

# *Best Hair System*

---

## **PRODUCT INFORMATION GUIDE**

This document contains detailed information about each product in your line. It is intended to be used in conjunction with your product images for use on your website, training your employees and creating additional marketing materials you may need to support your brand.

# HYDRAMOIST ARGAN OIL SHAMPOO

Softens & Moisturizes

No Parabens, Sulfates or Sodium Chloride.

Color & Straightener Safe. UV & Thermal Protectant.

## DESCRIPTION

Enriched with one of the world's rarest oils, Moroccan Argan Oil, this gentle hydrating cleanser adds moisture into the hair, while eliminating any dry or brittle feeling. Leaves hair soft and shiny. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

## DIRECTIONS

Wet hair thoroughly with warm water, squeeze a small amount into palm of hand, and then massage through hair. Rinse with cool water. Repeat if necessary. For best results, follow with HydraMoist Argan Oil Conditioner.

## KEY INGREDIENTS

- Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair
- Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker
- Polyquaternium-59 - UV absorber designed to protect hair and prevent fading of color
- Silicone Quaternium-16 - A cationic micronized silicone that gives superior wet and dry combing, smoothing and heat protection
- Guar Hydroxypropyltrimonium Chloride - Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair

## INGREDIENTS

Water/Aqua/Eau, Sodium Lauryl Sulfoacetate, Disodium Laureth Sulfosuccinate, Sodium Lauroyl Sarcosinate, Cocamidopropylamine Oxide, Sodium Cocoyl Isethionate, Sodium Lauroamphoacetate, Glycol Stearate, Argania Spinosa Kernel (Argan) Oil, Acrylates Copolymer, Silicone Quaternium-16, Sodium Methyl Cocoyl Taurate, Propylene Glycol, Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride, Fragrance/Parfum, Panthenol (Pro-Vitamin B5), Guar Hydroxypropyltrimonium Chloride, Citric Acid, PEG-55 Propylene Glycol Oleate, PEG-150 Distearate, Undeceth-11, Butyloctanol, Undeceth-5, Polyquaternium-59, Butylene Glycol, Methylisothiazolinone, Orange 4/CI 15510, Red 40/CI 16045.

# HYDRAMOIST ARGAN OIL CONDITIONER

Softens & Moisturizes

No Parabens or Sodium Chloride. Color & Straightener Safe. UV Protectant.

## DESCRIPTION

This creamy hydrating conditioner, infused with the finest Moroccan Argan Oil, gently detangles and moisturizes without weighing hair down. Rich in vitamins and antioxidants to help strengthen dry, brittle hair. Calms frizzy ends. Argan Oil is a natural UV protectant and hydrator. Great for soft curls and extensions. Safe for colored, straightened and chemically-treated hair.

## DIRECTIONS

After shampooing, squeeze a small amount into palm of hand, work through hair concentrating on the ends. Rinse thoroughly.

## KEY INGREDIENTS

- Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair
- Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker
- Phospholipids - Hair and skin conditioner that attracts water to hair to maintains long-lasting moisture
- Amino Acids (Arginine, Aspartic Acid, PCA, Glycine, Alanine, Serine, Valine, Proline, Threonine, Isoleucine, Histidine, Phenylalanine) - Amino acids are the building blocks of proteins and are used to strengthen, repair and condition the hair shaft
- Tocopheryl (Vitamin E) Acetate - Antioxidant that conditions hair and protects against damage
- Retinyl (Vitamin A) Palmitate - Increase moisture and hair body, suppleness and sheen, and improves texture that has been damaged by chemical treatment
- Ascorbyl (Vitamin C) Palmitate - Functions as a hair nutrient, conditioner and antioxidant
- Chamomilla Recutita (Matricaria) Flower Extract - Scalp conditioning and soothing
- Achillea Millefolium (Yarrow) Extract - Helps tone and heal dry or damaged scalp by reducing flaking and restoring suppleness while helping to promote hair growth
- Rosa Canina Fruit (Dog Rose) Extract - Nutrient and scalp conditioner
- Melissa Officinalis (Lemon Balm) Leaf Extract - Helps maintain a healthy scalp by adding extra nutrients and conditioners
- Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

- Quercus Alba (White Oak) Bark Extract - Natural astringent that has anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. Helps condition scalp while adding extra shine to hair
- Geranium Maculatum Extract – Soothing
- Symphytum Officinale (Comfrey) Extract - Great for the scalp and prevents dryness, stimulates hair growth and adds moisture
- Salvia Officinalis (Sage) Leaf Extract - Helps maintain a healthy scalp while strengthening and conditioning hair
- Aloe Barbadosensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health
- Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating
- Hydrolyzed Wheat Protein - Helps repair and condition hair
- Dicytyldimonium Chloride - Conditioning and detangling agent that helps smooth hair, while helping to protect it from damage during styling

#### INGREDIENTS

Water/Aqua/Eau, Cetyl Alcohol, Dicytyldimonium Chloride, Stearyl Alcohol, Argania Spinosa Kernel (Argan) Oil, Glycerin, Cetrimonium Chloride, Dimethicone, Fragrance/Parfum, Hydroxyethylcellulose, Panthenol (ProVitamin B5), Phospholipids, Tocopheryl (Vitamin E) Acetate, Retinyl (Vitamin A) Palmitate, Ascorbyl (Vitamin C) Palmitate, Chamomilla Recutita (Matricaria) Flower Extract, Achillea Millefolium (Yarrow) Extract, Rosa Canina Fruit (Dog Rose) Extract, Melissa Officinalis (Lemon Balm) Leaf Extract, Cymbopogon Schoenanthus (Lemongrass) Extract, Quercus Alba (White Oak) Bark Extract, Geranium Maculatum Extract, Symphytum Officinale (Comfrey) Extract, Salvia Officinalis (Sage) Leaf Extract, Aloe Barbadosensis Leaf Juice, Hamamelis Virginiana (Witch Hazel) Extract, Sodium PCA, Sodium Lactate, Amino Acids: [Arginine, Aspartic Acid, PCA, Glycine, Alanine, Serine, Valine, Proline, Threonine, Isoleucine, Histidine, Phenylalanine], Methyl Gluceth-10, Hydrolyzed Wheat Protein, PEG-90M, Citric Acid, Triethanolamine, Methylisothiazolinone, Methylchlorisothiazolinone, Red 40/CI 16035, Orange 4/CI 15510.

# COOL CLARITY DEEP CLEANING SHAMPOO

Invigorates & Clarifies

No Parabens. Color Safe. UV Protectant.

## DESCRIPTION

Invigorating clarifying shampoo with Peppermint and Tea Tree Oils, thoroughly cleanses while healing and invigorating the scalp. The rich lather removes excess oils and product build-up. Helps strengthen hair while improving body and shine. Safe for colored and chemically- treated hair.

## DIRECTIONS

Massage a small amount throughout wet hair and scalp. Rinse well. Repeat if necessary. For best results, follow with Best Hair System's recommended conditioner.

## KEY INGREDIENTS

- Mentha Piperita (Peppermint) Oil - Soothing to the scalp, stimulates circulation, and works to relieve dry scalp
- Menthol - Soothing and cooling while helping with dandruff, eczema and scalp psoriasis
- Polyquaternium-59 - UV absorber designed to protect hair and prevent fading of color
- Wheat Amino Acids - Blend of amino acids from wheat protein that penetrate the hair shaft to condition, repair and add shine to hair
- Polyquaternium-10 - Plant- derived polymer that increases hair body, suppleness and sheen while adding volume, minimizing fly-aways and improving texture of hair that has been chemically treated or damaged
- Melaleuca Alternifolia (Tea Tree) Leaf Oil - Helps maintain and healthy scalp by moisturizing and promoting hair growth

## INGREDIENTS

Water/Aqua/Eau, Sodium Laureth Sulfate, Ammonium Lauryl Sulfate, Cocamide MEA, Cocamidopropyl Betaine, Mentha Piperita (Peppermint) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Wheat Amino Acids, Glycol Stearate, Glycerin, Hydroxypropyl Methylcellulose, Polyquaternium-59, Polyquaternium-10, Disodium EDTA, Menthol, Citric Acid, Butylene Glycol, Sodium Chloride, Yellow 5/CI 19140, Blue 1/CI 42090, Methylchloroiso-thiazolinone, Methylisothiazolinone.

# CLOUD LEAVE-IN CONDITIONER

Strengthens & Protects

No Parabens or Sodium Chloride. Color & Straightener Safe. UV & Thermal Protectant.

## DESCRIPTION

A revolutionary leave-in conditioner that creates shine without weight. Strengthens, smoothes and detangles. Horsetail Extract adds shine, Aloe Extract soothes the scalp, and Green Tea Extract protects. Great with flat irons. Safe for colored, straightened and chemically-treated hair.

## DIRECTIONS

After shampooing and conditioning with Best Hair System's recommended products, spray over entire head, and comb through. Add additional styling products if needed. Proceed to dry.

## KEY INGREDIENTS

- Guar Hydroxypropyltrimonium Honey - Honey-derived hair moisturizer and humectant
- Hydrolyzed Silk - Silk protein that helps bind moisture to hair, repair and strengthen while providing a protective barrier. Adds luster, body and shine
- Camellia Sinensis (Green Tea) Leaf Extract - Powerful antioxidant that helps condition scalp and hair while providing some UV protection
- Ascorbic (Vitamin C) Acid - Vitamin C is an antioxidant that helps protect hair from damage
- Methoxycinnamate - UV-absorber to help protect hair from the sun
- Phytantriol - Increases body, suppleness and sheen, improves texture of damaged or chemically treated hair, moisturizes and provides heat protection
- Tocopheryl (Vitamin E) Acetate - Antioxidant that conditions hair and protects against damage
- Equisetum Arvense (Horsetail) Extract - Rich in minerals to help strengthen hair
- Aloe Barbadensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

## INGREDIENTS

Water/Aqua/Eau, Polysorbate-20, Guar Hydroxypropyltrimonium Honey, Polyquaternium-11, Cetrimonium Chloride, Trimethylsiloxymodimethicone, Trideceth-12, Fragrance/Parfum, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Polyquaternium-4, Hydrolyzed Silk, Ethylhexyl Methoxycinnamate, Phytantriol, Tocopheryl (Vitamin E) Acetate, Ascorbic (Vitamin C) Acid, Equisetum Arvense (Horsetail) Extract, Aloe Barbadensis Leaf Juice, Camellia Sinensis (Green Tea) Leaf Extract, Acrylates/Methoxy PEG-10 Maleate/Styrene Copolymer, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Methylchloroisothiazolinone, Methylisothiazolinone, Yellow 5/CI 19140, Blue 1/CI 42090.

## **FREEZE EXTREME HOLD HAIR GEL**

No Parabens or Sodium Chloride. UV Protectant. Humidity Resistant.

### **DESCRIPTION**

The ultimate extreme-holding styling gel. Stays where you want it.

### **DIRECTIONS**

Apply to damp or dry hair and move fast & furious!

### **KEY INGREDIENTS**

- Sodium Benzotriazolyl Butylphenyl Sulfonate - UV-absorber to protect hair and color from the sun
- Titanium Dioxide - UV-absorber to help protect hair from the sun
- Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

### **INGREDIENTS**

Water/Aqua/Eau, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, SD Alcohol 40-B/Alcohol Denat., Glycerin, Polyacrylamide, C13-14 Isoparaffin, Fragrance/Parfum, Acrylates/Beheneth-25 Methacrylate Copolymer, Polysorbate 20, Laureth-7, PEG-45M, Mica, Titanium Dioxide/CI 77891, Sodium Benzotriazolyl Butylphenyl Sulfonate, Buteth-3, Tributyl Citrate, Methylisothiazolinone, Green 5/CI 61570, Blue 1/CI 42090.

# FLEX HAIR SPRAY

Fast-Drying Flexible Hold

No Parabens. UV Protectant. Humidity Resistant.

## DESCRIPTION

This highly flexible yet fixative hairspray offers exceptional hold and no sticky residue or build-up. Easy to brush through, even after re-spraying. Great for long hair that needs hold and free movement.

## DIRECTIONS

Finishing: Hold 8 to 12 inches from hair. Create Volume: Spray in quick bursts while blow drying.

## CAUTION FLAMMABLE

Do not store where temperatures exceed 120°F. Contents under pressure. Do not puncture or incinerate. Avoid spraying in eyes. KEEP OUT OF REACH OF CHILDREN.

## KEY INGREDIENTS

- Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker
- Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun
- Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

## INGREDIENTS

SD Alcohol 40-B/Alcohol Denat., Hydrofluorocarbon 152a Butyl Ester of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Glycerin, Panthenol (ProVitamin B5), Aminomethyl Propanol, Dimethyl Lauramine Isostearate, PEG-75 Lanolin, Linoleamidopropyl Ethyldimonium Ethosulfate, Fragrance/Parfum, Ethylhexyl Methoxycinnamate.