



PRODUCT FACT SHEET: FLOW COLLECTION

DEMAND SOPHISTI-CARING STYLERS: Hair's must-have solutions in essential treatment-stylers. Specially created to be kind to hair. Cool to style. Inspired by fashion's luxuriously natural fabrics – cashmere-light and silky-smooth to the touch for ultra-nourished flowing hair.

The Flow Collection delivers:

- Gentle Taming: for longer hair that tends to fly-away and frizz, contains anti-static ingredients that neutralize static
- Flexible Hold: creates moveable flow, body and bounce without crunch and stickiness; special styling polymers form bendable, elastic bonds between hair and fibers
- Protection: plant oils, botanical extracts and polymers envelop hair in thin veils to protect against styling, heat and UV exposure
- Soft Finish: formulas use micronutrients, fatty alcohols and other actives to lock in moisture and smoothen hair

WHIPPED CRÈME: Light Conditioning Style Whip

INDULGE EVERY STYLE CRAVING.

- Luxurious protein-rich, ultra-light styler that nourishes and lifts curls and waves to perfection for super-conditioned, air-light bounce
- Creates soft, sexy shapes with a silky, shiny finish without crunch or stickiness

FORMULA CONTAINS:

- *Hydrolyzed Keratin* to nourish and protect hair's elasticity
- *Panthenol* (pro-vitamin B5) to keep hair soft and subtle, lock in moisture and protect against humidity-induced frizz
- *Cetrimonium Chloride*, an anti-static active ingredient that neutralizes static and fly-aways

SUGGESTED RETAIL PRICE:

- \$18.95



POTION 9: Wearable Styling Treatment

THE NINTH WONDER OF THE HAIR WORLD.

- Wearable styling cream and treatment to help restore hair's natural condition
- A protective agent cocktail that enhances manageable styling, leaving hair with renewed shine

FORMULA CONTAINS:

- Nine botanical ingredients including: jojoba seed oil, safflower seed oil, sesame seed oil, babassu oil, olive oil, evening primrose oil, rice bran oil, willow bark extract, and green tea leaf extract

SUGGESTED RETAIL PRICE:

- \$16.95 Portable \$9.95



POTION 9 LITE: Lightweight Wearable Treatment Styler

REVITALIZED STYLE IS THE ULTIMATE REMEDY.

- Lightweight, spray mist version of the iconic wearable treatment and styler
- Active target conditioners restore under-nourished hair, while the protective agent cocktail enhances manageable styling, leaving hair with renewed shine

FORMULA CONTAINS:

- *Panthenol* (pro-vitamin B5) to keep hair soft and subtle, lock in moisture and protects against humidity-induced frizz
- Conditioning polymers allow for flexible styling, while protecting hair from external stress

SUGGESTED RETAIL PRICE:

- \$15.95, Portable \$8.95

