

# BEHIND THE PRODUCT

*a definitive look at what's inside*



KMS



# GREAT STYLE MAY NOT SAVE THE WORLD – BUT IT CAN MAKE YOUR DAY.

Style is a visual language that unites creative people everywhere. At KMS, we use the powerful language of style to collaborate with our community and collect ideas – curate – from the most inspiring places in the world. Runways, urban fashion districts, the streets.

Our products, organized intuitively into **START. STYLE. FINISH.** are influenced by the style we see, with input from our community, and performance delivered by TRIfinity Technology. It's how we create. How we relate. Because style unifies us. It might not save the world, but

*at the end of the day,*

## STYLE MATTERS





## PAVEL'S STYLE EQUATION

The products used to get Pavel's stunning blonde mane are  
MOISTREPAIR Leave-in Conditioner,  
HAIRPLAY Sea Salt Spray,  
HAIRPLAY Dry Wax.



START.



STYLE



FINISH.

JUST 3 STEPS.

# INFINITE STYLES.

Our assortment is backed by the innovative TRIfinity Technology, which was developed to complement START. STYLE. FINISH. in every style you create.

All KMS products are multi-compatible: they work best when used as a 3 step regimen together, and each step benefits the end style.



TRIfinity Technology

START



- What?** AHA Structure Complex
- Why?** So style products can adhere evenly (primes for optimal style creation).
- How?** START products improve the internal structure of hair and reduce the negative charge on the hair's surface.

STYLE



- What?** Innovative Shaping Blends
- Why?** So you have a styling product for all needs—allowing for maximum creativity.
- How?** STYLE products are individually formulated, so each formula is special to the style you want to achieve.

FINISH



- What?** Flexible Sealing Compounds
- Why?** So you can prolong the effect of styling products, resulting in a durable and natural-looking style.
- How?** FINISH products help to prolong or enhance the effect of STYLE products, with up to 3 day hold, humidity protection or temporary color.

## AHA Structure Complex

Internal – Organic acids create a plumping effect in the hair and help to internally restructure the hair to make it look and feel healthier. Organic acids used in the KMS START products are either Alpha Hydroxy Acids or Glyoxylic Acids.

External – Cationic conditioning agents are positively charged so they reduce the negative charge on the hair surface so STYLE products adhere evenly. The hair feels softer, you get a better shine, good combability and they provide anti-frizz.

## Innovative Shaping Blends

A mixture of ingredients specific to each product's styling purpose.

Because we are all about style creation, this is the step where technology is formulated specifically for each style benefit. Dedicated solutions for each style desired. Intermixable.

## Flexible Sealing Compounds

Strong polymers – Strong hold polymers with humidity protection.

Flexible polymers – Re-styleable polymers with humidity protection.

Liquid Polymers & natural oils – Seal and smooth the hair surface with humidity protection.

ADAPTED FROM THE REGIMEN APPROACH DEVELOPED BY KMS NEARLY 20 YEARS AGO, TRIfinity TECHNOLOGY ENSURES RELIABILITY, LONGEVITY, AND HIGH PERFORMANCE.

Most importantly, it ensures our products work – in the most effective way possible.

# THE KMS GLOBAL STYLE COMMUNITY

Our Global Style Community is the heart of our brand. We're creatives, unified by the powerful language of style.

- WE FIND INSPIRATION IN THE WORLD AROUND US AND SHARE THIS INSPIRATION WITH EACH OTHER.
- WE LOVE INTUITIVE, SIMPLE PRODUCTS.

We come together to create a worldwide network of style - to collaborate, learn and grow.

*We stay connected online always.*

The KMS app is the meeting place for every KMS salon stylist worldwide. Download it today for a digital copy of this guide, exclusive product how-to use footage, and to instantly connect with our Global Style Community.



START products prime for STYLE products: The AHA Structure complex improves the outside and the inside of the hair.

# START



NEW



# MOISTREPAIR Shampoo

## *what's so special about it?*

- Replenishes moisture
- Repairs damage and reduces breakage
- Helps to restore hair's natural protective coating
- Gentle to hair and scalp
- Recommended for everyday use

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary

Follow with conditioner

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium – 7 – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface





# MOISTREPAIR Conditioner

## *what's so special about it?*

- Moisturizes & repairs
- Conditions & de-tangles
- Improves elasticity and manageability

## *how do I use it?*

For normal to thick, coarse hair

Apply to shampooed hair, leave in for 2 minutes then rinse

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface



# MOISTREPAIR Cleansing Conditioner

## *what's so special about it?*

- Gently cleanses and conditions
- Moisturizes stressed hair
- No shampoo needed
- Prevents hair from further stripping
- Especially great for natural, moisture-seeking curls

## *how do I use it?*

For all hair types. Massage into hair and rinse. No need for an additional shampoo or conditioner  
Use 2-3 pumps.

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid – supports internal reconstruction
- Behenamidopropyl Dimethylamine – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface



# MOISTREPAIR Leave-in Conditioner

## *what's so special about it?*

- Instantly de-tangles
- Weightlessly conditions
- Instant moisture & combability
- Especially great for use on dry, fine hair

## *how do I use it?*

For all hair types

Spray into towel-dried hair as styling prep and comb through

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-11 – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

# MOISTREPAIR Revival Creme



## *what's so special about it?*

- Instantly improves manageability
- Adds body without weight
- Controls static & flyaways
- Provides heat protection
- Also great to use as an air-dry lotion during summer

## *how do I use it?*

For all hair types

Work through towel-dried hair as a styling prep and comb through

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid - supports internal reconstruction
- Polyquaternium-37 - evens out the hair's surface
- 18-MEA - helps to restore hair's natural surface

# MOISTREPAIR Anti-Breakage Spray



## *what's so special about it?*

- Conditions and de-tangles
- Strengthens hair that's prone to breaking, splitting or snapping
- Reduces breakage and split ends

## *how do I use it?*

For all hair types, spray into mid-lengths & ends. You can also apply directly to damaged areas  
Leave in and follow with styling. No need to rinse

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Aminopropyl Phenyltrimethicone – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

# MOISTREPAIR Style Primer



## *what's so special about it?*

- Re-balances moisture-levels and improves elasticity for easy style-ability
- Repairs the hair's surface for healthier hair
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer

## *what's in it?*

### AHA Structure Complex

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- 18-MEA - helps to restore hair's natural surface
- Panthenol - provides moisture

\*With the use of KMS Core Reset Spray and Style Primer



# TAMEFRIZZ Shampoo

## *what's so special about it?*

- First step in frizz reduction
- Improves manageability
- Provides up to 100% frizz reduction\*

## *how do I use it?*

For all hair types. Lather, then rinse. Repeat if necessary  
Follow with your chosen conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- Glycyl Glycine – improves manageability

\* With the use of a TAMEFRIZZ START. STYLE. FINISH. Regime



# TAMEFRIZZ Conditioner

## *what's so special about it?*

- De-tangles
- Conditions and smoothes
- Provides frizz reduction
- Makes hair more manageable

## *how do I use it?*

For all hair types

Apply to shampooed hair, leave in for 2 minutes then rinse

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- Glycyl Glycine – improves manageability



# TAMEFRIZZ Smoothing Reconstructor

## *what's so special about it?*

- Works to revive and soften even the most deeply stressed or overworked hair
- Light enough not to weigh down hair, but hydrating enough to tame frizz
- Repairs & protects
- Strengthens and nourishes very unmanageable hair for improved style-ability
- Creates smooth, shiny, healthy-looking hair from roots to ends after just one use

## *how do I use it?*

For all hair types. Apply evenly to shampooed hair and leave on 3-5 minutes then rinse

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Stearoxypopyl Dimethylamine – evens out the hair's surface
- Glycyl Glycine – improves manageability



# TAMEFRIZZ Style Primer



## *what's so special about it?*

- Deeply nourishes and smoothes unruly, frizzy hair for easy style-ability
- Intensely restores stressed hair, for better control and de-tangling
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer

## *what's in it?*

### AHA Structure Complex

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- Babassu-Oil - known for smoothness
- Glycyl Glycine - improves manageability

\*With the use of KMS Core Reset Spray and Style Primer



# HEADREMEDY Deep Cleanse Shampoo

## *what's so special about it?*

- Removes build up from hair products, minerals, pollutants and hard water
- Gentle enough for daily use
- Leaves hair clean and healthy looking
- Especially recommended to counteract oily hair

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary  
 Follow with your chosen conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- Tetrasodium EDTA – chelating agent



# HEADREMEDY Anti-Dandruff Shampoo

START.

## *what's so special about it?*

- Controls dandruff while gently cleansing
- Reduces flaking associated with dandruff
- Provides soothing relief to itchy scalp
- Mild enough for everyday use

## *how do I use it?*

For all hair types. Lather, rinse and repeat if necessary  
Follow with your chosen conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Quaternium-80 – evens out the hair's surface
- Zinc Pyrithione – anti-dandruff agent



# COLORVITALITY Shampoo

## *what's so special about it?*

- Maintains color up to 3 times longer\*
- Seals in color and preserves vibrancy of color-treated hair
- Restores radiance

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary

Follow with conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-6 – evens out the hair's surface
- Bis-Isobutyl PEG/PPG-20/35 Amodimethicone Copolymer – reduces color fading

\*Three times longer than products without COLORVITALITY procolor shield, with the use of COLORVITALITY Shampoo and Conditioner.



# COLORVITALITY Conditioner

## *what's so special about it?*

- Maintains color up to 3 times longer\*
- Moisturizes
- Restores radiance to color-treated hair
- Detangles

## *how do I use it?*

For all hair types

Apply to shampooed hair, leave in for 2 minutes then rinse

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Behentrimonium Chloride – evens out the hair's surface
- Silicone Quaternium-22 – reduces color fading

\*Three times longer than products without COLORVITALITY procolor shield, with the use of COLORVITALITY Shampoo and Conditioner.



# COLORVITALITY Blonde Shampoo

## *what's so special about it?*

- Illuminates and enhances blonde tones
- Fights yellowing of lightened, highlighted, natural blonde, grey or white hair just after one use
- Restores radiance

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary

Follow with your chosen conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-6 – evens out the hair's surface
- HC Blue No.12 – blue direct dye to counteract yellowing



# COLORVITALITY Blonde Conditioner

START.

## *what's so special about it?*

- Illuminates and enhances blonde tones
- Fights yellowing of lightened, highlighted, natural blonde, grey or white hair just after one use
- Moisturizes
- Repairs damage
- Detangles

## *how do I use it?*

For all hair types

Apply to shampooed hair, leave in for 2 minutes then rinse

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- HC Blue No.12 – blue direct dye to counteract yellowing





# THERMASHAPE Straightening Conditioner START.

## *what's so special about it?*

- Deeply nourishes and smooths coarse and unruly hair
- Improves manageability and shape during blow drying
- Gradually straightens hair with regular use in combination with a straightening iron
- Protects hair from heat, humidity and frizz
- Provides shine

## *how do I use it?*

Apply to shampooed hair. Leave in for 2 minutes, then rinse

Use a straightening iron on dry hair for desired straightening effect

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Glyoxylic acid –responsible for heat-activated, gradual straightening of hair fibers from the inside
- Polysilicone-29 –responsible for gradual straightening of hair fibers from the outside and heat protection
- Isostearyl Glyceryl Ether –thermoplastic ingredient for switchable thermal styling
- Polysilicone-9 –thermopolymer for heat styles
- Rhodiola –known for increasing the body's resistance to stress and temperatures,
- Organic Water Mint Extract –known for its cooling abilities and for improving hair gloss



# THERMASHAPE Quick Blow Dry

## *what's so special about it?*

- Speeds up drying time up to 50%
- Reduces friction when blowdrying
- Light conditioning
- Enables an easier, healthier blowdry
- Provides heat protection
- Also recommended as an air-dry lotion during summer

## *how do I use it?*

Shake well and spray onto towel-dried hair

Will speed up drying time for both blow drying and air drying

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-11 – evens out the hair's surface
- Methylal – supports evaporation of water



# ADDVOLUME Shampoo

## *what's so special about it?*

- Provides volume and fullness
- Gives fine, limp hair a lift
- Makes hair look and feel fuller
- Gives up to 70% more volume in combination with ADDVOLUME STYLE products

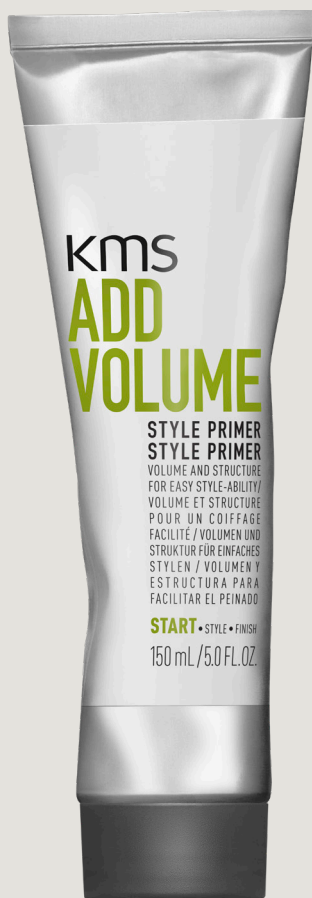
## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary  
Follow with conditioner

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- VP/VA Copolymer – provides body



# ADDVOLUME Style Primer

## *what's so special about it?*

- Provides volume and structure, for next-level volume styles and easy style-ability
- Makes fine and limp hair look and feel thicker from root to tip
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer

## *what's in it?*

### AHA Structure Complex

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- VP/VA copolymer - provides body

\*With the use of KMS Core Reset Spray and Style Primer



# ADDVOLUME Leave-In Conditioner

## *what's so special about it?*

- Gives up to 40% more volume
- Provides weightless conditioning & fullness
- Instantly de-tangles
- Does not weigh hair down

## *how do I use it?*

For all hair types. Apply to shampooed hair and leave in  
No need to rinse

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-11 – evens out the hair's surface
- VP/VA Copolymer – provides body



# ADDPower Shampoo

START.

## *what's so special about it?*

- Makes fine, weak hair feel stronger and more resilient
- Maintains the hair's natural protein balance
- Hair appears healthier
- Is lightweight on the hair\*
- Recharges fine, weak hair\*

## *how do I use it?*

For fine, weak hair. Shampoo. Rinse. Repeat if necessary

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Quaternium-80 – evens out the hair surface
- Rice Protein – known for strengthening and thickening the hair
- Organic White Tea Extract – known for being anti-oxidative and lightweight

\*N=59, product test conducted in GER & UK, Nov 2018

# ADDPower Strengthening Fluid



## *what's so special about it?*

- For significantly stronger hair
- Makes fine hair more resilient for the styling process
- Feels lightweight on the hair
- Provides lightweight care\*

## *how do I use it?*

For fine, weak hair. Work through towel-dried hair. Leave in

## *what's in it?*

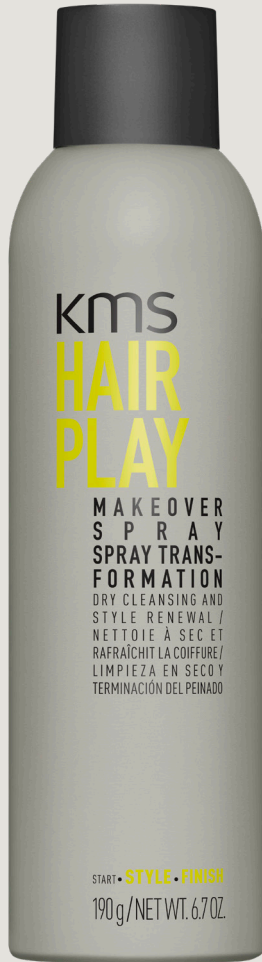
### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Aminopropyl Phenyltrimethicone – evens out the hair surface and enhances hair strength
- Rice Protein – known for strengthening and thickening the hair
- Organic White Tea Extract – known for being anti-oxidative and lightweight

STYLE products are individually formulated to ensure you can easily create the style you want: Innovative Shaping Blends, unique to each product, allow for maximum creativity.







# HAIRPLAY Makeover Spray

## *what's so special about it?*

- Dry Cleansing and style finisher
- Absorbs oils
- Builds bulk to refresh limp or day-old styles
- Great for quick style touch-ups and in-between shampoos
- Removes odor from hair

## *how do I use it?*

Shake well. Spray 4-6" from roots and work through to absorb oil. Layer through mid-lengths and ends, then spray all over to hold your finished style

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Rice powder – provides texture and oil absorption
- Special propellant system – micro fine distribution of rice powder

HOLD 0 – SHINE 0



# HAIRPLAY Sea Salt Spray

## *what's so special about it?*

- Creates just out of the ocean texture
- Enhances natural texture and waves
- Salt from the Dead Sea helps to provide fullness
- Matte finish
- Creates grip
- Provides heat protection

## *how do I use it?*

Spray into towel-dried hair and air dry or blow dry for light texture  
For additional fullness and grip, spray into dry hair and blast dry

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Genuine Dead Sea salt - helps to provide fullness
- PVP setting polymer - provides support and hold

HOLD 1 - SHINE 0

# HAIRPLAY Molding Paste

## *what's so special about it?*

- Provides texture with a modern, natural finish
- Creates a pliable hold with natural shine
- For a groomed and defined look
- Thickens hair
- Provides humidity resistance

## *how do I use it?*

Work through towel-dried hair for shaping and texture

Use in dry hair for definition

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- PVP – setting polymer – provides support and hold
- Carnuba wax – helps to provide hold and texture



HOLD 4 – SHINE 1

# HAIRPLAY Messing Creme



## *what's so special about it?*

- Gives instant day-after texture
- Provides workable grip and grittiness
- Makes fine hair appear denser, especially at the roots
- Thickens hair for increased fullness
- For a lived-in, 2nd day style

## *how do I use it?*

Work through towel-dried hair and blow dry for a workable grip and increased fullness

Use in dry hair for day-after texture

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA - setting polymer - provides hold
- Silica - provides fullness and grit

HOLD 3 - SHINE 1

# HAIRPLAY Liquid Wax

## *what's so special about it?*

- Gives the support and control of a gel and the flexibility and shine of a wax
- Provides strong, malleable hold
- Humidity resistant and provides heat protection

## *how do I use it?*

Work through towel-dried hair. Blow dry in for malleable movement

Re-apply to dry hair for a wax-like finish

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA setting polymer – provides hold
- Polyquaterium 11 – provides additional flexibility



**HOLD 3 – SHINE 3**



# HAIRPLAY Styling Gel

## *what's so special about it?*

- Provides glossy shine
- Gives long-lasting hold and control
- No flaking or build-up
- Holds style up to 72 hours

## *how do I use it?*

Work through towel-dried hair & blow dry

For a wet look, allow to air dry

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer - setting polymer
- Sorbitol - supports hold

HOLD 4 - SHINE 4



# THERMASHAPE Hot Flex Spray

## *what's so special about it?*

- Medium hold prep spray for heat styling
- Ideal for curl creation, creating defined hot iron curls
- Provides heat protection
- Up to 72 hour style retention
- Restylability for unlimited heat styling
- Reduces hair breakage up to 50%

## *how do I use it?*

Spray into towel-dried hair, blow dry and shape with hot tools

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 – thermopolymer for shaping with hot tools
- Polyquaternium-11 – provides additional flexibility

**HOLD 3 – SHINE 3**



# THERMASHAPE Shaping Blow Dry

## *what's so special about it?*

- Gives light body, movement and texture
- Provides lasting shape
- Creates full, natural-looking blow dries
- Up to 72 hour style retention
- Provides heat protection
- Up to 72h humidity-resistance

## *how do I use it?*

Spray into towel-dried hair. Apply additional styling products or use alone. Blow dry and style

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 – thermopolymer for shaping with hot tools
- Polyquaternium-68 – provides flexible setting

HOLD 2 – SHINE 2





# THERMASHAPE Straightening Creme

## *what's so special about it?*

- Great for blow drying hair from curly to straight
- Provides up to 72 hour style retention
- Reduces heat damage and breakage
- Provides heat-activated smoothing and shaping
- Up to 72 hour frizz control and humidity resistance

## *how do I use it?*

Apply to towel-dried hair.

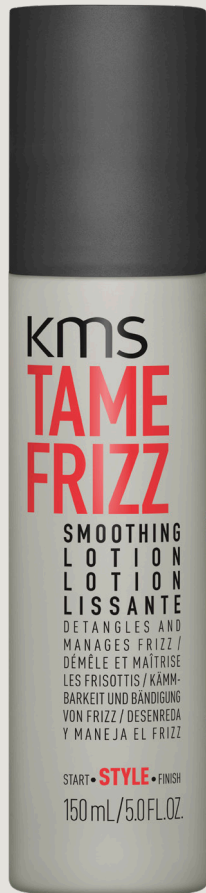
Comb through and blow dry with tension using a round boar bristle brush

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 - thermopolymer for shaping with hot tools
- VP/VA Copolymer - setting polymer to support the durability

HOLD 1 - SHINE 4



# TAMEFRIZZ Smoothing Lotion

## *what's so special about it?*

- Detangles for instant combability and reduces frizz during blow drying
- Lightweight leave-in formula
- Eliminates flyaways & static
- Provides frizz control and frizz reduction
- Manages frizz and provides humidity protection

## *how do I use it?*

Work through towel-dried hair and blow dry or air dry

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polyquaternium-37 –Polymer for control and eliminates flyaways
- Hydroxypropyl Guar/Hydroxypropyltrimonium Chloride – smoothes and reduces frizz

HOLD 1 – SHINE 3

# ADDVOLUME Liquid Dust



## *what's so special about it?*

- Creates massive fullness without the mess of a powder
- Provides up to 100% more volume and stability at the roots
- You can re-shape your look with your hands throughout the day
- Creates effect of buildable backcombing
- Easy to apply and easy to spread
- Makes soft hair more workable

## *how do I use it?*

Best applied in towel-dried hair. Blow dry, using your hands or a brush to shape the style.  
Use instead of a powder at the roots

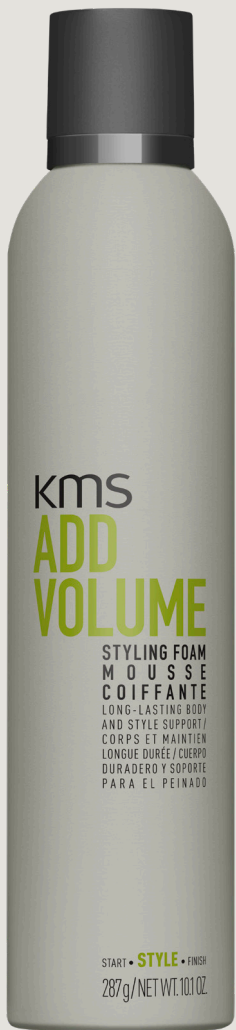
## *what's in it?*

### INNOVATIVE SHAPING BLEND

Volumizing re-bonding polymers – for a “velcro” effect

- PEG/PPG 2000/200 Copolymer
- Acrylic Acid/Stearyl/Acrylate Copolymer

**HOLD 4 – SHINE 1**



# ADDVOLUME Styling Foam

## *what's so special about it?*

- Gives hair up to 70% more volume
- Thin ends appear thicker
- Provides long-lasting volume for up to 72 hours
- Provides structured body and intense fullness

## *how do I use it?*

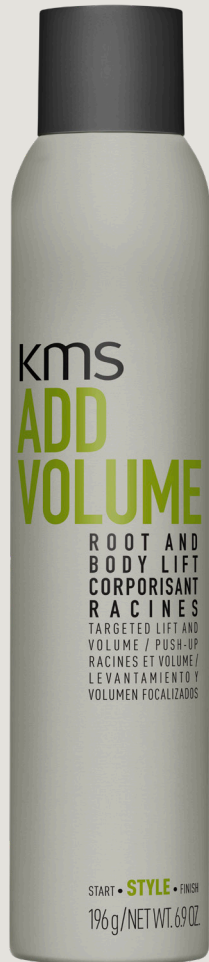
Shake, then work through towel-dried hair and blow dry

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Butylated PVP - increases flexibility and hold
- Polyquartanium 4 - equalizes the structure for better combability

**HOLD 3 - SHINE 2**



# ADDVOLUME Root and Body Lift

## *what's so special about it?*

- Lifts roots and provides targeted volume
- Gives hair up to 70% more volume
- Gives lasting root volume – for up to 72 hours
- Adds texture to the roots
- Provides targeted grip at the roots

## *how do I use it?*

Shake, spray into towel-dried hair at the roots, and blow dry with brush or fingers

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – gives non-flexible root support
- Polyquartanium 4 – equalizes the structure for better combability

HOLD 3 – SHINE 3



# ADDVOLUME Volumizing Spray

## *what's so special about it?*

- Adds natural volume and width to your style
- Provides natural grip for intense fullness
- Volume lasts up to 72 hours
- Provides heat protection
- Gives hair up to 70% more volume

## *how do I use it?*

Work through towel-dried hair and blow dry

Layer more for added volume

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – provides volume support
- Soribitol – adds surface texture

HOLD 2 – SHINE 2



# ADDPower Thickening Spray

## *what's so special about it?*

- Makes fine hair look and feel noticeably thicker
- For more gentle styling with 90% less damage
- Provides heat protection up to 200°C
- Provides light hold and an anti-static effect
- Hair feels more resilient during the styling and is easier to style\*

## *how do I use it?*

For fine, weak hair. Spray into towel-dried hair and style as usual

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polyquaternium-68 – provides flexible setting
- Rice Protein – known for strengthening and thickening the hair
- Organic White Tea Extract – known for being anti-oxidative and lightweight

# CURLUP Perfecting Lotion



## *what's so special about it?*

- Enhances and defines natural curls without being crunchy
- Can be reactivated by scrunching to refresh curls
- Provides frizz control & humidity resistance for up to 72 hours
- Creates long-lasting curls for up to 3 days
- Smooths and bundles curls

## *how do I use it?*

Emulsify 1-2 pumps and work through towel-dried hair. Diffuse or air dry  
Scrunch curls to refresh throughout the day

## *what's in it?*

### INNOVATIVE SHAPING BLEND

Pressure-activated technology:

- PPG-10 Sorbitol – for refreshable bundling
- Polyquaternium-69 – for better curl retention

HOLD 2 – SHINE 3





# CURLUP Control Crème

## *what's so special about it?*

- Shapes and bundles curls
- Calms curls
- Reduces frizz for up to 72 hours
- Humidity-resistant for up to 72 hours
- Provides a moisturized finish

## *how do I use it?*

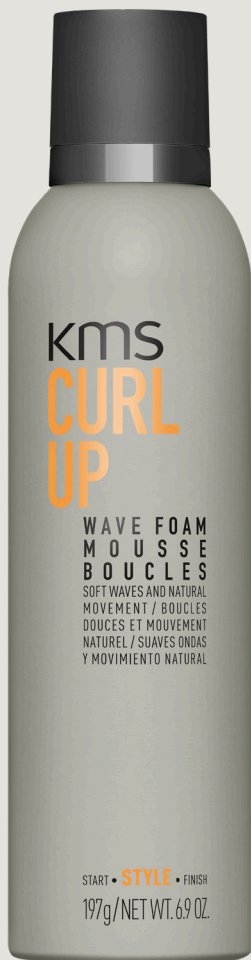
Emulsify and work through towel-dried hair then diffuse or air dry. Re-apply when dry to further define the curls

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer for hold and durability
- Polyquaternium-11 – provides flexibility

HOLD 2 – SHINE 2



# CURLUP Wave Foam

## *what's so special about it?*

- Enhances wave formation
- Creates long lasting waves with definition
- Provides frizz control & humidity resistance for up to 72 hours
- For soft waves with natural movement
- No stiffness or stickiness of curls

## *how do I use it?*

Work through towel-dried hair. Diffuse or air dry

## *what's in it?*

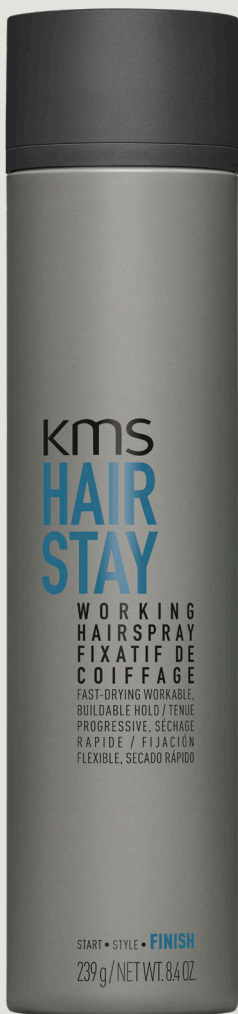
### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer for hold and durability
- Propyleneglycol – provides moisture and flexibility

HOLD 2 – SHINE 3

FINISH products help to prolong or enhance the effect of STYLE products, with up to 3 day hold, humidity protection or temporary color.





# HAIRSTAY Working Hairspray

## *what's so special about it?*

- Let's you play and change your mind: easy to brush, and re-work your shape
- A dry spray with a touchable, moveable finish
- The more you spray the more it holds so you can build your style
- Customizable, layering hold
- Fast drying

## *how do I use it?*

Spray 10-12" (25-30cm) from dry hair

Can work with your hands or add more for more hold

## *what's in it?*

### **FLEXIBLE SEALING COMPOUNDS**

- VP/Vinyl Caprolactam/DMAPA – provides flexible hold
- VP/VA copolymer – supports durability

**HOLD 3 – SHINE 3**



# HAIRSTAY Firm Finishing Hairspray

## *what's so special about it?*

- Quick-drying with strong hold, no residue or flaking
- Not sticky
- Spray and be done
- For strong hold up to 72 hours
- Provides frizz control

## *how do I use it?*

Spray 10-12" (25-30cm) from your final style

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Acrylates/t-Butylacrylamide Copolymer – provides firm hold
- VP/VA copolymer – supports durability

**HOLD 5 – SHINE 3**

# HAIRSTAY Anti-Humidity Seal



## *what's so special about it?*

- Acts like an umbrella for the hair
- Shields hair from humidity and frizz for up to 72 hours
- Weightless shine spray
- 24 hour weatherproofing

## *how do I use it?*

Spray 10-12" (25-30 cm) from dry hair as a final umbrella for humidity over the style

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Trisiloxane – provides shine
- Dimethicone – polymer that protects against humidity

HOLD 0 – SHINE 4

# HAIRSTAY Molding Pomade

## *what's so special about it?*

- 100% grooming, 0% greasiness
- First re-moldable pomade by KMS
- For polished styles with strong hold
- Outstanding shapeability and elasticity
- Groomed and non-greasy hair feel without drying out

## *how do I use it?*

Use in wet or dry hair and mold with your fingers or a comb to create sophisticated sleek looks or touchable street styles

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Acrylates Copolymer – styling polymer – provides strong hold with a natural, non-sticky hair feel
- Glycerin – moisturizer – for a shiny finish



**HOLD 4 – SHINE 5**

# HAIRSTAY Hard Wax

## *what's so special about it?*

- Pliability for textured looks that can be redefined
- Without the typical greasy hair feel of a classic wax
- Dry consistency for a natural finish
- Long-lasting and strong, flexible hold

## *how do I use it?*

Emulsify a small amount in your palms and work through towel-dried or dry hair

## *what's in it?*

### **FLEXIBLE SEALING COMPOUNDS**

- Cellulose – natural ingredient – for a texturizing and mattifying effect
- Caprylic/Capric Triglyceride – for a smooth, natural finish



**HOLD 3 – SHINE 2**



# MOISTREPAIR Hydrating Oil

## *what's so special about it?*

- 99% of ingredients come from natural origin
- Provides lightweight hydration and nourishment for all hair types
- Also for use on body and beard
- Makes hair feel healthier and skin more hydrated\*

## *how do I use it?*

Apply a small amount on towel-dried or dry hair

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Hydrogenated Farnesene – naturally derived emollient from sugarcane with silicone – like sensorial properties for a light, non-greasy hair feel
- Isoamyl Laurate – naturally derived emollient from vegetables with silicone – like sensorial properties for a light, non-greasy hair feel
- Avocado Oil – absorbs instantly into hair and skin and is rich in nutrients
- Aloe Vera Extract – includes active ingredients such as vitamins, minerals and amino acids, therefore making it a great source for extra nourishment





# HAIRPLAY Dry Wax

## *what's so special about it?*

- Lightweight wax for definition
- Let's you create a perfectly undone finish
- Gives flexible hold with dimensional texture
- Provides hold for up to three days
- For a matte finish

## *how do I use it?*

Shake and spray into dry hair. Scrunch with hands to shape

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- VP/VA Copolymer – setting polymer
- Rice Powder – provides texture

**HOLD 3 – SHINE 0**



# HAIRPLAY Playable Texture

FINISH.

## *what's so special about it?*

- Builds natural texture with each application
- Let's you re-work a style anytime you want
- Provides a lasting, pliable finish
- Multi-functional product for prepping, styling and finishing
- Adds additional fullness with a natural hair feel

## *how do I use it?*

Shake. Spray into dry hair. Use hands to shape

## *what's in it?*

### **FLEXIBLE SEALING COMPOUNDS**

Workable re-bonding polymers:

- PEG/PPG 75/25 carbonic acid copolymer
- Ethyl Esters of PVM/MA copolymer

**HOLD 2 – SHINE 2**

# HAIRPLAY Hybrid Claywax

## *what's so special about it?*

- Dries like a clay, molds like a wax
- For re-shapeable styles up to 72 hours
- For a dry matte finish
- Gives strong hold and grip for extra body and thickness
- Ensures great spreadability and styleability

## *how do I use it?*

Use a small amount and work through dry hair. Use more to build additional grip

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Beeswax – natural wax – provides high grip and texture
- Diatomaceous Earth – dry touch agent



HOLD 4.5 – SHINE 0



# THERMASHAPE 2-in-1 Spray

## *what's so special about it?*

- Spray for dry hair – styles last up to 72 hours
- Reduces breakage up to 50%
- Gives extra hold and shine and reduces flyaways when used as a finishing spray
- Long lasting, heat-activated spray for straightening and curling
- Fast and easy heat styling

## *how do I use it?*

Spray section by section onto dry hair before using hot tools

Spray on its own as a final step to hold the style

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Polysilicone-9 – thermopolymer for shaping with hot tools
- Acrylates copolymer – supports durability

**HOLD 3 – SHINE 3**

# TAMEFRIZZ De-Frizz Oil

## *what's so special about it?*

- Smooths hair's surface
- Lightweight, non-greasy formula that absorbs instantly
- Provides frizz and humidity control for up to 3 days

## *how do I use it?*

Apply a few drops to dry hair to smooth and seal the cuticle

## *what's in it?*

### **FLEXIBLE SEALING COMPOUNDS**

- Dimethiconol – polymer that protects against humidity
- Cyclopentasiloxane – lightweight with frizz control



**HOLD 0 – SHINE 4**



# STYLE COLOUR

*what's so special about it?*

- Allows you to experiment with color without commitment
- Works perfectly with hot tools
- Builds a flexible, ultra-thin film for a movable finish & even results on all base levels

*how do I use it?*

Shake the can for 6-10 clicks before spraying – this helps to ensure an even application

Spray approx. 6"/15cm from the head onto dry hair

For best results use short bursts of STYLECOLOR in a sweeping motion rather than a long direct spray

Wait until dry, then brush through. Intensity can be increased with the amount of product used

*what's in it?*

## FLEXIBLE SEALING COMPOUNDS

- Polysilicone-9 – water repellent sealing compound
- Iron Oxides – color giving pigments

HOLD 2 – SHINE 0

FINISH.

# KMS *stylecolor*

The new on/off spray-on color gives you the chance to change your hair color like you change your clothes. It's easy to apply and easy to remove and it won't come off unexpectedly.



- FLEXIBLE ON/OFF SPRAY-ON COLOR
- INTUITIVE & EASY TO USE
- BROAD VARIETY OF CONTEMPORARY & MODERATE STYLE TONES
- ACCENTUATE & ENHANCE YOUR STYLE
- GUARANTEES EVEN RESULTS ON BOTH DARKER & LIGHTER HAIR TONES
- WASHES OFF EASILY WITH SHAMPOO ONLY

\* Results may vary when used with oil-based products.

**KASIA'S STYLE EQUATION**  
Her look is making a statement featuring **STYLECOLOR Stone Wash Denim**, a little bit of **Smoky Lilac** through the ends and **Frosted Brown** to darken the roots.

**START.** KMS **MOIST REPAIR** (tube)  
**STYLE.** KMS **ADD VOLUME** (bottle), KMS **STYLE COLOR** (spray), KMS **STYLE COLOR** (spray), KMS **STYLE COLOR** (spray)  
**FINISH.**

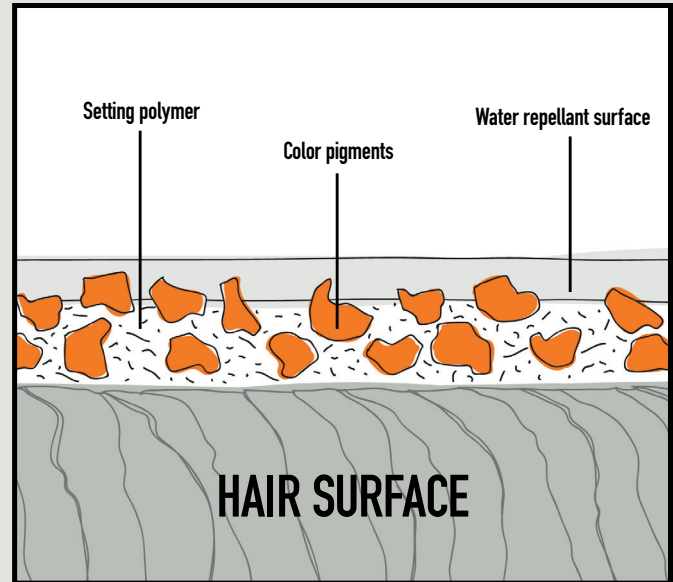


# WHY IT'S UNIQUE

STYLECOLOR contains a unique polymer with a blend of pigments that evenly adheres to the hair's surface. This builds a flexible ultra-thin film for a movable finish that leaves the hair touchable and easy to style, which enables you to achieve even results on both lighter and darker hair tones.

STYLECOLOR contains a water repellent surface which means that it can only be removed with shampooing the hair. This also means that there is no color bleed with rain or perspiration.

Performance ensures up to 72h hold and humidity resistance.



# STYLE TONES

The first temporary spray-on color by KMS to accentuate and finish your style with color. Use for contrasts, highlights, root tinting or to try out a shade lighter. STYLECOLOR comes in a variety of matte-metallic contemporary and moderate style tones.

## CONTEMPORAY TONES

- ICED CONCRETE
- STONE WASH DENIM
- INKED BLUE
- SMOKY LILAC
- VELVET BERRY
- REAL RED
- VINTAGE BLUSH
- NUDE PEACH

## MODERATE TONES

- DUSKY BLONDE
- BRUSHED GOLD
- RUSTY COPPER
- RAW MOCHA
- FROSTED BROWN



# ingredients

ACACIA SEYAL GUM EXTRACT // Natural active ingredient (supports elasticity)

ACETAMIDE MEA // Conditioning agent

ACETIC ACID // pH adjuster

ACETYLATED LANOLIN ALCOHOL // Conditioning agent

ACRYLAMIDE/ SODIUM ACRYLOYLDIMETHYLTAURATE COPOLYMER // Thickener

ACRYLATES COPOLYMER // Fixative and thickener

ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER // Thickener

ACRYLATES/OCTYLACRYLAMIDE COPOLYMER // Fixative

ACRYLATES/PALMETH-25 ACRYLATE COPOLYMER // Thickener

ACRYLATES/T-BUTYLACRYLAMIDE COPOLYMER // Fixative

ACRYLIC ACID /STEARYL ACRYLATE COPOLYMER // Fixative

ACRYLIC ACID/VP CROSSPOLYMER // Thickener

ALCOHOL DENAT. // Solvent

ALOE BARBADENSIS LEAF EXTRACT // Natural moisturizer (known for maintaining and keeping the moisture balance)

ALPHA-ISOMETHYL IONONE // Fragrance ingredient

AMINOMETHYL PROPANOL // pH adjuster

AMINOPROPYL PHENYL TRIMETHICONE // Conditioning agent, shine enhancer

AMMONIUM HYDROXIDE // pH adjuster

AMODIMETHICONE // Conditioning agent

ANISE ALCOHOL // Fragrance ingredient

BEE SWAX/CERA ALBA/CIRE D'ABEILLE // Consistency agent

BEHENAMIDOPROPYL DIMETHYLAMINE // Conditioning agent

BEHENTRIMONIUM CHLORIDE // Conditioning agent

BEHENTRIMONIUM METHOSULFATE // Conditioning agent

BENZOIC ACID // Preservative

BENZOPHENONE-3 // UV-filter

BENZOPHENONE-4 // UV-filter

BENZYL ALCOHOL // Solvent

BENZYL BENZOATE // Fragrance ingredient

BENZYL CINNAMATE // Fragrance ingredient

BENZYL SALICYLATE // Fragrance ingredient

BHT // Anti-oxidant

BIS-DIGLYCERYL POLYACYLADIPATE-2 // Emollient

BIS-ISOBUTYL PEG/PPG-20/35 AMODIMETHICONE COPOLYMER // Conditioning agent, helps to reduce color fading

BISMUTH OXYCHLORIDE/CI 77163 // Pigment

BLUE 1 / C.I. 42090 // Colorant

BUTANE // Propellant

BUTYL STEARATE // Emollient

BUTYLATED PVP // Fixative

BUTYLENE GLYCOL // Solvent

CI-15 PARETH-9 // Emulsifying agent

C 12-13 PARETH-23 // Emulsifying agent

C 12-13 PARETH-3 // Emulsifying agent

C-13-14 ISOPARAFFIN // Emollient

CAMELLIA SINENSIS LEAF EXTRACT // Natural active ingredient (known for being anti-oxidant)

CAPRYLIC/CAPRIC TRIGLYCERIDE // Emollient

CAPRYLYL GLYCOL // Solvent

CAPRYLYL METHICONE // Conditioning agent

CARBOMER // Thickener

CELLULOSE // Thickener and texturizer

CETEARETH-20 // Emulsifying agent

CETEARETH-25 // Emulsifying agent

CETEARETH-3 // Emulsifying agent

CETEATRIMONIUM CHLORIDE // Conditioning agent

CETEARYL ALCOHOL // Consistency agent

CETETH-20 PHOSPHATE // Emulsifying agent

CETRIMONIUM CHLORIDE // Conditioning agent, evens out the hair's surface

CETYL ACETATE // Emollient

CETYL ALCOHOL // Consistency agent

CETYLYL ETHYLHEXANONATE // Emollient

CETYL PEG/PPG-10/1 DIMETHICONE // Conditioning agent

CHAMOMILLA RECUTITA // Natural active ingredient (known for being soothing and calming)

CHITOSAN // Fixative

CINNAMAL // Fragrance ingredient

CINNAMOMUM ZEYLANICUM BARK EXTRACT // Natural active ingredient (known for being astringent)

CINNAMYL ALCOHOL // Fragrance ingredient

CITRAL // Fragrance ingredient

CITRIC ACID // pH adjuster

CITRONELLOL // Fragrance ingredient

CITRUS AURANTIUM DULCIS (ORANGE) FLOWER EXTRACT // Natural active ingredient (known for being anti-oxidant)

COCAMIDOPROPYL BETAINE // Cleansing agent

COCO-GLUCOSIDE // Cleansing agent

COPERNICIA CERIFERA (CARNAUBA) WAX/COPERNICIA CERIFERA CERA/CIRE DE CARNAUBA // Consistency agent

CORN STARCH MODIFIED // Fixative and thickener

COUMARIN // Fragrance ingredient

CROSCARMELOSE // Consistency agent

CYCLOPENTASILOXANE // Consistency agent

DECYLENE GLYCOL // Solvent

DIATOMACEOUS EARTH/SOLUM DIATOMEAE/TERRE DE DIATOMEAE // Consistency agent and texturizer

DIAZOLIDINYL UREA // Preservative

DICAPRYLYL CARBONATE // Emollient

DICETYL PHOSPHATE // Emulsifying agent

DIETHYLHEXYL CARBONATE // Emollient

DIMETHICONE // Conditioning agent, Shine enhancer, Protects against humidity

DIMETHICONE CROSSPOLYMER // Conditioning agent

DIMETHICONOL // Conditioning agent, Shine enhancer, Protects against humidity

DIMETHYL ACRYLAMIDE/HYDROXYETHYL ACRYLATE/METHOXYETHYL ACRYLATE COPOLYMER // Fixative, elastic hold

DIMETHYL ETHER // Propellant

DIPROPYLENE GLYCOL // Solvent

DISODIUM DISTYRYLBIPHENYL DISULFONATE // Optical brightener

DISODIUM EDTA // Chelating agent, helps remove build up of hard water, minerals, and chlorine

DISODIUM LAURYL SULFOSUCCINATE // Cleansing agent

DISODIUM PEG-5 LAURYL CITRATE SULFO-SUCCINATE // Cleansing agent

DIVINYLDIMETHICONE/ DIMETHICONE COPOLYMER // Conditioning agent

DMDM HYDANTOIN // Preservative

EQUISETUM ARVENSE (HORSETAIL) EXTRACT / EQUISETUM ARVENSE // Natural active ingredient (known for its scalp balancing properties)

ETHYL ESTER OF HYDROLYZED SILK // Conditioning agent

ETHYL ESTER OF PVM/MA COPOLYMER // Fixative

ETHYLHEXYL HYDROXYSTEARATE // Emollient

ETHYLHEXYL METHOXYCINNAMATE // UV-filter

ETHYLHEXYL PALMITATE // Emollient

ETHYLHEXYLGLYCERIN // Solvent

ETHYL PARABEN // Preservative

EUCALYPTUS GLOBULUS LEAF EXTRACT // Natural active ingredient (known for being astringent maintaining the natural volume)

EUGENOL // Fragrance ingredient

EXT. VIOLET 2/C.I. 60730 // Colorant

FARNESOL // Fragrance ingredient

FRAGRANCE / PARFUM // Fragrance

FRUCTOSE // Humectant

GERANIOL // Fragrance ingredient

GLUCOSE // Humectant

GLYCERIN // Humectant

GLYCERYL OLEATE // Emollient

GLYCERYL STEARATE // Consistency agent

GLYCINE // Consistency agent

GLYCINE SOJA (SOYBEAN) OIL/ GLYCINE SOJA // Emollient

GLYCOL DISTEARATE // Pearlizing agent

GLYCOLIC ACID // pH adjuster

GLYCYL GLYCINE // Natural active ingredient (supports anti-frizz and manageability)

GLYOXYLIC ACID // Eliminates residues left behind from a chemical service. Contains hair straightening properties at higher concentrations (e.g. TS Straightening Conditioner)

GREEN 3/C.I. 42053 // Colorant

GREEN 5/C.I. 61570 // Colorant

GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE // Conditioning agent

HC BLUE NO.12 // Hair Colorant

HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL // Plant oil (known for being a naturally derived emollient)

HEXYL CINNAMAL // Fragrance ingredient

HUMULUS LUPULUS (HOPS) EXTRACT/HUMULUS LUPULUS EXTRACT // Natural active ingredient (known for being anti-microbial)

HYDROFLUOROCARBON 152A // Propellant

HYDROGENATED FARNESENE Naturally derived emollient from sugarcane

HYDROGENATED POLYDECENE // Emollient

HYDROLYZED RICE PROTEIN // Natural active ingredient (known for strengthening)

# ingredients

**HYDROLYZED WHEAT PROTEIN** // Natural active ingredient (heat protection)

**HYDROXYCITRONELLAL** // Fragrance ingredient

**HYDROXYETHYLCELLULOSE** // Thickener

**HYDROXYPROPYL GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE** // Conditioning agent, provides anti-frizz

**HYDROXYPROPYL STARCH PHOSPHATE** // Consistency agent

**HYDROXYPROPYLTRIMONIUM HYDROLYZED CORN STARCH** // Conditioning agent

**INOSITOL** // Humectant

**IRON OXIDES / CI 77491** // Color giving pigment

**IRON OXIDES / CI 77492** // Color giving pigment

**IRON OXIDES / CI 77499** // Color giving pigment

**ISOAMYL LAURATE** // Naturally derived emollient from vegetables

**ISOBUTANE** // Propellant

**ISOCETETH-20** // Emulsifying agent

**ISODODECANE** // Solvent

**ISOEUGENOL** // Fragrance Ingredient

**ISOPENTANE** // Propellant

**ISOPROPYL ALCOHOL** // Solvent

**ISOPROPYL MYRISTATE** // Emollient

**ISOPROPYL PALMITATE** // Emollient

**ISOQUERCETIN** // Natural active ingredient (known for being anti-oxidant)

**ISOSTEARYL GLYCERYL ETHER** // Thermosensitive emollient, for switchable thermal styling

**LACTIC ACID** // pH adjuster, supports internal reconstruction

**LANOLIN ACID** // Emulsifying agent, helps to restore hair's natural surface

**LANOLIN ALCOHOL** // Consistency agent

**LANOLIN OIL** // Emollient

**LANOLIN WAX/LANOLIN CERA/ CIRE DE LANOLINE** // Consistency agent

**LAURETH-2** // Emulsifying agent

**LAURETH-23** // Emulsifying agent

**LAURETH-4** // Emulsifying agent

**LAURETH-7** // Emulsifying agent

**LAURYL GLUCOSIDE** // Cleansing agent

**LAURYL PYRROLIDONE** // Solvent

**LAVANDULA ANGUSTIFOLIA (LAVENDER) FLOWER EXTRACT/ LAVANDULA ANGUSTIFOLIA** // Natural active ingredient (known for being anti-oxidant)

**LECITHIN** // Conditioning agent

**LIMONENE** // Fragrance ingredient

**LINALOOL** // Fragrance ingredient

**MAGNESIUM SULFATE** // Salt, provides grip and texture

**MALIC ACID** // Active ingredient to refill the hair providing shine and elasticity

**MELISSA OFFICINALIS (BALM) EXTRACT /MELISSA OFFICINALIS** // Natural active ingredient with scalp balancing properties

**MENTHA AQUATICA EXTRACT** // Natural active ingredient (known for its cooling abilities)

**MENTHA PIPERITA (PEPPERMINT) LEAF EXTRACT** // Natural active ingredient (known for its cooling abilities)

**MENTHA PIPERITA (PEPPERMINT) OIL/MENTHA PIPERITA** // Natural active ingredient (known for its cooling abilities)

**METHYLAL** // Solvent, supports evaporation of water

**METHYLPARABEN** // Preservative

**MICA** // Pigment

**MICROCRYSTALLINE WAX/CERA MICROCRISTALLINA/CIRE MICROCRISTALLINE** // Pigment

**MINERAL OIL/PARAFFINUM LIQUIDUM/HUILE MINÉRALE** // Emollient

**MYRISTIC ACID** // Emulsifying agent

**MYRISTYL ALCOHOL** // Consistency agent

**NIACINAMIDE** // Active ingredient (also known as vitamin B3)

**OCIMUM BASILICUM (BASIL) LEAF EXTRACT** // Natural ingredient known for its antioxidant properties

**OGTYLACRYLAMIDE/ACRYLATES/ BUTYLAMINOETHYL METHACRYLATE COPOLYMER** // Fixative

**OLETH-20** // Emulsifying agent

**OLEYL ACETATE** // Emollient

**ORANGE 4/C.I. 15510** // Colorant

**ORBIGNYA OLEIFERA (BABASSU) SEED OIL** // Plant oil (known for being a natural emollient)

**ORYZA SATIVA (RICE) STARCH** // Natural absorbent and texturizer

**OZOKERITE** // Consistency agent

**PALMITAMIDOPROPYLTRIMONIUM CHLORIDE** // Conditioning agent

**PALMITIC ACID** // Emulsifying agent

**PANTHENOL** // Moisturizer

**PCA** // Humectant

**PEG/PPG-14/4 DIMETHICONE** // Emulsifying agent

**PEG/PPG-18/18 DIMETHICONE** // Emulsifying agent

**PEG/PPG-75/25 CARBONIC ACID COPOLYMER** // Fixative

**PEG/PPG 2000/200 COPOLYMER** // Fixative

**PEG-100 STEARATE** // Emulsifying agent

**PEG-18 GLYCERYL OLEATE/ COCOATE** // Thickener

**PEG-3 DISTEARATE** // Pearlizing agent

**PEG-40 CASTOR OIL** // Emulsifying agent

**PEG-40 HYDROGENATED CASTOR OIL** // Emulsifying agent

**PEG-45M** // Thickener

**PEG-60 ALMOND GLYCERIDES** // Emulsifying agent

**PEG-60 HYDROGENATED CASTOR OIL** // Emulsifying agent

**PEG-7 GLYCERYL COCOATE** // Emollient

**PEG-8** // Humectant

**PEG-8 BEESWAX** // Emulsifying agent

**PEG-90 GLYCERYL ISOSTEARATE** // Thickener

**PENTANE** // Propellant

**PERSEA GRATISSIMA (AVOCADO) OIL** // Plant oil (known for being a natural emollient)

**PETROLATUM** // Emollient

**PHENOXYETHANOL** // Preservative

**PHENYL TRIMETHICONE** // Conditioning agent and shine enhancer

**PHENYLPROPANOL** // Solvent

**PIPER NIGRUM (BLACK PEPPER) SEED EXTRACT** // Natural active ingredient (known for being anti-oxidant)

**POLYGLYCERIN-3** // Humectant

**POLYGLYCERYL-3 DISTEARATE** // Emollient

**POLYQUATERNIUM-10** // Conditioning agent, evens out the hair's surface

**POLYQUATERNIUM-11** // Conditioning agent that provides natural hold in dry hair

**POLYQUATERNIUM-16** // Conditioning agent that provides natural hold in dry hair

**POLYQUATERNIUM-37** // Conditioning agent, evens out the hair's surface

**POLYQUATERNIUM-4** // Conditioning agent that provides natural hold in dry hair

**POLYQUATERNIUM-53** // Conditioning agent, evens out the hair's surface

**POLYQUATERNIUM-6** // Conditioning agent, evens out the hair's surface

**POLYQUATERNIUM-68** // Fixative that provides flexible setting

**POLYQUATERNIUM-69** // Fixative that supports curl retention

**POLYQUATERNIUM-7** // Conditioning agent, evens out the hair's surface

**POLYSILICONE-29** // Conditioning agent and responsible for heat-activated gradual straightening of hair fibers

**POLYSILICONE-9** // Thermosensitive fixative and water repellent sealing compound

**POLYSORBATE 20** // Emulsifying agent

**POLYSORBATE 60** // Emulsifying agent

**POLYSORBATE 80** // Emulsifying agent

**POTASSIUM SORBATE** // Preservative

**PPG-10 SORBITOL** // Fixative, supports bundeling

**PPG-12 DIMETHICONE** // Conditioning agent

**PPG-2 HYDROXYETHYL COGAMIDE** // Thickener

**PPG-3 MYRISTYL ETHER** // Emollient

**PPG-9** // Viscosity controlling agent

**PROPANE** // Propellant

**PROPYLENE GLYCOL** // Humectant

**PROPYLPARABEN** // Preservative

**PUNICA GRANATUM EXTRACT** // Natural active ingredient (known for being anti-oxidant)

**PVM/MA DECADIENE CROSSPOLYMER** // Thickener

**PVP** // Fixative

**PYRUVIC ACID** // Moisturizer

**QUATERNIUM-80** // Conditioning agent, evens out the hair's surface

**RED 33/C.I. 17200** // Colorant

**RED 4/C.I. 14700** // Colorant

**RED 40/C.I. 16035** // Colorant

**RHEUM PALMATUM (RHUBARB) ROOT EXTRACT** // Natural active ingredient (known for being adstringent)

# ingredients

**RHODIOLA ROSEA ROOT EXTRACT**  
// Natural active ingredient (Known for being anti-oxidant)

**ROSMARINUS OFFICINALIS (ROSEMARY) EXTRACT/ROSMARINUS OFFICINALIS** // Natural active ingredient (known for being soothing)

**RUBUS IDAEUS (RASPBERRY) SEED OIL** // Plant oil (known for being a natural emollient)

**SALVIA OFFICINALIS (SAGE) EXTRACT / SALVIA OFFICINALIS** // Natural active ingredient (known for being soothing)

**SEA SALT / MARIS SAL / SEL MARIN**  
// Salt, provides grip and texture

**SESAMUM INDICUM (SESAME) SEED OIL / SESAMUM INDICUM** // Plant oil (known for being a natural emollient)

**SILICA** // Consistency agent, provides fullness and grit

**SILICONE QUATERNIUM-18** // Conditioning agent

**SILICONE QUATERNIUM-22** // Conditioning agent, helps to reduce color fading

**SODIUM ACETATE** // Buffering agent

**SODIUM BENZOATE** // Preservative

**SODIUM CHLORIDE** // Salt, helps to control viscosity

**SODIUM COCOAMPHOACETATE** // Cleansing agent

**SODIUM COCOYL GLUTAMATE** // Cleansing agent

**SODIUM HYDROXIDE** // pH adjuster

**SODIUM LACTATE** // Humectant

**SODIUM LANETH-40 MALEATE/STYRENE SULFONATE COPOLYMER**  
// Fixative, helps to protect hair from heat

**SODIUM LAURETH SULFATE** // Cleansing agent

**SODIUM LAUROYL SARCOSINATE** // Cleansing agent

**SODIUM PGA** // Humectant

**SODIUM POLYACRYLOYLDIMETHYLTAURATE** // Thickener

**SODIUM STEARATE** // Emulsifying agent

**SORBIC ACID** // Preservative

**SORBITAN OLEATE** // Emulsifying agent

**SORBITOL** // Humectant, supports hold

**STEARAMIDOPROPYL DIMETHYLAMINE** // Conditioning agent

**STEARETH-21** // Emulsifying agent

**STEARIC ACID** // Emulsifying agent

**STEAROXYPROPYL DIMETHYLAMINE** // Conditioning agent, (helps to) even out the hair's surface

**STEATRIMONIUM CHLORIDE** // Conditioning agent

**STEARYL ACETATE** // Emollient

**STEARYL ALCOHOL** // Consistency agent

**STYRENE/VP COPOLYMER** // Opacifier

**SYRINGA VULGARIS (LILAC) EXTRACT/SYRINGA VULGARIS EXTRACT** // Natural active ingredient (known for being anti-oxidant and soothing)

**TARTARIC ACID** // pH adjuster

**TETRASODIUM EDTA** // Chelating agent

**TETRASODIUM GLUTAMATE DIACETATE** // Chelating agent

**TITANIUM DIOXIDE / CI 77891** // Pigment

**TOCOPHEROL** // Anti-oxidant

**TOCOPHEROL ACETATE** // Anti-oxidant

**TRIDECETH-10** // Emulsifying agent

**TRIDECETH-12** // Emulsifying agent

**TRIDECETH-15** // Emulsifying agent

**TRIDECETH-3** // Emulsifying agent

**TRIDECETH-6** // Emulsifying agent

**TRIDECETH-9** // Emulsifying agent

**TRILAURETH-4 PHOSPHATE** // Emulsifying agent

**TRISILOXANE** // Volatile conditioning agent

**TRITICUM VULGARE (WHEAT) FLOUR LIPIDS/TRITICUM VULGARE**  
// Natural active ingredient (known to soften the hair)

**ULTRAMARINES/CI 77007** // Pigment

**UREA** // Humectant

**URTICA DIOICA (NETTLE) EXTRACT/URTICA DIOICA** // Natural active ingredient (known for being scalp balancing)

**VA/CROTONATES/VINYL NEODECANOATE COPOLYMER** // Fixative

**VANILLA PLANIFOLIA FRUIT EXTRACT / VANILLA PLANIFOLIA** // Natural active ingredient (known for being moisturizing)

**VINYL CAPROLACTAM/VP/ DIMETHYLAMINOETHYL METHACRYLATE COPOLYMER** // Fixative

**VITIS VINIFERA (GRAPE) SEED OIL**  
// Plant oil (known for being a natural emollient)

**VP/VA COPOLYMER** // Fixative

**YELLOW 5/C.I. 19140** // Colorant

**ZINGIBER OFFICINALE (GINGER) ROOT EXTRACT / ZINGIBER OFFICINALE ROOT EXTRACT** // Natural active ingredient (known for being anti-oxidant)



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