



D **DESIGN ESSENTIALS**®

Home Hair
Maintenance
System

**FOR RELAXED
AND NATURAL HAIR**



D **DESIGN** **ESSENTIALS**®

Home maintenance is the foundation of healthy hair. Your professional stylist's Design Essentials Prescriptions combined with regular salon visits are designed to improve the look and feel of hair, making it soft, manageable and full of body. Healthy, beautiful hair begins in the salon and carries over into the home. With proper maintenance there is no end to beautiful hair. Design Essentials® is Your Partner In Style.

Distinct product category icons are featured on Design Essentials packaging for product identification and classification:



CLEANSE

Symbolizes cleansing of the hair and scalp



CONDITION

Indicates products that condition the hair and scalp



TREATMENT

Indicates products that treat hair or scalp problems



STYLE

Represents styling options for wet hair



FINISH

Represents products that enhance the health and beauty of finished styles



FOR NATURAL HAIR

Symbolizes products used to maintain and style loose wavy to tightly coiled hair textures

shampoos

Design Essentials® Organic Cleanse Deep Cleansing Shampoo | 8oz

An excellent first lather shampoo that deeply cleanses the hair of any impurities without stripping it of its natural moisturizers. Natural botanical ingredients provides moisture and smoothes the hair shaft. Safe for daily or weekly use, the result is clean, healthy hair with increased volume and manageability.

Design Essentials® Moisture Retention Conditioning Shampoo | 8oz

A moisture preserving, gentle cleansing shampoo with Cationic conditioners that does not strip the hair, smoothes the cuticle and can be used daily. Enriched with emollients and natural light oils, it restores moisture balance and leaves the hair soft, super moisturized and very manageable.

Design Essentials® Therapeutics

Anti-Itch Shampoo | 8oz

An anti-itch shampoo made with Pyrithione Zinc, an anti-dandruff agent that gently cleanses and helps control flaking caused by common scalp conditions such as dandruff and seborrheic dermatitis. It also relieves the scalp of itching and dryness while retaining the hair's natural moisture balance.



**Design Essentials® Gentle
Balance Sulfate Free
Nourishing Shampoo** | 16oz

A light moisturizing Sulfate-Free Shampoo infused with Rose Hip Oil and Panthenol, to gently cleanse, remove impurities and restore moisture balance. Enhanced with natural antioxidants and UV absorbers to protect color treated hair from premature fading.

**Design Essentials®
Strengthening Therapy
Cleansing Sulfate Free
Shampoo** | 16oz

This gentle cleansing Sulfate-Free shampoo removes impurities from the hair and scalp without stripping essential oils and nutrients from the hair. It replenishes hair with light moisture without the weight.





conditioners

Design Essentials®

Stimulations

Super Moisturizing

Conditioner | 6oz

A super charged conditioner with essential botanicals and a refreshing aroma-therapeutic peppermint scent that calms and soothes the scalp. Ideal for especially dry hair.

Design Essentials® Express

Instant Moisturizing

Conditioner | 6oz

A rich lightweight blend of emollients and moisturizers that provides instant nourishment for hair, while softening and detangling hair instantly, providing a smooth and weightless finish. EXPRESS can be used daily or weekly and is suitable for all hair textures.

Design Essentials® HCO

Leave-In Conditioner | 8oz

An intercellular treatment, which acts as a conditioner as well as a blow-drying agent. With thermal protecting properties, HCO, quickly penetrates deep within the hair shaft to replenish needed proteins and seals the cuticle, leaving the hair soft, manageable and full of body. It is always recommended to use HCO after every shampoo and it is ideal for all hair textures.

Design Essentials® Hydrate

Leave-In Hydrating

Conditioner | 8oz

A deep penetrating cream based conditioner designed to hydrate, revitalize and moisturize dry, thirsty hair. It quickly penetrates the cuticle and delivers moisture to prevent breakage. HYDRATE can be used weekly or on dry hair in between shampoos.



treatments

The Design Essentials® Treatment line is designed to treat severe hair and scalp problems such as dryness, breakage, dandruff and seborrheic dermatitis. As a result of extensive research, each product in this category helps to strengthen, nourish and fortify the hair, alleviate dryness and severe scalp conditions and maintain a beautiful, healthy style.

Design Essentials® Therapeutics Anti-Itch Shampoo | 8oz

An anti-itch shampoo made with Pyrithione Zinc, an anti-dandruff agent that gently cleanses and helps control flaking caused by common scalp conditions such as dandruff and seborrheic dermatitis. It also relieves the scalp of itching and dryness while retaining the hair's natural moisture balance.

Design Essentials® Therapeutics Anti-Itch Hair + Scalp Treatment | 4oz

An advanced anti-bacterial formula made with Salicylic Acid,

that helps to alleviate a dry, itchy scalp and help control flaking caused by scalp conditions such as dandruff and seborrheic dermatitis. Rich emollients conditions and



adds a natural shine to the hair. Therapeutics Anti-Itch Hair + Scalp Treatment can be used daily or several times a week.

Design Essentials® Restore Vitamin Treatment | 8oz

An enhanced vitamin conditioner designed to penetrate the hair shaft and restore hair strength from the inside out. Formulated with a rich blend of botanicals such as Shea Butter, Olive Oil and Honey, Milk Protein, Conditioners, essential Vitamins, Iron and antioxidants, RESTORE provides the ultimate conditioning protection while visibly fortifying the hair, leaving it smoother, softer, shinier and more manageable.

Design Essentials® Deep Fortifying Treatment | 7.5oz

An intense conditioning treatment that immediately penetrates the hair shaft to reconstruct damaged hair and restore hair strength, porosity and elasticity. Natural oils, proteins and humectants work synergistically to reformatify and revitalize weakened hair.





styling products

Design Essentials® Compositions Foaming Wrap Lotion And Mousse | 7.5oz

A lightweight formula infused with Coconut Oil and Wheat Protein to moisturize, nourish and strengthen hair while drying quickly and detangling on contact. COMPOSITIONS creates smooth wraps, sets and molds with excellent hold for optimal styling.

Design Essentials® Detail Extra-Hold High Gloss Setting Lotion | 8oz

A medium to firm hold ready-to-use setting lotion enhanced with Panthenol and Protein to

moisturize and restore hair strength during styling. Thermal protecting conditioners prevents against heat damage and leaves hair soft, silky, with added volume and exceptional shine.

Design Essentials® Sleek Edge Control | 2.3oz

A moisturizing, firm hold smoothing gel that smoothes the hair line by laying down the edges while creating sleek styles. SLEEK is also good for providing texture to short styles.



finishing products

Design Essentials® Silk Essentials Thermal Strengthening Serum | 4oz

A lightweight formula that provides the hair with 100% silk that improves the feel, gloss and manageability of hair instantly. Enriched with 17 simple amino acids, SILK ESSENTIALS easily penetrates the cuticle, locks in moisture, immediately strengthens, bonds and mends the hair from the inside out.

Design Essentials® Botanical Oils Hair and Body Moisturizer | 4oz

A synergistic blend of natural oils used to moisturize hair and skin. This lightweight formula imparts an excellent shine and smoothes the cuticles. Botanical Oils is also excellent as an all-natural hot oil treatment to rejuvenate, soften and moisturize lifeless hair.

Design Essentials® Herbal Complex 4 Hair & Scalp Treatment | 4oz

A compound of four essential herbs used to moisturize the hair and alleviate dry scalp. This lightweight formula is ideal for daily use and great for multiple styling needs such as a scalp treatment, a moisturizer or a crème press. With Herbal Complex 4 you are sure to gain bouncy, silky and radiant hair.

Design Essentials® Nutriment Rx | 4oz

A daily moisturizer that eliminates dryness and restores moisture balance. Enriched with vitamins, NUTRIMENT strengthens hair that has been weakened by chemical or thermal styling, revitalizes dull, dry



hair and imparts a soft, silky finish with exceptional shine. This light formula is excellent for daily use.

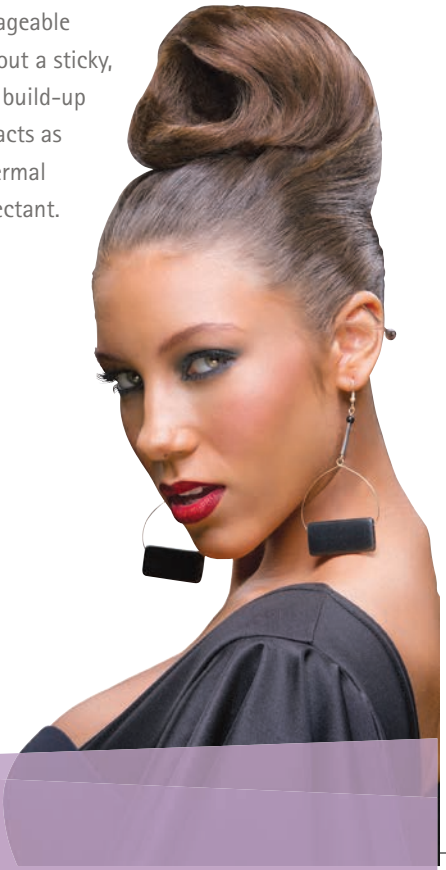
Design Essentials® Hydrience Argan Moisturizing Creme

| 4oz

A lightweight creme that leaves hair soft, silky and lustrous. Enriched with pure Argan oil, hair is instantly nourished, moisture is restored, strands are strengthened, revealing a luxurious exotic shine.

Design Essentials® Formations Finishing Spritz

| 8oz
The ultimate finishing spray that sprays on evenly and lightly leaving a beautiful sheen and long-lasting hold. It leaves hair manageable without a sticky, hard build-up and acts as a thermal protectant.



Design Essentials® Form Professional Holding Spray | 10oz

A firm hold aerosol holding spray that adds volume and provides style memory. It delivers a strong hold for long-lasting styles. This humidity resistant formula reduces frizz and swelling of the hair and does not flake. Wheat protein conditions the hair and leaves an extreme shine, while providing thermal protection during heat styling.

Design Essentials® Reflections Liquid Shine | 4oz

A unique, light, scientifically advanced formula that imparts a silky luminous shine. This spray adds luster and a natural sheen to dull, dry, chemically damaged hair. It does not contain alcohol, never weighs hair down, and eliminates that frizzy, flyaway hair. Excellent for all types of hair.

Design Essentials® Diamonds Oil Sheen Spray | 10oz

An aerosol oil sheen that adds a lustrous shine to completed styles. Extracts such as Wheat, Aloe and Olives have been fused together to create lightweight molecules that penetrate and seal the cuticle, leaving the hair with a naturally healthy shine. This lightweight formula is an excellent thermal protectant for your hair and may be used daily



recipes **for Common Problems**

■ **Flaky Itchy Scalp**

Shampoo weekly with Design Essentials® Therapeutics Anti-Itch Shampoo, a non-stripping, deep cleansing shampoo that will prevent flaking and itching when used on a regular basis. Follow with Design Essentials® Hydrate Leave-In Hydrating Conditioner to combat the dry hair often associated with dandruff sufferers. For scalp maintenance between shampoos, Design Essentials® Therapeutics Anti-Itch Hair + Scalp Treatment complements the shampoo to help control itching and flaking.

■ **Split Ends**

Regular trims are the solution to this problem. For added protection during the styling process, use Nutriment Rx Crème Hairdress for complete moisture balance, Botanical Oils to seal and close the cuticle and Formations Spritz to add total protection to the hair strand from the environmental elements.

■ **Shedding**

(long strand hair loss) Apply Stimulations Super Moisturizing Conditioner after shampooing. It quickly penetrates deep into the hair shaft to condition and moisturize in minutes. Moisture allows the hair strand to have much needed elasticity to stretch and return to normal as you comb and brush your hair. This advanced formula also stimulates the scalp and opens the pores to allow the moisturizing conditioners to penetrate and nourish the root and the hair shaft.

■ **Extremely Dry Dull Hair**

Shampoo with Moisture Retention Conditioning Shampoo to gently cleanse the hair without stripping it of its natural oils. Towel blot and apply DEEP Fortifying Treatment generously to damp hair and comb through. Process for up to 15 minutes with or without heat to soften and replenish moisture into the hair. Rinse and then apply

Hydrate Leave-In Hydrating Conditioner. As a creamy leave-in conditioner, it quickly softens, detangles and moisturizes dry, dull hair leaving it full of body and shine. After the hair has been styled, follow up with Nutriment Rx Crème Hairdress as a daily moisturizer.

■ **All Hair Types**

Shampoo weekly with Organic Cleanse Deep Cleansing Shampoo, which is filled with organic ingredients that penetrate deep within the hair shaft to completely cleanse the hair of any impurities without stripping it. Follow with Stimulations Super Moisturizing Conditioner, which softens and detangles the hair for increased manageability. Set, wrap, mold or blow-dry. Once dry, Silk Essentials, Formations Spritz, or Reflections Liquid Shine act as thermal protectants while curling or styling.



Design Essentials® *Natural* Salon Heritage Collection is a premium collection of luxurious, expertly proven formulas designed to deliver exceptional curl care for all types of naturally curly hair. Infused with the highest quality natural butters and oils to maintain and style loose wavy to tightly coiled hair textures Design Essentials® *Natural* provides intense curl definition, excellent moisture with lasting sheen and hold.

**Design Essentials® *Natural*
Curl Cleanser** | 8oz 16oz

A sulfate-free shampoo that gently cleanses the hair while adding significant moisture to the hair. Formulated with high quality botanical ingredients such as Soy Bean, Arnica and Rose Hip, you are sure to achieve moisture-rich, soft, clean hair with an excellent shine.

**Design Essentials® *Natural*
Moisturizing Conditioner** | 8oz

A highly moisturizing conditioner enriched with moisture-rich botanicals like Jojoba, Coconut Milk and Sweet Almond Butter that nourishes, detangles and heals dry damaged hair. Wheat Protein also

strengthens the hair, leaving it more manageable. After use, you will find the hair to be soft, silky and nourished.

**Design Essentials® *Natural*
Daily Moisturizing Lotion**

| 8oz 16oz

A daily moisturizing lotion formulated with a blend of moisture-rich botanicals that will moisturize and revitalize dry curls and waves. Ideal for non-chemically treated hair, *Natural* Daily Moisturizing Lotion softens hair and controls frizz. It is perfect for all hair textures, can be used on wet or dry hair and provides a long lasting shine.



Design Essentials® Natural Curl Stretching Cream

| 7.5oz 16oz

A high performance curl formulation with Almond Butter and Soy, that smoothes and conditions highly textured hair while adding definition, moisture, incredible sheen and frizz control. Perfect for adding weight to the hair, it is ideal for enhancing curl definition in natural styles for curly to tightly coiled hair types.

Design Essentials® Natural Defining Crème Gel

| 7.5oz 16oz

A creamy lightweight gel, formulated with key natural ingredients like Olive Oil, Jojoba

and Avocado Oil that provides excellent moisture. *Natural* Defining Crème Gel has strong holding properties, that define and separate curls while controlling frizz and providing a radiant shine. *Natural* Defining Crème Gel is ideal for wavy to tightly curled hair textures.





Design Essentials®
Natural Twist & Set
Setting Lotion | 8oz

A ready to use setting lotion that is quick drying and provides a medium hold, suitable for naturally curly hair up to tightly coiled hair textures. Twist Et Set is enhanced with a botanical complex that conditions,

moisturizes and adds a luminous shine to long lasting styles.



Design Essentials®
Natural Curl
Enhancing Mousse
| 7.5oz

A curl defining foam used to enhance curl definition, separate curls and reduce frizz on loose wavy to tightly coiled natural hair types. *Natural* Curl Enhancing Mousse provides a medium hold, dries quickly and does not flake. Infused with Olive Oil and Vitamin B Complex, hair will be nourished and moisturized with a lustrous shine.



styling techniques **for Natural Hair**



Two Strand Twist

Fast and easy style during the transitioning stage providing a consistent curl pattern.

Products:

- *Natural* Curl Cleanser (Sulfate-Free Shampoo)
- *Natural* Moisturizing Conditioner
- *Natural* Daily Moisturizing Lotion
- *Natural* Curl Stretching Cream

Instructions:

Shampoo, condition and detangle hair. Apply a small amount of *Natural* Daily Moisturizing Lotion to hair and section the hair for control. Taking 1" block partings apply enough *Natural* Curl Stretching Cream to coat the strand and comb through with fine tooth comb. Begin the twist by splitting the hair in two and twist one strand over the other. Continue this pattern throughout the entire head (re-wet as needed) and sit under hooded dryer until completely dry. Using *Natural* Daily Moisturizing Lotion, untwist each section and pull apart to desired fullness.



Ribbon Curls

Enhance the definition of your beautiful natural curls with this quick, simple style. Ideal for wavy to tightly coiled hair.

Products:

- *Natural* Curl Cleanser (Sulfate-Free Shampoo)
- *Natural* Daily Moisturizing Lotion
- *Natural* Moisturizing Conditioner
- *Natural* Curl Enhancing Mousse

Instructions:

Shampoo, condition and detangle hair. Apply a small amount of *Natural* Daily Moisturizing Lotion to hair and section the hair for control. Starting at the nape of the neck, taking 1" sections wet hair if necessary and apply 1-2 pumps of *Natural* Curl Enhancing Mousse and comb through from root to end gently pushing up on curl to manipulate curl. Continue until entire head is complete. Air Dry or diffuse on low heat to set curls.



Wave By Design® is an array of products developed to create soft, silky, shiny and healthy body waves, dry curls, natural and textured styles. These products are applied smoothly and effortlessly, making the hair easy to style. The Wave by Design product suite works to soften, strengthen, restructure and moisturize hair, leaving it shiny and manageable.

Wave By Design® Define & Shine 2-N-1 Dry Finishing Lotion | 8oz 16oz

Specially formulated, as a moisturizing lotion developed to maintain body waves, texturizers, naturals and dry curls. It is a special blend of humectants and conditioners that revitalize and refresh hair.

Wave By Design® Mist & Shine Dry Finishing Spray | 8oz

An extremely lightweight maintenance product designed, to soften and moisturize curls, body waves and even natural textures of hair. Wave by Design Mist &

Shine delivers the perfect blend of humectants and conditioners that help maintain the proper moisture balance for permanent curls and dry wave systems. It leaves the hair totally shiny and extremely manageable.

Wave By Design® Anti-Bumping Serum

| 2oz

Prevents bumping due to hair removal (waxing, shaving or plucking), while soothing skin irritation related to hair removal. Ideal for daily use.







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