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Shampoos

Anti-Dandruff Shampoo

What it is:

A shampoo specially formulated for problem scalps.

Key Benefits:

- Helps prevent itching and flaking associated with dandruff.
- Menthol cools and refreshes the scalp.
- Contains anti-microbial and anti-fungal agents.

Who Needs This Product:

Any customer experiencing symptoms of a problem scalp, such as itching or flaking due to dandruff.

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Citrus Mint Active Shampoo

What it is:

A shampoo containing a balanced blend of natural citrus cleansers.

Key Benefits:

- Contains Polyquaterium–10, a complex conditioning agent that provides volume and improves texture while giving a natural shine.
- Wheat Protein adds shine and strength.
- Color safe formula is excellent on color treated hair – will not cause color fading.
- All-natural oils contain no synthetic fragrances, and are gentle enough to keep from stripping your hair of essential oils.

Who Needs This Product:

Great on all hair types for gentle cleansing and adding shine. Excellent on color treated hair. Light, fresh scent makes this product a good recommendation for your female customers as well as your male.

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Daily Shampoo

What it is:

A daily-use shampoo for normal to oily hair and scalp that gently cleanses and conditions.

Key Benefits:

- Cleanses gently and won't strip natural oils from the hair.
- Wheat Protein adds shine and strength.
- Rosemary & Thyme Extracts invigorate as they naturally tone and moisturize the scalp.
- pH balanced to avoid drying the hair and scalp.

Who Needs This Product:

Great on all hair types for gentle cleansing, strengthening and adding shine.

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Daily Moisturizing Shampoo

What it is:

A daily-use shampoo for normal to dry hair and scalp that gently cleanses and conditions.

Key Benefits:

- Cleanses gently and won't strip natural oils from the hair.
- Natural ingredients add sheen, elasticity, softness and moisture to the hair.
- Rosemary and Thyme Extracts invigorate as they tone and moisturize the scalp.

Who Needs This Product:

Customers of all hair types will benefit from this shampoo, especially those with dry hair and scalp.

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Sport Tea Tree Shampoo

What it is:

A conditioning shampoo that can be used daily on any type of hair.

Key Benefits:

- Contains Tea Tree Oil, a natural oil known for its antiseptic properties.
- Peppermint Oil balances, conditions and stimulates the scalp.
- Natural humectants help promote healthy hair and scalp.
- A shampoo and conditioner in one – quick and easy for the active customer.

Who Needs This Product:

Customers who are physically active or those who are looking for a conditioning shampoo with antiseptic qualities to promote a healthy scalp.

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Peppermint Cleanse Shampoo

What it is:

A deep-cleansing, clarifying shampoo that liberates hair and scalp from residue and build-up of styling product, excessive dirt and oil, and environmental pollutants that weigh hair down.

Key Benefits:

- Peppermint Oil stimulates the scalp and helps to break down residue in the hair.
- Contains Hops, a natural astringent with antioxidant and antibacterial properties.
- Contains Tea Tree Oil, a natural antiseptic that promotes healing, penetrates quickly and is beneficial for problematic skin.
- Ginseng Root Extract nourishes and tones the scalp without over drying.
- Rosemary Extract naturally moisturizes and conditions hair and scalp.

Who Needs This Product:

This product is ideal for customers who use styling products often, are active, or whose hair leans towards oily. This product is also great for avid swimmers to remove chlorine and mineral deposits from the hair.



Thickening Shampoo

What it is:

A shampoo that adds maximum body and fullness to hair while providing gentle yet effective cleansing. The first of three steps in the American Crew Thickening System.

Key Benefits:

- Contains Glycerin to soften and swell the hair shaft.
- Tea Tree and Coconut Oils add moisture and shine.
- Sage Extract cleanses and stimulates hair and scalp.

Who Needs This Product:

Customers with fine or thin hair who want their hair to look and feel thicker. This product helps to create thicker, fuller hair on all hair types. Follow with Thickening Conditioner and Thickening Lotion for optimum results.



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Conditioners & Treatments

Citrus Mint Cooling Conditioner

What it is:

A lightweight, moisturizing conditioner containing a balanced blend of citrus oils.

Key Benefits:

- Contains no synthetic fragrances. All-natural oils cleanse, soothe, and awaken the senses and stimulate the scalp.
- Contains glycerin, a humectant that moisturizes and helps to retain the natural oil in your hair.
- Cools and refreshes the scalp while naturally toning and moisturizing.
- Excellent on color treated hair – will not cause color fading.

Who Needs This Product:

Any customer wanting a lightweight, cooling citrus conditioner. Provides a refreshing, invigorating instant treatment while in the shower. Great for color treated hair. Light, fresh scent makes this product a good recommendation for your female customers as well as your male.

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Citrus Mint Refreshing Body Wash

What it is:

A balancing, daily cleanser containing citrus.

Key Benefits:

- Contains no synthetic fragrances. All-natural oils cleanse, refresh, and awaken the senses.
- Contains glycerin, a humectant that moisturizes and helps to retain the natural oil in your skin.
- Vitamins A & E improve the texture, firmness, and feel of skin.
- Rosemary and Thyme extracts naturally tone and moisturize your skin.

Who Needs This Product:

Any customer wanting an energizing and moisturizing citrus body wash. Great for protecting and maintaining the natural moisture balance of the skin. Light, fresh scent makes this product a good recommendation for your female customers as well as your male. Perfect product for the fast-paced, active sports-minded customer. Fits easily in gym bag.

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Daily Conditioner

What it is:

A stimulating, invigorating daily hair and scalp treatment.

Key Benefits:

- Quick, deep penetrating moisturizers instantly detangle and create a silky smooth feel.
- Reduces the return of an oily texture, common with many conditioners.
- Cools and refreshes the scalp while naturally toning and moisturizing.
- pH balanced to prevent over-drying.

Who Needs This Product:

Any customer wanting to lock moisture into the hair and scalp and enjoy a refreshing, invigorating instant treatment while in the shower.

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Leave-In Conditioner

What it is:

A leave-in conditioner that moisturizes and protects the hair and scalp.

Key Benefits:

- Natural extracts actively moisturize the hair and scalp.
- Soothes and helps relieve scalp irritations and itching.
- Contains an ultra violet light absorber to shield hair from damaging UV rays.

Who Needs This Product:

Customers who like a leave-in conditioner that moisturizes and protects.

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Thickening Conditioner

What it is:

A conditioner that adds luster and fullness to thin, fine hair. The second of three steps in the American Crew Thickening System.

Key Benefits:

- Contains Glycerin to soften and swell the hair shaft.
- Helps repair environmental and chemical damage.
- Panthenol absorbs quickly to maintain an optimal moisture balance.

Who Needs This Product:

Customers with fine or thin hair who want their hair to look and feel thicker. Helps to create volume and body for all hair types. Safe for chemically treated hair, also helps to repair chemical damage. Use in conjunction with Thickening Shampoo and Thickening Lotion for optimum results.



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Styling & Finishing Products

Citrus Mint Gel

What it is:

A maximum hold gel that offers shine and control.

Key Benefits:

- Alcohol free means hair and scalp won't dry out and won't flake.
- Dual polymer complex provides strong, lasting hold.
- Excellent moisturizer for hair that adds shine.
- Blend of lime, orange, peppermint, and spearmint, no synthetic fragrances.
- Contains all natural oils with certified organic grapefruit and orange extract.

Who Needs This Product:

Any customer looking for natural shine and maximum hold. Citrus Mint Gel is great for classic haircuts with longer tops. Comb back for a formal style or run your fingers through it to make it more casual. Adds depth and definition. Uses Citrus Mint Fragrance. Created for both men and women's styles.

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Citrus Mint Paste

What it is:

A formulated paste that provides a pliable hold with a natural finish.

Key Benefits:

- Offers great hold while remaining pliable. Rinses out easily without leaving a residue.
- Naturally derived wax that provides wonderful conditioning and shine to any hairstyle.
- Blend of lime, orange, peppermint, and spearmint, no synthetic fragrances.
- Contains all natural oils with certified organic grapefruit and orange extract.

Who Needs This Product:

Any customer looking for natural texture and pliable hold. With Citrus Mint Paste, the finished result is hair with a textured, lived-in appeal. Use a small amount of Citrus Mint Paste and run your palms over the surface of dry hair for control of texture and to seal the shape. Use a moderate amount in damp hair to increase separation and carry the texture to the root.

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Classic Wax

What it is:

A highly pliable product offering medium hold with a natural shine.

Key Benefits:

- Contains humectants and emollients responsible for pliable hold and a shiny, velvety after-feel.
- Castor oil gives body and shine to hair and helps to restore a natural, healthy appearance.
- Beeswax acts as a barrier against moisture loss while providing total control.
- Cyclomethicone adds shine and reduces fly-away hair.
- Excellent for curly or straight hair.

Who Needs This Product:

Any customer looking for a medium hold product that gives added separation and a medium, natural shine. Can be used in short hair for slicking & piecing. Adds depth and definition. Uses Crew's Classic Fragrance. Light enough for women to use to tame fly-aways in ponytails or up-dos. Glides through medium length hair.

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Fiber

What it is:

A molding crème that provides a pliable hold, giving hair a natural, clean finish with low shine.

Key Benefits:

- Contains humectants and emollients responsible for unsurpassed hold and a smooth, velvety after-feel.
- Helps thicken hair, adding fullness and texture.
- Beeswax acts as a barrier against moisture loss while providing total control.
- Excellent for curly or straight hair.

Who Needs This Product:

Any customer looking for pliable hold with added fullness and texture without a high shine.

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Firm Hold Gel

What it is:

A maximum-hold styling gel.

Key Benefits:

- Dual Polymer Complex provides an Ultimate Hold Factor of 10 with minimal flaking, creating firm hold in any condition.
- Alcohol-free and low pH, non-drying to hair and scalp.
- Enriched with natural extracts to help hair look thicker with more body and shine.

Who Needs This Product:

Good for all customers looking for maximum hold, whether to spike hair up or help stubborn hair to stay down.

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Forming Cream

What it is:

A styling cream that provides strong hold, excellent pliability and a low-shine, matte finish.

Key Benefits:

- Water-based cream remains moldable yet firm. Shampoos out easily without residue.
- Contains natural humectants and conditioners that won't dry hair yet provide unsurpassed hold.
- Holding agents encourage firmness, body and fullness to the hair.

Who Needs This Product:

Any customer looking for a strong, pliable hold with a matte finish.

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Grooming Cream

What it is:

A styling cream for creating sleek, straight looks or softening naturally curly or wavy hair.

Key Benefits:

- Aloe Vera Gel provides emolliency and moisturizing properties.
- Provides conditioning, tremendous hold and shine.
- Provides a barrier against moisture loss and antioxidant properties.

Who Needs This Product:

Any customer wanting to create a straight, smooth look or to soften curly or wavy hair.

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Grooming Spray

What it is:

A variable-hold hair spray.

Key Benefits:

- Provides any level of hold you need: spray hair and leave for a firm hold; spray and comb through to create a softer, natural hold.
- Conditions and maintains moisture.
- Adds shine and manageability, reducing fly-away tendencies.
- UV protectants help protect the hair from sun damage.

Who Needs This Product:

Customers with any hair type looking for manageability, conditioning, shine and protection from sun damage.

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Light Hold Gel

What it is:

A light-hold styling gel that provides excellent control.

Key Benefits:

- Hold Factor 6 - gives a light, natural hold while creating body and shine.
- Contains Thermal Protectants to protect the hair during blow drying.
- Alcohol-free, non-drying to the scalp.

Who Needs This Product:

Great for all hair types, especially customers with fine to medium texture who want fullness and body while blow-drying or desire a medium hold.

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Pomade

What it is:

A pomade for pliable hold and shine.

Key Benefits:

- Provides tremendous shine and pliable hold.
- Water-based; shampoos out easily without residue.
- Extremely versatile: directs strong hairlines, curly or straight hair, stays pliable. Great for slicked-back or rough-textured, high-gloss styles.
- Strong hold complex provides the ultimate hold in a pliable product.

Who Needs This Product:

Any customer looking for a pliable product that gives a unique texture and high shine.

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Spray Gel

What it is:

A spray-on gel for medium hold.

Key Benefits:

- Provides a hold that's firm yet flexible.
- Contains Aloe Vera Gel to condition and maintain moisture.
- Low pH formula prevents over-drying of hair and scalp.

Who Needs This Product:

Customers looking for a firm-holding spray gel that adds moisture to condition the hair.

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Texture Creme

What it is:

A styling crème that adds body, control and shine to the hair.

Key Benefits:

- Provides body, hold and healthy gloss to hair. Controls frizz and provides a natural-looking manageability.
- Remains pliable – great for conservative to avant garde styles.
- Helps retain moisture and provides a soft after-feel.

Who Needs This Product:

Any customer with any hair type who wants body, fullness and control with light hold and some gloss without high shine.

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Thickening Lotion

What it is:

A styling lotion ideal for creating contemporary styles and enhancing any hair type to look its thickest while providing hold, control and support.

Key Benefits:

- Provides a strong (Hold Factor 7+) yet pliable hold.
- Adds a natural, healthy shine as it works to continually protect the hair.
- Helps maintain a healthy scalp.

Who Needs This Product:

Any customer who wants to make their hair look and feel thicker yet well-groomed. Great for those who looking for shine and manageability in addition to volume and fullness.

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Matte

What it is:

Water based matte styling agent that provides medium hold with a no-shine finish.

Key Benefits:

- Contains Beeswax, which provides a barrier against moisture loss and has antioxidant properties great for both hair and scalp.
- Contains glycerin, a humectant that softens and swells the hair shaft adding a thicker, fuller appearance.
- Provides wonderful conditioning and easy emulsification.

Who Needs This Product:

Customers seeking an effortless styling cream that can be used on all lengths to define texture and leave a well-groomed finish.

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Citrus Mint Finishing Cream

What it is:

Styling cream for definition and texture with low hold and natural shine.

Key Benefits:

- Contains Lanolin and Hydrolyzed Wheat Protein which add shine and moisture to the hair shaft.
- Contains glycerin, a humectant that moisturizes and helps to retain the natural oil in your skin.
- Softens and swells the hair shaft adding a thicker, fuller texture.
- No synthetic fragrances added. Blend of Lime, Orange, Peppermint, and Spearmint.

Who Needs This Product:

Customers with longer hair seeking texture, shine and subtle definition. Curly or Wavy styles are improved as well because this product gives definition to curls without a crispy finish.

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Citrus Mint Clay

What it is:

Product for pliable hold and low shine.

Key Benefits:

- Contains Beeswax, which provides all natural holding power.
- White clay from the Paris Basin, good for sensitive skin and scalp
- Contains Sunflower Glycerides which provide great conditioning for hair and scalp.

Who Needs This Product:

Customers seeking a product that shows definition and separation without being too stiff or built up.

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Shave

Post Shave Cooling Lotion

What it is:

A natural antiseptic dual formula that is a combination after-shave and all-day, fast absorbing, greaseless moisturizer. Especially designed for all beard types.

Key Benefits:

- Dual action formula works as a lightweight moisturizer and calming aftershave.
- Active minerals help restore skin balance and inhibit inflammation.
- Prevents against redness and irritation that can occur after shaving.
- Helps control oil production.
- Helps close pores, soothe skin and defend against daily aggressors.

Who Needs This Product:

This product is ideal for customers who want to keep things simple and is especially designed for customers of all beard types that may have dry or sensitive skin.



Precision Shave Gel

What it is:

A non-foaming gel that provides ultimate razor glide for a clean, close shave.

Key Benefits:

- Light application and rinses clean from razor.
- Provides pleasant tingling sensation.
- Pumpkin seed extract and tea tree oil work to sooth skin.
- Defends against flare-ups.
- Leaves skin cool and refreshed.

Who Needs This Product:

This product is ideal for customers prone to nicks, and razor bumps. Especially designed for customers with normal to fine beards.

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Moisturizing Shave Cream

What it is:

A whipped cream formula provides complete coverage and a clean, close shave especially designed for normal to coarse beards.

Key Benefits:

- Conditioning formula and powerful antioxidants prevent drying of the skin.
- Vitamins replenish what's lost during shaving and provides a protective barrier.
- Soothing aloe and healing avocado oil provide maximum protection.

Who Needs This Product:

This product is ideal for customers prone to nicks, and razor bumps. Especially designed for customers with normal to coarse beards that may have dry or sensitive skin.

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Lubricating Shave Oil

What it is:

A blend of essential oils that help soften beard hair and nourish skin. A great prep step to help achieve a close shave.

Key Benefits:

- Concentrated irritation prevention helps to prevent ingrown hairs.
- Non-greasy solutions cushions skin for a close, effortless shave.
- 12 beneficial oils, including Eucalyptus and clove, counter nicks, bumps.

Who Needs This Product:

This product is ideal for customers prone to nicks, and razor bumps. Perfect for those with sensitive skin and can be used on all beard types.

