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53020E

KEUNE  | The revolution of
professional hairstyling.



Style

The revolution of
professional hairstyling

STYLE GUIDE

We are Keune
**The revolution of
professional hairstyling**
Create the look
Style campaign looks
London Fashion Week
Paris Fashion Week

p. 06
p. 08

p. 18
p. 20
p. 34
p. 40

Style: choose your product
Prep & Prime
Shape & Texture
Smooth & Shine
Volume & Grip
Fix & Finish

p. 46
p. 50
p. 56
p. 64
p. 70
p. 80

We are the professional haircare brand from Amsterdam built on loyalty to the hair stylist.

100 years of experience, we're still young at heart. Founded in 1922 by my grandfather, chemist Jan Keune, science has always been at the heart of what we do. We create, test, and produce our products at our headquarters in the Netherlands. This way, we can control and ensure the highest quality products. Always produced cruelty free and sustainably, proud to be awarded with the B Corp certification. Doing the right thing and doing things right is truly in our DNA. Today, Keune is a global brand spanning 90 countries. We're still a 100% independent family-owned company. We still strive for long-term shared success. And we're still loyal to the hair stylist.

Eelco Keune
CEO Keune Haircosmetics





With our styling range, there's a product and style for everyone and every hairstyle. We've got you covered for flawless looks every time.

Thoughtfully curated to perfection.

(1)

Created alongside elite hair professionals

Our high-performance products are developed alongside elite hair professionals from the top salons around the world: these session stylists have created show-stopping looks for Saint Laurent, Louis Vuitton, Prada, and more.



(2)

Pioneered by top scientists

Leveraging the power of 104 years of scientific innovation in professional hair styling. From cutting-edge ingredients to groundbreaking formulas, our top scientists have crafted transformative results you can see and feel.



(3)

Vegan and cruelty-free formulas

We are deeply committed to ethical and value-driven principles. Our complete range is cruelty-free and proudly bears the vegan seal of approval. The only product that bucks this is the Restyler: an alternative ingredient was inferior to the high standards we aim for at Keune.



(4)

Upholding B Corp responsibility

As a B Corp (Certified B Corporation) we meet the highest standards of social and environmental responsibility. From sourcing sustainable ingredients to minimizing our carbon footprint, our actions are dedicated to creating a better world for future generations.



5 Product Categories.

Discover our state-of-the-art hair styling products, meticulously crafted to perfection with groundbreaking formulas that redefine hair styling standards.



Prep & Prime

Runway-worthy looks begin with high-performance prep and prime products.

Shape & Texture

Elevate and sculpt your look with our multifunctional waxes, gels and creams.

Smooth & Shine

Tame frizz, add luminous shine, and create silky-smooth strands.

Volume & Grip

Go big, or add some umph: elevate your hair with longer-lasting hold and texture.

Fix & Finish

Add a little fix, hold, and protection against the humidity.

PREP & PRIME



ULTIMATE BLOWOUT
Blowdry volumizer



RUSH HOUR
Dry accelerator



RESETTER
Style reset spray



TAME GAME
Ultimate prep cream

SHAPE & TEXTURE



AIR WAX
Lightweight spray wax



SPRING LOADED
Nourishing curl definer



POWER PASTE
Strong hold styling paste



RESTYLER
High-shine restyler



HEAD LOCK
Medium high-shine gel



TOP FORM
Cream restyler

VOLUME & GRIP



THICK TRICK
Volumizing and thickening spray



GOOD FIBES
Flexible fiber paste



HIGH RISE
Root volumizing spray



STARDUST
Precision volume powder



VELVET CLOUD
Strong volume foam



GET A GRIP
Dry texturizer spray



OCEAN WAVES
Salty texture spray



CASHMERE CLOUD
Soft volume foam

SMOOTH & SHINE



SHINE THERAPY
Luminosity finishing spray



GLOSS GUARD
Ultimate shine polish



SMOOTH OPERATOR
Hyper-smoothing serum

FIX & FINISH



FREE STYLER
360° freestyle hairspray



FIXER
Strong hold hairspray



LIQUID LOCK
Liquid hairspray



CLIMATE CONTROL
Weightless humidity shield



STAY PUTT
Matte molding mud



CLEAN SLATE
Refreshing dry shampoo



CLAYTIME
Matte molding clay



THE ROCK
Strong high-shine gel

Select the right category

Add volume, protect, define, smooth, and add texture: Every desire covered to create stunning styles. Our icons are purposely formulated for blending, mixing and layering. Select your product by desire and push your creative boundaries to a new height.

Hold & shine levels

A simple hold and shine indication with a 3-point scale on the pack. This makes it easy to select your favorite product.

PREP & PRIME



ULTIMATE BLOWOUT

Blow-dry volumizer

Experience the Ultimate Blowout! **Heat-protection lotion with flexible, medium hold.** Add bodacious volume and radiant shine while leaving hair manageable. Fortify your locks with integrated Bond Fuser Technology. Heat protection up to 230°C/446°F.

Content
200ml — 6.8 FL.OZ

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- Builds volume
- Adds natural shine
- Doesn't leave a film on hair
- Heat protection up to 230°C/ 446°F
- Integrated Bond Fuser Technology, a unique complex that shields existing disulfide bonds and creates new ones to protect hair integrity

WHAT IT DOES

Leaves your hair volumized, bouncy, and full of natural shine.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Work a small amount through damp hair from roots to ends, then blow dry. Add more for thicker or longer hair.

PRO TIP

Finish with a blast of cool air from the blow dryer to help set your style.

FRAGRANCE

Citrus Meadow

INGREDIENTS

Aqua (Water), Polyquaternium-10, Methyl Gluceth-10, Polyquaternium-11, Phenoxethanol, Arginine, Citric Acid, Glucose, PEG-40 Hydrogenated Castor Oil, Sodium Benzoate, Ethylhexylglycerin, Parfum (Fragrance), Panthenol, Dipropylene Glycol, Caprylyl Glycol, Linalyl Acetate, Terpineol, Tetramethyl Acetyloctahydronaphthalenes.

PREP & PRIME



RUSH HOUR

Blow-dry accelerator

Supercharge your blowout with Rush hour! **This blow-dry accelerator cuts drying time, adds weightless body, and fortifies your locks with integrated Bond Fuser Technology.** Heat protection up to 230°C/446°F.

Content
200ml — 6.8 FL.OZ

HOLD ■ □ □
SHINE ■ ■ □

WHY IT'S GREAT

- Speeds up blow-dry time
- Adds lightweight body and shine
- Heat protection up to 230°C/ 446°F
- Integrated Bond Fuser Technology, an unique complex that shields existing disulfide bonds and creates new bonds to protect the integrity of the hair

WHAT IT DOES

Accelerates blow-dry time while providing heat protection.

WHO IT IS FOR

Anyone who wants to save time on blow-drying. Suitable for all hair lengths and hair types.

HOW TO USE

Shake before use. Mist through damp hair from roots to ends, then blow-dry. Add more for thicker and longer hair.

PRO TIP

You can easily layer other styling products on the hair if you want to add hold and shine.

FRAGRANCE

Midnight Blossom

INGREDIENTS

Aqua (Water), Alcohol Denat., Citric Acid, PEG-40 Hydrogenated Castor Oil, Arginine, Glucose, Panthenol, Polyquaternium-11, Sodium Benzoate, Parfum (Fragrance), Dipropylene Glycol, PEG-15 Cocopolyamine, CI 77891/Titanium Dioxide, Mica, Tin Oxide, Amyl Salicylate, Linalyl Acetate.



RESETTER ————— Style reset spray

Indulge in the luxurious care of our microbiome, bond-building style Resetter spray. Infused with Prebiotics, Rosemary, and Betaine, it not only **nurtures a healthy scalp but also protects your strands from heat up to 230°C/446°F.**

Content 200ml — 6.8 FL.OZ

HOLD ☐ ☐ ☐

SHINE ☒ ☐ ☐

WHY IT'S GREAT

- Multi-beneficial powerhouse that resets your look
- Heat protection up to 230°C/ 446°F
- Enriched with Betaine: Stimulates a healthy scalp and strengthens the hair fibers, while providing a defrizzing effect on the hair
- Contains prebiotics that help to improve scalp health by supporting a balanced microbiome
- Integrated Bond Fuser Technology, an unique complex that shields existing disulfide bonds and creates new bonds to protect the integrity of the hair
- Infused with Rosemary oil which is known to help prevent hair loss

WHAT IT DOES

Multi-beneficial powerhouse: Promotes scalp health, strengthens hair bonds, provides essential heat protection.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

1. Shake well before use to ensure active ingredients are evenly distributed.
2. Spray on dry hair, from roots to ends.
3. Blow-dry and style as desired.

PRO TIP

Brush your hair before applying the Resetter; this will help distribute the product more evenly throughout your hair.

FRAGRANCE

Violet Crush

INGREDIENTS

Aqua (Water), Panthenol, PEG-40 Hydrogenated Castor Oil, Arginine, Glucose, Citric Acid, Hydroxypropyltrimonium Inulin, Sodium Benzoate, Silica, Inulin, Betaine, Tocopheryl Acetate, Parfum (Fragrance), Dipropylene Glycol, Rosmarinus Officinalis (Rosemary) Leaf Oil, Fructose, Alpha-Terpinene, Beta-Caryophyllene, Camphor, Limonene, Pinene.



TAME GAME ————— Ultimate prep cream

The perfect prep for your hair. Whether you're embracing your curls or seeking sleek looks, **this luxurious cream instantly softens, hydrates, and tames your locks with ease.** With heat protection up to 230°C/446°F.

Content 200ml — 6.8 FL.OZ

HOLD ☒ ☐ ☐

SHINE ☒ ☒ ☐

WHY IT'S GREAT

- Helps smooth and control frizz
- Formulated with Panthenol to nourish your strands
- Enriched with Vitamin E, an antioxidant, and Castor Oil, which helps protect the hair from external influences.
- With heat protection up to 230°C/446°F

WHAT IT DOES

This luxurious cream softens, rehydrates, and tames your locks with ease while offering heat protection.

WHO IT IS FOR

Anyone looking to manage frizz and tame flyaways. Especially suitable for those with frizzy or unruly hair.

HOW TO USE

Apply Tame Game to damp hair.

- * For curly hair: Apply to damp to wet hair, strand by strand. Blow-dry with a diffuser or let it air dry.
- * For straight hair: Apply to damp hair, blow-dry straight, then follow up with a straightening iron for the ultimate sleek look.

PRO TIP

Looking for a touch-up throughout the day? Use a small amount of Tame Game to tame frizz or flyaways. Want to add extra shine? Apply a small amount of Smooth Operator with it.

FRAGRANCE

Citrus Meadow

INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, Panthenol, Ricinus Communis (Castor) Seed Oil, PEG-40 Hydrogenated Castor Oil, Tocopheryl Acetate, VP/ DMAPA Acrylates Copolymer, Sodium Benzoate, Parfum (Fragrance), Hydroxyethylcellulose, PPG-1 Trideceth-6, Dipropylene Glycol, Citric Acid, Sodium Hydroxide, Hydrolyzed Rice Protein, Benzalkonium Chloride, Citrus Aurantium Bergamia (Bergamot) Peel Oil, Geranyl Acetate, Limonene, Linalyl Acetate, Terpineol, Tetramethyl Acetyloctahydronaphthalenes.



Model Matthias effortlessly rocks Air Wax, an ultra-fine, non-oily formula that adds an airy touch of texture and definition to your style.



AIR WAX

Lightweight spray wax

Unlock your hair's allure with our lightweight spray wax. An ultra-fine, non-oily formula that **adds an airy touch of texture and definition to your style.**

Content

200ml — 5.5 OZ/ 157g

HOLD

SHINE

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WHY IT'S GREAT

- Lightweight, ultra-fine, non-oily formula
- Creates texture and definition
- Adds natural shine

WHAT IT DOES

Adds texture, shine and definition to your hair while maintaining a lightweight and natural feel.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

1. Shake well before use to ensure active ingredients are evenly distributed.
2. Spray directly onto dry hair from a distance of 30 cm (12").
3. Style hair as desired.

PRO TIP

Air Wax is perfect for smoothing down frizz and flyaways and works great when making a sleek ponytail. For more hold apply the Free Styler to set your style in place.

FRAGRANCE

Bergamot Blush

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Glycerin, VA/ Crotonates/Vinyl Neodecanoate Copolymer, Isopropyl Alcohol, Propylene Glycol, Aqua (Water), Aminomethyl Propanol, Octyldodecanol, Parfum (Fragrance), Tocopheryl Acetate, Dipropylene Glycol, Citrus Aurantium Peel Oil, Citrus Limon (Lemon) Peel Oil, Hexyl Cinnamal, Limonene, Linalool, Tetramethyl Acetyloctahydronaphthalenes.



SPRING LOADED

Nourishing curl definer

Load, nourish, and define curls with this soft gel. Experience the best of both worlds: the nourishment you seek from a cream, combined with the hold of a gel. **Amplify your curls' natural shape, leave strands hydrated, and reduce frizz.** It's the essential product for maintaining and styling curly to coily hair.

Content

150ml — 5.1 FL.OZ

HOLD

SHINE

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WHY IT'S GREAT

- The nourishment you seek from a cream, combined with the hold of a gel
- Amplifies curl's natural shape
- Gives great and suppleness
- Enriched with Panthenol and Coconut oil to nourish the curls
- Contains Vitamin E, a natural anti-oxidant. Helps to protect the hair against external influences
- Contains extracts of Flax- and Chia Seeds with defrizzing properties

WHAT IT DOES

Creates well-defined, hydrated curls with reduced frizz.

WHO IT IS FOR

Suitable for curly hair in all lengths.

HOW TO USE

1. Apply strand by strand on damp to wet hair. The amount will depend on the length and thickness of your hair.
2. Blow-dry with support of a diffuser or air dry.

PRO TIP

Blend with the Head Lock to add more hold to your curls.

FRAGRANCE

Midnight Blossom

INGREDIENTS

Aqua (Water), Glycerin, Inulin, PEG-40 Hydrogenated Castor Oil, Cellulose Gum, Aureobasidium Pullulans Ferment Extract, VP/ VA Copolymer, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Linseed) Seed Extract, Panthenol, Salvia Hispanica Seed Extract, Sodium Benzoate, Citric Acid, Tocopheryl Acetate, Parfum (Fragrance), Dipropylene Glycol, Benzyl Alcohol, Caprylic Acid, Xylitol.



POWER PASTE

Strong hold styling paste

We've taken hold to the max! All you need is a little bit of this **texturizing paste to get heroic hold that sets quickly – and keeps going strong all day long.** Use to create super matte texture. It's water-resistant with a super matte finish, and works on all hair types.

Content
50ml — 1.7 FL.OZ
150ml — 5.1 FL.OZ

HOLD ■ ■ ■ ■
SHINE ■ □ □ □

WHY IT'S GREAT

- Super strong 48 hour* hold
- Super matte finish
- Water-resistant

WHAT IT DOES

Super matte finish and super strong hold that lasts up to 48 hours.*

WHO IT IS FOR

Works best on short to medium hair lengths and it's suitable for all hair types.

HOW TO USE

Rub a small amount into the palms of your hands, then run through damp or dry hair.

PRO TIP

Combine the Power Paste with the Gloss Guard to add extra shine to your style.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Aqua (Water), VP/VA Copolymer, Cetearyl Alcohol, Acrylates Copolymer, Ricinus Communis (Castor) Seed Oil, Triaccontanyl PVP, Polysorbate 80, Sorbitan Isostearate, PEG-150 Pentaerythrityl Tetrastearate, Ceteareth-20, Phenoxyethanol, Aminomethyl Propanol, Acrylates/Beheneth-25 Methacrylate Copolymer, Parfum (Fragrance), Dipropylene Glycol, Hydrogenated Castor Oil, Citric Acid, Ethylhexylglycerin, Copernicia Cerifera (Carnauba) Wax, Hydrolyzed Pea Protein, Hydrolyzed Vegetable Protein, Octenidine HCl, Sodium Benzoate, Potassium Sorbate, Acetyl Cedrene, Anethole, Geranyl Acetate, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.

* Instrumental test



TOP FORM

Cream restyler

Experience top-notch styling with **Top Form, offering a soft touch and natural shine.** Enriched with Panthenol and Glycerin for added nourishment. This versatile product allows you to reshape your hairstyle effortlessly.

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ ■ □
SHINE ■ ■ ■ □

WHY IT'S GREAT

- Restylable wax cream offering flexible hold and texture
- Luxurious soft touch and radiant natural shine
- Contains Panthenol for extra nourishment
- With Glycerin for extra hydration

WHAT IT DOES

Defines the hair with a flexible hold and texture, leaving the hair easy to restyle. Provides extra nourishment.

WHO IT IS FOR

All hair types. Perfect for shorter hairstyles.

HOW TO USE

Rub a small amount into the palms of your hands, then run through dry hair.

PRO TIP

For a more natural and textured look, apply Top Form to your hair when it's slightly damp.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Bis-Diglyceryl Polyacyladipate-2, Copernicia Cerifera (Carnauba) Wax, Ceteareth-25, PVP, Glycerin, Propanediol, VP/VA Copolymer, Butyrospermum Parkii (Shea) Butter, Glyceryl Rosinate, Undecane, Phenoxyethanol, Ceteareth-20, Parfum (Fragrance), Dipropylene Glycol, Sorbitol, Tridecane, Hydroxyethylcellulose, Olea Europaea (Olive) Oil Unsaponifiables, Panthenol, Ethylhexylglycerin, PEG-90M, Tocopherol, Acetyl Cedrene, Anethole, Geranyl Acetate, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.



HEAD LOCK

Medium high-shine gel

A timeless classic in our range. First conceptualized and meticulously crafted in 1977, this gel has stood the test of time and is all about structure, shine — and amazing hold. **Use it to sculpt, set and even as a blow-dry gel** as it offers heat protection up to 230°C/ 446°F.

Content
200ml — 6.8 FL.OZ
50ml — 1.7 FL.OZ

HOLD ■ ■ □
SHINE ■ ■ ■

WHY IT'S GREAT

- Medium hold
- Adds intense shine
- Extremely versatile
- Heat protection up to 230 °C/446°F

WHAT IT DOES

Defines hair with hyper-luminous shine.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Work through damp or dry hair. Blow-dry for natural-looking definition.

PRO TIP

Also great to provide definition and hold on curly hair.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Aqua (Water), Polyquaternium-11, Phenoxyethanol, Carbomer, Sodium Hydroxide, PEG-40 Hydrogenated Castor Oil, Ethylhexylglycerin, Parfum (Fragrance), Dipropylene Glycol, Tetrasodium EDTA, Caprylyl Glycol, Acetyl Cedrene, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.



RESTYLER

High-shine restyler

Experience the versatility of our Restyler styling paste, **providing a natural shine and firm hold, enriched with nourishing Panthenol to strengthen and revitalize your hair.**

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ ■
SHINE ■ ■ □

WHY IT'S GREAT

- Adds flexible hold, assuring you can easily restyle the hair
- Adds natural shine
- Enriched with Panthenol to strengthen and nourish the hair

WHAT IT DOES

Offers natural shine and firm hold, while allowing for versatile restyling throughout the day. Nourishes the hair.

WHO IT IS FOR

All hair types. Perfect for shorter hairstyles.

HOW TO USE

Rub a small amount into the palms of your hands, then run through dry hair.

PRO TIP

For added flexibility and softness, mix the Restyler with Smooth Operator.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Aqua (Water), Petrolatum, Ceteareth-30, Ozokerite, PEG-7 Glyceryl Cocoate, Cera Alba (Beeswax), Lanolin, VP/VA Copolymer, Cetyl Alcohol, PVP, Polysorbate 80, Sorbitan Isostearate, Paraffin, Propylene Glycol, Phenoxyethanol, Parfum (Fragrance), Dipropylene Glycol, Panthenol, Ethylhexylglycerin, Octenidine HCl, Acetyl Cedrene, Anethole, Geranyl Acetate, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.

SMOOTH & SHINE

NEW



GLOSS GUARD

Ultimate shine polish

Experience the ultimate shine with our multitasking hair glosser! Achieve all-day radiance and craft polished looks with a flexible finish. A unique blend of ingredient ensures that your gloss stays guarded. Ideal for taming flyaways, adding a polished finish to short dry hair, or creating flawless braids.

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ □
SHINE ■ ■ ■ ■

WHY IT'S GREAT

- Adds incredible shine
- Smoothes frizz
- Offers flexible hold for versatile styling
- Contains vegetable proteins to help strengthen the hair
- Contains Panthenol for extra nourishment

WHAT IT DOES

Frizz-free hair with incredible, wet-looking shine.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Apply a small amount of Gloss Guard onto your fingertips or palms, then gently smooth the polish over your hair.

PRO TIP

Works beautifully when braiding as it adds shine, smoothes flyaways and has a flexible texture

FRAGRANCE

Midnight Blossom

INGREDIENTS

Aqua (Water), Cetareth-25, PEG-7 Glyceryl Cocoate, Propylene Glycol, VP/VA Copolymer, PEG-40 Hydrogenated Castor Oil, Phenoxyethanol, Sodium Benzoate, Parfum (Fragrance), Dipropylene Glycol, Citric Acid, Panthenol, Ethylhexylglycerin, Hydrolyzed Pea Protein, Hydrolyzed Vegetable Protein, Potassium Sorbate, Amyl Salicylate.

SIGNATURE PRODUCT

SMOOTH & SHINE



SHINE THERAPY

Luminosity finishing spray

Unlock the brilliance of your hairstyle with our Shine Therapy spray, **a weightless formula that enhances shine by up to 80%***.

Content
75ml — 1.7 OZ. / 48g
200ml — 4.5 OZ. / 129g

HOLD □ □ □
SHINE ■ ■ ■ ■

WHY IT'S GREAT

- Enhances shine by up to 80%*
- Weightless, non-greasy, non-sticky formula
- Finishing touch for every style

WHAT IT DOES

Provides an ultra-shiny finish.

WHO IT IS FOR

Suitable for all hair lengths and hair types that need incredible shine.

HOW TO USE

Simply mist onto dry hair at a distance of 30 cm (12") as a finishing touch.

PRO TIP

To combat static hair, spray a bit of Shine Therapy onto your brush, then gently run it through your hair. This will help you maintain a smooth and sleek look throughout the day.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Butane, Trisiloxane, Dimethicone, Alcohol Denat., Isodecyl Neopentanoate, Isopropyl Alcohol, Phenyl Trimethicone, Parfum (Fragrance), Dipropylene Glycol.

* Instrumental test



THICK TRICK

Volumizing and thickening spray

Experience the ultimate boost with our plumping Thick Trick spray.

This volumizing spray, crafted with Bond Fuser Technology, gives you thicker, fuller hair. It also offers heat protection up to 230°C/446°F, ensuring your hair stays healthy and strong while you style.

Content
200ml — 6.8 FL.OZ

HOLD ■ ■ □
SHINE ■ □ □

WHY IT'S GREAT

- For fuller, thicker hairstyles
- Corn Starch for flexible hold
- Contains vegetable proteins to help strengthen the hair
- Contains Panthenol for extra nourishment
- Heat protection up to 230 °C/446°F
- Integrated Bond Fuser Technology, an unique complex that shields existing disulfide bonds and creates new bonds to protect the integrity of the hair

WHAT IT DOES

Elevate your hair to new heights with added thickness and fullness.

WHO IT IS FOR

Suitable for all hair lengths and types. Especially suitable for fine and thin hair.

HOW TO USE

1. Shake well before use to ensure active ingredients are evenly distributed.
2. Spray directly onto dry hair from a distance of 16 cm (6").
3. For targeted volume, focus on spraying at the roots. Use a blow dryer to style your hair as desired.

PRO TIP

Flip your head upside down while blow-drying to lift the roots.

FRAGRANCE

Midnight Blossom

INGREDIENTS

Aqua (Water), PEG-40 Hydrogenated Castor Oil, Hydrolyzed Corn Starch, Polyimide-1, Propanediol, PVP, Phenoxyethanol, Parfum (Fragrance), Dipropylene Glycol, Polyquaternium-4, Arginine, Glucose, Panthenol, Ethylhexylglycerin, Citric Acid, Hydrolyzed Pea Protein, Hydrolyzed Vegetable Protein, Potassium Sorbate, Sodium Benzoate, Amyl Salicylate.



GOOD FIBES

Flexible fiber paste

Embrace effortless style with Good Fibes, a flexible fiber paste designed to sculpt and shape your hair with ease. Formulated for versatility, this innovative paste provides **a natural, movable hold, allowing you to create a variety of looks without stiffness or crunchiness.** Whether you're crafting a tousled texture or defining precise styles, Good Fibes offers the flexibility you need for endless styling possibilities.

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- Natural, movable hold
- Contains Panthenol for extra nourishment
- Contains Fibers for flexible fixation

WHAT IT DOES

Hair with a natural-looking hold that is movable throughout the day.

WHO IT IS FOR

All hair types. Perfect for shorter hairstyles.

HOW TO USE

Rub a small amount into the palms of your hands, then run through damp or dry hair.

PRO TIP

For a flexible hold, mix a small amount of Good Fibes with the Smooth Operator.

FRAGRANCE

Citrus Meadow

INGREDIENTS

Aqua (Water), Ceteareth-30, Paraffinum Liquidum (Mineral Oil), Laureth-2, Ceteth-2, Synthetic Beeswax, Alcohol Denat, VP/VA Copolymer, Paraffin, Sodium Benzoate, Sorbitol, Parfum (Fragrance), Citric Acid, Magnesium Sulfate, Dipropylene Glycol, Panthenol, PEG-90M, Citrus Aurantium Bergamia (Bergamot) Peel Oil, Geranyl Acetate, Limonene, Linalyl Acetate, Terpineol, Tetramethyl Acetyloctahydronaphthalenes.



HIGH RISE

Root volumizing spray

Introducing our **High Rise**, your go-to solution for achieving **sky-high volume and lift from the roots**. Formulated with innovative volumizing ingredients, this lightweight spray effortlessly adds body and fullness to your hair, creating a voluminous and bouncy look that lasts all day.

Content
300ml — 9.5 OZ. / 270g

HOLD ■ ■ ■
SHINE ■ □ □

WHY IT'S GREAT

- Builds volume at the roots
- Contains Panthenol and vegetable proteins to nourish and strengthen the hair
- Contains vitamin E, a natural anti-oxidant. Helps to protect the hair against external influences

WHAT IT DOES

Volume and lift at the roots, radiant lengths.

WHO IT IS FOR

Suitable for all hair lengths. Perfect for normal to thick hair.

HOW TO USE

1. Shake the High Rise well before use. Apply on damp hair. For targeted volume, focus on spraying at the roots.
2. Use a blow dryer to style your hair as desired. Blow it big using a round brush.

PRO TIP

Flip your head upside down while blow-drying to lift the roots.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Aqua (Water), Alcohol Denat., Dimethyl Ether, VP/VA Copolymer, Isopropyl Alcohol, PEG-40 Hydrogenated Castor Oil, Polyquaternium-46, PEG-12 Dimethicone, Carbomer, Aminomethyl Propanol, Panthenol, Parfum (Fragrance), Vaccinium Myrtillus Fruit Extract, Phenoxyethanol, Dipropylene Glycol, Saccharum Officinatum (Sugarcane) Extract, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Phenylpropanol, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Propanediol, Caprylyl Glycol, Acer Saccharum (Sugar Maple) Extract, Tocopheryl Acetate, Potassium Sorbate, Trimethylbenzenepropanol.



STARDUST

Precision volume powder

Introducing Stardust, your secret weapon for **creating weightless texture and volume**. This innovative powder is designed for precise application, allowing you to target specific areas for instant lift and body.

Content
8g — 0.28 OZ

HOLD ■ ■ □
SHINE □ □ □

WHY IT'S GREAT

- Creates volume
- Matte finish
- For precise application

WHAT IT DOES

Voluminous, texturized hair.

WHO IT IS FOR

Suitable for all hair lengths. Perfect for fine to normal hair.

HOW TO USE

Use on dry hair. Spray onto the roots and massage it in with your fingertips.

PRO TIP

Add a pump of Stardust to your clay or paste for an extreme matt finish.

FRAGRANCE

No fragrance

INGREDIENTS

Aqua (Water), Glycerin, Silica Silylate, Phenoxyethanol, Ethylhexylglycerin.

VOLUME & GRIP



VELVET CLOUD

Strong volume foam

Experience the Velvet Cloud, our strong volume foam. Infused with panthenol, vegetable proteins, and Vitamin E, it **nourishes and protects your hair and scalp while boosting volume**. With heat protection up to 230°C / 446°F.

Content

75ml - 2.0 OZ. / 56g
200ml - 6.9 OZ. / 196g
500ml - 13.1 OZ. / 371g

HOLD ■ ■ ■
SHINE ■ ■ □

WHY IT'S GREAT

- Adds dramatic volume
- Contains Panthenol to nourish the hair
- Enriched with Vegetable Proteins to strengthen the hair
- Contains Vitamin E, a natural anti-oxidant. Helps to protect the hair against external influences
- Heat protection up to 230°C/446°F

WHAT IT DOES

Hair with big volume and seductive fullness.

WHO IT IS FOR

Suitable for all hair lengths. Perfect for normal to thick hair.

HOW TO USE

1. Shake well before use, dispense the Velvet Cloud into your palm and rub your hands together to distribute the foam evenly on damp hair.
2. Style as desired. Use a blow-dryer to pump up the volume.

PRO TIP

Combine the Velvet Cloud with the High Rise to maximize your volume.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Butane, Trisiloxane, Dimethicone, Alcohol Denat., Isodecyl Neopentanoate, Isopropyl Alcohol, Phenyl Trimethicone, Parfum (Fragrance), Dipropylene Glycol.

VOLUME & GRIP



GET A GRIP

Dry texturizer spray

This invisible dry texturizing spray **adds volume and tousled texture with a medium hold**. Features Dry Cleansing Complex with zeolite to absorb oil.

Content

75ml - 2.0 OZ. / 56g
200ml - 5.2 OZ. / 148g

HOLD ■ ■ □
SHINE □ □ □

WHY IT'S GREAT

- Dry Cleansing Complex for a clean scalp
- Volume and texture
- Flexible hold
- Doesn't leave a white haze, making it also perfect for darker hair bases!

WHAT IT DOES

Instantly fresh and fuller hair.

WHO IT IS FOR

Suitable for all hair types.

HOW TO USE

1. Shake, then spray onto the roots of dry hair at a distance of 15 cm (6") and rub in.
2. Focusing on areas where you want to add texture or need enhanced grip.
3. Style your hair as desired, whether you're aiming for tousled waves, textured braids, or a voluminous updo.

PRO TIP

To create an undone look, apply dry texturizer to damp hair, braid, and let it air dry. Undo the braids when dry, then tousle hair with fingers to break up waves.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Dimethyl Ether, Alcohol Denat., VP/VA Copolymer, Isopropyl Alcohol, Zeolite, Parfum (Fragrance), Dipropylene Glycol, Amyl Salicylate.

VOLUME & GRIP



OCEAN WAVES

Salty texture spray

Beach hair never goes out of fashion. Enhanced with Bond Fuser Technology to repair the hair and heat protection up to 230°C/446°F, it's your hair's ultimate guardian. Blow-dry to emphasize texture and unleash your inner mermaid!

Content
200ml — 6.8 FL.OZ

HOLD ■ ■ □
SHINE ■ □ □

WHY IT'S GREAT

- Adds grip and texture thanks to Sea salt
- Builds beachy volume with a matte finish
- Heat protection up to 230 °C/ 446°F
- Integrated Bond Fuser Technology, an unique complex that shields existing disulfide bonds and creates new bonds to protect the integrity of the hair

WHAT IT DOES

Texturized, voluminous beachy hair.

WHO IT IS FOR

Suitable for all hair lengths. Perfect for fine to normal hair.

HOW TO USE

Mist on damp or dry hair, then blow it big. Layer the product for customizable volume and grip.

PRO TIP

To counteract potential dryness from the Ocean Waves, consider applying Tame Game to the ends of the hair. This helps to maintain moisture without weighing down the texture

FRAGRANCE

Midnight Blossom

INGREDIENTS

Aqua (Water), Magnesium Sulfate, PEG-40 Hydrogenated Castor Oil, Dipropylene Glycol, Phenoxyethanol, Citric Acid, PVP, Parfum (Fragrance), Arginine, Glucose, Maris Sal (Sea Salt), Panthenol, Ethylhexylglycerin, Hydrolyzed Pea Protein, Hydrolyzed Vegetable Protein, Potassium Sorbate, Sodium Benzoate, Amyl Salicylate.

VOLUME & GRIP



CASHMERE CLOUD

Soft volume foam

Who needs crunchy hair? With Cashmere Cloud you can easily **add fullness, while keeping hair soft and conditioned.** Infused with Panthenol, Vegetable Proteins, and Vitamin E, it not only adds body but also nourishes and shields your hair and scalp. With heat protection up to 230°C/446°F.

Content
200ml — 6.9 OZ. / 196g

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- Create bodacious volume with a soft-touch
- Contains Panthenol to nourish the hair
- Enriched with Vegetable Proteins to strengthen the hair
- Contains Vitamin E, a natural anti-oxidant. Helps to protect the hair against external influences
- Heat protection up to 230°C/446°F

WHAT IT DOES

Voluminous, touchable hair.

WHO IT IS FOR

Suitable for all hair lengths. Perfect for fine to normal hair.

HOW TO USE

1. Shake well before use, dispense Cashmere Cloud into your palm and rub your hands together to distribute the foam evenly on damp hair.
2. Style as desired. Use a blow-dryer to pump up the volume.

PRO TIP

The Cashmere Cloud works perfectly on curly hair to create definition and bouncy curls.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Aqua (Water), Isobutane, VP/VA Copolymer, Polyquaternium-4, Propane, Butane, Trideceth-9, PEG-12 Dimethicone, PEG-5 Ethylhexanoate, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Parfum (Fragrance), Panthenol, Ethylhexylglycerin, Dipropylene Glycol, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Tocopheryl Acetate, Potassium Sorbate.



FREE STYLER

360° freestyle hairspray

Experience the freedom of the Free Styler with our 360° hairspray. **Offering a medium hold that's buildable and lasts up to 24 hours.*** Its innovative 360° spray function ensures effortless application from every angle.

Content

75ml — 2.0 OZ. / 56g
300ml — 7.9 OZ. / 223g
500ml — 13.1 OZ. / 372g

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- 360° spray function, allowing for effortless application from any angle
- Medium hold
- Adds natural shine
- Long lasting 24-hour hold*
- 24-hour humidity protection*
- Easy to brush out

WHAT IT DOES

Gives strong hold for beautifully styled hair.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12"). Layer to customize your hold.

PRO TIP

If you need to tame flyaways or smooth down frizz, spray a small amount of hairspray onto a fine-tooth comb or a brush, and gently brush over the affected areas.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Butane, VA/Crotonates/Vinyl Neodecanoate Copolymer, Aqua (Water), Isopropyl Alcohol, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Triethanolamine, Parfum (Fragrance), PEG-12 Dimethicone, Dipropylene Glycol, Trimethylbenzenepropanol.



FIXER

Strong hold hairspray

Sometimes you've got to get super serious about hold. For flawless hairstyles that absolutely demand to be locked in place, go for the Fixer. **Our maximum hold.** It also adds natural shine, and renders humidity practically powerless all day and all night.

Content

300ml — 8.0 OZ. / 226g

HOLD ■ ■ ■
SHINE ■ ■ □

WHY IT'S GREAT

- Super strong, long-lasting 48 hours hold*
- Adds natural shine
- 48-hour humidity protection

WHAT IT DOES

Provides a flawless hairstyle that stays in place no matter what!

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Mist onto dry hair at a distance of 30 cm (12"). Layer to customize your hold.

PRO TIP

For maximum hold, apply The Fixer in layers. After styling your hair, lightly mist hairspray over small sections at a time, allowing each layer to dry before applying the next.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Dimethyl Ether, Alcohol Denat., Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Isopropyl Alcohol, Aqua (Water), Aminomethyl Propanol, Phenyl Trimethicone, Parfum (Fragrance), Dipropylene Glycol, Trimethylbenzenepropanol.



LIQUID LOCK Liquid hairspray

A liquid finishing hairspray, perfect for **accentuating texture, while offering a strong 48-hour hold**. It's ideal for all your styling needs.

Content
200ml — 6.8 FL.OZ

HOLD ■ ■ ■
SHINE ■ ■ ■

WHY IT'S GREAT

- Versatile non-aerosol finishing spray
- Intense hold
- Contains Panthenol to nourish the hair
- Contains Vitamin E, a natural anti-oxidant. Helps to protect the hair against external influences
- Wet-looking shine

WHAT IT DOES

Accentuated texture, irresistible shine and strong hold.

WHO IT IS FOR

Suitable for all hair lengths and hair types.

HOW TO USE

1. Shake well before use
2. Mist evenly onto dry hair at a distance of 30 cm (12")
3. For a wet-look finish, spray on damp hair

PRO TIP

Also great to define curly hair! Mist evenly onto dry hair at a distance of 30 cm (12"). Air-dry or blow-dry with a diffuser for super strong curls

FRAGRANCE

Violet Crush

INGREDIENTS

Alcohol Denat., Butyl Ester of PVM/MA Copolymer, Aqua (Water), Aminomethyl Propanol, Parfum (Fragrance), Dipropylene Glycol, Panthenol, Tocopheryl Acetate, Linalyl Acetate.



CLIMATE CONTROL Weightless humidity shield

Oh those summer days — they are so tempting... but what about your hair? Spritz on a fine mist of Climate Control, designed to keep your hair frizz-free. **This weightless spray provides up to 90% humidity protection, ensuring your hairstyle stays intact no matter the weather.** With heat protection up to 230°C/ 446°F.

Content
200ml — 5.2 OZ. / 148g

HOLD □ □ □
SHINE ■ □ □

WHY IT'S GREAT

- Weightless finishing spray
- Ensures 24-hour humidity protection up to 90%*
- Heat protection up to 230°C/446°F

WHAT IT DOES

Beautifully styled, frizz-free hair.

WHO IT IS FOR

Suitable for all hair lengths and hair types prone to frizz.

HOW TO USE

After styling, mist onto dry hair at a distance of 30 cm (12").

PRO TIP

Want super sleek hair without any frizz? Spray Climate Control on dry hair before flat ironing it. It will tame frizz, give heat protection and protects against humidity all day long.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Alcohol Denat., Dimethyl Ether, Isopropyl Alcohol, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Triethanolamine, Parfum (Fragrance), Trisiloxane, Dimethicone, Dipropylene Glycol, Trimethylbenzeneopropanol.

* Instrumental test

FIX & FINISH

NEW



STAY PUTT

Matte molding mud

Stay Putt is a creamy and moldable mud with a matte finish. Enriched with Shea butter, it **provides a soft-touch feel while offering flexible styling options.**

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ □
SHINE ■ □ □

WHY IT'S GREAT

- For remoldable hairstyles
- Matte finish and medium hold
- Soft-touch feel
- Enriched with Shea butter to moisturize the hair

WHAT IT DOES

Provides flexible hold with a matt finish.

WHO IT IS FOR

Suitable for all hair types. Perfect for short to medium hair lengths.

HOW TO USE

Rub a small amount into the palms of your hands, then run through dry hair.

PRO TIP

To optimize application, warm the Stay Putt in your hands for 5-6 seconds to ensure even distribution.

FRAGRANCE

So Pure

INGREDIENTS

Aqua (Water), Kaolin, Cetearyl Alcohol, Ricinus Communis (Castor) Seed Oil, Candelilla Cera (Euphorbia Cerifera (Candelilla) Wax), Octyldodecanol, Butyrospermum Parkii (Shea) Butter, Parfum (Fragrance), Cetareth-20, PVP, Maltodextrin, Maltodextrin/VP Copolymer, Phenoxyethanol, Caprylyl Glycol, Hydrogenated Castor Oil, Carbomer, Isopropyl Myristate, Copernicia Cerifera (Carnauba) Wax, Sodium Hydroxide, Ethylhexylglycerin, Benzyl Salicylate, Citral, Citronellol, Geranyl Acetate, Hexamethylindanopyran, Hydroxycitronellal, Limonene, Linalool, Linalyl Acetate, Pinene, Rose Ketones, Sclareol, Terpineol, Tetramethyl Acetyloctahydronaphthalenes.

FIX & FINISH



CLEAN SLATE

Refreshing dry shampoo

For a shower-fresh feel. **Extend your hairstyle with this dry shampoo.** Absorbs oil and impurities, thanks to its dry cleansing complex. After use, hair feels cleaner and fuller.

Content
200ml — 6.8 FL.OZ

HOLD ■ □ □
SHINE □ □ □

WHY IT'S GREAT

- Dry Cleansing Complex
- Instantly fresh-feeling hair
- Adds fullness

WHAT IT DOES

Instantly fresher and fuller hair.

WHO IT IS FOR

Suitable for all hair lengths and hair types prone to oiliness.

HOW TO USE

1. Shake well, then spray onto the roots of dry hair at a distance of 16 cm (6") and rub in.
2. Focus on oily areas, let it sit for a few minutes and then brush through.
3. Style your hair as desired.

PRO TIP

Using Clean Slate before bed absorbs oil overnight, leaving hair fresh and voluminous in the morning.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Butane, Alcohol Denat, Aluminum Starch Octenylsuccinate, Isopropyl Alcohol, Parfum (Fragrance), Dipropylene Glycol, Amyl Salicylate.

* Instrumental test



CLAYTIME

Matte molding clay

Create rough, playful textures with Claytime, our matte molding clay! Claytime is formulated with Dry Cleansing Complex, absorbing excess oil from the scalp. Corn starch assures a flexible hold for a workable look.

Content
100ml — 3.4 FL.OZ

HOLD ■ ■ ■
SHINE □ □ □

WHY IT'S GREAT

- Creates rough, playful textures
- Corn starch provides flexible hold
- Dry cleansing complex absorbs excess oil for a clean scalp

WHAT IT DOES

The clay provides a strong hold and matte finish, allowing you to style and shape your hair as desired.

WHO IT IS FOR

The Clay Time works the best on short hair and is suitable for all hair types.

HOW TO USE

Rub a small amount in hands and mess through dry hair.

PRO TIP

To boost volume and lift, apply clay directly to the roots. Rub a small amount between your fingertips to warm it up.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Petrolatum, Kaolin, Synthetic Beeswax, Dodecane, Ceteareth-20, Aqua (Water), Decyl Glucoside, Aluminum Starch Octenylsuccinate, Caprylyl Glycol, Corn Starch Modified, Parfum (Fragrance), Dipropylene Glycol, Acetyl Cedrene, Anethole, Geranyl Acetate, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.



THE ROCK

Strong high-shine gel

Experience the pinnacle of style with our rock-solid styling gel, offering ultimate hold and lustrous shine. **Achieve any desired wet-look or crunchy effect effortlessly.** Opt for a sleek finish by applying to wet hair.

Content
200ml — 6.8 FL.OZ
50ml — 1.7 FL.OZ

HOLD ■ ■ ■
SHINE ■ ■ ■

WHY IT'S GREAT

- Adds intense shine
- Strong hold, all day long
- Provides a firm crisp result
- Fast drying time

WHAT IT DOES

Super strong hold with high shine.

WHO IT IS FOR

Works the best on short to medium hair lengths and it's suitable for all hair types.

HOW TO USE

Work through damp or dry hair. Blow-dry for natural-looking definition.

PRO TIP

For a wet look-effect, apply The Rock on damp hair.

FRAGRANCE

Cardamon Spell

INGREDIENTS

Aqua (Water), PVP, PEG-40 Hydrogenated Castor Oil, Acrylates/Steareth-20 Itaconate Copolymer, Glycerin, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, Phenoxyethanol, Parfum (Fragrance), Dipropylene Glycol, Methyl Gluceth-10, Acetyl Cedrene, Anethole, Linalyl Acetate, Menthol, Tetramethyl Acetyloctahydronaphthalenes.