



juuce
for thirsty hair

WELCOME TO JUUCE HAIRCARE

We are a community with inclusivity, individuality and sustainability at the core of our brand.
It's our belief we are better together, which is why we are so excited to welcome you.

Juuce, Australian made and owned, established in 2000 and recognised as an accessible go-to range to suit all people and hair types. Our Juuce brand is uncomplicated, useful, easy to understand and delivers on its expectations.



WE FORMULATE DIFFERENTLY

We have created gentle, luxurious, vegan friendly formulations.

Completely free from sulphates, parabens and gluten, using the highest quality ingredients, including antioxidant-rich Australian botanicals and clinically proven actives.

To create cleaner and safer products, we formulate with environmentally friendly ingredients.

To protect our planet we use sustainable packaging made from 100% recycled Australian land waste plastic, and we are cruelty free.

HAIRCARE FOR EVERYONE

Juuce is an accessible go-to haircare range to suit all people and hair types.

AUSTRALIAN MADE AND OWNED

We are a family owned and operated company that wears our Australian made and owned certification with pride.



SULPHATE, PARABEN AND GLUTEN FREE

We use environmentally friendly, plant based, clean and safe formulas to protect our people and planet.

ECO-FRIENDLY SUSTAINABLE PACKAGING

Juuce bottles are made from 100% recycled Australian land waste plastic. By doing this we are reducing the amount of plastic going to landfill in Australia, and promoting a circular supply chain.



VEGAN AND CRUELTY FREE

Juuce products are vegan and not tested on animals, we only test on humans.



PROTECT OUR PLANET AND PEOPLE

Our choices are made with consideration to their environmental impact, doing what we can to protect our planet and people.

CARBON NEUTRAL SINCE 2018

We are the first Australian haircare company to achieve a net zero carbon footprint.



Certified



CERTIFIED B CORPORATION SINCE 2021

We are the only Australian haircare company with B Corp certification, a symbol of our commitment to operating for the benefit of people and planet.

JUUCE VEGAN FORMULATIONS ARE A BLEND OF BOTANICALS + SCIENCE

The perfect fusion of natural Australian botanicals + science-based clinically proven active ingredients.

NATURAL AUSTRALIAN BOTANICALS



PROTECTING DANDELION
root is a rich source of vitamin A, C, E and B-complex vitamins. Every part of the dandelion plant is rich in antioxidants that prevent free-radical damage.



NOURISHING QUANDONG
is super high in antioxidants, which are important for fighting free-radicals. Quandong contains vitamin C and E which are essential for the growth of healthy cells.



SMOOTHING DESERT LIME
is an anti-humectant with high levels of glycosides for hydrating and promoting smoother, softer looking hair. It also assists in blocking out short UV rays.



REPAIRING WATTLE SEED
contains high levels of amino acids to help repair and promote youthful hair. The powerful antioxidants encourage elasticity and suppleness in ageing cells.



MOISTURISING ALOE VERA
contains proteolytic enzymes which act as a moisturiser to leave hair smooth and shiny. It promotes hair growth, prevents itching on scalp and reduces dandruff.



COLOUR EXTENDING KAKADU PLUM
is Australia's super natural ingredient performer with antioxidants. It is believed to provide the most powerful natural anti colour fade treatment.

CLINICALLY PROVEN KEY ACTIVE INGREDIENTS



NOURISHING HYDROLYZED RICE PROTEIN

One of the oldest and most important sources of nutrients and proteins, valued for its gentle characteristics for sensitive skin. Rich in nourishing amino acids that enhance natural shine while mending and moisturising the hair from root to tip.



STRENGTHENING AND PROTECTING BOND REPAIR

Juuce bond repair technology protects the bonds against initial breakage and repairs broken bonds from severe damage caused by bleaching, over processing and extreme flat irons. The active repair ingredient acts by protecting existing disulphide bonds, as well as reconnecting broken ones.



HYDRATING HYALURONIC ACID

Hydrates the hair and scalp, while also reducing frizziness. The moisture-binding property of hyaluronic acid is beneficial to all hair types and textures, by helping retain the proper balance of lipids, humectants and proteins required for healthy hair.

SHAMPOO + CONDITIONER



PROTECT COLOUR TREATED HAIR SHAMPOO AND CONDITIONER

SHIELDS COLOUR TREATED HAIR BY DEFENDING AGAINST THE ENEMIES THAT CAUSE COLOUR FADE, WHILST ADDING CONDITION AND SHINE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

RADIANT COLOUR



WITH BOND REPAIR + HYDROLYZED RICE PROTEIN



KEY ACTIVES: Bond Repair, Hydrolyzed Rice Protein and Kakadu Plum repair and moisturise to increase colour lasting power and intensity.



AUSTRALIA'S SUPER INGREDIENT, KAKADU PLUM PROVIDES A NATURAL ANTI COLOUR FADE TREATMENT



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

BOND REPAIR

STRENGTHENING AND PROTECTING BOND REPAIR SHAMPOO AND CONDITIONER

RESTORE DAMAGED HAIR AND SHIELD IT FROM EARLY OR SEVERE DAMAGE BROUGHT ON BY MECHANICAL AND CHEMICAL TREATMENTS. HAIR APPEARS MORE SUPPLE, MOISTURISED, AND MANAGEABLE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH
BOND REPAIR
+
HYALURONIC ACID
+
HYDROLYZED RICE PROTEIN

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

HIGH LEVELS OF AMINO ACIDS IN WATTLE SEED HELP REPAIR AND PROMOTE YOUR HEALTHY HAIR

KEY ACTIVES:
Bond Repair, Hyaluronic Acid, Hydrolyzed Rice Protein and Wattle Seed reconstructs, rescues and repairs damaged hair.

KEY ACTIVES:
Bond Repair, Hyaluronic Acid, Hydrolyzed Rice Protein and Dandelion.



WITH
BOND REPAIR
+
HYALURONIC ACID
+
HYDROLYZED RICE PROTEIN

DANDELION IS RICH IN ANTIOXIDANTS THAT PREVENT FREE-RADICAL DAMAGE

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

TONING AND STRENGTHENING BOND BLONDE SHAMPOO AND CONDITIONER
CONTAINS BLUE VIOLET PIGMENTS TO REDUCE GOLD AND YELLOW TONES IN ALL TYPES OF BLONDE HAIR, WHILST ALSO NOURISHING AND ADDING MOISTURE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

BOND BLONDE

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



KEY ACTIVES:
Hyaluronic Acid, Hydrolyzed Rice Protein
and Aloe Vera rejuvenates
normal to dry or coloured hair.

WITH
HYALURONIC ACID
+
HYDROLYZED
RICE PROTEIN

ALOE VERA CONTAINS PROTEOLYTIC ENZYMES WHICH LEAVE HAIR MOISTURISED.



MOISTURISING SHAMPOO AND CONDITIONER

INSTANTLY BEGINS TO RESTORE NATURAL MOISTURE
AND PROTEIN BALANCE TO ALL HAIR TYPES.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

HYALURONIC HYDRATE



SMOOTHING ANTI-FRIZZ SHAMPOO AND CONDITIONER

TAMES ALL TYPES OF FRIZZY, COARSE, UNRULY, VERY
DRY HAIR, WITH INTENSIVE SMOOTHING AGENTS
TO MAINTAIN SMOOTH AND SILKY SOFT HAIR.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

MIRACLE SMOOTH



WITH
HYALURONIC ACID
+
HYDROLYZED
RICE PROTEIN

DESERT LIME IS AN ANTI-HUMECTANT FOR SMOOTHER, SOFTER LOOKING HAIR.



KEY ACTIVES:
Hyaluronic Acid, Hydrolyzed Rice Protein
and Desert Lime tames all frizzy or curly hair
with ultimate cuticle smoothing properties.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

SOFTLY NOURISH

ALL HAIR TYPES SHAMPOO AND CONDITIONER

PROVIDES NUTRITIONAL QUALITIES IMPROVING MANAGEABILITY, SHINE, MOVEMENT AND EXTREME SOFTNESS. NOURISH, STRENGTHEN AND REPLENISH ALL HAIR TYPES.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH HYDROLYZED RICE PROTEIN

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



ARGAN OIL IS AN AGE-OLD BEAUTY SECRET TO NOURISH, HYDRATE AND SOFTEN HAIR.

KEY ACTIVES:
Hydrolyzed Rice Protein and Argan Oil replenish and restore vital nutrients for healthy hair.

KEY ACTIVES:
Hydrolyzed Rice Protein, Hydrolyzed Wheat Protein and Dandelion enhances body and bounce for fine, limp or oily hair.

WITH HYDROLYZED RICE PROTEIN



DANDELION IS RICH IN ANTIOXIDANTS THAT PREVENT FREE-RADICAL DAMAGE.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

BODIFYING SHAMPOO AND CONDITIONER

WEIGHTLESS BODY BOOSTING CARBOHYDRATES AND THICKENING POLYMERS INCREASE VOLUME WHILE STRENGTHENING. BODY AND BOUNCE ARE RESTORED FOR HAIR THAT APPEARS VISIBLY FULLER AND THICKER LOOKING, WITHOUT WEIGHING IT DOWN.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



FULL VOLUME

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



WITH HYDROLYZED RICE PROTEIN

MICRO BLUE VIOLET PIGMENTS PENETRATE INTO THE HAIR SHAFT REDUCING YELLOW TONES



SILVER BLONDE

SILVER INTENSE TONING BLONDE SHAMPOO AND CONDITIONER

MICRO BLUE VIOLET PIGMENTS ARE SMALL ENOUGH TO PENETRATE DEEPER INTO THE HAIR SHAFT TO DRAMATICALLY REDUCE GOLD AND YELLOW TONES IN ALL BLONDE AND BLEACHED HAIR. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

KEY ACTIVES:
Hydrolyzed Rice Protein,
Micro Blue Violet Pigments
and Dandelion



NOURISHING BLUSH BLONDE GENTLE SHAMPOO

INFUSES TEMPORARY SOFT ROSE PINK/BLUSH TONES IN NATURAL BLONDE AND PRE-LIGHTENED BLONDE HAIR. A BLEND OF VIOLET, BLUE, YELLOW AND RED PIGMENTS ADD ROSE BLUSH HUES TO ENHANCE BLONDE SHADES, TYPICALLY THE LIGHTER YOUR HAIR THE BRIGHTER THE BLUSH TONE COLOUR WILL BE. ENHANCE COLOUR AND INCREASE SHINE INSTANTLY. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

WITH HYDROLYZED RICE PROTEIN



BLUSH BLONDE

Nourishing shampoo infuses soft rose pink blush tones in all blonde hair.

KEY ACTIVES:
Hydrolyzed Rice Protein,
Kakadu Plum and
Intense Pink Pigment.

AUSTRALIA'S SUPER INGREDIENT, KAKADU PLUM PROVIDES A NATURAL ANTI COLOUR FADE TREATMENT



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

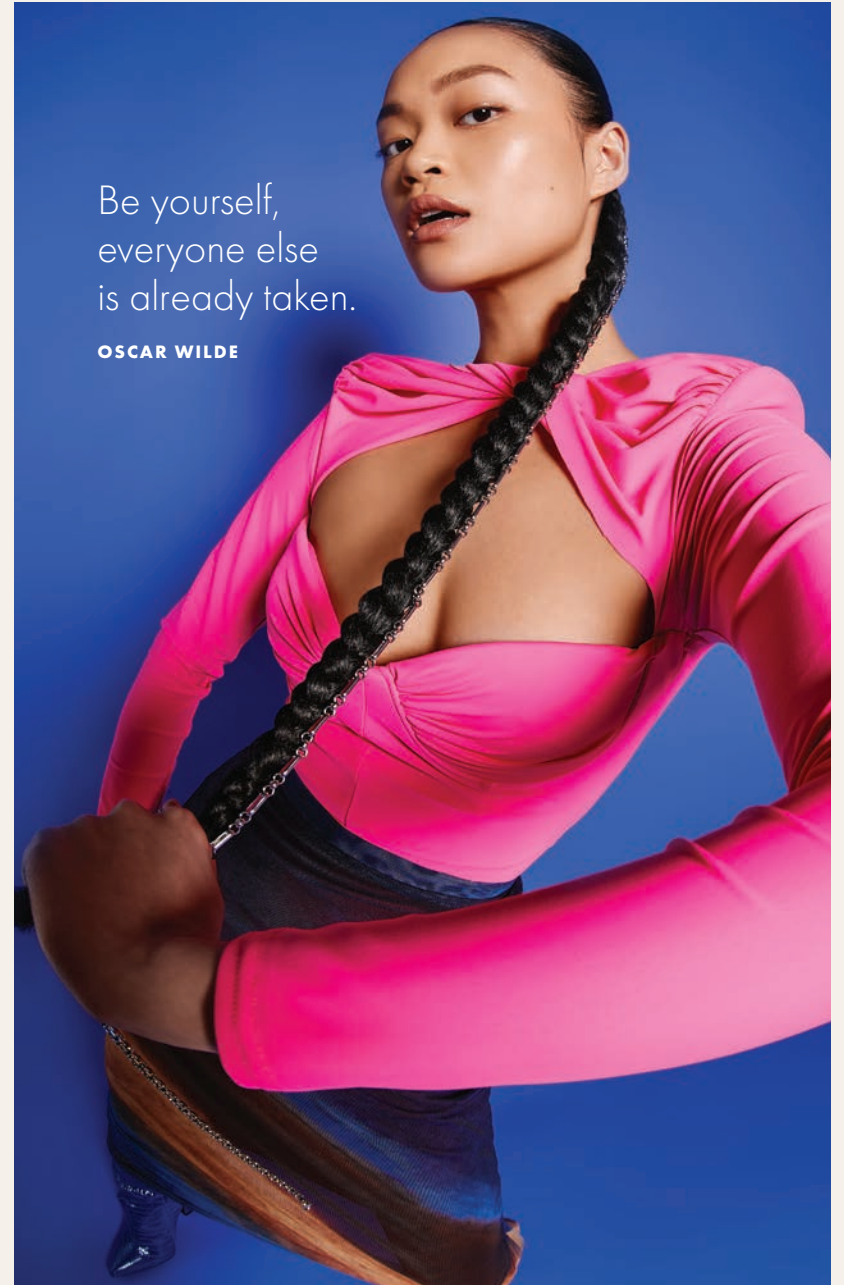


Our brand is passionate about hair, inclusivity, individuality and sustainability.



Be yourself,
everyone else
is already taken.

OSCAR WILDE



PEPPERMINT

SCALP STIMULATING SHAMPOO AND CONDITIONER

BLENDED WITH INVIGORATING NATURAL BOTANICALS AND OILS WHICH TREAT THE HAIR AND INVIGORATE THE SCALP, RESULTING IN HEALTHIER, CLEANER AND STRONGER HAIR. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH
HYDROLYZED
RICE
PROTEIN

Purify hair
and scalp with
invigorating
botanical oils.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

PEPPERMINT OIL HELPS TO STIMULATE YOUR SCALP AND HAIR FOLLICLES.

KEY ACTIVES:
Hydrolyzed Rice Protein,
Macadamia Oil
and Peppermint Oil.

DEEP CLEANSE

HIGH CLEANSE SHAMPOO

REMOVES STYLING PRODUCT, GRIME AND CHLORINE BUILD UP IN ALL HAIR TYPES. REGULAR USE CONTROLS AN OILY SCALP WHILST PROTECTING AGAINST DRY ENDS WITH NON-OILY MOISTURISING AGENTS. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



Remove
excess oil
and build-up.

WITH
HYDROLYZED
RICE
PROTEIN

Soothe itchy
scalp – control
flakiness and
build-up.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

FLAKE REMOVING SHAMPOO

REMOVES FLAKINESS AND RELIEVES ITCHY SCALP WITH SOOTHING BOTANICAL EXTRACTS TO CONTROL DANDRUFF AND SCALP IRRITATIONS. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

ANTI DANDRUFF



AN INTENSE 60 SECOND REPAIR TREATMENT ENHANCED WITH AUSTRALIAN NATURAL BOTANICALS, WHICH INSTANTLY SATURATE EXTREMELY DRY OR DAMAGED HAIR TO REJUVENATE, RESTORE AND REBOND. MOROCCAN LAVA CLAY ACTS TO MOISTURISE AND SOFTEN, REDUCING DRYNESS WHILE ALSO REMOVING TOXINS AND PRODUCT BUILDUP, IMPROVING HAIR'S ELASTICITY AND UNBLOCKING THE PORES OF YOUR SCALP. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

REPAIR 1 MINUTE

Restores, rebonds, rejuvenates and moisturises all hair types.



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

SUPER SOFT HYDRATION

AN INTENSELY NOURISHING, RESTORING, AND REHYDRATING CREAMY MASK WITH OUTSTANDING SOFTENING PROPERTIES FOR ALL HAIR TYPES. PEPTIDE PEA PROTEINS PROVIDE ANTIOXIDANT, ANTI-AGING, MOISTURISING AND SMOOTHING PROPERTIES THAT IMPROVE MOISTURE, GLOSS, AND MANAGEABILITY OF THE HAIR AND SCALP. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH
PEPTIDE PEA
PROTEIN
+
ALOE VERA



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



Rehydrate
and soften
all hair types.



Gentle, luxurious, vegan-friendly formulations.



KNOT KNOTTY

INSTANTLY DETANGLES KNOTS BY SMOOTHING THE HAIR CUTICLE'S SURFACE TO IMPROVE SHINY CONDITION AND REDUCE STATIC FLYAWAY. MAKES ALL TYPES OF HAIR MORE MANAGEABLE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



Instantly unknots
and smooths
all hair types.



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS

- detangle
- repair cuticle
- extend colour life
- smooth
- prevent colour fade
- soften
- control flyaway
- shine
- reduce frizz
- protect against heat
- revive
- condition
- prevent sun damage
- moisturise
- restore
- hydrate
- strengthen
- prevent ageing
- seal ends
- add body

20 IN ONE MIRACLE

TWENTY INSTANT BENEFITS ALL IN ONE TREATMENT, REINFORCED WITH MOROCCAN LAVA CLAY AND NATURAL AUSTRALIAN BOTANICALS TO – DETANGLE, REPAIR CUTICLE, EXTEND COLOUR LIFE, SMOOTH, PREVENT COLOUR FADE, SOFTEN, CONTROL FLYAWAY, REDUCE FRIZZ, PROTECT AGAINST HEAT, REVIVE, CONDITION, PREVENT SUN DAMAGE, MOISTURISE, RESTORE, SHINE, STRENGTHEN, PREVENT AGEING, SEAL ENDS, HYDRATE, ADDS BODY. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

REPAIR SMOOTH ENZ

REPAIRS AND SEALS SPLIT ENDS, WITH MOISTURE SMOOTHING BOTANICAL OILS, TO D-FRIZZ, SHINE AND SOFTEN. PROTECTS, SMOOTHS AND NOURISHES ALL DAMAGED OR STRESSED HAIR TYPES. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



Seal the ends to moisturise, smooth and protect.

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



Sun protection to save colour.

RESTORES MOISTURE AND STRENGTH TO COLOURED CHEMICALLY DAMAGED HAIR, IMPROVING ELASTICITY AND COLOUR RETENTION. EXCLUSIVE NATURAL AUSTRALIAN BOTANICALS COMBINE TO MOISTURISE, SMOOTH AND D-FRIZZ. MAXIMUM COLOUR DEFENCE IS ASSURED BY PROTECTING AGAINST SUN, HEAT, CHLORINE AND SALT. ANTI-HEAT + UV + HUMIDITY PROTECTION.

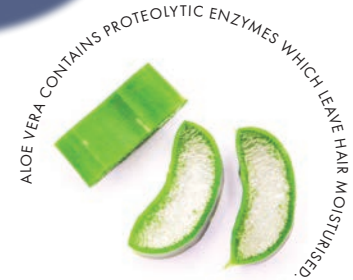
PROTECT SOLAR ENZ

Detangle and revive leave in moisturiser.



HYDRATING REVIVA CREAM

INSTANTLY REVIVES ALL DEHYDRATED CHEMICALLY TREATED HAIR BY ADDING WEIGHTLESS MOISTURE TO DETANGLE, CONDITION AND SHINE. STRENGTHENS ALL HAIR TYPES AND IMPROVES CURL RETENTION. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



WITH NATURAL AUSTRALIAN VEGAN BOTANICALS





DRY SHAMPOO VOLUMISER

A TRANSPARENT POWDER-BASED SPRAY THAT CLEANSSES AND ABSORBS EXTRA OIL AND BUILDUP WHILE BEING GENTLE ON THE HAIR. IT ADDS VOLUME, BODY, AND BOUNCE TO ALL HAIR TYPES. UV PROTECTION IS PROVIDED, AND THE HAIR IS LEFT FEELING CLEAN, SOFT, AND SMELLING FRESH.



COMING SOON

Extend style and texture
no water or residue.

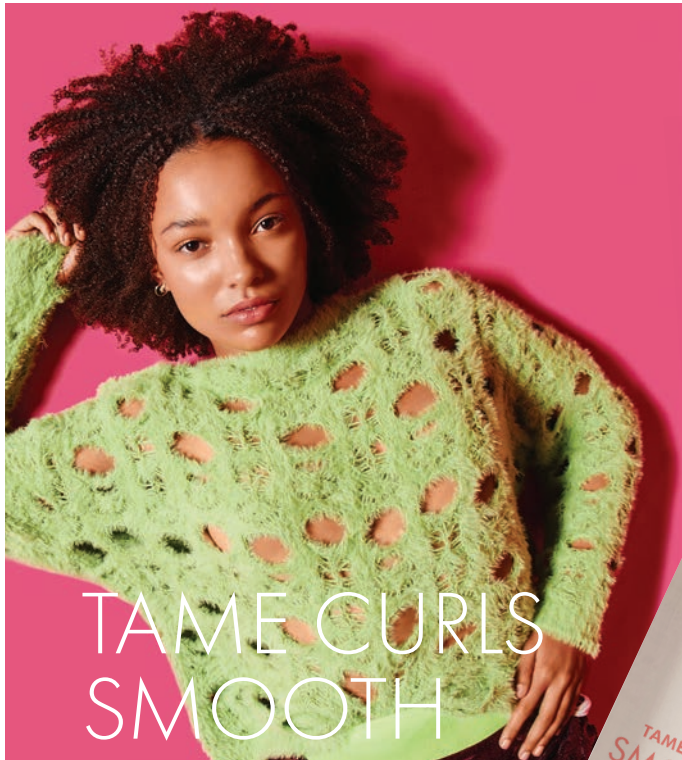


COMING SOON

Thermal, humidity, UV and dehydration defence.

DEFENDS AND PROTECTS HAIR FROM THERMAL, HUMIDITY, UV AND DEHYDRATION. WITH DRY HEAT GUARD, HAIR IS PROTECTED DURING STYLING, IS RESISTANT TO HUMIDITY, HELPS PREVENT FRIZZ AND BECOMES INCREDIBLY SOFT AND MANAGEABLE. CAN BE USED AS A CONDITIONING FINISHING SPRAY, ON DRY HAIR BEFORE USING HEAT STYLING EQUIPMENT, OR ON DAMP HAIR BEFORE BLOW-DRYING.

DRY HEAT GUARD



TAME CURLS SMOOTH

HUMIDITY RESISTANT CREAM TAMES ALL CURLY,
COARSE, UNRULY HAIR TO SEAL, SHINE AND D.FRIZZ.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



Smoothing
balm for curls
tame and
calm frizz.



2 IN ONE KAKTIS

MOISTURISING STYLING CREAM WITH A LIGHT HOLD
HELPS HYDRATE AND CONTROL FRIZZ IN DRY,
FRIZZY OR WRECKED HAIR.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

Hydrating styling cream
moisturise and control frizz.



Boost curl definition
turn frizz into curl.

ULTIMATE CURL DEFINITION, CONTROL AND HOLD THAT TURNS FRIZZ
INTO CURL WITHOUT THE CRUNCH. CAN BE USED IN WET OR DRY HAIR.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

BOOST CURL KINKY

WITH NATURAL AUSTRALIAN VEGAN BOTANICALS



A cream straightener to transform frizzy hair.



CURLS TO STRAIGHT

TRANSFORM FRIZZY, FRAGILE HAIR INTO STRAIGHT, SMOOTH AND SOFT HAIR INFUSED WITH NATURAL AUSTRALIAN BOTANICALS TO CONTROL MOISTURE LEVELS AND GIVE MAXIMUM SMOOTHNESS WITHOUT DRYING OUT THE HAIR. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

TRANSFORMS FRIZZY, COARSE AND UNRULY HAIR INTO STRAIGHT, SMOOTH AND SOFT HAIR. OIL BASE PROTECTS DURING AND AFTER 200°C HEAT STYLING BY LOCKING IN MOISTURE AND NUTRIENTS THAT HELP TO EXTEND COLOUR LIFE AND STRENGTHEN RESISTANCE TO BREAKAGE. ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

HEAT SHIELD

Straightening oil spray 200°C+ heat defence.





DOUBLE UP THICKEN

THICKENS FINE, LIMP OR THINNING HAIR, ADDING VOLUME AND BODY WHILE STRENGTHENING AND PROTECTING.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.



Thickening cream for body in fine limp thinning hair.



AMP IT UP VOLUME

BOOSTS VOLUME AT THE ROOTS TO INCREASE BODY AND BOUNCE IN ALL TYPES OF FINE HAIR.
ANTI-HEAT + UV + HUMIDITY + OXIDATION PROTECTION.

Body boosting spray adds root lift and texture.



Thicken and boost volume for fuller shiny hair.

INCREASES BODY AND BOUNCE FOR FULLER LOOKING HAIR WITH THICKENING CONTROL.
CONTAINS LIGHT VITAMINS TO ENHANCE CONDITION AND SHINE.

XAGERATE MOUSSE

WAKE UP WAX SPRAY

WEARABLE WAX SPRAY ADDS BODY, TEXTURE AND SHAPE WITH A MATT FINISH. SIMPLY SPRAY INTO UNDONE HAIR FOR A CHOPPY, DIMENSIONAL, EDGY, LIVED IN LOOK.



Texture and shape
full throttle hold.

Beach texture spray
volume and texture.

CREATES VOLUME, TEXTURE SEPARATION
AND CONTROL FOR A NATURAL, TOUCHABLE
BEACH TOUSLED LOOK.

SEA AIR MIST BEACHY

MESSED UP TEXTURE

AN OIL FREE, SPREADABLE FIBROUS CREAM
WHICH DELIVERS CONTROL, TEXTURE AND
A LASTING HOLD WITH A MATT FINISH.



WITH
HYDROLYZED
RICE
PROTEIN

Styling fibre
cream control
with matt finish.

Styling lotion
shine, body
and bounce.

CREATES BODY AND BOUNCE AT THE ROOTS. USE PRIOR TO
BLOW DRYING OR STYLING TO LEAVE HAIR FEELING NATURAL
WITH SUPER BODY AND SHINE.

CONTROL SCULPT LOTION



SHIMMER SHINE SPRAY

INSTANTLY PROVIDES A SHINY, SMOOTH, POLISHED FINISH WITH A SOFT FEMININE LOOK. SUITABLE FOR ALL HAIR TYPES, LEAVING THE HAIR SILKY SMOOTH WITHOUT WEIGHING IT DOWN.



Smooth
and soften
soft polished
finish.



FIBRE GOO SUMO GRIP

GET A GRIP WITH GUTS. MAXIMUM HOLD GOOPS HAIR TOGETHER WITH WEBBING FIBRE CONTROL THAT LASTS ALL DAY LONG IN WET OR DRY HAIR.

Control
texture
extreme
hold.



Strong hold
and control
brush out
formula.

STUCK UP LACQUER

HOLDS ANY SHAPE WITH MAXIMUM GRAVITY DEFYING CONTROL AND ANTIOXIDANT PROTECTION, SLOWS COLOUR FADE BUT STILL BRUSHES OUT.

JUUCE IS AN ACCESSIBLE GO-TO HAIRCARE RANGE TO SUIT ALL PEOPLE AND HAIR TYPES



JUUCE PRESCRIPTION CHART

HAIR TYPES	BENEFITS DELIVERED	SHAMPOOS/CONDITIONERS
COLOUR TREATED	PROTECT COLOURED TREATED HAIR	RADIANT COLOUR
DAMAGED	BOND RECONSTRUCT, RESCUE AND REPAIR	BOND REPAIR
DRY BLONDE	BOND RECONSTRUCT, RESCUE AND REPAIR	BOND BLONDE
NORMAL TO DRY OR COLOURED TREATED	RESTORE MOISTURE BALANCE	HYALURONIC HYDRATE
FRIZZY, CURLY OR UNRULY	TAME FRIZZY, CURLY OR SMOOTH	MIRACLE SMOOTH
ALL HAIR TYPES	REPLENISH, RESTORE, SOFTEN	SOFTLY NOURISH
FINE, LIMP, THINNING OR OILY	ENHANCE BODY AND BOUNCE	FULL VOLUME
YELLOW/GOLD BLONDE	REMOVE YELLOW/GOLD	SILVER BLONDE
BLUSH BLONDE	PINK BLUSH TONES IN BLONDE HAIR	BLUSH BLONDE
ALL HAIR TYPES	INVIGORATE SCALP FOR HEALTHY SCALP/HAIR	PEPPERMINT
OILY HAIR OR PRODUCT BUILD-UP	REMOVE EXCESS OIL AND BUILD-UP	DEEP CLEANSE
FLAKY/ ITCHY SCALP	SOOTHE ITCHY SCALP, CONTROL FLAKINESS	ANTI DANDRUFF

RECOMMENDATION FOR HOME HAIRCARE

SHAMPOO

- RADIANT COLOUR
- BOND REPAIR
- BOND BLONDE
- HYALURONIC HYDRATE
- MIRACLE SMOOTH
- SOFTLY NOURISH
- FULL VOLUME
- SILVER BLONDE
- BLUSH BLONDE
- PEPPERMINT
- DEEP CLEANSE
- ANTI-DANDRUFF

CONDITIONER

- RADIANT COLOUR
- BOND REPAIR
- BOND BLONDE
- HYALURONIC HYDRATE
- MIRACLE SMOOTH
- SOFTLY NOURISH
- FULL VOLUME
- SILVER BLONDE
- PEPPERMINT

STRENGTHENING AND PROTECTING TREATMENTS / MASKS / LEAVE INS

- REPAIR 1 MINUTE TREATMENT
- SUPER SOFT HYDRATION MOISTURE MASK
- KNOT KNOTTY DETANGLER
- 20 IN ONE MIRACLE LEAVE IN TREATMENT
- REPAIR SMOOTH ENZ LEAVE IN TREATMENT
- PROTECT SOLAR ENZ LEAVE IN TREATMENT
- HYDRATING REVIVA CREAM MOISTURE FOAM

STYLING AND FINISHING

- DRY SHAMPOO VOLUMISER
- DRY HEAT GUARD
- TAME CURLS SMOOTH
- 2 IN ONE KAKTIS
- BOOST CURL KINKY
- CURLS TO STRAIGHT
- HEAT SHIELD
- DOUBLE UP THICKEN
- AMP IT UP VOLUME
- XAGERATE MOUSSE
- WAKE UP WAX SPRAY
- SEA AIR MIST BEACHY
- MESSED UP TEXTURE
- CONTROL SCULPT LOTION
- SHIMMER SHINE SPRAY
- FIBRE GOO SUMO GRIP
- STUCK UP LACQUER

INGREDIENTS

Acacia Victoria (Wattle Seed) : Contains high levels of amino acids to help repair and promote youthful hair. The powerful antioxidant properties encourage elasticity and suppleness in ageing cells.

Acrylamidopropyltrimonium Chloride/Acrylamide Copolymer : An anti-static agent.

Acetamide MEA : A water soluble conditioning agent compatible with anionic, non ionic and cationic systems, often used to increase shine.

Acetic Acid : A synthetic carboxylic acid with antibacterial and antifungal properties.

Acetylated Glyceryl Stearate/Palmitate : Used as dispersing agent.

Acetyl Cysteine : A plant based anti-oxidant.

Achillea Millefolium (Yarrow) Extract : Commonly known as Yarrow extract, helps to nourish head and scalp.

Acid Violet 43 : Is a colour that may be used as a colourant in cosmetic formulations that are hair dyes, colours, and coloring rinses.

Acrylates/C10-30 Alkyl Acrylate Crosspolymer : Is a thickener specially designed for thickening shampoos.

Acrylates/Steareth-20 Methacrylate Copolymer : A synthetic polymer that blends steareth-20 with one or more forms of methacrylic acid. Functions as a thickening agent.

Alcohol : A natural preservative derived from sugar cane.

Alpha-Isomethyl Ionone : A colourless or pale straw-coloured liquid used as a fragrance.

Aloe Barbardensis (Aloe Vera) Extract : Conditions, repairs and moisturises, soothes and cools scalp.

Aluminium Starch Octenylsuccinate : As an absorbent, an anti-caking agent and a viscosity increasing agent.

Aminomethyl Propanol : An alcohol made from Nitrogen compounds that are soluble in alcohol and mixable with water. Used as an emulsifying ingredient for cosmetic creams, lotions and hairsprays.

Amodimethicone : A light silicone used in conditioners.

Amyl Cinnamal : A perfume ingredient whose main function is to add fragrance to a product. It has a floral scent reminiscent of jasmine.

Amyl Cinnamic Aldehyde : A very mild oily-herbaceous and somewhat floral odour, reminiscent of many types of natural flowers, but mostly of Jasmin, Gardenia and Tuberose.

Argania Spinosa (Argan) Kernel Oil : Argan oil is very beneficial for people with dry or brittle hair, and will help improve the strength and health of your hair.

Basic Blue 99 : Is a direct, nonoxidative hair colorant used in temporary and semipermanent hair dyes, colours and tints.

Basic Brown16 : Is used as a direct dye for hair colouring products without mixing with an oxidising agent.

Basic Red 51 : Is a hair colourant.

Basic Red 76 : Is a direct dye for hair colouring products.

Basic Yellow 57 : Is used as a direct dye for hair colouring products without mixing with an oxidising agent.

Behentrimonium Chloride : Acts as an anti-static and conditioning agent.

Behentrimonium Methosulfate : A cationic conditioning aged utilised for its conditioning and shin properties.

Bentonite : A clay consisting mainly of smectite minerals, commonly formed by decomposition of volcanic ash.

Benzoic Acid : Is an anti-fungal.

Benzophenone-4 : An ultra violet (UV) absorber which helps to protect hair from sun damage.

Benzyl Alcohol : Anti-fungal and anti-bacterial agent.

Benzyl Benzoate : Used to treat lice infestations, is absorbed by the lice and mites and destroys them by acting on their nervous system.

Benzyl Cinnamate : A white to pale yellow solid or crystal substance that has a sweet balsamic odour. Benzyl Cinnamate is used as a fragrance ingredient.

Benzyl Salicylate : A clear colourless liquid with a sweet floral aroma.

Betula Alba (Birch) Bark/Leaf Extract : An antioxidant containing vitamins B1, B2, A, C and E.

Butane : A gas and is used as a propellant.

Butylparaben : An antimicrobial preservative.

Butylene Glycol : A colorless organic alcohol used as a conditioning agent.

Butyl Ester of PVM/MA Copolymer : Used as a setting agent in hairsprays and styling lotions to promote intensive gloss.

Butyrospermum Parkii (Shea) Butter : Shea butter is a vegetable fat obtained from the fruit of a tree native to Africa. Shea butter is primarily composed of fatty acids such as stearic and oleic acids and used as a moisturiser.

C12-15 Alkyl Benzoate : A natural ingredient that can be obtained from several types of fruits and vegetables, such as cranberries, prunes, plums.

C13-14 Isoparaffin : A petroleum-derived ingredient whose wax-like texture functions as a texture enhancer.

C13-16 Isoalkane : A solvent that may be plant-derived or synthetic and helps improve product texture and application.

Calcium Aluminium Borosilicate : Used as a bulking agent.

Camellia Sinensis (Green Tea) Leaf Extract : Is superior for moisturising, protecting and nourishing the skin and hair.

Candellila Wax : Obtained from the coating of the "wax slipper plant", Euphorbia Cerifera, found mainly in Mexico. Used as a substitute for beeswax or carnauba wax.

Cannabis Sativa (Hemp) Seed Oil : Oil extracted from the seeds of the hemp plant.

Caplylic/Capric Triglyceride : Is an emollient, it both quickly penetrates the surface to condition the skin/hair, and provides a lightweight and non-greasy barrier of lubrication.

Cedrus Deodora (Himalayan Cedarwood) Oil : Helps balance oily skin.

Ceteareth-20 : A non-ionic, plant based, emulsifier utilised to adjust the viscosity or thickness of a product and to help incorporate oils into the water.

Cetearyl Alcohol : An emollient and emulsifying wax derived from coconut, used for condition and viscosity.

Cetrimonium Chloride : A conditioning agent providing manageability to wet and dry hair by closing the cuticle and assisting in reducing flyaways.

Cetyl Alcohol : A vegetable derived, fatty alcohol, utilised for is emulsifying and viscosity properties.

Cetyl Stearyl Alcohol : A blend of cetyl and stearyl fatty alcohols and is used as to add viscosity and as a stabiliser in creams and lotions.

Cera Alba (Bees Wax) : Helps to keep an emulsion from separating into its oil and liquid components.

Chlorphenesin : A preservative that helps prevent the growth of microorganisms.

Cinnamidopropyltrimonium Chloride : UV sunscreen, colour lock protection.

Cinnamyl Alcohol : Is a pale yellow liquid with the odour of hyacinth.

Citral : A fragrant liquid occurring in citrus and lemongrass oils.

Citronellal : Used as a fragrance.

Citric Acid : An acid compound naturally found in citrus fruits.

Citrus Aurantifolia (Lime) Oil : Has antiseptic properties.

Citrus Glauca (Desert Lime) : Desert lime is an anti-humectant with high levels of glycosides for hydrating and promoting smoother, softer looking hair, also assisting with blocking out short UV rays acting as a natural sunscreen.

CI 14700 : Red pigment.

CI 14720 : Red pigment.

CI 15985 : Yellow pigment.

CI 16185 : Red pigment.

CI 17200 : Red pigment.

CI 19140 : Yellow pigment.

CI 42090 : Blue pigment utilised in conjunction with violet pigments for extra toning of blonde hair whilst reducing brassy yellow tones.

CI 45430 : Red Pigment.

CI 60730 : Violet pigment.

CI 77891 : Yellow pigment.

Cocamide DEA : It is a viscous liquid and is used as a foaming agent.

Cocamidopropyl Betaine : An organic compound derived from coconut oil and is used as a foam booster in shampoos.

Cocos Nucifera (Coconut) Oil : Used as a hair conditioning agent.

Copernicia Cerifera (Carnauba) Wax : Obtained from the leaves of the Brazilian tropical palm tree and helps to keep an emulsion from separating into its oil and liquid components.

Coumarin : A natural substance found in many plants and has a sweet odour.

Cucurbita Pepo (Pumpkin) Seed Oil : Rich in vitamins and minerals.

Cupressus Sempervirens Leaf/Nut/Stem Oil : Is a natural oil obtained from the leaves, nuts and stems from the Cypress tree.

Cyclomethicone : A silicone oil used to produce a non-greasy gloss.

Cyclohexasiloxane : A carrier ingredient which improves the spreadability of products.

Cyclopentasiloxane : A non-volatile silicone mixture used to add shine and moisture.

D-Limonene : Used as a fragrance with a citrus aroma.

Dehydroacetic Acid : A fungicide and bactericide predominantly used as a preservative. It works by killing off and preventing the growth of microorganisms that contribute to a product's decay.

Diazolidinyl Urea : Is a commonly used preservative that is naturally derived.

Dimethicone : A silicon-based polymer used as a conditioning agent.

Dimethiconol : Functions as a skin/hair conditioner, anti-foaming agent and emollient.

Disodium EDTA : Is a metal chelator, it counteracts the adverse effects of hard water by binding with heavy metal ions contained in tap water, which in turn prevents the metals from being deposited onto the hair and scalp. This makes it a particularly useful ingredient for rinse-off products that inherently require water to come into contact with the skin.

Disteardimonium Hectorite : Based on naturally occurring clay mineral hectorite; this ingredient is used as a thickening agent.

DMDM Hydantoin : A widely used preservative for personal care products.

EDTA : Binds to metal ions to inactivate them. This helps prevent the deterioration of cosmetics. It also helps to maintain clarity, protect fragrance compounds, and prevent rancidity.

Equisetum Arvense (Horsetail) Extract : Calms and helps repair stressed hair.

Ethanol : A naturally derived bio fermented solvent with anti microbial properties.

Ethylparaben : Used as a preservative.

Eugenol : A colourless to pale yellow oily liquid extracted from certain essential oils especially from clove oil, nutmeg, cinnamon, basil and bay leaf.

Euphorbia Cerifera (Candelilla) Cera : Helps to keep an emulsion from separating into its oil and liquid components.

Ext. **Violet 2** : Violet pigment.

Fragrance (Parfum) : Fragrance.

Gamma Methyl Ionone : Is a colorless or pale straw-colored liquid fragrance.

Geraniol : Appears as a clear to pale-yellow oil and has a rose-like scent and is commonly used in perfumes.

Ginkgo Biloba Leaf Extract : Combats free radicals and repairs molecular damage.

Glycerin : A natural emollient derived from palm oil.

Glyceryl Oleate Citrate (and) Caprylic/Capric Triglyceride : A high-purity neutralised organic compound of glycerine with citric and oleic acids, combined with vegetable neutral oil.

Glyceryl Stearate : A vegetable sourced emulsifying agent which leaves a rich, creamy feel to emulsion products, particularly conditioners.

Glycine Soja (Soybean) Oil : An emollient plant oil made from soybeans offering antioxidants and skin nourishing properties.

Glycol Stearate : Is composed ethylene glycol and stearic acid, a naturally occurring fatty acid. Used as an emulsifier and pearling agent.

Glycosphingolipids : Naturally plant derived and helps retain moisture.

Hexyl Cinnamal : An ingredient used in the fragrance compounds, this is used for its scent.

Hexylene Glycol : Is a solvent and viscosity agent used to thin out heavy compositions and create a thinner, more spreadable product.

Hyaluronate : A naturally-occurring carbohydrate that works to support the body's water retention and collagen production to invigorate and rejuvenate dehydrated, damaged, and brittle hair.

Hydrogenated Polydecene : Synthetic polymer that functions as an emollient and skin-softening agent.

Hydrolyzed Silk : A naturally derived Silk which strengthens and protects the hair cortex and cuticle. Derived from Silk concentration.

Hydrolyzed Rice Protein : An effective anti-irritant containing both cationic and anionic amino acids.

Hydrolyzed Quinoa Extract : A natural protein for hair colour retention, conditioning, and protection.

Hydrolyzed Soy Protein : Soy protein that has undergone hydrolysis to ensure that it has a cationic charge white guarantees its moisturising properties adhere to the hair shaft which is anionically charged.

Hydrolyzed Wheat Protein : A naturally derived Wheat Protein which strengthens and protects hair by assisting in the prevention of moisture loss, replenishing lost protein.

Hydroxycitronellal : Is a perfume ingredient with a medium strength floral scent, reminiscent of lily and sweet tropical melon.

Hydroxyethylcellulose : A gelling and thickening agent derived from cellulose.

Hydroxyisohexyl-3-Cyclohexene Carboxaldehyde : A powerful fragrance reminiscent of Lily of the Valley.

Isodopropynyl Butylcarbamate : Is used as a preservative.

Isobutane : A compressed gas used as an aerosol propellant.

Isoeugenol : Is a clear to pale yellow oily liquid extracted from certain essential oils especially from clove oil and cinnamon.

Isopropyl Alcohol : Used to dissolve other ingredients during manufacture.

Isopropyl Myristate : Surfactants that clean skin and hair by helping water to mix with oil and dirt so that they can be rinsed away.

Kaolin : A fine soft white clay.

Lanolin Wax : A natural emollient that penetrates the surface to enhance moisture retention.

Laurdimonium Hydroxypropyl Hydrolyzed Soy Protein : Used as a hair strengthener.

Laurdimonium Hydroxypropyl Hydrolyzed Wheat Protein : Forms a protective protein film on the hair surface, protects hair and is preferentially adsorbed on damaged hair.

Lavandula Angustifolia (Lavender) Extract : Has a calming effect on the nerves releasing emotional tension and stress. It is also believed that application of lavender oil on regular basis has an effect on the growth of hair.

Laureth-7 : Used as an emulsifier and surfactant.

Limonene : Takes it’s name from the lemon and used as a fragrance.

Linalool : Used as a chemical intermediate and one common downstream product of linalool is vitamin E.

Macademia Integrifolia Seed Oil : A very rich oil made from the macadamia nut and contains many natural lipids. Repairs brittle and extremely damaged hair.

Magnesium Sulfate : Non-reactive solid used for hair conditioning and viscosity controller.

Maris Sal : Dead Sea Salt.

Melaleuca Alternifolia Leaf Oil : This light yellow essential oil is derived from the Tea Tree, native to Australia. This oil easily and quickly penetrates the skin, serving as an antibacterial and disinfecting agent.

Mentha Piperita (Peppermint) Oil : Helps to cool the scalp and eliminate dandruff and fight lice.

Mentha Spicata (Spearmint) Oil : Essential oil with stimulating properties.

Menthol Liquid : Used to alleviate common scalp problems like itching, dryness, and tightness associated with scalp conditions like psoriasis.

Methyl Ionone : Appearance Clear colourless to yellowish liquid used as a fragrance.

Menthyl Lactate : Derived from menthol, a compound that comes from peppermint oil. Menthol has a natural cooling effect which makes it useful as a topical analgesic to treat skin irritation and itching.

Methyl Gluceth-20 : A naturally-derived emollient, noted for its safety and mildness, usually used a solubiliser.

Methylparaben : Used as a preservative.

Mica : A mineral powder used as an anti-caking agent and light-reflecting properties.

Microcrystalline Wax : Used as a viscosity agent, binder and emollient.

Moroccan Lava Clay : Is rich in minerals like potassium, iron, silica and magnesium, and has been used for centuries for it’s healing and beautifying properties.

Myrica Cerifera (Bayberry) Fruit Wax : Reduces stickiness of emulsions and cream gels and gives hair styling products excellent holding properties.

Octylacrylamide/Acrylates/Butylamino Ethyl Methacrylate Copolymer : A hair fixative with good set retention properties. Holds hair better under all conditions of temperature and humidity. Produces intensive shine.

Oleth-5 : Help to form emulsions by reducing the surface tension of the substances to be emulsified and help ingredients to dissolve in liquids in which they would not normally dissolve.

Oleth-20 : Cleans hair by helping water to mix with oil and dirt so that they can be rinsed away.

Oryza Sativa (Rice) Extract : Is a rare oil soluble concentrate extracted from rice bran and rice germ. It enhances the appearance and feel of hair, by increasing hair body, suppleness and sheen.

Oryza Sativa (Rice) Powder : Used as a bulking agent.

Oryza Sativa (Rice) Seed Protein : Absorbing ingredient.

Ozokerite : A brown or black paraffin wax occurring naturally in some shales.

Panax Ginseng (Ginseng) Root Extract : Emulsion Stabiliser.

Panthenol : Also known as vitamin B5, is widely used in shampoos and conditioners to help thicken hair.

Parfum : Fragrance.

Paraffinum Liquidum : Hair conditioning agent.

Paraffin Wax : Used as a viscosity agent, binder and emollient.

PEG-7 Glyceryl Cocoate : Used for conditioning and as an emollient. It also helps products from separating into its oil and water components. Made from coconut oil and polyethylene glycol.

PEG-12 Dimethicone : Enhances the appearance and feel of hair by increasing hair body, suppleness or sheen.

PEG-20M : Increases the thickness of the aqueous (water) portion of a formulation.

PEG-40 Hydrogenated Castor Oil : Form emulsions by reducing the surface tension of the substances to be emulsified.

PEG-45M : Used as emulsion stabiliser.

PEG-100 Stearate : Cleans hair by helping water to mix with oil and dirt so that they can be rinsed away.

PEG/PPG-18/18 Dimethicone : Is a water soluble silicone used to impart shine and lustre to the hair shaft.

Persea Gratissima (Avocado) Oil : Increases moisture and improves shine and manageability.

Petrolatum : Is a petroleum based product that imparts shine and protects hair and reduces moisture loss.

Phenoxyethanol : A paraben free preservative that helps prevent the formation of harmful bacteria.

Phenyl Trimethicone : Is a light weight silicone that assists in thermal protection and ensures shine.

Phytrantriol : Reduces the breakage of hair.

Phytic Acid : Reduces moisture loss.

Pimenta Racemosa (Bay West Indian) Leaf/Fruit Oil : Used as a fragrance.

Piper Nigrum (Black Pepper) Seed Oil : Helps increase circulation to the skin.

Piroctone Olamine : Has anti-fungal properties that make it ideal for controlling the root cause of dandruff.

Pisum Sativum (Pea) Peptide : Provides antioxidant, anti-aging, hydrating and smoothing benefits to the hair.

Polyacrylamide : Helps hair hold its style by inhibiting the hair’s ability to absorb moisture.

Polyethylene Glycol : An humectant which increases and maintains moisture in the skin and hair.

Polyglyceryl-6 Laurate : An emollient, emulsifier, and a mild cleansing agent.

Polyglyceryl-10 Oleate : A Palm free emulsifier naturally derived from Sunflower Seed oil, Rapeseed or Castor Oil.

Polyimide-1 : Is an anti-oxidant.

Polyquaternium-4 : Is a cationic styling polymer that conditions and styles whilst assisting with thermal protection and humidity resistance.

Polyquaternium-7 : A cationic (positively electrically charged) polymer utilised to impart conditioning and moisturising properties to the hair shaft.

Polyquaternium-10 : Used as an anti static agent.

Polyquaternium-11 : A cationic styling polymer that conditions and styles whilst assisting with thermal protection and humidity resistance.

Polyquaternium-28 : Is a cationic (positively electrically charged) polymer utilised to impart conditioning and moisturising properties to the hair shaft.

Polyquaternium-37 : They attach to the hair and provide conditioning benefits such as ease of combing, hair alignment, elasticity and shine whilst helping eliminate frizz and flyaways.

Polyquaternium-69 : Used as the primary enhance curl or hold agent.

Polysorbate 20 : A mild glycol-based surfactant that is used to solubilise fragrance oils and essential oils.

Potassium Dimethicone PEG-7 Panthenyl Phosphate : Used as a hair conditioner.

PPG-1 Trideceth-6 : It is used as both an emollient and emulsifying agent.

PPG-3 Benzyl Ether Myristate : An emollient that has a silicone-like feel and adds shine.

PPG-15 Stearyl Ether : Functions as an emollient.

Propane : Is a compressed gas used as an aerosol propellan.

Propylene Glycol : An humectant which increases and maintains moisture in the skin and hair.

Propylene Glycol Dicaprylate/Dicaprate : An emulsifying agent to ensure a stable formulation.

Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate : An efficient antimicrobial preservative.

Propylparaben : Used as a preservative for its anti-fungal and anti-microbial properties.

Prunus Armeniaca Kernel Oil : Apricot kernel oil contains ingredients such as essential fatty acids, linoleic acid, and oleic acid making it a wonderful moisturiser.

PVP : Used as an emulsifier.

PVP/VA Copolymer : A synthetic ingredient that is derived from petroleum that provides hold factor.

Quaternium-80 : Is water soluble, versatile and used as a conditioning agent and emulsifier for water-insoluble ingredients. It is a silicone emollient made from coconut oil.

Ricinus communis (Castor) Oil : A vegetable oil obtained from the seeds of the Ricinus Communis plant and prevents dry scalp, moisturises and eliminates dry hair.

Rosa Rubiginosa (Rosehip) Seed Oil : Oil extracted from the seeds of the wild rose and a natural source of vitamin C.

Rosmarinus Officinalis (Rosemary) Extract : Regular use of rosemary oil helps in stimulating follicles which results in the hair growing longer and stronger. It also possesses anti-oxidant properties to fight colour fade.

Salicylic Acid : Is an anti-inflammatory agent and acts as a topical antibacterial agent due to its ability to promote exfoliation.

Salvia Officinalis (Sage) Leaf Extract : Soothes and cools scalp.

Santalum Acuminatum (Quandong) : Quandong is super high in antioxidants, which are important for fighting free radicals. Quandong contains vitamin C which is essential for the growth of healthy cells. It also contains vitamin E which is a powerful hydrating nutrient.

Santalum Spicata (Sandalwood) Oil : Used as an aromatic.

Silica : Used as a bulking agent.

Silica Dimethyl Silylate : Used as an anticaking agent, bulking agent.

Simmondsia Chinensis Seed Oil : Derived from the seeds of the desert shrub, Simmondsia chinensis and used as a conditioning agent for hair.

Sodium C14-16 Olefin Sulfonate : A sulphate free surfactant.

Sodium Acrylates Copolymer : Used as an emulsion stabiliser.

Sodium Benzoate : Used as a preservative.

Sodium Chloride : Common salt.

Sodium Cocoyl Amino Acids : The salt form of amino acids hydrolysed from coconut used as a mild surfactant.

Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer : A Synthetic polymer that produces a continuous film on hair.

Sodium Lauryl Methyl Iseihionate : An extremely mild cleanser that can be used as a primary or secondary surfactant by creating a dense, luxurious foam and imparting an elegant after-feel.

Sodium PCA : Is a naturally occurring humectant found in human skin that is a derivative of amino acids. Used as an emollient or humectant in hair conditioners and moisturisers.

Sorbic Acid : Is a preservative.

Sorbitan Palmitate : Stabilising agent.

Sorbitol : Prevents moisture loss.

Soy Isoflavones : An excellent natural source of plant-based protein.

Stearalkonium Chloride : An antistatic ingredient in hair care products.

Steareth-2 : Used to reduce the interactive forces between molecules of other liquids so that an emulsion is formed.

Stearic Acid : A natural cleansing agent, capable of helping remove excess sebum (oil), dirt and bacteria from skin, hair and other surfaces. It’s also an emulsifier, emollient and lubricant.

Stearyl Alcohol : An emollient derived from vegetable fatty acids. It gives a smooth, soft feeling to the hair shaft by helping the cuticle to lie flat on the surface of the hair.

T-Butyl Alcohol : Used to decrease the thickness of liquid.

Tapioca Starch : Is a known thickener and viscosity enhancer.

Taraxacum Officinale (Dandelion) Extract : Loaded with minerals and vitamins, especially vitamin A, that help balance sebum as well as treating dandruff and dry hair issues.

Terminalia Ferdinandiana (kakadu Plum) Extract : Kakadu plum is Australia’s super natural ingredient performer with exceptional antioxidant composition. It is believed that Kakadu plum could provide the most powerful natural anti colour fade treatment.

Tertiary Butyl Alcohol : Used to decrease the thickness of liquid.

Tetrasodium EDTA : A chelating agent, meaning chemicals that combine with metal ions and remove them from their sphere of action, also called sequestrates.

Tilia Cordata (Linden) Flower Extract : AKA Linden Flower Extract, ensure deep penetration to the hair and scalp to stimulate the blood flow and fortify the hair fibres.

Tin Oxide : Is an inorganic oxide that is naturally found in mineral form.

Titanium Dioxide (CI 77891) : A UV filter to ensure protection from the sun whilst ensuring maximum colour retention.

Tocopheryl Acetate (Vitamin E) : This natural form of Vitamin E is one of the most effective antioxidants. Derived from wheat germ and/or vegetable oils; heals, rejuvenates, softens, soothes and protects.

Trideceth-3 : Is an emulsifier used to adjust the viscosity or thickness of a product and to help incorporate oils into water.

Trideceth-6 : Is an emulsifier used to adjust the viscosity or thickness of a product and to help incorporate oils into water.

Trideceth-9 PG Amodimethicone : A conditioning agent which allows ease of combing in wet and dry state of the hair.

Trideceth-12 : Derived from vegetable oils and is used as a surfactant, and is known to prevent the build-up of silicones, or counteract other products that build up in hair.

Trideceth-15 : Is an emulsifier used to adjust the viscosity or thickness of a product and to help incorporate oils into water.

Triheptanoin : Naturally derived from castor oil providing a silky sensation with outstanding spreadability.

Triimethyl Siloxysilicate : Used as an anti-foaming agent.

Triethanolamine : Reduces the surface tension of the substances to be emulsified so that water-soluble and oil-soluble ingredients can be blended together.

Trisiloxane : Used to smooth, soften, and shine the hair cuticle, protect from UV, humidity, and heat styling and can temporarily repair damaged locks.

Triticum Vulgare (Wheat) Flour : A fine, soft powder that increases the thickness of the aqueous (water) portion of cosmetics and personal care products

Urtica Dioca (Nettle) Extract : Stimulates healthy scalp metabolism.

VA/Butyl Maleate/Isobornyl Acrylate Copolymer : Dries to form a thin coating on the skin, hair or nails.

Vitamin E Acetate : One of the most effective antioxidants. Derived from wheat germ and/or vegetable oils; heals, rejuvenates, softens, soothes and protects.

Vitis Vinifera (Grape) Seed Oil : Oil extracted from the seeds of the grape plant.

VP/Dimethylaminoethylmethacrylate Copolymer : Provides superior holding power even in high humidity environment.

VP/DMAPA Acrylates Copolymer : A polymer used for styling and humidity control.

VP/VA Copolymer : A commonly used styling polymer that imparts shine and long lasting hairstyle.

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