

haircare guide



shampoo

renew (dry scalp/dandruff/psoriasis/all hair types)

A gentle, hydrating cleanser that penetrates and moisturizes the scalp. It boosts natural hair growth, improves follicle strength to aid in reducing hair thinning and restores the hair's youthful vitality by adding essential moisture back into the hair.

volumizing revive (oily scalp/thin hair)

A gentle volumizing cleanser that balances out the pH levels of the scalp to get rid of oil. It penetrates & supports the scalp + boosts natural hair regrowth, delivering body to fine and limp hair. It uses clinically proven ingredients to increase density, strength, and manageability, bringing hair back to life!

black 2-in-2 (oily scalp/thick hair)

A gentle cleanser that balances out the pH levels of the scalp to get rid of oil. It also conditions while maintaining essential moisture balance for healthy hair. Nurturing the scalp while helping boost natural growth and improve hair strength.

intense repair (thinning/balding)

A gentle yet intense cleanse you'll feel. Formulated with an invigorating blend of rosemary oil and mint, it'll perk you up and provide the clean slate support you need for natural regrowth. Our clinically proven ingredients also provide added protection from sun exposure!

smoothing (normal scalp/frizzy hair)

A gentle cleanser that nourishes while smoothing + softening the hair cuticle to reduce frizz. Formulated with Rejuveniqe™, and infused with an exclusive blend of amino acids for total frizz control, it takes charge to reduce dry static flyaways, de-frizz, and resist humidity for a smoother, sleeker, silkier look.

advanced hydrating (dry scalp/dry hair)

A gentle cleanser that instantly hydrates hair while delivering high performance results for improved manageability, bounce, body and shine. It

infuses parched, dehydrated hair with much needed moisture for hair that looks and feels healthier!

damage repair bond (damaged hair)

A gentle cleanser that features patented MONASOME™ - a time release hair repair and strengthening technology, along with REJUVABEADS® and desert date oil, this luxurious, rich lather shampoo provides a nurturing cleanse to strengthen and repair damaged hair while hydrating, reducing friction and delivering radiant shine. It repairs and reinforces hair bonds three layers deep & immediately reduces breakage and strengthens hair fibers for improved elasticity

restructuring (damaged hair)

A gentle yet deeply reparative, sulfate-free shampoo is formulated with Fiber Rescue™ (breakthrough hydrolyzed plant lipoprotein technology) to target damage, rescue and reconstruct every strand. Rejuveniqe S™ ingredient gives a healthy power boost that infuses hair with intense hydration, resilience and instant luminosity.

super nourish (thick/coarse/coily/kinky/ultra dry hair)

A gentle cleanser that is ultra-hydrating and moisturizing with a low-lather, oil-infused shampoo that doesn't strip or dry out hair. It's rich, creamy, nourishing formula leaves tresses stronger, softer, smoother, shinier and healthier.

clarifying (super oily scalp/*not* daily shampoo)

An ideal weekly deep cleansing shampoo that works wonders, leaving hair shiny and perfectly healthy. It's specifically formulated to instantly lift surface impurities, wash away styling product buildup and help rebalance surface oils, bringing freshness and a deep sense of clean to your locks, without stripping or drying out the hair.

purifying vinegar (oily hair)

A gentle cleanser that is a high performer as it's infused with Apple Cider Vinegar and Natural Fruit Acids (AHAs) to help reduce excess oil, stubborn product buildup and environmental pollutants that cause lacklustre hair.

scalp purifying scrub (oily hair)

An innovative 2-in-1 scrub and shampoo, formulated with apple cider vinegar, AHAs, sugar, and purifying pink clay, deeply cleanses and purifies

while helping rebalance moisture at the scalp. It exfoliates the surface of the scalp and hair while dissolving sebum and stubborn product buildup

soothing micellar (oily hair)

A gentle cleanser that is a soothing, fragrance-free micellar shampoo deeply and effectively cleans fine, delicate hair while providing comfort to a sensitive scalp. It clarifies by attracting, capturing, and removing debris, impurities, and product buildup

conditioner

restore leave-in (need extra moisture)

Helps restore essential nutrients to the scalp, boosting natural hair growth and improving follicle strength to reduce hair thinning. Tames frizz and flyaways, leaving hair silky and supple.

volumizing revitalize (thin hair/*not* best for frizz)

A gentle volumizing conditioner that delivers moisture and vital nutrients to aid in plumping and energizing hair from roots to ends. Increases fullness and volume while leaving strands detangles, hydrated, touchably soft and shiny.

intense repair (want to grow hair)

Formulated with Rejuveniqw® Oil, our revolutionary replenishing treatment, along with Capixyl™, together they strengthen and thicken hair, this rich conditioner will hydrate and soothe the scalp all while stimulating natural, noticeable hair growth.

smoothing (frizzy hair)

It fights frizz + fly-aways all while adding shine all while restoring softness + moisture and protecting hair from humidity.

advanced hydrating (dry hair)

A gentle, detangling, ultra-hydrating lightweight powerhouse that delivers lustrous, healthy hair full of bounce, body and shine. Supercharged with Rejuveniqe S™ and moisture-attracting hyaluronic acid-based technology, quenches moisture-starved strands while ceramides help keep the moisture locked in for improved resilience and strength.

damage repair bond (damaged hair)

This strengthening serum acts as a treatment to strengthen and repair damaged hair. It instantly strengthens weak hair bonds and improves hair's resistance to breakage. Used in place of a daily conditioner, this hair treatment primes tresses to immediately reinforce bonds, improving the elasticity and condition of strands.

restructuring (damaged hair)

Created to protect over-stressed, over-processed, very damaged, brittle hair from friction and further damage. This deeply intensive, rinse-out conditioner dramatically improves hair elasticity and rescues damaged tresses from the inside out to rebuild, re-strengthen, restructure and resurface, leaving each strand looking smoother, shinier, stronger, more beautiful.

super nourish (coarse/coily/kinky/ultra dry hair)

An ultra-hydrating and moisturizing cream formulated with hand-selected oils featuring Rejuveniqe™ Oil and grapeseed oil that smooths, softens and adds shine to hair while Crodasorb™ and Procataline™ help protect and strengthen hair.

styling

unknot detangler (soothe tangles)

Infused with Rejuveniqe S™, this multi-tasking leave-in detangler strengthens and conditions as it instantly detangles and smooths frizz leaving hair feeling silky and touchably soft.

blow out cream (style using blow dryer)

This gives your luscious locks the silk smooth feel you desire – all without weighing your hair down. Restores your hair's natural softness and shine all while saying goodbye to damaging product build up. Best part, it reduces your styling time and protects your hair from heat damage.

air dry cream (straight/wavy hair that air dries)

This weightless styling cream renews your hairs natural shine letting it dry soft, silky and a touchable hold. Can also be used for heatless waves!

wave spray (straight/wavy/curly. hair)

Achieve the perfect undone beachy look and hair that's touchably soft with ingredients that create a light, natural hold that's humidity resistant. A sea salt-free formula helps create buildable texture that will not dry out the hair

curl cream (curly hair that air dries)

This lightweight cream is designed to create full, round, spring-back curls that are soft to the touch, never crunchy. Formulated with a modern blend of nourishing ingredients to treat each ringlet from root to tip in a hydrating veil, it creates the perfect amount of frizz-free separation and curl definition.

moxie magnifying mousse (holds any style)

Infused with Rejuveniqe® Oil, it conditions the hair while supporting weightless body and volume (without any stiffness or crunchiness) for an all over fuller look you'll love. Plus, Crodasorb™ keeps those harsh UV rays at bay, so dryness becomes a thing of the past.

flexible hold gel (damp or dry hair)

This strong-hold micro-crystal gel features a plant-based silicone alternative to control your strands without flakiness, stiffness, or weighing down the hair. Our clear, silicone-free gel formula provides dynamic hold with a natural look and feel so frizz is locked out and style is locked in.

sculpting taffy (lays down flyaways/holds any style)

Think of it as hairspray in a jar! A pliable sculpting base that enhances your hairstyles with immediate results that can last all day and into the night.

color locking + protective spray (sunscreen)

This leave-in spray extends color life by sealing the cuticle to help keep color molecules from fading. Key ingredients guard against damage and the effects of external aggressors and oxidation, locking in color for long-lasting shine.

thermal protectant cream (works with blow dry)

It provides ultimate protection without the use of silicones. It absorbs and dissipates heat into the hair, helping to prevent moisture loss and hair damage all while providing a silky, smooth and improved overall shine. Can protect up to 450F and UV protection to prevent against damage and breakage.

heat protectant spray (spray on wet or dry hair)

A light thermal protection spray that provides defense against the extreme heat generated by hair styling tools, while delivering impressive styling hold. Helps strengthen and protect fine, fragile hair up to 450°F/232°C.

frizz fix (fight frizz)

It creates a weightless, frizz-resistant shield that works as a long-lasting beautifying barrier to humidity for up to 12 hours. Packed with amino acid complexes that nourish and condition. Ultimately creating a frizz-free, sleeker look that holds throughout the day.

tousled texturizing mist (air or blow dry)

A non-sticky formula that helps to define layers while adding volume without weighing hair down for a long-lasting touchable support. Vegetable based keratin protects against heat styling and keeps harsh UV rays at bay.

reshape root lifter (works with blow dry)

It hydrates and thickens without the stickiness for hair that is touchably soft and visibly fuller in appearance. Helps extend the life of hair color!

volume & lift spray (works with blow dry)

A powerful liquid spray packed with actives that help lift hair at the roots, providing weightless volume and long-lasting body and bounce to fine, flat strands without leaving hair feeling stiff so fullness lasts all day

the champ dry shampoo (absorb oil)

Infused with Rejuveniqe™ for nourishment and micro-fine rice starch that removes oiliness at the roots while adding volume, texture and lift. Best part, no residue and non-flammable aerosol!

dry texturizing spray (texture/volume)

It provides effortless body and dimension that's touchably soft (non-sticky) with our exclusive ingredients Rejuveniqe S™ and Fiber rescue™ that keep your hair strong, healthy and shiny.

glossy shine mist (finishing shine)

Lightweight micro-mist that hydrates and provides frizz protection while adding an instant boost of shine to finished styles. Fast-drying, formula that enhances softness and leaves the hair smooth, shiny and beautiful

flex control hairspray (want hold)

This versatile, lightweight finishing spray provides a buildable, flexible hold and leaves no visible buildup or sticky residue. It's workable, easy-to-brush-through, flexible hold to set, style and finish.

super strong hold hairspray (want hold)

Firm, strong hold hairspray that provides all-day firm hold with a brushable finish, this fast-drying hairspray helps control frizz and guards against humidity for an incredible 72 hours

treatment

rejuvenique oil intensive (everyone needs)

A blend of 13+ natural plant and essential oils, including antioxidants, beta-carotene, and omega-3 fatty acids has 101+ uses. It rejuvenates + penetrates to the core of the hair strand and hair follicles on the scalp. It provides nourishment, anti-aging benefits, long-lasting shine and because Rejuvenique® is compatible with the skin, it is easily absorbed without leaving residue.

rejuvabeads (mends split ends)

It targets and mends split ends and other damaged or stressed areas along the hair shaft, eliminating breakage and frizz, decreasing friction, increasing shine and helping improve color. Hair is left stronger, more flexible, manageable, resilient, silky smooth, polished and protected from further damage.

intense repair treatment (boosts growth 3x)

A daily leave-in treatment for thinning hair that helps stimulate the scalp and boost the natural growth of thicker and fuller-looking hair. Essential vitamins and active nutrients help counteract the formation of DHT, factors that contribute to hair thinning.

inner force restructuring serum (damage)

This dual chamber treatment serum moisturizes and nurtures the hair and scalp as it transforms the tresses working to rebuild, re-strengthen, restructure and re-surface, leaving each hair strand looking smoother, shinier, stronger, healthier and more beautiful, rescuing damaged hair from the inside-out.

damage repair creme (damaged hair)

This rich leave-in crème treats, strengthens and conditions hair from the inside out, making it easy to detangle and style. It protects hair from heat styling and environmental elements while giving strands radiant shine.

Reduces breakage by 97%, frizz by 79% and increases shine by 75%

damage repair masque (damaged hair)

The ultimate reparative treatment for damaged and brittle tresses. This lusciously creamy, coconut-infused reparative masque deeply conditions and treats hair from the inside out. It easily envelops strands for nutritive conditioning—instantly bonding hair whilst strengthening and repairing.

replenish masque (protein for hair)

A repairing and hydrating masque ideal for damaged and moisture-starved hair that penetrates and nurtures the scalp. Infuses essential moisture and delivers vital nutrients to help eliminate frizz and reduce split ends. Hair is left silky, more manageable and youthful looking!

super moisture masque (dry hair)

Depleted amino acids are replenished for improved hair texture and manageability. It promotes healthy, lustrous shine by infusing hair with natural oils, minerals and vitamins leaving hair feeling soft + silky like butter!

advanced hydrating masque (dry hair)

Supplying an immediate surge of color-safe hydration from root to tip, this ultra-hydrating powerhouse delivers lustrous, healthy-looking hair full of bounce, body and shine. Its gentle, detangling formula is ideal for all hair types to increase hair's manageability, smoothness and silkiness.

hair transformation masque (damage hair)

This nutrient-rich, botanical protein masque delivers a total transformation from the inside out, by nourishing, restructuring, rebuilding and strengthening each individual hair strand, providing repair and fiber reconstruction for very damaged, over-processed, brittle hair. It also seals and reinforces the newly reconstructed cuticle layer with a defensive shield to help prevent breakage and split ends.

charcoal gelee masque (removes build-up)

A blend of two activated charcoals act as a magnet to help remove impurities and build-up without stripping or drying hair. It's infused with botanical oils for enhanced hydration, manageability and shine leaving hair refreshed.

lash & brow enhancing serum

A high-performance serum formulated with clinically proven ingredients such as Capixyl™, which helps increase the strength and condition of brows and

lashes. It also contains Fision KeraVeg18, a vegetable-based keratin which helps strengthen and improve the luster + length of lashes and brows.

junior

gentle shampoo

A gentle and non-irritating (tear free!!) shampoo that cleanses children's hair without drying it out.

gentle conditioner

It's ultra-safe and gentle on your little one's sensitive scalp and hair. Gives children's hair shine, manageability and helps combat frizz.

gentle detangler

Gives slip to the hair and helps parents win the battle with tangles -it'll destroy pesky tangles before they even start!

pet

gentle dog cleansing wash

Designed for the specific pH of dogs skin, this gentle and non-irritating cleanser works hard to thoroughly and gently clean dirt, grime, and oils while simultaneously softening coat hair, leaving it silky, smooth, velvety, and cuddle-ready.

freshen up deodorizing spray

This gentle, non-irritating spray freshens up your dog, leaving them fresh and smelling clean. Ordenone scavenges, deodorizes, and kills odor causing bacteria, absorbing without leaving sticky residue! Our Botanical blend, infused with Rejuveniqe™ gives shine and moisture to fur. Can be used on furniture to absorb doggy smells.