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.”

John McCall

As a highly renowned businessman, John McCall began his career in the beauty industry by owning and operating one of the largest and most successful professional distributorships in the United States. His keen insight into what hairdressers and salons needed, garnered him the reputation for knowing which brands could make the difference in their earning potential. It was through this that stylists and salons sought out Armstrong McCall for all their needs, trusting that each product they purchased would deliver the results they needed. John’s trusted intuition and in-depth knowledge of the industry helped to build many top brands through his distribution channels as well as providing customers with some of the finest education both at his distributor shows and through in-salon trainings. It was during one of his distributors shows over 30 years ago that he was introduced to a newly formed haircare company called Farouk Systems, Inc. It was here that John McCall met Dr. Farouk Shami. Together, these two innovative geniuses became not only best friends but business partners that have worked tirelessly to grow the company’s top brands such as SunGlitz, BioSilk and CHI. Today, Farouk Systems, Inc. is proud to have him as a partner. Together, Farouk and John continue to grow and create brands, always putting the hairdresser, the environment and education at the forefront.
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

Rami Shami, Chief Executive Officer

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 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.

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.
A HISTORY OF INNOVATION

FAROUK®
CHI®
BIO SILK®

Farouk Systems, Inc. is founded by Farouk Shami.

Invented the first silk oil treatment for hair and skin called BioSilk Silk Therapy.

CHI®

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.

GLITZ®

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

BIO SILK THERAPY ORIGINAL

30 YEARS OF PATENTS

INVENTOR: DR. FAROUK SHAMI
GLOBAL PATENTS GRANTED: 23

PATENT NUMBER | DESCRIPTION
--- | ---
1 | 2,573,991 COMPOSITION AND METHOD FOR SIMULTANEOUSLY LIGHTENING AND COLORING HAIR
2 | 7,708,020 COMPOSITION AND METHOD FOR SIMULTANEOUSLY LIGHTENING AND COLORING HAIR
3 | D 585,752 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
4 | 500235 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
5 | 77464 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
6 | 0008655/97-0001 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
7 | 1637 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
8 | 27385 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
9 | D2008/82/6 COMBINED BOTTLE AND CAP BIOSILK BOTTLE
10 | 8,038,733 COMPOSITION AND SYSTEM FOR HAIR COLORING AND COLOR RETENTION
11 | 7,582,120 COMPOSITION AND SYSTEM FOR HAIR COLORING AND COLOR RETENTION
12 | 8,387,271 HAIR DRYER STANDING
13 | 8,973,284 HAIR DRYER
14 | D 690,054 HAIR DRYER WITH TOUCH SENSITIVE CONTROL SCREEN
15 | D 695,958 HAIR DRYER WITH TOUCH SENSITIVE CONTROL SCREEN
16 | D 695,959 HEATER HAIR ROLLER CAROUSEL
17 | 7,638,177 HAIR TRANSFORMATION METHOD
18 | 8,273,334 HAIR TRANSFORMATION METHOD
19 | 8,080,764 DIGITAL HAIR IRON
20 | 2,676,561 DIGITAL HAIR IRON
21 | 8,530,794 HAIR IRON
22 | 14/734,189 HAIR IRON AND HEAT TRANSFER MATERIAL FOR HAIR IRON
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.

2009

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

2012

CHI Touch Hair Dryer

2014

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

2015

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

2017

Launched CHI Lava, with volcanic lava infused ceramic derived from lava rocks.
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.
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.
DURABLE PLATES | SMOOTH GLIDE | IONIC SHINE

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

FEATURES

- 1” Volcanic Lava Ceramic Plate
- 11 ft. Cord
- Maximum temperature of up to 392°F / 202°C
- Quick Heat Up
- Dual Voltage

VOLCANIC LAVA CERAMIC PLATES

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

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

Features:
• 1” Volcanic Lava Ceramic Floating Plates
• 11 ft. Cord for Convenience
• Maximum Temperature of up to 392°F(202°C)
• Quick Heat Up
• Dual Voltage for Convenient Travel
• 2-Year Limited Warranty
In 1997, Farouk Shami discovered the benefits of ceramic heat while on a trip to Italy. It was here that he learned how a pizza crust stayed moist when baked using ceramic heat and how it should be able to do the same for hair. After returning from his trip, he went to the drawing board and introduced the industry’s first CHI Ceramic Flat Iron. CHI Ceramic is the Gold standard for Ceramic Hairstyling Irons, it leaves the hair straight, shiny and frizz free. The CHI brand has continued to grow and expand since this original model. Dr. Shami has engaged the science and knowledge of NASA to develop tools with Nano Technology.

 Benefits:
• Locks in the moisture and closes the hair cuticle for shiny healthy-looking hair.
• Smooth plates for soft gliding and snag-free styling
• Protects hair color by keeping it looking true and vibrant longer.
• Even heat distribution leaves the hair smooth and silky with an exceptional shine.
Our professional salon model analog hairstyling irons have a versatile all-in-one ergonomic design and use advanced ceramic technology to create silky, shiny, and frizz-free hair instantly.

**Features:**
- Professional salon model
- 1" Ceramic Floating Plates
- Versatile styling tool: flip, curl, and style
- Creates silky hair instantly
- Flash-quick heating, up to 392°F (202°C)
- 11 ft. Swivel Cord for Convenience
- 2-Year Limited Warranty
- Dual voltage for convenient travel

**Model:**
GF1001

**Awards:**
- BEHIND THE CHAIR - READER'S CHOICE AWARD 2015
- INFLUENSTER.COM - MUST-HAVE STYLING TOOL 2015
- INFLUENSTER.COM - BEST STRAIGHTENER 2016
- BEAUTY ALL WOMEN - TOP 10 FLAT IRONS 2016
- TOTALBEAUTY.COM - READER'S CHOICE AWARD 2016
- TOTALBEAUTY.COM - READER'S CHOICE AWARD 2017
- TEEN VOGUE - BEST FLAT IRON 2017
**CHI® Original Digital**

**1” Digital Ceramic Hairstyling Iron**

**One Tool, Unlimited Styles**

- LED Adjustable Heat Settings
  - For All Hair Types
- Floating Plates
  - For Better Grip
- Generates Ions
  - For Shiner Looking Results
- Ceramic Floating Plates
- **425°F**
- LCD Adjustable Heat Settings
- Dual Voltage
  - For Convenient Travel
- **2 Year**
  - Two Year Limited Warranty
- **1 Hour**
  - 1 Hour Auto Shut-off For Safety

**Straighten** **Curl** **Flip**

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**Farouk Product Catalog/ Retail**
DIGITAL CERAMIC HAIRSTYLING IRON 1”

CHI ORIGINAL DIGITAL features our iconic CERAMIC technology with a digital temperature reading display on an LCD screen, it offers proper temperature settings for fine, medium and coarse hair. It delivers shiny, smooth and salon quality results without the damage of the height heats.

FEATURES:
- Ceramic heater with advanced technology and 60 second heat up for faster styling
- 1” Ceramic Curved Floating Plates for Better Grip
- Digital LCD Display
- Heats up to 425°F (218°C)
- Professional salon model
- Dual Voltage for Convenient Travel
- 1 Hour Auto Shut-Off for Safety
- 9 ft. (2.9 m) professional swivel cord for convenience

MODEL: CA2309 RUBY RED
MODEL: CA2354 MIDNIGHT MATTE
Tourmaline is a crystal ground into a fine powder and infused into the Ceramic plates. When heated, this substance produces large amounts of negative ions, enough to counteract the positive ions found in dry and damaged hair resulting in smooth, shiny, and soft hair.

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

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

FEATURES:
- 1” Curved Floating Plates
- 392°F(202°C) Maximum Temperature
- 30-second Quick Heat Up
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

BENEFITS:
- Reduces Frizz & Static
- Adds Exceptional Shine
- Versatile Styling: Smooth, Curl and Flip
CHI Tourmaline Ceramic Hairstyling Iron utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. This hairstyling iron is ideal for all your hairstyle needs. Now you can straighten, smooth, curl, wave, spiral, flip and bend. Just use your imagination and create your own personal flair.

**FEATURES:**
- 1” Curved Floating Plates
- 410°F (210°C) Maximum Temperature
- 30-second Quick Heat Up
- Adjustable Temperature Dial
- 1 Hour Auto Shut-Off for Safety
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

**BENEFITS:**
- Reduces Frizz & Static
- Adds Exceptional Shine
- Versatile Styling: Smooth, Curl and Flip
CHI Tourmaline Ceramic Hairstyling Iron 1” With Extended Plates utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. The extended plate design offers more styling coverage in one pass. Hair is left smooth and silky with an exceptional shine. This Hairstyling Iron is ideal for all your hairstyle needs. Now, you can straighten, smooth, curl, wave, and flip. Just use your imagination and create your own personal flair.

FEATURES:
• 1” Tourmaline ceramic Curved Floating Plates
• 4.25” Extended Plates, 0.75” Longer Than Traditional Irons
• 410°F(210°C) Maximum Temperature
• 30-second Quick Heat Up
• Adjustable Temperature Dial
• 1 Hour Auto Shut-Off for Safety
• 9 ft. (2.7 m) Swivel Cord for Convenience
• Dual Voltage for Convenient Travel
• 2-Year Limited Warranty

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

Model: CA2205 Onyx Black
CHI Tourmaline Ceramic Hairstyling Iron 1½” utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. This Hairstyling Iron is ideal for all your hairstyle needs. Now, you can straighten, smooth, curl, wave, and flip. Just use your imagination and create your own personal flair.

FEATURES:
- 1.5" Curved Floating Wide Plates
- 410°F (210°C) Maximum Temperature
- 30-second Quick Heat Up
- Adjustable Temperature Dial
- 1 Hour Auto Shut-Off for Safety
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

INCLUDES:
- Tourmaline Ceramic Hairstyling Iron 1.5”
- Thermal Mat

Model: CA1174 Onyx Black
The Tourmaline Ceramic Mini Hairstyling Iron 0.75”  Never have a bad hair day again! CHI Compact Ceramic Mini Flat Iron utilizes the latest ceramic technology to produce negative ions, which reduce static electricity and frizz. This mini iron is small enough for on the go and yet powerful enough to smooth and tame frizz like a full size iron. Dual voltage makes it perfect for world travel. Hair is left silky soft.

FEATURES:
- 0.75” Curved Floating Plates
- On/Off Switch
- Far Infrared For Moist Heat
- 392°F (202°C) Maximum Temperature
- 30-second Quick Heat Up
- 6.5ft (1.9 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

BENEFITS:
- Reduce Frizz
- Smaller Size for Travel

Model:
CA1087F Onyx Black
2-PIECE TRAVEL COLLECTION

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

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

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

FEATURES:
• 1000W Dryer
• Far Infrared
• Ceramic Heater
• Lightweight DC Motor
• Ergonomic Design
• Collapsible handle
• 6.5ft (1.9m) Swivel Cord for Convenience
• Dual Voltage for Convenient Travel
• 2-Year Limited Warranty

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

FEATURES:
• 0.75” Flat Tourmaline Ceramic Plates
• 1” Rounded Tourmaline Ceramic Barrel
• Heat up to 392°F(202°C) for Internal & External plates
• Even Heat Distribution
• 6.5ft (1.9m) Swivel Cord
• Dual Voltage
• 2-Year Limited Warranty

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

PERFECT for On-the-Go Styling!

Model: CA2248
CHI Ceramic Tools have now gone mini to accommodate all of your styling needs. The CHI Ceramic 0.75” Travel Iron & 1” Travel Curling Iron ceramic heat technology produce negative ions, which help seal the cuticle and repel humidity while locking in vital moisture. The scratch resistant ceramic provides superior glide and even heat for optimum performance. These mini tools are small enough for on the go, yet powerful enough to smooth and tame frizz like any full size tool. CHI Ceramic 1000w Travel Dryer produces far infrared heat to penetrate the hair shaft safely while heating the hair from the inside out. The ceramic technology reduces frizz by also locking in vital moisture and providing even heat for styling all hair types. With its lightweight ergonomic design and dual voltage feature, this dryer is great for your traveling needs! This powerful dual voltage trio comes with a convenient travel case so you can take them wherever you go!

FEATURES:

**Dryer**
- 1000 Watts
- Ceramic Heater
- Far Infrared
- Ergonomic Design

**Iron**
- 0.75” Tourmaline Ceramic Plates
- Heats up to 400°F
- Compact Size for Convenient Travel

**Curler**
- 1” Tourmaline Ceramic Barrel

**All Products**
- Dual Voltage for Convenient Travel
- 6.5 ft (1.9 m) Cord
- 2-Year Limited Warranty

INCLUDES:
- 0.75” Tourmaline Ceramic Travel Iron
- 1” Tourmaline Ceramic Travel Curling Iron
- 1000w Ceramic Travel Dryer
- Thermal Bag

**PERFECT for On-the-Go Styling!**

Model:
**CA2111 Onyx Black**
CHI Tourmaline Ceramic 3-in-1 Smooth, Curl and Wave Styling Iron is a multifunctional hairstyling tool designed to create numerous styles with ease. Versatile heat settings enable the iron to be used as a curling or straightening iron to smooth, curl or wave the hair into customized styles. The 3-in-1 Smooth, Curl and Wave Styling iron uses the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing a high amount of negative ions and Far Infrared which reduce static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. Just use your imagination and create your own personal flair!

**FEATURES:**
- 0.5" Flat Tourmaline Ceramic Plates
- 1" Rounded Tourmaline Ceramic Barrel
- 4.25" Extended Plate, 0.75" Longer Than Traditional Irons
- Inner Plates Heat up to 425°F(218°C)
- Outer Plates Heat up to 410°F(210°C)
- Smooth silicone strips on inner plate to grip hair and ensure a smooth glide
- 1 Hour Auto Shut-Off for Safety
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

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

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

Model: CA2222 Onyx Black
CHI Spin N Curl 1” Ceramic Rotating Curler

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

FEATURES:
- 1” Ceramic Rotating Barrel
- 410°F Maximum Temperature
- Directional Buttons
- Tangle Protection
- Includes Pre-set Temperatures:
  - Low 370°F for Fine Hair
  - Medium 390°F for Medium Hair
  - High 410°F for Coarse Hair
- Includes Adjustable Heat-Up Times:
  - 15 seconds for Fine Hair
  - 17 seconds for Medium Hair
  - 19 seconds for Coarse Hair
- Temperature Display
- Beep Alert
- Auto Temperature Lock
- 1-hour Auto Shut Off For Safety
- Dual Voltage for Convenient Travel
- 2-year Limited Warranty
- 9 ft. (2.7 m) Swivel Cord for Convenience

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

INCLUDES:
- CHI Ceramic Rotating Curler
- Cleaning Tool

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

Also available in Matte Black!
CURLING IRONS & WANDS

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

FEATURES:
• 1.25” Ceramic Barrel
• 410°F(210°C) Max Temperature
• 30 Second Quick Heat Up
• Automatic Rotating Barrel
• Digital Temperature Display
• 1 Hour Auto Shut-Off for Safety
• 9 ft. (2.7 m) Swivel Cord for Convenience
• Beep Alert
  • 5 seconds 350°F - 370°F Fine Hair
  • 7 seconds 375°F - 395°F Medium Hair
  • 12 seconds 395°F - 410°F Coarse Hair
• Dual Voltage for Convenient Travel
• 2-Year Limited Warranty

INCLUDES:
• Tourmaline Ceramic Automatic Rotating Curler
• Thermal Mat

TOURMALINE CERAMIC AUTOMATIC ROTATING CURLER 1.25”

Model:
CA2198 Onyx Black
CHI® TOOLS

TOURMALINE CERAMIC CURLING IRON 1"

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

FEATURES:
• 1” Smooth Ceramic Barrel
• 30 Second Heat Up
• Digital Temperature Control for Variable Heat Settings
• LCD Screen
• 1 Hour Auto Shut-Off for Safety
• 9 ft. (2.7 m) Swivel Cord for Convenience
• Dual Voltage for Convenient Travel
• 2-Year Limited Warranty

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

INCLUDES:
• CHI Tourmaline Ceramic Curling Iron 1"
• Thermal Mat

Model: Color
CA1030 Matte Black
CA1033 Ruby Red
CHI Tourmaline Ceramic Curling Iron utilizes the latest innovative technology combining Tourmaline Ceramic with even heat distribution, producing an exceptionally high amount of negative ions and Far Infrared which reduces static electricity for that perfect style. Hair is left smooth and silky with an exceptional shine. With a non-stick ceramic surface, this iron glides through the hair while creating luxurious waves and curls that last all day.

**FEATURES:**
- 1.5” Smooth Ceramic Barrel
- 30 Second Heat Up
- Digital Temperature Control for Variable Heat Settings
- LCD Screen
- 1 Hour Auto Shut-Off for Safety
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

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

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

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

**FEATURES:**
- 1” Tourmaline Ceramic Curling Wand
- Smooth Glide Barrel
- Flash Quick Heating
- 410°F(210°C) Maximum Temperature
- 15-second Auto Temperature Lock
- Cool Tip Protect Hands from Barrel
- 1 Hour Auto Shut-Off for Safety
- Dual Voltage for Convenient Travel
- 9 ft. (2.7 m) Swivel Cord for Convenience
- 2-Year Limited Warranty

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

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

Model: CA1095 Matte Black
CHI Tourmaline Ceramic Tapered Curling Wand creates trendy curls with no creases and no lines. This clamp-free tapered wand utilizes the latest Tourmaline Ceramic technology to reduce static electricity and frizz for defined locks and waves. Ergonomically designed to create modern locks, this wand produces tighter, smaller, ringlet-looking curls. To achieve the look, simply wrap a 1" strand of hair from the base to the tip and hold for 8-10 seconds. For a more natural style, finger comb to loose curls.

FEATURES:
- 0.5”-1” Tourmaline Ceramic Tapered Curling Wand
- Smooth Glide Barrel
- Flash Quick Heating
- 410°F (210°C) Maximum Temperature
- 15-second Auto Temperature Lock
- Cool Tip Protect Hands from Barrel
- 1 Hour Auto Shut-Off for Safety
- Dual Voltage for Convenient Travel
- 9 ft. (2.7 m) Swivel Cord for Convenience
- 2-Year Limited Warranty

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

INCLUDES:
- 0.5” - 1” Tourmaline Ceramic Tapered Curling Wand
- Heat Resistant Glove

Model: **CA1096 Onyx Black**
TOURMALINE CERAMIC HOT STYLING BRUSH

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

**FEATURES:**
- Tourmaline Ceramic Bristles
- Negative Ion Generator
- 410°F (210°C) Maximum Temperature
- LED Digital Temperature Control
- Auto Temperature Lock
- 1-hour Auto Shut Off for Safety
- Dual Voltage for Convenient Travel
- 9 ft. (2.7 m) Swivel Cord for Convenience

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

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

**Model:**
CA2270 Matte Black

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**BEFORE**

**AFTER**

LED Digital Temperature Control

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

FEATURES:
• 1.25” Tourmaline Ceramic Barrel
• Far Infrared heat
• 410°F(210°C) Maximum Temperature
• 15-second Auto Temperature Lock
• Cool Tip
• 1 Hour Auto Shut-Off for Safety
• Dual Voltage for Convenient Travel
• 9ft (2.7 m) Swivel Cord for Convenience
• 2-Year Limited Warranty

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

INCLUDES:
• Tourmaline Ceramic Heated Round Brush 1.25”
• Thermal sleeve
CHI TECH 1” CERAMIC HAIRSTYLING IRON

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

FEATURES AND BENEFITS:
• 1” ceramic floating plates
• Maximum temperature of up to 392°F(202°C)
• 9 ft. (2.7 m) Swivel Cord for Convenience
• Creates smooth, sleek looks by locking moisture into the hair
• Seals the cuticle
• Dual Voltage for convenient travel
• 1-Year Limited Warranty

Model: GF8227
CHI TECH 0.75” TRAVEL CERAMIC HAIRSTYLING IRON

CHI Tech 0.75” Travel Ceramic Hairstyling Iron is perfect size for touch-ups and on-the-go styling. Ceramic plates offer moist heat and a consistent temperature, producing optimum styling results for all hair types. Produces far-infrared heat and negative ions, resulting in shiny, healthy, and beautiful hair.

FEATURES AND BENEFITS:
• 0.75” ceramic floating plates
• Max temperature of 392°F (202°C)
• 6.5 ft. (1.9 m) Swivel Cord for Convenience
• 1-Year Limited Warranty

Model:
GF8225
CHI® 1” TITANIUM HAIRSTYLING IRON

CHI Hairstyling irons with Titanium plates reach top temperatures in record time for a quick hair styling experience. It will also effortlessly glide over the hair for a silky and shiny appearance. Titanium is naturally durable and lightweight so straightening will be more comfortable and the flat iron will last much longer. Hair salons use titanium flat irons due to their high performance and quick heating which cuts down on the wait, making them more efficient and pleasing their customers with amazingly smooth and long-lasting styles. This technology is beneficial for thick, coarse and stubborn hair types that need high temperatures for a proper straighten.

- LED Adjustable Heat Settings For All Hair Types
- Floating Plates For Better Grip
- Generates Ions For Shiner Looking Results
- Dual Voltage For Convenient Travel
- Curved Floating Titanium Plates
- Touch-Slide Adjustable Heat Settings
- 2 Year Limited Warranty
- 1 Hour Auto Shut-off For Safety

S T R A I G H T E N  C U R L  F L I P
CHI 1” TITANIUM HAIRSTYLING IRON

The CHI Titanium Hairstyling Iron 1” features innovative titanium plates that heat up fast and evenly for ideal styling. Five preset temperature settings are suitable for all hair types, from fine to highly-textured hair with a maximum temperature of 425°F. The curved floating plates and the round-shaped tip make it easier to glide through the hair. The body is 15% slimmer than our classic 1 iron, for easier grip. You can straighten, smooth, curl, wave, and flip with this iron—use your imagination to create your own personal flair.

FEATURES:
- Titanium 1” Curved Floating Plates
- Heats up to 425°F (218°C)
- LED Touch And Slide Temperature Control
- 5 Adjustable Heat Settings:
  (350°F-370°F-398°F-410°F-425°F)
- 40-second Heat Up Time
- 1 hour Auto Shut-Off for Safety
- 9 ft. (2.7 m) Swivel Cord for Convenience
- Dual Voltage for Convenient Travel
- 2-Year Limited Warranty

Model:
CA2249 ONYX BLACK
CHI CERAMIC TECHNOLOGY

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

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

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

CERAMIC
Ceramic creates negative ions that diffuse water molecules in micro-fine nano particles, improving moisture balance and shine, while reducing frizz and static electricity as well as drying time.
CHI TECH 1600 SERIES HAIR DRYER

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

FEATURES AND BENEFITS:
• 1600 watts
• Lightweight and powerful DC motor
• Ceramic heater for shiny, frizz-free hair
• Adjustable 3 heat and 2 speed settings for airflow control
• Cold shot button to lock in style
• Ergonomically designed
• 9 ft. (2.7 m) cord for convenience
• 1-Year Limited Warranty
CHI TECH TRAVEL HAIR DRYER

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

FEATURES AND BENEFITS:
• 1400 Watts
• Ceramic heater for shiny, frizz-free hair
• Adjustable heat and speed settings for airflow control
• Sleek and lightweight design with a collapsible handle perfect for travel and storage
• Air concentrator nozzle included
• 6.5 ft. (1.9 m) cord for convenience
• 1-Year Limited Warranty

Model: GF8230

Rapid Clean Technology® Inside

Decreases bacterial buildup inside the hair dryer
**CHI PRO DRYER**

Features:
- Dries hair up to 40% faster
- Produces moist heat
- Promotes moisture and shine in the hair
- Ceramic Heater reduces frizz and static electricity
- Low EMF
- Ergonomically designed
- Two speed settings
- Cold shot button
- 1500-watts
- 11 ft. (3.4 m) Swivel Cord for Convenience

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

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

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

Model: CA2148 Onyx Black
CHI® TOOLS

CHI®

ADVANCED IONIC

COMPACT HAIR DRYER

1 8 7 5 SERIES

Rapid Clean Technology® Inside

Decreases bacterial build-up inside the hair dryer

Ceramic Technology Inside

Locks in moisture & maintains body

Advanced Ion Generator Inside

Neutralizes static & minimizes fly-aways
CHI 1875 Series Advanced Ionic Compact Hair Dryer

Featuring a built-in Ion Generator that emits an impressive amount of Negative Ions to reduce frizz and increase shine. It also decreases the drying time by breaking apart water molecules, which makes them evaporate faster, this will result in shiny, smooth, frizz-free, healthy hair. Its super compact shape makes this dryer storage friendly for on-the-go styling. Rapid Clean Technology®; Blue LED light’s antimicrobial properties offer cleaner air during styling by decreasing bacterial buildup inside the hair dryer.

FEATURES:
- 1875 Watts
- CHI Ceramic Technology locks in moisture and maintains body
- Ion Generator reduces frizz and minimizes fly-a-ways
- Adjustable 3 Heat / 2 Speed Settings
- Cold Shot Button locks in curls, waves and styles
- Lightweight and Powerful DC motor
- Air Nozzle Concentrator and Diffuser included
- Super Compact, space saver design.
- Removable filter prevents damaging lint buildup and extends motor life
- 6.5 ft. (1.9 m) cord for convenience

Model: CA2312 Ruby Red

INCLUDES:
- Ceramic Hair Dryer
- Nozzle
- Diffuser
CHI 1875 SERIES SALON STYLE COMPACT HAIR DRYER

CHI 1875 Series Hair Dryer features a powerful and lightweight salon quality 1875W motor. Ceramic ions safely dry the hair while reducing frizz and adding shine. It also helps to speed up dry time for salon quality results. Variable heat and speed settings are perfect for all hair types and textures. Includes a Nozzle Concentrator to add volume or smoothness to blow outs.

FEATURES AND BENEFITS:
- Lightweight Powerful Salon Quality 1875w DC Motor
- Ceramic Heater preserves natural hair moisture and generates ions for shiny, frizz-free hair.
- Rapid Clean Technology®
- Adjustable 3 heat and 2 speed setting for temperature and airflow control
- Compact and lightweight salon inspired design.
- Cold shot button to lock in curls, waves and styles
- Removable filter prevents damaging lint buildup and extends motor life
- 6.5 ft. (1.98m) Cord Length
- Air concentrator and Diffuser included.
- 2-Year Limited Warranty
CHI 1400 SERIES FOLDABLE COMPACT DRYER

CHI 1400 Series Foldable Compact Hair Dryer features a powerful and lightweight 1400W DC motor that performs like a full-size dryer that produces professional blow outs, eliminating frizz and drying hair for a shinier, healthy style on the go. Rapid Clean Technology®; Blue LED light’s antimicrobial properties offer cleaner air during styling by decreasing bacterial buildup inside the hair dryer.

FEATURES AND BENEFITS:
• 1400W DC motor
• Two heat / speed temperature settings
• Cool shot button for long-lasting results
• Compact and lightweight design
• Dual Voltage for worldwide travel
• ALCI plug for your Safety
• Hanging Ring for convenient storage
• Removable filter cap for proper maintenance
• 7” tangle free cord
• Narrow nozzle for concentrated airflow

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

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

1. Small Tourmaline Ceramic Nylon Round Brush  
   Model - CA 1054
2. Medium Tourmaline Ceramic Nylon Round Brush  
   Model - CA 1055
3. Large Tourmaline Ceramic Nylon Round Brush  
   Model - CA 1056
4. Tourmaline Ceramic Straightening Brush  
   Model - CA 1057
5. 9 Row Vent Brush  
   Model - CA 1058
6. Small Paddle Brush  
   Model - CA 1063
7. Large Paddle Brush  
   Model - CA 1064
8. Backcomb  
   Model - CA2223
CATIONIC HYDRATION INTERLINK TECHNOLOGY

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

**FEATURES & BENEFITS**

- First hair care line to use Cationic Hydration Interlink technology, which strengthens and protects the hair from daily use of thermal tools
- Contains positively charged silk molecules, which interlock with hair’s natural structure to build strength and resilience while improving moisture and shine

**KEY INGREDIENTS**
CHI INFRA SHAMPOO
Gently cleanses while correcting the moisture balance of the hair and scalp, creating healthier and more manageable hair.
- Adds superior shine
- Suitable for all hair types
- Paraben and Sulfate free
- Contains Ionic and Cationic Hydration Interlink technology

2 oz/CHI0002
6 oz/CHI0006
12 oz/CHI0012
32 oz /CHI0032
GALLON/CHI0035

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

12 oz/CHI0212
32 oz/CHI0234

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

0.5 oz/CHI0101
2 oz/CHI0102
6 oz/CHI0106
12 oz/CHI0112
32 oz/CHI0134
GALLON/CHI0135

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

0.5 oz/CHI0301
2 oz/CHI0302
6 oz/CHI0306
12 oz/CHI0312

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

2 oz/CHI6114
6 oz/CHI0136

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

0.5 oz/CHI0601
12 oz/CHI0612
32 oz/CHI0632
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 hairs cuticle to help protect against future damage.
- Promotes long-lasting, healthier hair
- Adds shine and elasticity
- Helps prevent future breakage

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

**CHI KERATIN SILK INFUSION**
CHI Keratin Silk Infusion is a powerful reconstructing complex that heals and hydrates dry, damaged hair. This unique compound dramatically improves elasticity, preventing future breakage, while adding intense hydration that restores softness and shine.
- Promotes long-lasting, healthier hair
- Adds shine and elasticity
- Helps prevent future breakage

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

**CHI KERATIN FLEX FINISH HAIRSPRAY**
Flexible styling hairspray with lightweight control to provide an ultra-smooth hold that seals out humidity and eliminates frizz and flyaways from any style, creating a sleek, smooth finish that lasts all day.
- Infused with keratin to strengthen hair and reduce breakage
- Flexible hold
- Lightweight control

2 oz/CHIKH2
10 oz/CHIKH10

**CHI KERATIN 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 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
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

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
10 oz/CHI5650
20 oz/CHI5612

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

10 oz/CHI5651
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.

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
CHI DEEP BRILLIANCE

HAIR DRYER

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 Limited Warranty

CHI DEEP BRILLIANCE

1” BLACK TITANIUM HAIRSTYLING IRON

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.

• 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
• 2 Year Limited Warranty

CHI DEEP BRILLIANCE

0.5” BLACK TITANIUM HAIRSTYLING IRON

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 0.5” Black Titanium plates allow for targeted styling and finishing. For shorter hair lengths, it is the ideal size for creating volumized or smooth styles.

• 0.5” 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
• 2 Year Limited Warranty
CHI® COLOR MAINTENANCE

CHI® IONIC COLOR ILLUMINATE

Color-Enhancing Conditioners

CHI Ionic Color Illuminate Color enhancing shampoos and conditioners provide balanced color replenishment between salon services. Color Illuminate directly deposits color dyes or tones in one easy 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
**CHI COLOR ILLUMINATE**

**CHI IONIC COLOR ILLUMINATE SHAMPOOS**

**Plantinum Blonde**
- 12 oz - CHICIPS12
- 25 oz - CHICIPS25

**Red Auburn**
- 12 oz - CHICIAR12
- 25 oz - CHICIAR25

**Silver Blonde**
- 12 oz - CHICISB12
- 25 oz - CHICISBS25

**CHI IONIC COLOR ILLUMINATE CONDITIONERS – 8.5 oz**

**PLATINUM BLONDE**
- CHICIP10

**SILVER BLONDE**
- CHICISB10

**GOLDEN BLONDE**
- CHICIS10

**RED AUBURN**
- CHICIAR10

**MAHOGANY RED**
- CHICIRR10

**COFFEE BEAN**
- CHICICB10

**DARK CHOCOLATE**
- CHICIDC10

**LAVENDER PLUM**
- CHICILP8

**TEAL BLUE**
- CHICITB8

**ROSE GOLD**
- CHICIRG8

**NEON PINK**
- CHICINP8
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.
<table>
<thead>
<tr>
<th>CHI STYLING</th>
<th>CHI ENVIRO 54 HAIRSPRAY</th>
<th>CHI INFRA TEXTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRM HOLD</strong> hair spray is great for locking in and securing finished styles.</td>
<td>Fast-drying hairspray gives lift, movement, texture, and control with no build up or flakes. Great as a working or finishing spray.</td>
<td></td>
</tr>
<tr>
<td>- Lightweight</td>
<td>- Thermal protection against moisture and humidity</td>
<td></td>
</tr>
<tr>
<td>- Versatile spray</td>
<td>- Incredibly lightweight, with providing a silky shine</td>
<td></td>
</tr>
<tr>
<td>- No build up</td>
<td>- Suitable for all hair types</td>
<td></td>
</tr>
<tr>
<td>- Firm hold</td>
<td>- Contains Ionic and Cationic Hydration Interlink technology</td>
<td></td>
</tr>
<tr>
<td>2.6 oz/CHI6212</td>
<td><strong>2.6 oz/CHI0640</strong></td>
<td><strong>2.6 oz/CHI0640</strong></td>
</tr>
<tr>
<td>10 oz/CHI6116</td>
<td><strong>10 oz/CHI0650</strong></td>
<td><strong>10 oz/CHI0650</strong></td>
</tr>
<tr>
<td><strong>NATURAL HOLD</strong> hair spray is great for layering to create multiple textures, styles, and finishes</td>
<td><strong>2.6 oz/CHI0640</strong></td>
<td><strong>2.6 oz/CHI0640</strong></td>
</tr>
<tr>
<td>- Lightweight</td>
<td><strong>10 oz/CHI0650</strong></td>
<td><strong>10 oz/CHI0650</strong></td>
</tr>
<tr>
<td>- Versatile spray</td>
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</tr>
<tr>
<td>- No build up</td>
<td><strong>10 oz/CHI6115</strong></td>
<td><strong>10 oz/CHI6115</strong></td>
</tr>
<tr>
<td>- Flexible hold</td>
<td><strong>PARABEN FREE</strong></td>
<td><strong>PARABEN FREE</strong></td>
</tr>
<tr>
<td><strong>CHI HELMET HEAD HAIRSPRAY</strong></td>
<td><strong>PARABEN FREE</strong></td>
<td><strong>PARABEN FREE</strong></td>
</tr>
<tr>
<td>Fast-drying aerosol hair spray protects against humidity and creates voluminous, full bodied looks</td>
<td>Fast-drying spritz protects against humidity and creates voluminous, full-bodied looks</td>
<td></td>
</tr>
<tr>
<td>- Extra firm</td>
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<td></td>
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<tr>
<td>- Fast drying</td>
<td>- Fast drying</td>
<td></td>
</tr>
<tr>
<td>2.6 oz/CHI0641</td>
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<tr>
<td>10 oz/CHI0656</td>
<td><strong>10 oz/CHI0656</strong></td>
<td><strong>10 oz/CHI0656</strong></td>
</tr>
<tr>
<td><strong>CHI SHINE INFUSION</strong></td>
<td><strong>PARABEN FREE</strong></td>
<td><strong>PARABEN FREE</strong></td>
</tr>
<tr>
<td>Thermal active shine spray that instantly gives polished shine without the added weight or oils</td>
<td><strong>PARABEN FREE</strong></td>
<td><strong>PARABEN FREE</strong></td>
</tr>
<tr>
<td>- Helps repair split ends</td>
<td>- Vitamins and proteins add essential moisture</td>
<td></td>
</tr>
<tr>
<td>- Eliminates frizz</td>
<td>- Protects against thermal damage</td>
<td></td>
</tr>
<tr>
<td>- Adds incredible shine</td>
<td>- Suitable for all hair types</td>
<td></td>
</tr>
<tr>
<td>5.3 oz/CHI0655</td>
<td>2 oz/CHI5005</td>
<td>2 oz/CHI5005</td>
</tr>
<tr>
<td><strong>CHI 44 IRON GUARD</strong></td>
<td><strong>GLUTEN FREE</strong></td>
<td><strong>GLUTEN FREE</strong></td>
</tr>
<tr>
<td><strong>THERMAL PROTECTING SPRAY</strong></td>
<td><strong>GLUTEN FREE</strong></td>
<td><strong>GLUTEN FREE</strong></td>
</tr>
<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>
<td><strong>BEAUTY LAUNCHPAD</strong></td>
<td></td>
</tr>
<tr>
<td>- Vitamins and proteins add essential moisture</td>
<td><strong>BEST THERMAL PROTECTOR 2015</strong></td>
<td></td>
</tr>
<tr>
<td>- Protects against thermal damage</td>
<td><strong>NATURALLY CURLY</strong></td>
<td></td>
</tr>
<tr>
<td>- Suitable for all hair types</td>
<td><strong>EDITOR’S PICK 2017</strong></td>
<td></td>
</tr>
<tr>
<td>2 oz/CHI5005</td>
<td>2 oz/CHI5005</td>
<td>2 oz/CHI5005</td>
</tr>
<tr>
<td>8 oz/CHI5008</td>
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</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. hair

- 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 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 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 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 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/CHI6002
**CHI STYLING**

**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 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

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

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

- Removes impurities
- Strengthens hair
- Invigorates and soothes

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

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

- Promotes hair health
- Strengthens hair
- Invigorates and soothes

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

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

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

0.5 oz/CHITTSE05
2 oz/CHITTSE2

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

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

3 oz/CHITTSS3

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

- Deeply moisturizing
- Promotes hair health
- Invigorates and soothes

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

Key Ingredients:

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

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

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

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

2 oz/CHIRHRS2
6 oz/CHIRHRS6

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

5.3 oz/CHIRHDS5

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

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

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

8 oz/CHIRHIT6

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

7 oz/CHIRHDSH5
CHI Argan Oil is a luxurious hair care system featuring a unique blend of naturally derived Argan Oil plus Moringa that works to rejuvenate and hydrate dull, frizzy and damaged hair. This four-part system infuses hair with vitamins, moisture, and nourishing oils, resulting in a smooth and overall restored condition.

**KEY INGREDIENTS**

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

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

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

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

12 oz/CHIAS12
25 oz/CHIAS25

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

12 oz/CHIAC12
25 oz/CHIAC25

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

0.5 oz/CHIAO05
3 oz/CHIAO3

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

8 oz/CHIAOM8

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

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

**CHI LUXURY BLACK SEED OIL GENTLE CLEANSING SHAMPOO**

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

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

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

**CHI LUXURY BLACK SEED OIL MOISTURE REPLENISH CONDITIONER**

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

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

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

**CHI LUXURY BLACK SEED OIL REVITALIZING MASQUE**

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

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

5 oz/CHILM5

**CHI LUXURY BLACK SEED OIL LEAVE-IN CONDITIONER**

Lightweight leave-in conditioner helps to detangle and smooth hair while protecting against thermal styling. Black Seed Oil replenishes moisture while fortifying hair strands, prepping hair for styling.

- Moisture replenishment
- Thermal protector
- Detangles unruly stands
- Controls frizz and flyaways
- Prevents split ends
- Strengthens hair
- Protects from color fading
- Prevents future damage
- Controls and defines curls
- Adds incredible shine

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

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

- Formulated for fine to medium hair textures for daily use
- Protects against environmental damage
- Promotes healthy hair
- Strengthens hair
- Rejuvenates hair for soft, supple and shiny results.

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

CHI LUXURY BLACK SEED OIL
CURL DEFINING CREAM GEL

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

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

5.3 oz/CHILCG5

CHI LUXURY BLACK SEED OIL
BLOW DRY CREAM

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

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

6 oz/CHILDC6

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- Strengthens hair
- Rejuvenates hair for soft, supple and shiny results.

6 oz/CHILDC6
CHI LUXURY BLACK SEED OIL

**CHI LUXURY BLACK SEED OIL DRY SHAMPOO**

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

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

5.3 oz/CHILDS5

**CHI LUXURY BLACK SEED OIL INTENSE REPAIR HOT OIL TREATMENT**

A highly concentrated intense repair treatment designed to reverse the signs of breakage and damage with the fortifying and rejuvenating properties of Black Seed Oil.

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

1.7 oz/CHILOT1

**CHI LUXURY BLACK SEED OIL FLEXIBLE HOLD HAIRSPRAY**

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

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

10 oz/CHILVHS10
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 anti-oxidants, 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
- Passion fruit.
**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

**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

**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

**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

**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
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

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
Iris Mittenaere
Miss Universe 2016
CHI

**REFRESH & PROTECT TRAVEL KIT**

CHI Infra is the first hair care line of its kind utilizing CHI 44 Ceramic and Cationic Hydration Interlink. It provides moisture and strength by interlocking vital moisture and strength in the inner structure of the hair. Products leave hair healthier, more manageable and with superior shine.

**KIT INCLUDES:**
- 1 - CHI Iron Guard 44 2 oz.
- 1 - CHI Dry Shampoo 2.6 oz.
- 1 - CHI Infra Treatment 2 oz.
- 1 - CHI Infra Shampoo 2 oz.

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CHI

**PROTECT & HOLD TRAVEL KIT**

CHI Infra is the first hair care line of its kind utilizing CHI 44 Ceramic and Cationic Hydration Interlink. It provides moisture and strength by interlocking vital moisture and strength in the inner structure of the hair. Products leave hair healthier, more manageable and with superior shine.

**KIT INCLUDES:**
- 1 - CHI Iron Guard 44 2 oz.
- 1 - CHI Helmet Head Hair Spray 2.6 oz.
- 1 - CHI Infra Treatment 2 oz.
- 1 - CHI Silk Infusion 2 oz.

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CHI

**THE ESSENTIALS TRAVEL KIT**

CHI Infra is the first hair care line of its kind utilizing CHI 44 Ceramic and Cationic Hydration Interlink. It provides moisture and strength by interlocking vital moisture and strength in the inner structure of the hair. Products leave hair healthier, more manageable and with superior shine.

**KIT INCLUDES:**
- 1 - CHI Infra Shampoo 2 oz.
- 1 - CHI 44 Iron Guard 2 oz.
- 1 - CHI Infra Treatment 2 oz.
CHI Tea Tree Oil
**NURTURE & SHIELD TRAVEL KIT**

Always maintain a refreshed and energized look with CHI Tea Tree Oil on the go styling kit. With the soothing benefits of Tea Tree and Peppermint Oil, this kit was designed to remove impurities, excess build up, and maintain ideal moisture levels. Never leave home without it!

**KIT INCLUDES:**
- 1 - CHI Tea Tree Oil Soothing Scalp Spray 2 oz.
- 1 - CHI Tea Tree Oil Serum 2 oz.
- 1 - CHI Tea Tree Oil Shampoo 2 oz.
- 1 - CHI Tea Tree Oil Conditioner 2 oz.

CHI Keratin
**STRENGTHEN & REVIVE TRAVEL KIT**

Are you suffering from chemically, heat damaged or environmentally abused hair? Instantly transform your dry, frizzy, hair into healthy, smooth locks with the CHI Keratin On the go styling kit. Restore softness and shine while dramatically improving elasticity and prevent future breakage. Create looks that will be sure to turn heads.

**KIT INCLUDES:**
- 1 - CHI Keratin Leave-In Conditioner 2 oz.
- 1 - CHI Keratin Flex Finish Hair Spray 2.6 oz.
- 1 - CHI Keratin Reconstructing Shampoo 2 oz.
- 1 - CHI Keratin Reconstructing Conditioner 2 oz.

CHI Infra
**SHINE & MOISTURE TRAVEL KIT**

CHI Infra is the first hair care line of its kind utilizing CHI 44 Ceramic and Cationic Hydration Interlink. It provides moisture and strength by interlocking vital moisture and strength in the inner structure of the hair. Products leave hair healthier, more manageable and with superior shine.

**KIT INCLUDES:**
- 1 - CHI Infra Shampoo 2 oz.
- 1 - CHI Infra Texture Hair Spray 2.6 oz.
- 1 - CHI Infra Treatment 2 oz.
- 1 - CHI Silk Infusion 2 oz.
CHI ROSEHIP OIL
COLOR PROTECTION TRAVEL KIT
CHK8398

Needing a pick me up? Boost and nurture your colors vibrancy and shine for long lasting, salon-fresh color with CHI Rose Hip Oil On the go styling kit. High in antioxidants and Vitamin C, your hair will sure to be a showstopper!

KIT INCLUDES:
1 - CHI Rose Hip Oil Repair & Shine Leave in Tonic 2 oz.
1 - CHI Rose Hip Oil Protecting Shampoo 2 oz.
1 - CHI Rose Hip Oil Protecting Conditioner 2 oz.
1 - Chi Iron Guard 44 Style & Stay Firm Hold 2.6 oz.

BIOSILK
THE MIRACLE OF SILK TRAVEL KIT
BSK1039

Provides unparalleled shine and revitalizes hair for soft, supple, and shiny results at all times with BioSilk Silk On the go Strength and Shine Travel Kit.

KIT INCLUDES:
1 - BIOSILK Silk Therapy Original 2.26 oz.
1 - BIOSILK Silk Therapy Miracle 17 Leave-in 2.26 oz.
1 - BIOSILK Silk Therapy Shampoo 2.26 oz.
1 - BIOSILK Silk Therapy Conditioner 2.26 oz.

BIOSILK
STRENGTH & SHINE TRAVEL KIT
BSK1040

Provides unparalleled shine and revitalizes hair for soft, supple, and shiny results at all times with BioSilk Silk On the go Strength and Shine Travel Kit.

KIT INCLUDES:
1 - BIOSILK Silk Therapy Original 2.26 oz.
1 - BIOSILK Silk Therapy Finishing Spray 2.6 oz.
1 - BIOSILK Silk Therapy Shampoo 2.26 oz.
1 - BIOSILK Silk Therapy Conditioner 2.26 oz.
BIOSILK SILK THERAPY ORGANIC COCONUT OIL
INTENSE MOISTURE KIT  
BSK1037

BioSilk Silk Therapy with 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.

KIT INCLUDES:
1 – BioSilk Organic Coconut Oil Moisturizing Shampoo 5.64 fl. oz.
1 – BioSilk Organic Coconut Oil Moisturizing Conditioner 5.64 fl. oz.
1 – BioSilk Organic Coconut Oil Leave-in Treatment for Hair and Skin 5.64 fl. oz.
Marta Stępień
Miss Canada 2018
STRENGTH
• Silk contains 17 out of 19 amino acids found in human hair
• Silk bonds and repairs the hair from the inside out
• Silk is one of the strongest fibers in the world
• Silk strengthens the hair and provides more body and volume

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

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

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

The BioSilk Silk Therapy Story
This quest for healthier hair is how BioSilk Silk Therapy emerged in 1986. For centuries, silk was celebrated as a luxurious fabric because of its smooth texture and brilliant luster. Throughout history, silk clothed royalty and the elite, continually evolving with fashion trends to be one of the most coveted fabrics of all times. It is also one of the strongest fibers in the world equal to steel. Because of this, Farouk Shami researched and discovered the benefits of silk proteins and how they could be applied to hair. Each silk protein contains 17 of the 19 amino acids found in hair, imparting shine, taming frizz and preventing split ends. Farouk knew that all women want their hair to be shiny, healthy looking, and conditioned properly. Silk solved those three issues with one product, the magic of Silk Therapy.

The launch of BioSilk Silk Therapy was yet another first since natural pure silk had never been used in hair care before. It was created as a weightless, leave-in silk replenishing and reconstructing treatment to repair, smooth, and protect all hair types.

This innovative leave-in treatment for hair has led to the development of BioSilk Hair Color as well as a full range of hair care and styling tools.

BioSilk Silk Therapy continues to be one of the company’s strongest product offerings, winning countless beauty awards throughout the years, and is a recognized brand among 97% of women.
BioSilk® Silk Therapy® Lite is an ultra-lite leave-in reconstructing treatment formulated to give fine and thin hair a miraculously smooth and silky appearance without adding excess oil or weighing down hair.

- Fills voids in cuticle to create smooth hair
- Aids in preventing split ends
- Provides incredible shine
- Formulated for fine or thin hair

2.26 oz/BSSTL2
5.64 oz/BSSTL5

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

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

2.26 oz/BSST2
5.64 oz/BSST5
7 oz/BSST07
12 oz/BSST12
34 oz/BSST34

BioSilk® Silk Therapy® Conditioner is a conditioner with botanical extracts and herbs that replenishes moisture. Silk proteins penetrate hair to condition and create incredible shine. UV filters protect hair from damaging UVA/UVB rays.

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

2.26 oz/BSSTC2
7 oz/BSSTC07
12 oz/BSSTC12
34 oz/BSSTC34
BioSilk® Silk Therapy® Silk Filler is a cationic leave-in treatment that helps repair damaged areas in the hair to even porosity. Ideal treatment to prepare hair for chemical services.

7 oz/BSSTF7

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

11 oz/BSCB11
25 oz/BSCB25

BioSilk® Silk Therapy® Miracle 17 is a weightless finishing spray that controls frizz and provides hair with brilliant shine and UV protection.

17 oz/BSTSM2
5.64 oz/BSTSM5

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

2.26 oz/BSSTM2
5.64 oz/BSSTSM5

BioSilk® Silk Therapy® is a product line that offers a range of solutions for various hair concerns. The products are designed to nourish, repair, and enhance the overall appearance of hair.

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

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

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

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

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

Contains silk and styling fibers that can mold the hair into any desired shape and style with a medium hold and low shine.

3 oz/BSSTM3

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**BioSilk® Silk Therapy® Silk Pomade**

Creates defined or sleek looks on wet or dry hair. Medium hold, high shine.

3 oz/BSSTPO3

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**BioSilk® Silk Therapy® Silk Mousse**

Infused with concentrated silk and botanical extracts to add maximum volume and unparalleled shine.

12 oz/BSSTM12

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**BioSilk® Silk Therapy® Silk Polish**

The ultimate styling wax to give hair brilliant shine and definition. Light hold, medium shine.

3 oz/BSSTP3

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**BioSilk® Silk Therapy® Beach Texture Spray**

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

5.64 oz/BSSTBS

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**BioSilk® Silk Therapy® Silk Polish**

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

10 oz/BSSNH10

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**BioSilk® Silk Therapy® Finishing Spray**

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

10 oz/BSSFH10

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**BioSilk® Silk Therapy® Firm Hold**

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

10 oz/BSSFH10

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**BioSilk® Silk Therapy® Natural Hold**

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

10 oz/BSSNH10

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**BioSilk® Silk Therapy® Firm Hold**

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

10 oz/BSSFH10

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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
MOISTURIZING SHAMPOO

Enriched with organic coconut oil and silk to cleanse and replenish moisture to hair. Color-safe formula nourishes to strengthen and recover vibrancy, providing soft, smooth and silky hair.

1 oz/BSTOCS1
2.26 oz./BSTOCS2
5.64 oz./BSTOCS5
12 fl. oz./BSTOCS12

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/BSTOCC05
2.26 oz./BSTOCC2
5.64 oz./BSTOCC5
12 oz./BSTOCC12

BIOSILK SILK THERAPY COCONUT OIL
CURL CREAM

Quenches curls with rich moisture to eliminate frizz and define curls. Use as a daily hair nourishment to help prevent breakage and to add shine for smooth, flawless curls with a touchable feel and bounce.

5 oz./BSTOCCR5

BIOSILK SILK THERAPY COCONUT OIL
MOISTURIZING CONDITIONER

Enriched with organic coconut oil and silk to cleanse and replenish moisture to hair. Color-safe formula nourishes to strengthen and recover vibrancy, providing soft, smooth and silky hair.

1 oz/BSTOCC05
2.26 oz./BSTOCC2
5.64 oz./BSTOCC5
12 oz./BSTOCC12

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. Formulated using organic ingredients.

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

BIOSILK SILK THERAPY COCONUT OIL
WHIPPED VOLUME MOUSSE

Whipped with rich moisture, provides volume and definition to curls and texture. Nourishing coconut oil and silk softens with a touchable hold to amplify curls and enhance shine. Adds high-impact volume and bounce for long-lasting styles.

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

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

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

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

12 oz/BS5209
34 oz/BS9633

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

10 oz/BS5206

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

12.7 oz/BS5205

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

7 oz/BS5210

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

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

Key Ingredients:

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

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

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

DRENCH YOUR HAIR with the miracle of silk.
BIOSILK HYDRATING THERAPY

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

12 oz/BSHS12
34 oz/BSHS34

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

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

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

7 oz/BSHL07

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

9 oz/BSHMA9

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

4 oz/BSHOM4

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

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

**KEY INGREDIENTS:**

1. **Silk Protein:** Silk contains 17 of the same 19 amino acids found in hair to revitalize and rejuvenate hair.
2. **Rooibos:** Protects against harmful mediators, offering UV filters, antioxidants, proteins and ceramides.
3. **VibraRiche®:** A patented blend of ingredients that delivers shinier, longer lasting color while sharpening hair’s vibrancy.
4. **Bamboo and Gooseberry Extract Blend:** Bamboo boosts hair’s strength and flexibility, while Gooseberry offers vital nutrients. Blended together they enhance hair’s overall strength and shine.
**BIOSILK COLOR THERAPY**

**SHAMPOO**

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

- 12 oz/BS9609
- 34 oz/BS9635

**CONDITIONER**

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

- 2.26 oz/BSCTC2
- 12 oz/BS9605
- 34 oz/BS9636

**COOL BLONDE SHAMPOO**

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

- 7 oz/BS9608
- 12 oz/BS9611

**LOCK & PROTECT**

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

- 5.64 oz/BS9610

**INTENSIVE MASQUE**

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

- 4 oz/BS9614
BioSilk® For Dogs features the same classic ingredients and innovative technology as the original and revolutionary BioSilk® Silk Therapy® line for humans. Luxuriously formulated with silk and enriching vitamin that work together to help restore the moisture balance to your dog’s coat. All formulas are pH balanced and are safe for use with topical flea and tick treatments. BioSilk® For Dogs provides a shiny, silky smooth finish for a noticeably well-groomed dog.
**BioSilk® For Dogs Whitening Shampoo**
BioSilk® For Dogs Whitening Shampoo gently deep cleans while it brightens white or lighter colored coats. Natural silk botanicals leave the coat soft and shiny while helping to maintain coat color and brightness.

12 oz/BSDL12

**BioSilk® For Dogs Puppy Tearless Shampoo**
BioSilk® For Dogs Puppy Tearless Shampoo gently cleanses and moisturizes the delicate coat and skin for puppies. Formulated with mild surfactants that will not sting or irritate the eyes.

12 oz/BSPS12

**BioSilk® For Dogs Moisturizing Shampoo**
BioSilk® For Dogs Moisturizing Shampoo gently cleanses and moisturizes your dog’s coat and skin for soft, shiny healthy looking coat.

12 oz/BSDM12

**BioSilk® For Dogs Silk Therapy® Xtreme Moisture Leave-In**
BioSilk® For Dogs Silk Therapy® Xtreme Moisture Leave-In Treatment rehydrates and revitalizes dry, lackluster coat and skin. It helps to provide superior shine and a smooth finish.

4 oz/BSDXMLT4

**BioSilk® For Dogs Silk Therapy® Xtreme Moisture Conditioner**
BioSilk® For Dogs Silk Therapy® Xtreme Moisture Conditioner is especially formulated to deep condition damaged or coarser coats. This ultra-rich treatment restores shine and adds volume while it leaves fur super soft.

8.5 oz/BSDEXMC8
BioSilk® For Dogs Moisturizing Waterless Shampoo Spray is great for in between baths to clean dirt and dander. The lightweight spray moisturizes the coat while helping to eliminate odors, keeping your dog smelling fresh and clean.

BioSilk® For Dogs Detangling & Shine Spray helps to detangle fur and loosen knots. It leaves the coat with a natural healthy looking shine.

BioSilk® For Dogs Super Glossing Finishing Spray provides a super luxurious shine to your dog's coat. Does not leave a greasy residue and will not weigh down the coat.

BioSilk® For Dogs Puppy Waterless Shampoo Spray is great for in between baths to clean dirt and dander. The lightweight spray moisturizes the coat while helping to eliminate odors, keeping your puppy smelling fresh and clean.
## Hair Product by Brand

### CHI Wetline Reference Guide

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<th>Power Plus</th>
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