



KEUNE  | The revolution of
professional hairstyling

STYLE GUIDE

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



It was 1922 when my grandfather Jan and grandmother Corri founded Keune Haircosmetics in the Netherlands. With his background as a pharmacist, Jan turned his passion for science towards hair and together with Corri, they introduced several groundbreaking products in Europe. A century later and still family owned and operated, Keune was awarded B Corp certification as we care for our planet, concentrating on sustainability and remaining cruelty free with every product we create. More than a quarter of a century ago, I made a personal dream come true when I brought Keune products to the United States, harboring the same passion that has enabled Keune to be sold in 90 countries around the world. My family name is on every bottle, tube, and pouch we make, sealed with our love for the industry we proudly serve.

George Keune, Jr.
CEO/Founder Keune Haircosmetics North America

The revolution of professional hairstyling.

Crafted in collaboration with the industry's elite hair professionals and top scientists around the world. Every detail within this range has been thoughtfully curated to perfection. Elevate your styling game to unprecedented heights.





Style for every style.
We've got you covered.

Thoughtfully curated to perfection.

(1)

Created alongside elite hair professionals

Session stylists from top salons around the world have created show-stopping looks for Saint Laurent, Louis Vuitton, Prada, and more.



(2)

Pioneered by top scientists

Leveraging the power of 100+ years of scientific innovation to bring you cutting-edge ingredients to groundbreaking formulas, our top scientists have crafted transformative results you can see and feel.



(3)

Vegan and cruelty-free formulas

We are deeply committed to ethical and value-driven principles. Our range is cruelty-free and proudly bears the vegan seal of approval.



(4)

Upholding B Corp responsibility

We strive to meet the highest standards of social and environmental responsibility. From sourcing sustainable ingredients to minimizing our carbon footprint, our actions are dedicated to creating a better world for future generations.







Session stylists Luke, Latoya, and Joffrey add their finishing touches to the model's hair. With their expertise and our premium products, every hairstyle becomes a masterpiece.

5 Product Categories.

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



PREP & PRIME

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

RUSH HOUR
Blowdry accelerator

RESETTER
Style reset spray

ULTIMATE BLOWOUT
Blowdry volumizer

TAME GAME
Ultimate prep cream



SHAPE & TEXTURE

Create elevated and sculpted looks with our multi-functional wax, gel, and paste.

AIR WAX
Lightweight spray wax

HEAD LOCK
Medium high-shine gel

POWER PASTE
Strong hold styling paste

SPRING LOADED
Nourishing curl defining cream



SMOOTH & SHINE

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

SMOOTH OPERATOR
Hyper-smoothing serum

Select the right category

Add volume and texture, protect, define, and smooth. Our products are purposely formulated for blending, mixing, and layering. Make your Style selections based on your desired outcome

Hold and shine levels

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



VOLUME & GRIP

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

CASHMERE CLOUD
Soft volume foam

VELVET CLOUD
Strong volume foam

OCEAN WAVES
Salty texture spray

THICK TRICK
Volumizing and thickening spray

HIGH RISE
Root volumizing spray

GOOD FIBES
Flexible fiber paste

GET A GRIP
Dry texturizer spray

STARDUST
Precision volume powder



FIX & FINISH

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

SOFT SETTER
Flexible hold hairspray

FREE STYLER
Medium hold

FIXER
Strong hold hairspray

CLEAN SLATE
Refreshing dry shampoo

PREP & PRIME



RUSH HOUR

Blowdry accelerator

Supercharge your blowout! This blowdry accelerator cuts drying time, adds weightless body, and fortifies with Integrated Bond Fuser Technology. Provides heat protection up to 230°C/446°F.

CONTENT
200 ml

HOLD ■ □ □
SHINE ■ ■ □

WHY IT'S GREAT

- Heat protection up to 230°C/ 446°F
- Speeds up blowdry time
- Adds lightweight body and shine
- Shield existing disulfide bonds and create new bonds to protect the integrity of the hair with Integrated Bond Fuser Technology

WHAT IT DOES

Accelerates blowdry time while providing heat protection.

WHO IT'S FOR

Anyone who wants to save time on blowdrying. Suitable for all hair lengths and hair types.

HOW TO USE

Shake before use. Mist through damp hair from roots to ends, then blowdry.

PRO TIP

Layer other styling products for additional hold and shine.

FRAGRANCE

Midnight Blossom

INGREDIENTS

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



RESETTER

Style reset spray

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

CONTENT
200 ml

HOLD
SHINE

WHY IT'S GREAT

- Heat protection up to 230°C/ 446°F
- Stimulate a healthy scalp and strengthen the hair fibers, while providing a defrizzing effect courtesy of Betaine.
- Contains prebiotics that help to improve scalp health by supporting a balanced microbiome
- Shield existing disulfide bonds and create new bonds to protect the integrity of the hair with Integrated Bond Fuser Technology
- Protect against hair loss courtesy of rosemary oil

WHAT IT DOES

Promotes scalp health, strengthens hair bonds, and provides essential heat protection.

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

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

PRO TIP

Brush hair before applying Resetter to help distribute the product more evenly.

FRAGRANCE

Violet Crush

INGREDIENTS

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

PREP & PRIME



ULTIMATE BLOWOUT

Blowdry volumizer

Add bodacious volume and radiant shine. Heat-protection lotion with flexible, medium hold. Fortify your locks with integrated Bond Fuser Technology. Heat protection up to 230°C/446°F.

CONTENT
200 ml

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- Heat protection up to 230°C/446°F
- Builds volume
- Adds natural shine
- Doesn't leave a film on hair
- Shield existing disulfide bonds and create new bonds to protect the integrity of the hair with Integrated Bond Fuser Technology

WHAT IT DOES

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

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Work a small amount through damp hair from roots to ends, then blow dry.

PRO TIP

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

FRAGRANCE

Citrus Meadow

INGREDIENTS

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



TAME GAME

Ultimate prep cream

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

CONTENT
200 ml

HOLD ■ □ □
SHINE ■ ■ □

WHY IT'S GREAT

- Heat protection up to 230°C/ 446°F
- Smooths and controls fizz
- Nourish hair courtesy of Panthenol
- Protect and nourish hair from external influences with Vitamin E and Castor Oil

WHAT IT DOES

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

WHO IT'S FOR

Anyone looking to manage frizz and tame flyaways.

HOW TO USE

Apply to damp hair.

Curly Hair: Apply to damp hair, strand by strand. Blowdry with a diffuser or let air dry.

Straight Hair: Apply to damp hair, blowdry straight.

PRO TIP

Use a small amount on dry hair to tame frizz or flyaways throughout the day. Add a small amount of Smooth Operator to enhance shine.

FRAGRANCE

Citrus Meadow

INGREDIENTS

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

SHAPE & TEXTURE



AIR WAX

Lightweight spray wax

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

CONTENT
300 ml

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

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

WHAT IT DOES

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

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

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

PRO TIP

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

FRAGRANCE

Bergamot Blush

INGREDIENTS

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

SHAPE & TEXTURE



HEAD LOCK ————— Medium high-shine gel

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

CONTENT
200 ml

HOLD ■ ■ □
SHINE ■ ■ ■

WHY IT'S GREAT

- Heat protection up to 230 °C/446°F
- Provides medium hold
- Adds intense shine
- Offers versatility

WHAT IT DOES

Defines hair with hyper-luminous shine.

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

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

PRO TIP

Provides definition and hold on curly hair.

FRAGRANCE

Cardamon Spell

INGREDIENTS

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

SHAPE & TEXTURE



POWER PASTE

Strong hold styling paste

We've taken hold to the max! All you need is a little bit of this texturizing paste to get hold that sets quickly — and keeps going strong all day long. This water-resistant formula creates a super matte finish and works on all hair types.

CONTENT

150 ml

HOLD ■ ■ ■
SHINE ■ □ □

WHY IT'S GREAT

- Provides super strong 48-hour* hold
- Creates a super matte finish
- Water-resistant formula

WHAT IT DOES

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

WHO IT'S FOR

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

HOW TO USE

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

PRO TIP

Combine Power Paste with Smooth Operator to add extra shine to your style.

FRAGRANCE

Cardamon Spell

INGREDIENTS

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

SHAPE & TEXTURE



SPRING LOADED

Nourishing curl definer

Enrich, nourish, and define curls with this soft cream gel. Experience the best of both worlds: the nourishment of a cream, combined with the hold of a gel. Amplify your curls shape, leave strands hydrated, and reduce frizz. Essential for maintaining and styling curly to coily hair.

CONTENT

150 ml

HOLD
SHINE

WHY IT'S GREAT

- Provides the nourishment of a cream with the hold of a gel
- Amplifies curls natural shape
- Nourish the curls with Panthenol and Coconut Oil
- Contains Vitamin E, a natural anti-oxidant
- Protects the hair against external influences
- Defrizzing properties courtesy of Flax- and Chia Seeds

WHAT IT DOES

Creates well-defined, hydrated curls with reduced frizz.

WHO IT'S FOR

Suitable for curly hair in all lengths.

HOW TO USE

1. Apply strand by strand on damp to wet hair.
2. Blowdry with a diffuser or air dry.

PRO TIP

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

FRAGRANCE

Midnight Blossom

INGREDIENTS

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



SMOOTH & SHINE



SMOOTH OPERATOR ————— Hyper-smoothing serum

Leave hair nourished and protected courtesy of Vitamin E and Vegetable Proteins. Weightless, nourishing formula is designed to combat frizz and enhance shine by up to 89%.*

CONTENT
30 ml

HOLD
SHINE

WHY IT'S GREAT

- Smooths frizz
- Polishes hair
- Enhances shine by up to 89%*
- Weightless serum
- Protects hair against external influences courtesy of Vitamin E
- Enriched with vegetable proteins to help nourish and strengthen the hair

WHAT IT DOES

Create frizz-free hair that shines.

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Rub a small drop into your hands (a little goes a long way), then work through damp or dry hair.

PRO TIP

For an extra touch of shine and smoothness, mix a few drops of this ultra-shine serum with your other Style products. This simple addition gives your style a glossy finish and a silkier texture.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Dimethicone, Trisiloxane, Dimethiconol, Parfum (Fragrance), Dipropylene Glycol, Tocopheryl Acetate, Aqua (Water), Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Phenoxyethanol, Potassium Sorbate, Trimethylbenzenepropanol.

VOLUME & GRIP



CASHMERE CLOUD

Soft volume foam

Easily add fullness, while keeping hair soft and conditioned with this soft volume foam. Infused with Panthenol, Vegetable Proteins, and Vitamin E, it adds body, nourishes, and shield hair and scalp. With heat protection up to 230°C/446°F.

CONTENT

200 ml

HOLD
SHINE

WHY IT'S GREAT

- Heat protection up to 230°C/ 446°F
- Create bodacious volume with a soft-touch
- Nourish and strengthen hair courtesy of Vegetable Proteins and Vitamin E
- Protects hair against external influences with Vitamin E

WHAT IT DOES

Voluminous, touchable hair.

WHO IT'S FOR

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

HOW TO USE

1. Shake well before use, dispense product into palm and rub hands together to distribute the foam evenly on damp hair.
2. Style as desired. Use a blowdryer to pump up the volume.

PRO TIP

Works perfectly on curly hair to create definition and bouncy curls.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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

VOLUME & GRIP



VELVET CLOUD

Strong volume foam

This strong volume foam is infused with Panthenol, Vegetable Proteins, and Vitamin E nourishing and protecting hair and scalp while boosting volume. With heat protection up to 230°C/446°F.

CONTENT

200 ml

HOLD



SHINE



WHY IT'S GREAT

- Heat protection up to 230°C/446°F
- Adds dramatic volume
- Nourishes and protects the hair courtesy of Panthenol and Vegetable Proteins
- Protects the hair against external influences with Vitamin E, a natural anti-oxidant

WHAT IT DOES

Creates hair with big volume and seductive fullness.

WHO IT'S FOR

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

HOW TO USE

1. Shake well before use, dispense product into palm and rub hands together to distribute the foam evenly on damp hair.
2. Style as desired. Use a blowdryer to pump up the volume.

PRO TIP

Combine Velvet Cloud with High Rise or Thick Trick to maximize your volume.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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

VOLUME & GRIP



OCEAN WAVES

Salty texture spray

Beach hair never goes out of fashion. Build beachy volume with a matte finish, adding grip and texture courtesy of sea salt. Blowdry to emphasize texture and unleash your inner mermaid! With heat protection up to 230°C/446°F.

CONTENT

200 ml

HOLD
SHINE

WHY IT'S GREAT

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

WHAT IT DOES

Texturized, voluminous beachy hair.

WHO IT'S FOR

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

HOW TO USE

Mist on damp or dry hair, then blowdry if desired.

PRO TIP

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

FRAGRANCE

Midnight Blossom

INGREDIENTS

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



THICK TRICK ————— **Volumizing and thickening spray**

Experience the ultimate boost with our volumizing Bond Fuser Technology, which gives thicker, fuller hair. It also offers heat protection up to 230°C/446°F.

CONTENT
200 ml

HOLD ■ ■ □
SHINE ■ □ □

WHY IT'S GREAT

- Heat protection up to 230°C/446°F
- Strengthen the hair with vegetable proteins
- Provides extra nourishment with Panthenol
- Shield existing disulfide bonds and create new bonds to protect the integrity of the hair with Integrated Bond Fuser Technology

WHAT IT DOES

Elevates hair to new heights with added thickness and fullness.

WHO IT'S FOR

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

HOW TO USE

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

PRO TIP

Flip your head upside down while blowdrying to lift the roots or style with a round brush for extra volume.

FRAGRANCE

Midnight Blossom

INGREDIENTS

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

VOLUME & GRIP



HIGH RISE

Root volumizing spray

Formulated with innovative volumizing ingredients, this lightweight spray effortlessly adds body and fullness to your hair, creating a voluminous and bouncy look that lasts all day.

CONTENT

300 ml

HOLD ■ ■ ■
SHINE ■ □ □

WHY IT'S GREAT

- Builds volume at the roots
- Protect the hair against external influences with vitamin E
- Nourish and strengthen hair courtesy of Vegetable Proteins

WHAT IT DOES

Adds volume and lift at the roots.

WHO IT'S FOR

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

HOW TO USE

1. Shake well and apply on damp hair.
2. For targeted volume, focus on spraying at the roots.
3. Use a blowdryer to style your hair as desired. Use a round brush for even more volume.

PRO TIP

Flip your head upside down while blowdrying to lift roots or style with a round brush for added volume.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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



GOOD FIBES

Flexible fiber paste

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

CONTENT

100 ml

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- Create natural, movable hold
- Adds nourishment and flexible fixation courtesy of Panthenol and Fibers

WHAT IT DOES

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

WHO IT'S FOR

All hair types. Perfect for shorter hairstyles.

HOW TO USE

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

PRO TIP

For a softer, flexible hold with added shine mix a small amount of Good Fibes with Smooth Operator.

FRAGRANCE

Citrus Meadow

INGREDIENTS

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

VOLUME & GRIP



GET A GRIP

Dry texturizer spray

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

CONTENT

300ml

HOLD

SHINE

WHY IT'S GREAT

- Cleans scalp courtesy of Dry Cleansing Complex
- Adds volume and texture
- Creates flexible hold
- Doesn't leave a white haze, making it perfect for darker hair bases!

WHAT IT DOES

Instantly fresh and fuller hair.

WHO IT'S FOR

Suitable for all hair types.

HOW TO USE

1. Shake, then spray onto the roots of dry hair at a distance of 6" (16 cm) and rub in.
2. Focusing on areas where you want to add texture or need enhanced grip.
3. Style your hair as desired, whether you're aiming for tousled waves, textured braids, or a voluminous updo.

PRO TIP

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

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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



STARDUST ————— Precision volume powder

Create weightless texture and volume with this innovative powder that is designed for precise application, allowing you to target specific areas for instant lift and body.

CONTENT
8g

HOLD ■ ■ □
SHINE □ □ □

WHY IT'S GREAT

- Provides a matte finish
- Ensures precise application

HOW TO USE

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

FRAGRANCE

No fragrance

WHAT IT DOES

Creates voluminous, texturized hair.

PRO TIP

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

INGREDIENTS

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

WHO IT'S FOR

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





Elite hair stylist, Joffrey Conings, defining beautiful curls with style.

FIX & FINISH



SOFT SETTER

Flexible hold hairspray

Provides a soft, flexible hold with natural shine that allows for natural movement of the hair that can easily be brushed out.

CONTENT

300 ml

HOLD

SHINE

WHY IT'S GREAT

- Provides a soft, flexible hold
- Adds natural shine
- Easy to brush out

WHAT IT DOES

Provides a soft, flexible hold that easily brushes out.

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

Spray on dry hair at a distance of 12" (30 cm).
Layer to customize hold.

PRO TIP

To build volume at the root, spray Soft Setter onto towel-dried roots, section by section. Blowdry hair with a round brush for an airy, voluminous look.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

Alcohol Denat, Hydrofluorocarbon, VP/VA Copolymer, Isopropyl Alcohol, Aqua (Water), Parfum (Fragrance), Dipropylene Glycol, Trimethylbenzenepropanol.



FREE STYLER

Medium hold hairspray

Offers a medium hold that is buildable and lasts up to 24 hours.* Its innovative 360-degree spray function ensures effortless application from every angle.

CONTENT
300 ml

HOLD ■ ■ □
SHINE ■ ■ □

WHY IT'S GREAT

- 360° spray function, allowing for effortless application from any angle
- Create medium hold while adding natural shine that has long lasting 24-hour hold
- Provides 24-hour humidity protection*
- Brushes out easily
- Adds natural shine

WHAT IT DOES

Gives medium hold for beautifully styled hair.

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

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

PRO TIP

Tame flyaways and frizz by spraying a small amount of hairspray onto a fine-tooth comb or a brush, and gently brushing over the affected areas.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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

FIX & FINISH



FIXER

Strong hold hairspray

Create maximum hold with a natural shine and render humidity powerless for 48 hours.*

CONTENT
300 ml

HOLD ■ ■ ■
SHINE ■ ■ □

WHY IT'S GREAT

- Provides super strong, long-lasting 48-hour hold*
- Gives 48-hour humidity protection
- Adds natural shine

WHAT IT DOES

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

WHO IT'S FOR

Suitable for all hair lengths and hair types.

HOW TO USE

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

PRO TIP

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

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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



CLEAN SLATE

Refreshing dry shampoo

Extend your hairstyle with this dry shampoo that absorbs oil and impurities, thanks to its Dry Cleansing Complex. After use, hair feels cleaner and fuller.

CONTENT
300 ml

HOLD ■ □ □
SHINE □ □ □

WHY IT'S GREAT

- Contains Dry Cleansing Complex
- Instantly freshens hair
- Adds fullness

WHAT IT DOES

Creates instantly fresher and fuller hair.

WHO IT'S FOR

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

HOW TO USE

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

PRO TIP

Apply before bed to absorb oil overnight, leaving hair fresh and voluminous in the morning.

FRAGRANCE

Rhubarb Bloom

INGREDIENTS

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



**PREMIUM
HAIR CARE
SINCE 1922**



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