

SmPLY

PROFESSIONAL

CATALOGUE



PROFESSIONAL HAIRCARE. SIMPLIFIED.

www.hairandbeautywarehouse.co.za

NO FILLER. NO FLUFF. JUST GREAT HAIR.

THE **smply** PROFESSIONAL WAY

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

*BORN IN SALONS.
BUILT FOR REAL HAIR.*

Born in salons. Built for real hair.

SmPLY 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 — SmPLY 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 SmPLY.



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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THE **smPLY** **WAY**

PROFESSIONAL

FRIZZ WIZZ SHAMPOO



Bottle Size: **335 ml**

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 SmPLY 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.

Wholt'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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THE **smply** **WAY**

PROFESSIONAL

FRIZZ WIZZ CONDITIONER



Bottle Size: **335 ml**



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PARABEN-FREE



CRUELTY-FREE

WhatIt 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 Smply 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.

Wholt'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**

THE **simply** WAY

PROFESSIONAL

THE COMEBACK SHAMPOO

What It Does

Repairs and restores dry, damaged, or colour-treated hair.

Gently cleanses while adding strength, softness, and shine.

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

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.

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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THE **smply** PROFESSIONAL WAY

THE COMEBACK CONDITIONER



Bottle Size: **335 ml**

What It Does

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

The Smply 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.



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THE **smply** PROFESSIONAL WAY

BIG MOOD SHAMPOO



Bottle Size: **335 ml**

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 Smply 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.



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THE **smply** PROFESSIONAL WAY

BIG MOOD CONDITIONER



Bottle Size: **335 ml**

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 Smply 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 love soft movement and body.



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THE **smPLY** **WAY**

PROFESSIONAL

SMOOTHING ELIXIR HEAT PROTECTOR



Bottle Size: **250 ml**

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 SmPLY 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

THE **smPLY** **WAY**

PROFESSIONAL

CURL BOSS CREAM



Bottle Size: **250 ml**

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 SmPLY 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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THE **smply** PROFESSIONAL WAY

MIX & MATCHMATRIX

Find your perfect Smply 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

THE **smply** PROFESSIONAL WAY

MIX & MATCHMATRIX

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

 <p>WASH- AND-GO CURLS</p> <p>Comeback Shampoo + Comeback Conditioner + Curl Boss Cream</p>	 <p>FINE BUT DRY HAIR</p> <p>Big Mood Shampoo + Comeback Conditioner</p>	 <p>CURLY OR WAVY HAIR</p> <p>Frizz Wizz Shampoo + Frizz Wizz Conditioner + Curl Boss Cream</p>	 <p>LOW- MAINTENANCE MEN'S HAIR</p> <p>Big Mood Shampoo + Comeback Conditioner</p>	 <p>DRY, HEAT DAMAGED ENDS</p> <p>Comeback Shampoo + Comeback Conditioner + Smoothing Elixir</p>
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THE **smply** WAY

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