STYLING WAVY AND UNRULY HAIR

STYLE MASTERS

SMOOTH IRON GUARD
Smoothing, protecting balm.

Features and benefits

- Disciplines stubborn, unruly hair.
- Temporarily straightens hair.
- Tames and controls tangled and wavy hair.
- Leaves hair shiny and pliable.
- Provides a silky feel.
- Weightless.
- Non sticky.
- Protects the hair from the heat of thermal tools.

Target
Clients with curly, unruly hair looking for a temporary smooth, silky feeling style with movement.

Sales arguments

1. Needs
Wavy and unruly hair in need of temporary smoothing; keeping it feeling silky, with lots of movement.

2. Action
Provides temporary smoothing; protects the hair from the heat of thermal tools.

3. Product
Protecting, smoothing balm.

4. Results
Moveable, silky smooth hair with natural shine.

Focus
Temporary straightening of unruly and curly hair.

DIRECTIONS FOR USE

1. Spread a walnut sized amount of SMOOTH IRON GUARD on previously washed and towel dried hair.
2. Distribute with a comb then, discipline the look with a blow-dryer, brush, and flat iron.

pH: 3.6 – 4.6
Presentation: 150 ml

Hold factor:
0 1 2 3
Shine factor:
MATTE NATURAL SHINE

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**STYLE MASTERS**

**VOLUME AMPLIFIER MOUSSE**

*Body boosting fibrous mousse.*

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**Features and benefits**

- Adds body to the hair.
- Enhances its volume.
- Smoothens out the texture.
- Non sticky.
- Weightless.
- Gives long lasting hold and volume.

**Target**

Clients with fine hair in need of volume and style control.

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**Focus**

Add body and volume to the hair. Control the finished style for an extended time.

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**DIRECTIONS FOR USE**

1. Shake well before usage.
2. Hold the container upright and squeeze a walnut sized amount of VOLUME AMPLIFIER MOUSSE into the palms of the hands.
3. Using the fingers, distribute evenly into the damp hair.

The style will remain in place for hours. Highly recommended for short and medium length hair, the fibers help to emphasize the lines of the cut.

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**Sales arguments**

1. **Needs**
   - Fine hair requiring more volume and control, without added weight.

2. **Action**
   - Increases the hair fiber’s diameter to provide exceptional volume.

3. **Product**
   - Fiber loaded mousse, providing body to increase the hair’s volume.

4. **Results**
   - Control and lots of body; hairstyle will last for hours.

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**Presentation:** 300 ml  
**pH:** 7.6 – 8.2  
**Shine factor:** MATTE | NATURAL | SHINE  
**Hold factor:** 0 | 1 | 2 | 3
STYLING
FOR ALL HAIR TYPES

STYLE MASTERS

VOLUME ELEVATOR SPRAY
Directional root lifting spray.

Features and benefits

- 360° directional spray ads root lift.
- Sprayer allows precise targeting.
- Strong holding power.
- Natural shine.
- Residue free.
- Non sticky.
- Effortless brushing.
- Easy to remove with shampoo.

Target
Fine and limp hair in need of maximum body and hold, still easy to brush. Hairstyles requiring lots of height.

Sales arguments

1. Needs
   Get root lift on fine, limp hair and height for specific styles.

2. Action
   Spray directly onto root area prior to styling.

3. Product
   Directional spray, residue free.

4. Results
   Maximum volume with brushing ease. Longer lasting styles.

Focus
Maximum lift and body, precise directing of spray onto root area.

DIRECTIONS FOR USE
Apply prior to styling. Hold VOLUME ELEVATOR SPRAY at 1 cm to lift the roots then, move to 10-15 cm distance to mist on the rest of the hair.

Presentation: 300 ml
pH: 6.3 – 7.3
Shine factor: MATTE NATURAL SHINE
Hold factor: 0 1 2 3

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STYLING
FOR ALL HAIR TYPES

STYLE MASTERS

CREATOR DEFINING GEL
Firm hold gel, providing great control and superb shine.

Features and benefits
■ Strong hold.
■ Long lasting control and shine.
■ Can be used for wet and dry hair sculpting.
■ Residue free.
■ Easy to remove with shampoo.

Focus
Achieve an extremely shiny, perfectly defined and long lasting look.

Sales arguments
1. Needs
   Hairstyles in need of a strong hold.

2. Action
   Sculpt the hair to create a very shiny, long lasting hairstyle.

3. Product
   Firm holding gel adds brilliance and control.

4. Results
   Hairstyle remains perfectly defined for a long time.

DIRECTIONS FOR USE
1. Spread a walnut size of CREATOR DEFINING GEL on damp or dry hair.
2. Sculpt and define the style.

Presentation: 150 ml
Shine factor:
<table>
<thead>
<tr>
<th>MATTE</th>
<th>NATURAL</th>
<th>SHINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Hold factor:
| 0 | 1 | 2 | 3 |

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REVLO
PROFESSIONAL
**STYLING**
FOR ALL HAIR TYPES

**STYLE MASTERS**

**CREATOR MATT CLAY**
Strong hold, matte molding paste.

### Features and benefits
- Paste, molds and separates hair strands.
- Matte look.
- Strong body.
- Permits individualized shape creation.
- Long lasting, strong hold.
- Non greasy feel.
- Easily removed with shampoo.

### Focus
To mold hair styles for a matte finish, long lasting with a strong hold.

### Target
Every type of hair, to individualize the look without adding grease.

### Sales arguments
1. **Needs**
   When molding styles requiring a strong hold and matte finish.
2. **Action**
   A small amount, applied with the fingers, is sufficient to mold and separate.
3. **Product**
   Matte, finishing molding paste. Probably the best professional matte paste that can be found.
4. **Results**
   Matte finish with superb hold, without residue or greasy feeling.

### Directions for Use
**Apply on dry hair:**
Warm a small amount of CREATOR MATT CLAY, on to the finger tips and work into the hair strands to shape and separate.

<table>
<thead>
<tr>
<th>Presentation: 85 ml</th>
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</thead>
<tbody>
<tr>
<td>Shine factor:</td>
</tr>
<tr>
<td>Hold factor:</td>
</tr>
<tr>
<td>MATTE NATURAL SHINE</td>
</tr>
<tr>
<td>0 1 2 3</td>
</tr>
</tbody>
</table>

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STYLE MASTERS

CREATOR FIBER WAX

Very strong fibrous styling wax for looks with maximum hold and lasting power.

Features and benefits

- Texture paste with fibres threads.
- Strong grip.
- Textured looks.
- Grants sculpted looks.
- Allows fantastic separations and definition of layers.
- Weightless.
- Non greasy.
- Residue free.

Focus

Obtain strong control for textured looks with fantastic separations and definitions of layers.

Sales arguments

1. Needs
   Disciplined the look of dried hair with strong grip, without greasy feeling.

2. Action
   Take a small amount in the palm of the hands, rub together to activate the fibers, and then work into dry hair.

3. Product
   Fibrous wax, providing maximum control and lasting power to hairstyles.

4. Results
   Surprising, amazing, textured, sculpted and defined finish, without added weight or residue.

DIRECTIONS FOR USE

Activate the CREATOR FIBER WAX with the heat of the palms, then sculpt the hair style.

Presentation: 85 ml

Shine factor: MATTE NATURAL SHINE

Hold factor: 0 1 2 3

PH: 6.2 – 7.2

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Customer Service
STYLE
Masters

CURLY ORBITAL
Flexible curl activator.

Features
and benefits

■ Supple and flexible curl definition.
■ Can be used on damp and dry hair.
■ Adds body and shine.
■ Anti-humidity.
■ Reduces static electricity.
■ Leaves no residue.
■ Non sticky.
■ Easily removed with shampoo.

Target
Frizzy, hard to control hair.

Sales arguments

1 Needs
Achieve perfect, flexible and well defined curls with volume and brilliance.

2 Action
Flexible curl definition, without residue.

3 Product
Curl activator to be used on damp hair, as well as, a curl refresher on dry locks.

4 Results
Perfect curls.

Focus
Define individual curls. Perfect curls on both damp and dry hair.

DIRECTIONS FOR USE

On damp hair:
1. Apply a walnut sized amount of CURLY ORBITAL on washed and towel dried hair.
2. Comb to detangle and evenly distribute the product.
3. Air-dry or use a diffuser.

On dry hair:
Apply and scrunch to refresh the curls.

Presentation: 150 ml
pH: 5.0 – 6.0
Shine factor: MATTE NATURAL SHINE
Hold factor:

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STYLE MASTERS

CURLY FANATIC CURLS

High definition, maximum control curl activator.

Features and benefits

- Perfect, distinct curls.
- Maximum control even on thick hair.
- Shiny looking.
- Hold factor: 3.
- Anti-frizz.
- Anti-humidity.
- Reduces static electricity.

Focus

Innovative product to support the creativity of any curly looks.

Sales arguments

1. Needs
   To discipline curly, thick and frizzy hair.

2. Action
   Sculpt, tame curly hair, eliminate frizz and static electricity.

3. Product
   Curl activator allows sculpted and structured curls with maximum control.

4. Results
   Highly defined curls.

DIRECTIONS FOR USE

1. Use a generous amount of CURLY FANATIC CURLS on damp hair.
2. Don’t rinse.

Presentation: 150 ml
pH: 5.0 – 6.0
Shine factor:

- MATTE
- NATURAL
- SHINE

Hold factor:

- 0
- 1
- 2
- 3

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For all hair types

**STYLING FOR ALL HAIR TYPES**

**STYLE MASTERS**

**HAIRSPRAY MODULAR**

Medium hold hairspray to control the degree of hold, depending on the amount used.

**Features and benefits**

- Medium to strong hold, depending on the amount applied.
- Optimal shine.
- Quick drying.
- Residue free.
- Non sticky.
- Easy to remove.

**Focus**

All hair types requiring an ultra-rapid drying hairspray.

**Sales arguments**

1. **Needs**
   Provide a variable hold, from medium to strong, adding next to no weight, depending on the amount sprayed on the hair.

2. **Action**
   Hold at 30 cm from the hair to achieve the most uniform distribution of hairspray.

3. **Product**
   Hairspray with variable hold and no added weight.

4. **Results**
   Style control with optimum shine, easy to remove.

**DIRECTIONS FOR USE**

Spray HAIRSPRAY MODULAR on dry hair. For best results, hold about 30 cm away from the hair.

- Recommended when using THERMAL TOOLS.

**Shine factor:**

- MATTE
- NATURAL
- SHINE

**Hold factor:**

- 0
- 1
- 2
- 3

**Presentation:** 500 ml

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STYLE MASTERS

STYLING MOUSSE MODULAR

Medium hold mousse for the creation of any desired hairstyle.

Features and benefits

- Adds body and hold.
- Improves the look of the style.
- Silky feel.
- Residue free.
- Weightless.

Focus

Adds volume and body to hair. Provides longevity to the style.

Target

Fine hair in need of added volume and body.

Sales arguments

1. Needs
   Fine hair in need of extra volume and body without adding weight.

2. Action
   Increases the diameter of the capillary fiber, thus providing exceptional volume to fine hair.

3. Product
   Medium hold, body adding mousse providing volume increase.

4. Results
   Hair with more body and hairstyles long memory.

DIRECTIONS FOR USE

1. Hold product upright and shake well prior to use.
2. Squeeze a walnut size amount into the hands and distribute evenly on damp hair.

Ideal for all hair types.

Presentation: 300 ml
pH: 6.5 – 7.5

Shine factor:  MATTE  NATURAL  SHINE

Hold factor:  0  1  2  3
STYLE MASTERS

HAIRSPRAY PHOTO FINISHER
Strong hold finishing spray for very creative looks.

Features and benefits

- Finishing spray freezes the hairstyle.
- Long lasting.
- Instant freeze-hold.
- Residue free.
- Freezes creative looks with ultimate grip.
- Pulverizing mist system designed for perfect distribution.
- Easily removed with brushing.

Focus

Instant look definition and freeze-hold to lock in the style.

Sales arguments

1. Needs
   Instant freezing and longest lasting hairstyles.

2. Action
   Hold about 30 cm from the hair to ensure a perfectly even distribution.

3. Product
   Ultimate hold spray to freeze creative looks.

4. Results
   Defined, long lasting looks; easy to remove from the hair without leaving any residue.

DIRECTIONS FOR USE

Hold HAIRSPRAY PHOTO FINISHER about 30 cm from the hair to ensure a perfect distribution. Quick drying.

Presentation: 500 ml
Shine factor: MATTE NATURAL SHINE
Hold factor: 0 1 2 3

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STYLING FOR ALL HAIR TYPES

STYLE MASTERS

STYLING MOUSSE PHOTO FINISHER
Strong hold mousse.

Features and benefits

- Long lasting style control.
- Adds firmness and body to the hair.
- Reinforces the hair’s strength.
- Residue free.

Focus

Strong hold for a long-lasting look.

Target

Especially indicated for looks requiring a very strong hold.

Sales arguments

1. Needs
   When long-lasting looks with instant hold are desired.

2. Action
   Squeeze a walnut sized amount into the hand and distribute into the hair.

3. Product
   Very strong holding mousse for all hair types.

4. Results
   Long lasting hairstyles without product residue and easy to remove.

DIRECTIONS FOR USE

1. Shake the container while holding it upright.
2. Squeeze a walnut sized amount into the hand and distribute evenly into the hair.
3. Air or blow-dry.

Presentation: 300 ml

Shine factor: MATTE NATURAL SHINE

pH: 6.6 – 7.6

Hold factor: 0 1 2 3

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Style Masters

Shine Spray Glamourama
Super airy, natural hold and shine mist.

Features and benefits
- Super airy spray.
- Adds instant shine.
- Glamorous final touch for all hair types.
- Anti-frizz.
- Weightless
- Residue free.

Focus
Sublimate finished hairstyles with a veil of glamour.

Target
All types of hair, to add a spectacular brilliance.

DIRECTIONS FOR USE
To achieve spectacular brilliance, mist generously; hold SHINE SPRAY GLAMOURAMA at 30 cm from the hair.

Sales arguments
1. Needs
All types of hair, for immediate shine enhancement.
2. Action
Mist generously, holding at 30cm from the hair, to achieve a spectacular shine. Quick drying.
3. Product
Super airy spray with anti-frizz action to glamourize looks.
4. Results
Spectacular shine, super light, weightless and residue free.

Presentation: 300 ml
Shine factor:

<table>
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<tr>
<th>0</th>
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Hold factor:

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Revlon Professional
**STYLING**

ALL HAIR TYPES FROM SHORT TO MEDIUM LENGTH

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**STYLE MASTERS**

**CREATOR MEMORY SPRAY**

Spray with a memory effect that creates a flexible hold and pliable texture.

**Features and benefits**

- Adds body to the hair.
- Texturizes.
- Flexible and pliable hold.
- Memory effect.
- Natural finish.
- Lightweight.
- No residue.
- Washes out easily.
- Non-aerosol.

**Focus**

Hair with body, texture and pliable control that allows you to:
1. Create your style.
2. Reshape your desired look.
3. Change your look throughout the day.

**Target**

Consumers who are looking for a pliable and natural texture to their style.

**Sales arguments**

1. **Needs**
   Adds body and texture to short and medium length hair.

2. **Action**
   Just one application allows you to style your hair and reshape or change your look throughout the day.

3. **Product**
   Lightweight, non-aerosol spray with a memory effect that creates a flexible hold and pliable texture.

4. **Results**
   Get your desired look and texture all the time while only using your hands to style.

**DIRECTIONS FOR USE**

For optimal product performance:
1. Spray on dry hair at a distance of 20 cms.
2. Style with your hands.
   - Reshape or freshen up your look throughout the day. You can also change the style if you want.
   - We recommend applying three squirts for medium/fine hair.
   - Stronger hold with more product application.

**Presentation:** 150 ml  
**pH:** 7.0 – 7.5

**Hold factor:** 0 1 2 3  
**Shine factor:** MATTE NATURAL SHINE

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