sup> 7  
KENTE<sup>®</sup>  
BOND  
serum  
3.2 fl oz | 95mL



### STYLIST NOTES

- BOND serum is a must-have for dull, brittle, or stressed hair. This heat-activated serum restores hair and protects it from further damage
- This lightweight serum pairs well with any foundation or styling product
- For maximum shine, cocktail with DIAMOND serum
- A must have for anyone who has hair extensions





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# KENTE® Brilliant Strength.

## BOND reparative spray

Fragrance: Signature SEVEN

### What is it?

Reviving weakened tresses and fortifying them against future damage, BOND reparative spray locks in luster, reduces blow-dry time, and ensures ongoing hair health.

### The science

Hair damaged by processing, bleaching, hot tools, and the daily grind has a lower negative surface charge than healthy hair. That makes it ineffective at repelling water which ultimately leads to more damage. Rich in polar amino acids, the Sweet Almond in BOND reparative spray is a natural restructuring agent and self-regulating “smart ingredient.” The more damaged your hair, the greater the binding action.

### How is it used?

Mist over damp hair and comb through to strengthen and lock in shine.

### What's in it?

**Sweet almond extract** – Rich in peptides that soften, strengthen, and nourish hair while smoothing hair cuticles and reducing breakage

**Sunflower seed extract** – A plant extract that color-protects treated hair from UV-induced free radicals and prevents split ends and brittle hair

**Green tea extract** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Echinacea** – Enhances blood circulation to the scalp and strengthens hair follicles, promoting hair growth

**Organic chamomile essential oil** – A floral oil that brightens hair, enhances highlights, and soothes irritated scalp

**Marsh mallow extract** – A plant extract with a natural slippery texture to detangle, moisturize, and soften hair





# KENTE® BOND

reparative spray

Game-changing  
hair repair



## STYLIST NOTES

- Try a light spritz on dry hair for static reduction and a flash of shine
- Spray from roots to ends and comb through for even distribution. For an extra boost of moisture on the ends or all over, spray a few pumps of LEAVE-IN, and then lock it all with a generous application of SEAL spray. Style as usual with your favorite SEVEN haircare products
- An important part of the healing system, BOND reparative spray locks in repair between shampoo/conditioning treatments





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# KENTE® Brilliant Strength.

## BOND hair mask

Fragrance: Signature SEVEN

### What is it?

A deeply reparative, moisture balancing treatment, Kente BOND hair mask infuses hair with moisture while soothing and sealing the damaged cuticle.

### The science

Delivering a balance of reparative proteins and penetrating moisturizers, Kente BOND hair mask repairs hair from the inside out. This dry hair treatment and conditioning hair mask contains a proprietary blend of amino acids which head straight to the cortex of hair to nourish and strengthen while Pro Vitamin B5 hydrates. Meanwhile, positively charged "smart ingredients" make a beeline to negatively charged areas of damage on the outer layer of hair, soothing the cuticle tiles and sealing in moisture. Part of a professional-grade system engineered to deliver sustained benefits to damaged hair, Kente BOND hair mask is a luxurious conditioning treatment to heal, hydrate, and protect damaged hair.

### How is it used?

Massage through damp hair from roots to ends. Leave in for 5-15 minutes for intense repair and hydration. Rinse thoroughly.

### What's in it?

**Pro Vitamin B5** – A potent vitamin that penetrates hair, improving its ability to regulate moisture content. B5 provides long-lasting moisturization to hair strands and is also great for your scalp

**Hydrolyzed Quinoa** – A protein containing all eight of the essential amino acids providing greater repair, damage protection, hydration, and shine

**Glycerin** – A humectant that works to pull moisture into the hair and retain it

**Superoxide Dismutase** – An enzyme with anti-aging properties that neutralizes the superoxide free radical, helping to prevent hair loss and premature graying, and to increase hair growth

**Lotus flower extract** – A flower extract that acts as a natural emollient to moisturize and soothe the scalp







### STYLIST NOTES

- Massage this deep treatment through damp hair from roots to ends. Leave in for 5-15 minutes for intense repair and hydration
- For optimal protein/moisture balance, replace your daily conditioner with BOND hair mask once per week
- For an extra dose of healing and shine, cocktail 2 pumps of DIAMOND serum into the mask before applying
- Apply heat for 5-15 minutes for additional penetration





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# KENTE® Brilliant Strength.

## SCULPT gel

Fragrance: Signature SEVEN

### What is it?

A powerful, long-lasting finishing gel that forms and holds. This never-flake, alcohol-free formula is perfect for sculpting short styles, shaping edges, and creating slicked-back looks.

### How is it used?

For sculpted style with strong hold, apply a small amount to damp or dry hair and style as desired.

### What's in it?

**Cucumber Extract** – Cooling and soothing, cucumber is rich in silica which adds a bit of grip while absorbing excess oils

**Aloe Vera Leaf Juice** – A healing plant extract excellent for skin and scalp + adds shine and controls frizz

**Meadowfoam Seed Oil** – A natural emollient native to the Pacific Northwest, meadowfoam contains a high concentration of long-chain fatty acids which makes it nourishing while remaining unusually light







### STYLIST NOTES

- Created for the clientele looking for a classic gel, SCULPT will give them the desired strong hold without flaking.
- SCULPT is the perfect styling aid for a snatched pony or any time when you need staying power. Pair with your favorite foundation to allow the product to glide through dry hair with ease
- This steely strong formula is water soluble, so you can simply dampen hands or hair to customize strength and get the level of hold you need
- Best for tighter curl patterns looking for the perfect cast and longevity to their curls. Apply to wet hair. After hair is fully dry, break the cast with DIAMOND serum
- Layer with WAXX for smooth, high gloss braiding





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# KENTE<sup>®</sup> Brilliant Strength.

## FIBRE matte paste

Fragrance: Signature SEVEN

### What is it?

A creamy, medium hold paste for effortless root lift and soft matte-finish on short and long styles.

### How is it used?

Emulsify in palm of hand, and apply from roots to ends or just to roots for lift.

### What's in it?

**Lanolin wax** – An emollient and humectant that moisturizes hair giving it a soft, smooth finish

**Beeswax** – A natural alternative to petroleum waxes that acts as an emulsifier and scalp conditioner







### STYLIST NOTES

- For root lift, emulsify FIBRE into hands until fingers are coated with a very light layer of product, then massage into roots from the nape of the neck up to the crown for added lift.
- Use it sparingly on hairs that stand up at the part to tame them back down
- Water-soluble, which means you can cocktail it with our other finishing aids to customize shine or hold, and it rinses easily out of hair
- Cocktails with POLISH for a medium strong hold, high shine pomade



# Appendix

## VEGAN

Several of our products are not vegan because they contain beeswax or lanolin for hold and texture, hydrolyzed keratin protein and silk amino acids for deep healing, or fish oil and gelatin to support hair growth. However, the majority are vegan, including:

---

**VOLUME shampoo and conditioner**  
**HYDRATE shampoo and conditioner**  
**BALANCE co-wash**  
**HELIO violet conditioner**  
**COLOR shampoo and conditioner**  
**BOND conditioner and reparative spray**  
**CLARIFY shampoo**  
**SEAL spray**  
**BOOST spray**  
**COVER uv spray**  
**HEAT DEFENSE spray**  
**LEAVE-IN conditioner spray**  
**TINGLE scalp elixir**  
**TOUSLE spray**  
**NUVO gel**  
**WAVE curl cream**  
**SHAPE gelee**  
**SCULPT gel**  
**LOFT volumizer**  
**MOUSSE foam**  
**DIAMOND serum**  
**RELAX serum**  
**SWEPT texture spray**  
**DRY SHAMPOO spray**  
**WORKING spray**  
**CLASSIC spray**

## GLUTEN-FREE

Research shows that while it is possible for clients with celiac disease, gluten intolerance, and Baker's asthma to have a skin reaction to food they ingest, they will not experience a reaction from topical use of beauty products with gluten. A few of our products do contain gluten from hydrolyzed wheat protein, but the majority of our products are gluten-free, including:

---

**OPTI shampoo and conditioner**  
**VOLUME shampoo and conditioner**  
**HYDRATE shampoo and conditioner**  
**BALANCE co-wash**  
**DIAMOND hair mask**  
**HELIO violet shampoo and conditioner**  
**COLOR shampoo and conditioner**  
**BOND shampoo, conditioner, and reparative spray**  
**CLARIFY shampoo**  
**OPTI biotin supplement**  
**SEAL spray**  
**COVER uv spray**  
**HEAT DEFENSE spray**  
**LEAVE-IN conditioner spray**  
**TINGLE scalp elixir**  
**MOUSSE foam**  
**NUVO gel**  
**WAVE curl cream**  
**SHAPE gelee**  
**SCULPT gel**  
**LOFT volumizer**  
**DIAMOND serum**  
**DRY SHAMPOO spray**  
**WORKING spray**  
**CLASSIC spray**  
**POLISH balm**  
**FIBRE matte paste**





## **THERMAL PROTECTION**

Many of our products contain advanced polymers and functional hair silicones that deliver varying levels of thermal protection when used individually or in combination with others, including:

---

**OPTI shampoo and conditioner**  
**HEAT DEFENSE spray**  
**SEAL spray**  
**BOOST spray**  
**COVER uv spray**  
**LEAVE-IN conditioner spray**  
**TINGLE scalp elixir**  
**DIAMOND serum**  
**BOND serum**  
**BLOWOUT butter**  
**WAVE curl cream**  
**SHAPE gelee**  
**RELAX serum**

## **ALCOHOL-FREE**

While some of our products do contain alcohol to improve their performance, the following products are ethyl alcohol-free:

---

**OPTI shampoo and conditioner**  
**VOLUME shampoo and conditioner**  
**HYDRATE shampoo and conditioner**  
**BALANCE co-wash**  
**DIAMOND hair mask**  
**HELIO violet shampoo and conditioner**  
**COLOR shampoo and conditioner**  
**BOND shampoo, conditioner, and reparative spray**  
**CLARIFY shampoo**  
**SEAL spray**  
**LEAVE-IN conditioner spray**  
**TINGLE scalp elixir**  
**TOUSLE spray**  
**NUVO gel**  
**WAVE curl cream**  
**LOFT volumizer**  
**SCULPT gel**  
**MOUSSE foam**  
**DIAMOND serum**  
**RELAX serum**  
**POLISH balm**  
**FIBRE matte paste**

More information on alcohols is available at the end of this Appendix.





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## Key Ingredient Glossary

# Key Ingredient Glossary

**Abyssinian Seed Oil** – From the yellow mustard plant that yields light oils that eradicate the feeling of greasiness, and contains high levels of omega fatty acids that aid in hair growth and breakage control

**Acai Berry** – A detoxifying antioxidant that contains protein, omega fatty acids and vitamins to promote healthy hair growth

**Almond Fruit** – A rich source of Vitamin D and E that softens, strengthens, and nourishes hair while smoothing hair cuticles and reducing breakage

**Aloe Vera Leaf** – Adds shine, controls frizz, promotes hair growth, and soothes dry and itchy scalp

**Amber Resin Extract** – Used by the ancient Greeks and Egyptians for its curative properties, amber resin is high in antioxidants, has excellent conditioning properties, and helps strengthen the hair follicle

**Amino Acid Complex** – Key to producing keratin, amino acids like cysteine, lysine, arginine, and methionine are essential for long term hair health

**Argan** – Seals in moisture, reduces flyaways, and increases shine

**Bamboo** – Promotes shine and stimulates hair growth while making hair strong

**Baobab Seed Protein** – A protein made from the large seeds of the “tree of life” native to Africa, it contains hair-loving amino acid complexes and is renowned for its anti-aging and damage recovery properties, as well as its moisturizing and conditioning abilities

**Beeswax** – A natural alternative to petroleum waxes that acts as an emulsifier and scalp conditioner

**Brazil Nut** – Promotes shine, silkiness, and softness while also helping to restore damaged hair

**Burdock Root Extract** – Promotes healthy scalp and prevents hair loss

**Castor Oil** – Rich in ricinoleic acid, castor oil accelerates blood circulation to the scalp, protects hair follicles, nourishes, strengthens, and adds deep shine

**Chamomile** – Brightens hair, enhances highlights, and soothes irritated scalp

**Chia Seed Oil** – Rich in omega-3 fatty acids, proteins, and zinc, all of which assist in the production of new hair cells that boost hair growth

**Coconut Oil** – Moisturizes and smooths the hair follicle. Improves the condition of the scalp, thereby leading to healthier hair growth

**Dog Rose** – Often used in skin care to stimulate collagen production, the extract from wild rose hips (rosa canina or dog rose) is high in vitamin C, antioxidants, and essential fatty acids, making it excellent for scalp cleansing and care

**Echinacea** – Enhances blood circulation to the scalp and strengthens the hair follicles, promoting hair growth

**Eucalyptus** – Anti-inflammatory and antibacterial, eucalyptus stimulates the scalp and improves circulation

**Ginseng** – Invigorates the scalp and hair follicle to add volume at the root

**Goji Berry** – Promotes healthy hair growth

**Grape Seed** – A strong antioxidant that promotes hair growth and aids in hair loss prevention

**Grapefruit Seed** – A natural preservative

**Green Tea Leaf** – A powerful antioxidant that improves scalp condition, leading to healthier hair growth

**Guar Gum** – A must for silkiness, guar is positively charged and has a natural affinity towards damaged hair. The more damaged the keratin structure of hair is, the stronger the magnetic attraction, and therefore the more healing softness guar can provide

**Hibiscus** – Strengthens and promotes healthy hair growth, and treats dry, itchy scalp

**Honey** – Softens hair and improves the health of hair follicles and scalp

**Honeysuckle** – An aromatic that leaves hair soft and silky

**Hops** – Repairs damaged hair and enhances shine and softness

**Jojoba Fruit** – One of the most nutrient rich and expensive botanical oils, it's the only oil whose molecular structure is similar to sebum, the natural oil our scalps produce. It adds shine, softness, and elasticity.

**Kaolin** – Known in traditional Chinese medicine as “crimson stone resin.” Used to increase bulk, volume, and separation

**Kelp** – Contains a high content of vitamins and minerals to nourish the scalp and promote healthy hair growth

**Keratin Protein** – The strongest of the proteins found in hair products that has been broken down by hydrolysis into smaller units so that it may penetrate the cuticle and adhere to gaps along damaged areas of the hair shaft, increasing its strength and elasticity



**Kiwi** – Helps fight dandruff and softens rough dry hair

**Lanolin** – An emollient and humectant that moisturizes hair giving it a soft, smooth finish

**Lecithin** – An antioxidant that restores hair texture and promotes overall elasticity, pliability, and sheen

**Lemon Balm Leaf Extract** – An expensive essential oil with anti-inflammatory properties

**Lemon Peel Extract** – Stimulates hair growth and adds shine

**Lemongrass Extract** – Acts as a natural moisturizer and can prevent dry scalp and dandruff

**Lotus Flower** – A flower extract that acts as a natural emollient to moisturize and soothe the scalp

**Macadamia Nut** – Removes dryness and frizziness by sealing moisture into the hair shaft and imparts shine and gloss

**Marsh Mallow Root** – Has a slippery texture for easy detangling as well as softening and moisturizing hair

**Moringa Seed** – Moisturizes the scalp and strengthens hair

**Passion Fruit** – Rich in vitamins and nutrients and promotes healthy scalp and hair growth

**Plankton** – Optimum blend of omega 3, 6, and 9 to nourish the scalp and strengthen the hair shaft

**Pomegranate** – Helps to increase blood circulation in the scalp and strengthen blood vessels, thereby promoting healthy hair growth

**Pro Vitamin B5** – Adds strength, body, and shine to hair

**Quinoa Protein** – A protein containing all 8 of the essential amino acids with film forming activity for greater repair and damage protection, hydration, and shine

**Rice Protein** – Increases volume in hair significantly when used in a leave-in product, adding incredible softness and strength

**Rosemary Leaf** – Stimulates hair growth through increasing circulation in the scalp and has anti-inflammatory and antibacterial qualities

**Sage** – Rich with antioxidants and stimulating for the scalp, sage can increase circulation and improve hair follicle formation

**Sea Buckthorn** – Contains high levels of omegas and vitamins to promote healthy hair follicles and protect the hair cuticle

**Sea Salt** – Minimally processed to retain its moisturizing properties, keeping hair from feeling dry versus other ordinary salts

**Seaweed** – Stimulates healthy hair growth and assists the scalp in producing natural emollients

**Shea Butter** – A rich emollient that seals in moisture to hair and soothes dry scalp

**Silk Amino Acids** – Rebuilds and protects damaged hair, with excellent moisture-binding properties

**Soy** – A high quality vegetable sourced protein that provides moisture retentive, protective, and sealing films

**Sugar Cane** – A source of glycolic acids that increases detangling ability and helps protect hair from damage

**Sunflower Seed** – Protects hair from UV-induced free radicals, resulting in color protection of treated hair and prevention of split ends and brittle hair

**Superoxide Dismutase** – An enzyme with anti-aging properties that neutralizes the superoxide free radical, helping to prevent hair loss and premature graying, and to increase hair growth

**Sweet Almond Extract** – Rich in peptides that soften, strengthen, and nourish hair while smoothing hair cuticles and reducing breakage

**Tapioca Starch** – Acts as an oil absorber to refresh hair and scalp in between shampoos, leaving no white residue and adding body and texture

**Vanilla Bean Extract** – Adds shine and promotes healthy hair growth by eliminating buildup of toxins

**Vegetable Protein** – Absorbs quickly into the hair shaft to repair porous or damaged hair and split ends, without leaving build up

**Vitamin C** – a potent antioxidant with many benefits, including improving hair growth and preventing premature aging of hair

**Vitamin E** – Antioxidant and scalp conditioner

**Volcanic Ash** – A mineral-rich ingredient that not only gives flat, fine hair a natural lift, but also absorbs impurities, oil, and buildup

**Wheat Protein** – A gentle protein that has been broken down by hydrolysis into smaller units so that it may penetrate the hair shaft and adhere to gaps in the hair cuticle. It not only strengthens hair, but moisturizes it as well, which lessens the risk of “over-proteinization”

**White Tea Leaf** – An antioxidant with anti-bacterial and anti-fungal properties that protects and strengthens hair follicles, which slows hair loss

**Willow Bark** – Helping to balance sebum levels and relieve dandruff, willow bark clears pores on the scalp providing a deep clean and making way for healthy growth.

**Zinc** – Extends color life by trapping color pigments deep within the hair shaft





# SULFATES AND SCIENCE



SEVEN® haircare products are all lauryl sulfate-free. You won't find Sodium Laureth Sulfate (SLES) or Sodium Lauryl Sulfate (SLS) in any of them.

SLS and SLES are big offenders in the haircare industry. They are used widely in personal care products because they are inexpensive, effective cleansers that suds up well, but they can be irritating to skin, fade hair color, and cause hair to become brittle.

## So, what do we use instead?

SEVEN® haircare shampoos are formulated with safe alternatives like Disodium Laureth Sulfosuccinate, a modified fatty acid. This is not the same thing as a Lauryl Sulfate, which is derived from lauryl alcohol. Lauryl Sulfates can be irritating in part because they're small molecules that can penetrate the skin. Disodium Laureth Sulfosuccinate is a larger molecule that can't penetrate skin. It is known to be very gentle, even at high concentrations. Structurally it is a considerably larger molecule than many other surfactants and belongs to a category known as anionic surfactants, meaning that it has a negative charge. The safety and mildness of Disodium Laureth Sulfosuccinate lies in the absence of a sulfate ion head, which is commonly found in many other surfactants. The sulfate ion, which originates in sulfuric acid, is replaced with the more stable and safer sulfonated ester. The result is an effective yet safe product that offers a plethora of advantages over sulfate chemicals.

Some of our shampoos contain a gentle foaming ingredient called Sodium Lauryl Sulfoacetate (SLSA). Though the name sounds similar to Sodium Lauryl Sulfate, SLSA is very different! It is mild enough for those with sensitive skin, and has benefits for all hair types.

Other surfactants in our shampoos include cocamidopropyl hydroxysultaine and disodium laureth sulfosuccinate, giant names for highly effective, very gentle sudsing agents classified as "low hazard" by the EWG Skin Deep Cosmetics Database.

To the highly-sensitive, any surfactant can be drying or irritating, so we carefully balance our formulations to supply moisture, shine, silkiness, and strength, while effectively cleansing hair.

Our conditioners are formulated with the extremely mild Behentrimonium Methosulfate. Also not a lauryl sulfate, Behentrimonium Methosulfate is a scientifically sophisticated ingredient known for detangling well without creating buildup on hair. It is recommended for use in baby products that are left on the skin and is considered more effective and milder than the more common Behentrimonium Chloride.

## Additional Resources:

<http://www.besthealthmag.ca/best-looks/skin/the-truth-about-sulfates/>

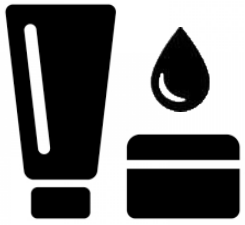
<http://sulfree.net/>

<http://sulfree.net/disodium-laureth-sulfosuccinate/>

<http://sulfree.net/sodium-lauryl-sulfoacetate/>

[http://www.naturalwellbeing.com/learning-center/behentrimonium\\_methosulfate/](http://www.naturalwellbeing.com/learning-center/behentrimonium_methosulfate/)





# BUSTING THE ALCOHOL MYTH

Is alcohol bad for your hair and skin?

We get the question a lot. Stylists and clients alike are afraid that alcohol in their beauty products dry out and damage their hair and skin.

Answering “no” to this question depends on two things: What type of alcohol is in the product, and how it is used.

## What are the two types of alcohols?

At the heart of this beauty myth is a misunderstanding of the term “alcohol.” We can start to educate ourselves and our clients by first understanding that there are mainly two different types of alcohols used in cosmetics, each one exhibiting very different properties from the other.

**Ethyl Alcohol.** One of the most commonly used alcohols in cosmetics is ethyl alcohol, also referred to as ethanol (or simply “Alcohol” on some cosmetic ingredient listings). It’s the type of alcohol we are all most familiar with, found in wine and liquor, as well as in hairsprays, gels, and facial toners. But to ensure people aren’t drinking hairspray, the ethyl alcohol used in cosmetic formulations is typically denatured, which creates a bitter taste. Denatured alcohol appears in a cosmetic ingredient listing either as SD Alcohol or Alcohol Denat.

Ethyl alcohol is typically derived from sugars, mostly from corn. It is a liquid at room temperature, and has many interesting qualities. One important characteristic is that it is very volatile, simply meaning that it evaporates rapidly, much more rapidly than water. Its volatility is one reason why ethyl alcohol is used in a lot of hair styling products, such as hairsprays. The fast-drying activity of ethyl alcohol allows the fixative to be sprayed onto the surface of hair without “wetting” the hair, which, of course, would ruin the style.




















































































**Fatty Alcohols.** People frequently misinterpret ingredients found on a label that have alcohol in their name to be the ethyl alcohol just mentioned above. However, there is a second, “fancier” type of alcohol commonly used in cosmetics called a fatty alcohol, such as cetyl alcohol, cetearyl alcohol, stearyl or behenyl alcohol. These are typically derived from coconut or palm and are solids at room temperature, and therefore must be melted for use in cosmetic formulations. Products such as conditioners and hand, body or face lotions typically use fatty alcohols to thicken a formulation, emulsify oils into water, or condition the skin and hair. They are not drying. On the contrary, they are actually conditioning to hair and skin.

## So, does alcohol dry out and damage hair?

In the case of fatty alcohols, the answer is a definitive “no.” Ethyl alcohol, on the other hand, can cause drying if it is excessively used. For this reason, we use small amounts of alcohol and for very specific reasons. Aerosols, for instance, contain alcohol as a vehicle to deliver fixatives and other ingredients onto hair. The amount of alcohol sprayed onto hair is minimal and will not cause a drying or damaging effect with typical usage.



## PRODUCT FEATURES CHEAT SHEET

For Internal Use Only.		Thermal Protection	UV Protection	Alcohol Free (ethyl)	Vegan	Gluten Free	pH Range
CLEANSING & CONDITIONING							
	Gazar HYDRATE shampoo						6.0 – 7.0
	Gazar HYDRATE conditioner						4.0 – 5.0
	Gazar BALANCE co-wash						4.5 – 5.0
	Gazar DIAMOND hair mask						4.0 – 5.0
	Satara OPTI shampoo						4.5 – 5.0
	Satara OPTI conditioner						5.5 – 6.0
	Satara VOLUME shampoo						5.5 – 6.3
	Satara VOLUME conditioner						4.5 – 5.0
	Rinzu COLOR shampoo						5.4 – 6.5
	Rinzu COLOR conditioner						3.5 – 5.1
	Rinzu HELIO violet shampoo						5.5 – 6.0
	Rinzu HELIO violet conditioner						3.7 – 4.9
	Kente BOND shampoo						5.4 – 5.9
	Kente BOND conditioner						4.0 – 4.5
	Kente BOND hair mask						4.0 – 5.4
	Cubica RENEW scalp detox						5.3 – 6.3
	Cubica CLARIFY shampoo						5.5 – 6.3
	Cubica 7-DAY shampoo						5.5 – 6.0
	Cubica 7-DAY conditioner						4.3 – 4.6
FOUNDATION							
	Kente BOND reparative spray						4.5 – 5.5
	Gazar LEAVE-IN conditioner spray						3.6 – 4.2
	Satara BOOST spray						6.0 – 7.0



		Thermal Protection	UV Protection	Alcohol Free (ethyl)	Vegan	Gluten Free	pH Range
<b>STYLING</b>							
	Satara SHAPE gelee	≈	•		🌱	GF	4.3 – 5.3
	Satara RELAX serum	≈			🌱		5.5 – 6.0
	Gazar DIAMOND serum	≈		🚫	🌱	GF	N/A
	Gazar BLOWOUT butter	≈		🚫	🌱	GF	4.0 – 5.0
	Kente SCULPT gel		•	🚫	🌱	GF	6.5 – 7.5
	Kente BOND serum	≈	•	🚫	🌱	GF	4.0 – 5.0
	Rinzu HEAT DEFENSE spray	≈			🌱	GF	7.0 – 9.0
	Cubica MOUSSE foam			🚫	🌱	GF	5.0 – 7.0
	Cubica SWEPT texture spray				🌱		N/A
	Cubica DRY SHAMPOO spray				🌱	GF	8.0 – 10.0
	Cubica TOUSLE spray		•	🚫	🌱		6.0 – 7.0
	Cubica LOFT volumizer			🚫	🌱	GF	N/A
	Cubica NUVO gel			🚫	🌱	GF	6.3 – 7.3
	Cubica WAVE curl cream	≈		🚫	🌱	GF	3.0 – 5.0
<b>FINISHING</b>							
	Satara PUTTY mastic			🚫		GF	6.0 – 7.0
	Kente FIBRE matte paste			🚫		GF	6.0 – 7.5
	Gazar POLISH balm			🚫		GF	6.3 – 6.8
	Cubica WORKING spray		•		🌱	GF	8.0 – 10.0
	Cubica CLASSIC hairspray		•		🌱	GF	8.0 – 10.0