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## SILK 21
- ESQUIRE GROOMING
- QUICK REFERENCE GUIDES
- VISIT OUR WEBSITE AT CHI.com
Farouk Systems, Inc. is a Houston-based company of hairdressers for hairdressers, known for manufacturing high-quality professional hair care products under the industry-leading brands CHI®, BioSilk®, and SunGlitz®. The company was founded in 1986 by Farouk Shami, a hairdresser whose mission is to provide the professional beauty industry with the most advanced American technology based upon “Environment, Education, and Innovation”.

Dr. Shami created the world’s first ammonia-free hair color and is the owner of 23 patents and counting. He was also the first to use silk proteins in the creation of the BioSilk Silk Therapy Line and invented the very first CHI Ceramic Hairstyling Iron. He is known for revolutionizing the hair industry with NASA technology while creating a safer and healthier workplace and environment for both stylists and consumers.

The company provides the beauty industry with the latest innovations to a wide range of markets through multiple successful product lines and the finest educational support to better serve hairdressers and their clients. Farouk Systems, Inc. has over 500 CHI Partner Schools as well as their own state-of-the-art facility, the CHI Lone Star College-North Harris School of Cosmetology in Houston, Texas.

Farouk Systems has entered a joint venture with LG Household and Health Care, Ltd. that will bring the latest technology and advancements to the beauty industry. It will establish a manufacturing facility in South Korea to better serve distribution channels in Asia. Each company will combine its expertise in technology and product formulations to deliver new product concepts. Farouk Systems will also distribute LG Household and Health Care’s skin care brands through its worldwide distribution channels in the professional salon industry.

Farouk Systems, Inc. has a long-standing commitment to create and manufacture the finest hair care products and styling tools that are environmentally responsible and adhere to the highest ethical standards. The company has over 2,000 employees and distributes its products throughout the United States and to over 144 countries worldwide.
In 1986, Dr. Shami founded Farouk Systems, Inc. He defied the odds by creating the world’s first ammonia-free hair color, finally making a safer work environment for stylists, customers, and the environment. Farouk also developed a system to triple process hair in one setting; something that had never been accomplished before in the professional hair industry. Yet, these are just some of the many firsts achieved by a true legend; a man stylists and consumers lovingly call “The CHI Man”. His trademark of wearing of “red boots” has not only become a part of his persona but something that brings a smile to all he comes in contact with. His journey reveals the true meaning of artistry and a passion for life. Today, all of this vibrancy paints a picture that is Dr. Farouk Shami.

Dr. Farouk Shami’s legacy begins with many colors. You can see it in the red, white and blue of his American Dream. You can find it in the rich tapestry surrounding his heritage and his undeniable passion for the color wheel. As the son of a Sheikh and Chief of the olive farmers in Palestine, Farouk Shami was born in mid-October 1942. He grew up exposed to the trials and tribulations of war while learning from his father the meaning of hard work and sacrifice. Through this, he also learned the tales of hope about America. His mother, Jamilah which means “beautiful” in Arabic, lived up to her name in every way. When his father was away fighting for liberation, she took on the role of both mother and father to Farouk and his siblings. She was a very creative woman which was reflected in her striking embroideries and woven baskets. It was here that Farouk learned how to make natural dyes along with inheriting her love of nature and beauty. When it became time for Farouk to leave his homeland, he traveled from Palestine to the United States on April 1, 1965 with only $71.00 in his pocket. Combining all that he learned from his parents, he knew that his love of color and artistry was his destiny. He proudly obtained his cosmetology license in 1966 and began working in a salon. This would be just the beginning of a career that would significantly impact the professional hair industry and the world.

In 1978, Farouk decided to move from Lafayette, Louisiana to Houston, Texas; forced to leave an industry he loved so much due to severe health issues caused by the ammonia found in hair color. After much suffering, Farouk was diagnosed with an allergic reaction to ammonia, the very chemicals that made his career possible. It was here doctors told him to quit. However, Farouk was not a quitter. His love for color and hair was just too strong. Instead, he decided to fight not only for himself but for the safety of other stylists. Tests and trials later, the world’s first “ammonia-free” hair color was created; a brand Farouk called, Sunglitz®. This passion and perseverance drove him to develop a safer product not just for hairdressers but for the clients in their chairs. 1981 was the year Farouk entered into a partnership with his first Texas salon called, Le Salon. Here, he thrived as an owner, stylist and colorist, embarking upon yet another point in his life story: scientist and product developer. This mission to create safer and environmentally friendly hair care products led to the beginning of his accomplishments in Texas. After years of growing the salon and his clientele, Farouk took his career to the next phase by starting Farouk Systems, Inc. in 1986. Building on years of success with Sunglitz®, Farouk continued his need for modern styling creating a new wet line known as BioSilk® and later the beauty staple, Silk Therapy®. Through continued innovation and Advanced American Technology, Farouk introduced the world-famous CHI® line of products and tools which further revolutionized the industry. Farouk Systems now has more than 2,000 employees and product distribution in over 100+ countries worldwide.

I began Farouk Systems based on a mission and a dream. My mission and dream was to provide my fellow hair artists with a safer workplace environment—free of harsh chemicals; advanced knowledge through education, and new professional-only systems that could not be duplicated at home. This is why Farouk Systems’ mission statement has always been and still is “Environment, Education, and Innovation.”
In 1998, Dr. Farouk Shami appointed his eldest son, Rami Shami, as the CEO of Farouk Systems Inc. Rami has spent numerous years managing the company along with his father while improving the national and international aspects of the company. He has spent most of his business career fine-tuning the operations and production of the CHI® and BioSilk® brands to achieve maximum efficiency in supplying the markets. Rami is also responsible for the expansion and opening of multiple manufacturing sites, such as the Farouk bottling manufacturing plant. His business sense has streamlined and improved every avenue of manufacturing, all while cutting company costs and keeping inventory at optimal levels.

In addition to operating the manufacturing and production of the CHI® and BioSilk® brands, Rami has been instrumental in planning successful shows and educational events across the Middle East as well as in the United States. His understanding of the industry has provided superior educational tactics aimed to groom hairdressers into becoming their own success story. This has been the foundation of Farouk Systems since its inception, and Rami shares his father’s passion of Environment, Education, and Innovation.

John McCall

As a highly renowned businessman, John McCall began his career in the beauty industry by owning and operating one of the largest and most successful professional distributorships in the United States. His keen insight into what hairdressers and salons needed, garnered him the reputation for knowing which brands could make the difference in their earning potential. It was through this that stylists and salons sought out Armstrong McCall for all their needs, trusting that each product they purchased would deliver the results they needed. John’s trusted intuition and in-depth knowledge of the industry helped to build many top brands through his distribution channels as well as providing customers with some of the finest education both at his distributor shows and through in-salon trainings.

It was during one of his distributors shows over 30 years ago that he was introduced to a newly formed haircare company called Farouk Systems, Inc. It was here that John McCall met Dr. Farouk Shami. Together, these two innovative geniuses became not only best friends but business partners that have worked tirelessly to grow the company’s top brands such as SunGlitz, BioSilk and CHI.

Today, Farouk Systems, Inc. is proud to have him as a partner. Together, Farouk and John continue to grow and create brands, always putting the hairdresser, the environment and education at the forefront.
A HISTORY OF INNOVATION

50 YEARS OF

INVENTOR: DR. FAROUK SHAMI
GLOBAL PATENTS GRANTED: 23

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Farouk Systems worked with NASA scientists on microencapsulation experiments that were launched and returned on the Shuttle Atlantis, marking the final voyage of the NASA space shuttle program.

Farouk Systems innovated the first touch screen dryer using Ceramic Technology called the CHI Touch Dryer.

Pioneered and innovated the first ceramic hair dryer utilizing blue LED light Rapid Clean Technology.

Launched CHI Lava, with volcanic lava infused ceramic derived from lava rocks.

Farouk Systems launches ammonia-free and PPD-free liquid color called CHI Shine Shades, offering a safer solution for salon and clients.
Since 2007 Farouk Systems has proudly been the official hair care sponsor for the Miss Universe, Miss USA, and Miss Teen USA Pageants. We are firmly committed to these global contestants for their unwavering desire to serve as role models for women of every age and ethnicity, inspiring confidence, hope, and dreams. In addition to working hard to reach their personal aspirations, many of these diligent women help within their communities, raise charitable donations, and create foundations of their own—all positive messages that Farouk Systems strongly believes in! Our elite hairstyling team comprises of diverse, multinational stylists from around the world. They work to create custom, artisanal looks for the contestants at every phase of the preliminary and final competitions to provide them with gorgeous, memorable styles that help their confidence shine brightly on some of the world’s largest stages.
SPONSORSHIPS

PROUD SPONSORS SINCE 2007

CHI Team at the 2017 Miss Universe Pageant
In 1997, Farouk Shami discovered the benefits of ceramic heat while on a trip to Italy. It was here that he learned how a pizza crust stayed moist when baked using ceramic heat and how it should be able to do the same for hair. After returning from his trip, he went to the drawing board and introduced the industry’s first CHI Ceramic Flat Iron. CHI Ceramic is the Gold standard for Ceramic Hairstyling Irons, it leaves the hair straight, shiny and frizz free. The CHI brand has continued to grow and expand since this original model. Dr. Shami has engaged the science and knowledge of NASA to develop tools with Nano Technology.

Benefits:
- Locks in the moisture and closes the hair cuticle for shiny healthy-looking hair.
- Smooth plates for soft gliding and snag-free styling.
- Protects hair color by keeping it looking true and vibrant longer.
- Even heat distribution leaves the hair smooth and silky with an exceptional shine.
- 30 second quick heat up
- Heats up to 392°F. Suitable for all hair types, from thin and smooth to thick and frizzy.
The Original Ceramic Hairstyling Iron

Our professional salon model analog hairstyling irons have a versatile all-in-one ergonomic design and use advanced ceramic technology to create silky, shiny, and frizz-free hair instantly.

Features:
- Professional salon model
- 1" ceramic plates
- Versatile styling tool: flip, curl, and style
- Creates silky hair instantly
- Flash-quick heating, up to 392°F
- 11 ft. swivel cord
- 2-year warranty
- Dual voltage

Behind the Chair - Reader's Choice Award 2015
Influenster.com - Must-Have Styling Tool 2015
Influenster.com - Best Straightener 2016
Beauty All Women - Top 10 Flat Irons 2016
TotalBeauty.com - Reader's Choice Award 2016
TotalBeauty.com - Reader's Choice Award 2017
Teen Vogue - Best Flat Iron 2017
1" VOLCANIC LAVA CERAMIC HAIRSTYLING IRON

DURABLE PLATES  |  SMOOTH GLIDE  |  IONIC SHINE

Sourced from some of the most effective heat conducting materials found on earth, volcanic lava combined with the power of CHI ceramic creates smooth, sleek results without the damaging effects of high-heat styling. This innovative combination of elements offers an incredibly smooth styling surface for effortless glide-ability on unruly and coarse hair textures. Heat damage is reduced by the ability to use lower temperature settings than traditional heat styling. With increased durability and lightweight design creating salon quality styles is easier than ever before.

FEATURES

- 1" Volcanic Lava Ceramic Plate
- Digital and Adjustable Temperature Display
- 11 ft. Cord
- Maximum temperature of up to 395°F / 202°C
- Quick Heat Up
- Dual Voltage

VOLCANIC LAVA CERAMIC PLATES

The power of CHI Ceramic infused with volcanic lava derived from lava rocks provides gentle consistent heat during styling. This combination allows styling at lower than normal temperatures producing less damage to the hair while offering smooth, shiny results.

- Volcanic lava offers extremely durable plates
- Smooth glide helps prevent damage
- Produces ions infusing hair with shine
Sourced from some of the most effective heat conducting materials found on earth; volcanic lava combined with the power of CHI ceramic creates smooth, sleek results without the damaging effects of high-heat styling. This innovative combination of elements offers an incredibly smooth styling surface for effortless glide-ability on unruly and coarse hair textures. Heat damage is reduced by the ability to use lower temperature settings than traditional heat styling. With increased durability and lightweight design creating salon quality styles is easier than ever before.

**Features:**
- 1” Volcanic Lava Ceramic Plate
- Digital and Adjustable Temperature Display
- 11 ft. Cord
- Maximum temperature of up to 395°F / 202°C
- Quick Heat Up
- Dual Voltage

**MODEL:**
GF8269
CHI CERAMIC TECHNOLOGY

The CHI brand has continued to grow and expand since this original model. Dr. Shami has engaged the science and knowledge of NASA to develop tools with nano technology.

FAR INFRARED
Deeper penetration from inside out resulting in 50% faster drying time.

LOW EMF (ELECTROMAGNETIC FIELD)
Regular blow-dryers emit up to 20,000 mG; CHI blow-dryers max 1.5 mG — safer working environment with less frizz.

CERAMIC
Ceramic creates negative ions that diffuse water molecules in micro-fine nano particles, improving moisture balance and shine, while reducing frizz and static electricity as well as drying time.
CHI PRO DRYER

Features:
• Dries hair up to 40% faster
• Produces moist heat
• Promotes moisture and shine in the hair
• Ceramic Heater reduces frizz and static electricity
• Low EMF
• Ergonomically designed
• Two speed settings
• Cold shot button
• 1,500-watts

Model: GF1505

*Products depicted are formerly CHI AIR. Rebranding coming soon.

INFLUENSTER.COM – BEST HAIR DRYER 2016
**CHI CLASSIC 2 CERAMIC HAIR DRYER**

**CHI CLASSIC 2 Ceramic Hair Dryer** is a powerful and lightweight 1875 watt DC motor dryer that delivers fast airflow to minimize heat styling damage, leaving hair with less frizz and an incredible shine for a beautiful style. The innovative technology of tourmaline ceramic elements provides even heat distribution and creates an exceptionally high amount of negative ions and Far Infrared technology that reduces static and eliminates frizz. The multiple speed and temperature settings are perfect for various hair types. The slim and sleek design of the Classic 2 dryer makes styling effortless!

**FEATURES:**
- 1875 Watts
- Powerful and Lightweight DC Motor
- Ceramic Heater
- Cool Shot Button
- High and Low Speed Settings
- High and Low Temperature Settings
- Anti-slip Bumper
- Hanging loop for convenient storage
- 2-Year Warranty

**INCLUDES:**
- Ceramic Hair Dryer
- Nozzle
- Diffuser
- Nylon Bristle Round Brush
- Drawstring Pouch

*Products depicted are formerly CHI AIR. Rebranding coming soon.*

Model: CA2148 Onyx Black
CHI CLASSIC 2 CERAMIC HAIR DRYER

CHI CLASSIC 2 Ceramic Hair Dryer is a powerful and lightweight 1875 watt DC motor dryer that delivers fast airflow to minimize heat styling damage, leaving hair with less frizz and an incredible shine for a beautiful style. The innovative technology of tourmaline ceramic elements provides even heat distribution and creates an exceptionally high amount of negative ions and Far Infrared technology that reduces static and eliminates frizz. The multiple speed and temperature settings are perfect for various hair types. The slim and sleek design of the Classic 2 dryer makes styling effortless!

FEATURES:
- 1875 Watts
- Powerful and Lightweight DC Motor
- Ceramic Heater
- Cool Shot Button
- High and Low Speed Settings
- High and Low Temperature Settings
- Anti-slip Bumper
- Hanging loop for convenient storage
- 2-Year Warranty

INCLUDES:
- Ceramic Hair Dryer
- Nozzle
- Diffuser
- Nylon Bristle Round Brush
- Drawstring Pouch

Model: CA2149 Pure Pink

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
CHI Style Series Ceramic Dryer is a powerful 1500 watt DC motor dryer that delivers fast airflow to minimize heat styling damage, leaving hair with less frizz, more Manageability, with incredible shine for beautiful style. The innovative technology of tourmaline ceramic elements with even heat distribution creates an exceptionally high amount of negative ions and Far Infrared, which repels humidity and reduces static electricity. The simple design of the Style Series Ceramic Dryer makes it easy to create the look you want!

FEATURES:
- 1500 Watts
- DC Motor
- Ceramic Heater
- Cool Shot Button
- Dual Speed Heating
- Ionic Infrared Light
- Anti-Slip Bumper
- Ergonomic Handle
- Hanging loop for Convenient Storage
- 1-Year Limited Warranty

INCLUDES:
- Ceramic Hair Dryer
- Diffuser
- Nozzle

Model: CA2143 Black Matte

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
TOURMALINE CERAMIC

Tourmaline is a crystal ground into a fine powder and infused into the Ceramic plates. When heated, this substance produces large amounts of negative ions, enough to counteract the positive ions found in dry and damaged hair resulting in smooth, shiny, and soft hair.

Benefits:
- Negative Ions and Far Infrared reduces frizz and static
- Even Heat distribution leaves hair smooth and silky with an exceptional shine.
- Ideal for all hair types even damaged.
- 30 second quick heat up
- Heats up to 410°F for all hair types.
TOURMALINE CERAMIC HAIRSTYLING IRON 1"

CHI STYLE SERIES Tourmaline Ceramic Hairstyling Iron utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. The Style Series Hairstyling iron is ideal for all your hairstyle needs. Now you can straighten, smooth, curl, wave, spiral, flip and bend. Just use your imagination and create your own personal flair.

FEATURES:
- 1” Curved Floating Plates
- 392°F Maximum Temperature
- 30-second Quick Heat Up!
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 1 Year Limited Warranty

BENEFITS:
- Reduces Frizz & Static
- Adds Exceptional Shine
- Versatile Styling: Smooth, Curl and Flip

Model:
CA2013 Black Matte

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
TOURMALINE CERAMIC HAIRSTYLING IRON 1”

**CHI STYLE SERIES** Tourmaline Ceramic Hairstyling Iron utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. The Style Series Hairstyling iron is ideal for all your hairstyle needs. Now you can straighten, smooth, curl, wave, spiral, flip and bend. Just use your imagination and create your own personal flair.

**FEATURES:**
- 1” Curved Floating Plates
- 410°F Maximum Temperature
- 30-second Quick Heat Up
- Adjustable Temperature Dial
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 1 Year Limited Warranty

**BENEFITS:**
- Reduces Frizz & Static
- Adds Exceptional Shine
- Versatile Styling: Smooth, Curl and Flip

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
TOURMALINE CERAMIC HAIRSTYLING IRON 1½” WIDE PLATE

CHI EXPERT Tourmaline Ceramic Hairstyling Iron 1½” utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. This Hairstyling Iron is ideal for all your hairstyle needs. Now, you can straighten, smooth, curl, wave, and flip. Just use your imagination and create your own personal flair.

FEATURES:
- 1½” Curved Floating Wide Plates
- 410°F Maximum Temperature
- 30-second Quick Heat Up
- Adjustable Temperature Dial
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 2-Year Limited Warranty

INCLUDES:
- Tourmaline Ceramic Hairstyling Iron 1½”
- Thermal Mat

Model:
- CA1175 Pure Pink
- CA1174 Onyx Black

*Products depicted are formerly CHI AIR. Rebranding coming soon.
CHI EXPERT Tourmaline Ceramic Hairstyling Iron 1” With Extended Plates utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. The extended plate design offers more styling coverage in one pass. Hair is left smooth and silky with an exceptional shine. This Hairstyling Iron is ideal for all your hairstyle needs. Now, you can straighten, smooth, curl, wave, and flip. Just use your imagination and create your own personal flair.

FEATURES:
- 1” Curved Floating Plates
- Extended 4 ¼” Curved Floating Plates, ¾” Longer Than Traditional Irons
- 410°F Maximum Temperature
- 30-second Quick Heat Up
- Adjustable Temperature Dial
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 2-Year Limited Warranty

INCLUDES:
- Tourmaline Ceramic Hairstyling Iron 1” Extended Plates
- Thermal Mat

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
TOURMALINE CERAMIC TRAVEL IRON 3/4”

CHI COMPACT Ceramic Mini Flat Iron ¾” Never have a bad hair day again! CHI Compact Ceramic Mini Flat Iron utilizes the latest ceramic technology to produce negative ions, which reduce static electricity and frizz. This mini iron is small enough for on the go and yet powerful enough to smooth and tame frizz like a full size iron. Dual voltage makes it perfect for world travel. Hair is left silky soft.

FEATURES:
- 3/4” Curved Floating Plates
- On/Off Switch
- Far Infrared For Moist Heat
- 392°F Maximum Temperature
- 30-second Quick Heat Up
- 6.5 ft Swivel Cord
- Dual Voltage
- 2-Year Limited Warranty

BENEFITS:
- Reduce Frizz
- Smaller Size for Travel

Model: CA1087F Onyx Black

*Products depicted are formerly CHI AIR. Rebranding coming soon.
CERAMIC 1000W MINI TRAVEL DRYER

CHI Ceramic 1000W Mini Travel Dryer produces Far Infrared heat to penetrate the hair shaft safely while heating the hair from the inside out. The ceramic technology reduces frizz by also locking in vital moisture and providing even heat for styling all hair types. With its lightweight ergonomic design and dual voltage feature, this dryer is great for your traveling needs.

FEATURES:

• 1000 Watts
• Ceramic Heater
• Far Infrared
• Lightweight and Ergonomic Design
• Collapsible handle
• 6.5 ft cord
• Dual Voltage for Convenient travel
• 2-year limited warranty

INCLUDES:

• 1000w Ceramic Travel Dryer
• Nozzle
• Diffuser

*Products depicted are formerly CHI AIR. Rebranding coming soon.
2-PIECE TRAVEL COLLECTION

CHI Tourmaline Ceramic 3-in-1 Smooth, Curl and Wave Styling Iron is a multifunctional hairstyling tool designed to create numerous styles with ease. You can smooth, curl or wave the hair into customized styles. It uses the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing a high amount of negative ions and Far Infrared which reduce static electricity for the perfect style. Hair is left smooth and silky with an exceptional shine. Just use your imagination and create your own personal flair! Perfect for on the go!

CHI Ceramic 1000W Travel Dryer produces Far Infrared heat to penetrate the hair shaft safely while heating the hair from inside out. The ceramic technology reduces frizz by also locking in vital moisture and providing even heat for styling all hair types. With its lightweight ergonomic design and dual voltage feature, this dryer is great for your traveling needs.

INCLUDES:
- Travel 3-in-1 Iron
- 1000W Travel Dryer w/ Nozzle & Diffuser
- Black Travel Zip Bag

FEATURES:
• 1000W Dryer
• Far Infrared
• Ceramic Heater
• Lightweight DC Motor
• Ergonomic Design
• Collapsible handle
• 6.5ft Swivel Cord
• Dual Voltage
• 2 Year Limited Warranty

BENEFITS:
• Faster Drying Time
• Reduces Frizz
• Adds Shine

FEATURES:
• ¾” Flat Tourmaline Ceramic Plates
• 1” Rounded Tourmaline Ceramic Barrel
• Heat up to 392°F for Internal & External plates
• Even Heat Distribution
• 6.5ft Swivel Cord
• Dual Voltage
• 2 Year Limited Warranty

BENEFITS:
• Reduces Frizz & Static
• Adds Shine
• Smooth Curls & Waves

PERFECT for On-the-Go Styling!

Model: CA2248

*Products depicted are formerly CHI AIR. Rebranding coming soon.
TOURMALINE CERAMIC 3-PIECE TRAVEL SET

CHI Style Series Ceramic Tools have now gone mini to accommodate all of your styling needs. The CHI Ceramic ¾” Travel Iron & 1” Travel Curling Iron ceramic heat technology produce negative ions, which help seal the cuticle and repel humidity while locking in vital moisture. The scratch resistant ceramic provides superior glide and even heat for optimum performance. These mini tools are small enough for on the go, yet powerful enough to smooth and tame frizz like any full size tool. CHI Ceramic 1000w Travel Dryer produces far infrared heat to penetrate the hair shaft safely while heating the hair from the inside out. The ceramic technology reduces frizz by also locking in vital moisture and providing even heat for styling all hair types. With its lightweight ergonomic design and dual voltage feature, this dryer is great for your traveling needs! This powerful dual voltage trio comes with a convenient travel case so you can take them wherever you go!

FEATURES:
Dryer
• 1000 Watts
• Ceramic Heater
• Far Infrared
• Ergonomic Design
Iron
• 3/4” Tourmaline Ceramic Plates
Curler
• 1” Tourmaline Ceramic Barrel
All Products
• Dual Voltage for Convenient Travel
• 6.5 ft Cord
• 2-Year Limited Warranty

INCLUDES:
• 3/4” Tourmaline Ceramic Travel Iron
• 1” Tourmaline Ceramic Travel Curling Iron
• 1000w Ceramic Travel Dryer
• Thermal Bag

PERFECT for On-the-Go Styling!

Model:
CA2111 Onyx Black

*Products depicted are formerly CHI AIR. Rebranding coming soon.
TOURMALINE CERAMIC 3-IN-1 HAIRSTYLING IRON

**CHI EXPERT Tourmaline Ceramic 3-in-1 Smooth**, Curl and Wave Styling Iron is a multifunctional hairstyling tool designed to create numerous styles with ease. Versatile heat settings enable the iron to be used as a curling or straightening iron to smooth, curl or wave the hair into customized styles. The 3-in-1 Smooth, Curl and Wave Styling iron uses the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing a high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. Just use your imagination and create your own personal flair!

**FEATURES:**
- ¾“ Flat Tourmaline Ceramic Plates
- 1” Rounded Tourmaline Ceramic Barrel
- 4¼” Extended Plate, ¾” Longer Than Traditional Irons
- Inner Plates Heat up to 425°F
- Outer Plates Heat up to 410°F
- Smooth silicone strips on inner plate to grip hair and ensure a smooth glide
- 1-Hour Automatic Shut Off
- 9 ft Swivel Cord for Convenience
- Dual Voltage
- 2-Year Limited Warranty

**INCLUDES:**
- Tourmaline Ceramic 3-in-1 Iron
- Thermal Mat

**BENEFITS:**
- Reduces Frizz & Static
- Adds Exceptional Shine
- Versatile Styling: Smooth, Curl and Flip

Model: CA2222 Onyx Black

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
CHI Spin N Curl 1” Ceramic Rotating Curler

Create flawless curls and waves at the push of a button with the CHI Spin n Curl. Hair is drawn into the curl chamber where it is heated and timed to create perfect curls and waves every time! The digital temperature display offers easily adjustable temperature settings and a selection of preset temperature settings for each hair texture, creating a customizable styling experience while avoiding unnecessary heat damage. Ceramic heat technology produces far infrared heat while the conditioning benefits of negative ions results in shinier, healthier and more beautiful hair. Curling hair has never been so effortless with the CHI Spin n Curl!

FEATURES:
- 1” Ceramic Rotating Barrel
- 410°F Maximum Temperature
- Directional Buttons
- Tangle Protection
- Includes Pre-set Temperatures:
  - Low 370°F for Fine Hair
  - Medium 390°F for Medium Hair
  - High 410°F for Coarse Hair
- Includes Adjustable Heat-Up Times
  - 15 seconds for Fine Hair
  - 17 seconds for Medium Hair
  - 19 seconds for Coarse Hair
- Temperature Display
- Beep Alert
- Auto Temperature Lock
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 2-year Limited Warranty

BENEFITS:
- Reduces Frizz & Static
- Adds Exceptional Shine
- Customizable Temperature For All Hair Types
- Perfect Curls Without Heat Damage

INCLUDES:
- CHI Ceramic Rotating Curler
- Cleaning Tool

Model | Color
--- | ---
CA2247 | Onyx Black
CA2288 | Ruby Red

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
CHI ARC TOURMALINE CERAMIC AUTOMATIC ROTATING CURLER 1.25”

CHI EXPERT Tourmaline Ceramic Automatic Rotating Curler, Who doesn’t want fabulous curls at the push of a button? The new CHI ARC features an automatic rotating barrel that promotes a more comfortable styling position at the push of a button, resulting in even, smooth and beautiful curls! The easy to use digital display makes adjusting the temperature of the CHI ARC simple. The beep alert notifies you when to release curl based on your hair type. Spin your style with the CHI ARC!

FEATURES:
- 1.25” Ceramic Barrel
- 410° Max Temperature
- 30 Second Quick Heat Up
- Automatic Rotating Barrel
- Digital Temperature Display
- 1-hour Auto Shut Off
- 9 ft Swivel Cord
- Beep Alert
  - 5 seconds 350°F - 370°F Fine Hair
  - 7 seconds 375°F - 395°F Medium Hair
  - 12 seconds 395°F - 410°F Coarse Hair
- Dual Voltage
- 2-Year Limited Warranty

INCLUDES:
- Tourmaline Ceramic Automatic Rotating Curler
- Thermal Mat

*Products depicted are formerly CHI AIR. Rebranding coming soon.
"1" TOURMALINE CERAMIC CURLING IRON

CHI Texture Tourmaline Ceramic Curling Iron utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduces static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. With a non-stick ceramic surface, this iron glides through the hair while creating luxurious waves and curls that last all day.

FEATURES:
- 1" Smooth Ceramic Barrel
- 30 Second Heat Up
- Digital Temperature Control for Variable Heat Settings
- LCD Screen
- Automatic Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 2 Year limited warranty

BENEFITS:
- Luxurious Waves and Curls
- Reduces Frizz & Static
- Adds Exceptional Shine

INCLUDES:
- CHI Texture 1" Tourmaline Ceramic Curling Iron
- Thermal Mat

Model: CA1030 Black
CA1033 Fire Red

*Products depicted are formerly CHI AIR. Rebranding coming soon.
1.5” TOURMALINE CERAMIC CURLING IRON

**CHI Texture Tourmaline Ceramic Curling Iron** utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduces static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. With a non-stick ceramic surface, this iron glides through the hair while creating luxurious waves and curls that last all day.

**FEATURES:**
- 1.5” Smooth Ceramic Barrel
- 30 Second Heat Up
- Digital Temperature Control for Variable Heat Settings
- LCD Screen
- Automatic Shut Off
- 9 ft Swivel Cord
- Dual Voltage
- 2 Year limited warranty

**BENEFITS:**
- Luxurious Waves and Curls
- Reduces Frizz & Static
- Adds Exceptional Shine

**INCLUDES:**
- CHI Texture 1.5” Tourmaline Ceramic Curling Iron
- Thermal Mat

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*Products depicted are formerly CHI AIR. Rebranding coming soon.*
**CHI 1” TOURMALINE CERAMIC CURLING WAND**

**CHI Tourmaline Ceramic Curling Wand** creates fashionable curls with no creases and no lines! This clamp-free 1” styling iron utilizes the latest Tourmaline Ceramic technology to reduce static electricity and frizz for flawless curls and soft waves. Ergonomically designed to create modern locks with straight ends, this wand is sure to produce trendy, full bodied styles for medium to long hair. To achieve the look, simply wrap a 1” strand of hair from the base to the tip and hold for 8-10 seconds. For a more natural style, finger comb to loosen curls or add volume.

**FEATURES:**
- 1” Tourmaline Ceramic Curling Wand
- Smooth Glide Barrel
- Flash Quick Heating
- 410°F Maximum Temperature
- 15-second Auto Temperature Lock
- Cool Tip Protect Hands from Barrel
- 1-hr Auto Shut Off
- Dual Voltage
- 9 ft Swivel Cord
- 2-Year Warranty

**BENEFITS:**
- Beachy Waves and Glamorous Curls
- Reduces Frizz & Static
- Adds Exceptional Shine

**INCLUDES:**
- 1” Tourmaline Ceramic Curling Wand
- Heat Resistant Glove

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
**TOURMALINE CERAMIC TAPERED CURLING WAND**

**CHI Tourmaline Ceramic Tapered Curling Wand** creates trendy curls with no creases and no lines. This clamp-free tapered wand utilizes the latest Tourmaline Ceramic technology to reduce static electricity and frizz for defined locks and waves. Ergonomically designed to create modern locks, this wand produces tighter, smaller, ringlet-looking curls. To achieve the look, simply wrap a 1” strand of hair from the base to the tip and hold for 8-10 seconds. For a more natural style, finger comb to loose curls.

**FEATURES:**
- 1/2-1” Tourmaline Ceramic Tapered Curling Wand
- Smooth Glide Barrel
- Flash Quick Heating
- 410F Maximum Temperature
- 15-second Auto Temperature Lock
- Cool Tip Protect Hands from Barrel
- 1-hr Auto Shut Off
- Dual Voltage
- 9 ft Swivel Cord
- 2-Year Warranty

**BENEFITS:**
- Tight, Ringlet Curls
- Reduces Frizz & Static
- Adds Exceptional Shine

**INCLUDES:**
- ½” - 1” Tourmaline Ceramic Tapered Curling Wand
- Heat Resistant Glove

*Products depicted are formerly CHI AIR. Rebranding coming soon.*

**Model:**
CA1096 Onyx Black

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**Thermal Glove Included**
The CHI TriStyler is a multi-function hot air brush proven to quickly and easily style both damp and dry hair into multiple hair styles. The concentrated nozzle allows this compact tool to be used as a handle-free blow dryer for quick, conventional blow drying. This tool also has a cool shot feature which locks in the look for long-lasting hold and added shine. The locking retractable bristle attachment transforms the hair dryer into a hot air round brush, perfect for blow outs and creating styles with body and volume. Tourmaline Ceramic technology produces an exceptionally high amount of negative ions for smoother hair and added shine, while the retractable bristles reduces tangling and offer optimal styling control. This unique tool's endless versatility makes the CHI triStyler your go-to tool for endless styling possibilities.

FEATURES:
- 1000 Watt DC Ceramic Ionic Dryer
- Ceramic Heater
- Tourmaline Ceramic Barrel Technology
- Two Speed Settings: High Heat / Low Heat
- Cool Shot
- Direction Arrows
- Locking Retractable Bristle Round Brush Attachment
- Cool Tip Bristle Retractor
- 9 ft Swivel Cord
- 2-Year Limited Warranty

INCLUDES:
- Tourmaline Ceramic 1000w Dryer
- Retracted Styling Brush and Nozzle

BENEFITS:
- Adds Exceptional Shine
- Provides a Smooth, Finished Look
- Easily Creates Waves, Curls and Body
- Locks in Style with Cool Shot Feature

Model: CA2232 Onyx Black

*Products depicted are formerly CHI AIR. Rebranding coming soon.
CHI EXPERT Tourmaline Ceramic Heated Round Brush, Amp up your style with the CHI Amplitude Tourmaline Ceramic Heated Round Brush! Whether you want to smooth your locks or add volume and body the CHI Amplitude is the tool for you. The CHI Amplitude utilizes innovative technology, combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions. Far Infrared heat reduces static electricity making the hair smoother. Ceramic heat technology helps distribute heat evenly across the barrel surface to seal the hairs cuticle by reducing styling damage while locking in moisture and leaving hair smooth and silky with exceptional shine.

FEATURES:
- 1.25” Tourmaline Ceramic Barrel
- Far Infrared heat
- Heat Resistant Nylon Bristles
- 410°F Maximum Temperature
- 15-second Auto Temperature Lock
- Cool Tip
- 1 hour Auto Shut Off
- Dual Voltage
- 9ft Swivel Cord
- 2 Year Limited Warranty

BENEFITS:
- Produces exceptionally high amount of negative ions and producing shine
- Reduces static electricity leaving hair smooth and silky
- Spaced evenly to prevent knots and tangles
- Ideal for all hair types

INCLUDES:
- Tourmaline Ceramic Heated Round Brush 1.25”
- Thermal sleeve

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
TOURMALINE CERAMIC HEATED PADDLE BRUSH

**CHI Heated Paddle Brush** gives you a flawless look in half the time with each stroke of the brush. Simply brush through dry hair for a smooth, straight finish. The brush provides more contact with hair than a typical flat iron for faster styling. More bristles means your hair holds firmly against the heated ceramic giving you enhanced control when styling. The innovative technology of negative ions gives your hair extra shine and the brush style maintains your hair’s volume. This tool heats up to 410°F for all hair types. Temperature lock feature avoids temperature changing unintentionally while styling your hair. Get a straight, sleek finish or angle the brush for a voluminous flip to the ends of your hair. This salon-quality tool gives you two distinct styles in less than 5 minutes. So go ahead, sleep in a few extra minutes.

**FEATURES:**
- Tourmaline Ceramic Bristles
- Negative Ion Generator
- 410°F Maximum Temperature
- LED Digital Temperature Control
- Auto Temperature Lock
- 1-hour Auto Shut Off
- Dual Voltage
- 9 ft Swivel Cord

**BENEFITS:**
- Reduces Frizz & Static
- Adds Exceptional Shine
- 53% More Bristles for a Better Grip While Styling
- Ideal for All Hair Types

**INCLUDES:**
- Tourmaline Ceramic Heated Paddle Brush
- Cleaning tool

*Products depicted are formerly CHI AIR. Rebranding coming soon.*

**Model:**
CA2270 Black Matte

**BEFORE**

**AFTER**
**CHI Expert** Series of brushes utilizes Tourmaline Ceramic, the latest innovative technology to produce an exceptionally high amount of negative ions and Far Infrared, which reduce static electricity. These professional grade brushes allow for maximum airflow, reducing drying time by 50% and leaving hair smooth and silky with an exceptional shine.

**FEATURES:**
- Ion Infused Nylon Bristles
- Ball Tip won’t Snag or Pull Hair
- Reduces Static Electricity
- Reduces Drying Time
- Leaves Hair Smooth and Silky
- Exceptional Shine

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1. **Small Tourmaline Ceramic Nylon Round Brush**  
   Model - CA 1054

2. **Medium Tourmaline Ceramic Nylon Round Brush**  
   Model - CA 1055

3. **Large Tourmaline Ceramic Nylon Round Brush**  
   Model - CA 1056

4. **Tourmaline Ceramic Straightening Brush**  
   Model - CA 1057

5. **9 Row Vent Brush**  
   Model - CA 1058

6. **Small Paddle Brush**  
   Model - CA 1063

7. **Large Paddle Brush**  
   Model - CA 1064

8. **Backcomb**  
   Model - CA2223

*Products depicted are formerly CHI AIR. Rebranding coming soon.*
CHI® TECH
CHI TECH HAIRSTYLING IRONS

CHI TECH 1” CERAMIC HAIRSTYLING IRON

CHI Tech 1” Ceramic Hairstyling Iron is a versatile styling tool that helps create smooth, sleek looks by locking moisture into the hair while helping to seal the cuticle. Its ceramic technology offers moist heat and consistent temperature, producing optimum styling results for all hair types.

FEATURES AND BENEFITS:
• 1” ceramic floating plates
• Maximum temperature of up to 392°F / 200°C
• 9 ft. (2.7 m) swivel cord
• Creates smooth, sleek looks by locking moisture into the hair
• Seals the cuticle
• Limited one year warranty

Model: GF8227
CHI TECH 1” CERAMIC DIAL HAIRSTYLING IRON

CHI Tech 1” Ceramic Dial Hairstyling Iron is a versatile styling tool that helps create smooth, sleek looks by locking moisture into the hair while helping to seal the cuticle. Its ceramic technology offers moist heat and consistent temperature, producing optimum styling results for all hair types. Adjustable temperature settings allow for customized styling for all hair types and textures.

FEATURES AND BENEFITS:
• 1” ceramic floating plates
• Maximum temperature of up to 410°F / 210°C
• Adjustable temperature dial
  • 330°F / 165°C
  • 360°F / 182°C
  • 380°F / 193°C
  • 410°F / 210°C
• 9 ft. (2.7 m) swivel cord
• Auto shut-off
• Limited one year warranty
CHI TECH HAIRSTYLING IRONS

CHI TECH 3/4” TRAVEL CERAMIC HAIRSTYLING IRON

CHI Tech 3/4” Travel Ceramic Hairstyling Iron is perfect size for touch-ups and on-the-go styling. Ceramic plates offer moist heat and a consistent temperature, producing optimum styling results for all hair types. Produces far-infrared heat and negative ions, resulting in shiny, healthy, and beautiful hair.

FEATURES AND BENEFITS:
• 3/4” ceramic floating plates
• Max temperature of 392°F / 200°C
• 6.5 ft. (1.98 m) swivel cord
• Limited one year warranty

Model:
GF8225
CHI TECH 2 PIECE TRAVEL SET

CHI Tech 2pc Travel Set includes a 1400W hair dryer and a ¾” ceramic hairstyling iron that are perfect for on-the-go styling. The drying is compact yet powerful for faster drying time. The hairstyling iron offer a consistent temperature for optimum styling for all hair types. Both tools feature ceramic technology to help reduce frizz and statics, and add shine to your hair. The set comes with a drawstring bag for easy storage.

CHI TECH 3/4” TRAVEL CERAMIC HAIRSTYLING IRON
- ¾” ceramic floating plates
- Max temperature of 392°F / 200°C
- 6.5 ft. (1.98 m) swivel cord
- Limited one year warranty

CHI TECH TRAVEL HAIR DRYER
- 1400 Watts
- Ceramic heater for shiny, frizz-free hair
- Adjustable heat and speed settings for airflow control
- Sleek and lightweight design with a collapsible handle perfect for travel and storage
- Air concentrator nozzle included
- 6.5 ft. (1.98 m) cord length
- Limited one year warranty

Model: GF8511
CHI TECH TRAVEL HAIR DRYER

CHI Tech Travel hair dryer is a sleek and lightweight hair dryer perfect for travel and on-the-go styling. Featuring a 1400W motor for faster dry time along with a ceramic heater to help reduce frizz and static.

FEATURES AND BENEFITS:
• 1400 Watts
• Ceramic heater for shiny, frizz-free hair
• Adjustable heat and speed settings for airflow control
• Sleek and lightweight design with a collapsible handle perfect for travel and storage
• Air concentrator nozzle included
• 6.5 ft. (1.98 m) cord length
• Limited one year warranty
CHI TECH 1600 SERIES HAIR DRYER

CHI Tech 1600 Series DC motor hair dryer utilizes ceramic technology to give you shiny, frizz-free hair. The durable, powerful, ergonomic design makes it easy to use from any angle. Variable heat and speed settings offer custom styling for all types of hair and includes a direct airflow nozzle to add volume or smoothness to blow outs.

FEATURES AND BENEFITS:
• 1600 watts
• Lightweight and powerful DC motor
• Ceramic heater for shiny, frizz-free hair
• Adjustable 3 heat and 2 speed settings for airflow control
• Cold shot button to lock in style
• Ergonomically designed
• 9 ft. (2.7 m) cord length
• Limited one year warranty
**CHI TECH 1875 SERIES LIMITED EDITION**

CHI Tech 1875 Series Limited Edition DC motor hair dryer utilizes ceramic technology to give you shiny, frizz-free hair. Weighing less than one pound this ergonomically designed hair dryer allows styling with ease. Variable heat and speed settings offer custom styling for all types of hair and includes a direct airflow nozzle to add volume or smoothness to your blowout.

**FEATURES AND BENEFITS:**

- 1875 watts
- Lightweight and powerful DC Motor
- Ceramic heater for shiny, frizz-free hair
- Adjustable 2 heat and 2 speed settings for airflow control
- Weighs less than a pound
- Cold shot button to lock in style
- 9 ft. (2.7 m) cord length
- Limited one year warranty
CATIONIC HYDRATION INTERLINK TECHNOLOGY

Uses ceramic and proteins to provide outstanding hair protection. Ceramic compound releases anions on the cuticles, which help to interlink the proteins into the hair strands imparting luster and strength for a vibrant appearance. Cationic Hydration interlink products include shampoos, conditioners, treatments, and style & finishing products.
A system for all hair types that allows you to create multiple styles with outstanding style memory, making hair more healthy and manageable. Provides moisture and strength by interlocking moisture and strength in the inner structure of the hair, leaves hair healthier and more manageable with superior shine.

FEATURES & BENEFITS

• First hair care line to use Cationic Hydration Interlink technology, which strengthens and protects the hair from daily use of thermal tools

• Contains positively charged silk molecules, which interlock with hair’s natural structure to build strength and resilience while improving moisture and shine

KEY INGREDIENTS
**CHI INFRA SHAMPOO**

Gently cleanses while correcting the moisture balance of the hair and scalp, creating healthier and more manageable hair.

- Adds superior shine
- Suitable for all hair types
- Paraben and Sulfate free
- Contains Ionic and Cationic Hydration Interlink technology

<table>
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**CHI INFRA TREATMENT**

Creates healthier, more manageable hair by strengthening the inner structure of the hair, improving strength and elasticity.

- Suitable for all hair types
- Helps protect color
- Adds superior shine and softness
- Contains Ionic and Cationic Hydration Interlink technology

<table>
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**CHI CLEAN START SHAMPOO**

CHI Clean Start Clarifying Shampoo formulated with special chelating agents, ceramic and vitamins ensures that hair is clean from the inside out.

- Suitable for all hair types
- Removes build up and residue
- Adds superior shine and softness
- Contains Ionic and Cationic Hydration Interlink technology

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**CHI SILK INFUSION**

CHI Silk Infusion Silk Reconstructing Complex is a rich leave-in treatment enriched with silk, wheat, and soy proteins that will penetrate and help strengthen the hair, providing incredible softness, manageability and shine without build up.

- Adds moisture and shine
- Leave-in alcohol free reconstructing treatment
- Enriched with pure natural silk, wheat and soy proteins
- Protects the hair against thermal styling and the environment
- Suitable for all hair types

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**CHI KERATIN MIST**

Leave-in strengthening treatment that helps to provide hair with strength, protection and softness.

- Protects the hair from daily use of thermal tools
- Infuses hair with proteins
- Evens the porosity of the hair shaft

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**CHI TOTAL PROTECT**

Lightweight lotion made with a rich silk formula to help lock in moisture and protect hair from thermal style and color fading.

- Ionic and Cationic Hydration Interlink technology
- Positively charged silk molecules interlock into with the hair’s natural structure to build strength and resilience and to improve moisture and shine

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**CHI IONIC COLOR LOCK TREATMENT**

CHI Ionic Color Lock Treatment locks in color providing moisture and softness while adding strength to color treated hair.

- Longer lasting hair color
- Hair is left stronger

<table>
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FAROUK PRODUCT CATALOG/ RETAIL

**CHI 44 Iron Guard Thermal Protecting System**

CHI 44 Iron Guard Thermal Protecting System is a unique line of thermal protecting products that helps to build strength of the hair while increasing its ability to resist thermal styling damage. Utilizing strengthening proteins and thermal protecting ceramic compounds, it works to dramatically decrease hair damage by infusing hair with a layer of protection, creating resilient hair.

**KEY INGREDIENTS**

**Silk**
Protects and maintains hair’s strength and resilience, building a natural layer of resistance to damage.

**CHI Ceramic Compound**
This unique compound uses ceramic and proteins to provide outstanding hair protection. The ceramic compound works in conjunction with thermal styling tools to impart luster and strength for a vibrant appearance.

**FEATURES & BENEFITS**

**KEEP YOUR GUARD UP**
CHI IRON GUARD 44

THERMAL PROTECTING SHAMPOO

Gently cleanses while infusing hair with vitamins A & E and strengthening proteins that nourish and protect from thermal styling.

- For any hair type
- Protection from thermal damage
- Builds resilience

12 oz/CHIIGS12
25 oz/CHIIGS25

THERMAL PROTECTING CONDITIONER

Protects hair against damage and breakage caused by thermal styling. Ceramic compounds strengthen and seal the hair cuticle, preventing future damage.

- Keratin & silk proteins maintain hair resilience
- For any hair type
- Hair protection and vibrant appearance

12 oz/CHIIGC12
25 oz/CHIIGC25

STYLE & STAY PROTECTING SPRAY

Offers both firm styling hold and thermal protection. Perfect for blow outs and creating styles with long lasting hold.

- Thermal protection
- Dual purpose: protects and holds
- Gives hair a vibrant appearance

2.6 oz/CHIIGP02
10 oz/CHIIGP08

THERMAL PROTECTING SPRAY

Superior thermal protection spray that works from the inside out, helping protect hair from thermal damage and breakage with a weightless formula and no added build up. Helps to seal the cuticle and works to prevent future damage.

- Vitamins and proteins add essential moisture
- Protects against thermal damage
- Suitable for all hair types

2 oz/CHI5005
8 oz/CHI5008
Transform chemically, mechanically or environmentally abused hair into strong, healthy, smooth locks with CHI Keratin. Highly sophisticated compounds and ingredients replenish and protect hair’s natural keratin protein, dramatically improving elasticity and preventing future breakage, while adding intense hydration that restores softness and shine.
**CHI KERATIN RECONSTRUCTING SHAMPOO**

Gently cleanses and reconstructs damaged hair by replenishing natural keratin levels while strengthening and sealing the cuticle, helping to protect against future damage.

- Promotes long-lasting, healthier hair
- Adds shine and elasticity
- Helps prevent future breakage

2 oz/CHI0220
12 oz/CHI0213
32 oz/CHI0232

**CHI KERATIN RECONSTRUCTING CONDITIONER**

Reconstructive conditioner that restores moisture levels in the hair with natural essential oils and keratin, strengthening and sealing the hair’s cuticle to help protect against future damage.

- Promotes long-lasting, healthier hair
- Adds shine and elasticity
- Helps prevent future breakage

2 oz/CHI0221
12 oz/CHI0214
32 oz/CHI0233

**CHI KERATIN SILK INFUSION**

CHI Keratin Silk Infusion is a powerful reconstructing complex that heals and hydrates dry, damaged hair. This unique compound dramatically improves elasticity, preventing future breakage, while adding intense hydration that restores softness and shine.

- Promotes long-lasting, healthier hair
- Adds shine and elasticity
- Helps prevent future breakage

0.5 oz/CHI0205
2 oz/CHI0217
6 oz/CHI0216

**CHI KERATIN FLEX FINISH HAIRSPRAY**

Flexible styling hairspray with lightweight control to provide an ultra-smooth hold that seals out humidity and eliminates frizz and flyaways from any style, creating a sleek, smooth finish that lasts all day.

- Infused with keratin to strengthen hair and reduce breakage
- Flexible hold
- Lightweight control

2 oz/CHIKH2
10 oz/CHIKH10

**CHI KERATIN STYLING CREAM**

Lightweight conditioning styling crème with pliable hold that helps to control and eliminate frizz and flyaways. Enriched with keratin, which imparts strength and elasticity, this dual-purpose cream can be used on wet or dry hair to smooth ends and promote the ultimate smooth style.

- Conditions while styling
- Smooths hair while strengthening
- Pliable hold

4.5 oz/CHIKCS

**CHI KERATIN LEAVE-IN CONDITIONER**

Unique reconstructing treatment designed to infuse damaged hair with a powerful dose of natural keratin to help rebuild the cuticle.

- Helps prevent future breakage
- Adds intense hydration and restores softness
- Great for daily use

2 oz/CHI0222
6 oz/CHI0215

**CHI KERATIN K-TRIX 5**

Thermally activated smoothing treatment combines with the heat of a styling iron to smooth the hair cuticle, lock in moisture and seal out humidity. Creates soft, frizz free styles that last up to 5-days, (based on shampooing once daily), and is infused with Keratix™, a unique compound that utilizes sustained-release technology to gradually releases proteins, providing long-lasting treatment results.

- Long-lasting results, even after washing
- Contains strengthening and smoothing proteins
- Locks in moisture

3.92 oz/CHIKT4
Technology:
Developed specifically for fine hair to boost volume and body with long lasting style retention. Creates a foundation for your style leaving hair with incredible shine and fullness to each strand.

Key Ingredients:
A complex combination of ceramic and rich blends of proteins penetrates each strand from the inside out to provide strength with ultimate shine.
CHI MAGNIFIED VOLUME

**CHI MAGNIFIED VOLUME SHAMPOO**
Gently cleanses the hair with a rich, luxurious lather, leaving hair clean with movement and shine.

- Ideal for fine hair
- Rich proteins boost volume and body in each strand of hair
- Builds strength and resilience

2 oz/CHI5601  
12 oz/CHI5600  
32 oz /CHI5602

**CHI MAGNIFIED VOLUME CONDITIONER**
Detangles and conditions hair while building hair’s strength and resilience, boosting volume and adding body to each strand of hair.

- Adds long-lasting fullness and shine
- Hair is left weightless and voluminous
- Made with rich proteins

2 oz/CHI5605  
12 oz/CHI5604  
32 oz/CHI5606

**CHI MAGNIFIED VOLUME FINISHING SPRAY**
Humidity resistant, flexible hold spray that builds resilience and strength. Gives hair all-day superior body and shine with added style memory boost.

- Fast drying
- Rich proteins boost volume and body
- Provides maximum fullness to styles

2.6 oz/CHI5614  
12 oz/CHI5610  
20 oz/CHI5612

**CHI MAGNIFIED VOLUME XF FINISHING SPRAY**
Humidity resistant, extra-firm hold that is flexible and builds resilience and strength. Gives hair all-day superior hold, body and shine with added style memory boost.

- Humidity resistant, fast-drying hairspray
- Extra-firm, flexible hold
- Style memory to boost hold all day long
- Leaves hair with added body and fullness

12 oz/CHI5618
CREATE SMOOTH, SLEEK, OR TEXTURED LOOKS WITH THE ABILITY TO RECREATE STYLES USING CHI STYLING PRODUCTS, FEATURING SILK AND CERAMIC TO PROVIDE HAIR WITH STRENGTH, INCREDIBLE SHINE, AND THERMAL PROTECTION. THESE FORMULAS WORK ON ALL HAIR TYPES, EACH PROVIDING A MULTITUDE OF STYLING POSSIBILITIES AND FINISHES.

KEY INGREDIENTS

Silk
Protects and maintains hair’s strength and resilience, building a natural layer of resistance to damage.

CHI Ceramic Compound
This unique compound uses ceramic and proteins to provide outstanding hair protection. The ceramic compound works in conjunction with thermal styling tools to impart luster and strength for a vibrant appearance.

FEATURES & BENEFITS
CHI STYLING

CHI ENVIRO 54 HAIRSPRAY - FIRM HOLD

Firm Hold hair spray is great for locking in and securing finished styles.

- Lightweight
- Versatile spray
- No build up
- Firm hold

2.6 oz/CHI6212
12 oz/CHI6210

CHI ENVIRO 54 HAIRSPRAY - NATURAL HOLD

Natural hold hair spray is great for layering to create multiple textures, styles, and finishes.

- Lightweight
- Versatile spray
- No build up
- Flexible hold

2.6 oz/CHI6112
12 oz/CHI6110

CHI HELMET HEAD HAIRSPRAY

Fast-drying aerosol hair spray protects against humidity and creates voluminous, full bodied looks.

- Extra firm
- Fast drying

2.6 oz/CHI0641
10 oz/CHI0656

CHI HELMET HEAD SPRITZ

Fast-drying spritz protects against humidity and creates voluminous, full bodied looks.

- Extra firm
- Fast drying

10 oz/CHI0657

CHI INFRA TEXTURE

Fast-drying hairspray gives lift, movement, texture, and control with no build up or flakes. Great as a working or finishing spray.

- Thermal protection against moisture and humidity
- Incredibly lightweight, with providing a silky shine
- Suitable for all hair types
- Contains Ionic and Cationic Hydration Interlink technology

2.6 oz/CHI0640
10 oz/CHI0650

CHI SHINE INFUSION

Thermal active shine spray that instantly gives polished shine without the added weight or oils.

- Helps repair split ends
- Eliminates frizz
- Adds incredible shine

10 oz/CHI0655
**CHI® HAIRCARE**

**CHI INFRA GEL**
Maximum control gel enhances styling results with a powerful and impressive hold when applied to wet hair, prior to blow-drying.

- Helps to define styles
- Suitable for all hair types
- Leaves hair with incredible shine and control
- Contains Ionic and Cationic Hydration Interlink technology

8.5 oz/CHI5308

**CHI VOLUME BOOSTER**
Provides incredible volume, body, and thickness to hair. Flexible hold for long lasting style with incredible shine.

- Flexible Hold
- Weightless
- Can be regenerated with heat again and again

8.5 oz/CHI5108

**CHI TWISTED FABRIC**
Versatile styling paste with moisturizers for sculpting and molding hair into various looks.

- Provides a brilliant finish and contains conditioning emollients and vitamins to moisturize as you style.
- Clean, non-oily feel
- Ionic and Cationic Hydration Interlink Technology
- Suitable for all hair types

2.6 oz/CHI6002

**CHI MOLDING CLAY**
Creates incredible textures, shapes and movements in all styles with a dramatic shine free finish.

- Molding, casting, shaping and styling paste
- Delivers incredible volume and body

6 oz/CHI0715

**CHI STRAIGHT GUARD**
Transforms frizzy and curly hair into sleek styles.

- Cream based styler
- Eliminates frizz
- Maximum control
- Incredible shine
- Contains Ionic and Cationic Hydration Interlink technology

8.5 oz/CHI5208

**CHI PLIABLE POLISH**
Styling paste for versatile styling with movement and definition. Pliable polish allows you to mold into required shapes and regenerate it again and again.

- Weightless styling paste
- Gives movement and style
- No sticky or stiff feel
- Ionic and Cationic Hydration Interlink Technology
- Suitable for all hair types

3 oz/CHI5403

**CHI MATTE WAX**
Create definition, separation and three dimensional styles with a dry matte and a natural looking finish. Made with elastic polymers, giving styles holding power without being stiff or greasy.

- Natural looking finish
- Create endless styles with a natural hold
- For any hair type

2.6 oz/CHI6005

**CHI STYLING CREAM GEL**
Create sleek and textured styles or enhance natural curls with this workable, styling cream gel with a light-hold, non-flaking formula that adds incredible shine and control to any style.

- Perfect prep for smooth blowouts
- Adds shine and control
- Workable hold

6 oz/CHIFG6
### CHI DRY SHAMPOO
Lightweight waterless formula, absorbs excess oils while refreshing the scalp between shampoos and helps to provide texture.
- Blends in hair seamlessly
- Lightweight formula
- Refreshes the scalp in between shampoos

2.6 oz/CHIDS2  
7 oz/CHIDS5

### CHI DRY CONDITIONER
Waterless conditioning spray that smooths and softens hair between shampoos, making hair more manageable and shiny.
- Seals split ends
- Adds shine and luster
- Allows for more manageable styles

2.6 oz/CHIDC2  
7 oz/CHIDC5

### CHI TEXTURE SPRAY
Adds buildable texture and body to the hair with a flexible hold formula that won’t weigh down the hair while adding volume.
- Creates buildable texture
- Flexible hold
- Creates instant volume

7 oz/CHITS7

### CHI SPRAY WAX
Pliable hold spray wax that creates a variety of textured looks with a touchable feel.
- Pliable hold
- Touchable finish
- Flexible control

7 oz/CHISW7

### CHI FINISHING POMADE
Control flyaways and create definition with this light hold finishing pomade that adds shine for a polished and finished look.
- Light hold
- Perfect finishing agent
- Adds shine

1.9 oz/CHIFP2

### CHI REWORKABLE TAFFY
Non-sticky taffy creates reworkable styles with impressive style memory, adding definition and texture.
- Offers style memory
- Creates definition and texture
- Reworkable formula

1.9 oz/CHITT2
Essential Oils
CHI Tea Tree Oil

CHI Tea Tree Oil products provide the essential benefits of a refreshing combination of tea tree and peppermint to help balance hair oils, maintain moisture, and invigorate the hair and scalp. With multiple benefits infused essential oil hair products help keep hair healthy, shiny and strong. CHI Tea Tree Oil is designed to affect the senses as well as the hair strands to provide a unique styling experience.
**CHI TEA TREE OIL**

**CHI TEA TREE OIL SHAMPOO**
Gently cleanses and rinses hair and scalp of impurities while balancing oils and strengthening the hair. The invigorating and soothing benefits of tea tree oil and peppermint oil work together to balance scalp oils and maintain moisture levels.

- Removes impurities
- Strengthens hair
- Invigorates and soothes

2 oz/CHITTS2  
12 oz/CHITTS12  
25 oz/CHITTS25

**CHI TEA TREE OIL CONDITIONER**
Refreshing, lightweight conditioner that provides an awakening sensation that helps to normalize and nourish the hair and scalp. The invigorating and soothing benefits of tea tree oil and peppermint oil work together to balance scalp oils and maintain moisture levels.

- Promotes hair health
- Strengthens hair
- Invigorates and soothes

2 oz/CHITTC2  
12 oz/CHITTC12  
25 oz/CHITTC25

**CHI TEA TREE OIL BLOW DRY PRIMER LOTION**
A lightweight primer formula that preps hair and scalp for thermal styling while protecting against thermal damage and environmental elements.

- Protects against thermal damage
- Promotes hair health
- Invigorates and soothes

6 oz/CHITTP6

**CHI TEA TREE OIL SOOTHING SCALP SPRAY**
Soothing and calming spray that helps relieve irritation and itching between shampoos.

- Moisturizes dry scalp
- Promotes hair health
- Invigorates and soothes

2 oz/CHITTSS2  
3 oz/CHITTSS3

**CHI TEA TREE OIL TEA TREE SERUM**
Fast-absorbing blend of tea tree and peppermint oil that moisturizes the hair and scalp with essential nutrients for silky, smooth, healthy looking hair while providing natural UV and thermal protection.

- Moisturizes the hair scalp
- Provides UV and thermal protection
- Promotes hair health

0.5 oz/CHITTSE2  
2 oz/CHITTSE3

**CHI TEA TREE OIL REVITALIZING MASQUE**
Rich conditioning masque that intensely moisturizes and adds vitality to the hair.

- Deeply moisturizing
- Promotes hair health
- Invigorates and soothes

8 oz/CHITTM8
A scientifically formulated color maintenance system, Rose Hip Oil naturally moisturizes hair while keeping the cuticle closed and locking in hair color. Naturally high in antioxidants and Vitamin C, CHI Rose Hip Oil Color Nurture boosts color’s vibrancy and shine for long-lasting, salon-fresh color maintenance.

Key Ingredients:

- **Rose Hip Oil**: An easily absorbed oil with antioxidants and essential fatty acids that aids in preventing color fading.
- **Silk**: Helps to strengthen and protect hair’s cuticle.
- **Vitamin C & Antioxidants**: Rejuvenates the hair and offers an intense shine boost.
- **UV Protectant**: Protects against harsh UV rays that fade and dull hair color.
**CHI ROSEHIP OIL**

**COLOR NURTURE**

**CHI ROSEHIP OIL PROTECTING SHAMPOO**
Gently cleanse color-treated hair while preserving tone and intensity. Rosehip oil, Vitamin C and antioxidants prevent color loss while increasing shine and vibrancy.

- Prevents color fading
- Rejuvenates hair
- Increases shine

2 oz/CHIRHS2
11.5 oz/CHIRHS12
25 oz/CHIRHS25

**CHI ROSEHIP OIL REPAIR & SHINE LEAVE-IN TONIC**
Enrich color-treated hair before styling, with a light-conditioning, vitamin-infused hair tonic. Instantly add moisture, shine, and strength to weak, color-treated strands. The calming formula also helps eliminate frizz and control static to promote smooth, manageable hair.

- Adds moisture
- Adds strength and shine
- Controls frizz and static

2 oz/CHIRHRS2
6 oz/CHIRHRS6

**CHI ROSEHIP OIL RECOVERY TREATMENT**
Repairs the signs of damage in color-treated hair while replenishing moisture and strength by coating each strand with nurturing Vitamin C and antioxidants that help reduce dryness, breakage while restoring hair’s manageability.

- Helps reduce breakage
- Deeply moisturizing
- Helps repair damage

8 oz/CHIRHT6

**CHI ROSEHIP OIL DRY UV PROTECTING OIL**
Multi-use finishing mist that helps maintain color radiance with UV protecting ingredients which work to prevent premature fading and color loss caused by environmental stressors, while brilliant shine reflecting particles enhance color tones and bring out natural dimension.

- Prevents premature color fading
- Protects against UV rays
- Enhances color tones

5.3 oz/CHIRHDS5

**CHI ROSEHIP OIL DRY SHAMPOO**
Adds texture while built-in UV protectants help prevent color loss and fading.

- Prevents color fading
- Adds texture
- UV Protectant

7 oz/CHIRHDSH5

**CHI ROSEHIP OIL PROTECTING CONDITIONER**
Restores moisture to color-treated hair to eliminate dull and dry hair. The low pH formula helps retain hair color by sealing the hair’s outermost cuticles, promoting color longevity. Vitamin C revitalizes for added radiance and shine.

- Restores moisture
- Promotes color longevity
- Adds radiance and shine

2 oz/CHIRHC2
11.5 oz/CHIRHC12
25 oz/CHIRHC25

**CHI ROSEHIP OIL PROTECTING SHAMPOO**
Gently cleanse color-treated hair while preserving tone and intensity. Rosehip oil, Vitamin C and antioxidants prevent color loss while increasing shine and vibrancy.

- Prevents color fading
- Rejuvenates hair
- Increases shine

2 oz/CHIRHS2
11.5 oz/CHIRHS12
25 oz/CHIRHS25
CHI Argan Oil is a luxurious hair care system featuring a unique blend of naturally derived Argan Oil plus Moringa that works to rejuvenate and hydrate dull, frizzy and damaged hair. This four-part system infuses hair with vitamins, moisture, and nourishing oils, resulting in a smooth and overall restored condition.

**FEATURES & BENEFITS**

**KEY INGREDIENTS**

- **Argan Oil**: Argan oil originates from the fruits of the Argan tree. It is rich in vitamin E and contains omega fatty acids that provide nutrition to the hair. The oil is lightweight and absorbs quickly. It hydrates and nourishes dry, damaged hair.

- **Moringa oil**: Moringa oil is among the most desired oils in the formulation of cosmetics, chosen for its many antioxidants and documented rejuvenating properties. Moringa oil is a deeply penetrating oil that delivers vital nutrients and helps the hair retain moisture. Moringa oil is a popular natural supplement to increase the health and strength of the hair and scalp.

- **CHI Ceramic Compound**: This ceramic compound uses ceramic and proteins to provide outstanding hair protection. The Ceramic compound releases anions on the cuticles which help to interlink the proteins into the hair strands, imparting luster and strength for a vibrant look.
CHI ARGAN OIL

CHI ARGAN OIL
SHAMPOO
Combines a unique blend of exotic oils that gently cleanse and rejuvenate dry, damaged hair. Restores moisture and essential vitamins, antioxidants and strengthening proteins, while helping to create healthy, shiny hair.

- Enhances strength and elasticity
- Restores moisture
- Rich in essential vitamins

12 oz/CHIAS12
25 oz/CHIAS25

CHI ARGAN OIL
CONDITIONER
Infuses hair with vitamins and nourishing oils for a smooth and soft finish with restored shine. Enhances hair’s strength and elasticity while helping to protect against damage from thermal styling and UV rays.

- Enhances strength and elasticity
- Replenishes moisture
- Helps protect hair against damage

12 oz/CHIAC12
25 oz/CHIAC25

CHI ARGAN OIL
ARGAN OIL
Lightweight, quick-absorbing blend of oils, specifically formulated to rejuvenate and moisturize dull, damaged hair. Rich in antioxidants and vitamin E, this luxurious oil blend instantly smoothes hair for healthy looking styles with incredibly shine and movement.

- Protects against thermal damage
- Smooths hair
- Adds incredible shine

0.5 oz/CHIAO05
3 oz/CHIAO3

CHI ARGAN OIL
REJUVENATING MASQUE
Deeply nourishes and repairs hair with essential vitamins and antioxidants that replenish moisture, restores shine, and smooths frizz, while improving hair’s overall luster and appearance.

- Repairs damage
- Smooths frizz
- Restores shine

8 oz/CHIAOM8

FAROUK PRODUCT CATALOG/ RETAIL
BLACK SEED OIL—Luxurious and highly treasured oil is derived from the pressed seeds of the Nigella Sativa, a flowering plant known to thrive in severely dry conditions of the Mediterranean region by utilizing its moisture retention properties. This ancient healing oil is rich in essential fatty acids such as omega-6 and omega-3 which help to revitalize and fortify hair. Other nourishing properties, such as multiple antioxidants and vitamins, enhance hair’s overall strength, health, and luster, for gorgeous hair as it was meant to shine.

BENEFITS
• Replenishes moisture
• Protects against damage
• Thermal protectant
• Promotes healthy hair
• Strengthens hair
CHI LUXURY BLACK SEED OIL

**CHI LUXURY BLACK SEED OIL GENTLE CLEANSING SHAMPOO**
Gently cleanse hair of impurities with a rich luxurious lather formulated with Black Seed Oil. This exotic oil helps to revitalize the hair for fuller, thicker hair strands promoting volume and body. Hair strands are fortified with incredible radiance and shine.

- Removes impurities in the hair
- Adds volume and body
- Antioxidants help protect hair against environmental stressors
- Strengthens and fortifies hair

3 oz/CHILS3
12 oz/CHILS12
25 oz/CHILS25

**CHI LUXURY BLACK SEED OIL MOISTURE REPLENISH CONDITIONER**
Restore depleted moisture to dry, damaged hair by infusing strands with essential vitamins and antioxidants for a shiny, smooth, frizz-free finish. Black Seed Oil protects hair against future damage while helping to strengthen and fortify. Hair is left soft, tangle free and manageable.

- Replenishes depleted moisture
- Antioxidants protect against environmental stressors
- Leaves hair soft to the touch and tangle-free
- Strengthens and fortifies hair

3 oz/CHILC3
12 oz/CHILC12
25 oz/CHILC25

**CHI LUXURY BLACK SEED OIL REVITALIZING MASQUE**
Nutrients and moisture deeply penetrate dry, damaged and overworked hair restoring shine, smoothness and overall health. Black Seed Oil helps to revitalize hair while fortifying and protecting against further damage. Use as a deep conditioning treatment to maintain overall strength and luster.

- Helps moisture penetrate deep into the hair
- Antioxidants help protect hair against environmental stressors
- Leaves hair soft, smooth and tangle-free

5 oz/CHILMS

**CHI LUXURY BLACK SEED OIL LEAVE-IN CONDITIONER**
Lightweight leave-in conditioner helps to detangle and smooth hair while protecting against thermal styling. Black Seed Oil replenishes moisture while fortifying hair strands, preparing for thermal styling.

- Moisture replenishment
- Thermal protectant
- Detangles unruly stands
- Controls frizz and flyaways
- Prevents split ends

4 oz/CHILLC4
CHI LUXURY BLACK SEED OIL
BLACK SEED DRY OIL

Black Seed Dry Oil is a nutrient-rich, lightweight treatment that revitalizes, fortifies and nourishes hair so it appears strong, thick, smooth, and gloriously shiny. This ultra-light formula is easily absorbed allowing for instant smoothing of the hair with no residue left behind. Experience the luxury of pure Black Seed Oil for the ultimate glamorous finish.

• Formulated for fine to medium hair textures for daily use
• Removes impurities in the hair
• Antioxidants help protect hair against environmental stressors
• Strengthens and fortifies hair

0.5 oz/CHILBSO05
1.98 oz/CHILBSO01
3 oz/CHILBSO03

CHI LUXURY BLACK SEED OIL
BLOW DRY CREAM

Lightweight styling cream that creates sleek and smooth styles with restored shine. This light-hold moisturizing cream with Black Seed Oil eliminates frizz and flyaways while helping hair resist humidity and thermal styling damage, keeping hair shiny and glamorous throughout the day.

• Moisturizes hair
• Protects against environmental damage
• Promotes healthy hair
• Strengthens hair
• Rejuvenates hair for soft, supple and shiny results

6 oz/CHILDC6

CHI LUXURY BLACK SEED OIL
 CURL DEFINING CREAM GEL

Light-hold styling cream that controls frizz while helping to tame, shape and define curls and waves into perfectly controlled styles. Nourishing Black Seed Oil fortifies and revitalizes hair while providing added radiance and shine for the ultimate glamorous finish.

• Moisturizes hair
• Protects against environmental damage
• Promotes healthy hair
• Strengthens hair
• Rejuvenates hair for soft, supple & shiny results

5.3 oz/CHILCG5
**CHI LUXURY BLACK SEED OIL**

**DRIY SHAMPOO**
Revive limp, lifeless hair by instantly absorbing excess oil and impurities that weigh hair down. This fast drying waterless spray extends the life of your style by refreshing the roots and providing a pure foundation for layered styling.

- Vitamins and moisture penetrate hair deeply
- Antioxidants help protect hair against environmental stressors
- Strengthens and fortifies hair’s cuticle
- Helps reverse the signs of hair damage

12 oz/CHILVHS12

**FLEXIBLE HOLD HAIRSPRAY**
Add intense texture, volume and hold to any hair style. Infused with Black Seed Oil, this fast drying volumizing hair spray creates thicker fuller styles for the ultimate glamorous finish.

- Moisturizes hair
- Protects against environmental damage
- Promotes healthy hair
- Strengthens hair
- Rejuvenates hair for soft, supple and shiny results

12 oz/CHILVHS12

**INTENSE REPAIR HOT OIL TREATMENT**
A highly concentrated intense repair treatment designed to reverse the signs of breakage and damage with the fortifying and rejuvenating properties of Black Seed Oil.

- Formulated for coarse, dry and damaged hair
- Moisture penetrates hair deeply
- Antioxidants help protect hair against environmental stressors
- Strengthens and fortifies hair’s cuticle
- Helps reverse the signs of hair damage

5.3 oz/CHILDS5

1.7 oz/CHILOT1
STRENGTH
- Silk contains 17 out of 19 amino acids found in human hair
- Silk bonds and repairs the hair from the inside out
- Silk is one of the strongest fibers in the world
- Silk strengthens the hair and provides more body and volume

MOISTURE
- Silk can hold moisture up to 2.5–3 times of its own weight
- Silk improves elasticity
- Silk will provide longevity and sustainability with styling and color results

SHINE
- Silk provides unparalleled shine and reflection due to its Triangular Molecule Structure

PROTECTION
- Against environmental stressors
- Against UV-Rays and humidity
- Against color loss

The BioSilk Silk Therapy Story
This quest for healthier hair is how BioSilk Silk Therapy emerged in 1986. For centuries, silk was celebrated as a luxurious fabric because of its smooth texture and brilliant luster. Throughout history, silk clothed royalty and the elite, continually evolving with fashion trends to be one of the most coveted fabrics of all times. It is also one of the strongest fibers in the world equal to steel. Because of this, Farouk Shami researched and discovered the benefits of silk proteins and how they could be applied to hair. Each silk protein contains 17 of the 19 amino acids found in hair, imparting shine, taming frizz and preventing split ends. Farouk knew that all women want their hair to be shiny, healthy looking, and conditioned properly. Silk solved those three issues with one product, the magic of Silk Therapy. The launch of BioSilk Silk Therapy was yet another first since natural pure silk had never been used in hair care before. It was created as a weightless, leave-in silk replenishing and reconstructing treatment to repair, smooth, and protect all hair types. This innovative leave-in treatment for hair has led to the development of BioSilk Hair Color as well as a full range of hair care and styling tools. BioSilk Silk Therapy continues to be one of the company’s strongest product offerings, winning countless beauty awards throughout the years, and is a recognized brand among 97% of women.
BioSilk® Silk Therapy® Lite is an ultra-lite leave-in reconstructing treatment formulated to give fine and thin hair a miraculously smooth and silky appearance without adding excess oil or weighing down hair.

- Fills voids in cuticle to create smooth hair
- Aids in preventing split ends
- Provides incredible shine

BioSilk® Silk Therapy® Original is a weightless leave-in silk replenishing and reconstructing treatment that helps repair, smooth and protect all hair types.

- Fills voids in cuticle to create smooth hair
- Aids in preventing split ends
- Provides incredible shine

BioSilk® Silk Therapy® Conditioner is a conditioner with botanical extracts and herbs that replenishes moisture. Silk proteins penetrate hair to condition and create incredible shine. Ideal for all hair types.

BioSilk® Silk Therapy® Shampoo with botanical extracts and herbs gently cleanses hair and removes build up while leaving hair healthy and manageable. Silk proteins penetrate hair to condition and create incredible shine. Ideal for all hair types.

BioSilk® Silk Therapy® Conditioner is a conditioner with botanical extracts and herbs that replenishes moisture. Silk proteins penetrate hair to condition and create incredible shine. UV filters protect hair from damaging UVA/UVB rays.
BIOSILK® Silk Therapy® Silk Filler is a cationic leave-in treatment that helps repair damaged areas in the hair to even porosity. Ideal treatment to prepare hair for chemical services.

7 oz/BSSTF7
34 oz/BSSTF34

BioSilk® Silk Therapy® Shine On is a weightless finishing spray that controls frizz and provides hair with brilliant shine and UV protection.

5.3 oz/BST505

17 MIRACULOUS USES FOR YOUR HAIR
- Conditions and hydrates hair instantly
- Provides volume and body
- Controls and defines curls
- Reconstructs and repairs dry and damaged hair
- Strengthens the hair
- Revives dull lifeless hair
- Smooths the cuticle
- Controls frizz and flyaways
- Prevents split ends
- Stops hair breakage
- Seals hair cuticle
- Protects hair color from fading
- Protects hair from environmental damage
- Thermal protector for blow-drying
- Thermal protection from flat and curling irons
- Leaves hair soft and silky
- Adds incredible shine

2.26 oz/BSSTM2
5.64 oz/BSSTM5

Specially formulated to nourish and replenish moisture to each hair strand while restoring hair’s manageability. Use as a deep conditioning treatment on hair that is overly processed, dry, or damaged to restore shine, smoothness, and elasticity.

11 oz/BSCB11
25 oz/BSCB25
BIOSILK® SILK THERAPY
ROCK HARD GELEE

Firm hold gel to create long-lasting styles on wet or dry hair without flaking. Ideal for shaping and defining.

6 oz/BSSTG6

*Same Product different packaging. While supplies last.

BIOSILK® SILK THERAPY
THICKENING CREME

BioSilk® Silk Therapy® Thickening Crème is a lightweight crème that offers support and hold while creating thicker, fuller hair.

6 oz/BSSTC6

BIOSILK® SILK THERAPY
GLAZING GEL

BioSilk® Silk Therapy® Glazing Gel is a medium-hold sculpting gel for flexible hold and movement with control.

7 oz/BSSTGG7

BIOSILK® SILK THERAPY
THERMAL SHIELD

BioSilk® Silk Therapy® Thermal Shield Protection Spray offers complete heat protection. The advanced formula utilizes silk and other protecting ingredients to help shield hair from thermal damage, while giving long lasting styling results with ultimate shine.

2.26 oz/BSSTT2
7 oz/BSSTT7

BIOSILK® SILK THERAPY
SPRAY SPRITZ

BioSilk® Silk Therapy® Spray Spritz is a offers support and hold while creating thicker, fuller hair.

7 oz/BSSTSS7

BIOSILK® SILK THERAPY
BEACH TEXTURE SPRAY

Beach Texture is a unique styling spray that contains natural silk, vitamins, herbs and texturizing salts to create natural looking beach waves with volume, body and texture.

5.64 oz/BSSTBS5
BIOSILK

SILK THERAPY STYLING

BIOSILK SILK THERAPY

DRY CLEAN SHAMPOO

BioSilk® Silk Therapy® Dry Clean Shampoo formulated for all hair types, is a water-free spray that cleans and refreshes hair, absorbs excess oil and eliminates odor.

5.3 oz/BSSTDC5

BIOSILK SILK THERAPY

MOLDING SILK

BioSilk® Silk Therapy® Molding silk contains silk and styling fibers that can mold the hair into any desired shape and style with a medium hold and low shine.

3 oz/BSSTM3

BIOSILK SILK THERAPY

SILK THERAPY SILK MOUSSE

BioSilk® Silk Therapy® Mousse is infused with concentrated silk and botanical extracts to add maximum volume and unparalleled shine.

12 oz/BSSTM12

BIOSILK SILK THERAPY

SILK POMADE

BioSilk® Silk Therapy® Silk Pomade Creates defined or sleek looks on wet or dry hair. Medium hold, high shine.

3 oz/BSSTPO3

BIOSILK SILK THERAPY

FINISHING SPRAY

Natural Hold
Uniquely designed hairspray developed to maintain your favorite looks with pliable hold. Uses silk botanicals to provide brilliant shine.

10 oz/BSSNH10

Firm Hold
Designed to provide strong hold for long lasting styles. Uses silk botanicals to provide brilliant shine.

10 oz/BSSFH10

BIOSILK SILK THERAPY

SILK POLISH

BioSilk® Silk Therapy® Silk Polish is the ultimate styling wax to give hair brilliant shine and definition. Light hold, medium shine.

3 oz/BSSTP3

BIOSILK SILK THERAPY

DRY CLEAN SHAMPOO

BioSilk® Silk Therapy® Dry Clean Shampoo formulated for all hair types, is a water-free spray that cleans and refreshes hair, absorbs excess oil and eliminates odor.

5.3 oz/BSSTDC5
BioSilk Volumizing Therapy fuses nourishing silk proteins with the volumizing elements of Hair Volume Complex and the strengthening power of rice proteins. These essential ingredients awaken the roots and build luscious body and shine without weighing down your locks. UV absorbers protect your hair from harmful rays, and it is sulfate and paraben-free. The silk in BioSilk Volumizing Therapy gives hair added strength, moisture, shine, and protection for healthy, volumized hair. Hair Volume Complex, a botanical complex infused with ginseng and nettle, fortifies hair and invigorates the scalp.
### BIOSILK VOLUMIZING THERAPY

#### BIOSILK VOLUMIZING THERAPY SHAMPOO
Gently cleanse and give hair the essential volumizing ingredients of rice proteins and Hair Volume Complex to restore volume and body. Silk proteins penetrate hair to create incredible shine, while UV absorbers protect your hair from harmful rays. Sulfate and paraben-free.

- 2.26 oz/BSVS2
- 7 oz/BS9615
- 12 oz/BS5208
- 34 oz/BS9634

#### BIOSILK VOLUMIZING THERAPY CONDITIONER
Conditions while providing volume and body to hair by infusing the essential ingredients of Hair Volume Complex, and silk and rice proteins into each strand to moisturize and revitalize your roots. UV absorbers protect your hair from harmful UV rays. Paraben-free.

- 2.26 oz/BSVC2
- 7 oz/BS9616
- 12 oz/BS5209
- 34 oz/BS9633

#### BIOSILK VOLUMIZING THERAPY HAIRSPRAY
Pump up your style with Hair Volume Complex and rice proteins to give extra volume and strength, while silk proteins add shine to complete your look. This strong-hold hairspray will keep your style lifted with body all day long. UV absorbers protect hair from harmful UV rays.

- 12 oz/BS5206

#### BIOSILK VOLUMIZING THERAPY STYLING FOAM
Silk and rice protein plus Hair Volume Complex penetrate deep into the hair for weightless body and long-lasting medium-hold with manageable movement and shine. UV absorbers protect hair from harmful UV rays.

- 12.7 oz/BS5205

#### BIOSILK VOLUMIZING THERAPY ROOT LIFT
Gives an extra boost of volume with the perfect balance of body and manageable movement using silk and rice proteins with Hair Volume Complex. UV absorbers protect your hair from harmful UV rays. Paraben-free.

- 7 oz/BS5210

#### BIOSILK VOLUMIZING THERAPY TEXTURIZING POWDER
Provides a cool root lift to perk up any style throughout the day. With Hair Volume Complex, silk and rice proteins, this texturizing powder absorbs excess oils from roots, replacing them with uplifting volume and texture. UV absorbers protect hair from harmful rays.

- 0.5 oz/BS5204
Hydrating Therapy drenches severely moisture-depleted and coarse hair with the rich, luxurious, and moisturizing effects of maracuja oil, the powerful moisture retention of quinoa, and the smoothing power of silk. Expect instant results including improved control, and smooth, shiny, moisture-rich locks.

Key Ingredients:

Silk Protein:
Silk contains 17 of the same 19 amino acids found in hair:
• reconstruct damaged areas to create a smooth cuticle
• reinforce hair’s strength to prevent daily damage from styling tools
• revitalize and rejuvenate hair for soft, supple, shiny results

Maracuja Oil:
Maracuja Oil comes from the pressed kernels of passion fruit seeds and is rich in Vitamin A & C to treat dry scalp and encourage healthy hair growth and vitality. The light texture is easily absorbed and calms and controls brittle and damaged hair.

Quinoa:
Quinoa is an ancient grain found in the Andes Mountains of South America and are offered in the form of a new hydrolyzed protein that penetrates the hairs cortex, bringing moisture and deep repair into the hair.
BIOSILK HYDRATING THERAPY

BIOSILK HYDRATING THERAPY SHAMPOO
Hydrating Therapy Shampoo is a sulfate-free cleanser that rids hair of impurities while hydrating with the moisturizing agents of quinoa and the strengthening elements of silk for strong smooth hair.

2.26 oz/BSHS2
7 oz/BSHS07
12 oz/BSHS12
34 oz/BSHS34

BIOSILK HYDRATING THERAPY CONDITIONER
Calm, control and moisturize your locks with the combination of maracuja oil and moisture-retaining quinoa for smooth, shiny, moisture-rich locks.

2.26 oz/BSHC2
7 oz/BSHC07
12 oz/BSHC12
34 oz/BSHC34

BIOSILK HYDRATING THERAPY PURE MOISTURE
Pure Moisture Leave-in Spray protects hair from moisture loss and frizz while styling. Silk and maracuja oil add shine and protect against damaging UV rays and environmental stressors.

2.26 oz/BSHL2
7 oz/BSHL07

BIOSILK HYDRATING THERAPY DEEP MOISTURE MASQUE
Bathe your hair in the intense, deep penetrating moisture of quinoa, the strength of silk and the protection of maracuja oil. This extra-rich formula is sure to calm, hydrate and repair the hair.

9 oz/BSHMA9

BIOSILK HYDRATING THERAPY MARACUJA OIL
Maracuja Oil, rich in Vitamin A & C will treat your dry scalp and encourage healthy hair growth and vitality. The light texture is easily absorbed and calms and controls brittle and damaged hair. Can be used daily on wet or dry hair to enhance the overall health and appearance of your hair.

4 oz/BSHOM4

BIOSILK HYDRATING THERAPY RICH MOISTURE MOUSSE
Rich Moisture Mousse offers maracuja oil and silk to provide control and quinoa to lock in moisture. Enjoy more styling control, easier detangling and luscious shine.

12.7 oz/BSHM12
Beautiful salon color deserves specialized care and BioSilk Color Therapy delivers. This system offers total hair color protection with the power of silk, rooibos and an extract blend of gooseberry and bamboo. As with all BioSilk products, expect silk protein to strengthen hair from the inside out for a soft, smooth and shiny finish. All Color Therapy products contain VibraRiche® for maximum color retention and three-dimensional shine.

**KEY INGREDIENTS:**

1. **Silk Protein:** Silk contains 17 of the same 19 amino acids found in hair to revitalize and rejuvenate hair.

2. **Rooibos:** Protects against harmful mediators offering UV filters, antioxidants, proteins and ceramides.

3. **VibraRiche®:** A patented blend of ingredients that delivers shinier, longer lasting color while sharpening hair’s vibrancy.

4. **Bamboo and Gooseberry Extract Blend:** Bamboo boosts hair’s strength and flexibility, while Gooseberry offers vital nutrients. Blended together they enhance hair’s overall strength and shine.
BIOSILK COLOR THERAPY

BIOSILK COLOR THERAPY
SHAMPOO

This sulfate free shampoo cleanses with gentle surfactants and rids hair of impurities without stripping hair color. Infused with rooibos, bamboo extract and silk protein, this formula offers natural protection while cleansing. Great for all hair types and all hair colors.

2.26 oz/BSCTS2
7 oz/BS9606
12 oz/BS9609
34 oz/BS9635

BIOSILK COLOR THERAPY
CONDITIONER

Replenishes moisture while protecting color treated hair with bamboo and gooseberry extract for color protection, and VibraRiche® to enhance vibrancy and shine. UV absorbers shield hair from harmful radicals to prevent color loss. Antioxidants keep hair color vibrant and silk proteins keep hair strong and healthy. This conditioner leaves hair softer than ever with three-dimensional shine and unparalleled reflection.

2.26 oz/BSCTC2
7 oz/BS9613
12 oz/BS9605
34 oz/BS9636

BIOSILK COLOR THERAPY
COOL BLONDE SHAMPOO

Cool Blonde Shampoo provides color protection to highlighted and lightened hair helping to balance brassy tones, keeping blondes cooler than ever. This dynamic sulfate free formula also neutralizes and eliminates unwanted yellow tones from grey and white hair to maintain healthier, shinier and more vibrant blonde color.

7 oz/BS9608
12 oz/BS9611

BIOSILK COLOR THERAPY
LOCK & PROTECT

Protection from damaging UV rays and environmental stressors is essential for color-treated hair. Lock & Protect is enhanced with Maracuja (passion fruit seed oil) and silk to make hair stronger by helping seal the cuticle and prevent color loss. Antioxidants keep hair color vibrant and rich, using red tea extract to protect against color loss and fade. For daily protection, apply product to the ends of hair, even on the days when you are not shampooing.

2.26 oz/BSCTP2
5.64 oz/BS9610

BIOSILK COLOR THERAPY
INTENSIVE MASQUE

This Intensive Masque with gooseberry extract, VibraRiche® and rooibos, shields hair from color fading and environmental damage while adding strength and moisture. Bamboo extract will help seal hair’s cuticle to prevent color from fading while promoting richer, shinier and more vibrant tones.

4 oz/BS9614
BENEFITS OF TITANIUM

• Low density, high strength
• Highly resistant to corrosion
• Highest strength-to-density ratio of any metallic element (titanium is as strong as some steels, but less dense)
• Titanium flat irons heat quickly, more evenly and retain heat better, allowing for faster styling.
• Titanium is the optimal choice for hard-to-straighten hair and keeps hair straighter longer.
• Smooth glide makes hair straight and sleek in lesser time.

BioSilk Professional Tools feature the element titanium to provide outstanding shine and high heat in rapid time. Titanium’s low-density-high-strength ratio allows for lightweight tools with superior strength.

Titanium irons heat quickly and more evenly and retain heat better, allowing for faster styling, making hair straight and sleek in fewer passes.
BioSilk Hot Thermal Protectant Mist offers complete heat protection. Advanced formula utilizes silk and other protecting ingredients to help shield hair from thermal damage caused by the hottest flat and curling irons, while giving long-lasting styling results with ultimate shine.

2 oz/BSTHS2
8 oz/BSTHS7
BioSilk Titanium Professional Hair Dryer is designed with a powerful 1875W ceramic motor with an ion generator, to produce incredible shine while sealing the hair cuticle and locking out humidity. The powerful airflow dries hair faster to create smooth and sleek blow-outs in less time.

**Features:**
- 1875W of powerful airflow
- Titanium grill
- 2 speed settings
- 2 temperature settings
- Ion generator
- Cool shot button
BioSilk 1" Titanium Professional Curling Iron combines the power of ceramic and titanium elements for the smoothest styling glide. The titanium barrel heats quickly and evenly while retaining even heat distribution. Titanium is high in strength and low in density, allowing for a lightweight, scratch-resistant tool. Titanium produces incredible shine while sealing the hair cuticle and locking out humidity, creating silky, bouncy, long-lasting curls with incredible shine.

**Features:**
- ¾", 1", 1¼", and 1½" Titanium barrels
- Max temperature of 410°F/210°C
- Illuminated temperature display
- Preset temperature settings
- 1 hour auto shut-off
- Dual voltage.
BioSilk 1” Titanium Professional Hairstyling iron combines the power of ceramic and titanium elements for the smoothest, silkiest straightening results. The plates heat quickly and evenly while retaining even heat distribution. Titanium is high in strength and low in density allowing for a lightweight, scratch-resistant tool. Titanium produces incredible shine while sealing the hair cuticle and locking out humidity. Provides a superior glide in fewer passes, allowing for faster styling time.

**FEATURES:**
- 1” Titanium Plates
- Max temperature of 410°F/210°C
- LED Digital Temperature Display
- Preset Temperature Settings:
  - LOW 1 Bar: 130°C–180°C fine hair
  - MED 2 Bars: 180°C–190°C medium hair
  - HIGH 3 Bars: 190°C–210°C coarse hair
- 1 hour auto shut-off
Replenish dry or damaged hair with essential moisturizing botanical extracts and herbs. Silk 21® provides thermal protection, strengthens, repairs and revitalizes hair while leaving it silky smooth with incredible shine.

**KEY INGREDIENT: SILK**

Silk contains 17 amino acids that help protect and maintain the ideal hair condition for smooth, silky results. Silk is one of the strongest fibers in the world and impressively holds up to 3 times its own weight in moisture. This helps to improve elasticity and strength in each hair strand, preventing breakage and damage. Its thermal protecting properties help repair and prevent future damage from styling and environmental elements.

- Repairs hair from the inside out
- Adds volume and body to the hair
- Protects against UV rays, preventing color loss
- Adds incredible shine
SILK 21

**HYDRATING SHAMPOO**

Gently cleanse dry or damaged hair of impurities and build-up while replenishing essential hydration. Silk offers thermal protection helping to prevent future damage and split-ends. Helps to recondition dry, damaged hair by strengthening weak strands.

12 oz/SLK21HS12

**HYDRATING CONDITIONER**

Gently cleanse dry or damaged hair of impurities and build-up while replenishing essential hydration. Silk offers thermal protection helping to prevent future damage and split-ends. Helps to recondition dry, damaged hair by strengthening weak strands.

12 oz/SLK21HC12

**LEAVE-IN STYLING CREAM**

Lightweight, leave-in treatment hydrates dry hair while helping to revive dull, lifeless hair. Silk offers thermal protection helping to prevent future damage and split-ends. Hair is left soft, nourished and manageable with incredible shine.

12 oz/SLK21LI6

**REPAIR & SHINE SERUM**

Gently cleanse dry or damaged hair of impurities and build-up while replenishing essential hydration. Silk offers thermal protection helping to prevent future damage and split-ends. Helps to recondition dry, damaged hair by strengthening weak strands.

2 oz/SLK21SRSS2
0.5 oz/SLK21SRSS05
Esquire

GROOMING
HAIRCARE

Your hair looks and feels better when it’s full and balanced. This unique formula contains a blend of saw palmetto, pea sprout, chia seed, eucalyptus, and ashwagandha to make your hair look and feel fuller—while preserving its natural balance. It gently cleanses the hair and scalp eliminates build-up and impurities while increasing hair strength and density. Concentrate on the hairline and behind your ears—the places your scalp produces the most oil. And that smell you’re admiring is called oud.

KEY INGREDIENTS

**REDENSYL®**
Thickening agent designed to strengthen and increase hair’s density shine and elasticity.

**VITAMIN E & ANTIOXIDANTS**
Promotes luster, shine and moisture retention. Purifies and refreshes the hair and scalp.

**KERATIN**
Strengthens and thickens hair follicles while promoting healthy hair growth.

**PROVITAMIN B5**
Reduces the appearance of dry and brittle hair by providing moisture and improving elasticity

**BLEND OF EXTRACTS**
Blend of active ingredients including; Saw Palmetto, Pea Sprout, Chia Seed, Eucalyptus, Ashwagandha, which promotes healthy hair resulting in stronger thicker hair.

**OUD WOOD**
GAME-CHANGER FRAGRANCE

**HIGH-END, PRESTIGE**
Esquire is the first to launch a broadscale hair care line in the men’s category.

Esquire Grooming is tied together by oud oil fragrance, which is used primarily in prestige colognes.
The **SHAMPOO**

Your hair looks and feels better when it's full and balanced. This unique formula contains a blend of saw palmetto, pea sprout, chia seed, eucalyptus and ashwagandha to make your hair look and feel fuller—all while preserving its natural balance. It gently cleanses the hair and scalp eliminates build up and impurities while increasing hair’s strength and density. Concentrate on the hairline and behind your ears—the places your scalp produces the most oil. And that smell you’re admiring is called *oud*.

- Formulated with Oud fragrance
- Increases appearance of thicker, fuller hair
- Paraben, sulfate, and cruelty free

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<tr>
<td>25 oz</td>
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The **CONDITIONER**

Shampoo is for cleaning. Conditioner is for protecting. This formula contains a unique balance of Vitamins B and E to soothe and protect against dryness and irritation. It leaves your hair soft, manageable, and ready for styling. It also makes your hair shinier, if you care about such things.

- Formulated with Oud fragrance
- Pro-Vitamin B5 provides moisture and improves elasticity
- Paraben and cruelty free

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The **3-in-1 SHAMPOO, CONDITIONER & BODY WASH**

Although it’s unlikely to do a better job than separate body wash, shampoo, and conditioner, if you’re going to the gym or away for a weekend away, there’s nothing more convenient. It’s a shame you can’t brush your teeth with it, too.

- Formulated with Oud fragrance
- Body wash, shampoo, and conditioner all in one
- Cleanses and eliminates buildup
- Pro-Vitamin B5 provides moisture and improves elasticity
- Paraben, sulfate, and cruelty free

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Grooming, like so many things, is not a matter of following orders—it’s about finding what’s right—and men need options. Introducing a complete line of products to clean, nourish, strengthen, and style hair regardless if it’s short, long, wavy, or broomstick straight. Formulated with proven ingredients to stimulate hair growth and exfoliate the scalp—all without harsh chemicals and parabens—the Esquire Men’s Grooming Collection features expertly formulated products and useful tools for every hair type and style. Wash, style, repeat. Proceed with confidence.
### The GROOMING SPRAY  
**BUILDABLE HOLD**

Controls flyaways and increase your hair’s manageability with the added benefit of a buildable flexible hold. Perfect for finishing and locking in styles.

- Formulated with Oud fragrance
- Buildable hold
- Paraben and cruelty free

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### The THICKENING CREAM  
**LIGHT HOLD**

Fine hair? Thinning hair? This lightweight styling cream helps create the appearance of thicker, fuller hair—the closest thing to bottled confidence money can buy.

- Formulated with Oud fragrance
- Light hold
- Increases the appearance of thicker, fuller hair
- Paraben, sulfate, and cruelty free

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### The DEFINING PASTE  
**MEDIUM HOLD**

Between taping and stapling your hair into position, neither of which we suggest, lies the world of pastes. Specially formulated to add natural-looking separation and a little shine, texture and fullness. Dry and shape your hair first to avoid making it feel too crunchy.

- Formulated with Oud fragrance
- Provides texture and gives the appearance of fuller, thicker hair
- Paraben and cruelty free

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<td>8 oz</td>
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The TEXTURED GEL  

This non-flaking gel provides medium hold and high shine to help create textured styles with the appearance of thicker, fuller hair. It's formulated with ProVitaminB5 to help soothe and protect against dryness and irritation.

- Formulated with Oud fragrance
- No flaking
- Alcohol Free
- Paraben and cruelty free

3 oz/ESTMTG3  
8 oz/ESTMTG8

The FIRM GEL  

This non-flaking gel provides a long-lasting firm hold to create high definition styles and polished looks with maximum shine. Formulated with ProVitaminB5 to help soothe and protect against dryness and irritation.

- Formulated with Oud fragrance
- No flaking
- Alcohol Free
- Paraben and cruelty free

3 oz/ESTFG3  
8 oz/ESTFG8  
25 oz/ESTFG25

The BEARD OIL  

Beard oil has multiple functions: It hydrates your beard and moisturizes skin, thus softening whiskers as they grow, allowing longer beards to be groomed into place. Our unique formula contains a blend of Jojoba, Argan, Almond, and Moringa oils that moisturizes the skin, while helping to soften and tame beard hair. Plus ours has the masculine scent of Oud wood.

- Formulated with Oud fragrance
- Moisturizes and softens beard hair
- Vitamins A&E provide moisture and improve beard's manageability.

1.6 oz/ESTBO1
The POMADE

Redefine your style and create a sleek and polished look with this light-hold, medium-shine pomade. Added bonus—it’s water soluble—your commitment isn’t till death do you part.

- Formulated with Oud fragrance
- No residue
- Paraben and cruelty free

3 oz/ESTP3

The SHAPER

This strong-hold, low-shine flexible styling cream adds texture and increases the appearance of thicker, fuller hair. Create loose textured styles that last all day.

- Formulated with Oud fragrance
- No flaking
- Fiber-like cream provides texture and the appearance of fuller, thicker hair
- Paraben and cruelty free

3 oz/ESTS3

The CLAY

Create a gritty textured look with a strong, long-lasting hold and matte finish. Style it to have just the right amount of wrong.

- Formulated with Oud fragrance
- No flaking
- Matte finish for a gritty textured look
- Paraben and cruelty free

3 oz/ESTC3

The WAX

Control frizz and flyaways with this light-hold and low-shine wax. Perfect for creating low-maintenance, effortless looks with the ability to reshape styles.

- Formulated with Oud fragrance
- No residue
- Paraben and cruelty free

3 oz/ESTW3

The FORMING CREAM

An extremely pliable, medium-hold styling cream that can easily be worked through hair to create an array of styling options. Start with half as much as you think you need to avoid unexpectedly looking greasy or shellacked.

- Formulated with Oud fragrance
- No residue
- Paraben and cruelty free

3 oz/ESTFC3

The WAX

Light Hold

The SHAPER

Strong Hold

The CLAY

Strong Hold

The FORMING CREAM

Light Hold

The POMADE

Light Hold
the TOOLS

It has to do with loyalty, reliability, and respect. These exist between a man and the barber who cuts his hair—stylist, hair guy, guru. A man entrusts his barber to tend the grooming with a purposeful rhythm—efficient and deliberate—knowing what’s right, and carefully attending to the business at hand, often without comment. His knowledge and advice as steady and reliable as his craft and the tools he uses to get the job done.
Esquire Hand Brush Dryer

It’s the first of its kind, and we’re calling it a Brush Dryer—think of it as a brush with the added benefit of drying as it styles. It gives you more control, which is good if you actually care where your hair ends up. The Brush Dryer adds volume and allows you to begin shaping and styling your hair before you put product in it, meaning you can use less product—better for your hair, and nicer (ahem) when fingers are run through it.

The Key Features:
- 125V, 400W, 60Hz
- Infrared heater
- Heat resistant bristles with ballpoint pins
- DC Motor
- 2 settings for temperature & speed control
- Comfortable grip allows you to easily dry and comb hair
- Premium soft-touch finish
- 2 year warranty
Esquire 5-Piece Trimmer Set

One-size-fits-all isn’t our typical mantra, but here’s an exception—this five-piece trimmer set. You need power, precision, control and versatility, and this premium trimmer has them all. Instantly interchange any of the five grooming blades for a well-groomed look around the tightest curves and toughest crevices—tackle your beard, nose, ears, uni-brow neckline, underarms, back, and any other place hair can grow.

The Kit Includes:
- Outliner T-wide stainless steel blade for extreme precision and sharpness
- Wide stainless steel blade for cutting performance
- In-liner blade for lining and designing
- Nose hair trimmer & shaver
- Five comb attachments for various cutting lengths (2, 4, 6, 12, 16m)
- Power rechargeable base & charger
- Comb, cleaning brush & blade oil
The COMBS

**The CLASSIC STRAIGHT COMB – GFES1001**

The problem with cheap combs is that they’re cheap combs. Durable with a classic tortoise finish, the Classic Straight Comb is ideal for everyday use. It aids in smoothing and creating your preferred daily grooming style.

**The CLASSIC DUAL COMB – GFES1002**

Professionally designed, the Classic Dual Comb is an all-purpose comb for styling and detangling. Ideal for all hair types and lengths.

**The CLASSIC DUAL COMB TRAVEL – GFES1003**

*Travel Size* - The Classic Dual Comb is a compact and lightweight comb, making it a perfect travel item for all styling purposes.

**The BEARD COMB – GFES1009**

While a beard comb is perfect for distributing nourishing oils and conditioners, it’s equally helpful for styling the beard and mustache hairs. The Esquire Beard Comb, with a polished tortoise finish fits right into the palm and is ideal for everyday use.

**The Key Features:**

- Durable material resistant to hair chemicals
- Classic tortoise finish comb
- Shiny polished finish for control and styling
- Lightweight
Esquire Men’s Grooming Brush

GFES1004

Looking to tackle and tame your hair? Use the Men’s Grooming Brush for all hair types. It detangles and easily slides through hair providing scalp massage from start to end.

The Key Features:

- Nylon bristles for easy detangling & styling
- Classic design
<table>
<thead>
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<th>HAIR TYPE</th>
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<th>WAVEY</th>
<th>NORMAL</th>
<th>CHEMEDALY TREATED HAIR</th>
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**WETLINE REFERENCE GUIDE**
HAIRSTYLING IRON TECHNOLOGY BY TYPE

- SYNTHETIC: up to 450°F
- LAVA CERAMIC: up to 450°F
- TITANIUM CERAMIC: up to 450°F
- BLACK SEED OIL INFUSED CERAMIC: up to 410°F
- TOURMALINE CERAMIC: up to 425°F
- CERAMIC: up to 425°F

HAIR TYPE/TEMPERATURE RATING
- VERY THICK: up to 450°F
- THICK: up to 450°F
- NORMAL: up to 450°F
- THIN: up to 450°F
- CHEMICALLY TREATED HAIR: up to 425°F
- FIH: up to 425°F
- SIH: up to 425°F
- COARSE: up to 425°F
- VARY: up to 425°F
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