



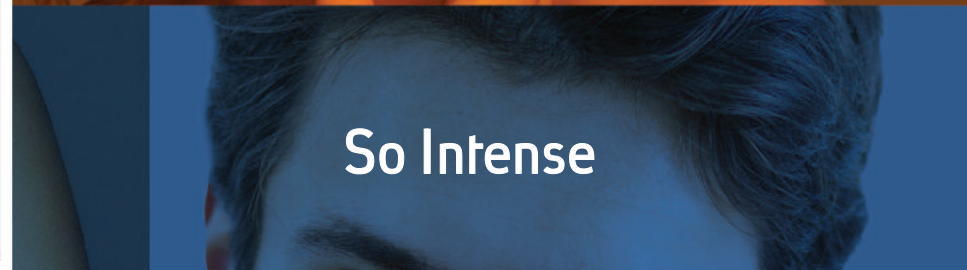
Keep it Ravishing



Keep Me Hot



Keep On Shining



So Intense



The background of the entire page is a collage of four black and white portraits of models with different hair styles: a woman with wavy hair in the top left, a woman with long wavy hair in the top right, a woman with curly hair in the bottom left, and a man with short hair in the bottom right. A central black rectangle contains the logo and text. The logo consists of a stylized 'k' with a pair of scissors icon integrated into it, followed by 'eratin.' in a sans-serif font. Below the logo, the words 'HAIR ACADEMY' are written in a smaller, all-caps sans-serif font. The central rectangle is bordered by four colored vertical bars: green on the left, orange on the right, red on the bottom left, and blue on the bottom right.

keratin.
HAIR ACADEMY

Keratin Hair Academy is a professional line of hair products enriched with beneficial ingredients, blends, and CERAMIDE A2™ patented complex. The line provides the hair with essential nutrients and moisturizing ingredients, leaving it looking and feeling soft, smooth, and shiny. Keratin Hair Academy products are formulated without any harsh ingredients, making the line perfectly suitable for all hair types.



TM

HAIR ACADEMY

Keep
it
RAVISHING



Keep it Ravishing

FOR NORMAL & DRY HAIR



Shampoo

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Gentle cleansing formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This super nourishing shampoo keeps your hair looking healthy and vital by effectively dissolving excess oil, dirt, impurities or any styling product residues. It helps maintain the moisture balance of your scalp and hair and it helps Keep it refreshed without over drying.

Beneficial ingredients include: Green tea extract and grape seed oil for antioxidant protection and soothing properties. A unique **herbal blend of Aloe Vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. **Vitamin E** as an antioxidant agent that fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2TM** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with Keep it RAVISHING Conditioner. Follow with Keep it RAVISHING Leave-On Moisture and Keep it RAVISHING Serum Oil.

1000 ML/33.81 OZ



Conditioner

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Professional softening formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This super nourishing conditioner keeps your hair looking healthy and vital by nourishing the entire strand from root to tip, for soft, shiny and fragrant locks. Effectively detangles and softens the hair, replenishes the nutrients and natural oils, needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients include: Sweet almond oil, calendula oil, jojoba seed oil and shea butter provide high nutritional value, excellent hydration and moisture retention. A unique **herbal blend of Aloe Vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. **Vitamin E** as an antioxidant agent fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2TM** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into the hair and rinse thoroughly. Suitable for daily use. Follow with Keep it RAVISHING Leave-On Moisture and Keep it RAVISHING Serum Oil.

1000 ML/33.81 OZ



Shampoo

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Gentle cleansing formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This super nourishing shampoo keeps your hair looking healthy and vital by effectively dissolving excess oil, dirt, impurities or any styling product residues. It helps maintain the moisture balance of your scalp and hair and it helps Keep it refreshed without over drying.

Beneficial ingredients include: Green tea extract and grape seed oil for antioxidant protection and soothing properties. A unique **herbal blend of Aloe Vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. **Vitamin E** as an antioxidant agent that fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2TM** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with Keep it RAVISHING Conditioner. Follow with Keep it RAVISHING Leave-On Moisture and Keep it RAVISHING Serum Oil.

400 ML/13.52 OZ



Conditioner

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Professional softening formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This super nourishing conditioner keeps your hair looking healthy and vital by nourishing the entire strand from root to tip, for soft, shiny and fragrant locks. Effectively detangles and softens the hair, replenishes the nutrients and natural oils, needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients include: Sweet almond oil, calendula oil, jojoba seed oil and shea butter provide high nutritional value, excellent hydration and moisture retention. A unique **herbal blend of Aloe Vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. **Vitamin E** as an antioxidant agent fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2TM** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into the hair and rinse thoroughly. Suitable for daily use. Follow with Keep it RAVISHING Leave-On Moisture and Keep it RAVISHING Serum Oil.

400 ML/13.52 OZ



Intensive Mask

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Intensive conditioning treatment formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This nurturing mask keeps your hair looking healthy and vital with total repair. It hydrates and revives dry, damaged hair while smoothing rough, frizzy or unmanageable hair. Enjoy this weekly professional recipe treatment to boost your hair brilliance, nourishment, bounce and silky-soft touch.

Beneficial ingredients include: Evening primrose oil, argan oil, borage oil and sweet almond oil add nourishment and resilience, rich in omega 3, 6 & 9 essential fatty acids to protect the hair from further damage, resulting in healthier looking hair. Nutritious oil combination that improves hair elasticity while having a soothing effect on the scalp. A unique herbal blend of aloe vera leaf juice, chamomile and ginger extracts is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. Vitamin E as an antioxidant agent that fights against free radicals, harsh weather and any other environmental hazards. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair from roots to tips, using a wide-toothed comb. Leave on for five minutes and rinse thoroughly. **Hair stylist's Tip:** For best professional results, use twice a week.

500 ML/16.9 OZ



Leave-On Moisture

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Professional formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This moisture boosting cream keeps your hair looking healthy and vital by providing moisture, shine, smoothness, softness, flexibility, manageability and better structure. Remarkably rich formula that provides everything your hair needs to look absolutely beautiful, without weighing it down.

Beneficial ingredients include: Argan oil, jojoba seed oil and borage seed oil, contains very high amounts of gamma-linolenic acid (GLA), which is an omega-6 essential fatty acid noted for treating dry scalp and hair. These oils have great water retaining properties which means that the hair can stay moisturized for longer periods of time, promoting a healthy appearance for your hair and scalp. A unique **herbal blend of Aloe Vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality, while soothing the scalp. **Vitamin E** as an antioxidant agent fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply a generous amount to clean, damp hair. Massage into the hair until fully absorbed. Comb through and style as usual. **Hair stylist's Tip:** For best professional results, pair this product with Keep it RAVISHING Serum Oil.

400 ML/13.52 OZ



Serum Oil

Keep It Ravishing

FOR NORMAL & DRY HAIR

SLS, SLES, Paraben Free

Professional anti-frizz formula designed for normal, dry, and combination hair which is characterized by greasy roots and dry tips. This super nourishing serum keeps your hair looking healthy and vital with a non-greasy, lightweight and smooth formula. As it seals, it eliminates frizz, provides natural movement, leaves your hair more manageable and adds shine.

Beneficial ingredients include: Linseed oil and argan oil carry extremely high omega-3 alpha linolenic acid content to nourish your hair while repairing hair tips and enhancing hair shine. A unique **herbal blend of aloe vera leaf juice, chamomile and ginger extracts** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rehydrates the hair and scalp, refreshes, clarifies and restores your hair's vitality. **Vitamin E** as an antioxidant agent fights against free radicals, harsh weather and any other environmental hazards. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Work a small amount through damp/dry hair, blow dry, or free-style as desired. Hair Stylist's Tip: For best professional results, apply to mid-strand and down, focus on hair tips and massage. Apply to damp hair before sleep and wake up to an amazing hair day.

120 ML/4 OZ



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TM

HAIR ACADEMY

Keep me HOT



HAIR ACADEMY

Keep Me Hot

FOR THIN, HIGHLIGHTED
& THERMAL TREATED HAIR



Shampoo

Keep me Hot

FOR THIN, HIGHLIGHTED & THERMAL TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Gentle cleansing formula designed especially for thin, fragile, highlighted and thermal treated hair. The first steps to regaining healthy looking hair is by delicately but efficiently dissolving excess oil, dirt, impurities or any styling product residues. This energizing shampoo helps to maintain clean hair & scalp and it keeps your hair refreshed without over drying.

Beneficial ingredients include: Aloe Vera leaf juice, jojoba seed oil and green tea extract for antioxidant protection as well as for soothing and refreshing benefits. A unique **blend of grapefruit, lemon and orange juices** delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. **Vitamin C** provides strong antioxidant protection and a nice bright hair appearance. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with Keep Me Hot Conditioner. Follow with Keep Me Hot Leave-On Moisture and Keep Me Hot Oil Serum.

1000 ML/33.81 OZ



Conditioner

Keep me Hot

FOR THIN, HIGHLIGHTED & THERMAL TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Professional nutritious formula designed especially for thin, fragile, highlighted and thermal treated hair. This caressing conditioner keeps your hair looking healthy, vital and well maintained from root to tip. Softening recipe to effectively detangle and soften your hair, and to replenish the natural oils and nutrients needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients includes: Sweet almond oil, grape seed oil, olive oil, shea butter and wheat germ oil for antioxidant protection as well as for hair elasticity, bouncing and suppleness and to improve hair texture, silkiness and shine. A unique **blend of grapefruit, lemon and orange juices** delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. **Vitamin C** provides strong antioxidant protection and a nice bright hair appearance. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into the hair and rinse thoroughly. Suitable for daily use. Follow with Keep Me Hot Leave-On Moisture and Keep Me Hot Oil Serum.

1000 ML/33.81 OZ



Shampoo

Keep me Hot

FOR THIN, HIGHLIGHTED & THERMAL TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Gentle cleansing formula designed especially for thin, fragile, highlighted and thermal treated hair. The first steps to regaining healthy looking hair is by delicately but efficiently dissolving excess oil, dirt, impurities or any styling product residues. This energizing shampoo helps to maintain clean hair & scalp and it keeps your hair refreshed without over drying.

Beneficial ingredients include: Aloe Vera leaf juice, jojoba seed oil and green tea extract for antioxidant protection as well as for soothing and refreshing benefits. A unique **blend of grapefruit, lemon and orange juices** delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. **Vitamin C** provides strong antioxidant protection and a nice bright hair appearance. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with Keep Me Hot Conditioner. Follow with Keep Me Hot Leave-On Moisture and Keep Me Hot Oil Serum.

400 ML/13.52 OZ



Conditioner

Keep me Hot

FOR THIN, HIGHLIGHTED & THERMAL TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Professional nutritious formula designed especially for thin, fragile, highlighted and thermal treated hair. This caressing conditioner keeps your hair looking healthy, vital and well maintained from root to tip. Softening recipe to effectively detangle and soften your hair, and to replenish the natural oils and nutrients needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients includes: Sweet almond oil, grape seed oil, olive oil, shea butter and wheat germ oil for antioxidant protection as well as for hair elasticity, bouncing and suppleness and to improve hair texture, silkiness and shine. A unique **blend of grapefruit, lemon and orange juices** delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. **Vitamin C** provides strong antioxidant protection and a nice bright hair appearance. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into the hair and rinse thoroughly. Suitable for daily use. Follow with Keep Me Hot Leave-On Moisture and Keep Me Hot Oil Serum.

400 ML/13.52 OZ



Intensive Mask

Keep me
Hot

FOR THIN, HIGHLIGHTED & THERMAL
TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Intensive conditioning and nourishing light textured mask designed especially for thin, fragile, highlighted and thermal treated hair. This nutritious mask delivers a valuable boost for your scalp and hair to minimize breakage & dullness and to smooth rough, frizzy, unmanageable hair. Enjoy this weekly professional recipe treatment to coat each strand with the needed ingredients which reinforce your hair brilliance, elasticity and leave it silky-soft to the touch.

Beneficial ingredients include: Evening primrose oil is rich in omega 3, 6 & 9 fatty acids and essential nutrients to protect the hair from further damage, resulting in healthier looking hair, and to improve hair elasticity while having a soothing effect on the scalp. A unique blend of grapefruit, lemon and orange juices delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. Vitamin C provides strong antioxidant protection and a nice bright hair appearance. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair from roots to ends, using a wide-toothed comb. Leave on for two to three minutes and rinse thoroughly. **Hair stylist's Tip:** For best professional results, use twice a week.

500 ML/16.9 OZ



Leave-On Moisture

Keep me
Hot

FOR THIN, HIGHLIGHTED & THERMAL
TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Professional vitamin robust formula designed especially for thin, fragile, highlighted and thermal treated hair. This moisture booster provides your hair supreme protection, moisture, shine, manageability and better structure. Effectively detangling and softening your hair, delivering a smooth texture to your hair appearance and providing your hair a better look and feel without weighing it down.

Beneficial ingredients include: Argan oil, vitamin E and jojoba seed oil deliver antioxidant protection as well as enhance hair elasticity and vitality. Provide deep nourishment and hair repairing effect, coat each hair strand, bestowing a beautiful shine and give your hair a rejuvenated look. A unique blend of grapefruit, lemon and orange juices delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids and vitamins C and E, super-antioxidants enhancing essential nutrients to the hair and scalp. Vitamin C provides strong antioxidant protection and a nice bright hair appearance. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply a generous amount to clean, damp hair. Massage into the hair until fully absorbed. Comb through and style as usual. **Hair stylist's Tip:** For best professional results, pair this product with Keep Me Hot Serum Oil. Apply a small amount of each into the palm of your hand and mix together well and apply evenly throughout hair.

400 ML/13.52 OZ



Serum Oil

Keep me Hot

FOR THIN, HIGHLIGHTED & THERMAL TREATED HAIR

SLS, SLES, Paraben, Sodium Chloride Free

Professional silky smooth formula designed especially for thin, fragile, highlighted and thermal treated hair. This miraculous serum helps to avoid breakage, dull appearance and split ends by caring for your hair with a non-greasy, lightweight recipe. It delivers smoothness, seals & eliminates frizz, provides natural movement, leaves hair more manageable and adds shine. Enjoy an instant soft touch with gradual repairing attributes.

Beneficial ingredients include: Argan oil, vitamin E and linseed oil provide antioxidant protection and carry extremely high omega-3 alpha linolenic acid content to nourish the hair while repairing hair tips and enhancing hair shine. A unique **blend of grapefruit, lemon and orange juices** delivers a strong boost of vitamins and natural benefits. This wonderful elixir provides a rich source of bioflavonoids, vitamins C and E, super-antioxidants enhancing essential nutrients to the hair. **Vitamin C** provides strong antioxidant protection and a nice bright hair appearance. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Blow-dry/style your hair with ceramic heat styling tools and finish by warming a few drops of the oil in the palm of your hands and work from hair tips to mid-strand. Hair Stylist's Tip: For best professional results, avoid application directly onto the roots, and focus on hair tips by massaging the serum in. Apply to damp hair before sleep and wake up to an amazing hair day.

120 ML/4 OZ





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TM

HAIR ACADEMY

Keep on
SHINING



HAIR ACADEMY

Keep On Shining

FOR DRY, COLORED
& DAMAGED HAIR





Shampoo

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Gentle cleansing formula designed for dry, colored and damaged hair. This invigorating shampoo provides your hair supreme repair and restoration qualities. The first steps to regaining healthy looking hair is by delicately but efficiently dissolving excess oil, dirt, impurities or any styling product residues, maintaining your scalp and hair clean and refreshed without over drying.

Beneficial ingredients include: Aloe Vera leaf juice, shea butter, green tea, and grape seed oil provide antioxidant protection as well as soothing and hydrating advantages. A unique **oil blend of sweet almond oil, argan oil and jojoba seed oil** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. **ProVitamin B5**, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with KEEP ON SHINING Conditioner. Follow with KEEP ON SHINING Leave-On Moisture and KEEP ON SHINING Oil Serum.

1000 ML/33.81 OZ



Conditioner

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Professional softening formula packed with a vitamin combo designed for dry, colored and damaged hair. This velvety conditioner provides your hair with supreme repair and restoration qualities, keeping your hair looking healthy from root to tip. Effectively detangles and softens your hair, replenishes the nutrients and natural oils, needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients include: Grape seed oil, calendula, olive oil and sesame oil contain high amounts of vitamin E, magnesium, calcium and vitamin B6. Highly nourishing hair oils optimally suitable for chemically treated hair, with powerful conditioning qualities, replenishing and rejuvenating properties. A unique **oil blend of sweet almond oil, argan oil and jojoba seed oil** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. **ProVitamin B5**, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage throughout the hair and rinse thoroughly. Suitable for daily use. Follow with KEEP ON SHINING Leave-On Moisture and KEEP ON SHINING Oil Serum.

1000 ML/33.81 OZ



Shampoo

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Gentle cleansing formula designed for dry, colored and damaged hair. This invigorating shampoo provides your hair supreme repair and restoration qualities. The first steps to regaining healthy looking hair is by delicately but efficiently dissolving excess oil, dirt, impurities or any styling product residues, maintaining your scalp and hair clean and refreshed without over drying.

Beneficial ingredients include: Aloe Vera leaf juice, shea butter, green tea, and grape seed oil provide antioxidant protection as well as soothing and hydrating advantages. A unique oil blend of sweet almond oil, argan oil and jojoba seed oil is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. ProVitamin B5, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with KEEP ON SHINING Conditioner. Follow with KEEP ON SHINING Leave-On Moisture and KEEP ON SHINING Oil Serum.

400 ML/13.52 OZ



Conditioner

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Professional softening formula packed with a vitamin combo designed for dry, colored and damaged hair. This velvety conditioner provides your hair with supreme repair and restoration qualities, keeping your hair looking healthy from root to tip. Effectively detangles and softens your hair, replenishes the nutrients and natural oils, needed by your hair, which were washed away in the cleansing stage.

Beneficial ingredients include: Grape seed oil, calendula, olive oil and sesame oil contain high amounts of vitamin E, magnesium, calcium and vitamin B6. Highly nourishing hair oils optimally suitable for chemically treated hair, with powerful conditioning qualities, replenishing and rejuvenating properties. A unique oil blend of sweet almond oil, argan oil and jojoba seed oil is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. ProVitamin B5, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage throughout the hair and rinse thoroughly. Suitable for daily use. Follow with KEEP ON SHINING Leave-On Moisture and KEEP ON SHINING Oil Serum.

400 ML/13.52 OZ





Intensive Mask

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Intensive conditioning treatment formula designed for dry, colored and damaged hair. This nurturing mask keeps your hair looking healthy and vital with total repair. It will hydrate and revive dry, damaged hair while smoothing rough, frizzy or unmanageable hair. Use this professional recipe treatment to boost your hair brilliance, nourishment, bounce and silky-soft touch.

Beneficial ingredients include: Borage seed oil contains enormous amounts of gamma-linolenic acid (GLA), which is an omega-6 essential fatty acid known to care for dry scalp. The oil has great water retaining properties which means that the hair can stay moisturized for longer periods of time promoting a healthy appearance of your hair and scalp. A unique oil blend of sweet almond oil, argan oil and jojoba seed oil is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. ProVitamin B5, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair from roots to tips, using a wide-toothed comb. Leave on for five minutes and rinse thoroughly. **Hair stylist's Tip:** For best professional results, use twice a week.

500 ML/16.9 OZ



Leave-On Moisture

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Professional vitamin combo formula designed for dry, colored and damaged hair. This delightful cream provides your hair supreme repair and restoration qualities. Effectively detangling and softening your hair, replenishing the nutrients and natural oils which were washed away in the cleansing stage, keeping your hair looking healthy, vital, soft, shiny and more manageable.

Beneficial ingredients include: Vitamin E and borage seed oil contain very high amounts of gamma-linolenic acid (GLA), which is an omega-6 essential fatty acid known for repairing dry scalp. The oil has great water retaining properties which means that the hair can stay moisturized for longer periods of time promoting a healthy appearance for your hair and scalp. A unique oil blend of sweet almond oil, Argan oil and jojoba seed oil is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair while soothing the scalp. ProVitamin B5, a strong moisture agent, immediately improves hair flexibility, and thereby decreases the breakage. CERAMIDE A2™ patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply a generous amount to clean, damp hair. Massage into the hair until fully absorbed. Comb through and style as usual. **Hair stylist's Tip:** For best professional results, pair this product with KEEP ON SHINING Serum Oil.

400 ML/13.52 OZ



Serum Oil

Keep On Shining

FOR DRY, COLORED & DAMAGED HAIR
SLS, SLES, Paraben Free

Professional anti-frizz formula designed for dry, colored and damaged hair. This vitalizing serum keeps your hair looking healthy and nourished with a non-greasy and lightweight formula. It seals the hair follicles, eliminates frizz, provides natural movement, leaves hair more manageable and adds shine. Enjoy an instant silky-soft touch with gradual repair attributes.

Beneficial ingredients include: Vitamin E, grape seed oil and linseed oil carry extremely high omega-3 alpha linolenic acid content that will nourish your hair while repairing the hair tips and enhancing hair shine. A unique **oil blend of sweet almond oil, argan oil and jojoba seed oil** is infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, boosts the moisture level and smoothes the hair. **ProVitamin B5**, a strong moisture agent, immediately and gradually improves hair flexibility, and thereby decreases the breakage. **CERAMIDE A2™** patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Work a small amount through damp/dry hair, blow dry, or free-style as desired. Hair Stylist's Tip: For best professional results, apply to mid-strand and down, focus on hair tips and massage the serum in. Apply to damp hair before sleep and wake up to an amazing hair day.

120 ML/4 OZ



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HAIR ACADEMY

So INTENSE



HAIR ACADEMY

So Intense

For Men



Shampoo

So Intense

FOR MEN
SLS, SLES, Paraben Free

Gentle cleansing formula designed for the specific needs of men's hair grooming. This exquisite shampoo works to remove excessive buildup of styling products on the hair and scalp. It actively hydrates and nourishes all the while not stripping any of the necessary oils. The cleansing ingredients deliver a high level of cleanliness for your hair and a powerful protection. It will help maintain a healthy hair balance and leave your scalp clean and refreshed without over drying.

Beneficial ingredients include: [Ginger and ginseng root extracts](#) with rich antioxidants that help protect the hair from free radicals. Both extracts have scalp conditioning qualities with refreshing and stimulating benefits. These advantageous extracts are infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, protects and revives the look of your hair. [Vitamin A](#) is extremely helpful in the replenishing of healthy looking and naturally shining hair. It will fight the free radicals such as pollution that weighs down your hair and makes it weaker. As a result, your hair feels lighter with a more natural appearance. [CERAMIDE A2™](#) patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with SO INTENSE Conditioner for Men.

1000 ML/33.81 OZ



Conditioner

So Intense

FOR MEN
SLS, SLES, Paraben Free

Professional hydra-power formula designed for the special needs of men's hair grooming. This flawless conditioner works to improve the look, feel and manageability of your hair, delivering great protection from adverse weather and free radicals. The active essential ingredients leave your hair soft and shiny and stimulate your scalp in the process.

Beneficial ingredients include: Jojoba seed oil, shea butter and vitamin E, to boost your hair and scalp hydration. [Ginger and ginseng root extracts](#) with rich antioxidants that help protect the hair from free radicals. Both extracts have scalp conditioning qualities with refreshing and stimulating benefits. These advantageous extracts are infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, protects and revives the look of your hair. [Vitamin A](#) is extremely helpful in the replenishing of healthy looking and naturally shining hair. It will fight the free radicals such as pollution that weighs down your hair and makes it weaker. As a result, your hair feels lighter with a better physical appearance. [CERAMIDE A2™](#) patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair after shampooing with SO INTENSE Shampoo for Men. Massage into the hair, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Hair stylist's Tip: This conditioner makes a great emergency shave cream. Just rub a little into your stubble and shave as normal.

1000 ML/33.81 OZ



Shampoo

So Intense

FOR MEN
SLS, SLES, Paraben Free

Gentle cleansing formula designed for the specific needs of men's hair grooming. This exquisite shampoo works to remove excessive buildup of styling products on the hair and scalp. It actively hydrates and nourishes all the while not stripping any of the necessary oils. The cleansing ingredients deliver a high level of cleanliness for your hair and a powerful protection. It will help maintain a healthy hair balance and leave your scalp clean and refreshed without over drying.

Beneficial ingredients include: [Ginger and ginseng root extracts](#) with rich antioxidants that help protect the hair from free radicals. Both extracts have scalp conditioning qualities with refreshing and stimulating benefits. These advantageous extracts are infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, protects and revives the look of your hair. [Vitamin A](#) is extremely helpful in the replenishing of healthy looking and naturally shining hair. It will fight the free radicals such as pollution that weighs down your hair and makes it weaker. As a result, your hair feels lighter with a more natural appearance. [CERAMIDE A2™](#) patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair. Massage into a rich lather, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Recommended to follow with SO INTENSE Conditioner for Men.

400 ML/13.52 OZ



Conditioner

So Intense

FOR MEN
SLS, SLES, Paraben Free

Professional hydra-power formula designed for the special needs of men's hair grooming. This flawless conditioner works to improve the look, feel and manageability of your hair, delivering great protection from adverse weather and free radicals. The active essential ingredients leave your hair soft and shiny and stimulate your scalp in the process.

Beneficial ingredients include: Jojoba seed oil, shea butter and vitamin E, to boost your hair and scalp hydration. [Ginger and ginseng root extracts](#) with rich antioxidants that help protect the hair from free radicals. Both extracts have scalp conditioning qualities with refreshing and stimulating benefits. These advantageous extracts are infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, protects and revives the look of your hair. [Vitamin A](#) is extremely helpful in the replenishing of healthy looking and naturally shining hair. It will fight the free radicals such as pollution that weighs down your hair and makes it weaker. As a result, your hair feels lighter with a better physical appearance. [CERAMIDE A2™](#) patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shinier and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Apply to wet hair after shampooing with SO INTENSE Shampoo for Men. Massage into the hair, covering all areas of your scalp and hair. Rinse thoroughly. Suitable for daily use. Hair stylist's Tip: This conditioner makes a great emergency shave cream. Just rub a little into your stubble and shave as normal.

400 ML/13.52 OZ



Sculpturing Gel

So Intense

FOR MEN

SLS, SLES, Paraben Free

Professional styling formula designed for the specific needs of men's hair grooming. This daily Sculpturing Gel works great on taming frizz and flyaway hair while providing great definition. Your hair will feel softer and more manageable with a wonderful luster while maintaining maximum hold.

Beneficial ingredients include: Wheat germ oil, sunflower oil, argan oil and vitamin C are known for their wide ranging benefits such as antioxidant protection and promoting hair elasticity. These ingredients improve hair texture, silkiness and shine along with helping your hair feel and look fuller. [Ginger and ginseng root extracts](#) with rich antioxidants content that helps protect the hair from free radicals. Both extracts have scalp conditioning qualities with refreshing and stimulating benefits. These advantageous extracts are infused with Dead Sea water, delivering minerals, vitamins and natural benefits. This wonderful elixir instantly rejuvenates, protects and revives the look of your hair. [Vitamin A](#) is extremely helpful in the replenishing of healthy looking and naturally shining hair. It will fight the free radicals such as pollution that weighs down your hair and makes it weaker. As a result, your hair feels lighter with a better, richer appearance. [CERAMIDE A2™](#) patented complex is a chemical analogue of ceramide 2, which is a natural molecule found in the hair contributing to fuller, shiner and more resilient natural bouncing hair. This unique complex, based on special polymers, carries restructuring, smoothing, enhancing and softening effects on the hair.

Directions for use: Spread a dab through your palms and fingers, then evenly and quickly distribute through damp hair. Suitable for daily use.

400 ML/13.52 OZ

