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Daily Line

Daily Shampoo

What it is:

A nice, straightforward shampoo, great for the whole family and perfect for daily use.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Often used as a cleansing agent and is considered useful in stimulating circulation. Used in hair care products to add life to hair.

Who Needs This Product:

This shampoo is recommended for daily use on healthy hair of all textures. Propose it to people who may not have special hair needs, but who are interested in achieving professional results. Can be used on members of the whole family, but small children may prefer Sassy Suds Shampoo.

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Color Guard Daily Shampoo

What it is:

A daily shampoo that will protect even the most delicate hair color and give added shine and life to all hair types.

Key Benefits:

- Light, subtle fragrance
- White Tea for shine
- Ginger for natural proteins
- Gentle color safe cleansing that protects the color from fading
- Adds moisture to the hair

Who needs this product?

This product can be used on all hair types and is specifically formulated to protect color treated hair. Provides color treated hair added shine, moisture and longevity at an affordable price.

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Daily Conditioner

What it is:

A versatile conditioner formulated to add softness and shine to healthy hair that ranges from medium to course texture.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

This conditioner should be used in conjunction with Solutions Daily Shampoo and is recommended for healthy hair ranging from medium to coarse texture. Propose it to people who may not necessarily have special hair needs, but who are interested in achieving professional results. Can be used on members of the whole family, but younger children may prefer “Afraid Knot Detangler.” Finer hair may prefer the Solutions™ Leave-in Conditioner or to switch to our Volumizing line.

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Daily Leave-In Conditioner

What it is:

A light conditioner spray that can easily be applied directly to dry ends for added protection or to aid in detangling.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

This versatile conditioner may be recommended for a variety of customers. If a customer has no special hair-care needs but their hair is of a fine to medium texture, recommend this light conditioner as an alternative to our more heavy cream Daily Conditioner. If a customer has longer hair, this conditioner may be used alone as a detangling agent or in conjunction with our cream Daily Conditioner to provide their ends with added nourishment and protection. In summer months, this leave in conditioner makes a great beach accessory.

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Color Guard Daily Conditioner

What it is:

A lightweight, color safe conditioner that detangles, nourishes and adds shine to all hair types.

Key Benefits:

- Light, subtle fragrance
- White Tea for shine
- Ginger for added life
- Weightless detangling and nourishing

Who needs this product?

This conditioner should be used in conjunction with Color Guard Daily Shampoo for optimal performance. This product can be used on all hair types and will protect color treated hair. As well as add moisture, shine, manageability and longevity to the hair at an affordable price.

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Styling Gel

What it is:

A medium to firm hold gel, recommended for any hair texture.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

Gels provide excellent style support when used on wet hair before blow-drying, they also offer fun “wet-look” alternatives for people who like to slick their hair back or keep their curls defined.

This medium to firm hold gel provides an excellent foundation to hair styles on people with most types of hair textures, however people with finer hair may enjoy the lighter hold of Solutions™ Volumizing Gel and people who prefer a no-nonsense, won't move type hold will probably prefer Solutions™ Firm Hold Gel found in the Men's line.

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Designing Taffy

What it is:

A fun, inventive product that gives your customer a pliable hold and lots of shine.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

Designing Taffy is a versatile product that can be recommended to customers with a wide range of hair lengths and textures. Excellent for achieving funky looks on shorter, texturized styles but may also be used to smooth and define. Gives added depth to styles. Appeals to both male and female customers.

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Texturizing Pomade

What it is:

A light holding styling aid that lends lots of shine to your style.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

Recommend Texturizing pomade to people with fine to medium textures of hair and who are looking for something they can use to slick their styles back, control frizz or that they can use for piecing. Unisex product appeals to both male and female customers, however heavier hair textures may achieve better results from Solutions™ Pomade found in the men's line.

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Finishing Spritz

What it is:

A firm Hold non-aerosol hairspray designed with long-lasting, environmentally friendly formula.

Key Benefits:

- Contains White Tea which is known to be rich in flavanoids, anti-oxidants and vitamin C. Provides added shine to hair.
- Contains Ginger, a naturally derived extract that contains vitamins A, C, B-complex and natural plant proteins. Considered useful in stimulating circulation. Used in Hair Care products to add life to hair.

Who Needs This Product:

This non-aerosol hairspray is recommended for people seeking a firm hold. Spritzing nozzle gives you greater control in application and is especially useful when trying to achieve extreme designs. Although this Finishing Spritz can be used on all hair-types, people with finer hair may prefer Solutions™ Finishing Mist found in the Volumizing line.

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Moisturizing Line

Moisturizing Shampoo

What it is:

A highly effective moisturizing shampoo that will help to repair and restore luster.

Key Benefits:

- Contains Evening Primrose, a natural oil derived from primrose flowers, that adds emollients to give the hair a smooth feel.
- Contains Aloe,, a pure, natural ingredient that provides high levels of moisture. Often used to promote healing of dry, damaged skin and hair.

Who Needs This Product:

This shampoo is can be used daily on hair that is coarse, curly, wiry, dry or damaged from chemical processes. It may also be effective for dry, itchy scalp conditions.

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Moisturizing Conditioner

What it is:

A rinse out conditioner that will help soften dry, coarse or damaged hair.

Key Benefits:

- Contains Evening Primrose, a natural oil derived from primrose flowers, that adds emollients to give the hair a smooth feel.
- Contains Aloe, a pure, natural ingredient that provides high levels of moisture. Often used to promote healing of dry, damaged skin and hair.

Who Needs This Product:

This conditioner is designed to be used following Solutions Moisturizing Shampoo. It will help to soften and add luster and shine to hair that is naturally curly, dry or damaged from chemical processes.

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Deep Moisturizing Balm

What it is:

An intense, moisturizing treatment for hair that is dry, lifeless, or has been damaged by chemical services.

Key Benefits:

- Contains Evening Primrose, a natural oil derived from primrose flowers, that adds emollients to give the hair a smooth feel.
- Contains Aloe, a pure, natural ingredient that provides high levels of moisture. Often used to promote healing of dry, damaged skin and hair.

Who Needs This Product:

Deep Moisturizing Balm should be used following Solutions Moisturizing Shampoo. It will repair damage and soften excessively curly, wiry or coarse hair. Stylist should recommend this product for daily use on customers with extremely damaged hair until they see an improvement, at which point customer should switch to weekly use and in the between times use Solutions Moisturizing Conditioner.

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Glossing Cream

What it is:

A light cream used to eliminate frizz, and add softness, shine and definition.

Key Benefits:

- Contains Evening Primrose, a natural oil derived from primrose flowers, that adds emollients to give the hair a smooth feel.
- Contains Aloe, a pure, natural ingredient that provides high levels of moisture. Often used to promote healing of dry, damaged skin and hair.

Who Needs This Product:

Although technically part of the Moisturizing line, Glossing Cream should be used for anyone desiring curl definition, softness and a polished look to their style. This product adds definition and shine with a very light, touchable hold.

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Volumizing Line

Volumizing Shampoo

What it is:

An ideal daily shampoo for people with fine, thin or oily hair.

Key Benefits:

- Contains Lemongrass that will naturally improve the hair's fullness and shine.
- Contains Clary Sage which offers astringent and cleaning properties while leaving the hair feeling soft.

Who Needs This Product:

This shampoo is recommended for anyone needing added volume without added weight. Works extremely well on oily hair, yet is gentle enough for daily use. Helps hair retain optimum moisture balance. Although we often think of women for a volumizing line, men can benefit from this shampoo as well and the lemongrass fragrance is fresh and invigorating.

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Volumizing Conditioner

What it is:

A light detangling conditioner that will add shine without weight.

Key Benefits:

- Contains Lemongrass that will naturally improve the hair's fullness and shine.
- Contains Clary Sage that offers astringent and cleaning properties while leaving the hair feeling soft.

Who Needs This Product:

This conditioner is recommended for use with Solutions Volumizing Shampoo for anyone who desires thicker, fuller feeling hair. Hair will have radiant shine with no added weight or oils.

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Volumizing Gel

What it is:

A light gel that will give a style memory without any weight.

Key Benefits:

- Contains Lemongrass that will naturally improve the hair's fullness and shine.
- Contains Clary Sage that offers astringent and cleaning properties while leaving the hair feeling soft.

Who Needs This Product:

This gel is ideal for fine, thin hair that needs a weightless foundation. It will provide exceptional fullness and shine. It may also be used to define or slick back hair. This is the lightest gel in the Solutions line. Customers desiring more hold should look to the Solutions styling gel found in the daily line. For the strongest of holds look to Solutions Firm Hold Gel found in the men's line.

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Root Booster

What it is:

A lightweight foam that provides hair with tremendous lift, shine and control.

Key Benefits:

- Contains Lemongrass that will naturally improve the hair's fullness and shine.
- Contains Clary Sage that offers astringent and cleaning properties while leaving the hair feeling soft.

Who Needs This Product:

This weightless formula is perfect for fine hair textures that need lift. The unique dispensing system allows the foam to be applied directly to the roots for added volume where it is needed.

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Volumizing Foam

What it is:

Styling foam with an environmentally safe, non-aerosol dispensing system.

Key Benefits:

- Provides Volume
- Adds Shine
- Medium Control
- Softness Without Weight

Who needs this product?

This non-aerosol foam is recommended for people with fine to normal hair seeking extra volume.

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Men's Line

Daily Shampoo for Men

What it is:

A men's shampoo designed not only to cleanse the hair but also to condition the scalp.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Daily Shampoo for men offers a strong cleansing routine to men with all hair-types. Key selling point is the heady, earthy fragrance that scored very high among male testers. Recommend it to men who are looking for professional haircare at a reasonable price. Slight tingly feeling leaves scalp feeling invigorated.

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Daily Conditioner for Men

What it is:

A men's conditioner designed to invigorate and stimulate the scalp.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Daily Conditioner for Men should be recommended to men of all hair types and all hair lengths. Even shorter haired guys will benefit from using this product, as it helps restore moisture balance to the hair and the scalp. Conditioner gives customers a cooling sensation.

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Men's Leave-In Conditioner

What it is:

A leave-in conditioner that moisturizes and protects the hair and scalp while providing light texture and hold.

Key Benefits:

- Natural extracts actively moisturize the hair and scalp.
- Soothes and helps relieve scalp irritations and itching.
- Provides light texture and hold.

Who needs this product?

This product is for male customer's who prefer a leave-in conditioner that may be used to moisturize both the hair and scalp while providing light styling.

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Firm Hold Gel

What it is:

The heaviest holding gel in the Solutions™ line.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

Gels provide excellent style support when used on wet hair before blow-drying, they also offer fun “wet-look” alternatives for people who like to slick their hair back or keep their curls defined.

Recommend Firm Hold Gel to people looking for a very sound style foundation. Although technically part of the men’s line, women who need a strong hold will also benefit from using this product.

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Molding Cream

What it is:

A thicker cream that gives a pliable hold and matte finish to your style.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

This hair product may be recommended for a wide range of uses. Works excellent on short to mid-length hair to give it that tousled, textured look. May be recommended for customers who are looking to add slight definition to more structured styles. Can work on a wide variety of hair textures and weights. Versatile. Very popular with male customers, however, females may be interested in this product as well.

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Pomade

What it is:

A fun, versatile product that is a staple in Men's grooming.

Key Benefits:

- Contains Walnut Leaf extract. This naturally derived extract possesses both astringent and cleansing properties, and is also high in B vitamins, folic acid, iron and zinc.
- Irish Moss is known by many names, including Chondrus Crispus and Carrageenan. This anti-oxidant helps to heal and soothe the skin.

Who Needs This Product:

This product can be recommended for men (or women) who are looking for a hold with movement and shine. Works on a wide range of hair types and lengths. May be used to achieve tousled looks, slicked back looks, or to contain fly-aways. Customers with finer hair may prefer "Texturizing Pomade" found in the Daily line as it achieves the same results, but is a lighter formula.

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Kid's Line

Sassy Suds Shampoo

What it is:

A nice, clean shampoo for children ages 2-10. Beautiful fragrance, light detangling.

Key Benefits:

- Contains naturally derived sunflower seed extract which is reported to have conditioning properties that leave hair and skin feeling soft and which is also known for its calming and cleansing properties.
- Contains Clover Extract. Taken from the flower, this natural botanical has antiseptic properties and is effective for soothing scalp irritations.

Who Needs This Product:

This product can be recommended for children ages 2-10. It is gentle, but gives a lot of lather. Has some slight detangling properties so hair feels soft when finished washing.

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Afraid Knot Detangler

What it is:

A light spray which is used as a detangler, styler or protectant in children's hair ages 2-10.

Key Benefits:

- Contains naturally derived sunflower seed extract which is reported to have conditioning properties that leave hair and skin feeling soft and which is also known for its calming and cleansing properties.
- Contains Clover Extract. Taken from the flower, this natural botanical has antiseptic properties and is effective for soothing scalp irritations.

Who Needs This Product:

This product can be recommended for children ages 2-10. Use on children with longer hair as a detangler after washing, or spray on ends to protect against environmental damages. May also be sprayed on hair as a cutting agent, or to restyle unruly pieces after a long night's sleep.

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Spikey Gel

What it is:

A firm hold gel for use on wet or dry hair on children ages 2-10.

Key Benefits:

- Contains naturally derived sunflower seed extract which is reported to have conditioning properties that leave hair and skin feeling soft and which is also known for its calming and cleansing properties.
- Contains Clover Extract. Taken from the flower, this natural botanical has antiseptic properties and is effective for soothing scalp irritations.

Who Needs This Product:

This product can be recommended for children ages 2-10. Kids love gel! Recommend to the young guys and girls looking to spike up or slick back their hair, or to use on wet hair to set their style foundation.

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Specialty Line

Clarifying Shampoo

What it is:

A shampoo formulated to lift away the dulling build-up in hair that could be affecting styleability. Also works to counter the effects of chlorine.

Key Benefits:

- Contains Grapefruit peel extract . Traditionally known for its toning and stimulating properties, Grapefruit has astringent properties that serve to uplift, soothe and refresh skin and hair.
- Peppermint extract is reputed to stimulate circulation and to normalize oil production on the scalp.

Who Needs This Product:

This Clarifying Shampoo is recommended for all hair types. People with noticeable build-up or who use lots of styling aids should incorporate this Clarifying Shampoo into a weekly, bi-weekly or monthly cleansing routine to ensure shine and manageability of their style as well as continued scalp health. Frequency depends on health of the hair and severity of the problem. All customers should utilize this shampoo occasionally, just to combat the normal environmental stresses encountered by hair.

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Finishing Mist

What it is:

An aerosol hairspray designed to give your hair a medium hold that is weightless with brushable memory while remaining environmentally friendly.

Key Benefits:

- Light, subtle fragrance
- Weightless hold
- Ingredients provide great shine

Who needs this product?

This aerosol hairspray is recommended for people seeking a medium hold that allows flexibility. This product can be used on all hair types.

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Finishing Mist Extra

What it is:

An aerosol hairspray designed to give your hair a maximum hold while remaining environmentally friendly.

Key Benefits:

- Light, subtle fragrance
- Humidity resistant
- All-day memory
- Ingredients provide great shine

Who needs this product?

This aerosol hairspray is recommended for people seeking a long-lasting maximum hold. This product can be used on all hair types.

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Tea Tree

Tea Tree Shampoo

What it is:

A gentle cleansing shampoo formulated with an invigorating blend of tea tree and peppermint oils designed to stimulate the hair and scalp while removing impurities.

Key Benefits:

- Peppermint oils stimulate for a cooling sensation
- Tea Tree oils rejuvenate
- Ingredients provide refreshing fragrance
- Protects against heat, sun and environmental damage

Who needs this product?

This energizing shampoo is recommended for customers seeking a natural, refreshing shampoo to gently cleanse hair. This product can be used on all hair types.



Tea Tree Conditioner

What it is:

A refreshing conditioner formulated with an invigorating blend of tea tree and peppermint oils designed to provide healing properties to the scalp while lightly conditioning and detangling any hair type.

Key Benefits:

- Peppermint oils stimulate for a cooling sensation
- Tea Tree oils rejuvenate
- Ingredients provide refreshing fragrance
- Protects against heat, sun and environmental damage

Who needs this product?

This energizing conditioner is recommended for customers seeking a natural, refreshing product to lightly replenish moisture without adding weight. This conditioner may be used on all hair types.



Tea Tree Gel

What it is:

A medium to firm hold gel formulated with an invigorating blend of tea tree and peppermint oils designed to provide hair with fullness and shine.

Key Benefits:

- Peppermint oils stimulate for a cooling sensation
- Tea Tree oils rejuvenate
- Ingredients provide refreshing fragrance
- Medium to Firm Hold

Who needs this product?

This energizing hair gel is recommended for customers seeking a natural, refreshing styling product to add volume and shine. This product can be used on all hair types.



Tea Tree Paste

What it is:

A lightweight paste formulated with an invigorating blend of tea tree and peppermint oils to create the ideal tool for molding and piecing hair.

Key Benefits:

- Can be used on wet or dry hair
- Tremendous shine
- Control

Who needs this product?

This stimulating paste product is recommended for customers seeking a natural, styling product to mold, piece and scalp hair while adding shine and control.



Tea Tree Texture

What it is:

A texturizing styling product formulated with an invigorating blend of tea tree and peppermint oils designed to provide hair with a pliable hold and separation while adding tremendous shine.

Key Benefits:

- Can be used on wet or dry hair
- Pliable hold
- Tremendous shine
- Volume and control

Who needs this product?

This revitalizing texture product is recommended for customers seeking a natural, styling product to create the ultimate texturized look while adding volume and control.



Tea Tree Body Wash

What it is:

A daily body cleanser formulated with an invigorating blend of tea tree and peppermint oils that offer healing and balancing properties while moisturizing the skin.

Key Benefits:

- All-natural oils cleanse, refresh, and awaken the senses
- Moisturizes skin
- Energizing fragrance

Who needs this product?

Any customer seeking a stimulating and moisturizing natural body wash. Great for protecting and maintaining the natural moisture balance of the skin.



Tea Tree Body Wash

What it is:

A daily body cleanser formulated with an invigorating blend of tea tree and peppermint oils that offer healing and balancing properties while moisturizing the skin.

Key Benefits:

- All-natural oils cleanse, refresh, and awaken the senses
- Moisturizes skin
- Energizing fragrance

Who needs this product?

Any customer seeking a stimulating and moisturizing natural body wash. Great for protecting and maintaining the natural moisture balance of the skin.

