## CONTENTS

### ABOUT US
- LETTER FROM FAROUK: II
- COMPANY OVERVIEW: III
- EXECUTIVE TEAM: IV
- HISTORY OF INNOVATION: VI
- SPONSORSHIPS: VII
- GLOBAL BOARD ARTISTS: X
- CHI ACADEMY: XII
- CHI SCHOOLS: XIV

### CHI TOOLS
- ORIGINAL SERIES: 1
- CHI LAVA: 3
- CHI ELLIPSE: 7
- CHI ONYX EUROSHINE: 13
- CHI NANO HAIR DRYER: 17
- CHI ARC: 21
- CHI HANDSHOT: 23
- DURA CHI PROFESSIONAL ACCESSORIES: 25

### CHI HAIRCARE
- CHI INFRA: 43
- CHI MAGNIFIED VOLUME: 45
- CHI KERATIN: 47
- CHI ALOE + AGAVE: 49
- CHI POWER PLUS: 51
- CHI ORGANICS: 53
- CHI STYLING: 55
- BIOSILK COCONUT OIL: 57
- ROYAL TREATMENT: 61

### PROFESSIONAL SERVICES
- CHI INFRA HIGH LIFT: 63
- CHI BLONDEST BLONDE: 71
- SUNGLITZ: 73
- CHI IONIC SHINE SHADES: 75
- CHI IONIC COLOR: 77
- CHI CHROMASHINE: 79
- CHI IONIC COLOR ILLUMINATE: 81

### CHI TEXTURE
- CHI DEEP BRILLIANCE: 85
- CHI TRANSFORMATION: 89
- CHI ENVIRO: 91

### CHI PREPACKS
- KERATIN: 93
- ROSEHIP: 95
- DEEP BRILLIANCE: 97
- ROYAL TREATMENT: 99
- CHI IONIC: 101
- CHI SHINE SHADES: 105
- CHI SHINE SHADES: 107

### ESQUIRE GROOMING
- HAIRCARE: 109
- STYLING: 111
- TOOLS: 113
- PREPACKS: 117

### REFERENCE
- 129
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.
From Our Founder: Farouk Shami

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.”

Farouk Shami
Chairman & Founder

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 distributor 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.
Farouk R. Shami II, Director of Operations

Farouk R. Shami II, the next generation of the family business, began his involvement with Farouk Systems, Inc. as a child, when he would attend hair shows with his family to pass out samples of Silk Therapy and Silk Infusion. He officially joined the Farouk Systems team in 2009 and has spent time in each department since then. He began in the customer service department, understanding customer preferences, before moving on to be a part of the accounts payable team in the accounting department. Farouk then worked in the laboratory, where he formulated shampoos, conditioners, and silk. During this time, he was mentored by Dr. Farouk M. Shami and Rami Shami, his grandfather and father. Farouk eventually made his move to the operations department where he currently interfaces with the purchasing, accounting, marketing, and maintenance departments.

I have spent 30 years in the professional salon industry watching my father’s goals and accomplishments come to life. It will be an honor to continue this legacy that he has laid out while also having the opportunity to serve and improve this great industry.

Rami Shami, CEO

Farouk Systems CEO: Rami Shami

In 2016, 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.

Farouk Systems CEO: Rami Shami

I have spent 30 years in the professional salon industry watching my father’s goals and accomplishments come to life. It will be an honor to continue this legacy that he has laid out while also having the opportunity to serve and improve this great industry.
Lisa Marie joined Farouk Systems 30 years ago when the company first started. She was a salon owner and colorist in Austin, Texas, who wanted to share her knowledge with her fellow hairdressers. After passing the training course, Lisa began as a local educator in Texas, which progressed to her teaching on the national and international levels. Her deep passion and love for education led to her becoming a guest artist. It was here that the stage opened up a whole new world as well as the ability to be creative, bringing new concepts and techniques to audiences around the world. After witnessing not only her talents on stage but her ability to organize, create new trends, and mentor other artists, Farouk Systems promoted her to director of shows and education and then to vice president of shows, education and marketing. Today, Lisa holds the prominent title of president of innovation.

Stuart Feldshon, President of Sales

Stuart Feldshon, president of North American sales, came to Farouk Systems in 1998 as the Northeast regional manager. With over 35 years of experience in the beauty industry he never stops learning. “With the ever-changing technology and more sales tools available, you can always find creative ways to provide better service to your customers. The one constant has always been the talents and integrity of the hairdresser, which is never more evident than in our founder, Farouk Shami. It has been and is an honor to be associated with such a dynamic company within this great industry.”

Lisa Marie Garcia, President of Innovation
**A HISTORY OF INNOVATION**

**FAROUK**

**CHI | BIOSILK**

Farouk Systems, Inc. is founded by Farouk Shami.

**CHI**

Pioneered and innovated the first Ceramic Hairstyling Iron called CHI using Ceramic Technology inspired by NASA.

**30 YEARS OF**

- 1986: Invented the first silk oil treatment for hair and skin called BioSilk Silk Therapy.
- 1992: Invented the first thermal hair care line to use silk and ceramic using Cationic Hydration Interlink, composed of inorganic substances that produce negative ions and lock in moisture to keep hair healthy.
- 2001: Pioneered and innovated the first Ceramic Hairstyling Iron called CHI using Ceramic Technology inspired by NASA.
- 2004: Invented CHI Hair Color, the first ammonia-free hair color to use ceramic technology and ionic dyes.
- 2005: Innovated the first low-EMF Ionic CHI Hair Dryer using ceramic technology inspired by NASA.

**BioSilk SILK THERAPY ORIGINAL**

Invented and manufactured the first patented ammonia-free lightening system: Sunglitz.

**PATENTS**

<table>
<thead>
<tr>
<th>PATENT NUMBER</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2,573,991</td>
<td>COMPOSITION AND METHOD FOR SIMULTANEOUSLY LIGHTENING AND COLORING HAIR</td>
</tr>
<tr>
<td>2 7,708,020</td>
<td>COMPOSITION AND METHOD FOR SIMULTANEOUSLY LIGHTENING AND COLORING HAIR</td>
</tr>
<tr>
<td>3 D 585,752</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>4 5002,35</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>5 77464</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>6 124273</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>7 000865597-0001</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>8 1637</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>9 27385</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>10 D2008/82/5</td>
<td>COMBINED BOTTLE AND CAP BIOSILK BOTTLE</td>
</tr>
<tr>
<td>11 8,038,733</td>
<td>COMPOSITION AND SYSTEM FOR HAIR COLORING AND COLOR RETENTION</td>
</tr>
<tr>
<td>12 2,590,880</td>
<td>COMPOSITION AND SYSTEM FOR HAIR COLORING AND COLOR RETENTION</td>
</tr>
<tr>
<td>13 7,582,120</td>
<td>COMPOSITION AND SYSTEM FOR HAIR COLORING AND COLOR RETENTION</td>
</tr>
<tr>
<td>14 1637</td>
<td>HAIR DRYER STANDING</td>
</tr>
<tr>
<td>15 8,373,284</td>
<td>HAIR DRYER</td>
</tr>
<tr>
<td>16 D 690,054</td>
<td>HAIR DRYER WITH TOUCH SENSITIVE CONTROL SCREEN</td>
</tr>
<tr>
<td>17 D 695,958</td>
<td>HAIR DRYER WITH TOUCH SENSITIVE CONTROL SCREEN</td>
</tr>
<tr>
<td>18 D 695,959</td>
<td>HEATER HAIR ROLLER CAROUSEL</td>
</tr>
<tr>
<td>19 7,638,117</td>
<td>HAIR TRANSFORMATION METHOD</td>
</tr>
<tr>
<td>20 8,273,334</td>
<td>HAIR TRANSFORMATION METHOD</td>
</tr>
<tr>
<td>21 8,080,764</td>
<td>DIGITAL HAIR IRON</td>
</tr>
<tr>
<td>22 2,676,561</td>
<td>DIGITAL HAIR IRON</td>
</tr>
<tr>
<td>23 8,530,794</td>
<td>HAIR IRON</td>
</tr>
<tr>
<td>24 14/734,189</td>
<td>HAIR IRON AND HEAT TRANSFER MATERIAL FOR HAIR IRON</td>
</tr>
</tbody>
</table>

**INVENTOR:** DR. FAROUK SHAMI

**GLOBAL PATENTS GRANTED:** 24
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 launched ammonia-free and PPD-free liquid color called CHI Shine Shades, offering a safer solution for salon and clients.

**CHI TOUCH**

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.

**CHI LAVA®**

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

**CHI®**

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.

Farouk Systems launches ammonia-free and PPD-free liquid color called CHI Shine Shades, offering a safer solution for salon and clients.

**CHI®**

**CHI**

**CHI LAVA®**

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

**CHI®**

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.

Farouk Systems launches ammonia-free and PPD-free liquid color called CHI Shine Shades, offering a safer solution for salon and clients.

**CHI®**

**CHI LAVA®**

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

**CHI®**

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.

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.
Proud Sponsors Since 2007

CHI Team at the 2017 Miss Universe Pageant
Patrick Kalle Artistic Director

A Netherlands native and third-generation hairdresser, Patrick Kalle began his career at the young age of 11 years old. Since 1991, Patrick has dedicated his career to training and motivating educators and artists across the globe. Kalle joined the Farouk Systems team in 2004 and has brought innovation and fashion-forward creativity to the company over the past decade. In 2014, Kalle was announced as Global Artistic Director. A typical day for Kalle may involve directing a trend collection, traveling the globe to educate artists, or taking the stage at a major hair show. In The Netherlands, Kalle owns two salons under the name Dutch Hair and still works two days a week in the salon to serve his clients. Kalle’s mission of inspiring and motivating hairdressers around the world is ongoing and ever-evolving.

Anna Cantu Creative Color Artist

Farouk Systems Global Board Artist Anna Cantu defies the ordinary every time she styles hair. Cantu captivates audiences when she takes the stage and presents her high-energy and innovative styling masterpieces. The stage serves as her platform for educating and inspiring up-and-coming hairdressers. Cantu also represents Farouk Systems at several high-profile events, including the Miss Universe and Miss USA pageants as well as the Latin Grammys. Her talents extend beyond styling hair; Cantu has appeared as an on-air spokesperson numerous times on behalf of Farouk Systems. Some of her notable accolades include being named by Farouk Systems as the “2008 Top Educator of the Year” and “2010 Colorist of the Year.” When Cantu is not busy rocking the stage at hair shows or styling pageant queens, she runs The Color Studio, a CHI concept salon in League City, Texas.

Rocky Vitelli Editorial Stylist

With more than 25 years of experience, Toronto-based Rocky Vitelli serves as a trailblazer for innovation in the professional beauty industry. Inspired by fashion, he believes that hair has a direct influence on the success of an overall look. Vitelli is known for creating haute couture hair onstage that can be easily translated into edgy off-the-runway looks. As a Farouk Systems Global Board Artist and international educator, Vitelli produces progressive haircuts that are often used for trend collections and in editorial pieces. Some of his accolades include being awarded Canadian Hairstylist of the Year four times and styling for numerous high-profile events. Vitelli can be found styling at New York and Toronto Fashion Week as well as the Miss USA and Miss Universe pageants. More recently, Vitelli made a guest appearance on The Celebrity Apprentice as a CHI Artist. Back in Toronto, Vitelli spends his days bringing worldwide fashion to his clientele.

Tammy Mixon Celebrity Stylist

Celebrity stylist, make-up artist and educator Tammy Mixon is the master of makeovers. Mixon’s inventive styling and coloring skills combined with her unique talent of enhancing an individual’s features to create a fashion-forward look has served as the catalyst for her success. A Farouk Systems Global Artist and stylist at the Miss Universe, Miss USA, and Miss Teen Pageants for the past decade, Mixon is truly at the top of her game. Her ability to create versatile styles and transform fresh and fun day looks into nighttime glamour make her a highly requested professional. When Mixon is not busy styling at red carpet events, runway shows, or high-fashion photo shoots with Fadil Berisha, she refines her craft behind the chair in Norman, Oklahoma.

Richard Jordan Color Director

Farouk Systems color director and Coiffure Award recipient Richard Jordan is a Netherlands-born hairdresser with the ability to craft hair masterpieces. Each year, Jordan contributes to the creation and implementation of the Dutch trend collection for 22,500 Netherland-based salons. His gift of recognizing up-and-coming trends and transforming visions into artistic realities make him an industry innovator and trend collection genius. A regularly featured hair artist in high-fashion editorial pieces and at international shows, Jordan manages to elevate the art in every aspect of his professional journey. A firm believer in education, Richard holds workshops throughout Europe, sharing his knowledge and creative vision with fellow hairdressers.
Maurice den Exter Creative Design Director

Award-winning international artist Maurice den Exter is fuelled by opportunities that allow him to share his passion and creativity for hairstyling. His ability to transform everyday hair into cutting-edge styles and make bold color statements have given him a reputation as a trendsetter. His distinct style has earned him 61 award nominations over the past 12 years and has allowed him to share his technique abroad. His winnings include numerous Dutch Hairdressing Awards as well as the 2009 and 2011 L’Oréal Professional Colour Trophy Award. As the Farouk Systems creative design director, den Exter is a key player within the global board and brings his trend-setting reputation, traveling around the globe educating and empowering hair professionals. In his home country of the Netherlands, den Exter is the owner of five beautiful salons.

George Cooper Texture Specialist

As a Farouk Systems Global Board Artist and master onstage performer, George Cooper inspires others to believe in limitless potential. Known for captivating audiences with high-energy presentations, he has presented techniques on both national and international stages and educated numerous industry professionals. Cooper’s stylized cutting techniques combine innovation and culture through his unique ability to channel the King of Pop. Cooper joined the Farouk Systems team more than a decade ago and has since mastered all hair textures as well as color, texture services, and fantasy hair. His creativity and diverse skills provide him with the opportunity to conduct educational courses, style for red carpet events, and participate in editorial shoots. Day to day, Cooper continues to fine-tune his craft behind the chair in his home state of Georgia. His motto, “Stay focused, think positive and keep the faith,” is the cornerstone to his continued success.

Leonel Rodriguez Global Style

Visionary hair artist Leonel Rodriguez generates looks that define elegance and shatter boundaries. Famed for creating high-impact color statements and stunning up-styles, his creations are anything but ordinary and present a theme of undeniable style. As a Farouk Systems Global Board Artist, Rodriguez actively participates in the development and design of new collections and global trends including the Exposed and Allure collections. Rodriguez’s work has been captured by top beauty photographers including Sergio Castro, Fadil Berisha and Babak. As a result, his work has been displayed in prestigious industry publications including Estética, Modern Salon and Behind the Chair to name a few. Using hair as his canvas to create wearable art, Rodriguez puts his passion and creativity for hairdressing. His ability to transform everyday hair into cutting-edge styles and make bold color statements have given him a reputation as a trendsetter. His distinct style has earned him 61 award nominations over the past 12 years and has allowed him to share his technique abroad. His winnings include numerous Dutch Hairdressing Awards as well as the 2009 and 2011 L’Oréal Professional Colour Trophy Award. As the Farouk Systems creative design director, den Exter is a key player within the global board and brings his trend-setting reputation, traveling around the globe educating and empowering hair professionals. In his home country of the Netherlands, den Exter is the owner of five beautiful salons.

Robert Diaz Barber Ambassador US

Meet Rob, the newest member of the Esquire Grooming Team! He’s a barber, shop owner, and professional educator from Houston, Texas, who took a part-time hobby and created a full-time passion! As he shares his wisdom with new students as well as the industry’s elite barbers and stylists, his unique way of communicating the language of barbering will fuel you. His never-ending pursuit for advancement has helped Rob achieve his personal goal of becoming an outstanding and talented educator all over the U.S. Currently, Rob serves as a member of the Farouk Systems Creative Artistic Barber Team while also managing his own 10-member salon team in North Houston. Rob’s successful salon creates a need and desire to teach others how to increase salon profits while incorporating the latest trends in barbering, catapulting you to next level!

Joost Mulleman Barber Ambassador Europe

Joost started cutting hair when he was only 14. After school he was cutting his little brother’s hair as well as his classmates’ and his soccer team’s. When he turned 16 he went to a cosmetology school to become a hairdresser. Joost learned his trade the old fashion way during an internship at a Barber shop in Gouda. When Joost turned 18 he participated in The Hair Fashion Awards Competition, placing third for new talent, naturally with a men’s cut. Joost made a documentary for Coiffure Magazine to prove that a good stylist can travel the world with only comb and shears. His travels took him through Asia and Australia, where he shared his knowledge. When Joost returned to The Netherlands, he focused on advancing his skills as a stylist and barber, and was nominated for a Coiffure Award in the process. To become a ‘Master’ Barber he received his education all over the world—but the best training he ever received was from a 72-year-old barber who worked since he was 15.

Tommy & Marco

Tommy & Marco have hair in their blood. As third-generation hairdressers, they have been impressing the industry for over 40 years. This dynamic team has been together for over 32 years, creating innovative work that’s been featured in multiple magazines and online publications. Bringing free-form design and the traveling textured cut to the forefront, these international platform artists have wowed many during educational events and onstage performances. Bring them both or one at a time; they will take your students to a new level of performance.
CHI ACADEMY
OF CONTINUED ARTS & SCIENCES

Over 5,000 educators worldwide with over 30,000 salon and academy classes per year

TRAINING COURSES

COLOR SPECIALIST COURSE
This program is taught by highly trained color experts in the field and focuses only on color & lighteners.
• Hair structure, color wheel, pigments
• CHI Ionic Cream Color, CHI Ionic Shine Shades Liquid Color
• Blondest Blonde, Infra High Lift, SunGlitz, Chromashine, Color Illuminate
• Wetlines and tools
• Presentation skills

Phase 1: Three-day program
Phase 2: Two-day program

TEXTURE SPECIALIST COURSE
This program is taught by highly trained texture experts in the field and focuses only on texture services.
• CHI Deep Brilliance, CHI Transformation System, CHI Enviro Smoothing System, CHI Shine Waves
• Wetlines and tools
• Presentation skills

Phase 1: Three-day program
Phase 2: Two-day program

ESQUIRE GROOMING BARBER
This program is taught by highly trained men’s groomers and barbers in the field with a focus on Esquire cutting techniques, products, and tools.
• Five haircuts & styles
• Product line and tools
• Presentation skills
• Two-day program

COLOR MASTER CLASSES

MASTER THE ART OF COLOR
INTRO TO CHI COLOR LINES
Build a superior color foundation. Formulate with confidence and achieve 100% accurate results with ammonia-free color. Experience the advantages of using CHI Ionic Shine Shades Liquid Color formulated without PPD. This 5-in-1 color solution allows you to create permanent, demi-permanent, and semi-permanent color formulations. In addition, it offers the ability to deposit, lift, tone, correct, and refresh all color tones. This versatile liquid color line can be used as a stand-alone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color. These lines are intermixable to adjust and customize formulations. It is perfect for maximizing your color services in the salon!

MASTER THE ART OF COLOR & LIGHTENER
INTERMEDIATE EXPERIENCE
Combine the acquired skills of Chi Color lines with the dynamic combination of any Farouk-brand lightener. Learn color blending and hairpainting techniques for everyday clients. Eliminate the double process with the unique formulation of CHI Infra High Lift Cream Color. This unmatched combination of silk and ceramic complex lighteners and pigments will allow you to lift up to eight levels and deposit tone in a single step while keeping the hair in optimal condition. CHI Blondest Blonde utilizes natural herbs, silk proteins, botanicals and chamomile to condition the hair while still allowing up to 8 levels of lift. In addition, CHI Ionic Color Illuminate color-enhancing conditioners provide balanced color replenishment in between salon service by directly depositing color dyes or tones in one easy conditioning step. It contains silk amino complex that deeply penetrates the hair cuticle for ultimate color deposit and moisture delivery.

ADVANCED COLOR CLASSES

COLLECTION TRENDS
The CHI Ionic Shine Shades liquid color lets you produce even results from base to ends. Come learn the latest strategic foiling placement techniques with the combination of Farouk Systems color, product and tools that will help you produce fashion-forward hair. The artist’s creative mind is the basis of beautiful color painting techniques that result in a display of amazing color.

BALAYAGE AND OMBRE WITH CHI
Discover the technology behind Farouk’s most innovative ammonia-free lightening systems. Our CHI Blondest Blonde will impress you with the conditioning benefits of natural herbs, silk proteins, aquamarine, botanicals, and chamomile, while still achieving up to eight levels of lift. The CHI Infra High Lift Color will astound you with the unique combination of silk and ceramic complex lighteners and pigments that can lift up to eight levels and deposit in a single step.

COLOR CORRECTION WITH CHI COLOR SYSTEMS
Learn how to create color correction formulas with CHI Shine Shades, CHI Infra High Lift, and CHI Color Illuminate. Formulate with confidence and achieve 100% accurate results.
CHI ACADEMY

CHI ACADEMY HOUSTON

CAT Team Training with Patrick Kalle

Chi Academy - Houston, Texas

Farouk addresses the CAT team artists

Chi Academy - Houston, Texas

Anna Cantu teaches the next generation

Chi Academy - Houston, Texas

CHI ACADEMY AMSTERDAM

Cut & Color

Chi Academy - Amsterdam, Netherlands

Patrick Kalle

Chi Academy - Amsterdam, Netherlands

Students perfect their trade

Chi Academy - Amsterdam, Netherlands

CHI ACADEMY LEBANON

Chi Ionic Shine Shades Education

Chi Academy - Lebanon

CHI ACADEMY ISTANBUL

The art of hairdressing

Chi Academy - Istanbul

I Heart CHI

Chi Academy - Istanbul

Perfecting Technique

Chi Academy - Istanbul

CHI ACADEMY CAIRO

The art of hairdressing

Chi Academy - Cairo

Perfecting Technique

Chi Academy - Cairo
Let’s Grow Together with Education!

The CHI School Program has been providing over 500 beauty schools with advanced educational support, professional tool kits, instructor classes, and student VIP programs since 2010. Our passion for our schools & students continues to grow. Come be a part of Farouk Systems family and let us help keep your instructors and students inspired.
PROJECT: CHI BOOTCAMP

Dedicated, committed, and motivated students wanted! When you enlist, you will learn teambuilding and leadership skills, and refine your creative artistry within the hair industry. Come earn your stars and stripes by surviving Project CHI’s one- or 2-day classes.

Featuring:
• Cutting and styling
• Advanced color techniques
• Food and fun

EDUCATIONAL SYMPOSIUM

Attend our Educational Symposium for dedicated, committed, and motivated instructors wanting to explore their creative artistry in the beauty school industry.

Featuring:
• VIP Hair Show with global artist
• Farouk Systems facilities tour
• Intimate dinner with Farouk Shami
• Hands on workshops

STUDENT ARTIST PREP CLASS

Our student artist prep and tryout training is three days of hands on classes that help mold your students into platform artists. Our Creative Artist Team will share their platform experience with your students, giving them a firm knowledge in foundation of styling and will have them whipping out editorial looks and avant-garde artistry that will make you proud. Our team will pump up the volume with product knowledge and presentation skills so your students will walk into try-outs with newfound confidence. Two shining stars will be chosen to present on a Farouk Systems stage alongside top artist at a local hair show. These student artists will then be placed into a drawing for a chance to perform live at the next FSI conference. Your school will receive bragging rights and your superstars will be showcased for all to see with a customized student artist poster. Are you ready to make them shine?
CHI®

TOOLS

STRAIGHTEN • CURL • FLIP • STYLE

CHI TOOL 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.

NEGATIVE IONS
Diffuses water molecule in micro-fine particles; Improves moisture balance and shine; Reduces frizz and static electricity.
The dynamic CHI G2 offers a sleek design, upgraded technology and outstanding performance. The G2 features titanium-infused ceramic plates for added durability and an even smoother glide. Digital temperature reading displayed on a color-coded LCD screen allows for proper temperature setting for fine, medium, and coarse hair up to 425°F.

**Features:**
- Professional salon model
- Dual voltage: Travel the world and rest assured that your tool is safe
- Color coded temperature ranges and preset recommended temperatures
- Titanium infused ceramic plates
- Ceramic heater with advanced technology for 60 second heat up
- Heats up to 425°F/218°C
- 1 Hour auto shut-off
- 2-year warranty

**Temperature Settings:**
- **Blue**: 0°F - 370°F (Fine/Fragile Hair)
- **Green**: 375°F - 395°F (Medium/Wavy Hair)
- **Red**: 400°F - 425°F (Coarse/Resistant Hair)
CHI ROCKET DRYER

GF2100

Features:
- A powerful 1800-watt motor
- Lightweight yet powerful
- Cool shot button
- Promotes moisture and shine in the hair
- Infrared light indicator lets you know when dryer is producing infrared and ionic heat
- Reduces frizz and static electricity
- Low EMF (electromagnetic field)
- Uses negative ions to break down water clusters
- One-year warranty

TOTALBEAUTY.COM - READER'S CHOICE AWARD 2015
TOTALBEAUTY.COM - READER'S CHOICE AWARD 2017
Beauty at First Touch

CHITOUCH®2

Touch Screen Hair Dryer
Experience the second generation of touch-screen styling with the new design of the CHI Touch 2 Hair Dryer. Slimmer and superiorly lightweight, it features a compact 2.4 inch touch screen control and a unique speedometer easily customizable intelligent settings, including controlling the speed, temperature, and ionic output.

**Features:**
- **Touch screen control:** New touch screen design with easily adjustable speedometer dials for speed, temperature, and ion control.
- **New design:** Lighter and more compact with a concave handle for a more comfortable grip position.
- **3D ion generation system:** Emits over three times more ions to reduce frizz.
- **Hands-free:** Back of dryer can be used as a stand on a flat surface for hands-free drying.
- **CHI ceramic technology:** Provides moist heat and keeps a consistent temperature to aid in reducing thermal heat styling damage.
CHI LAVA SERIES

CHI LAVA

1” VOLCANIC LAVA CERAMIC HAIRSTYLING IRON

MINERAL STRENGTH, 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, lightweight design and extended plate length creating salon quality styles is easier than ever before.

FEATURES

- 1” Volcanic Lava Ceramic Plate
- Digital and Adjustable Temperature Display
- Maximum temperature of up to 450°F / 232°C
- Quick Heat Up
- 11 ft. Cord
- 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 powders offer extreme durability
- Minerals help strengthen the hair
- Ions infuse hair with hydration and shine
**CHI LAVA SERIES**

**CHI LAVA**

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 glideability on unruly and coarse hair textures. Minerals found in the volcanic lava help to strengthen the hair while creating impressively silky and shiny styles. Heat damage is reduced by the ability to use lower temperature settings than traditional heat styling. With increased durability, lightweight design, and extended plate length, creating salon quality styles is easier than ever before.

**FEATURES**

- 1” Volcanic ceramic plates
- Digital and adjustable temperature display
- Maximum temperature of up to 450°F/232°C
- Quick heat up
- 11 ft. cord
- Dual voltage

**CHI LAVA 1” HAIRSTYLING IRON**

GF8262
Create flawless curls and waves at the push of a button with the CHI Lava Pro Spin N Curl. Sourced from some of the most effective heat conducting materials found on earth; volcanic lava combined with the power of CHI ceramic creates bouncy, sleek results without the damaging effects of high-heat styling.

Hair is drawn into the heat isolating curl chamber and timed to create lively, shiny 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. Curling hair has never been so a-mazing!

FEATURES

- 1” Volcanic Lava Ceramic rotating barrel creates bouncy curls and waves
- Maximum temperature of up to 410°F/210°C
- Includes pre-set temperature settings with adjustable heat-up times and display
- Directional buttons with tangle protection
- Temperature display with auto lock
- 11 ft. (3.35m) swivel cord
- 1-hour auto shut-off
- Dual voltage
CHI LAVA SERIES

CHI LAVA

CHI LAVA PRO SPIN N CURL.

Create flawless curls and waves at the push of a button with the CHI Lava Pro Spin N Curl. Sourced from some of the most effective heat conducting materials found on earth; volcanic lava combined with the power of CHI ceramic creates bouncy, sleek results without the damaging effects of high-heat styling. Hair is drawn into the heat isolating curl chamber and timed to create lively, shiny 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. Curling hair has never been so a-mazing!

1" VOLCANIC LAVA CERAMIC ROTATING BARREL

**FEATURES**
- 1" Volcanic Lava Ceramic rotating barrel creates bouncy curls and waves
- Maximum temperature of up to 410°F/210°C
- Includes pre-set temperature settings with adjustable heat-up times and display
  - Pre-Set Temperatures:
    - Low 370°F / 188°C - Fine Hair
    - Medium 390°F / 199°C - Medium Hair
    - High 410°F / 210°C - Coarse Hair
- Adjustable Heat-Up Times (Timer Settings):
  - 15 seconds – Fine Hair
  - 17 seconds – Medium Hair
  - 19 seconds – Coarse Hair
- Curl chamber surrounded by protective heat barrier for safe usage
- Directional buttons with tangle protection
- Temperature display with auto lock
- 11 ft. (3.35m) swivel cord
- 1-hour auto shut-off
- Dual voltage

DIGITAL TEMPERATURE DISPLAY

DIRECTIONAL SPIN CONTROLS

ADJUSTABLE TEMPERATURE SETTINGS
CHI LAVA SERIES

CHI LAVA®

3/8” - 3/4” TAPERED VOLCANIC LAVA CERAMIC HAIRSTYLING WAND

DURABLE BARREL | SMOOTH GLIDE | IONIC SHINE

Specially designed 3/8” – 3/4” extended versatile wand creates flawless, shiny curls for medium to long hair lengths. Made with Volcanic Lava and Ceramic the extended wand provides gentle consistent heat during styling. The combination of volcanic lava and ceramic allows styling at lower temperatures than normal which produces less damage to the hair while offering smooth, shiny results. Using only this tool, multiple curl patterns such as coils, curls and waves are possible.

FEATURES

• 3/8” – 3/4” tapered Volcanic Lava Ceramic extended barrel
• Volcanic Lava Ceramic provides less damage to the hair offering smooth, shiny results
• Versatile tapered barrel shape creates dimension and texture
• Perfect for creating or enhancing small, medium or wave size curls
• Multiple curl patterns are possible with this one tool
• Smaller sections offer a tight curl; larger sections offer a wave
• Preset temperature settings with a maximum temperature of up to 410°F / 210°C
• 1 hour auto shut-off
• Dual voltage
• 11 ft. (3.35m) cord length

* PRESET TEMPERATURE SETTINGS
• Fine: 300°F / 149°C
• Medium: 340°F - 380°F / 171°C -193°C
• Coarse: 410°F / 210°C
CHI LAVA TAPERED HAIRSTYLING WAND

Specially designed 3/8”– 3/4” extended versatile wand creates flawless, shiny curls for medium to long hair lengths. Made with Volcanic Lava and Ceramic the extended wand provides gentle consistent heat during styling. The combination of volcanic lava and ceramic allows styling at lower temperatures than normal which produces less damage to the hair while offering smooth, shiny results. Using only this tool, multiple curl patterns such as coils, curls and waves are possible.

FEATURES
• 3/8”– 3/4” tapered Volcanic Lava Ceramic extended barrel
• Volcanic Lava Ceramic provides less damage to the hair offering smooth, shiny results
• Versatile tapered barrel shape creates dimension and texture
• Perfect for creating or enhancing small, medium or wave size curls
• Multiple curl patterns are possible with this one tool
• Smaller sections offer a tight curl; larger sections offer a wave
• Preset temperature settings with a maximum temperature of up to 410°F /210°C
• 1 hour auto shut-off
• Dual voltage
• 11 ft. (3.35m) cord length

PRESET TEMPERATURE SETTINGS
CHI ELLIPSE
Teflon & Titanium Tools
Teflon and titanium combine, creating the ultimate smooth non-stick styling surface to create healthier-looking styles full of body and bounce. The unique oval-shaped barrels of these tools create natural wave patterns for beautiful styles. Convenient LED display offers adjustable settings for various hair types. Touch-sensitive technology and ultra-slim handle design make styling more efficient.
Effortless, undone curls are easily created with an oval-shaped barrel that combines Teflon and titanium for the ultimate styling surface. Perfect for creating loose waves on medium to long hair.

**Features:**
- 1 ½” Teflon oval barrel
- Adjustable temperature settings heat up to 410°F/210°C
  - High: 396°F–410°F / 202°C–210°C
  - Medium: 371°F–395°F/188°C–202°C
  - Low: 180°F–370°F/82°C–188°C
- Ceramic heater for consistent temperature
- LED touch sensitive temperature display and control
- Temperature locking feature
- 1-hour auto shut off
Achieve dimensional curls and waves in each hair strand with a single barrel. The extended barrel size offers convenient styling for even the longest hair lengths. The tapered barrel front end can be used to create tighter curls only and the back end can be used to create looser curls. Using the complete barrel to wrap the hair creates various size curls.

**Features:**
- ¾”–1 ¼” Teflon oval barrel
- Extended length tapered barrel for dimensional curls
- Adjustable temperature settings heat up to 410°F / 210°C
  - High: 396°F–410°F/202°C–210°C
  - Medium: 371°F–395°F/188°C–202°C
  - Low: 180°F–370°F/82°C–188°C
- Ceramic heater for consistent temperature
- LED touch-sensitive temperature display and control
- Temperature locking feature
- 1-hour auto shut off
Create smooth, sleek styles with volume and body with an innovative 360° heating surface. The oval brush head creates sleek and smooth looks with each pass. Flexible bristles offer control and grip during styling, eliminating the need for a comb.

**Features:**
- Oval-shaped brush head with 360° heating area
- Titanium barrel for a smooth glide
- Flexible brush bristles for control
- Adjustable temperature settings heat up to 410°F/210 °C
  - High: 396°F–410°F/202°C–210°C
  - Medium: 371°F–395°F/188°C–202°C
  - Low: 180°F–370°F/82°C–188°C
- Ceramic heater for consistent temperature
- LED touch-sensitive temperature display and control
- Temperature locking feature
- 1-hour auto shut off
CHI® ONYX euroshine
Chi Onyx Euro Shine Hair Dryer offers a mid-sized, European-inspired design. Its compact nozzle eliminates unnecessary air travel, providing a stronger, more concentrated airflow for faster styling. It also features a dryer grill infused with Onyx-Ceramic, promoting negative ion distribution for intense shine enhancement. In addition, a flat dryer vent offers an even back end surface for rapid cool air application to quickly lock in styles.

Features:
- 1875W DC Motor
- Ceramic heater
- Onyx-Ceramic Oil coated dryer grill
- 2 point Ion Generator helps produce incredible shine
- Short dryer body for a more direct targeted heat
- Easily adjustable rocker switch for heat and speed settings

Chi Onyx Euro Shine Hair Dryer
GF1432

Chi Designer Series

Essence Magazine
Most Coveted Hot Tool 2016
CHI Onyx Euro Shine 1” Onyx Ceramic Hair Styler provides a high-tech yet functional styling experience. An advanced ion generator works in conjunction with the onyx-ceramic plates to produce two times more ions for noticeably smoother and shinier results. Four-inch extended iron plates feature beveled, rounded tips, offering seamless rotation for maximum styling versatility and ease of use. The additional plate length also quickly and easily styles long hair types. In addition, an LED neon light bar clearly displays temperature settings for easily recognizable and customizable temperature selection per hair type, texture, and desired style.

**FEATURES:**
- Onyx-Ceramic plates
- Round extended 4” inch plate length
- Ion generator helps produce incredible shine creation with every pass
- LED visual temperature level display
- Max temperature of 450°F/232°C
CHI Onyx Euroshine 1” Onyx-Ceramic Crimping Iron provides volume and texture to create unique styles. The 1” Onyx-Ceramic micro-ridged crimping plates produce noticeably shinier results. In addition, the preset temperature settings offer easily recognizable and customizable temperature selection per hair type.

**Features:**
- 1” Onyx-Ceramic plates for impeccable shine creation
- Micro-ridges produce instant volume and texture
- Preset temperature settings for various hair types
- 30-second heat up
- Max temperature of up to 425°F
Rapid Clean Technology®
Nano Silver and Blue LED lights help to kill bacteria providing cleaner air.

Ionic Technology
Negative ions breakdown water particles into small molecules making it easier for the hair to absorb moisture deep into the hair shaft. This action produces smooth and shiny, healthy hair.
The CHI Nano hair dryer features a lightweight ergonomic design with a powerful 1875W Ceramic motor for faster styling. Its ceramic ionic technology generates negative ions that dry hair without damage, while sealing in moisture and shine. Offering a dual air-intake system with two vents that help to reduce drying time while producing a stronger air flow. The Rapid Clean Technology®, Nano Silver and Blue LED lights help to kill bacteria providing cleaner air.

**Features**
- 1875W DC motor
- Dual vent air-intake system
- Rapid Clean Technology®
- Weighs less than a pound
- Sleek ergonomic design with silicone grip stand
- Nozzle and comb attachments included
- 3 temperature and 2 speed setting
Who doesn’t want fabulous curls at the push of a button? The CHI ARC features an automatic rotating barrel that promotes a more comfortable styling position while creating long-lasting curls.
Who doesn’t want fabulous curls at the push of a button? CHI ARC features a CHI ceramic 1” automatic rotating barrel that promotes a more comfortable styling position while creating beautiful long-lasting curls.

FEATURES:
- 1” CHI ceramic barrel
- MCH heater for quick 30-second heat up
- Digital temperature display with LCD screen
- Convenient reset button to bring clamp back to center position
- Digital temperature adjustment prevents unnecessary heat damage to the hair
- Rotating barrel eliminates wrist discomfort and significantly decreases styling time
- Automatic rotating barrel gives the hair perfect tension and turn when curling, making styling faster and easier than ever
Elevate the range of motion during styling with the CHI Hand Shot hair dryer featuring a handle-free dryer body design. Convenient surface styling capability provides added versatility and ease of use. With an improved dryer motor and fan blade that is powerful and efficient, airflow is increased allowing for faster styling without compromising the size or weight of the dryer. Ceramic heater maintains consistent heat helping to create smooth sleek styles full of body and bounce. The Rapid Clean Technology®: Blue LED light’s antimicrobial properties offer cleaner air during styling by decreasing bacterial buildup inside the hair dryer.

FEATURES
- 1500W
- Ceramic heater
- Rapid Clean Technology®
- 2 Temperature settings & cool shot
- Hands-free drying stand
- Comb and nozzle attachments included

Rapid Clean Technology®
Blue LED light’s antimicrobial properties offer cleaner air during styling by decreasing bacterial buildup inside the hair dryer.
Elevate the range of motion during styling with the CHI Hand Shot hair dryer, featuring a handle-free dryer body design. Convenient surface styling capability provides added versatility and ease of use. With an improved dryer motor and fan blade that is powerful and efficient, airflow is increased, allowing for faster styling without compromising the size or weight of the dryer. Ceramic heater maintains consistent heat, helping to create smooth, sleek styles full of body and bounce. The Rapid Clean Technology® blue LED light’s antimicrobial properties offer cleaner air during styling by decreasing bacterial buildup inside the hair dryer.

**Features**
- 1500W
- Ceramic heater
- Rapid Clean Technology®
- 2 Temperature settings & cool shot
- Hands-free drying stand
- Comb and nozzle attachments included
The DURA CHI 1” Ceramic and titanium infused hairstyling Iron’s sleek, ultramodern design features a convenient slim-handle grip and extended plate length, expertly designed for stylists’ comfort and efficiency.

The State-of-the-art touch-sensitive temperature control system, including preset mode settings by hair type, offers the modern hairstylist innovation and convenience. Floating plates sit on top of three layers of silicone for added shock absorption and are housed in a durable iron shell with anodized metal coating.

This impeccably designed hairstyling iron will prove both durable and dependable against even the most grueling of stylists’ demands.

Ultra-Modern Design
• New ergonomic body style with slim handle
• Extended 4” plate length for easier styling
• Titanium-infused ceramic plates
• Touch sensitive temperature and mode controls
• Locking mechanism and power button on inside of handle
• Anodized metal coating over iron shell to reinforce plates
• Layered silicone underneath plates to create true floating plates
• Two-year warranty
• Floating plates for style versatility
DURA CHI HAIRSTYLING IRONS

DURA CHI redefines durability and top performance with precision engineering exclusive to professional stylists. The state-of-the-art touch sensitive temperature control system, including preset temperature settings by hair type, offers innovation and convenience. This impeccably designed hairstyling iron will prove both durable and dependable against even the most grueling of stylists’ demands.

Features:
- Touch-sensitive temperature control: Innovative and easy to use touch sensitive technology
- 30-second heat up: Rapid PTC ceramic heater
- Unsurpassed durability and strength
- Extended plate length: 4” length plates
- Layered silicone under plates: Provides shock absorption for added durability and creates the ultimate floating plate for style versatility
DURA CHI Dryer is powered with Rapid Clean Technology™ that provides antimicrobial properties to decrease bacteria and buildup to improve airflow quality.

WHAT’S IN YOUR DRYER?

— Dust Mites
— Dandruff
— Bacteria
— Cold & Flu Virus
DURA CHI HAIR DRYER

Dura CHI is the new definition of durability and top performance for professional stylists. Powered with Rapid Clean Technology, the dryer features 6 LED lights that provide antimicrobial properties to ensure clean airflow and decrease bacteria and buildup. Dura CHI—delivers pure styles.

FEATURES:
• Automatic ion feature for added smoothness and shine
• 1875W AC motor
• 6 LED lights to cleanse dryer of bacteria and buildup
• Ceramic heater for quick and even heat distribution
• 2 year warranty
• Titanium and Ceramic Infused Barrel:
  For added durability and shine
• Professional Salon Model:
  Creates waves, curls and sets with ease
• 30 second heat up: Maximum temperature of 410°F / 210°C
• Adjustable Temperature Settings:
  -280°F - 360°F Fine
  -360°F - 395°F Medium
  -395°F - 410°F Coarse

• Rotating Marcel Barrel:
  Handle locks, unlocks and rotates for versatile styling options
• Slim Design:
  Soft touch non-slip grip with stopper offers complete control while styling
• 2 Year Warranty
• Dual Voltage

2-year warranty available in 1⅛", 1" & ¾"
DURA CHI MARCEL CURLING IRONS

- Titanium and Ceramic Infused Barrel: For added durability and shine
- Professional Salon Model: Creates waves, curls and sets with ease
- 30 second heat up: Maximum temperature of 410°F /210°C
- 2 year warranty
- Dual Voltage
- Adjustable Temperature Settings:
  - 280°F–360°F  Fine
  - 360°F–395°F  Medium
  - 395°F–410°F  Coarse
- Handle locks, unlocks, and rotates for versatile styling options
- Soft-touch, non-slip grip with stopper offers complete control while styling

A) 1¼” - GF8067
B) 1” - GF8068
C) ¾” - GF8069
CHI Turbo Brushes utilize the latest technology. The ergonomic design of the CHI turbo brushes make them an optimum styling tool for professionals as well as consumers. The outstanding performance of CHI turbo brushes, with suitable options for all hair types in either nylon or boar bristles provides 50% faster drying time, more enjoyable tangle-free styling and healthier hair with incredible shine.

**CHI Turbo Stylist Pack 1 GF2146**

- **Detangling Brush**
  - Ideal for drying and brushing long hair
  - 13 rows of bristles in brick pattern for optimum grip

- **Backcomb Brush**
  - Ideal for backcombing and styling
  - Large tail/pin for detailing and lifting the hair

- **9-Row Styling Brush**
  - Ideal for blow-drying any type of hair—straight, smooth and shiny
  - Nine parallel rows to direct the hair for optimum straightness and smoothness

- **Vent Brush**
  - Ideal for blow drying short to mid length hair
  - Longer bristles give maximum lift from the root area

**CHI Turbo Stylist Pack 2 GF2214**

- **2-Sided Vent Brush**
  - Zig-zag pattern ventilation for maximum airflow and faster drying time
  - Best on mid-length to short hair

- **Styling Brush**
  - Directs the hair for optimum straightness and smoothness
  - Nine parallel rows

- **Small Paddle Brush**
  - Ideal for detangling and styling medium-length hair
  - Nine rows of bristles on flexible paddle

- **Large Paddle Brush**
  - Ideal for smoothing and styling long hair
  - 13 rows of bristles in a brick pattern on flexible paddle provides optimum grip for the hair

**CHI Turbo Ceramic Round Nylon Brushes**

- CHI ceramic barrel with nylon brushes
- Ergonomic design with non-slip handle for better control
- CHI ceramic maintains constant, even heat
- Provides tangle-free styling for all hair types
- Creates volume, polished waves, and sleek styles
- Provides up to 40% faster drying time
- Utilizes far infrared/negative ions
- Long-lasting special heat resistance
- Eliminates frizz and static electricity

**Sizes (sold separately):**
- Small 1”-GF1520
- Medium 1 1/4”-GF1521
- Large 1 1/2”-GF1522
- Jumbo 2”-GF1523

**CHI Ceramic Round Brush Stylist Pack 2 GF2041**

- INCLUDES:
  - Extra Small 3/4”-GF1506
  - Mini 1/2”-GF1507
  - Micro 1/3”-GF1508
  - CHI Red Brush Bag

**CHI Turbo Ceramic Round Boar Brushes**

- 100% natural boar bristles
- Ergonomic design with non-slip handle for better control
- CHI ceramic maintains constant, even heat
- Infrared/negative ions for shinier hair, reducing frizz and static
- Leaves hair smooth with natural shine
- Creates soft waves, flips, and adds volume
- Provides up to 50% faster drying time
- Long-lasting special heat resistance
- Eliminates frizz and static electricity

**Sizes**
- Ideal for Coarse, Curly, or Wavy Hair (sold separately)
  - Small 3/4”-GF1616
  - Medium 1”-GF1617
  - Large 1 1/2”-GF1618
### CHI® TURBO IONIC COMBS

<table>
<thead>
<tr>
<th>Comb Type</th>
<th>SKU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Taper Comb–Ionic 01</td>
<td>GF5015</td>
</tr>
<tr>
<td>All Purpose Comb–Ionic 02</td>
<td>GF5016</td>
</tr>
<tr>
<td>Large Taper Comb–Ionic 03</td>
<td>GF5017</td>
</tr>
<tr>
<td>Cutting Comb–Ionic 04</td>
<td>GF5018</td>
</tr>
<tr>
<td>Cutting Comb–Ionic 05</td>
<td>GF5019</td>
</tr>
<tr>
<td>Cutting Comb– Ionic 06</td>
<td>GF5020</td>
</tr>
<tr>
<td>Dual Taper Comb–Ionic 07</td>
<td>GF5021</td>
</tr>
<tr>
<td>Fine Tooth Cutting Comb–Ionic 08</td>
<td>GF5022</td>
</tr>
<tr>
<td>Short Wide Tooth Comb–Ionic 09</td>
<td>GF5023</td>
</tr>
<tr>
<td>Metal Styler Comb–Ionic 10</td>
<td>GF5024</td>
</tr>
<tr>
<td>Styler Comb–Ionic 11</td>
<td>GF5025</td>
</tr>
<tr>
<td>Backcomber Comb– Ionic 12</td>
<td>GF5026</td>
</tr>
<tr>
<td>Metal Tail Comb–Ionic 13</td>
<td>GF5027</td>
</tr>
<tr>
<td>Tail Comb–Ionic 14</td>
<td>GF5028</td>
</tr>
</tbody>
</table>

**FEATURES:**
- Static free
- Heat and chemical resistant
- Ionic properties to help hair maintain moisture
- Smooths hair cuticles
- Inch measurements on the comb spine

Full Set SKU: PM7900
CHI® TURBO IONIC CARBON COMBS

FEATURES:
- Static-free
- Heat and chemical resistant
- Ionic properties help hair maintain moisture
- Smooths hair cuticles
- Inch measurements on the comb spine

<table>
<thead>
<tr>
<th>Comb Type</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Purpose Comb-CB100</td>
<td>GF5029</td>
</tr>
<tr>
<td>Dual Purpose Tapered Comb-CB200</td>
<td>GF5030</td>
</tr>
<tr>
<td>Dual Taper Comb-CB300</td>
<td>GF5031</td>
</tr>
<tr>
<td>Tapered Comb-CB400</td>
<td>GF5032</td>
</tr>
<tr>
<td>Wide Tooth Cutting Comb-CB500</td>
<td>GF5033</td>
</tr>
<tr>
<td>Large Cutting Comb-CB600</td>
<td>GF5034</td>
</tr>
<tr>
<td>Large Detailing Tail Comb-CB700</td>
<td>GF5035</td>
</tr>
<tr>
<td>Tail Comb-CB800</td>
<td>GF5036</td>
</tr>
<tr>
<td>Metal Tail Comb-CB900</td>
<td>GF5037</td>
</tr>
</tbody>
</table>
### CHI® TURBO IONIC SILICONE COMBS

**FEATURES:**
- Static-free
- Heat and chemical resistant
- Ionic properties help hair maintain moisture
- Smooths hair cuticles
- Inch measurements on the comb spine

<table>
<thead>
<tr>
<th>Comb Type</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metal Tail Comb–SL70</td>
<td>GF5013</td>
</tr>
<tr>
<td>Sectioning Comb–SL60</td>
<td>GF5012</td>
</tr>
<tr>
<td>Short Taper Comb–SL50</td>
<td>GF5011</td>
</tr>
<tr>
<td>Cutting Comb–SL40</td>
<td>GF5010</td>
</tr>
<tr>
<td>Cutting Comb–SL30</td>
<td>GF5009</td>
</tr>
<tr>
<td>Cutting Comb–SL20</td>
<td>GF5008</td>
</tr>
<tr>
<td>All Purpose Comb–SL10</td>
<td>GF5007</td>
</tr>
</tbody>
</table>
### CHI STUDENT SHEARS KIT

Kit includes:
- 2 Cutting Shears
- 2 Texturizing Shears
- 1 Texturizing Razor

Right Handed Kit: GF4007R
Left Handed Kit: GF4007L

---

### CHI MIRROR

- CHI4231

---

### CHI MEGA CLIPS

- Black, pack of 6 - GF5039
- White, pack of 6 - GF5038

---

### CHI CURL CLIPS

- Single Prong - CHI4236
- Double Prong - CHI4225

---

### MAGNETIC STYLING ROLLERS

- Pack of 144 - CHI4224
  (sizes vary)

---

### CHI THERMAL INSULATED TOOL BELT

- GF5044

---

### CHI DOUBLE COMBO TOOL PACK

- GF5045

---

### CHI ALL PURPOSE TOOL BELT

- GF1100

---

### REUSABLE LATEX GLOVES

- CHI4217

---

### CHI WATER MISTER

- 90-7222

---

### APPLICATION TINT BOTTLE

- AB1002

---

### CHI TRAINING MANNEQUINS

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) CHI VIVIAN MANNEQUIN</td>
<td>B) CHI MEGAN MANNEQUIN</td>
<td>C) CHI MATT MANNEQUIN</td>
<td>D) CHI BRIANA MANNEQUIN</td>
<td>E) CHI BRYAN MANNEQUIN</td>
<td>F) CHI VANESSA MANNEQUIN</td>
</tr>
<tr>
<td>90-6027S</td>
<td>90-6011</td>
<td>90-6026</td>
<td>90-6025</td>
<td>90-6012</td>
<td>90-6006</td>
</tr>
</tbody>
</table>
CHI ACCESSORIES

CHI CAPE
CA2004

CHI APRON
CA2009

COLOR TUBE KEY
CTK002

CHI MIXING BOWLS
Single - CHI4201
Double - CHI4208

CHI COLOR WHISK
CHI4235

CHI APPLICATION BRUSHES
Small - CHI4209
Large - CHI4202

CHI BALAYAGE BOARD
Board - PA1002
Brush - GF6214

CHI CAPE
CA2004

CHI APRON
CA2009

COLOR TUBE KEY
CTK002

CHI MIXING BOWLS
Single - CHI4201
Double - CHI4208

CHI COLOR WHISK
CHI4235

CHI APPLICATION BRUSHES
Small - CHI4209
Large - CHI4202

CHI BALAYAGE BOARD
Board - PA1002
Brush - GF6214

SUNGLITZ
WEAVING HOOKS
Pack Of 3 – BSK1013
Yellow (.60) – NE1001
Blue (.75) – NE1002
Purple (1.00) – NE1004

FOIL PACK & PLATFORM
Platform only – PA1001
Foil pack only – KT0027

SUNGLITZ
WEAVING CAPS
Pack of 20 – BA1001-A

SUNGLITZ
HIGHLIGHTING BRUSHES
Pack of 6 assorted brushes – BS1004

SUNGLITZ
FAN BRUSHES
Pack of 7 brushes – BS1005

SUNGLITZ
ARTIST PALLETTE
FP2012
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**

**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>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
<th>Gallon Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 oz</td>
<td>CHI0002</td>
<td></td>
</tr>
<tr>
<td>6 oz</td>
<td>CHI0006</td>
<td></td>
</tr>
<tr>
<td>12 oz</td>
<td>CHI0012</td>
<td></td>
</tr>
<tr>
<td>32 oz</td>
<td>CHI0032</td>
<td></td>
</tr>
<tr>
<td>Gallon</td>
<td>CHI0035</td>
<td></td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
<th>Gallon Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 oz</td>
<td>CHI0101</td>
<td></td>
</tr>
<tr>
<td>2 oz</td>
<td>CHI0102</td>
<td></td>
</tr>
<tr>
<td>6 oz</td>
<td>CHI0106</td>
<td></td>
</tr>
<tr>
<td>12 oz</td>
<td>CHI0112</td>
<td></td>
</tr>
<tr>
<td>32 oz</td>
<td>CHI0134</td>
<td></td>
</tr>
<tr>
<td>Gallon</td>
<td>CHI0135</td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 oz</td>
<td>CHI0212</td>
</tr>
<tr>
<td>32 oz</td>
<td>CHI0234</td>
</tr>
</tbody>
</table>

**CHI INFRA TREATMENT**

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
<th>Gallon Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 oz</td>
<td>CHI6612</td>
<td></td>
</tr>
<tr>
<td>32 oz</td>
<td>CHI6632</td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 oz</td>
<td>CHI0301</td>
</tr>
<tr>
<td>2 oz</td>
<td>CHI0302</td>
</tr>
<tr>
<td>6 oz</td>
<td>CHI0306</td>
</tr>
<tr>
<td>12 oz</td>
<td>CHI0312</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 oz</td>
<td>CHI6114</td>
</tr>
<tr>
<td>6 oz</td>
<td>CHI0136</td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Size</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 oz</td>
<td>CHI0601</td>
</tr>
<tr>
<td>12 oz</td>
<td>CHI0612</td>
</tr>
<tr>
<td>32 oz</td>
<td>CHI0632</td>
</tr>
</tbody>
</table>
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 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
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

**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 cuticle to help protect against future damage.

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

2 oz/CHI021
12 oz/CHI0214
32 oz/CHI0233

**CHI KERATIN SILK INFUSION**
CHIKeratin SilkInfusion 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 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 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/CHIKC5

**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
Define, enhance and revive curls and texture with CHI Aloe Vera. Infused with Agave Nectar and a Super Hydration blend, Aloe Vera replenishes and locks-in moisture to guard against humidity and provide easier maintenance of curly hair.

Inviting your natural curl pattern to show off its shape, benefits are maximized to intensify moisture and retention and increase elasticity and definition. Used as a daily haircare staple, delicate curls go from drab to fab with improved shine and strength.

No matter if hair is fine, thick, lifeless, unruly, dry, or brittle, CHI Aloe Vera helps to create and maintain bouncy, healthy-looking curls that feel soft like silk!

**Features and Benefits**
- Features Aloe Vera and Agave Nectar to reduce the loss of moisture to depleted hair strands
- Infused with a Super Hydration Blend for additional moisture and silk for added softness
- Increases elasticity and enhances natural curl pattern for shiny, bouncy and healthy-looking hair

**KEY INGREDIENTS**

**ALOE VERA**
Containing a vast amount of essential nutrients and vitamins, offers excellent conditioning properties and protection to delicate tresses while soothing dry skin and scalp.

**AGAVE NECTAR**
Helping to prevent future damage and brittleness, fortifies and strengthens weak hair strands resulting in tamed hair with lustrous, shiny tresses.

**SILK**
Containing 17 amino acids, silk proteins penetrate and strengthen hair while improving the structure of weakened hair strands. Silk’s overall conditioning properties contribute to notable luster and shine.

**SUPER HYDRATION BLEND**
Unique blend of ingredients and specially selected amino acids and vitamins that provide exceptional moisture and performance benefits.
**CHI ALOE VERA**

**CHI ALOE VERA CURL ENHANCING SHAMPOO**
Gentle lathering shampoo delicately cleanses hair of impurities without stripping hair of natural oils. Featuring Aloe Vera, Agave Nectar and a Super Hydration blend, soothes and nourishes to increase elasticity, moisture and enhance curl definition. Hair is left the way you like it, clean, soft and manageable.

- Cleanses hair of impurities without stripping hair of natural oils
- Leaves curls defined, clean, soft and manageable

1 oz/CHIAVES1
12 oz/CHIAVES11
25 oz/CHIAVES25

**CHI ALOE VERA DETANGALING CONDITIONER**
Define curls with a rich moisturizing formula that locks in moisture for fragile, thirst-craved curls. Infused with silk for added softness, easily detangles and strengthens to reduce damage and leaves hair shiny, touchable and manageable.

- Quenches and strengthens fragile, thirst-craved curls
- Leaves curls defined, tangle-free, touchable and manageable

1 oz/CHIAVDC1
12 oz/ CHIAVDC11
25 oz/CHIAVDC25

**CHI ALOE VERA CURL REACTIVATING SPRAY**
Revive curls and bounce them back to life with a light mist styling aid that is perfect for refreshing styles and adding shine and moisture. Mist is easily absorbed into the hair leaving no residue.

- Revives curls and refreshes style
- Leaves curls refreshed with shine and moisture

6 oz/CHIAVRSS6

**CHI ALOE VERA LEAVE-IN CONDITIONER**
Climate control formula resists humidity and conditions to tame dryness and frizz. Provides increased elasticity for protection against breakage and seals in long-lasting moisture, smoothness and shine. Primes hair for effortless styling and eliminates unruly tendrils.

- Primes hair with long-lasting conditioning and moisture for effortless styling
- Leave curls defined, shiny, smooth and crunch-free

6 oz/CHIAVLC6

**CHI ALOE VERA CONTROL GEL**
Control curls and texture with this soft-hold gel that defines and smooths to eliminate frizz. Instantly absorbs and lightly moisturizes, resulting in shiny and touchable, crunch-free curls.

- Controls curls and texture with soft-hold and eliminates frizz
- Leaves curls defined, shiny, smooth and crunch-free

5 oz/ CHIAVCG5

**CHI ALOE VERA MOISTURIZING CURL CREAM**
Lightweight cream moisturizes and enhances natural curl shape for bouncy, defined curls. Polishes and smooths, taming frizz for shiny and touchable, crunch-free curls.

- Polishes and smooths, taming frizz
- Leaves curls defined, bouncy, and crunch-free

5 oz/CHIANMC5

**CHI ALOE VERA ALOE VERA OIL**
Fueled with Aloe Vera and silk, the oil fortifies weak strands and reduces breakage and dryness. Seals in superior moisture and smoothness to control frizz. Provides high-gloss finish for beautiful, all-day styles.

- Fortifies weak strands and reduces breakage and dryness
- Leaves curls defined, moisturized, smooth and frizz-free

0.5 oz/CHIAVO05
3 oz/CHIAVO3
Renewing haircare maintenance system that is specifically formulated to care for the foundation of healthy hair and scalp. Exfoliates, nourishes and revitalizes the scalp keeping it in optimum condition to promote fuller, denser-looking hair.

The CHI Power Plus Hair Renewing System contains ingredients consisting of Nettle, Red Clover and a rich blend of botanicals which nourish, relieving tightness and dryness while helping to balance and maintain the scalp.

The 3 step system offers complete scalp care by exfoliating, nourishing and revitalizing the hair and scalp.
**CHI POWER PLUS EXFOLIATE SHAMPOO**

Specifically formulated with natural ingredients to exfoliate, detoxify, and cleanse the hair and scalp by removing buildup of sebum and impurities, thus preparing the hair for treatment. Protects chemically-treated hair against color fading and dryness.

12 oz/CHIPPS12  
32 oz/CHIPPS32

**CHI POWER PLUS NOURISH CONDITIONER**

Advanced formula is designed with rich botanicals, herbs and humectants to relieve scalp tightness and dryness. Unique blend of ingredients adds moisture to dry, brittle hair while strengthening and protecting against damage caused by UV rays.

12 oz/CHIPPC12  
32 oz/CHIPPC32

**CHI POWER PLUS BOOST ROOT BOOSTER**

Increase volume while maintaining a touchable feel with a light thickening mist. Spray onto the roots for targeted thickening action. Use all over hair for overall thicker-looking styles.

6 oz/CHIPPRB6

**CHI POWER PLUS REVITALIZE SCALP TREATMENT**

Advanced treatment formulated with Nettle, Red Clover and botanicals rich in vitamins A, C, D, E which promote a healthy scalp. This combination of ingredients helps to soothe, refresh and stimulate the scalp while promoting thicker, fuller-looking hair.

3 oz/CHIPPT3
CHI Olive Organics is designed to bring ancient philosophies of health and beauty together with the power of certified organic extra virgin olive oil and botanical ingredients. Pure and rich in antioxidants, olives aid in strengthening hair by helping to protect against damage. A unique blend of botanical ingredients prevent split ends for healthy, shiny hair. This complete line of products is designed to promote wellness through the proper balance of nutrients that the hair and skin need.

KEY INGREDIENTS

Certified Organic Extra Virgin Olive Oil
Superior moisturizing agent that has the ability to deeply penetrate hair allowing moisture retention. Oil extracted from cold-pressed olives is rich in nutrients which helps to keep hair vibrant while antioxidants help to strengthen hair by protecting against damage.

• Improves hair elasticity
• Adds shine and improves manageability
• Strengthens weak strands
• Moisturizes and conditions the hair and scalp

Blend of Certified Organic Botanicals
A unique blend of botanicals that help prevent split ends for healthy, shiny hair. This blend consists of Calendula flowers, Chamomile, Comfrey root, Cucumber, Green tea and Passion fruit.
CHI OLIVE ORGANICS

CHI OLIVE ORGANICS HAIR & BODY SHAMPOO • BODY WASH

Provides a gentle and rich cleansing lather that removes impurities while adding essential moisture to the hair and skin. Provides balanced care for the hair and scalp while helping to maintain and preserve hair color. Skin is left soft, smooth and nourished.

1 oz/CHIOSB1
11.5 oz/CHIOSB12
24 oz/CHIOSB25

CHI OLIVE ORGANICS HAIR & BODY CONDITIONER

Nourishes, moisturizes and protects the hair and skin from moisture-loss with the power of Olive Oil. Provides balanced care for the hair and scalp while helping to maintain and preserve hair color. Moisture is quickly absorbed into the skin leaving it soft, smooth and nourished.

1 oz/CHIOC1
11.5 oz/CHIOC12
24 oz/CHIOC25

CHI OLIVE ORGANICS TREATMENT MASQUE

Replenish dry, damaged, overworked and color-treated hair with the essential moisture it needs. Olive Oil along with certified organic ingredients help to prevent split ends while strengthening and nourishing strands.

6 oz/CHIOM6

CHI OLIVE ORGANICS STYLING GLAZE

Nourishing olive oil infused styling glaze offers a light to medium-hold for styling control with thermal protection. Olive Oil along with certified organic ingredients help prevent split ends for healthy, shiny hair. Provides incredible body and volume while defining curls and waves, leaving hair touchable and shiny.

11.5 oz/CHIOG12

CHI OLIVE ORGANICS HAIR AND BODY OIL

Lightweight, quickly absorbing leave-in treatment offers superior moisture and strength to the hair, while helping to prevent split ends. Hair is left frizz-free, sleek and smooth with incredible shine. It replenishes moisture to the skin adding a subtle glow, leaving skin soft and smooth.

0.5 oz/CHIOHB5
2 oz/CHIOHB2
8.5 oz/CHIOHB8
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.
### CHI STYLING

<table>
<thead>
<tr>
<th>CHI ENVIRO 54 HAIRSPRAY - FIRM HOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firm Hold hair spray is great for locking in and securing finished styles.</td>
</tr>
<tr>
<td>• Lightweight</td>
</tr>
<tr>
<td>• Versatile spray</td>
</tr>
<tr>
<td>• No build up</td>
</tr>
<tr>
<td>• Firm hold</td>
</tr>
<tr>
<td>12 oz/CHI6210</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHI ENVIRO 54 HAIRSPRAY - NATURAL HOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural hold hair spray is great for layering to create multiple textures, styles, and finishes</td>
</tr>
<tr>
<td>• Lightweight</td>
</tr>
<tr>
<td>• Versatile spray</td>
</tr>
<tr>
<td>• No build up</td>
</tr>
<tr>
<td>• Flexible hold</td>
</tr>
<tr>
<td>12 oz/CHI6110</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHI INFRA TEXTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast-drying hairspray gives lift, movement, texture, and control with no build up or flakes. Great as a working or finishing spray.</td>
</tr>
<tr>
<td>• Thermal protection against moisture and humidity</td>
</tr>
<tr>
<td>• Incredibly lightweight, with providing a silky shine</td>
</tr>
<tr>
<td>• Suitable for all hair types</td>
</tr>
<tr>
<td>• Contains Ionic and Cationic Hydration Interlink technology</td>
</tr>
<tr>
<td>10 oz/CHI0650</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHI HELMET HEAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast-drying hairspray protects against humidity and creates voluminous, full-bodied looks</td>
</tr>
<tr>
<td>• Extra firm</td>
</tr>
<tr>
<td>• Fast drying</td>
</tr>
<tr>
<td><strong>SPRITZ:</strong> 10 oz/CHI0657</td>
</tr>
<tr>
<td><strong>AEROSOL:</strong> 10 oz/CHI0656</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHI 44 IRON GUARD THERMAL PROTECTING SPRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>• Vitamins and proteins add essential moisture</td>
</tr>
<tr>
<td>• Protects against thermal damage</td>
</tr>
<tr>
<td>• Suitable for all hair types</td>
</tr>
<tr>
<td>2 oz/CHI5005</td>
</tr>
<tr>
<td>8 oz/CHI5008</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHI SHINE INFUSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thermal active shine spray that instantly gives polished shine without the added weight or oils</td>
</tr>
<tr>
<td>• Helps repair split ends</td>
</tr>
<tr>
<td>• Eliminates frizz</td>
</tr>
<tr>
<td>• Adds incredible shine</td>
</tr>
<tr>
<td>10 oz/CHI0655</td>
</tr>
</tbody>
</table>
**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
BioSilk Silk Therapy & Organic Coconut Oil is specifically formulated to cleanse and nourish while also providing intense moisture to the hair and skin. Infused with organic coconut oil and silk, the complete line of products is gentle enough for daily use and offers moisturizing oils the skin needs. Removes impurities, adds moisture, maintains healthy hair and provides a subtle glow to the skin. Improves overall condition by preventing damage and relieving dryness, creating incredible softness and shine.

The Miracle of Silk infused with Organic Coconut Oil to moisturize the hair and skin
**BIOSILK SILK THERAPY ORGANIC COCONUT OIL**

**BIOSILK SILK THERAPY COCONUT OIL 3-IN-1 SHAMPOO, CONDITIONER & BODY WASH**

A versatile and gentle cleanser that removes impurities while adding essential moisture to the hair and skin. Conditions and provides balanced care for the hair and skin while helping to maintain and preserve hair color. Skin is left soft, smooth and nourished.

1 oz/BSTOC1  
5.64 oz/BSTOC5  
12 oz/BSTOC12  
34 oz/BSTOC34

**BIOSILK SILK THERAPY COCONUT OIL LEAVE-IN TREATMENT FOR HAIR & SKIN**

Lightweight leave-in treatment offers superior moisture replenishment while fortifying weak strands. Helps to control frizz and flyaways while preventing split ends for smooth results with incredible shine. On the skin, it can be used as a light moisturizing oil to relieve dry skin leaving it soft and smooth with a subtle glow.

1 oz/BSTOCH05  
2.26 oz/BSTOCH2  
5.64 oz/BSTOCH5

**BIOSILK SILK THERAPY COCONUT OIL INTENSE MOISTURE KIT**

BioSilk Therapy & Organic Coconut Oil is specifically formulated to cleanse and nourish while also providing intense moisture to the hair and skin. Infused with organic coconut oil and silk, the complete line of products is gentle enough for daily use and offers moisturizing oils the skin needs. Removes impurities, adds moisture, maintains healthy hair and provides a subtle glow to the skin.

**KIT CONTAINS:**  
1 - BioSilk Organic Coconut Oil 3-in-1 Shampoo, Conditioner & Body Wash 5.64 oz.  
1 - BioSilk Organic Coconut Oil Leave-in Treatment for Hair and Skin 5.64 oz.

**PHASE 2 COMING SOON!**

- BIOSILK SILK THERAPY ORGANIC COCONUT OIL MOISTURIZING SHAMPOO  
- BIOSILK SILK THERAPY ORGANIC COCONUT OIL MOISTURIZING CONDITIONER  
- BIOSILK SILK THERAPY ORGANIC COCONUT OIL CURL CREAM  
- BIOSILK SILK THERAPY ORGANIC COCONUT OIL CURL DEFINING MOUSSE
Royal Treatment’s fine ingredients make it one of the most luxurious hair care lines available on the market.

**White Truffle** is one of the rarest, most sought-after ingredients in the world. It is high in antioxidants, essential vitamins and fatty acids that help nourish hair. Vitamin B is crucial for the stimulation of proteins and amino acids that are vital for the promotion of healthy, beautiful hair. "The beautifiers" are a precursor to stronger keratin production, enhance the strength of hair, condition without build-up, help reduce split ends and protect the hair against brittleness and breakage.

**Pearl** powder was used among royalty to treat hair and skin. Its amazing healing effects were discovered over 4,000 years ago. Pearls contain natural UV filters and a unique combination of amino acids, moisturizers, proteins, Vitamin B and polysaccharides. Polysaccharides strengthen and help hair hold moisture three times longer. Pearls contain natural substances and minerals which, when applied topically to hair, coat the cuticle to smooth hair and offer incredible shine. Pearl offers anti-aging effects and helps hair maintain color.
Royal Treatment features the exceptional benefits of White Truffle and Pearl, and contains Vitamin B, amino acids, proteins, and moisturizers. This sulfate and paraben-free system is a lavish line, designed to create and maintain healthy, beautiful hair with the finest ingredients, giving extraordinary results.
ROYAL TREATMENT HYDRATING SHAMPOO

Indulge hair with a rich hydrating cleanser that has a luxurious blend of ingredients that provides an extra gentle, moisturizing lather. This concentrated formula nourishes dry, damaged hair while preserving and maintaining color.

1 oz/ROTHS1
12 oz/ROTHS12
32 oz/ROTHS32

ROYAL TREATMENT HYDRATING CONDITIONER

Replenish moisture and manageability to dry, damaged, and overworked hair with a rich blend of luxurious ingredients. Strengthening extracts help repair and prevent future breakage and damage, resulting in stronger, softer hair.

1 oz/ROTHC1
12 oz/ROTHC12
32 oz/ROTHC32

ROYAL TREATMENT VOLUME SHAMPOO

A gentle cleanser formulated with a luxurious blend of ingredients that aids in removing impurities and build up. Its rich lather and blend of ingredients provide exceptional volume and incredible body while adding moisture and strengthening the hair.

1 oz/ROTVS1
12 oz/ROTVS12
32 oz/ROTVS32

ROYAL TREATMENT VOLUME CONDITIONER

Conditions while adding incredible volume and body to the hair with a luxurious blend of ingredients. Lightweight moisturizers improve manageability, while revitalizing the hair for exceptional volume and body.

1 oz/ROTVC1
12 oz/ROTVC12
32 oz/ROTVC32
ROYAL TREATMENT
INTENSE MOISTURE MASQUE

Luxuriously-rich intense treatment replenishes depleted moisture and adds strength back to dry, damaged, overworked hair. Deep conditioning formula leaves hair soft and manageable with incredible shine.

8 oz/ROTIM8

ROYAL TREATMENT
SHINE GEL

Superior formula made with white truffle and pearl that delivers a light medium-hold for all natural-looking styling needs. This rich gel supplies incredible body, volume, and support, while leaving hair touchable and shiny.

5 oz/ROTSG5

ROYAL TREATMENT
PEARL COMPLEX

Pearl Complex is a superior, lightweight, leave-in treatment formulated with a luxurious and exquisite blend of ingredients. Developed for all hair types, it replenishes, strengthens, and nourishes hair while helping to repair split ends without added build up or weight. Can be used to soften and lightly moisturize skin.

0.5 oz/ROTPC1
2 oz/ROTPC2
6 oz/ROTPC6

ROYAL TREATMENT
BRILLIANCE CREAM

Silky styling cream formulated with an exquisite blend of luxurious ingredients that offers firm, flexible hold and shine. Adds control and support to styles while leaving hair frizz-free, soft, and touchable.

6 oz/ROTBC5
ROYAL TREATMENT
BODY WASH

Luxurious, rich lathering body wash and bubble bath duo gently cleanses the skin while replenishing moisture and softness. The unique blend of ingredients indulges the skin in luxuriant suds. Use as a bubble bath, allowing the moisturizing and nourishing benefits to absorb leaving skin feeling silky and renewed.

12 oz/ROTW12

ROYAL TREATMENT
DRY SHAMPOO SPRAY

Dry spray refreshes hair between washes, instantly removing oil, to help maintain the body and life of your style.

7 oz/ROTDS7

ROYAL TREATMENT
RAPID SHINE

A lightweight shine spray with a luxurious fine mist that adds incredible shine and gloss to dull hair. Use as a finishing touch to styles, helping to add depth and dimension to color while eliminating frizz. UV protectants shield hair from UV damage and color loss.

5.3 oz/ROTRS5

ROYAL TREATMENT
ULTIMATE CONTROL

Versatile spray with white truffle and pearl provides a dual function for your styling and finishing needs. Ideal for blow-dry styling, shaping and scrunching as a working spray. This superb formula also offers superior all-day hold and control, while creating incredible volume and shine.

2.6 oz/ROTUC2
12 oz/ROTUC12
Founder and Chairman of Farouk Systems, Farouk Shami, began his career in the beauty industry by obtaining his cosmetology license in 1966. After several years working in a salon, he developed severe health issues due to an allergic reaction to ammonia. Instead of giving up the beauty industry, he decided to fight back not only for himself, but for the safety of his fellow stylists. After much testing and trials, he created the world’s first ammonia-free hair color: a brand Farouk called Sunglitz®. But, this was just the beginning. In 1986, Farouk Shami created Farouk Systems, Inc. Here, he utilized his experiences as a stylist, salon owner and colorist to embark upon yet another chapter in his life story as a scientist and product developer of safer and environmentally friendly hair care products.
CHI Infra
Environmental High Lift Cream
Color is an ammonia-free lightening system with a pallet of nine colors providing total versatility for all your hair color needs. CHI Infra High Lift Cream color provides up to eight levels of lift and tones in a cream oil base for incredible long lasting color with unparalleled shine.

CHI Ceramic Technology integrated in CHI Infra Color helps lighten the hair from the inside out without harshly opening the cuticle layer and allowing the ionic-charged dyes to anchor inside of the hair ensuring longevity of the tone.

This system offers High Lift in 3 blondes, 3 reds and 3 browns. Now you can lift and tone in one step; no more two-step process in your hair color services. Most color services can be done in 15 minutes or less. This allows for even quicker services in salons for you, and professional and dynamic color results for your clients.
HIGH LIFT BLONDE  4 oz

Available Colors:
- Cool Blonde – CB  CHI0725
- Beige Blonde – BB  CHI0724
- Golden Blonde – GB  CHI0723

HIGH LIFT RED  4 oz

Available Colors:
- Red Orange – RO  CHI0720
- Red Red – RR  CHI0721
- Red Violet – RV  CHI0722

HIGH LIFT BROWN  4 oz

Available Colors:
- Natural Brown – NBR  CHI0707
- Chocolate Brown – CBR  CHI0708
- Ash Brown – ABR  CHI0706
CHI Blondest Blonde Ionic Lightening System is an ammonia-free, advanced ionic lightening system that can lift up to 8 levels. Far infrared helps to neutralize unwanted warm tones from the inside out with the help of aquamarine. The lightening system can be used for on-or off-the-scalp applications and provides less swelling than traditional lighteners. The lightener is available in either a crème and/or powder form.
CHI BLONDEST BLONDE
IONIC CREME LIGHTENER

• Advanced ionic lighteners
• Gentle oil/crème base
• Natural herbs, silk proteins, botanicals, and chamomile
• Ammonia-free
• For on-or-off-the-scalp applications

16 oz/CHIBBCL8

CHI BLONDEST BLONDE
IONIC POWDER LIGHTENER

CHI Blondest Blonde Ionic Powder Lightener is a revolutionary dust free powder containing silk proteins that lightens exceptionally fast and contains silk proteins, making it gentler on the hair. Works for on-or-off-the-sacle applications, resulting in multi-dimensional highlights.

• Advanced Ionic Lighteners
• Ammonia Free
• Fortified with pure natural silk to give optimum conditioning
• Reconstructs while lightening
• For on-or-off-the-scalp applications

16 oz/CHIBBPL16
32 oz/CHIBBPL32

10 Volume
10 oz/SE3105
30 oz/SE3110

20 Volume
10 oz/SE3115
30 oz/SE3120

30 Volume
10 oz/SE3125
30 oz/SE3130

40 Volume
10 oz/SE3145
30 oz/SE3140
The Sunglitz Lightening System selectively subtracts color pigments from the hair, just like the sun. It brightens and enhances tones and creates incredible multi-dimensional highlights with shine and reflection. Sunglitz products are ammonia-free, which provides a pleasant fragrance and is gentle on the hair. The oil base assists in smooth applications with silk and botanicals to condition the hair.
SUNGLITZ ACTIVATOR

SunGliit Activators are buffered with a stabilized cream developer that when mixed with the SunGliit Lighteners, it will activate the molecules of the non-oxidizing pigment to lighten and tone in one step.

SGA106 - SunGliit Activator 1 - 6% (20 Volume) - when mixed with SunGliit Lightener it will lift 1-4 levels. Size: 32 oz

SGA112 - SunGliit Activator 2 - 12% (40 Volume) - when mixed with SunGliit Lightener it will lift 5-8 levels. Size: 32 oz.

SUNGLITZ LIGHTENERS

SunGliit Lighteners have non-oxidizing pigments. When mixed with SunGliit Activator it will lift and tone in one step.

SGL020 - SunGliit Strawberry Blonde Lightener 12 oz
SGL021 - SunGliit Golden Blonde Lightener 12 oz
SGL022 - SunGliit Ash Blonde Lightener 12 oz
SGL023 - SunGliit Beige Blonde Lightener 12 oz

SUNGLITZ BRIGHTENER/TONER

SunGliit Brighteners/Toners are formulated with non-oxidizing pigments in a shampoo base to neutralize, brighten, and enhance tones without deposit.

SGB005 - SunGliit Beige Blonde Brightener/Toner 5 oz
SGB006 - SunGliit Ash Blonde Brightener/Toner 5 oz
SGB007 - SunGliit Golden Blonde Brightener/Toner 5 oz
SGB008 - SunGliit Strawberry Blonde Brightener/Toner 5 oz
CHI Ionic Shine Shades is a versatile liquid color line that can be used as a standalone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color. Easy to mix and apply liquid formula features PDS coloring system that can be used for permanent, demi-permanent and semi-permanent color formulations. CHI shine shades offers the ability to deposit lift, tone, correct, and refresh all color tones, perfect for maximizing color services in the salon.

BENEFITS & FEATURES:

- **Liquid Formula**
  Same CHI Ionic Permanent Shine Cream Color payoff in liquid consistency

- **Versatile Formula**
  Easy to mix and combine with cream formula

- **PDS Color System**
  Multiple mixing options allow for permanent, demi-permanent and semi-permanent usage

- **Silk and Oil**
  Improve overall hair condition and shine

5-IN-1 COLOR SOLUTION

Permanent • Demi Permanent
Semi Permanent • Toner • Treatment Color

CHI Ionic Shine Shades

LIQUID COLOR
CHI IONIC SHINE SHADES COLOR LIST

**NATURAL**
- CHISS1N: 1N - BLACK
- CHISS2N: 2N - NATURAL BLACK
- CHISS3N: 3N - DARKEST BROWN
- CHISS4N: 4N - DARK BROWN
- CHISS5N: 5N - MEDIUM BROWN
- CHISS6N: 6N - LIGHT BROWN
- CHISS7N: 7N - DARK BLONDE
- CHISS8N: 8N - MEDIUM BLONDE
- CHISS9N: 9N - LIGHT BLONDE
- CHISS1ON: 10N - EXTRA LIGHT BLONDE
- CHISS1IN: 1IN - EXTRA LIGHT BLONDE PLUS

**ASH**
- CHISS4A: 4A - DARK ASH BROWN
- CHISS6A: 6A - LIGHT ASH BROWN
- CHISS8A: 8A - MEDIUM ASH BLONDE
- CHISS11A: 11A - EX LT ASH BLONDE

**SILVER**
- CHISS8S: 8S - MED ASH ASH BROWN
- CHISS9S: 9S - LIGHT ASH ASH BLONDE
- CHISS10S: 10S - DARK ASH ASH BLONDE

**BEIGE**
- CHISS6B: 6B - LIGHT BEIGE BROWN
- CHISS8B: 8B - MEDIUM BEIGE BLONDE
- CHISS10B: 10B - EX LT BEIGE BLONDE

**IRIDESCENT**
- CHISS6I: 6I - LIGHT IRIDESCENT BLONDE
- CHISS9I: 9I - EXTRA LIGHT IRIDESCENT BLONDE

**WARM**
- CHISS5W: 5W - MEDIUM WARM BROWN
- CHISS7W: 7W - DARK WARM BLONDE
- CHISS11W: 11W - EX LIGHT WARM BLONDE

**GOLD**
- CHISS6G: 6G - LIGHT GOLD BROWN
- CHISS8G: 8G - MEDIUM GOLD BLONDE
- CHISS10G: 10G - EXTRA LIGHT GOLD BLONDE

**RED BROWN**
- CHISS4RB: 4RB - DARK RED BROWN
- CHISS6RB: 6RB - LIGHT RED BROWN
- CHISS8RB: 8RB - MEDIUM RED BLONDE

**CHOCOLATE MOCHA**
- CHISS4CM: 4CM - MOCHA BROWN
- CHISS6CM: 6CM - MOCHA LT BROWN
- CHISS8CM: 8CM - MOCHA MED BLONDE

**COPPER GOLD**
- CHISS5CG: 5CG - MED COPPER BROWN GOLD
- CHISS7CG: 7CG - DK COPPER GOLD BLONDE
- CHISS9CG: 9CG - GLT COPPER GOLD BLONDE

**COPPER**
- CHISS4C: 4C - DARK COPPER BROWN
- CHISS6C: 6C - LIGHT COPPER BROWN
- CHISS8C: 8C - MEDIUM COPPER BLOND

**RED**
- CHISS4RR: 4RR - RED PLUM
- CHISS6RR: 6RR - RED CRIMSON
- CHISS8RR: 8RR - RED COPPER

**RED VIOLET**
- CHISS4RV: 4RV - DARK RED VIOLET
- CHISS6RV: 6RV - LIGHT RED VIOLET
- CHISS8RV: 8RV - EX LT RED VIOL PALE

**VIOLET**
- CHISS4V: 4V - DEEP PLUM DARK VIOLET
- CHISS6V: 6V - EGGPLANT MEDIUM VIOLET
- CHISS8V: 8V - CRANBERRY LIGHT VIOLET

**COVERAGE PLUS NATURALS**
- CHISSP4N: 50-4N - DARK NATURAL
- CHISSP6N: 50-6N - LIGHT NATURAL
- CHISSP8N: 50-8N - MEDIUM NATURAL
- CHISSP10N: 50-10N - EX. LIGHT

**COVERAGE PLUS WARMS**
- CHISSP4W: 50-4W - DARK NATURAL WARM
- CHISSP6W: 50-6W - LIGHT NATURAL WARM
- CHISSP8W: 50-8W - MEDIUM NATURAL WARM

**COVERAGE PLUS REDS**
- CHISSP3R: 50-3R - DARKEST NATURAL
- CHISSP5R: 50-5R - MEDIUM NATURAL
- CHISSP7R: 50-7R - DARK NATURAL
- CHISSP9R: 50-9R - LIGHT NATURAL

**ADDITIVES**
- CHISSAA: ASH ADDITIVE
- CHISSBA: BEIGE ADDITIVE
- CHISSRA: RED ADDITIVE
- CHISSOA: ORANGE ADDITIVE
- CHISSGA: GOLD ADDITIVE
- CHISSCA: CLEAR
- CHISSDA: DOUBLE ASH ADDITIVE
- CHISSBLA: BLUE ADDITIVE
- CHISSVA: VIOLET ADDITIVE

**COVERAGES PLUS NATURALS**
- CHISSPN: 50-4N - DARK NATURAL
- CHISSPN: 50-6N - LIGHT NATURAL
- CHISSPN: 50-8N - MEDIUM NATURAL
- CHISSPN: 50-10N - EX. LIGHT

**COVERAGES PLUS WARMS**
- CHISSPW: 50-4W - DARK NATURAL WARM
- CHISSPW: 50-6W - LIGHT NATURAL WARM
- CHISSPW: 50-8W - MEDIUM NATURAL WARM

**COVERAGES PLUS REDS**
- CHISSPR: 50-3R - DARKEST NATURAL
- CHISSPR: 50-5R - MEDIUM NATURAL
- CHISSPR: 50-7R - DARK NATURAL
- CHISSPR: 50-9R - LIGHT NATURAL
FEATURES & BENEFITS

Ceramic (Complete Oxidation)
• CHI ceramic provides maximum color penetration inside the hair
• Ceramic produces ionic charge (+/-) that will anchor the dyes deep inside the hair
• Adds radiance, shine, and longevity to color
• Complete oxidation of the dyes

Anti-Fade-Color Lock Complex
The combination of natural botanical oils creates 30% longer lasting color. Antioxidants help provide UV protection and blocks free radicals. Helps colors last longer and adds essential moisture to the hair during color service.

Silk & Oil For unparalleled shine
• Contains 17 of the 19 amino acids found in hair
• Strengthens the hair
• Holds three times its weight in moisture
• Olive Oil and Brazilian Nut Oil adds moisture and improves color longevity
• Adds incredible shine and reflection

Aloe (moisture)
Aloe is known for its healing properties, added and ability to add moisture and shine to the hair
### Chi IONIC PERMANANT

#### SHINE HAIR COLOR

**Chi IONIC Color List - 3 oz tubes**

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>CHI1000: 1N</td>
<td>BLACK</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1001: 2N</td>
<td>NATURAL BLACK</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1002: 3N</td>
<td>DARKEST BROWN</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1003: 4N</td>
<td>DARK BROWN</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1004: 5N</td>
<td>MEDIUM BROWN</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1005: 6N</td>
<td>LIGHT BROWN</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1006: 7N</td>
<td>DARK BLONDE</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1007: 8N</td>
<td>MEDIUM BLONDE</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1008: 9N</td>
<td>LIGHT BLONDE</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1009: 10N</td>
<td>EXTRA LIGHT BLONDE</td>
</tr>
<tr>
<td>Natural</td>
<td>CHI1010: 11N</td>
<td>EX LT BLONDE PLUS</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1011: 4A</td>
<td>DARK ASH BROWN</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1012: 5A</td>
<td>MEDIUM ASH BROWN</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1013: 6A</td>
<td>LIGHT ASH BROWN</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1014: 7A</td>
<td>DARK ASH BLONDE</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1015: 8A</td>
<td>MEDIUM ASH BLONDE</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1016: 9A</td>
<td>LIGHT ASH BLONDE</td>
</tr>
<tr>
<td>Ash</td>
<td>CHI1017: 10A</td>
<td>EX LT ASH BLONDE</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1018: 5AA</td>
<td>MEDIUM ASH ASH BROWN</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1019: 6AA</td>
<td>LIGHT ASH ASH BROWN</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1020: 7AA</td>
<td>DARK ASH ASH BLONDE</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1021: 8AA</td>
<td>MEDIUM ASH ASH BLONDE</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1022: 9AA</td>
<td>LIGHT ASH ASH BLONDE</td>
</tr>
<tr>
<td>Double Ash</td>
<td>CHI1023: 10AA</td>
<td>EX LT ASH ASH BLONDE</td>
</tr>
<tr>
<td>Beige</td>
<td>CHI1024: 6B</td>
<td>LIGHT BEIGE</td>
</tr>
<tr>
<td>Beige</td>
<td>CHI1025: 9B</td>
<td>MEDIUM BEIGE</td>
</tr>
<tr>
<td>Beige</td>
<td>CHI1026: 12B</td>
<td>LIGHT BEIGE BLONDE</td>
</tr>
<tr>
<td>Beige</td>
<td>CHI1027: 15B</td>
<td>MEDIUM BEIGE BLONDE</td>
</tr>
<tr>
<td>Beige</td>
<td>CHI1028: 18B</td>
<td>LIGHT BEIGE BLONDE PLUS</td>
</tr>
<tr>
<td>Iridescent</td>
<td>CHI1029: 7I</td>
<td>DARK IRIDESCENT BLONDE</td>
</tr>
<tr>
<td>Iridescent</td>
<td>CHI1030: 9I</td>
<td>MEDIUM IRIDESCENT BLONDE</td>
</tr>
<tr>
<td>Iridescent</td>
<td>CHI1031: 11I</td>
<td>LIGHT IRIDESCENT BLONDE</td>
</tr>
<tr>
<td>Warm</td>
<td>CHI1032: 5W</td>
<td>MEDIUM WARM BROWN</td>
</tr>
<tr>
<td>Warm</td>
<td>CHI1033: 6W</td>
<td>LIGHT WARM BROWN</td>
</tr>
<tr>
<td>Warm</td>
<td>CHI1034: 7W</td>
<td>DARK WARM BLONDE</td>
</tr>
<tr>
<td>Warm</td>
<td>CHI1035: 8W</td>
<td>MEDIUM WARM BLONDE</td>
</tr>
<tr>
<td>Warm</td>
<td>CHI1036: 11W</td>
<td>EXTRA LIGHT WARM BLONDE</td>
</tr>
<tr>
<td>Gold</td>
<td>CHI1037: 6G</td>
<td>MEDIUM GOLD BROWN</td>
</tr>
<tr>
<td>Gold</td>
<td>CHI1038: 7G</td>
<td>LIGHT GOLD BROWN</td>
</tr>
<tr>
<td>Gold</td>
<td>CHI1039: 8G</td>
<td>DARK GOLD BLONDE</td>
</tr>
<tr>
<td>Gold</td>
<td>CHI1040: 9G</td>
<td>MEDIUM GOLD BLONDE</td>
</tr>
<tr>
<td>Gold</td>
<td>CHI1041: 10G</td>
<td>LIGHT GOLD BLONDE PLUS</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1042: 4C</td>
<td>DARK COPPER</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1043: 5C</td>
<td>MEDIUM COPPER</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1044: 6C</td>
<td>LIGHT COPPER</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1045: 7C</td>
<td>DARK COPPER BLONDE</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1046: 8C</td>
<td>MEDIUM COPPER BLONDE</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1047: 9C</td>
<td>LIGHT COPPER BLONDE PLUS</td>
</tr>
<tr>
<td>Copper</td>
<td>CHI1048: 10C</td>
<td>EXTRA LIGHT COPPER BLONDE</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1049: 5RB</td>
<td>DARK RED BROWN</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1050: 6RB</td>
<td>LIGHT RED BROWN</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1051: 7RB</td>
<td>DARK RED BLONDE</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1052: 8RB</td>
<td>MEDIUM RED BLONDE</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1053: 9RB</td>
<td>LIGHT RED BLONDE PLUS</td>
</tr>
<tr>
<td>Red Brown</td>
<td>CHI1054: 10RB</td>
<td>EXTRA LIGHT RED BLONDE</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1055: 4R</td>
<td>DARK RED</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1056: 5R</td>
<td>MEDIUM RED</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1057: 6R</td>
<td>LIGHT RED</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1058: 7R</td>
<td>DARK RED VIOLET</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1059: 8R</td>
<td>MEDIUM RED VIOLET</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1060: 9R</td>
<td>LIGHT RED VIOLET PLUS</td>
</tr>
<tr>
<td>Red</td>
<td>CHI1061: 10R</td>
<td>EXTRA LIGHT RED VIOLET</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1062: 50-4N</td>
<td>DARK NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1063: 50-5N</td>
<td>MEDIUM NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1064: 50-6N</td>
<td>LIGHT NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1065: 50-7N</td>
<td>DARK NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1066: 50-8N</td>
<td>MEDIUM NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1067: 50-9N</td>
<td>LIGHT NATURAL</td>
</tr>
<tr>
<td>Coverage Plus Naturals</td>
<td>CHI1068: 50-10N</td>
<td>EXTRA LIGHT</td>
</tr>
<tr>
<td>Coverage Plus Warmths</td>
<td>CHI1069: 50-4W</td>
<td>DARK NATURAL WARM</td>
</tr>
<tr>
<td>Coverage Plus Warmths</td>
<td>CHI1070: 50-6W</td>
<td>MEDIUM NATURAL WARM</td>
</tr>
<tr>
<td>Coverage Plus Warmths</td>
<td>CHI1071: 50-7W</td>
<td>LIGHT NATURAL WARM</td>
</tr>
<tr>
<td>Coverage Plus Reds</td>
<td>CHI1072: 50-3R</td>
<td>DARKEST NATURAL RED</td>
</tr>
<tr>
<td>Coverage Plus Reds</td>
<td>CHI1073: 50-5R</td>
<td>MEDIUM NATURAL RED</td>
</tr>
<tr>
<td>Coverage Plus Reds</td>
<td>CHI1074: 50-7R</td>
<td>LIGHT NATURAL RED</td>
</tr>
<tr>
<td>Coverage Plus Reds</td>
<td>CHI1075: 50-9R</td>
<td>EXTRA LIGHT NATURAL RED</td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1076: BLUE ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1077: VIOLET ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1078: ASH ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1079: DOUBLE ASH ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1080: BEIGE ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1081: RED ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1082: ORANGE ADDITIVE</td>
<td></td>
</tr>
<tr>
<td>Additives</td>
<td>CHI1083: GOLD ADDITIVE</td>
<td></td>
</tr>
</tbody>
</table>

---

**Chi IONIC Professional Services**
CHROMA INTENSE DYE TECHNOLOGY
Chroma Intense Dye Technology was created for longer-lasting and more intense colors. Direct dyes deposit easily on bleached or pre-lightened hair while simultaneously deeply conditioning. Using silk proteins to help strengthen the hair and add brilliant shine, hair appears brighter and more vibrant.

FEATURES AND BENEFITS
• Silk Protein: helps strengthen the hair and add brilliant shine.
• CHI Ceramic Compound: helps dyes penetrate deeper.
• Aloe: helps soothe and protect the scalp.
• 9 Intense Bold Shades: easily refreshes, neutralizes or customizes color.
• Low Inventory: allows you to keep up with the latest trends by custom mixing.

CUSTOM COLOR FORMULATIONS

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>FORMULA</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOLD FUCHSA</td>
<td>½ fl. oz. Pearl White + 3 dots Viva Violet + 1 dot Dangeroously Red</td>
<td></td>
</tr>
<tr>
<td>BOLD MINT</td>
<td>½ fl. oz. Pearl White + 4 dots Mellow My Yellow + 3 dots Out of the Blue + 1 dot Grass Roots</td>
<td></td>
</tr>
<tr>
<td>BOLD PINK</td>
<td>½ fl. oz. Pearl White + 2 dots Dangeroously Red + 1 dot Orange You Obsessed</td>
<td></td>
</tr>
<tr>
<td>BOLD BLUE</td>
<td>½ fl. oz. Pearl White + 6 dots Out of the Blue + 1 dot Viva Violet</td>
<td></td>
</tr>
<tr>
<td>BOLD CORAL</td>
<td>2 fl. oz. Pearl White + 4 dots Orange You Obsessed + 2 dots Dangeroously Red</td>
<td></td>
</tr>
<tr>
<td>PASTEL VIOLET</td>
<td>½ fl. oz. Pearl White + 1 dot Viva Violet</td>
<td></td>
</tr>
<tr>
<td>PASTEL MINT</td>
<td>1 ½ fl. oz. Pearl White + ¼ fl. oz. Grass Roots + ½ dot Out of the Blue</td>
<td></td>
</tr>
<tr>
<td>PASTEL BLUE</td>
<td>1 fl. oz. Pearl White + 1 dot Viva Violet + 1 dot Out of the Blue</td>
<td></td>
</tr>
<tr>
<td>PASTEL CORAL</td>
<td>1 fl. oz. Pearl White + 1 dot Dangeroously Red + 2 dots Orange You Obsessed</td>
<td></td>
</tr>
<tr>
<td>METALLIC DARK BLUE</td>
<td>1 fl. oz. Shades of Gray + 4 dots Onyx + 3 dots Out of the Blue</td>
<td></td>
</tr>
<tr>
<td>METALLIC TEAL</td>
<td>½ fl. oz. Shades of Gray + 4 dots Out of the Blue + 2 dots Grass Roots + 2 dots Onyx</td>
<td></td>
</tr>
<tr>
<td>METALLIC GREEN</td>
<td>½ fl. oz. Shades of Gray + 2 dots Grass Roots + 1 dot Onyx</td>
<td></td>
</tr>
<tr>
<td>METALLIC PURPLE</td>
<td>1 fl. oz. Pearl White + ½ fl. oz. Onyx + ½ fl. oz. Out of the Blue + ½ fl. oz. Viva Violet</td>
<td></td>
</tr>
<tr>
<td>METALLIC BLUE</td>
<td>½ fl. oz. Onyx + ½ fl. oz. Out of the Blue + ½ fl. oz. Shades of Gray</td>
<td></td>
</tr>
<tr>
<td>METALLIC RED</td>
<td>½ fl. oz. Shades of Gray + 1 dot Dangeroously Red</td>
<td></td>
</tr>
<tr>
<td>NEON BLUE</td>
<td>½ fl. oz. Pearl White + 4 dots Out of the Blue</td>
<td></td>
</tr>
<tr>
<td>NEON ORANGE</td>
<td>½ fl. oz. Pearl White + 3 dots Orange You Obsessed + 1 dot Dangeroously Red</td>
<td></td>
</tr>
<tr>
<td>NEON GREEN</td>
<td>½ fl. oz. Pearl White + 6 dots Grass Roots + 4 dots Mellow My Yellow</td>
<td></td>
</tr>
<tr>
<td>NEON PINK</td>
<td>1 fl. oz. Pearl White + 1 dot Viva Violet + 1 dot Dangeroously Red</td>
<td></td>
</tr>
</tbody>
</table>
CHI CHROMASHINE BOLD INTENSE COLORS - 4 oz

Mellow My Yellow CHI1220
Orange You Obsessed CHI1221
Dangerously Red CHI1227
Viva Violet CHI1222
Out of the Blue CHI1223
Grass Roots CHI1228
Onyx CHI1224
Shades of Gray CHI1226
Pearl White CHI1226

CHI CHROMASHINE ARTIST KIT

KIT INCLUDES:
1 - CHI1220 CHI CHROMASHINE MELLOW MY YELLOW 4 fl. oz.
1 - CHI1221 CHI CHROMASHINE ORANGE YOU OBSESSED 4 fl. oz.
1 - CHI1222 CHI CHROMASHINE VIVA VIOLET 4 fl. oz.
1 - CHI1223 CHI CHROMASHINE OUT OF THE BLUE 4 fl. oz.
1 - CHI1224 CHI CHROMASHINE ONYX 4 fl. oz.
1 - CHI1225 CHI CHROMASHINE SHADES OF GRAY 4 fl. oz.
1 - CHI1226 CHI CHROMASHINE PEARL WHITE 4 fl. oz.
1 - CHI1227 CHI CHROMASHINE DANGEROUSLY RED 4 fl. oz.
1 - CHI1228 CHI CHROMASHINE GRASS ROOTS 4 fl. oz.
1 - FREE CHI CHROMASHINE SWATCH WHEEL
1 - FREE CHI CHROMASHINE COLOR MANUAL
1 - FREE CHI CHROMASHINE TRANSLATIONS

BRIGHT • VIBRANT • LONG-LASTING
CHI Ionic Color Illuminate

Color-Enhancing Conditioners

CHI Ionic Color Illuminate Color enhancing conditioners provide balanced color replenishment between salon services. Color Illuminate directly deposits color dyes or tones in one easy conditioning step. It features Silk Amino Complex, which contains ceramic, amino acids, and silk that deeply penetrate the hair cuticle for ultimate color deposit and moisture delivery.

Key Benefits:
- Helps maintain salon-fresh color in natural hair color and color treated hair
- Offers color preservation and color balance in one step
- Can be used weekly or daily, depending on desired results
- Silk Amino Complex conditioning agents replenish moisture in chemically treated hair
- Create custom shades by intermixing colors for endless possibilities

CUSTOM COLORS

- Tawny Blonde = 1 Coffee Bean + 2 Platinum Blonde
- Strawberry Blonde = 1 Red Auburn + 2 Golden Blonde
- Rose Gold = 1 Red Auburn + 1 Platinum Blonde
- Dark Red Brown = 1 Mahogany Red + 1 Dark Chocolate
CHI IONIC
COLOR ILLUMINATE

CHI IONIC COLOR ILLUMINATE CONDITIONERS - 8.5 oz

PLATINUM BLONDE
CHICIP10

SILVER BLONDE
CHICISB10

GOLDEN BLONDE
CHICIS10

RED AUBURN
CHICIR10

MAHOGANY RED
CHICIRR10

COFFEE BEAN
CHICISB10

DARK CHOCOLATE
CHICIDC10

---

80% Grey
Level 10 Extra Light Blonde
Level 9 Light Blonde
Level 8 Medium Blonde
Level 7 Dark Blonde
Level 6 Light Brown
Level 5 Medium Brown
Level 4 Dark Brown

- = Not Recommended
OLIVE & MONOI

The CHI Deep Brilliance Olive & Monoi Oil Optimum Moisture line combines the rich hydration of Olive Oil with Monoi Oil’s unique blend of Coconut Oil and Tiare Gardenia flowers that helps strengthen hair while reversing damage and protecting hair from future damage. Provides superior moisture and reconstruction to textured and chemically-treated hair promoting healthy, more manageable tresses.
CHI DEEP BRILLIANCE

**CHI DEEP BRILLIANCE OPTIMUM MOISTURE SHAMPOO**
Gently cleanses hair with a hydrating blend of Olive Oil & Monoi Oil, providing optimum moisture while leaving hair soft, silky, and manageable.

2 oz/CHIDBOS2
12 oz/CHIDBOS12
32 oz/CHIDBOS32

**CHI DEEP BRILLIANCE OPTIMUM MOISTURE CONDITIONER**
Instantly hydrates hair using a blend of moisture-rich Olive Oil & Monoi Oil that restores moisture, while strengthening and improving the condition of dry, damaged hair.

2 oz/CHIDBOC2
12 oz/CHIDBOC12
32 oz/CHIDBOC32

**CHI DEEP BRILLIANCE DEEP PROTEIN MASQUE**
Reconstructs dry, damaged hair using a blend of Olive Oil & Monoi Oil while a protein-rich complex of natural essential oils, botanicals, herbs, and vitamins leaves hair softer, stronger, and manageable.

8 oz/CHIDBPM8

**CHI DEEP BRILLIANCE SMOOTH EDGE**
Non-sticky, non-greasy formula which provides an exceptional shine and a slick, flexible hold.

1.9 oz/CHIDBCP1

**CHI DEEP BRILLIANCE SHINE SERUM**
Weightless leave-in treatment provides superior smoothness, manageability, and natural movement without buildup while using a complex of Olive Oil and Monoi Oil, which is a unique blend of Coconut Oil and Tiare Gardenia flowers.

0.5 oz/CHIDBGS05
3 oz/CHIDBGS3
6 oz/CHIDBGS6

**CHI DEEP BRILLIANCE OPTIMUM SHINE SHEEN SPRAY**
Replenishes vital oils, giving the hair a natural shine. The unique blend of Olive Oil & Monoi Oil provides a deep-conditioning shine without weighing hair down.

2.6 oz/CHIDBSS2
5.3 oz/CHIDBSS5

**CHI DEEP BRILLIANCE FLEXIBLE HOLD HAIRSPRAY**
Reworkable finishing spray that provides a flexible, brushable, light hold which helps tame unwanted flyaways. The unique blend of Olive Oil & Monoi Oil helps shield hair from humidity and other environmental factors.

2.6 oz/CHIDBFH2
10 oz/CHIDBFH10
CHI DEEP BRILLIANCE RELAXER SYSTEM

The CHI Deep Brilliance Olive & Monoi Silk Conditioning Relaxer System is formulated using a rich blend of Silk, Olive Oil, Monoi Oil, and Shea Butter replacing harsh relaxer systems with a new nourishing and conditioning formula. Developed for all hair types to gently relax the natural texture of the hair while maintaining integrity by adding moisture and essential strength, thereby keeping hair in its optimum condition.

CHI DEEP BRILLIANCE SOOTHE & PROTECT SCALP PROTECTING CREAM

Formulated with a rich blend of Olive and Monoi oil that works to protect the hair and scalp during the relaxer service. Unique blend of essential oils, botanicals, herbs, and vitamins offers a soothing barrier against scalp irritation and discomfort during processing, resulting in the hair and scalp feeling calm, soothed, and nourished. Professional use only

6 oz/CHIDBOMSP6

CHI DEEP BRILLIANCE SILK CONDITIONING RELAXER

This No Base Sodium Hydroxide relaxer is versatile and allows for other multiple chemical services to be performed on the same day using CHI products. This system can be used with CHI Ionic Permanent Shine Hair Color, CHI Ionic Shine Shades Liquid Hair Color, CHI Infra Environmental High Lift and CHI Ionic Color Illuminate Color-Enhancing Conditioners after the relaxer service. Professional use only.

2 lb/CHIDBOMR2

CHI DEEP BRILLIANCE NEUTRALIZING SHAMPOO

Restorative rich cleanser formulated with natural Olive and Monoi Oil botanicals, herbs, and vitamins helps neutralize and replenish moisture while returning hair to its ideal pH level after a relaxer service. Gently and effectively removes traces of chemical residue and offers a visual confirmation with a color changing indicator. Hair is free of chemical residue and is left feeling softer, stronger, and more manageable.

Professional use only.

12 oz./CHIDBOMNS12
32 oz./CHIDBOMNS32
Create brilliant shine with this dynamic hair dryer boasting an AC motor that generates 1875 watts of powerful airflow and heat, making drying time quick and quiet. The ergonomic handle design with grip detail provides comfort and balance during styling. The optional comb attachment smooths highly textured hair, and an air concentrating nozzle helps direct airflow for faster styling. Cool-shot button helps to smooth the hair cuticle to lock in styles and lock out frizz with added shine.

**FEATURES**
- 1875W
- Dual speed and temperature settings
- Cool shot button
- Ergonomic handle grip
- Removable filter
- Comb and nozzle attachments included
- 11 ft cord
- 2 Year Warranty

Create brilliantly polished, smooth, and sleek hairstyles with this 1” hairstyling iron featuring Black Titanium plates. Black Titanium plates heat quickly, more evenly, retain heat better and reach a maximum temperature of up to 450°F. Adjustable temperature settings allow for customized styling for fine to highly-textured hair. The smooth gliding plates straighten hair in fewer passes, allowing for faster styling.

**FEATURES**
- 1” Black Titanium Plates
- Max temperature of up to 450°F
- LED Temperature Display
- 1 hour auto shut-off
- 11 ft. Professional Length Cord
- Dual voltage for international travel

Compact and versatile straightener offers precise styling with the smoothing power of Black Titanium. Black Titanium plates heat quickly, more evenly, retain heat better and reach a maximum temperature of 410°F. Adjustable temperature settings allow for customized styling on fine to highly textured hair. The smooth gliding 1/2” Black Titanium plates allow for targeted styling and finishing. For shorter hair lengths, it is the ideal size for creating volumized or smooth styles.

**FEATURES**
- 1/2” Black Titanium Plates
- Max temperature of up to 410°F
- Adjustable temperature dial
- 1 hour auto shut-off
- 11 ft. Professional Length Cord
- Dual voltage for international travel
FEATURES & BENEFITS

CHI Transformation System

The CHI Transformation System is an Advanced American Technology system utilizing ceramic heat, negative ions, pure natural silk and Cationic Hydration Interlink to transform the hair. This scientific approach permanently transforms hair from frizzy, curly, wavy, or even coarse, straight air into silky, beautiful, controlled, straighter hair without the use of any harsh chemicals or ammonia.
CHI TRANSFORMATION SOLUTION - PHASE 1

Transforms hair from frizzy, curly, wavy, or even coarse straight hair into silky, beautiful, controlled straighter hair.

• For Chemically treated hair
• Phase 1
• No harsh chemicals or ammonia

- Formula A: for resistant/Virgin Hair – CHI0416
- Formula B: for Color/Chemically treated hair – CHI0417
- Formula C: for Porous/Fine and Highlighted Hair – CHI0418

CHI TRANSFORMATION BONDER - PHASE 2

Transforms hair from frizzy, curly, wavy, or even coarse straight hair into silky, beautiful, controlled straighter hair.

• For Chemically treated hair
• Phase 2
• No harsh chemicals or ammonia

- Formula A: for resistant/Virgin Hair – CHI0516
- Formula B: for Color/Chemically treated hair – CHI0517
- Formula C: for Porous/Fine and Highlighted Hair – CHI0518
Benefits & Features

CHI Enviro American Smoothing Treatment is a revolutionary and safe treatment. It eliminates up to 95% of frizz while making curly hair manageable. It instantly adds amazing shine, silkiness, and condition to the hair. The results of this safe alternative to traditional, harsh straightening systems are amazing. The system safely smooths frizzy, curly hair into beautiful, soft and silky hair. When the powerful yet gentle formula is combined with heat from the CHI iron and dryer the hair is bonded, providing incredible results.
CHI ENVIRO
AMERICAN SMOOTHING TREATMENT - PROFESSIONAL
This revolutionary smoothing system infuses the unique formula of amino acids, proteins, silk and pearl into the hair’s cuticle. This process dramatically improves the condition, shine and smoothness of even the most unruly hair types. Results typically last up to 4 months depending on hair type.

A) PURITY SHAMPOO
2 oz/CHI6233  
12 oz/see price list for SKU

B) COLOR TREATED HAIR
2 oz/CHI6235  
12 oz/see price list for SKU

CHI ENVIRO
SMOOTHING SHAMPOO
Provides maximum moisture and smoothness to frizzy, uncontrollable hair. Silk Proteins penetrate hair to condition and create incredible shine.

- Contains pearl and silk complex
- Creates incredible shine

2 oz/CHI6237  
12 oz/CHI6228  
32 oz/CHI6240

CHI ENVIRO
SMOOTHING CONDITIONER
Provides maximum moisture and smoothness to frizzy, uncontrollable hair. Silk Proteins penetrate hair to condition and create incredible shine.

- Contains pearl and silk complex
- Creates incredible shine

2 oz/CHI6238  
12 oz/CHI6229  
32 oz/CHI6241

CHI ENVIRO
STAY SMOOTH BLOW OUT LOTION
Ensures longer lasting CHI Enviro American Smoothing Treatment results. Adds moisture from the inside out to maintain your healthy mane and silk amino acids give hair an unparalleled shine.

- For beautiful smooth silky hair
- Tames frizz
- Adds shine

2 oz/CHI6113  
12 oz/CHI6242

CHI ENVIRO
SMOOTHING MASQUE
This Masque contains pearl and silk complex to replenish dry, damaged and overworked hair by moisturizing and reconstructing.

- Contains pearl and silk complex
- Adds softness and shine
- Improves dry overworked hair
- For use as a treatment, leave on for 15 minutes under hot towel

12 oz/CHI6230

CHI ENVIRO
SMOOTHING SHINE SPRAY
Weightless spray with pearl and silk complex that provides instant brilliant shine to all hairstyles.

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

5.3 oz/CHI6231

CHI ENVIRO
SMOOTHING SERUM
CHI Enviro Smoothing Serum is a lightweight leave-in treatment with pearl and silk to moisturize all hair and skin types.

- Hair will feel soft and have incredible shine
- Contains pearl and silk complex
- Lightweight
- Reduces frizz and provides nourishment

2 oz/CHI6232
CHI KERATIN SALON INTRO

INCLUDED IN KIT
6 - CHI Keratin Shampoo 12 oz
6 - CHI Keratin Conditioner 12 oz
7 - CHI Keratin Silk Infusion 6 oz
7 - CHI Keratin Leave-In Conditioner 2 oz

FREE
20 - CHI Keratin Silk Infusion 0.5 oz
**CHI KERATIN SALON INTRO DELUXE**

**INCLUDED IN KIT**
13 - CHI Keratin Shampoo 12 oz
13 - CHI Keratin Conditioner 12 oz
7 - CHI Keratin Silk Infusion 6 oz
6 - CHI Keratin Leave-In Conditioner 2 oz

**FREE**
1 - CHI Keratin Shampoo 32 oz
1 - CHI Keratin Conditioner 32 oz
20 - CHI Keratin Silk Infusion 0.5 oz
INCLUDED IN KIT
7 - CHI Rosehip Oil Protecting Shampoo 11.5 oz
6 - CHI Rosehip Oil Protecting Shampoo 25 oz
7 - CHI Rosehip Oil Protecting Conditioner 11.5 oz
6 - CHI Rosehip Oil Protecting Conditioner 25 oz
7 - CHI Rosehip Oil Repair & Shine 4 oz
7 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
7 - CHI Rosehip Oil Dry Shampoo 7 oz
7 - CHI Rosehip Oil Recovery Treatment 8 oz

FREE
1 - CHI Rosehip Oil Protecting Shampoo 11.5 oz
1 - CHI Rosehip Oil Protecting Shampoo 25 oz
1 - CHI Rosehip Oil Protecting Conditioner 11.5 oz
1 - CHI Rosehip Oil Protecting Conditioner 25 oz
1 - CHI Rosehip Repair & Shine 4 oz
1 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
1 - CHI Rosehip Dry Shampoo 7 oz
1 - CHI Rosehip Recovery Treatment 8 oz
50 - CHI Rosehip Oil Shampoo .5 oz
50 - CHI Rosehip Oil Conditioner .5 oz
10 - CHI Rosehip Oil Consumer Guide
1 - Poster, CHI Rosehip Oil
10 - CHI Rosehip Oil Step-By-Step
INCLUDED IN KIT
4 - CHI Rosehip Protecting Shampoo 11.5 oz
4 - CHI Rosehip Protecting Conditioner 11.5 oz
4 - CHI Rosehip Repair & Shine 4 oz.
3 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
3 - CHI Rosehip Dry Shampoo 7 oz
2 - CHI Rosehip Recovery Treatment 8 oz
10 - CHI Rosehip Oil Protecting Shampoo 0.5 oz
10 - CHI Rosehip Oil Protecting Conditioner 0.5 oz

FREE
1 - CHI Rosehip Oil Shampoo 25 oz
1 - CHI Rosehip Oil Conditioner 25 oz
1 - CHI Rosehip Repair And Shine 4 oz.
1 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
1 - CHI Rosehip Dry Shampoo 7 oz
1 - CHI Rosehip Recovery Treatment 8 oz
5 - CHI Rosehip Oil Consumer Guide
1 - Poster, CHI Rosehip Oil
5 - CHI Rosehip Oil Step-By-Step
CHI DEEP BRILLIANCE SALON GOLD KIT

INCLUDED IN KIT
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 12 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 12 oz
1 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
1 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
1 - CHI Deep Brilliance Olive & Monoi Smooth Edge 1.9 oz
1 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 5.3 oz
1 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spray 10 oz
5 - CHI Deep Brilliance Olive & Monoi Shine Serum .5 oz
2 - CHI Deep Brilliance Olive & Monoi Consumer Guides

FREE:
1 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
1 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
5 - CHI Deep Brilliance Olive & Monoi Shine Serum 0.5 oz
1 - CHI Deep Brilliance Olive & Monoi Poster
INCLUDED IN KIT
4 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 12 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 32 oz
4 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 12 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 32 oz
5 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
2 - CHI Deep Brilliance Olive & Monoi Shine Serum 6 oz
4 - CHI Deep Brilliance Olive & Monoi Smooth Edge 1.9 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 5.3 oz.
2 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spray 10 oz
10 - CHI Deep Brilliance Olive & Monoi Consumer Guides

FREE:
2 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 2 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 2 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 2.6 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spray 2.6 oz
5 - CHI Deep Brilliance Olive & Monoi Consumer Guides
1 - CHI Deep Brilliance Olive & Monoi Poster
ROYAL TREATMENT HAIRCARE INTRO

INCLUDED IN KIT
1 - Royal Treatment Volume Shampoo 32 oz
1 - Royal Treatment Volume Conditioner 32 oz
4 - Royal Treatment Volume Shampoo 12 oz
4 - Royal Treatment Volume Conditioner 12 oz
4 - Royal Treatment Hydrating Shampoo 12 oz
4 - Royal Treatment Hydrating Conditioner 12 oz
3 - Royal Treatment Intense Moisture Masque 8 oz

FREE
1 - Royal Treatment Hydrating Shampoo 12 oz
1 - Royal Treatment Hydrating Conditioner 12 oz
1 - Royal Treatment Pearl Complex 6 oz
1 - Royal Treatment Consumer Guide
1 - Royal Treatment Mirror Cling
1 - Royal Treatment Step-by-Step

OPEN STOCK
ROYAL TREATMENT STYLING INTRO

INCLUDED IN KIT
2 - Royal Treatment Pearl Complex 6 oz
2 - Royal Treatment Shine Gel 5 oz
2 - Royal Treatment Brilliance Cream 5 oz
4 - Royal Treatment Rapid Shine 5.3 oz
4 - Royal Treatment Dry Shampoo 7 oz
4 - Royal Treatment Ultimate Control 12 oz
4 - Royal Treatment Body Wash 12 oz

FREE
50 - Royal Treatment Pearl Complex 0.5 oz
1 - Royal Treatment Consumer Guide
1 - Royal Treatment Mirror Cling
1 - Royal Treatment Step by Step
CHI THERMAL CARE KIT

INCLUDED IN KIT:
1 - CHI Infra Treatment 6 oz
1 - CHI Silk Infusion 6 oz
1 - CHI Infra Shampoo 6 oz

CHI TRIO

INCLUDED IN KIT:
1 - CHI Infra Treatment 12 oz
1 - CHI Silk Infusion 12 oz
1 - CHI Infra Shampoo 12 oz

CHI HOME STYLIST KIT

INCLUDED IN KIT:
1 - CHI Infra Shampoo 12 oz
1 - CHI Infra Treatment 12 oz
1 - CHI Keratin Mist 12 oz
1 - CHI Silk Infusion 2 oz
## CHI Ionic Color Prepack

**Included In Kit:**

1 of each 3 oz CHI Ionic Color (95 Shades)

### Natural Colors

- **CHI1000:** 1N - Black
- **CHI1001:** 2N - Natural Black
- **CHI1002:** 3N - Darkest Brown
- **CHI1003:** 4N - Dark Brown
- **CHI1004:** 5N - Medium Brown
- **CHI1005:** 6N - Light Brown
- **CHI1006:** 7N - Dark Blonde
- **CHI1007:** 8N - Medium Blonde
- **CHI1008:** 9N - Light Blonde
- **CHI1009:** 10N - Extra Light Blonde
- **CHI1010:** 11N - Ex LT BlONDE PLU

### Ash Colors

- **CHI1011:** 4A - Dark Ash Brown
- **CHI1012:** 5A - Medium Ash Brown
- **CHI1013:** 6A - Light Ash Brown
- **CHI1014:** 7A - Dark Ash Blonde
- **CHI1015:** 8A - Medium Ash Blonde
- **CHI1016:** 9A - Light Ash Blonde
- **CHI1017:** 11A - Ex LT Ash Blonde

### Double Ash Colors

- **CHI1018:** 5AA - Med Ash Medium Brown
- **CHI1019:** 6AA - Light Ash Ash Blonde

### Beige Colors

- **CHI1020:** 6B - Light Beige Brown
- **CHI1021:** 8B - Medium Beige Blonde
- **CHI1022:** 10B - Ex LT Beige Blonde

### Iridescent Colors

- **CHI1023:** 9I - LT Iridescent Blonde
- **CHI1024:** 11I - Ex LT Irid Blonde

### Warm Colors

- **CHI1025:** 5W - Medium Warm Brown
- **CHI1026:** 6W - Light Warm Brown
- **CHI1027:** 7W - Dark Warm Blonde
- **CHI1028:** 8W - Medium Warm Blonde
- **CHI1029:** 11W - Ex LT Warm Blonde

### Red Colors

- **CHI1030:** 5G - Medium Gold Brown
- **CHI1031:** 6G - Light Gold Brown
- **CHI1032:** 7G - Dark Gold Blonde
- **CHI1033:** 8G - Medium Gold Blonde
- **CHI1034:** 9G - Light Gold Blonde
- **CHI1035:** 10G - Ex LT Gold Blonde

###覆盖性Plus Colors

- **CHI1036:** 4RB - Dark Red Brown
- **CHI1037:** 6RB - Light Red Brown
- **CHI1038:** 7RB - Dark Red Blonde
- **CHI1039:** 8RB - Medium Red Blonde
- **CHI1040:** 9RB - Light Red Blonde
- **CHI1041:** 10RB - Ex LT Red Blonde

### Chocolate Mocha Colors

- **CHI1042:** 4CM - Mocha Brown
- **CHI1043:** 5CM - Mocha Medium Brown
- **CHI1044:** 6CM - Mocha Light Brown
- **CHI1045:** 7CM - Mocha Dark Blonde
- **CHI1046:** 8CM - Mocha Medium Blonde
- **CHI1047:** 11CM - Ex LT Mocha Blonde

### Copper Colors

- **CHI1048:** 5CG - Medium Copper Brown
- **CHI1049:** 7CG - Dark Copper Gold Blonde
- **CHI1050:** 8CG - Medium Copper Blonde
- **CHI1051:** 9CG - Light Copper Blonde

### Red Violet Colors

- **CHI1052:** 4RV - Dark Red Violet
- **CHI1053:** 5RV - Medium Red Violet
- **CHI1054:** 6RV - Light Red Violet
- **CHI1055:** 7RV - Ex LT Red Violet
- **CHI1056:** 8RV - Ex LT Red Viol PALE

### Ultra Light Pale Blonde Colors

- **CHI1057:** ULP-13A - Ultra Light Pale Ash
- **CHI1058:** ULP-13B - Ultra Light Pale Beige
- **CHI1059:** ULP-13N - Ultra Light Pale Natural

### Coverage Plus Warm Colors

- **CHI1060:** 50-4W - Medium Natural Warm
- **CHI1061:** 50-6W - LT Natural Warm

### Coverage Plus Reds Colors

- **CHI1062:** 50-3R - Darkest Natural Red
- **CHI1063:** 50-5R - Medium Natural Red
- **CHI1064:** 50-7R - LT Natural Red
- **CHI1065:** 50-9R - Ex LT Natural Red

### Admixes

- **CHI1066:** Blue Additive
- **CHI1067:** Violet Additive
- **CHI1068:** Ash Additive
- **CHI1069:** Double Ash Additive
- **CHI1070:** Beige Additive
- **CHI1071:** Red Additive
- **CHI1072:** Orange Additive
- **CHI1073:** Gold Additive

### Included:

- 1 - CHI Ionic Hair Color - Blue Additive
- 1 - CHI Ionic Hair Color - Violet Additive
- 1 - CHI Ionic Hair Color - Double Ash Additive
- 1 - CHI Infra High Lift GB - Golden Blonde
- 1 - CHI Infra High Lift BB - Beige Blonde
- 1 - CHI Infra High Lift CB - Cool Blonde
- 1 - CHI Blondest Blonde Lightener Powder 1 lb
- 1 - CHI Color Generator 10V 30 oz
- 1 - CHI Color Generator 20V 30 oz
- 1 - CHI Color Generator 30V 30 oz
- 1 - CHI Color Generator 40V 300z
- 1 - CHI Infra Treatment 32 Oz
- 1 - CHI Infra Shampoo 32 Oz
- 1 - CHI Silk Infusion 12 Oz
- 2 - CHI Mixing Bowl (single compartment)
- 2 - CHI Tint Brush for Ionic color (large)
- 1 - CHI Ionic Permanent Hair Color Manual
- 1 - CHI Infra High Lift Swatch Ring
- 1 - Ionic Lg Perm/Shine Hair Color Swatch

---

**PM8411**

**CHI IONIC COLOR PREPACK**

**INCLUDED:**

1 of each 3 oz CHI Ionic Color (95 Shades)
CHI IONIC COLOR PREPACK 2

INCLUDED IN KIT:
1 of each 3 oz Ionic Color (95 Shades)

NATURAL
CHI1000: 1N - BLACK
CHI1001: 2N - NATURAL BLACK
CHI1002: 3N - DARKEST BROWN
CHI1003: 4N - DARK BROWN
CHI1004: 5N - MEDIUM BROWN
CHI1005: 6N - LIGHT BROWN
CHI1006: 7N - DARK BLONDE
CHI1007: 8N - MEDIUM BLONDE
CHI1008: 9N - LIGHT BLONDE
CHI1009: 10N - EXTRA LIGHT BLOND
CHI1010: 11N - Exclusive Light Blond

ASH
CHI1011: 4A - DARK ASH BROWN
CHI1012: 5A - MEDIUM ASH BROWN
CHI1013: 6A - LIGHT ASH BROWN
CHI1014: 7A - DARK ASH BLONDE
CHI1015: 8A - MEDIUM ASH BLONDE
CHI1016: 9A - LIGHT ASH BLONDE
CHI1017: 11A - Exclusive Light Ash Blonde

DOUBLE ASH
CHI1018: 5AA - MEDIUM ASH ASH BROWN
CHI1019: 6AA - LIGHT ASH ASH BLONDE
CHI1020: 7AA - DARK ASH ASH BLONDE
CHI1021: 8AA - MEDIUM ASH ASH BLONDE

BEIGE
CHI1022: 7B - LIGHT BEIGE BROWN
CHI1023: 9B - MEDIUM BEIGE BLONDE
CHI1024: 11B - Exclusive Light Beige Blonde

IRIDESCENT
CHI1025: 6I - LIGHT IRIDESCENT BLONDE
CHI1026: 8I - MEDIUM IRIDESCENT BLONDE
CHI1027: 10I - Exclusive Light Iridescent Blonde

WARM
CHI1028: 5W - MEDIUM WARM BROWN
CHI1029: 6W - LIGHT WARM BROWN
CHI1030: 7W - DARK WARM BLONDE
CHI1031: 8W - MEDIUM WARM BLONDE
CHI1032: 10W - Exclusive Light Warm Blonde

GOLD
CHI1033: 5G - MEDIUM GOLD BROWN
CHI1034: 6G - LIGHT GOLD BROWN
CHI1035: 7G - DARK GOLD BLONDE
CHI1036: 8G - MEDIUM GOLD BLONDE
CHI1037: 9G - LIGHT GOLDOLIVE BLONDE
CHI1038: 10G - Exclusive Light Gold Blonde

RED BROWN
CHI1039: 4RB - DARK RED BROWN
CHI1040: 6RB - LIGHT RED BROWN
CHI1041: 7RB - DARK RED BLONDE
CHI1042: 8RB - MEDIUM RED BLONDE

ADDITIVES
CHI1082: BLUE ADDITIVE
CHI1083: VIOLET ADDITIVE
CHI1084: ASH ADDITIVE
CHI1085: DOUBLE ASH ADDITIVE
CHI1086: BEIGE ADDITIVE
CHI1087: RED ADDITIVE
CHI1088: ORANGE ADDITIVE
CHI1089: GOLD ADDITIVE

COLOR PREPACKS
CHI IONIC ILLUMINATE YOUR SHADES KIT

INCLUDED IN KIT:
CHI IONIC SHINE SHADES
3 - 50-6N - light natural brown 3 fl. oz. (89 mL)
2 - 5N - medium brown 3 fl. oz. (89 mL)
2 - 6N - light brown 3 fl. oz. (89 mL)
2 - 7N - dark blonde 3 fl. oz. (89 mL)

CHI IONIC COLOR ILLUMINATE CONDITIONER
1 - Mahogany red 8.5 Fl.Oz. (251 mL)
1 - Red auburn 8.5 Fl.Oz. (251 mL)
1 - Platinum blonde 8.5 Fl.Oz. (251 mL)
1 - Dark chocolate 8.5 Fl.Oz. (251 mL)

RECEIVE FREE
1 - CHI Color Generator 20v 10 fl. oz (296 mL)
1 - CHI Ionic Color Lock Treatment 12 fl. oz. (355 mL)
CHI IONIC SHINE SHADES PREPACK

INCLUDED IN KIT:
3 oz CHI Ionic Shine Shades Liquid Color (65 Shades) with 6 FREE CHI Silk Infusion 12 oz and color whisk

INCLUDED:
1 - CHI Color Generator 10V 10 oz
1 - CHI Color Generator 20V 10 oz
1 - CHI Color Generator 30V 10 oz
1 - CHI Ionic Color Lock Treatment 12 Oz
1 - CHI Ionic Shine Shades Swatch Ring
1 - CHI Ionic Shine Shades Color Manual

FREE:
6 - CHI Silk Infusion 12 oz
1 - CHI Color Whisk
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 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

3 oz/ESTTS3
14 oz/ESTTS14
25 oz/ESTTS25

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

3 oz/ESTTC3
14 oz/ESTTC14
25 oz/ESTTC25

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

3 oz/ESTHB3
14 oz/ESTHB14
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

8 oz/ESTGS8  
14 oz/ESTGS14

**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

3 oz/ ESTTCR3  
8 oz/ESTTCR8

**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

3 oz/ESTDP3  
8 oz/ESTDP8
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.

1.4 oz/ESTBO1
**The POMADE**  
**LIGHT HOLD**  
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 WAX**  
**LIGHT HOLD**  
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
- Provides a natural shine
- Humidity resistant
- Paraben and cruelty free

3 oz/ESTW3

---

**The CLAY**  
**STRONG HOLD**  
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 SHAPER**  
**STRONG HOLD**  
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 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 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 Classic Professional Clipper

GFES1007

The rotary motor powers through wet and thick hair easily allowing you more control and better focus on trimming and styling. There’s no irritation, no pinching or snags—added bonus, it’s quieter, too. Adjustable stainless steel blades cut in both directions for added control, less irritation, and more accurate cutting. They maintain their edge longer and easily maintain hair styles from the closest crew-cut to the shaggiest shoulder-length.

The Key Features:

- 110V, 10W, 50Hz
- Easy on/off switch with adjustable lever
- Quiet motor
- Classic design with hook for easy storage
- 2 year warranty

Kit Includes:
- 4 guards (3,4,6,7)
- Blade oil
- Cleaning brush
- Comb & Scissors
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
Esquire Cordless Professional Clipper

This ergonomically designed, professional grade, lithium-ion battery, cordless clipper is ideal for fading, tapering, and blending precision cuts. The Japanese stainless steel blades offer a smooth cut for all hair types, and the electromagnetic motor delivers powerful cutting without overheating.

The Key Features:
- 240V, 6W, 50/60Hz
- Easy on/off switch with adjustable lever
- Quiet motor
- Classic design with hook for easy storage
- 2 year warranty

Kit Includes:
5 MAGNETIC GUARDS
0: 1/16” (1.5mm), 1: 1/16” (3mm), 2: 1/4” (6mm),
3: 3/8” (10mm), 4: 1/2” (13mm)
BLADE OIL, & CLEANING BRUSH

GFES1010

GFES1021
The Cordless Clipper Replacement Blades

(Sold Separately)
The CUTTING SHEAR
GFES1019

- 7" (18CM) JAPANESE STEEL CUTTING BLADE
- 100% CUTTING RATE
- CONVEX EDGE DESIGN
- OFF-SET HANDLE
- FLAT BALL BEARING

The BLENDING SHEAR
GFES1018

- 7" (18CM) JAPANESE STEEL FEATURING 46 TEETH
- IDEAL FOR BLENDING AND THINNING
- 20%-30% CUTTING RATE
- CONVEX EDGE DESIGN
- OFF-SET HANDLE
- FLAT BALL BEARING

The TEXTURIZING SHEAR
GFES1017

- 7" (18CM) JAPANESE STEEL FEATURING 15 TEETH
- IDEAL FOR BULK BLENDING AND THINNING
- 60%-70% CUTTING RATE
- CONVEX EDGE DESIGN
- OFF-SET HANDLE
- FLAT BALL BEARING
A set of expertly selected professional cutting combs offers control and precision while cutting.

Kit Includes:
1 - Flat top cutting comb
1 - All-purpose cutting comb
1 - Tapered Cutting Comb
1 - Standard Cutting Comb
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
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
The Kits
The PLATINUM SALON INTRO KIT

Included In The Kit:

- 4 - The Shampoo 14 oz
- 4 - The Shampoo 25 oz
- 4 - The Conditioner 14 oz
- 4 - The Conditioner 25 oz
- 5 - The 3-in-1 Hair & Body 14 oz
- 2 - The Wax 3 oz
- 2 - The Pomade 3 oz
- 2 - The Forming Cream 3 oz
- 2 - The Shaper 3 oz
- 2 - The Clay 3 oz
- 2 - The Defining Paste 8 oz
- 2 - The Textured Gel 8 oz
- 2 - The Firm Gel 8 oz
- 2 - The Firm Gel 25 oz
- 2 - The Thickening Cream 8 oz
- 2 - The Grooming Spray 14 oz

FREE

- 1 - The Shampoo 25 oz
- 1 - The Conditioner 25 oz
- 1 - The Pomade 3 oz
- 1 - The Clay 3 oz
- 1 - The Textured Gel 8 oz
- 1 - The Thickening Cream 8 oz
- 1 - The Firm Gel 8 oz
- 1 - Style Look Book
- 1 - Esquire Consumer Guide
The GOLD SALON INTRO KIT

Included In The Kit:

3 - The Shampoo 14 oz
3 - The Conditioner 14 oz
4 - The 3-in-1 Hair & Body Wash 14 oz
2 - The Wax 3 oz
2 - The Pomade 3 oz
2 - The Forming Cream 3 oz
2 - The Shaper 3 oz
2 - The Clay 3 oz
2 - The Firm Gel 25 oz
2 - The Thickening Cream 8 oz
1 - The Defining Paste 8 oz
1 - The Textured Gel 8 oz
1 - The Firm Gel 8 oz
1 - The Grooming Spray 14 oz
1 - Style Look Book
1 - Esquire Consumer Guide

FREE

1 - The Wax 3 oz
1 - The Firm Gel 8 oz
1 - The Textured Gel 8 oz
1 - The Clay 3 oz
1 - Style Look Book
1 - Esquire Consumer Guide

PM8371A
## OIL COMPARISON CHART

<table>
<thead>
<tr>
<th>PRODUCT NAME</th>
<th>PRODUCT IMAGE</th>
<th>DESCRIPTION</th>
<th>KEY INGREDIENTS</th>
<th>INGREDIENT IMAGE</th>
<th>KEY BENEFITS</th>
<th>IDEAL HAIRTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHI Silk Infusion</td>
<td><img src="image1" alt="CHI Silk Infusion" /></td>
<td>Leave-In reconstructing treatment enriched with CHI ceramic, silk, wheat &amp; soy proteins. This weightless serum helps to protect hair against thermal styling &amp; environmental stressors while imparting softer, smoother hair with incredible shine.</td>
<td>CHI ceramic, Silk protein, Wheat protein, Soy protein</td>
<td><img src="image2" alt="CHI Silk Infusion" /></td>
<td>Protects &amp; strengthens hair, Adds moisture &amp; shine, Smooths frizz</td>
<td>Ideal for normal to thick hair types. Especially helpful to those styling with a blow dryer or thermal styling tools.</td>
</tr>
<tr>
<td>CHI Keratin Silk Infusion</td>
<td><img src="image3" alt="CHI Keratin Silk Infusion" /></td>
<td>Powerful reconstructing complex that heals &amp; hydrates dry, damaged hair. While natural keratin rebuilds the hair’s cuticle, silk penetrates deep into the hair to retain moisture &amp; smooth the cuticle.</td>
<td>Keratin, Argan Oil, Jojoba Oil, Keratlix</td>
<td><img src="image4" alt="CHI Keratin Silk Infusion" /></td>
<td>Rebuilds hair cuticle &amp; strength, Adds elasticity to the hair, Smooths hair cuticle &amp; frizz</td>
<td>Ideal for weak, dry, damaged or breaking hair from chemical treatments, thermal styling or other environmental stressors.</td>
</tr>
<tr>
<td>CHI Enviro Smoothing Serum</td>
<td><img src="image5" alt="CHI Enviro Smoothing Serum" /></td>
<td>Lightweight leave-in serum that dramatically reduces frizz &amp; helps smooth the hair cuticle for soft, healthy looking hair. This nourishing serum contains a unique pearl &amp; silk complex that provides lightweight moisture to frizzy, uncontrolable hair.</td>
<td>Silk, Pearl, Lipids, Enhancing Oil</td>
<td><img src="image6" alt="CHI Enviro Smoothing Serum" /></td>
<td>Provides lightweight moisture, Reduces frizz &amp; helps control hair, Improves softness &amp; shine</td>
<td>Ideal for frizzy or coarse hair to improve control or normal hair to improve softness &amp; smoothness.</td>
</tr>
<tr>
<td>CHI Royal Treatment Pearl Complex</td>
<td><img src="image7" alt="CHI Royal Treatment Pearl Complex" /></td>
<td>A luxurious blend of pear &amp; white truffle that reduces split ends &amp; restores the hair with 4 times its weight in moisture. This leave-in serum contains 22 amino acids, protects against UV rays &amp; helps smooth &amp; tighten the cuticle.</td>
<td>Pearl, White Truffle</td>
<td><img src="image8" alt="CHI Royal Treatment Pearl Complex" /></td>
<td>Restores hair with 4 times its weight in moisture, Promotes healthy hair, Anti-aging &amp; renewal properties</td>
<td>Ideal for all hair types needing TLC &amp; pampering and anti-aging hair care.</td>
</tr>
<tr>
<td>CHI Argan</td>
<td><img src="image9" alt="CHI Argan" /></td>
<td>A luxurious blend of Argan Oil, Moringa Oil &amp; nourishing vitamins, naturally derived to rejuvenate &amp; hydrate dull, frizzy &amp; damaged hair.</td>
<td>Argan Oil, Moringa Oil</td>
<td><img src="image10" alt="CHI Argan" /></td>
<td>Restores Vitamins &amp; Moisture, Restores vibrancy to dull hair rejuvenating hair’s appearance, Hydrates &amp; smooths damaged hair</td>
<td>Ideal for dry, dull, lackluster hair that is in need of color rejuvenation, shine, &amp; smoothness.</td>
</tr>
<tr>
<td>Rose Hip Repair &amp; Shine Leave-in Tonic</td>
<td><img src="image11" alt="Rose Hip Repair &amp; Shine Leave-in Tonic" /></td>
<td>Enrich color-treated hair before styling, with a light-conditioning vitamin infused hair tonic.</td>
<td>Rose Hip Oil, Silk, Vitamin C &amp; Antioxidants, UV Protectant</td>
<td><img src="image12" alt="Rose Hip Repair &amp; Shine Leave-in Tonic" /></td>
<td>Eliminate Frizz, Control Static, Provides Incredible Shine, Adds Moisture, Color Treated Hair Use</td>
<td>Ideal for all Hair Types. Benefit all Color Treated Hair.</td>
</tr>
<tr>
<td>CHI Luxury Black Seed Dry Oil</td>
<td><img src="image13" alt="CHI Luxury Black Seed Dry Oil" /></td>
<td>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.</td>
<td>Black Seed Oil</td>
<td><img src="image14" alt="CHI Luxury Black Seed Dry Oil" /></td>
<td>Replenishes moisture, Protects against damage, Thermal protector, Promotes healthy hair, Strengthens hair</td>
<td>Ideal for normal to thick hair types. Especially helpful to those styling with a blow dryer or thermal styling tools.</td>
</tr>
</tbody>
</table>
# Silk & Oil Comparison Chart

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Product Image</th>
<th>Description</th>
<th>Key Ingredients</th>
<th>Ingredient Image</th>
<th>Key Benefits</th>
<th>Ideal Hairtype</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silk Therapy</td>
<td></td>
<td>The original weightless, leave-in silk replenishing &amp; reconstructing treatment to repair, smooth &amp; protect all hair types.</td>
<td>Silk</td>
<td></td>
<td>Fills voids in cuticle to create smooth hair.</td>
<td>Ideal for all hair types that desire smooth, silky, shiny hair.</td>
</tr>
<tr>
<td>Silk Therapy Lite</td>
<td></td>
<td>An ultra-light leave-in reconstructing treatment formulated to give fine &amp; thin hair a miraculously smooth &amp; silky appearance without adding excess oil.</td>
<td>Silk</td>
<td></td>
<td>Fills voids in cuticle to create smooth hair.</td>
<td>Ideal for fine or thin hair that desires smooth, silky, shiny hair without excess weight or oil.</td>
</tr>
<tr>
<td>Hydrating Therapy Maracuja Oil</td>
<td></td>
<td>Lightweight leave-in serum that dramatically reduces frizz &amp; helps smooth the hair cuticle for soft, healthy looking hair. This nourishing serum contains a unique pearl &amp; silk complex that provides lightweight moisture to frizzy, uncontrollable hair.</td>
<td>Maracuja Oil</td>
<td>Quinoa Silk</td>
<td>Provides intense hydration. Enhances hair’s overall health &amp; appearance. Calms &amp; tames dry, brittle hair.</td>
<td>Ideal for severely dry, course, thick or unruly hair.</td>
</tr>
<tr>
<td>Miss Universe</td>
<td></td>
<td>Protective oil blend infused with Moringa and Macadamia Oil for natural hair rejuvenation.</td>
<td>Moringa Oil Macadamia Oil</td>
<td></td>
<td>Weightlessly infuses hair with moisture and nutrients. Creates silky, smooth, healthy looking hair. Provides natural UV and thermal protection.</td>
<td>Ideal for hair types adding smoothness and shine before blow dry styling or using as a finishing agent to smooth flyaways.</td>
</tr>
<tr>
<td>CHI Tea Tree Oil Serum</td>
<td></td>
<td>This fast absorbing blend of Tea Tree and Peppermint Oils moisturizes and nourishes the hair and scalp.</td>
<td>Tea Tree Oil Peppermint Oil</td>
<td></td>
<td>Consists of essential nutrients for silky, smooth, healthy looking hair. Provides natural UV and thermal protection.</td>
<td>For all hair types for a refreshing combination of tea tree and peppermint to help balance hair oils, maintain moisture and invigorate the hair and scalp.</td>
</tr>
<tr>
<td>SKU</td>
<td>Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA0005-B</td>
<td>CHI IONIC SHINE SHADES COLOR MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB8375-B</td>
<td>CHI IONIC SHINE SHADES WALL CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI4238</td>
<td>CHI IONIC SHINE SHADES SWATCH RING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI4203-1</td>
<td>CHI IONIC PERMANENT SHINE COLOR MANUAL ENGLISH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI4203F</td>
<td>CHI IONIC PERMANENT SHINE COLOR MANUAL FRENCH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI 4203-S</td>
<td>CHI IONIC PERMANENT SHINE COLOR MANUAL SPANISH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB6315-C</td>
<td>CHI IONIC PERMANENT SHINE COLOR WALL CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI 4211-B</td>
<td>CHI IONIC COMPARISON CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB1208-C</td>
<td>CHI CHROMASHINE MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA1002</td>
<td>CHI ROSEHIP OIL COLOR NUTURE CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB9011</td>
<td>CHI ROSEHIP OIL COLOR NUTURE STEP BY STEP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB9012</td>
<td>CHI IONIC COLOR ILLUMINATE WALL CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA0001</td>
<td>SUNGLITZ MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB4008</td>
<td>SUNGLITZ COMPARISON CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB0010</td>
<td>SUNGLITZ PRICE POINT FORMULATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9245</td>
<td>CHI BLONDEST BLONDE MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA5510-A</td>
<td>CHI INFRA ENVIRONMENTAL CREAM COLOR MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB1206</td>
<td>CHI TONE &amp; SHINE WALL CHART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB1215</td>
<td>CHI COLOR WHEEL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9234</td>
<td>CHI 44 IRON GUARD LINE CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9235</td>
<td>CHI ARGAN OIL PLUS MORINGA CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA0002</td>
<td>CHI STYLING LINE EXTENTION CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9231</td>
<td>BIOSILK HYDRATING THERAPY CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9228</td>
<td>BIOSILK VOLUMIZING THERAPY CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9227</td>
<td>BIOSILK COLOR THERAPY CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA1001</td>
<td>CHI TEA TREE OIL CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 7005</td>
<td>CHI WAVES STEP BY STEP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHI 3005-B</td>
<td>CHI TRANSFORMATION MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 6300</td>
<td>CHI QUICK SMOOTH BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB0020</td>
<td>CHI ENVIRO HOME MAINTENANCE GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA0020</td>
<td>CHI ENVIRO SMOOTHING MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90-6137</td>
<td>CHI ENVIRO NOTEBOOK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB5100</td>
<td>BIOSILK PERMS INSTRUCTIONS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9238</td>
<td>BIOSILK ROCK HARD CONSUMER BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9240</td>
<td>ESQUIRE GROOMING CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB8391</td>
<td>ESQUIRE GROOMING THE BARBERING MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9240-B</td>
<td>ESQUIRE GROOMING THE PRODUCT GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9239</td>
<td>CHI DEEP BRILLIANCE O&amp;M CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9241</td>
<td>CHI DEEP BRILLIANCE SILK RELAXER CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9242</td>
<td>CHI DEEP BRILLIANCE MANUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB9015</td>
<td>CHI DEEP BRILLIANCE STEP BY STEP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9235</td>
<td>CHI ARGAN CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 7121</td>
<td>CHI NOURISH INTENSE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 1205-A</td>
<td>CHI WET LINES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB1045-A</td>
<td>ROYAL TREATMENT BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 1212</td>
<td>CHI MAGNIFIED VOLUME BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9226</td>
<td>CHI KERATIN CONSUMER GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB1200-A</td>
<td>BIOSILK WET LINE BROCHURE TRI LINGUAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB7001</td>
<td>BIOSILK WET LINE PRESCRIPTION PAD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9228</td>
<td>BIOSILK VOLUMIZING THERAPY BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA9227</td>
<td>BIOSILK COLOR THERAPY BROCHURE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 5044-A</td>
<td>FAROUK SYSTEMS CLASS NOTE PAD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB6001</td>
<td>EVENT REPORT ENGLISH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 6001-S</td>
<td>EVENT REPORT SPANISH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB9014</td>
<td>SHADES COLLECTION WORKBOOK 2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB9007</td>
<td>RESONANCE COLLECTION WORKBOOK 2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 5500</td>
<td>FAROUK SYSTEMS CLASS CERTIFICATE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB 5506-A</td>
<td>TEXAS CE CERTIFICATE (TX CLASSES ONLY)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>