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**Shampoos**

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## **Color XL Volumizing Shampoo**

### **What it is:**

Unique volumizing shampoo for color-treated hair, formulated to provide extra volume, shine, and color wear.

### **Key Benefits:**

- Advanced polymeric technology weightlessly adds volume to fine, flat hair, leaving it full of tremendous body and shine.
- A naturally-balanced cleansing complex with a UV filter helps protect color from fading or washing out.
- Moisturizes hair and enriches shine.

### **Who Needs This Product:**

Customers looking for more volume in their hair without sacrificing their color. Especially recommended for fine, thinning or flat color-treated hair. Follow with Amplify Volumizing Conditioner for optimum results.

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## **Volumizing Shampoo**

### **What it is:**

A specially patented formula that works beneath the hair's surface to leave it looking and feeling thicker.

### **Key Benefits:**

- Generates maximum volume and body, actually generates volume with each use.
- Advanced polymeric technology weightlessly adds volume to fine, flat hair, leaving it full of tremendous body and shine.
- Moisturizes hair and enriches shine.

### **Who Needs This Product:**

Customers looking for more volume in their hair. Especially recommended for those with fine, thinning or flat "lifeless" hair. Follow with Amplify Volumizing Conditioner for optimum results.

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**Conditioners**

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## **Instant Conditioner**

### **What it is:**

A lightweight, leave-in conditioner that locks in the volumizing benefits of Amplify Volumizing Shampoo as it weightlessly conditions to provide maximum fullness.

### **Key Benefits:**

- Generates maximum body and volume as it detangles the hair.
- Helps repair damaged hair, leaving it strengthened and protected.
- Moisturizes hair and enriches shine.
- Low pH works synergistically with Amplify Shampoos to smooth cuticle, lock in body.
- Won't build up; helps eliminate frizzies, flyaways and static.
- UV filter helps protect hair from sun damage.
- Safe to use on chemically treated hair.

### **Who Needs This Product:**

Any customer who needs a little extra conditioning without losing the volume of their style. Heat-activated to protect hair during styling, especially good for color-treated or textured hair. Use in conjunction with an Amplify Shampoo and Amplify Volumizing Conditioner to experience the complete benefits. Especially recommended for those clients with fine, thinning, or flat hair.

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## **Volumizing Conditioner**

### **What it is:**

A lightweight conditioner that weightlessly conditions, hydrates and protects while giving hair more thickness.

### **Key Benefits:**

- Conditions and protects while adding thickness to the hair shaft.
- Formula actually closes the cuticle and seals in volume.
- Helps repair damaged hair, leaving it strengthened and protected.
- Won't build up; helps eliminate frizzies, flyaways and static.

### **Who Needs This Product:**

Any customer looking to add volume to their style. Especially recommended for customers with fine, thinning or flat hair. Use in conjunction with either Amplify Color XL Shampoo or Volumizing Shampoo.

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**Styling & Finishing  
Products**

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## **Amplify Foam Volumizer**

### **What it is:**

A light volumizing foam that gives hair maximum volume as it adds style support. Delivers incredible body, bounce and lasting style control on wet or dry hair.

### **Key Benefits:**

- Works synergistically with the Amplify Volumizing System to leave hair looking and feeling thicker.
- Gives hair increased body and fullness.
- Provides long-lasting memory hold.
- Controls frizz and static electricity.
- Adds shine, while never being sticky or flaky.
- Brushes through easily; leaves hair touchable.
- Humidity resistant.
- Shampoos out easily, leaving no buildup.

**Control:** Medium/Firm

### **Who Needs This Product:**

Will work on any customer looking for more volume to their style, but is especially recommended for anyone with fine, thinning or flat hair. Allows for scrunching techniques during blow-drying or for curl retention when allowing hair to dry naturally.

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## **Amplify Gel-Wax**

### **What it is:**

A wax-gel product that boosts volume and gives definition and shine.

### **Key Benefits:**

- Provides hold like a gel, definition like a wax.
- Light wax formula boosts your hair's body and defines strands.
- Helps maintain hair's body and volume.
- Adds shine.
- Shampoos out easily, leaving no buildup.

**Control:** Medium

### **Who Needs This Product:**

Even though it has wax properties, don't let your customers be afraid of this product. Lightweight gel-wax won't weigh hair down, making this product perfect for male and female customers with fine, thinning or flat hair. Use in damp or dry hair of any length.

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## **Amplify Hair Spray**

### **What it is:**

Ultra-fine spray that provides strong, flexible hold and control.

### **Key Benefits:**

- Fast drying formula that delivers a strong, flexible hold.
- Helps maintain hair's body and volume.
- Adds shine.
- Shampoos out easily, leaving no buildup.

**Control:** Medium/Firm

### **Who Needs This Product:**

Ultra-fine mist won't weigh hair down, making this product perfect for customers with fine, thinning or flat hair or for customers looking for a lighter, brushable hold.

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## **Amplify Liquid Gel**

### **What it is:**

A light gel that adds thickness and volume to the hair.

### **Key Benefits:**

- Amplifies hair thickness and volume with its unique weightless “memory hold.”
- Light, flexible gel that is alcohol-free and creates long-lasting styling results.
- Gives hair increased body and fullness.
- Controls frizz and static electricity.

**Control:** Medium

### **Who Needs This Product:**

May be used on any customer looking for a weightless hold, but especially recommended for those people with fine, thinning or flat hair or for those people looking for alcohol-free products. Dries without flaking. Memory Hold allows for easy comb-throughs throughout the day.

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## **Amplify Root Lifter**

### **What it is:**

A styling product specially developed to build body and thickness at the roots.

### **Key Benefits:**

- Directional snozzle delivers optimal lift where people looking for added volume need it the most – the roots.
- Humidity resistant.
- Builds body and fullness throughout hair.

### **Who Needs This Product:**

Recommended for anyone looking for more volume in their style, especially those customers with fine, thinning or flat hair.

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## **Amplify Spray Gel**

### **What it is:**

A spray gel that creates texture effects and volume.

### **Key Benefits:**

- Advanced technology forms an elastic bond; hair is free to move and still bounce back.
- Leaves hair touchable and soft.
- Hair looks and feels thicker, more luxurious.
- Unique formula adds “messy” volume for that “tousled” look.
- Provides light flexibility with the support of a gel.
- Adds shine.
- Shampoos out easily, leaving no buildup.

**Control:** Light

### **Who Needs This Product:**

Male and Female customers who are looking for a messy, textured look. Especially recommended for fine, flat or thinning hair. This product is for use on damp hair of any length.

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## **Foam Volumizer**

### **What it is:**

A light volumizing foam that delivers full-bodied lift & support to give fine, limp strands the look & feel of naturally thick hair.

### **Key Benefits:**

- Patented Thixel-Thickening Technology boosts from the base
- Gives hair increased body and fullness.
- Provides long-lasting memory
- Adds shine, while never being sticky or flaky
- Increased style control and conditioning over original formula
- Medium hold

### **Who Needs This Product:**

May be used on any customer looking for thicker and healthier-looking hair, but especially recommended for those people with thinning or flat hair that prefer a foam styler.

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## **Full Body Texturizer**

### **What it is:**

A non-aerosol texture spray that adds density and grip for double dimensions of volume and texture.

### **Key Benefits:**

- Patented Thixel-Thickening Technology boosts from the base
- Delivers light-weight thickness
- Ceramide strengthens and rebuilds fine, limp hair
- Style memory
- Medium hold

### **Who Needs This Product:**

May be used on any customer looking for thicker and healthier-looking hair, but especially recommended for those people with thinning or flat hair that prefer a non-aerosol spray.

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## **Thick Boost Gel**

### **What it is:**

A light styling gel that expands hair's volume with an airy-light fullness.

### **Key Benefits:**

- Patented Thixel-Thickening Technology boosts from the base
- Provides long-lasting lift, body and shine
- Clean, flake-free feel
- Will not weigh hair down
- Stronger, longer-lasting hold over original formula
- Workable Firm hold

### **Who Needs This Product:**

May be used on any customer looking for a weightless hold, but especially recommended for those people with thinning or flat hair.

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## **ThickLift Liquid Volume**

### **What it is:**

A leave-in densifying treatment that creates thickness, volume and shine.

### **Key Benefits:**

- Patented Thixel-Thickening Technology boosts from the base
- Heat-activated ceramide provides protection
- Soy protein
- Provides thickness, volume and shine
- Strengthens and repairs fine, limp hair
- Medium hold

### **Who Needs This Product:**

May be used on any customer looking for thicker and healthier- looking hair, but especially recommended for those people with thinning or flat hair that routinely blow-dry or flat-iron.

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