



★ sexyhair.

# PRODUCT KNOWLEDGE

STUDY GUIDE

THE EXPERTS IN  
CUTTING &  
STYLING



## VOLUMIZING SHAMPOO (pH) 5.00-6.00

- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES (Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair color
- ★ Style Primed with Botanical Extracts (Chamomile, Horsetail, Algae), Vitamin B3 (Niacin) and Lemongrass for balanced moisture and volume
- ★ Ideal for fine/thin hair seeking long-lasting volume & body

### HOW TO USE

Apply to wet hair then lather, rinse and repeat if necessary



## BOOST UP CONDITIONER

- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair color
- ★ Style Primed with Botanical Extracts (Chamomile, Horsetail, Algae), Vitamin B3 (Niacin) and Lemongrass for balanced moisture and volume
- ★ Gives long-lasting volume & body to fine/thin hair

### HOW TO USE

For best results, use after Big or Extra Big Volumizing Shampoo

# TEXTURE SEXYHAIR CLEAN WAVE



## CLEAN WAVE 2-IN1 TEXTURIZING STYLING SHAMPOO

SexyHair Texture Clean Wave Texturizing Styling Shampoo provides added texture and even more texture without conditioner. Maintains Hair's natural shine and provides up to 24 hours of humidity resistance.

Lather and rinse. For maximum texture, skip the conditioner.

**Pro Tip:** My wavy textured clients are in love with this shampoo! It helps moisturize & enhance waves!

# HEALTHY **SEXY** HAIR



## MOISTURIZING CONDITIONER (pH) 4-5

- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES (Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair
- ★ Weightless moisture, shine and manageability
- ★ Ideal for normal/dry hair types seeking balance and moisture

### HOW TO USE

For best results, use after Healthy Moisturizing Shampoo



## TRI-WHEAT LEAVE-IN CONDITIONER

- ★ Provides lightweight moisture, slip and detangling
- ★ Perfect for any hairstyle or as a cutting aid

### HOW TO USE

Spray throughout clean, damp hair and leave in



## HAIR LAUNDRY

- ★ Easy to use non-aerosol spray dry shampoo
- ★ Helps adsorb oils and impurities
- ★ Translucent even on the darkest hair

### HOW TO USE

Spray in section by section at the roots area, keeping a few inches away from head. Allow oil & impurities to absorb. Remove excess product with finger tips or brush



## FRESH HAIR

- ★ WLightweight non-aerosol styling air drying mousse
- ★ Helps enhance natural texture
- ★ Provides and easy, no heat necessary, tousled look

### HOW TO USE

Work evenly through damp hair and leave to air dry



# CURLY SEXY HAIR



## CURL ENHANCING CONDITIONER (pH) 3.5-4.5

- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES (Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair color.
- ★ Gives weightless nourishment and conditioning
- ★ Lightweight and ideal for all curl types
- ★ Smooths and protects against frizz leaving hair soft and supple

### HOW TO USE

For best results use after Curl Enhancing Shampoo

# SMOOTH SEXY HAIR



## FRIZZ ELIMINATOR

- ★ Smooth and sleek serum that you finish any style with
- ★ Infused with Coconut Oil and Vitamins K&E, helps nourish and seal the most unruly hair with lots of shine
- ★ Lightweight formula prevents frizz by shielding against humidity

### HOW TO USE

Apply a small amount to dry hair to eliminate frizz

# STYLE SEXY HAIR

\*All of our products have a hold of 7



## SPRAY CLAY SHINE: 1 | HOLD: 7

- ★ Non-traditional clay in a spray form for all hair types
- ★ Innovative aerosol application allows for fine and even product distribution to achieve an all over textured look with a matte finish

### HOW TO USE

Spray into dry hair for added texture and medium hold



# BLONDE SEXY HAIR



## BRIGHT BLONDE SHAMPOO (pH) 5.0-5.5

- ★ Violet pigment cancels yellow, brassy tones which makes blonde, highlights or silver hair pop
- ★ Helps to retain hair color by penetrating the cortex, building strength from within, while shielding the surface of the hair to prevent breakage & fading
- ★ Luxurious formula that has excellent conditioning properties
- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES (Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair color

### HOW TO USE

Apply to wet hair then lather, rinse and repeat if necessary



## BOMBSHELL BLONDE CONDITIONER (pH) 4-5

- ★ Penetrates into hair's cortex, building strength from within, while shielding the surface of the hair to prevent breakage & reduce the formation of split ends
- ★ Natural barrier enhances moisture content & prevents color fading while leaving hair shiny & silky
- ★ Formulated with antioxidants that protect against environmental damage
- ★ Free of SLS (Sodium Lauryl Sulfate) and SLES (Sodium Laureth Sulfate) are sulfates commonly known to be harsh and potentially damaging to the vibrancy and longevity of hair color

### HOW TO USE

For best results use after Bombshell or Bright Blonde Shampoo



## BRIGHT BLOND CONDITIONER

Brighten up your blonde by reducing brassiness & yellow tones with SexyHair Bright Blonde Shampoo & Conditioner. Formulated with chamomile, honey & quinoa, this power couple helps to repair hair & improve the strength by reducing breakage by up to 70%. This shampoo removes product buildup while providing added moisture for a gentle cleanse and intense toning that counteracts brassiness & yellow tones to increase brightness. Formulated without SLS/SLES sulfates\*. \*Sodium Lauryl Sulfates/Sodium Laureth Sulfates.

After cleansing with Bright Blonde Shampoo, apply evenly on hair, comb through and rinse.

**Pro Tip:** Perfect for blondes post color service, when you're looking for more manageability & shine!

# VIBRANT SEXY HAIR



## COLOR LOCK CONDITIONER (pH) 3.25-4.25 – STEP 2

- ★ Sulfate, Gluten, Paraben and Salt Free Conditioner
- ★ Rose & Almond oil helps keep hair color looking fresh for up to 10 weeks
- ★ Protects color by restructuring the hair damaged by the color process
- ★ Hair is moisturized and cuticle is sealed for optimal color retention

### HOW TO USE

For best results, use after Color Lock Shampoo



## COLOR GUARD POST COLOR SEALER (pH) 4-5 – STEP 3

- ★ Seals and closes the cuticle to secure color, preserve moisture, and impart shine
- ★ Neutralizes chemicals in the hair and seals the cuticle for extra color protection

### HOW TO USE

To be used after each shampoo & conditioner as the last step in the regimen



## CC HAIR PERFECTOR LEAVE-IN TREATMENT FOR DISTRESSED HAIR

- ★ Gives nourishment and balance, feeds hair and repairs damage
- ★ Infused with proteins, gives hair strength to flex and stretch without breakage
- ★ High in anti-oxidants and UV filters, protects against environmental damage
- ★ Helps improve hair gloss and color vibrancy

### HOW TO USE

Use 1-2 times per week. Apply to towel dried hair and style as usual

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