

Product Guide

Natural Botanicals

*Pharmaceutical
Grade Ingredients*

*Formulated for Scalp
and Hair Health*

*Sustainable
Manufacturing*

**JACK | PRO
WINN |**

BY STYLISTS, FOR STYLISTS.



By stylists,
for stylists.

Better Products

ALL-NATURAL BOTANICALS

At the heart of what we do is a simple belief: better ingredients lead to better products. We carefully select the right botanicals for each product, guided by the ingredient’s unique purpose and the expected results for the client it is created for.

PHARMACEUTICAL-GRADE INGREDIENTS

One of Jack’s earliest discoveries was the difference that pharmaceutical-grade ingredients can make. Usually, a company downgrades to a level 2 or 3 cosmetic grade, to save money.

We use pharmaceutical-grade ingredients because they work better and quality matters for the stylists we serve. It’s why our Brilliant Lightener lifts so cleanly, evenly and with less damage.

ARTISAN AND PRECISE SHADE FORMULATION

Is this a warm line or a cool line? 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 warmns are warm, our cools are cool and our naturals are natural.

Better Education

IN-PERSON CLASSES

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 jackwinnpro.eventbrite.com.

ANNUAL EDUCATOR SUMMIT

Over two 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 Jack Winn Pro Certified Educator.

HUNDREDS OF FREE ONLINE COURSES

We also have hundreds of hours of live and archived online education including business-building for behind the chair and beyond. You have access to product knowledge videos and countless segments from past boot camps that we’ve hosted that cover everything from photography to social media to toning.

GENEROUS COMMUNITY OF STYLISTS

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.

MEET YOUR GREATEST POTENTIAL

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.)



Lighteners

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.

Brilliant

LIGHTENING POWDER

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 (up to 30 vol).

MIXING

1 part powder to 2 parts Jack Winn Pro Activator

ACTIVATOR

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

Paint

LIGHTENING POWDER

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. 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



Diamond

LIGHTENING POWDER

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.

MIXING

1 part Powder to 2 parts Jack Winn Pro Activator

ACTIVATOR

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

Protecting with Bond Creator Activators

We removed some water in our Bond Creator Activators to make room for more bond-building ingredients that prevent damage done by chemical and environmental factors.

Mixing ratios and processing time are 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. Bond Creator Activators will give you better, longer-lasting coverage because healthy hair tends to be less resistant to color and fading.



Choose the Correct Jack Winn Pro Activator

	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	30-40 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

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	5.11 5BB	7.11 7BB	8.11 8BB
.1 B	6.13 6BG	7.13 7BG	8.13 8BG		.2 V	4.22 4VV	6.2 6V	6.23 6VG	8.23 8VG
.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	7.44 7CC	8.4 8C		.5 M	4.5 4M	5.5 5M
.6 R	4.6 4R	5.6 5R	5.62 5RV	6.6 6R	7.66 7RR		.7 Gr	4.7 4Gr	5.7 5Gr
EXTRA LIFT	10x 10Nx	10.1x 10Bx	10.2x 10Vx	10.3x 10Gx	6.4x 6Cx	6.6x 6Rx	LIGHT PASTELS TONING	9.1L 9BL	9.2L 9VL
TONE INTENSIFIERS	0.1 Light Ash	0.3 Gold	0.4 Copper	0.6 Red	0.11 Dark Blue	0.2 Violet	0.7 Dark Ash		

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. #JWPEnvelop

Levels of Lift Up to 2-3
Coverage of White Activator Up to 100%
20 or 30 vol Jack Winn Pro Activator
Mixing 1 tube (60 ml) + 90 ml Activator

Development Time 30 minutes

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.

GREY COVERAGE

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

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 shampoo.

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.

Don't 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.

Extra Lift

Levels of Lift Up to 2-3
Activator 10, 20, 30, 40 vol Jack Winn Pro Activator
Mixing 1:2 ratio = 1 tube (60 ml) + 120 ml Activator
Development Time Up to 45 minutes (see Application above)

Light Pastels for Toning

Activator 20, 30, 40 vol Jack Winn Pro Activator
Mixing 1:1.5 ratio = 1 tube (60 ml) + 90 ml Activator

APPLICATION

Apply generously to previously lightened or color treated hair for up to 15 minutes. (Check a test strand after 3 minutes—it might be time to shampoo.)

Charged 10-minute Color

Activator Charged Jack Winn Pro Activator
Mixing 1:1 ratio = 1 tube (60 ml) + 60 ml Activator
Development Time 10 minutes
Spray Fix Prep Spray throughout hair to keep hair in optimal condition.

Apply TRACE to the hairline to prevent staining the skin.

Mix Charged 10-minute Envelop Permanent Creme Color 1 part color to 1 part activator. Apply evenly on the regrowth, leaving on for 10 minutes. Apply the color on the lengths only if very faded in the last 3-4 minutes.

The processing time is calculated from the end of the root application. Since CHARGED acts quickly, attention to processing time is essential to obtain the desired result. Increasing the processing time leads to more intense levels. Only for levels 7, 8 and 9 and with white hair between 70% - 100%

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 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).

Retouch

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.

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 Shampoo.

can the processing time be extended up to 15 minutes. After the processing time, emulsify with water and rinse. Wash with Jack Winn Shampoo. After shampooing, apply Fix Leave-in.

Envelop CHARGED 10-MINUTE PERMANENT HAIR COLOR

3 3N	4 4N	5 5N	6 6N	7 7N	8 8N	9 9N
5.11 5BB	7.11 7BB		6.3 6G	7.44 7CC		5.6 5R

DEMI-PERMANENT LIQUID HAIR COLOR

																				1:1	COVERAGE	COLOR:ACTIVATOR	PROCESSING TIME	CLEAR							
8 8N		10 10N				10.12 4BV						9.17 9BGr		5.2 5V	8.22 8VV	9.2 9V					8.3 8G		7.326 9GVR	9.326 9GVR	10.32 10GV	9.42 9CV					
																				DARKER	GLAZE	1:1	(60 ml) bottle LIQD color + (60 ml) Jack Winn Pro LIQD Activator	25 Minutes	Use a combo of mixing ratio, processing time and clear to achieve infinite results 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. DIRECTIONS For an infinite amount of control over						
1.11 1BB	5 5N	8 8N	10 10N	3.1 3B	4.12 4BV	10.12 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 6GC	8.3 8G	7.326 9GVR	9.326 9GVR	10.32 10GV	9.42 9CV	0.4 C	0.6 R					1:1.5	GLOSS	1:1.5	(60 ml) abottle LIQD color + (90 ml) Jack Winn Pro LIQD Activator	15 Minutes
																				LIGHTER	GLASS	1:2	(60 ml) bottle LIQD color + (120 ml) Jack Winn Pro LIQD Activator	7 Minutes							
8 8N		10 10N				10.12 4BV						9.17 9BGr		5.2 5V	8.22 8VV	9.2 9V					8.3 8G		7.326 9GVR	9.326 9GVR	10.32 10GV	9.42 9CV					

QUALITY INGREDIENTS

Our Business Model allows us to invest in better quality ingredients for better results.

Not Used	1	Industrial Grade
Less Expensive Lines	2	Cosmetic Grade
More Expensive Lines	3	Cosmetic Grade
Jack Winn Pro	4	Pharmaceutical Grade

WARM OR COOL?

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 warm's are warm, our cool's are cool and our natural's are natural.

NATURAL BOTANICALS

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 pick botanicals specifically for each product based on the function of the product and the hair needs of those that will use it.

WHAT IS NOT IN JACK WINN PRO COLOR?

	Envelop	Restore	LIQD	Ignite
Cruelty-free	✓	✓	✓	✓
Gluten-free	✓	✓	✓	✓
Ammonia-free		✓	✓	✓
PPD-free		✓	✓	✓
Paraben-free		✓	✓	✓

Use a combo of mixing ratio, processing time and clear to achieve infinite results

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.

DIRECTIONS

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 for desired number of minutes or 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 to 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.

Restore

DEMI-PERMANENT HAIR COLOR

N	1 1N	3 3N	4 4N	5 5N	6 6N	7 7N	8 8N	9 9N	10 10N	CLEAR				
														
.1 B	1.11 1BB	4.1 4B	6.1 6B	5.12 5BV	7.12 7BV	9.12 9BV	8.13 8BG	9.13 9BG	7.17 7BGr	9.17 9BGr				
														
.2 V	7.2 7V	10.2 10V	.3 G	4.3 4G	6.3 6G	8.3 8G	.4 C	5.4 5C	7.4 7C	9.4 9C	.6 R	5.6 5R	.7 Gr	5.7 5Gr
														

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 shampoo and care products.

Activator 3 or 10 vol Jack Winn
Color Activator

Mixing 1:1.5 ratio = 1 tube (60 ml) + 90 ml Activator

MIXING GUIDE FOR RESTORE FOR TONING

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.)

VIRGIN APPLICATION

- Apply mixture to the mid-lengths 1/2 inch from scalp.
- Develop for 15 minutes.
- Apply mixture to new growth and re-apply to mid-lengths/ends.
- Process for full development time.

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.

How to Choose an Activator for Restore

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.

Ignite

VIVID SEMI-PERMANENT HAIR COLOR



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 Pro 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

- ➊ Apply to freshly washed, dry hair at room temperature.
- ➋ Process for 15-30 minutes.
- ➌ 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.

Lumigloss

TONING HAIR MASK & PASTEL MIXER



LumiGloss 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. #JWLumiGloss

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 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 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.



Create Custom Colors & Pastels

ADD LUMIGLOSS TO IGNITE

SUNSET TO DUSK

- NIGHT SKY**: 10 PARTS FROST, 1 PART BLUE, 1 PART VIOLET
- SUNDOWN**: 12 PARTS FROST, 2 PARTS PINK, 2 PARTS RED, 1 PART VIOLET
- RUBY HORIZON**: 3 PARTS HONEY, 1 PART ORANGE, 1 PART RED
- SUNSET**: 5 PARTS HONEY, 1 PART ORANGE, 1 PART YELLOW

CANDY COATED

- SPRINKLES**: 8 PARTS FROST, 2 PARTS PINK, 1 PART RED
- GUMDROP**: 34 PARTS FROST, 3 PARTS PINK, 1 PART VIOLET
- TAFFY**: 30 PARTS HONEY, 1 PART RED, 1 PART ORANGE
- LOLLIPOP**: 25 PARTS FROST, 4 PARTS PINK, 1 PART YELLOW

MERMAID WAVES

- TIDEPPOOL**: 15 PARTS FROST, 1 PART TURQUOISE
- SEAGRASS**: 10 PARTS FROST, 2 PARTS YELLOW, 1 PART GREEN
- DEEP SEA**: 10 PARTS FROST, 2 PARTS TURQUOISE, 1 PART GREEN
- SEAWEED**: 20 PARTS FROST, 3 PARTS YELLOW, 1 PART TURQUOISE, 1 PART BLUE

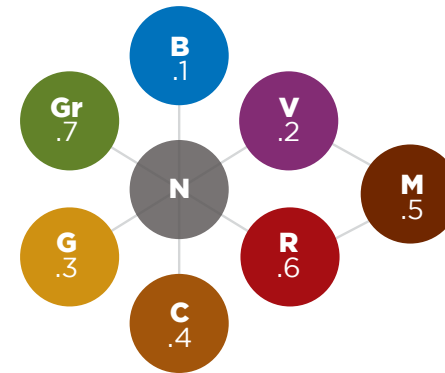
SUBTLE

- BLACK MIXER**: 1 PART YELLOW, 1 PART RED, 2 PARTS BLUE
- SILVER**: 10 PARTS FROST, 1 PART SMOKE (Ignite)
- DENIM**: 4 PARTS TURQUOISE, 1 PART VIOLET, 10 PARTS FROST
- BLUSH**: 5 PARTS PINK, 1 PART RED, 50 PARTS FROST

Color Theory Guidelines

TONES

- N** Natural
- .1 **B** Blue
- .2 **V** Violet
- .3 **G** Gold
- .4 **C** Copper
- .5 **M** Mahogany
- .6 **R** Red
- .7 **Gr** Green



THE LAW OF COLOR

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

CODING SYSTEM

First **Number** indicates the color **level**
Letter indicates the color **tone**

Level of Color	5	6	2
Primary Tone	5	R	V
Secondary Tone			

RATIOS OF PRIMARY AND SECONDARY TONES IN A SHADE

6 6N	6		
6.3 6G	6	.3	
6.34 6GC	6	.3	.4
4.22 4VV	4	.2	.2
0.4 COPPER	0.4		

NATURAL UNDERLYING PIGMENTS AT EACH LEVEL

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

Station Supplies

TRACE

3.4 fl oz. Barrier Cream

Hydrate with coconut and sweet almond oil while protecting skin from staining without affecting the color. Before the color service, apply to skin near the hairline. Rinse thoroughly after processing color.

GENTLE STAIN PREVENTING

COLORCLEAN

16 fl oz., 5 fl oz. Color Remover

Gently removes hair color stains from from any color line from your client's skin without causing irritation.

GENTLE STAIN REMOVING

PRETREAT

8 fl oz. Clarifying Spray

Remove buildup, mineral and metal deposits that cause discoloration and dullness. Prior to washing, apply generously and let sit for 5-10 minutes. Finish by washing with Jack Winn Shampoo.

PURIFYING • DETOXIFYING

Home Hair Care & Style Products

QUENCH
Hydrating Shampoo & Conditioner

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

HYDRATES • DETANGLES • ENHANCES SHINE

ALSO
BACK
BAR



FROST
Purple Shampoo

Tones out unwanted brassiness and transforms your blonde from bland to brilliant. A nourishing blend of natural fruit acids, antioxidants & vitamins soften & help strengthen hair.

TONES • NOURISHES • STRENGTHENS

ALSO
BACK
BAR



Home Hair Care & Style Products

FIX
Peptide Repair System

Breakthrough technology with natural ingredients neutralizes free radicals and stops the damage cycle. A bioactive blend mends damaged peptides.

REPAIR • PROTECT • STRENGTHEN

ALSO
BACK
BAR



BIOBOND
Bond Repair System

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

ALSO
BACK
BAR



PRIMESHINE
Shine Serum

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

SILKENS • REPAIRS • MOISTURIZES



BAWDY
Boosting Cream

Copolymers boost dull, lifeless hair by expanding each hair shaft. Hydrolyzed proteins and panthenol reinforce and nourish the hair, adding strength & hydration.

VOLUMIZING • BODY BOOSTING • STRENGTHENING

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



DAYDREAM
Defining 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



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



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

MINDBLOWN
Strong Hold Hairspray

Derived from honey, panthenol offers shine, softness and strength while helping your hair retain moisture and protect from humidity.

FRIZZ-FIGHTING • STYLE-LOCKING •
COLOR-PROTECTING



DEFINICLAY
Matte Paste

Achieve the perfect balance of hold, texture and movement with this advanced clay-based formula.

ANTI HUMIDITY •
TEXTURE-BUILDING •
MOLDABLE

DEFINIFLEX
Semi-Matte Wax

Coconut derivatives nurture the hair, with the right amount of hold for bendable textured looks.

MOLDABLE •
TEXTURIZE •
HOLD STYLE



Botanical
Ingredients
at a Glance

	Promotes Hair Growth	Strengthens Hair	Moisturizes Hair	Improves Scalp Health	Adds Shine	Provides Nutrients	Protects Hair	Enhances Hair Color	Balances Scalp Oil	Controls Frizz	Anti-inflammatory	Antioxidant	Improves Hair Texture	Botanical Ingredients
Argan Oil	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓		VitaminSilk, PrimeShine, Envelop, Restore
Aloe Vera	✓	✓	✓	✓		✓			✓	✓		✓		BioBond Conditioner, Envelop, Restore
Rice Protein		✓			✓	✓			✓			✓		Quench Shampoo & Conditioner, Envelop, Restore
Calendula Extract			✓	✓		✓					✓	✓		Envelop, Restore
Orange		✓		✓	✓			✓			✓			Fix Shampoo, Conditioner, Leave-in, & Prep Spray
Grapefruit		✓		✓	✓	✓		✓			✓			Fix Shampoo, Conditioner, Leave-in, & Prep Spray
Kiwi	✓	✓	✓	✓	✓	✓		✓			✓			Fix Shampoo, Conditioner, Leave-in, & Prep Spray
Apple Extract		✓	✓	✓	✓	✓					✓			Fix Shampoo, Conditioner, Leave-in, & Prep Spray
Fermented Green Coffee Extract	✓	✓		✓		✓	✓				✓			Fix Shampoo, Conditioner, Leave-in, & Prep Spray, Quench Shampoo
Sweet Almond Oil	✓	✓	✓	✓	✓	✓	✓					✓		Fix Shampoo, Conditioner, Leave-in, & Prep Spray
Coconut	✓	✓	✓	✓		✓	✓	✓	✓					Quench Conditioner, VitaminSilk, Trace
Sugar Cane			✓		✓			✓						Quench Shampoo, LIQD
Cactus Flower Extract	✓	✓	✓	✓	✓	✓	✓				✓	✓		Quench Shampoo & Conditioner
Lemon Extract	✓	✓		✓	✓		✓	✓			✓			Quench Shampoo & Conditioner
Linseed Oil	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		BioBond Conditioner
Panthenol		✓	✓	✓	✓		✓		✓			✓		BioBond Leave-in, VitaminSilk, Bawdy, LumiGloss
Mango Seed Butter		✓	✓	✓	✓	✓			✓					VitaminSilk
Rapeseed Oil	✓	✓	✓		✓	✓	✓		✓		✓			VitaminSilk
Indian Gooseberry Extract	✓	✓	✓	✓	✓	✓	✓	✓			✓			VitaminSilk
Silk Amino Acids	✓	✓	✓		✓	✓			✓			✓		VitaminSilk
Hibiscus	✓	✓		✓	✓	✓		✓	✓		✓			Quench Conditioner
Sunflower Seed Oil		✓	✓		✓		✓		✓		✓			Quench Shampoo & Conditioner, DayDream
Ginkgo Biloba Leaf Extract	✓	✓		✓	✓		✓			✓	✓			DayDream
Black Walnut Shell Extract	✓	✓		✓	✓	✓	✓	✓				✓		DayDream
Sage Leaf Extract	✓	✓		✓						✓	✓			DayDream
Rosemary Leaf Extract	✓	✓		✓	✓			✓		✓	✓			DayDream
Algae Extract	✓	✓	✓	✓	✓	✓	✓			✓	✓			DayDream
Arnica Extract	✓	✓		✓			✓			✓	✓			DayDream





Hair Protection & Repair Systems



IN SALON USE

AT HOME USE

NATURE'S BEST FIX – BIOACTIVE PEPTIDE HAIR REPAIR

Breakthrough technology in Fix Peptide Repair System combats damage via a proprietary hyperfermented green coffee process which balances pH and neutralizes free radicals to stop the damage cycle and reduce frizz. A bioactive peptide blend from apples, kiwi, orange, prickly pear and sweet almond mends damaged peptides.

- ✓ Reverses & Prevents Damage
- ✓ Creates Shine
- ✓ Increases Strength & Elasticity
- ✓ Restores Curl
- ✓ Protects During a Chemical Service
- ✓ Bioactive Natural Ingredients

IN SALON: HOW TO USE FIX

Apply Fix Peptide Prep Spray on hair until slightly damp. Wait 4 minutes (while mixing color, etc.). Apply lightener and/or color. Wash after processing, following client instructions.

AT HOME: HOW TO USE FIX

When using Fix Shampoo and Conditioner you may condition the hair, otherwise shampoo only. Towel dry hair. Apply 1-4 pumps of Fix Leave-In to damp hair. Do not rinse. Wait 4 minutes before applying other hair products. Style as usual. Use Leave-In for 4 shampoos after coloring/lightening service. Thereafter, apply Leave-In after every 4 shampoos.

BIOBOND SYSTEM

Niosome technology and amino acids strengthen and regenerate natural bonds giving new life to colortreated or damaged hair. Works best as a 3-part system.

**REGENERATES BONDS •
REDUCES FADING • MOISTURIZES
& PROTECTS**

Fix or BioBond: What is the Difference?

Fix and BioBond systems repair different bonds. Stylists report noticeable instant results with Fix (by repairing peptide bonds) and clients report BioBond changing and strengthening their hair (by repairing disulfide bonds) within 4 uses.

