

BETTER PRODUCT

- ➔ ALL-NATURAL BOTANICALS
- ➔ PHARMACEUTICAL-GRADE INGREDIENTS
- ➔ ARTISAN COLOR FEATURING PRECISE SHADE FORMULATION

We believe that better ingredients make better products, so we formulate with the best we can find. We stay away from harsh, damaging chemicals and instead use all-natural botanicals and pharmaceutical-grade ingredients. We don't just use the same set of "marketing botanicals." We pick botanicals specifically for each product based on the function of the product and the hair needs of those that will use it.

Most color lines create a single base for their entire line and then formulate each shade from that base. The result? Shades that are not true to tone. At Jack Winn Pro, each shade is formulated individually to make hair color that is true to tone. Our warms are warm, our cools are cool, and our naturals are natural.

BETTER EDUCATION

- ➔ ANNUAL 3 DAY RETREAT, EDUCATOR SUMMIT
- ➔ REGULAR, FREE ONLINE COURSES
- ➔ ACCESS TO A COMMUNITY OF STYLISTS ACROSS THE COUNTRY
- ➔ INCENTIVES FOR SHARING YOUR OPINION ON PRODUCTS
- ➔ OPPORTUNITIES TO MEET YOUR GREATEST POTENTIAL

We believe top-quality education makes stylists more successful, which is why we host classes around the country. You can attend any class for half-price. Check out upcoming classes at jackwinn-pro.eventbrite.com.

Join us for our Certified Educators Summit. Over two long and intense days, you'll attend sessions on cut technique, color technique, product knowledge, business, marketing, and social media. You'll walk away with loads of tips, but you'll also walk away a JWP Certified Educator.

We also have hundreds of hours of live and archived online education. Jack goes live every Wednesday night, and we go through your formula questions live on Formulation Friday. You have access to product knowledge videos and countless segments from past boot camps that we've hosted. Our National Educators also regularly host education in our groups and cover everything from photography to social media to toning.

Our community is made up of talented professional stylists who support each other in building their businesses and improving their skills. Consider it a resource for support, questions, and a place to share work you are proud of! Join the associates group at facebook.com/groups/jwcassociates.

Join Jack on Facebook Live Wednesdays at 7P CT (5P PT) in our Associates group to get a weekly update and get plugged in to our amazing stylist community. Also, look out for newsletters from us twice a month to stay in the loop on all things Jack Winn Pro (specials, education, new products, etc.)



STOCK YOUR BACKBAR



LumiGloss Frost
Express Toner
Express toning mask. No lift, No damage, No mixing. Frost adds cool violet tones to neutralize brassiness or unwanted warmth in any light-colored hair (white, grey, blonde, etc). Can be used with Ignite color to create pastels.

#LumiGloss



LumiGloss Honey
Express Toner
Express toning mask. No lift, No damage, No mixing. Honey is perfect for anyone wanting a bit more warmth and to enhance golden tones: brunettes, redheads or blondes!

#LumiGloss



LumiGloss Espresso
Express Toner
Express toning mask. No lift, No damage, No mixing. Espresso adds smoky rich tones to neutralize brassiness on brunettes by giving you a deep, chocolatey tone with beautifully lustrous, shiny locks.

#LumiGloss



LumiGloss Champagne
Express Toner
Express toning mask. No lift, No damage, No mixing. Enhances neutral tones on blondes and lighter brunettes.

#LumiGloss



LumiGloss Clear
Colorless hair mask
No lift, No damage, No mixing. This colorless mask adds brilliant shine and depth without affecting hair color.

#LumiGloss



Quench
Shampoo, Conditioner
A blend of hibiscus, sunflower, and other botanicals provide lasting hydration and improve the hair's strength and elasticity.

Hydrates • Detangles • Enhances Shine

#Quench



HydroLock
Shampoo, Conditioner
Linseed oil and aloe provide protection from damage and are especially hydrating on finer hair.

Protects • Hydrates • Illuminates

#HydroLock



BioBond
Shampoo, Conditioner
Niosome technology and amino acids strengthen and regenerate natural bonds, giving new life to color-treated or damaged hair.

Regenerates bonds • Reduces fading • Moisturizes & protects

#BioBond



COLORCLEAN
16 oz. Gentle Color Remover
5 oz. Gentle Color Remover
Perfectly formulated to remove hair color, of any color line. Easily and gently removes hair color stains from your client's skin without causing any irritation or discomfort.

Gentle on skin • Stain remover
#COLORCLEAN



THE ULTIMATE PRODUCT GUIDE

JACK WINN | Pro™

Envelop

PERMANENT HAIR COLOR

N	1 1N	3 3N	4 4N	5 5N	6 6N	7 7N	8 8N	9 9N	10 10N																									
NN	4.00 4NN	5.00 5NN	6.00 6NN	7.00 7NN	8.00 8NN	9.00 9NN	1 B	5.1 5B	6.1 6B	7.1 7B	8.1 8B	9.1 9B	10.1 10B																					
	.1 B	5.11 5BB	8.11 8BB	7.11 7BB	6.13 6BG	7.13 7BG	8.13 8BG						.2 V	4.22 4VV	6.2 6V																			
	.3 G	4.3 4G	5.3 5G	6.3 6G	7.3 7G	8.3 8G	9.3 9G						5.34 5GC	6.34 6GC	7.35 7GM																			
	.4 C	5.4 5C	6.4 6C	7.4 7C	8.4 8C				.5 M	4.5 4M	5.5 5M	6.5 6M																						
	.6	4.6 4R	5.6 5R	6.6 6R				5.62 5RV			.7	4.7 4Gr	5.7 5Gr																					
Tone Intensifiers Mixers															.1 Light Ash	.3 Gold	.4 Copper	.6 Red	.2 Violet	.11 Dark Blue	.7 Dark Ash													
Extra Lift															10x 10Nx	10.1x 10Bx	10.2x 10Vx	10.3x 10Gx	Light Pastels Toners			9.1L 9BL	9.2L 9VL	9.32L 9GVL										

Restore

DEMI-PERMANENT HAIR COLOR

1 1N	3 3N	5 5N	6 6N	7 7N	8 8N	9 9N	10 10N																					
1.11 1BB	4.1 4B	6.1 6B	5.12 5B	7.12 7B	9.12 9BV	8.13 8BG	9.13 9BG	9.17 9BGr																				
		7.2 7V	10.2 10V	CLEAR																								
		4.3 4G	6.3 6G	8.3 8G																								
		5.4 5C	7.4 7C	9.4 9C	4.62 4RV		5.6 5R																					

LumiGloss

EXPRESS TONER & PASTEL MIXER

HONEY EXPRESS TONER	FROST EXPRESS TONER	CLEAR EXPRESS TONER										
ESPRESSO EXPRESS TONER	CHAMPAGNE EXPRESS TONER											

Ignite

VIVID SEMI-PERMANENT HAIR COLOR

SMOKE	VIOLET	BLUE	TURQUOISE	GREEN	YELLOW	ORANGE	RED	FUCHSIA	PINK										
MIX WITH FROST FOR COOLER PASTEL					MIX WITH HONEY FOR WARMER PASTEL														
SMOKE	VIOLET	BLUE	TURQUOISE	GREEN	YELLOW	ORANGE	RED	FUCHSIA	PINK										

LUMIGLOSS

The LumiGloss line is an intensely nourishing line of toning masks. These are used by stylists as a pre-toner, as a toner or as a retail product for clients to use every 2-5 washes at home to refresh color and add shine.

As a Pretoner

LumiGloss has hydrolyzed proteins and panthenol that give it the ability to even out pH and porosity after a chemical or color service. Leave on for 5 minutes as a pre-toner before toning hair.

As a Toner

In addition to evening out porosity and pH, LumiGloss can be used as a toner if left on for 10-30 minutes. Direct Dye pigments (violet for Frost, Gold for Honey, a neutral beige tone with a balance of cool and warm for Champagne, a balanced chocolate brown for Espresso) will gently tone while nourishing hair and adding shine.

To Apply

Wash hair with Jack Winn Pro shampoo and towel dry. Do not condition. Thoroughly saturate hair with product and comb through with a Jack Winn Pro anti-splicing comb to ensure even distribution. Process for 5 minutes to pre-tone or 10-30 minutes to tone. Rinse thoroughly (do not shampoo) with warm water until water runs clear after processing.

MIXING GUIDE FOR RESTORE

After thorough consultation with your client, taking into consideration their existing color, choose the appropriate Restore color or mixture to achieve target shade.

Restore is both PPD and Ammonia-free. It is also packed with botanicals, which make it a go-to option for Jack.

PREPARATION

Restore should be mixed one part color to 1.5 parts activator. Mix one tube (60 ml) with 90 ml of Jack Winn Pro Activator. Whisk thoroughly until a silky texture is achieved. Use immediately.

APPLICATION

- > Processing time for Restore is 20 minutes.
- > When using Restore for grey coverage (up to 50%), increase processing time to 35 minutes.
- > When using Restore for toning, decrease processing time to 10 minutes.

After processing, rinse hair thoroughly with warm (not hot) water. Finish with Jack Winn Pro shampoo and care products.

HOW TO CHOOSE JACK WINN COLOR ACTIVATOR

→ **3 VOL. (1.2%)**
Use for tone-on-tone or to not affect the natural base. 3 vol will give a more transparent finish.

→ **10 VOL. (3%)**
Use to deposit color that will affect the natural base or when you desire a more opaque finish. By using 10 vol with a Restore shade that is lighter than the client's base, you can lift the natural base up to 1 level.

MIXING GUIDE FOR RESTORE FOR TONING

ACTIVATOR
3 or 10 vol. Jack Winn Color Activator

MIXING
1 tube (60 ml) + 90 ml Jack Winn Color Activator
Apply generously to previously lightened or color treated hair for up to 10 minutes. (Jack always evaluates a test strand after 3 minutes. It might be time to shampoo after 3 minutes.)

USING RESTORE TO REFRESH

After applying Envelop or Restore as your base color to new growth, consider applying Restore immediately thereafter to all remaining hair to refresh color. Do not adjust the processing time on the new growth application when you do this. Rinse refresh color at the same time as the new growth.



SUNSET TO DUSK

1 PART Violet
1 PART Blue
10 PARTS Frost

1 PART Red
1 PART Orange
3 PARTS Honey

1 PART Violet
2 PARTS Red
2 PARTS Pink
12 PARTS Frost

1 PART Yellow
1 PART Orange
5 PARTS Honey

CANDY COATED

1 PART Red
2 PARTS Pink
8 PARTS Frost

1 PART Orange
1 PART Red
30 PARTS Honey

1 PART Violet
3 PARTS Pink
34 PARTS Frost

1 PART Yellow
4 PARTS Pink
25 PARTS Frost

MERMAID WAVES

1 PART Blue
1 PART Turquoise
15 PARTS Frost

1 PART Green
2 PARTS Turquoise
10 PARTS Frost

1 PART Green
2 PARTS Yellow
10 PARTS Frost

1 PART Green
3 PARTS Turquoise
20 PARTS Frost

BLACK & SILVER

2 PARTS Blue
1 PART Red
1 PART Yellow

2 PARTS Blue
1 PART Red
1 PART Yellow
50 PARTS Frost

MIXING GUIDE FOR IGNITE

Semi-Permanent, no-lift, vibrant colors will last longer and show their vibrancy best when applied to hair pre-lightened with Jack Winn Color Brilliant Lightener lifted to the following levels:

LIFT TO A LEVEL 7 for Violet, Red, Orange

LIFT TO A LEVEL 9 for Yellow and Green

LIFT TO A LEVEL 10 for Blue, Turquoise, Fuchsia, Smoke & Pink

Ignite color can be applied to virgin hair or hair that has been previously colored without lightening. The color will not be as vibrant nor last as long. Naturally light and/or tinted hair may hold Ignite colors for a longer period depending on condition, porosity and texture of the hair.

PREPARATION

Do not mix with developer or activator.

Mix desired Ignite shades together for infinite color possibilities.

All Ignite shades can also be mixed with any LumiGloss shade for varying depths of pastels.

You may also mix Ignite colors 1:1 with any LumiGloss shade for full vivid effect but with quicker, more graceful fading and easier removal.

APPLICATION

- > Apply to freshly washed, dry hair at room temperature.
- > Process for 15-30 minutes.
- > Limit exposure to scalp and skin to prevent staining.

Thoroughly rinse from the hair with cool water until the rinse water runs clear.

CARE

Using Jack Winn Care Shampoo and Conditioner at home can prolong Ignite color longevity. Instruct client to rinse with cool water for maximum color durability.

MIXING GUIDE FOR ENVELOP

After thorough consultation with your client, taking into consideration their existing color, choose the appropriate Envelop color or mixture to achieve target shade.

PREPARATION

Envelop should be mixed one part color to 1.5 parts activator. Mix one tube (60 ml) with 90 ml of Jack Winn Pro Activator. Whisk thoroughly until a silky texture is achieved. Use immediately.

APPLICATION

Processing time for Envelop is 30 minutes for re-touching color. For grey coverage, increase processing time to 35 minutes. For Envelop permanent toners, only 5-15 minutes of processing time is needed.

After processing, rinse hair thoroughly with warm (not hot) water. Finish with Jack Winn Pro shampoo and care products.

FOR A VIRGIN APPLICATION

- > Apply Envelop starting 1/2 inch from scalp through to ends. Process for 15 minutes. Do not rinse.
- > Apply Envelop starting at the scalp and running through to the ends (overlapping prior zones of application). Process for 30 minutes (or 35 for grey coverage).

RE-TOUCH WITH MINIMUM FADING (0-1 LEVEL)

- > Apply Envelop to regrowth, which should all be within 1/2 inch of the scalp. Process for 30 minutes (or 35 for grey coverage).
- > If desired, remaining Envelop mixture can be mixed with warm water and applied to mid-shafts through ends with 5 minutes remaining on new growth processing time in order to refresh color.

RE-TOUCH WITH MAXIMUM FADING (2-3 LEVELS)

- > Processing time for Jack Winn Restore is 20 minutes.
- > For toning, 10 minutes. For covering up to 50% of grey, 30 minutes.
- > Once the development time is over, rinse thoroughly with warm (not hot) water. Finish with Jack Winn Care shampoo.

FORMULATING FOR GREY COVERAGE

0-50%: Grey: Use target shade. Process for 35 minutes.

50-100%: Grey: For warm target shades, mix the target shade with 1/2 of the corresponding single tone gold shade (4.3/4G, 5.3/5G, 6.3/6G, etc). For example, to achieve grey coverage on 7.4/7C, you'd mix 50% 7.4/7C with 50% 7.3/7G.

For cool target shades, mix the target shade and 1/2 of the corresponding natural shade (1N, 3N, 4N, etc). Process for 35 minutes.

For Resistant Grey: For resistant grey, use the Jack Winn Pro NN or .00 series for maximum pigmentation. When using this grey coverage series of shades, you will not need to mix as directed above.

LEVELS OF LIFT

Up to 2-3

COVERAGE OF GREY

Up to 100%

ACTIVATOR

20 or 30 vol. Jack Winn Color Activator

MIXING

1 tube (60 ml) + 90 ml Activator

DEVELOPMENT TIME 30 minutes

RINSING

When processing time is complete, add a little warm water to the hair, and gently emulsify. Thoroughly rinse color from the hair, and shampoo lightly with Jack Winn Care shampoo.

ENVELOP TONE INTENSIFIERS

These intensely pigmented-mixers can be added to neutralize or amplify tone. You'll want to use these sparingly as they pack a powerful punch. When calculating how much activator is needed, you'll need 1.5 parts activator per part of color excluding these mixers.

Never use 0.2/V, 0.1/B, 0.11/BB and 0.7/Gr on hair that is level 7 or above or in cases where your target shade is level 7 or above.

ENVELOP HIGH LIFTS

High Lifts can lighten 2-3 levels. They're great for achieving lighter shades but are rarely used on levels 6 or below. They differ a bit from other Envelop shades as follows:

ACTIVATOR

20, 30, or 40 vol Jack Winn Pro Activator

MIXING

Mix High Lifts 1 part color to 2 parts Activator. You'll need 120ml of Activator to mix with 1 tube (60 ml)

APPLICATION

Processing time is 30-45 minutes depending on when your target shade is achieved.

ENVELOP PASTEL TONERS

Pastel toners provide a permanent toning option within our Envelop line for previously-lightened or color-treated hair. These are mixed like most Envelop shades but have a shorter processing time.

ACTIVATOR

10 or 20 vol Jack Winn Pro Activator

MIXING

Mix High Lifts 1 part color to 1.5 parts Activator.

APPLICATION

Apply generously for up to 15 minutes. Start checking test strands at 3 minutes to gauge whether it is time to shampoo.

BRILLIANT LIGHTENING POWDER

Brilliant lightens up to 7 levels. It is ideal for foils and can be used with 3 vol as a color remover. Works quickly but gently. Start lightener applications in the back so rinsing your first section is easy. Brilliant is safe on scalp (with up to 30 volume).

MIXING

1 part powder to 2 parts Jack Winn Pro Activator

ACTIVATOR

3, 10, 20, 30, or 40 vol Jack Winn Pro Activator

DIAMOND LIGHTENING POWDER

Designed for hair that is level 5 or darker, Diamond lightens up to 9 levels and is ideal for foils. Diamond's time-released violet pigments will tone to neutralize yellow at levels 9 and 10. It is not for use on scalp and should never be used overlapping previously lightened hair. We never recommend overlapping previously lightened hair, but be extra careful with Diamond.

MIXING

1 part Powder to 2 parts Activator

ACTIVATOR

3, 10, 20, or 30 vol Jack Winn Pro Activator

BRILLIANT PAINT LIGHTENING POWDER

Ideal for hair painting, Brilliant Paint leverages silica technology to give you 5 levels of lift. Silica encapsulates to prevent transfer and keeps your lightener mixture wet and lifting. Paint is safe on scalp (with up to 30 volume Activator).

MIXING

1 part powder to 1-4 parts Jack Winn Pro Activator based on your desired lift and consistency

ACTIVATOR

20, 30, or 40 vol Jack Winn Pro Activator



BOND ACTIVATORS

Our Bond Creator Activators have water removed to make room for bond-building ingredients that mitigate damage done by chemical and environmental factors. Mixing ratios and processing time should be identical whether you are using a Bond Creator Activator or a normal Jack Winn Pro Activator. Use Bond Creator Activators in any color or lightening services where you feel the hair may already be compromised or may be by the intended process. These will also give you better, longer-lasting coverage given that healthy hair tends to be less resistant to color and fading.

CHOOSING AN ACTIVATOR

Whether you're opting for a normal activator or a Bond Creator Activator, this chart should help you know what to grab and how to mix.

	DILUTION	ACTIVATOR	
Envelop	1:1.5	20 vol.	For most Envelop applications
Envelop	1:1.5	10 vol.	Use for going darker to control warmth
Envelop High Lift	1:2	30 or 40 vol.	For lifting and toning 2-3 levels
Envelop Pastel Toners	1:1.5	10 vol.	For permanent toning
Restore	1:1.5	3 vol.	For a more transparent finish
Restore	1:1.5	10 vol.	For a more opaque finish or 1 level of lift
Brilliant Lightener	1:2	10 - 30 vol.	Up to 7 levels of lift; in foils or on-scalp
Brilliant Lightener	1:2	40 vol.	Maximum lift; only for use off scalp
Brilliant Lightener	1:2	3 vol.	For removal of direct dyes
Brilliant Paint Lightener	1:1.5 to 1:4	10 - 40 vol.	Up to 7 levels of lift
Diamond Lightener	1:3	10 - 30 vol.	Up to 9 levels of lift; not safe on scalp; only for levels 5 or darker hair

OUR COLOR LABELING SYSTEM LEVELS

10 VERY LT BLONDE	9 LIGHT BLONDE	8 BLONDE	7 DARK BLONDE	6 LIGHT BROWN	5 BROWN	4 DARK BROWN	3 DARKEST BROWN	1 BLACK
UNDERLYING PIGMENT								

TONES

N NATURAL	B BLUE	V VIOLET	G GOLD	C COPPER	M MAHOGANY	R RED	Gr GREEN
0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7

CODING SYSTEMS

NUMBER INDICATES THE COLOR LEVEL

LETTER INDICATES THE COLOR TONE

LEVEL OF COLOR	6.	6.
PRIMARY TONE	G	3
SECONDARY TONE	C	4

RATIOS

AMOUNT OF PRIMARY AND SECONDARY TONES IN A SHADE

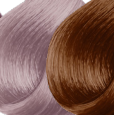
6 6N	6
6.3 6G	6 .3
6.34 6GC	6 .3 .4
0.4 COPPER	0.4



THE LAW OF COLOR

Opposites on the color wheel will neutralize one another. This is helpful when enhancing or counteracting underlying pigment.

Restore LIQD™ DEMI-PERMANENT COLOR

1:1	8 8N	10 10N				9.17 9BGr	8.22 8VV	9.2 9V	8.3 8G				9.326 9GVR	10.32 10GV	9.42 9CV					
																				
1:1.5	5 5N	8 8N	10 10N	3.1 3B	4.12 4BV	7.13 7BG	8.13 8BG	7.17 7BGr	9.17 9BGr	5.2 5V	8.22 8VV	9.2 9V	4.32 4GV	6.34 6	8.3 8G	9.326 9GVR	10.32 10GV	9.42 9CV	0.4 C	0.6 R
																				
1:2	8 8N	10 10N				9.17 9BGr	8.22 8VV	9.2 9V	6.34 6GC	8.3 8G				9.326 9GVR	10.32 10GV	9.42 9CV				
																				

THREE WAYS TO CUSTOMIZE LIQD COLOR

Use a combination of mixing ratio, processing time and clear to achieve infinite results. LIQD COLOR RESULTS ARE ONLY GUARANTEED WHEN USED AS DIRECTED WITH LIQD ACTIVATOR.

For an infinite amount of control over your result, mix desired ratio of Jack Winn Pro LIQD color with Jack Winn Pro LIQD Activator (from 1:1 to 1:2) after a clear patch test. Use immediately. Process until desired tone is achieved.

For results that are darker, mix in equal parts. For results that are lighter, mix 1 part color to 2 parts Activator. Jack Winn Pro LIQD Color may shift a light-colored natural base up to half a level when applied but is primarily designed to enhance or intensify one's natural hair color or tone pre-lightened hair.

Oxidation can occur with Jack Winn Pro LIQD Color if not used within 48 hours of opening. Do not use once oxidation is visible.

CLEAR



DILUTE SHADES WITH CLEAR OR USE AS TREATMENT

Apply Clear mixed 1:1.5 with LIQD Activator as a botanical glossing treatment that adds shine and softness without impacting tone.

You can also use Clear to dilute LIQD shades to a more transparent finish. Simply mix Clear with any LIQD shade and the appropriate amount of LIQD Activator to create a more transparent and glassy version.

RATIO OF COLOR TO ACTIVATOR PROCESSING TIME		
1:1	GLAZE COVERAGE (60 ml) bottle LIQD color + (60 ml) Jack Winn Color LIQD Activator	GLAZE COVERAGE 25 minutes
1:1.5	GLOSS COVERAGE (60 ml) bottle LIQD color + (90 ml) Jack Winn Color LIQD Activator	GLAZE COVERAGE 15 minutes
1:2	GLASS COVERAGE (60 ml) bottle LIQD color + (120 ml) Jack Winn Color LIQD Activator	GLAZE COVERAGE 7 minutes

GAME-CHANGING

Jack Winn Pro lighteners are made with pharmaceutical-grade ingredients. This exceedingly high purity standard is why stylists rave about our products - and why our lighteners lift better than competitors for highlighting, balayage, global application and even color removal.



ACTIVATORS

These are formulated precisely to perfectly complement our Envelop (10vol and 20vol), Restore (3 vol and 10 vol) and LIQD (LIQD activator) color lines and our lighteners.



LIGHTENERS

BRILLIANT

This is the traditional lightener that started it all. You'll find it to be a gentle giant - gentle on the hair but with giant lift. Plus, it's safe for on-scalp application.

PAINT

With silica rather than old-school clay technology, Paint is why balayage artists love Jack. Expect no mess or transfer, the lift of a conventional lightener and the consistency you crave.

DIAMOND

For level 5 or darker clients, Diamond offers up to 9 levels of lift along with time-released violet toner. The strongest lightener out there, Diamond is not for prelightened hair and not safe on scalp.



BOND CREATOR ACTIVATORS

Activators are mostly water. Jack replaced some of that water with a powerful, proprietary bond-building blend to create this line. Use these in place of JWP Activators. The bond-building blend will improve hair condition, but your lift, coverage and processing time won't be compromised since your activator to product ratio will still be perfect.

#JWBondActivator #BondCreator

Our LUMIGLOSS Toners

Our LumiGloss toning masks will balance ph, even out porosity, and smooth the cuticle layer while adding a bit of tone, lots of hydration & brilliant shine.

Great for use in-salon for pre-toning or toning at the bowl or as an at-home regimen for maintenance between appointments.



LumiGloss Frost Toning Mask

Neutralizes brassiness & yellow tones.
#JWPfrost



LumiGloss Honey Toning Mask

Adds depth, richness & enhances warm tones.
#JWPoney



LumiGloss Espresso Toning Mask

A brunette's BFF!
#JWPespresso



LumiGloss Champagne Toning Mask

The perfect mix of warm and cool.
#JWPchampagne



LumiGloss Clear Colorless Mask

For vivids or those not wanting pigment nor toning.
#JWPclear

QUENCH



Quench Shampoo & Conditioner

A blend of hibiscus, sunflower, and other botanicals provide lasting hydration, while improve hair's strength & elasticity.

Hydrates • Detangles • Enhances Shine

#Quench

BIOBOND



The BioBond System Shampoo & Conditioner Leave-In Conditioner

Niosome technology and amino acids strengthen, and regenerate natural bonds giving new life to color-treated or damaged hair.

Regenerates bonds • Reduces fading • Moisturizes & protects

#BioBond

HYDROLOCK



HydroLock Shampoo & Conditioner

Linseed oil and aloe provide protection from damage and offer weightless hydration for finer hair.

Protects • Hydrates • Illuminates

#HydroLock

PRIMESHINE



PrimeShine Shine Serum

Vitamin-rich argan oil nourishes the hair, helping to hydrate, soften, and restore shine. Your hair's daily dose of vitamins.

Silkeners • Repairs • Moisturizes

#PrimeShine

LIFTUP



LiftUp Volumizing Mousse

Super lightweight, non-aerosol & curl-friendly! This is a must-have for those wanting volume and shine without frizz.

Thermal Protecting • Style Enhancing • Volumizing

#LiftUp

BAWDY



BAWDY Boosting Cream

Copolymers in BAWDY boost dull, lifeless hair by wrapping around and expanding each hair shaft. Hydrolyzed proteins and panthenol follow to reinforce and nourish the hair, adding strength & hydration.

Volumizing • Body Boosting • Strengthening

#BAWDY

VITAMINSILK



VitaminSilk Leave-In Therapy

The ultimate blend of vitamins and botanicals provide a silkening boost and a daily dose of healing & protection.

Detangling • Hydrating • Thermal Protecting

#VitaminSilk

SHINELOCK



ShineLock Working Hairspray

Provides weightless, touchable hold without sticky residue. Also fights frizz, repels humidity & gives natural shine.

Silkeners • Repairs • Moisturizes

#ShineLock

BAM



BAM Humidity Armor

BAM fights frizz using heat-activated technology that seals the hair's cuticle and guards against humidity, leaving your locks silkier and sleeker than ever before.

Silkening • Smoothing • Protecting

#BAM

DEFINIFLEX



DefiniFlex Semi-Shine Wax

Coconut derivatives nurture the hair, with a semi-shine finish and the right amount of hold for bendable textured looks.

Silkeners • Repairs • Moisturizes

#DefiniFlex

KICKUP



KickUp Volumizing Spray

Creates lightweight volume, enhances style memory, reduces static, and lift, and offers nourishment for chemically-treated hair.

Builds Volume • Supports Texture • Enhances Style Memory

#KickUp

DAY DREAM



DayDream Boosting Cream

Power-packed with curl-friendly botanicals. Sunflower seed oil adds shine & detangles. Sage adds volume. Panthenol hydrates & improves hair flexibility.

Curl-Defining • Frizz-Fighting • Smoothing

#DayDream

PRETREAT



PreTreat Clarifying Spray

PreTreat breaks down and washes away all that buildup of product, mineral, and metal deposits that dull and tangle your hair.

Purifying • Detoxifying • Color-Enhancing

#PreTreat

OCEANMIST



OceanMist Texturizing Spray

Sea salt and organic sage enhance texture, defining the hair's natural curl, creating beachy waves.

Wave-Enhancing • Texturizing • Botanical Tonic

#OceanMist

DEFINICLAY



DefiniClay Semi-Matte Wax

Coconut derivatives nurture the hair, leaving a matte finish and the right amount of hold for bendable textured looks.

Shine • Hold

#DefiniClay