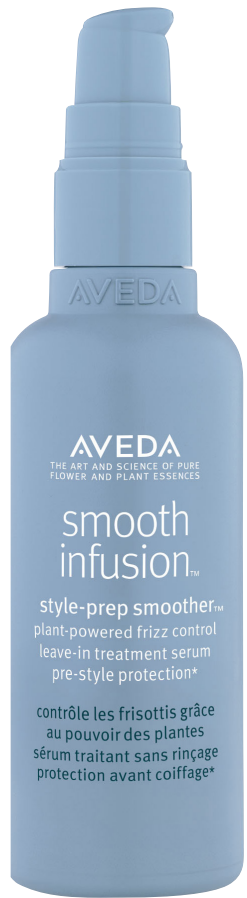


smooth infusion™ style-prep smoother™



Pre-style treatment serum that smooths, helps control frizz and defends against humidity



claims

Product claims

- Smooths hair and helps control frizz for 72 hours
- Instantly detangles to improve manageability and helps prevent breakage
- Treats and nurtures to control frizz and smooth flyaways
- Delivers weightless hydration
- Provides thermal/heat protection up to 450°
- Contains UV filters to protect hair from the damaging effects of the sun
- Plant polymer shield and botanical smoothing oil blend help create a smooth surface on hair

*From plants, non-petroleum minerals or water, using ISO standard.



claims continued

- Safe for color-treated and chemically processed hair
- Suitable for all hair types (fine, medium, coarse/thick) and straight, wavy and curly textures (1A–3C)
- Free from parabens, mineral oil, petrolatum, paraffin, gluten, formaldehyde and its donors, sodium lauryl sulfate (SLS) and sodium laureth sulfate (SLES), triclosan, triclocarban and synthetic fragrance
- Silicone-free, vegan and cruelty-free
- 98% naturally derived*

Regimen claims

- Smooth Infusion™ Anti-Frizz Shampoo + Conditioner + Style-Prep Smoother™ used as a regimen, provides 72 hours of frizz and humidity control

smooth infusion™ style-prep smoother™



technology

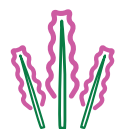
Dual action plant-powered technology features:

- An invisible plant polymer shield created from castor bean plant extract that instantly cloaks hair strands and repels water, giving silicone-free protection
- A botanical smoothing oil blend deeply moisturizes to add softness and shine



functional botanicals

- Certified organic tamanu oil, which is cold-pressed, is known for its excellent conditioning properties and helps soften and smooth the hair
- Kalahari melon seed oil, which is cold-pressed, is a lightweight oil due to its high concentration of polyunsaturated fatty acids; it is known for its excellent conditioning properties and frizz-fighting benefits and softens and smooths the hair



pure-fume™ aroma

A fresh citrus-floral blend featuring bergamot, rose, Australian sandalwood, certified organic palmarosa, and other pure flower and plant essences



texture/form

Lotion serum



packaging

3.4 oz/100 ml bottle made with 100% post-consumer recycled (PCR) high-density polyethylene (HDPE)



usage and application

To prep hair for styling, dispense a small amount of product in your hands and apply throughout damp hair. Style as desired.