

hair care collection

SHAMPOO & CONDITIONER



NEW!
CHI® ESSENTIALS REVIVE KERATIN + BONDING
 Helps rebuild, revive and protect hair with keratin and bonding agents

With replenishing keratin and plant-based bonding agents, it helps prevent breakage, improve the look of elasticity and restore softness and shine.
Restoring Shampoo: Cleanses, moisturizes and protects against split ends and frizz. **Restoring Conditioner:** Helps restore dry, damaged and brittle hair. **Protecting Serum:** Provides smoothness and shine.



CHI® ESSENTIALS
 A unique blend of certified organic botanicals from expert hair care leader CHI

Show locks some love with moisturizing aloe vera, antioxidant-rich pomegranate, hibiscus (containing vitamins and amino acids) and other nutrient-rich ingredients. Sulfate- and PABA-free. **Replenishing Shampoo:** With vitamins, minerals and amino acids to help hair maintain natural oils. **Moisturizing Conditioner:** Infused with aloe to help increase elasticity.



ELASTINE PROPOLITHERA
 Rejuvenating hair care from bees enriched with moisturizing ingredients

For healthy-looking body and shine. Contains antioxidant-rich propolis (tree sap plus beeswax), honey and royal jelly to help restore moisture and natural luster. Sulfate- and paraben-free. **Volumizing Collection:** Provides weightless volume for a fuller, thicker, stronger appearance. **Damage Repair Collection:** Helps repair and soften damaged hair and split ends, so hair appears smooth and manageable.



ELASTINE BOTANICALS
 Natural botanical hair care with premium botanical extracts

Infused with revitalizing babassu seed oil, chamomile flower water and lemon chestnut extract, helps bring damaged hair back to life, adding dewy moisture for a smooth, natural-looking sheen. **Cherry Blossom & Hyaluronic Acid Collection:** Moisturizes dry, damaged hair. **Rosemary & Sea Salt Collection:** Helps add volume and body and promote thicker hair. **Avocado & Quinoa Collection:** Helps combat frizz and prevent breakage.



ELASTINE CBD & HEMP SEED OIL
 Visibly enhances elasticity and shine, and helps soothe scalp

Helps soothe scalp and promote healthy hair growth. **Cooling & Soothing Shampoo:** Helps soothe itchy scalp with cooling menthol. **Cooling & Soothing Conditioner:** Helps moisturize dry hair with shea butter, macadamia seed oil and panthenol (vitamin B5).



ELASTINE HEMPHARMX
 With cold extracted hemp for weightless hydration that delivers full volume

Delivers weightless hydration with cold-pressed hemp seed oil, while helping strengthen, protect, volumize and moisturize hair. **Weightless Hydration Shampoo and Conditioner:** Contain omega 3-6-9, known to help moisturize and nourish hair and prevent breakage. Vegan and silicone-free.



ELASTINE MOISTURE ESSENTIALS VOLUME & SHINE
 See healthier hair instantly with moisturizing ingredients

With richly moisturizing ceramide to help smooth and strengthen cuticles, protect hair from wear and tear and promote elasticity and shine. **Shine:** With ceramide and argan oil, helps moisturize and reduce breakage and split ends and keep locks looking shiny and smooth. **Volume:** With ceramide and biotin, helps dry, damaged hair look and feel thicker, fuller and healthier.

COLOR



ELASTINE SALON DE COLOR
 100% gray coverage and rich, long-lasting color

The nourishing cream formula with pro-keratin, collagen and ceramides does not contain ammonia, parabens, mineral oil or benzophenone. The kit is designed to protect hair before, during and after coloring. The no-drip cream formula delivers rich and radiant color with beautifully even results. *Available in 10 shades.*



THE FACE SHOP ROOT TOUCH-UP
 Contains hair-strengthening ingredients, and disguises roots in seconds

The long-wearing powder formula covers the hairline, graying roots and even bare areas for a fuller hair look—instantly. Contains scalp-nourishing ingredients, like Ha-Soo-Oh herb, black bean and ginseng. Paraben-free. *Available in 4 shades.*

You've got your customer's color, care and styling needs covered

TREATMENT & STYLING



CHI® ESSENTIALS

Treatments that help repair and protect

Repairing Serum: Deeply penetrating, lightweight serum helps strengthen, moisturize and smooth hair and protect from damage. **Thermal Protecting Spray:** Helps protect from the damaging heat of styling tools and locks in moisture for frizz-free, shiny hair. **BIOSILK® SILK THERAPY® Weightless leave-in silk treatment:** Made with silk proteins to help repair, smooth and protect all hair types. Tames frizz and flyaways for silky-smooth hair with reflective shine. Helps shield from UV rays, heat and humidity.



ELASTINE PROPOLITHERA

Treatments that help nourish and strengthen

Leave-in Conditioner: Hydrates and nourishes dry hair, infusing it with rich luster. **Aloe Dual-Active Hair Serum:** Intense hydration with vitamins, minerals and other nutrients to bring damaged or chemically processed hair back to life. **Volume Spray:** Adds weightless volume and lustrous texture to thinning hair. **Volumizing Mousse:** Lightweight formula helps add lift, bounce and body. **Serum Treatment:** With moisturizing ingredients, vitamins and minerals to help restore weak, brittle hair and target areas where needed most. **Oil Serum:** Rejuvenating serum helps strengthen, protect, moisturize and smooth hair, while providing shine as you style. **Curl Cream:** Rich hydration for bouncy, defined curls. Reduces frizz for healthy-looking shine. **Mask:** Nutrient-enriched formula helps deeply nourish hair, repair damaged split ends and protect from heat. **Hair Deep Conditioning Treatment Cap:** Deep conditioning treatment for lustrous-looking shine enriched with GOLD-Polypeptide Protein Complex.



ELASTINE RESTORE & DETOX DRY SHAMPOO

No-rinse, leave-in shampoo...just spray, comb, style and done!

Cleanses and refreshes hair, detoxifies, enhances color and extends styling between washes. With detoxifying charcoal extract and soothing white tea powder, instantly absorbs oil, sweat and odor plus adds volume. Available in: **Incredible Invisible** (clear), **Enigmatic Dark** and **Fearless Brunette** (color-matching formulas).



DR. GROOT MICROBIOME SCALP FORTIFYING

Your solution to thinning hair. Healthy hair starts with a healthy scalp!

With prebiotics and para-probiotics, and natural plant-based ingredients to help soothe redness and itching, and biotin to help thicken hair. No sulfates, parabens or silicones. **Hair-Thickening Shampoo:** With coconut oil, deep cleanses while it helps moisturize dry scalp and hair. **Serum Treatment:** Helps support healthy hair roots and growth. **Exfoliating Shampoo:** With rosemary extract, gently exfoliates, helping to remove dirt and impurities. **Massaging Tonic:** With sophora root, an herb known to help support health of scalp circulation and hair growth. **Premium Scalp Cleansing Brush:** Massages the scalp, helping to remove dead skin cells and stimulate hair follicles for healthier hair.



ADVANCE TECHNIQUES

Targeted treatments for enhanced shine and nourishment

Daily Shine Dry Ends Serum: Delivers smooth, shiny hair with less frizz. Contains provitamin B. **360 Nourish With Moroccan Argan Oil Leave-In Treatment:** With argan oil, provitamin B5 and vitamin E to help nourish and smooth dry, damaged hair.



CHI® STYLING TOOLS

Advanced ceramic and ionic technologies that help smooth and protect from damage

1" Volcanic Lava Ceramic Pro Spin 'n' Curl: Creates instant silky, shiny and glamorously bouncy curls. **Advanced Ionic Compact Hair Dryer:** 1875-watt ion generator emits negative ions to reduce drying time.



CHI® STYLING PRODUCTS

Professional-grade styling aids that add incredible shine and control

Styling Cream Gel: Workable styling cream gel with a light hold that's the perfect prep for smooth blowouts. Enriched with silk. **ENVIRO 54® Natural Hold Hair Spray:** For a brushable, natural hold that's lightweight and fast-drying with no buildup. Enriched with silk to strengthen hair.