

Everything Your Hair Needs  
**TO LOOK WONDERFUL**  
& to Behave Perfectly every day



# ULTIMATE

**KERATIN  
EXPRESS  
BLOW  
DRY  
SYSTEM**

**24** truly  
**UNIQUE  
PROPERTIES**

Now  
**LOOKING  
SMOOTH**  
is SO EASY  
& QUICK

SCIENTIFICALLY  
FORMULATED WITH

**HYDROLYSED  
KERATIN**

**CERAMIDE A2**

**KERASIL COMPLEX**



**TOTALLY VERSATILE** - for best results every day



**FOR LONG  
LASTING**

*Perfect, Silky  
Shiny*

**FRIZZ FREE**  
Smoothness

*& a Beautiful  
Fragrance*

**24** truly  
**UNIQUE  
PROPERTIES**

**ULTIMATE**

1. Improves the internal structure of the root fibres
2. Enhances hair colour quality
3. Strengthens
4. Deep Conditions
5. Moisturises
6. Creates Beautiful lustre
7. Creates lasting shine
8. Makes hair easy to comb
9. Treated hair is easier to style with long lasting results
10. ELIMINATES FRIZZ
11. Heat protects up to 240 degrees
12. Has a beautiful Fragrance

13. *Contains* **HYDROLYSED KERATIN**

One of the principle components of Hair, a protein made up of long chains of amino acids. They adhere to the hair structure, enhancing volume & compacting the protein fibres *for amazing smoothness*

14. *Contains* **CERAMIDE A2**

Protects the hair during treatment, strengthens the hair structure, *creates stronger healthier looking hair.*

15. *Formulated with patented*

**KERASIL COMPLEX**

Restructures damaged hair, increases it's tensile strength & gives outstanding condition & shine, *even after repeated washing.*

16. De tangles
17. Evens porosity
18. Excellent pre perm
19. Excellent pre colour
20. **Up to 20% faster blow drying**
21. Ideal for clients to use at home
22. Anti Humidity
23. So light does not weigh the hair down
24. Formulated with many natural ingredients so easily absorbed by the hair & scalp.

SHINING, BEST BEHAVED HAIR - EVERY DAY

Smoothness



Simple easy & quick



### SMOOTHING MASK

MACADAMIA FORMULA  
MOISTURE RICH

- Transforms Hair making it shiny silky & feeling soft
- Dramatically increases hair thickness
- Transforms dehydrated lifeless Hair

### STRAIGHT FLUID PLUS

- CONTAINS +300% HYDROLYSED KERATIN

Perfect for use at home  
For BLOW DRYING  
HEAT PROTECTION  
over 200 degrees

- Lasting quality CONDITIONING
- EVEN POROSITY
- DE-TANGLES
- BEAUTIFUL FRAGRANCE



### ANTI FRIZZ OIL

Instant Action Anti Frizz

- Apply to damp/dry hair & for a shiny finish on dry hair
- ALL DAY EFFECT**
- Extremely Light, Non greasy  
*will not weigh the hair down*

### TAMING SHAMPOO

- Perfect for all hair types
- Contains Hydrolysed Keratin,
- TAMES HAIR MAKING IT EASIER TO HANDLE**
- Use with Straight Fluid for fast beautifully silky, shiny, lasting results
- Can make colour results look crisper.*



ULTIMATE



HELP & ADVICE LINE 0208 838 2263



# STRAIGHT FLUID

**GUARANTEED QUICK  
PERFECT & EASY**

**20% Faster Blow Drying**

Long lasting Silkiness  
& Shine

**HYDROLYSED KERATIN  
CERAMIDE A2  
& KERASIL COMPLEX FORMULA**

Frizz Free Perfection  
every time

**EVENES POROSITY**

Pre Perm - Pre Colour  
Internally Restructures

**BEAUTIFUL FRAGRANCE**

Heat Protects over 200 degrees

## ULTIMATE

CHOSEN DAILY TO  
BEAUTIFULLY  
TRANSFORM  
CLIENT'S HAIR



IN 1,000s OF SALONS WORLDWIDE