

# simply

PROFESSIONAL

## CATALOGUE



PROFESSIONAL HAIRCARE. SIMPLIFIED.

[www.hairandbeautywarehouse.co.za](http://www.hairandbeautywarehouse.co.za)

**NO FILLER. NO FLUFF. JUST GREAT HAIR.**

# THE **simply** WAY

PROFESSIONAL

SIMPLIFIED.

PROFESSIONAL HAIRCARE.

-EVERY FORMULA HAS A FUNCTION

## BRAND PILLARS

**SIMPLE** ○ **HONEST** ○ **PROVEN**

- One clear purpose per range.
- Straightforward formulas, no unnecessary ingredients.
- Tested by stylists, results you can see and actually feel.



# OUR STORY

BORNIN SALONS.  
BUILTFOR REALHAIR.

Born in salons. Built for real hair.

Simply Professional was created with one idea – that professional haircare doesn't need to be complicated. Formulated internationally and produced in world-class manufacturing facilities in China, every product combines high-performance ingredients with salon-tested simplicity.

Proudly owned by two South Africans – one with over 15 years in the professional hair industry and another with 30 years in chemical formulation – Simply brings together science and salon sense to deliver performance without pretence.



SLS/SLES-FREE



PARABEN-FREE



CRUELTY-FREE

# OUR PHILOSOPHY

WE PUT IN WHAT WORKS.  
AND LEAVE OUT WHAT DOESN'T.

Each product focuses on a single purpose – smoothing, volume, or repair – using proven ingredient systems and clean formulations that stylists and clients can trust. We believe in simplicity that performs – in formulas that give you salon results without the noise. Sulphate-free. Paraben-free. Cruelty-free. Always stylist-approved. Because great hair shouldn't be complicated. It should be Simply.



# MEET THE RANGE

EXACTLY WHAT YOUR HAIR NEEDS – NO MORE, NO LESS.



## 8 PRODUCTS

3 Shampoos.

3 Conditioners.

2 Styling Products

### FRIZZ WIZZ

FOR THICK, DRY OR FRIZZY HAIR

- Deep Hydration without Heaviness
- Coconut & keratin Enriched
- Shine • Control • Softness

### BIG MOOD

FOR FINE TO MEDIUM HAIR

- hydration • volume • bounce
- Strengthens without residue
- Smooth • clean • body-boosting results

### THE COMEBACK

FOR DAMAGED OR OVER-PROCESSED HAIR

- Strengthens • hydrates • rebuilds damaged hair
- Repairs with quinoa and keratin
- Restores softness, strength, and shine

### THE ESSENTIALS

FRIZZ WIZZ STYLING PRODUCTS

- **Curl Boss Cream** – Defines curls, reduces frizz, and adds soft hold
- **Smoothing Elixir** – Heat protection, smooth finish, frizz control, instant shine



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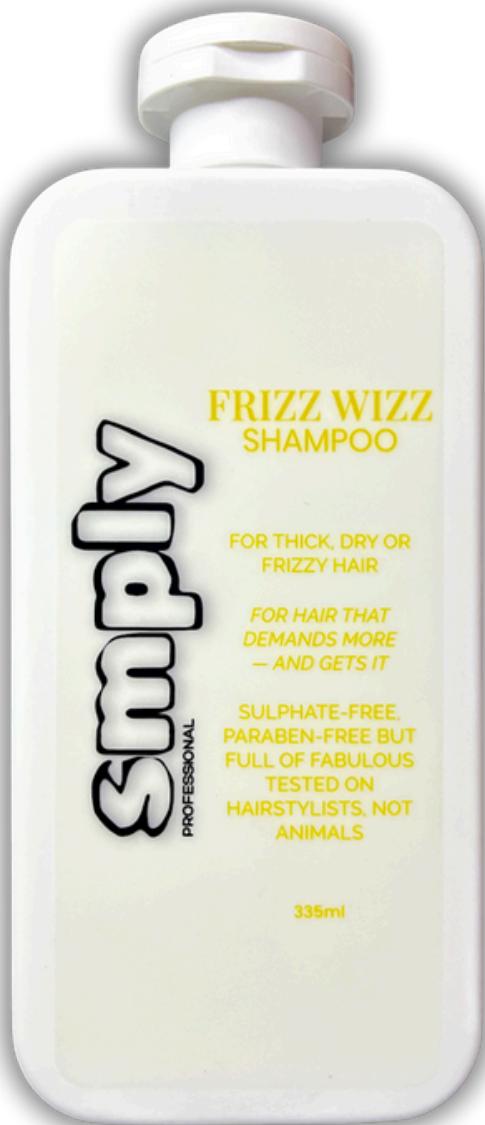
PARABEN-FREE



CRUELTY-FREE



# FRIZZ WIZZ SHAMPOO



Bottle Size: **335 ml**



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**PARABEN-FREE**



**CRUELTY-FREE**

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## What It Does

Hydrates, smooths, and softens thick or frizzy hair without weighing it down. Gently cleanses while taming frizz and adding salon-level shine and control.

## The Simply Effect

- Deep hydration and moisture balance
- Long-lasting frizz control
- Smoother, softer texture with improved manageability
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells amazing – A rich, tropical scent that feels professional, not heavy.

## What's For

Medium to thick, coarse, curly, or unruly hair.

## Hero Ingredients

The richest blend – higher in nourishing oils and keratin for deep smoothness and control.

- Coconut Oil – Nourishes and softens
- Hydrolyzed Keratin – Strengthens and smooths
- Castor Oil – Locks in moisture

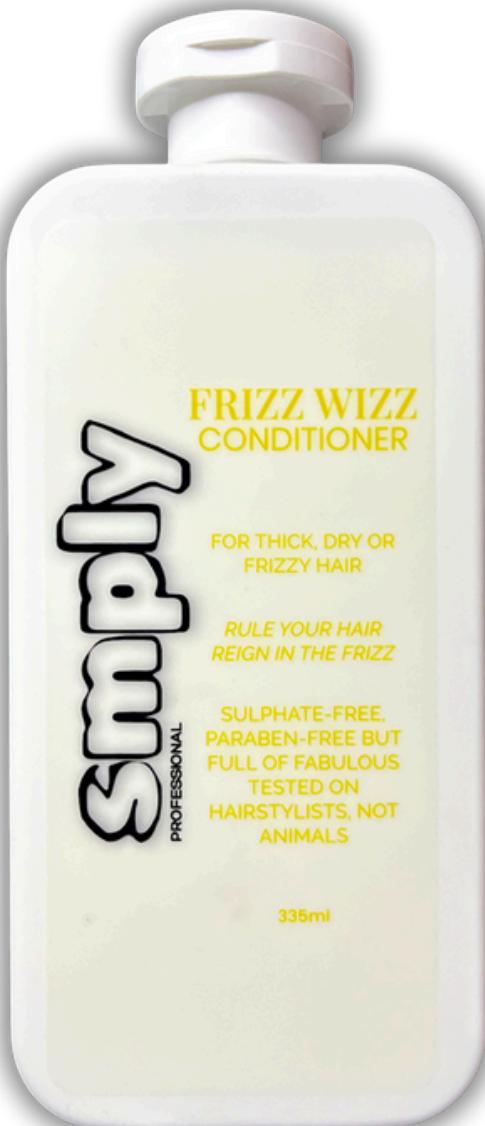
## Pro Tip (From Stylists):

Perfect for smoothing treatments or prepping coarse hair for blowouts.

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## FRIZZ WIZZ CONDITIONER



Bottle Size: **335 ml**



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**PARABEN-FREE**



**CRUELTY-FREE**

### What It Does

Nourishes, smooths, and detangles coarse or frizzy hair. Locks in moisture and softness without weight. Leaves hair sleek, glossy, and easy to manage.

### The Simply Effect

- Restores smoothness and shine
- Improves manageability and reduces frizz
- Strengthens from within for long-lasting sleekness
- Tames flyaways and adds salon-level softness
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells amazing – A rich, tropical scent that feels professional, not heavy.

### What's For

Medium to thick, coarse, curly, or unruly hair that's dry, frizzy, or hard to control.

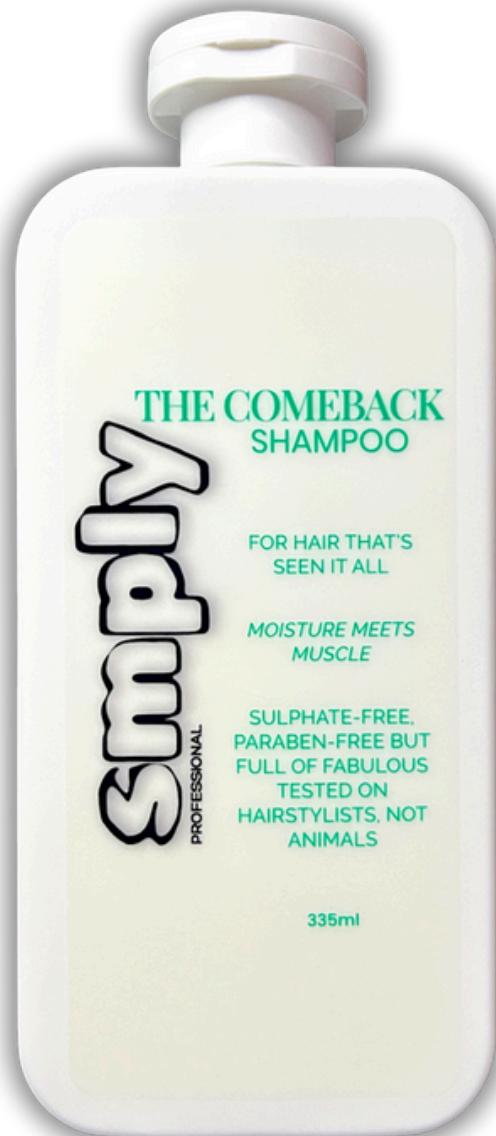
### Hero Ingredients

The richest blend – higher in nourishing oils and keratin for deep smoothness and control.

- Coconut Oil – Nourishes and seals in moisture
- Hydrolyzed Keratin – Strengthens and repairs
- Castor Oil – Locks in moisture and control

### Pro Tip (From Stylists):

Use after Frizz Wizz Shampoo to complete the smoothing system and maintain sleek, frizz-free results.



Bottle Size: **335 ml**

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## THE COMEBACK SHAMPOO

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### What It Does

Repairs and restores dry, damaged, or colour-treated hair. Gently cleanses while adding strength, softness, and shine.

### The Simply Effect

- Rebuilds damaged fibres
- Boosts elasticity and smoothness
- Deeply hydrates without weight
- Leaves hair soft, glossy, and strong
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells clean and fresh with a soft hint of coconut and quinoa – light, natural, and never overpowering.

### Who It's For

Hair that's been through it – coloured, bleached, or heat-styled and needs a comeback.

### Hero Ingredients

- Quinoa – Adds elasticity and shine
- Argan Oil – Nourishes and smooths
- Coconut Oil – Softens and protects
- Keratin – Gently strengthens and rebuilds as it cleanses

### Pro Tip (From Stylists):

Perfect post-colour or chemical treatment cleanser.  
Use before masks or treatments for better absorption and repair.



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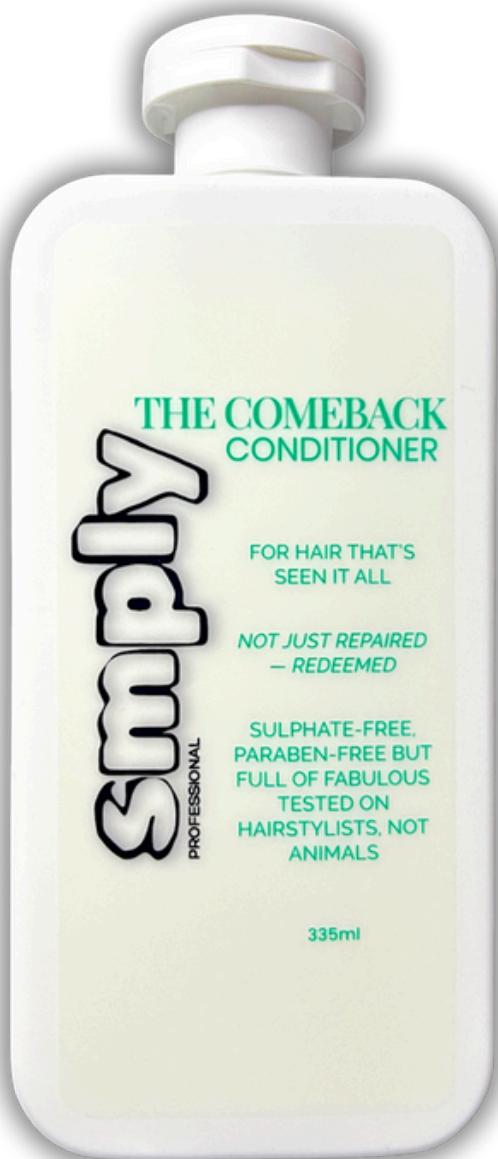


PARABEN-FREE



CRUELTY-FREE

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Bottle Size: **335 ml**



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## THE COMEBACK CONDITIONER

### What It Does

Replenishes moisture and repairs damaged or colour-treated hair. Softens, strengthens, and restores smoothness and shine.

### The Simply Effect

- Deep repair and hydration
- Restores softness and elasticity
- Leaves hair silky, glossy, and manageable
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells clean and fresh with a soft hint of coconut and quinoa – light, natural, and never overpowering.

### Who It's For

For hair that's seen it all – coloured, bleached, or heat-styled and needs a comeback.

### Hero Ingredients

- Quinoa – Boosts shine and flexibility
- Argan Oil – Deeply nourishes and smooths
- Coconut Oil – Locks in moisture and softness
- Keratin – Added in low levels to strengthen and repair

### Pro Tip (From Stylists):

Use after The Comeback Shampoo for deep repair and lasting moisture. Perfect as a weekly hydration treatment or post-colour care boost.

# THE **smpl**y WAY PROFESSIONAL



Bottle Size: **335 ml**



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## BIG MOOD SHAMPOO

### What It Does

Gently cleanses and adds volume and bounce to fine or medium hair. Leaves hair fresh, full, and light – never flat or heavy.

### The Smpl Effect

- Boosts body and movement
- Adds lightweight hydration
- Creates soft, touchable texture
- Strengthens fine hair with cherry blossom and quinoa extracts
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells fresh and floral with cherry blossom notes – light, sweet, and airy without being too strong.

### Who It's For

Fine or medium hair that needs a little lift and lasting fullness.

### Hero Ingredients

The lightest formula – boosted with proteins and panthenol for lift, volume, and strength.

- CherryBlossomExtract – Softens and adds natural shine
- Panthenol (Pro-Vitamin B5) – Expands and strengthens fine strands
- Quinoa Extract – Adds elasticity and body
- Keratin – Reinforces and repairs for fullness

### Pro Tip (From Stylists):

Perfect prep for blowouts or root-lifting styles.



Bottle Size: **335 ml**



SLS/SLES-FREE



PARABEN-FREE



CRUELTY-FREE

# THE Smplly WAY

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## BIG MOOD CONDITIONER

### What It Does

Hydrates and detangles fine or medium hair without weighing it down. Adds body, smoothness, and movement while keeping hair light and fresh.

### The Smplly Effect

- Lightweight hydration and volume
- Boosts softness, shine, and smoothness
- Reinforces hair fibre with proteins
- Cherry blossom & quinoa protect colour and add natural gloss
- Leaves hair airy, silky, and full of life
- Soft-touch bottles. Minimal design. Shelf-friendly size.
- Smells fresh and floral with cherry blossom notes – light, sweet, and airy without being too strong.

### Who It's For

Fine or medium hair that wants hydration without losing lift.

### Hero Ingredients

Lightweight formula boosted with proteins and panthenol for strength, shine, and softness – without heaviness.

Cherry Blossom Extract – Adds shine and manageability

Keratin & Plant Proteins – Strengthen and smooth

Quinoa Extract – Improves elasticity and protection

Castor Oil – Locks in light moisture

### Pro Tip (From Stylists):

Use after Big Mood Shampoo for weightless, lasting volume. Perfect for anyone who loves soft movement and body.

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Bottle Size: **250 ml**

## SMOOTHING ELIXIR HEAT PROTECTOR

### What It Does

Smooths, softens, and adds instant shine while controlling frizz and flyaways. Protects from heat and humidity for sleek, glossy results every time.

### The Simply Effect

- Instantly smooths frizz and flyaways
- Adds shine and silkiness
- Protects against heat and humidity
- Lightweight, non-greasy, residue-free finish
- Smells polished and clean with a soft, salon-fresh finish

### Who It's For

Thick, dry, or frizzy hair needing smoothness, shine, and control.

### Hero Ingredients

A lightweight, anti-frizz serum that smooths, protects, and adds lasting shine.

- Cyclopentasiloxane – Smooths and adds slip
- Coconut Oil – Hydrates and enhances shine
- Argan Oil – Protects and adds gloss
- Quinoa Extract – Strengthens and improves flexibility

### Pro Tip (From Stylists):

Apply 1-2 pumps to damp or dry hair. Perfect pre-blowout or as a finishing touch for a sleek look.



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PARABEN-FREE



CRUELTY-FREE

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Bottle Size: **250 ml**



SLS/SLES-FREE



PARABEN-FREE



CRUELTY-FREE

## CURL BOSS CREAM

### What It Does

Defines curls, controls frizz, and adds soft hold for smooth, bouncy results. Moisturizes and enhances natural texture without weighing hair down.

### Who It's For

Curly, wavy, or frizz-prone hair that needs definition, softness, and control.

### The Simply Effect

- Defines curls and reduces frizz
- Adds softness, shine, and light hold
- Enhances natural texture and bounce
- Lightweight, non-sticky, and humidity-resistant
- Smells creamy and fresh – curls that look and smell amazing all day.

### Hero Ingredients

Lightweight yet deeply nourishing – designed to define curls, reduce frizz, and lock in softness.

- Coconut Oil – Adds moisture and smoothness
- Castor Oil – Locks in hydration and shine
- Quinoa Extract – Strengthens and adds elasticity
- Hyaluronic Acid – Boosts lasting hydration

### Pro Tip (From Stylists):

Apply 1–2 pumps to damp hair and scrunch or twist for definition. Perfect for air-dried curls or diffused styles.

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## MIX & MATCHMATRIX

Find your perfect Simply combo - Exactly what your hair needs, no more, no less.



**FRIZZY  
COARSE  
HAIR**

Frizz Wizz  
Shampoo  
+  
Frizz Whizz  
Conditioner



**FINE  
FLAT  
HAIR**

Big Mood  
Shampoo  
+  
Big Mood  
Conditioner



**DRY OR  
COLOUR-  
TREATED  
HAIR**

Comeback  
Shampoo  
+  
Comeback  
Conditioner



**FRIZZY  
THICK  
HAIR BUT  
NEEDS  
LIGHTNESS**

Big Mood  
Shampoo  
+  
Frizz Wizz  
Conditioner



**NORMAL  
POST-  
COLOUR  
RECOVERY**

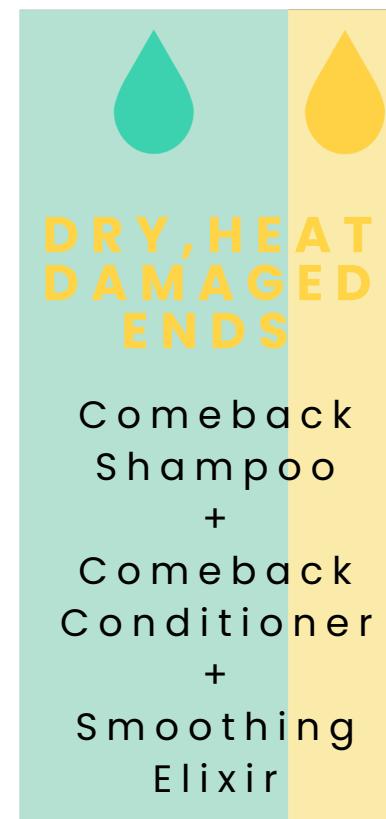
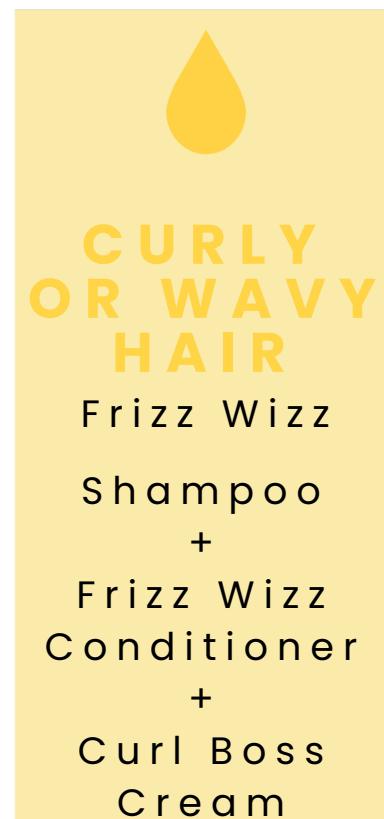
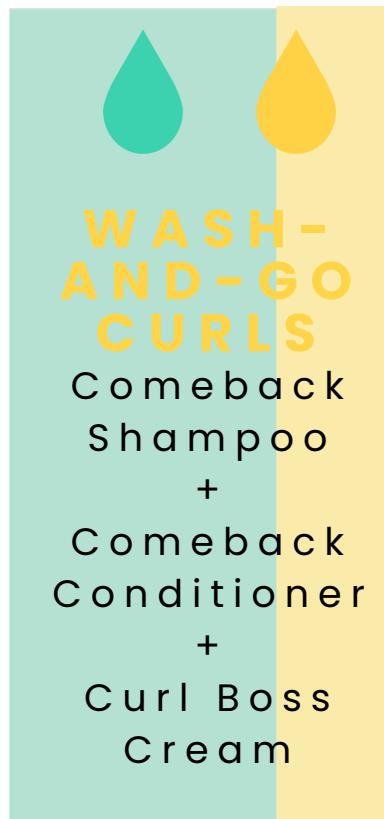
Comeback  
Shampoo  
+  
Comeback  
Conditioner  
+  
Smoothing  
Elixir

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## MIX & MATCHMATRIX

Find your perfect Simply combo - Exactly what your hair needs, no more, no less.



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## CONTACT & SUPPORT

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