

A man with a beard is getting a haircut. A barber is using scissors and a comb to trim his hair. The man is looking to the side. The background is dark with some blurred lights.

**KERATINCOMPLEX®**

Introducing

# Style

a healthy hair attitude

9 stylist-inspired, versatile products powered by proprietary keratin for healthier hair with high-impact results.

#healthyhairattitude #keratincomplex

# Why We Love Keratin Complex Style:

- 9 versatile styling products that can be layered together or used alone
- Customizable finishes—from lightweight to firm hold, matte to high shine
- Powered by a blend of proprietary keratin, antioxidants and UV protectants for stronger, healthier hair
- Stylist-friendly hold and shine factor scale
- Instantly fights frizz
- Helps repair damage
- No added parabens
- No added sodium lauryl sulfate (SLS)
- Color-safe
- Water soluble
- Travel-friendly sizes

## The Style Collection

Hold / Shine Factor Scale: 0-10



Available  
in Travel  
Size!

### Firm Hold Hairspray

Hold: 9 / Shine: 5

- Maximum hold
- All-day style retention
- Non-flaking



Available  
in Travel  
Size!

### Flex Hold Hairspray

Hold: 5 / Shine: 5

- Lightweight
- Layers weightlessly
- Soft, touchable finish



### Texturizing Spray

Hold: 7 / Shine: 5

- Adds texture and creates separation
- Enhances curls and waves
- Perfect for undone, tousled styles



### Volumizing Foam

Hold: 6 / Shine: 6

- High volume, lightweight foam
- Enhances body and fullness
- Moisturizing



### Styling Gel

Hold: 7 / Shine: 6

- Lightweight, conditioning formula
- Long-lasting control
- Perfect for curl definition and shine



### Shine Spray

Hold: 1 / Shine: 10

- Instant luminous shine
- Strengthens and conditions
- Protects against heat damage



### Strong Hold Gel

Hold: 8 / Shine: 8

- Firm, all-day hold
- Defines or molds every style
- Perfect for wet or dry looks



### Styling Lotion

Hold: 5 / Shine: 6

- Lightweight, moisturizing formula
- Weightless hold
- Protects hair from heat damage



### Molding Paste

Hold: 7 / Shine: 5

- Semi-matte finish
- Superior definition and separation
- Great for styles that require texture and hold