

Vantoom

MATRIX

Bust Out Body Shampoo

What it is:

A volumizing shampoo to cleanse, lift, form, and fill out flat hair.

Key Benefits:

- V-Lift Support Technology
- Creates a strong foundation of support to build body and fullness
- Lightly pads and pushes hair up for droop-proof volume, texture and dimension.

Who Needs This Product:

This product is idea for the client looking for a cleansing and volumizing shampoo that provides a voluptuous silhouette that lasts. Offer it to new or current Vavoom customers for a complete volumizing regimen.

The logo for Vavoom is written in a red, cursive script. The word "Vavoom" is written in a fluid, handwritten style with a slight upward curve at the end of the word. A thin red line underlines the word, starting from the bottom of the 'v' and ending under the 'm'.

Bust Out Body Conditioner

What it is:

A volumizing conditioner to moisturize, lift, form, and fill out flat hair.

Key Benefits:

- V-Lift Support Technology
- Creates a strong foundation of support to build body and fullness
- Lightly pads and pushes hair up for droop-proof body and fullness

Who Needs This Product:

This product is idea for the client looking for a moisturizing and volumizing conditioner that provides a voluptuous silhouette that lasts. Offer it to new or current Vavoom customers for a complete volumizing regimen.

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Hold My Body Forming Gel

What it is:

A liquid styling gel that delivers definition and contour with firm control, creating volume and a glossy finish.

Control:

Firm

Key Benefits:

- Maximum holding actives glide on easily to form, define and volumize with incredible hold.
- Provides great styling versatility with incredible shine.
- Great for hard-to-hold styles and fine, flyaway hair.
- Thermal protectants/PABA-free sunscreen.
- Provides a wet look finish.

Who Needs This Product:

Guys on the run will love the firm holding power of Forming Gel. Gals use Forming Gel for slick and sophisticated evening looks. Ideal for wraps and firm setting. This firm holding gel is good for the customer with multiple textures of hair and looking for maximum hold, great for spiking hair up or stubborn hair to stay down.



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Freezing Spray

What it is:

An extra-firm, fast-drying spray that instantly locks in volume, texture and lift for creating dramatic styles.

Control:

Maximum

Key Benefits:

- Maximum blend of amphoteric holding agents freezes hair and style in place, instantly.
- Fast drying, strongest holding and longest lasting.
- Adds brilliant shine and superior humidity resistance.
- PABA-free sunscreen protects hair from UV damage.

Who Needs This Product:

As a finishing spray, Freezing Spray is unsurpassed as the ultimate humidity-resistant, long-lasting firm hold spray for any hair type. Recommended for all hairstyles requiring super control also for hard to hold hair or extreme styles.

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Smooth Me Smoothing Gel

What it is:

A lightweight, moist, heat-activated gel designed to “style-away” curl, waves, or frizz with blow drying or setting. Locks in designed style (curly or smooth) with outstanding style memory.

Control:

Light/Medium

Key Benefits:

- Maximum humidity resistance; smooth, frizz-free finish.
- Heat-activated gel with Chitosan “styles away” curl or waves of both permed or naturally curly hair. Excellent for wet sets.
- Hair remains soft, pliable with outstanding memory hold. Even coarse, unruly hair goes smooth for tamed styling.
- Thermal protectants.

Who Needs This Product:

Smoothing Gel makes curly hair silky, slick and straight. Keeps hair smooth while leaving it touchable, manageable and full of bounce. Smoothing Gel will maintain straight styles as well as resist humidity with its unique “Memory Hold” formula. Memory hold allows for easy comb through throughout the day.



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Height of Glam Volumizing Foam

What it is:

A lightweight foam that delivers maximum volume, lift and body. Styles are brushable with a lasting memory.

Control:

Light/Medium

Key Benefits:

- Balanced holding and conditioning formula provides volume without weight even on the finest hair types.
- Gives hair new texture and body with versatile styling support and manageability.
- Dries fast and leaves hair shiny and conditioned.
- Thermal protectants/PABA-free sunscreen.

Who Needs This Product:

Volumizing Foam provides a strong foundation for versatile style support on all hair types. Allows for scrunching techniques during blow-drying or for curl retention when allowing hair to dry naturally.

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Sheer Size Volumizing Gel

What it is:

A sheer, ultra-light gel that creates full-dimension life, so clean, it feels like nothing is on...nothing but body.

Control:

Medium Hold

Key Benefits:

- No weight feel
- Formula continually builds volume, shape and shine

Who needs this product:

Sheer Size Volumizing Gel is ideal for the client that doesn't like the feel of product but love volume. May be used on any customer looking for weightless hold, dries without flaking.



Vavoom

Size Me Up Finishing Spritz

What it is:

A fast-drying spritz that keeps hair fixed in place with maximum control and mega hold.

Control:

Firm Hold

Key Benefits:

- Fast drying
- Firm yet flexible finish
- Leaves hair free to move and clean to the touch
- Non-aerosol

Who needs this product:

This product is perfect for the client who prefers non-aerosol products and movement to their style. Especially recommended for the customer who is looking for a firm hold without sacrificing volume for their style.

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Extra-Full Freezing Spray

What it is:

Long lasting AEROSOL hairspray that combines continual hold with workability to lock in volume for dramatic styles.

Control:

Maximum

Key Benefits:

- Fast drying
- Ultimate Workability
- Super-Clean Feeling
- Strong Hold

Who Needs This Product:

This product is idea for the client looking for a long-lasting, super-firm hold.



Vavoom

Take Me Higher Root Riser

What it is:

A long-lasting, foam that boosts from the root for instant pick-up, full support and touchable texture.

Control:

Medium Hold

Key Benefits:

- Precision nozzle boosts from the roots with targeted texturizers
- Flexi hold polymers builds lasting lift
- Never leaves hair flat

Who Needs This Product:

This product is ideal for the client looking for a strong foundation of height, hold, volume and shine.

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Switch Flicks

What it is:

An innovative wax-gel combo that performs differently according to the moisture in your hair.

Key Benefits:

- On damp hair, it's a gel. Sculpt with silk control.
- On dry hair, it's a wax. Separate for fractured effects.
- Adds shine and freeform hold.
- Combination formula pieces and controls with shine.
- Ultra-versatile: light enough to reapply, reshape, and restyle throughout the day.

Who Needs This Product:

Perfect for customers looking for versatile, creative, altered on-the-go style. Ideal for highly textured, defined styles.



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