



HAIRCARE

Experience high performing products designed and manufactured exclusively for the salon professional. Tressa products are 100% non-diverted.

HAIRCARE PRODUCTS

	FEATURES & BENEFITS	USAGE	HAIR TYPE
	<p>Clarifying Shampoo & Rinse</p> <ul style="list-style-type: none"> Gentle, effective cleansing for removing daily product build-up and mineral deposits Conditions with Panthenol, Wheat Amino Acids and special additives to replenish strength and moisture Seals and shields the cuticle from future mineral deposits Conditioner provides UV protection 	<ul style="list-style-type: none"> Ideal to use before many salon services; perfect for clients with hard water Useful to remove daily build-up for fine/limp hair For daily use Available in 13.5oz and liter sizes 	<p>For Normal Hair</p> <p>Perm Safe, Color Protective</p>
	<p>Quenching Shampoo & Conditioner</p> <ul style="list-style-type: none"> Conditions with Panthenol and Wheat Amino Acids to replenish strength and moisture Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl Supplies dry scalp with extra moisturizers to help prevent dandruff Conditioner provides UV protection 	<ul style="list-style-type: none"> Gentle yet effective cleansing and conditioning for moisture-thirsty hair Ideal for clients with dry scalp For daily use Available in 13.5oz and liter sizes 	<p>For Dry Hair and Scalp</p> <p>Perm Safe, Color Protective</p>
	<p>Replenishing Shampoo & Conditioner</p> <ul style="list-style-type: none"> Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl, while balancing moisture Sunflower seed extract eliminates free-radicals and preserves hair color Provides UV protection 	<ul style="list-style-type: none"> Use before or after any chemical service to fortify and strengthen hair Perserves and protects chemically-treated hair For daily use Available in 13.5oz and liter sizes 	<p>For Color-Treated Hair</p> <p>Color Protecting and Strengthening Perm Safe</p>
	<p>Volume Shampoo & Conditioner</p> <ul style="list-style-type: none"> Provides no weight cleansing and conditioning, while infusing hair with Keratin and Rice amino acids and volume extracts Fortifies hair to create maximum volume and body Leaves hair full of bounce and movement Protects from heat and UVA/UVB damage 	<ul style="list-style-type: none"> Ideal for limp, lifeless hair by supplying key volume ingredients such as Date Palm and Bamboo For daily use Available in 13.5oz size for Shampoo and Conditioner; Shampoo also in liter size 	<p>For Fine, Limp Hair</p> <p>Perm Safe, Color Protective</p>
	<p>Blonde Miracle Regimen</p> <ul style="list-style-type: none"> Contains Carbocysteine – a unique, breakthrough ingredient that seals internal voids and spaces within hair bonds Instantly repairs and nourishes hair while adding body without weight Provides tangle-free styling while smoothing split ends Protects from heat and UVA/UVB damage 	<ul style="list-style-type: none"> Addresses and answers the problems of bleached/highlighted hair; good for any damaged hair For daily use 13.5oz Shampoo and Conditioner; 8.5oz Spray Serum; Shampoo also in liter size 	<p>For Bleached, Highlighted & Damaged Hair</p> <p>Perm Safe, Color Protective</p>
	<p>Smooth Operator Regimen</p> <ul style="list-style-type: none"> Nourishes hair with hydrating Soy Lecithin and strengthening Silk Protein Controls frizz, split ends and makes hair more manageable Smoothing Therapy contains a specially designed blend of therapeutic ingredients to provide extended smoothing results Provides superior protection from heat styling tools and environmental damage; UVA/UVB protection 	<ul style="list-style-type: none"> Created to address the unique needs of chemically straightened hair, but is beneficial for relaxed, wavy or naturally straight hair clients too For daily use 13.5oz Shampoo and Conditioner; 8.5oz Smoothing Therapy 	<p>For Frizzy, Unruly Hair</p> <p>Perm Safe, Color Protective</p>
	<p>Remove-All Plus Shampoo</p> <ul style="list-style-type: none"> The ultimate chelating shampoo Removes product build-up, well and hard water deposits and other harsh contaminants 	<ul style="list-style-type: none"> Deep cleanser before any chemical service Ideal for clients with iron and other mineral build-up as well as those with hard or well water Available in liter and gallon sizes 	<p>For All Hair Types</p> <p>Use to ensure a clean palette before any chemical service</p>

HAIR RECONSTRUCTOR Now you can dramatically renew and repair distressed and damaged hair.



Available in a single application kit

FEATURES & BENEFITS

- Repairs from deep within the cortex with various proteins, amino acids and the special reparative ingredient, Carbocysteine
- Ingredients are heat activated for deep penetration and serious repair
- Recell's Sealer locks down the cuticle and creates a barrier while polishing and smoothing hair's surface
- One application instantly improves strength, softness, smoothness and overall better health of the hair

USAGE

- For seriously distressed and damaged hair
- Ideal for clients with dry, over processed and/or previously colored or permed hair

DIRECTIONS

As a Stand-Alone Service: Use as directed on box or bottles.

As an Add-On Service:

- Use Before a Permanent Color, Deposit-Only Color or Wave Service.** Use as directed. Once Sealer is rinsed, proceed with color or wave service.
- Use Before a Bleach/High-Lift Tint Service.** Use as directed. Once Sealer is rinsed, proceed with color service.
- Use After a Bleach/High-Lift Tint Service** After rinsing lightener or high-lift tint, shampoo with Replenishing Shampoo instead of Remove-All Plus. Follow remaining directions.

We make choosing your favorite styler easy!

QUICK GUIDE Use these icons to quickly identify the product that best suits your client's styling needs.

What **Hold** Do I Want?



Light Hold



Medium Hold



Firm Hold



Maximum Hold

What **Styling Attributes** Do I Want?



conditioning



curl supporter



thermal protection



shine enhancer






















volume enhancer



natural ingredients

STYLING

FINISHING

PRODUCT	FEATURES & BENEFITS	HOLD	HAIR TYPE	ATTRIBUTES
 Perk-It Curl Enhancer 8.5oz	<ul style="list-style-type: none"> Rejuvenates permed and naturally curly hair Tames frizz and lengthens life of every perm 	L Light Hold	Curly, wavy (natural or chemically created)	
 Texturizing Paste 4oz	<ul style="list-style-type: none"> Non-oily, creamy pomade Flexible and re-workable Smooths fly-aways 	L Light Hold	All hair types	
 Volumizing Foam 8.5oz	<ul style="list-style-type: none"> Creates lift and support to fine, lifeless hair Provides all-day weightless hold Humidity resistant Also used to create style and curl definition 	M Medium Hold	Especially good for fine, limp, lifeless hair	
 Supplex Styling Lotion 8.5oz & Gallon	<ul style="list-style-type: none"> Contains a special moisturizing ingredient that works to prevent heat damage Creates curl and builds volume with heat styling tools; great for blow outs Leaves hair looking shiny and healthy 	M Medium Hold	All hair types	
 Aglaze Forming Lotion 8.5oz	<ul style="list-style-type: none"> Enhances body, movement and direction with a natural-looking hold Great for all styles, especially men's Adds glossy shine 	M Medium Hold	All hair types	
 Root Lifter 8.5oz	<ul style="list-style-type: none"> Point and shoot volume where you need it! Use it with dryer heat to create ultimate volume and fullness Long-lasting support 	F Firm Hold	Especially good for fine, limp, lifeless hair	
 Brace Gel 8.5oz	<ul style="list-style-type: none"> Rock-hard styling gel Achieve more volume, more lift with max hold Great for fine or thinning hair 	X Maximum Hold	Especially good for fine or thinning hair	
 Thermal Working Hairspray 10.5oz	<ul style="list-style-type: none"> Dual-action spray; thermal protection and gives foundation for heat styling routines Strengthens with silicone proteins and essential Omega fats and antioxidants Workable and builds to a medium hold 	M Medium Hold	All hair types	
 Working Hairspray 8.5oz	<ul style="list-style-type: none"> Non-aerosol spray that remains pliable while you work Use while heat styling to lock in curls Great for all-day curl support 	F Firm Hold	All hair types	
 Finish & Hold Hairspray 10.5oz	<ul style="list-style-type: none"> All-day maximum strength hold while keeping hair looking natural and shiny Resists humidity and does not build up Lift and spray between layers for more volume, then spray all over for max hold 	X Maximum Hold	All hair types	