

all-nutrient<sup>®</sup> KERATHERAPY<sup>™</sup>



*hairs the bling*

Salon Education

& Professional Distribution

ZENAGEN  
THE FUSION OF BEAUTY + SCIENCE

ergo<sup>™</sup>



InterCellular  
ORGANICS<sup>™</sup>

  
Goomee  
THE MARKLESS HAIR LOOP

she<sup>®</sup>  
hair extensions

Crack<sup>®</sup>

product  
club



TRUEPLEX



"For more than 40 years  
my family has made  
it their goal to help salons..."

# THE WORD

DARREN STORK

When you've been in our industry as long as my family has been (over 40 years)...you've seen how much it has evolved and continues to evolve.

From the early 1970's through the 1990's, my father, Jack M. Stork who founded the company had a popular monthly magazine, "Chicagoland Hairdressers". Before the Internet and before hair shows were everywhere, the monthly news magazine showcased what was happening, what was new and what was on trend.

Over 40 years later, a lot has changed...but our belief has not. To stay competitive, fresh and successful...a hairdresser is only as good as what they have & what they know. We help you take your business & skills as far as you want by only carrying boutique, professional hair goods that are unique, new and have that "bling factor".

In the following pages you'll learn more about what we have to offer and the portfolio of manufacturers that I've carefully selected and chosen to represent that have the same integrity and commitment to industry that I hold dear. All of them deliver a little bit of magic with client's hair...that little extra something... that instant confidence...that diamond like shine.

Always remember that "hair is the bling",

*Darren Stork*

# OUR MISSION



Having grown up in the professional beauty industry, Darren Stork founded Hair's the Bling in 2002 with a desire to deliver truly unique, high quality brands to salons and spas throughout the Midwest. Carefully selecting the most unique, cutting edge, non-diverted and just plain cool professional brands and coupling it with firm, accessible education is the cornerstone of our business. Our desire is quite simple: Supply you with the best tools, education and support to grow your business and offer transformational experiences for your clients.

Our mission is even simpler: Whatever it takes. In service and support we're a family owned business that has always lived and breathed this industry and we routinely go out of the way to not only meet your needs and expectation, but exceed them.

# WHAT WE CARRY



The name of our company is also the mantra we live by. For any client, hair is imperative as our emotional outfit begins and ends with the hair. Nothing impacts our personality and confidence like hair. As such, all the products you'll find under our portfolio are chosen for their ability to transform, reconstruct or shape hair...giving any client a little bit of "bling"...and you a lifelong, loyal guest in your salon.

# COACHING & EDUCATION



To stay competitive in this business you need to stay current. To stay current, you need education, coaching and most importantly...inspiration! We offer a variety of continued learning courses across multiple states throughout the Midwest to give you access to the latest in trends, techniques...as well as business and marketing principles.

New since 2014, we also have developed a powerful in salon coaching curriculum that brings training to your salon. Led by the Hair's the Bling Artistic Team, our coaches are comprised of Master Stylists that have the training and experience to help guide you in honing your artistic and technical skills.

Additionally Online training seminars, workshops and how-to technical videos are available 24/7 through the Hair's The Bling On Demand Education Portal. Sign-up and get registered at [HairsTheBling.com](http://HairsTheBling.com)!

**she**<sup>®</sup>  
hair extensions

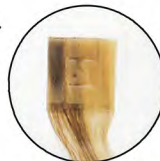
≈ *the #1 hair extension of*  
**THE MIDWEST'S TOP SALONS**

*Harjo Tricocci, Asha, Michael Anthony,  
Frank Giorda & Teddie Kosof!*

SHE Hair Extensions is the world leader in hair extensions and one of the largest producers of add-on hair. SHE prides themselves on not only having the greatest variety of colors in their palette for you to choose from, but also on the range of lengths & textures designed to fit any and all clientele that walk in your door. Additionally, they only use 100% Remy hair, which means high quality and no tangling.

## SHE STANDARD EXTENSIONS

- >> 3 to 6 month wearability with proper care!
- >> 100% human Remy hair is premium quality, ultra grade.
- >> Long lasting, highly durable bond technology
- >> Available in 3 textures, 3 lengths and with the most complete color palette in the industry!
- >> Qualifies for our innovative new In Salon Coaching that marries technique mastery & business excellence!



## SHE EXTENSIVES FUSION TAPE EXTENSIONS

- >> 6 to 8 week wearability, they are reusable & cost-effective.
- >> 100% human Remy hair is premium quality, ultra grade.
- >> High quality adhesive ensures durable, lasting bond.
- >> Available in 2 lengths...35/40cm & 55/60cm.
- >> A wide variety of colors with over 48 shades.



### DID YOU KNOW?

*SHE also has a range of clip-in extensions that allow your clients to change up their look, add effortless bangs...or even a ponytail!*



# SHE HAIR EXTENSIONS COLOR CHART

## NATURAL COLORS

1B *	2 *	4 *	6 *	8 *	10	12 *
14 *	15	16	17 *	19	20 *	21 *
24 *	25	26 *	27 *	28	29	30
32 *	33 *	35 *	60	101	103	130 *
140 *	516	530	1000 *	1001	DB2 *	DB3 *
	<b>SHATUSH OMBRE EFFECT</b>					
DB4 *						
	T 417	T 612	T 627	T 826	T 10DB2	T 1206
	T 141001	T 1720	T 1824	T 2720	T 30130	T DB320

## FANTASY COLORS

ORANGE *	BLUE *	SKY	ACID GREEN	DARK GREEN *	NEW VIOLET *	YELLOW *
LILAC *	VIOLET *	DARK VIOLET	DARK BLUE	PINK *	DARK RED *	RED *
DARK ORANGE *	530	DARK PINK *	PURPLISH PINK *	MEDIUM VIOLET *	DARK FLUXIA *	REDDISH VIOLET
			<b>Fusion Tape Extensions</b> <small>*SELECT SHADES AVAILABLE</small>			
GOLD	FLUXIA *	TURQUOISE *				

## FROSTED COLORS

M 20/27	M 12/26	M 21/130	M 1B/530	M 14/1001	M 2/17	M 6/27
M 6/12	M 32/530	M 33/21	M 18/24	M 32/130	M 8/26	M DB3/20



**WHY REMY HAIR?**  
*Remy hair is premium quality because the cuticles are kept intact and not stripped. This means that unlike cheap quality hair, the hair remains super soft, shiny, silky & tangle-free!*





## Fusion Tape Extensions

with KeraBond™ Reusable Technology

**she**  
hair extensions

Have you seen the gooey mess that traditional tape-in extensions leave? Never worry again! It doesn't have to be that way.



SHE Hair Extensions presents a new program to deliver a turn-key hair extension business to YOU...best of all you can master it in just 17 minutes: EXTENSIVES! SHE Hair Extensions have improved the Extensives and now has the industry's longest lasting tape-in extensions! The Extensives come with SHE Hair Extensions' exceptional Remy hair attached to a durable base that contains a keratin infused adhesive that is clean and secure.

It is the same premium 100% human remy hair in a strip form. The strip includes natural keratin for a secure bond. The application with the Easy Flat iron is achieved when the keratin powder softens and bonds with the natural hair. This application is good for thin hair because the strips fold and bond around the hair. The application quickly adds volume, length, color without chemicals and it is reusable.

### SHE EXTENSIVES FUSION TAPE-INS

- >> **The fastest, easiest way** to get started in the business of extensions!
- >> Same industry leading 100% human Indian Remy hair
- >> Wide selection of **48 colors and blends**
- >> **Easy to use** step by step training video
- >> **Most secure, longest lasting** tape-ins with reusable keratin tape





InterCellular  
ORGANICS™

≈ a revolution in  
**TEXTURE TAMING!**

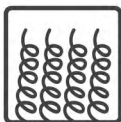
*the service for clients who  
CRAVE & LOVE their texture.*

Finally! No more bad hair days. This is the in-salon service your clients with "any texture" wavy, curly, or kinky hair have been waiting for! Gary Smith, the hair legend who created 3 of the top selling brands of the last 50 years, launches his newest innovation: the ICO Texture Management System. Formulated with naturally occurring heavy water that contains Deuterium (a stable hydrogen isotope). It is deposited the hair naturally, forming a permanent hydrogen bond that lasts as long as the hair does!

**BENEFITS:**



32 active organics  
repair broken bonds



Enhances curls &  
adds body



Faster, smoother  
blowout results



100% safe, natural  
& non-toxic



Leaves hair 100%  
humidity proof



Helps prevent free  
radical damage



Leaves hair softer,  
shinier & hydrated



With UVA/UVB  
botanical sunscreens



TEXTURE CONTROL

**HYDROPHOBIC TEXTURE CONTROL**

- >> ICO is a revolutionary new chemical-free in-salon service treatment plus at home system that internally corrects frizz and makes hair non-reactive to humidity. ICO is a dream come true for curly hair anyone with curly or frizzy hair.
- >> ICO permanently eliminates genetic frizz by addressing the condition at the very cortex of the hair and at a micro-molecular level.
- >> In addition to sealing the vacant frizz causing hydrogen bond, ICO also contains a proprietary blend of botanicals, oils and essential amino and fatty acids that help to restore hair to an optimal level of moisture and strength resulting in hair that is stronger, shinier and more manageable.





# all-nutrient®

SULFATE-FREE | GLUTEN-FREE | CRUELTY-FREE | NO PARABENS  
NO MEA & DEA | NO PROPYLENE GLYCOL | NO SYNTHETIC FRAGRANCE

≈ *the most brilliant*  
**LONGEST LASTING COLOR**



AS FEATURED IN  
AMERICAN SALON

*All-Nutrient is created here in the U.S. and is dedicated to producing certified organic hair care products based on all-natural ingredients that nourish, protect, and revitalize the hair. If you ask any leading color salon in the Midwest who have tried All-Nutrient's hair color, they'll tell you it will outshine and outlast anyone else's!*

*All-Nutrient® Permanent Cream Haircolor uses the healthiest, most natural ingredients known to exist, nurturing each strand with the nutrients it needs and none of the chemicals it doesn't. From the roots of the Amazon rainforest to the roots of your hair, it is the perfect solution for today's organic and green demands.*



**DOUBLE DYE-LOAD**  
↓  
**100% grey coverage EVERY shade**



**100% CORN-DERIVED**  
↓  
**Petroleum-free shine & condition**



**ADV. MICRO PROTEINS**  
↓  
**Long lasting maximum pigment deposit**

## CERTIFIED ORGANIC PERMANENT COLOR

- >> **Certified Organic Cream Base** is made of natural pure oils & keratin protein that allows for a gentler penetration of haircolor pigment, greater depth and intensity of color.
- >> **Low ammonia** for a gentler color experience.
- >> Offers spectacularly brilliant shine & 100% grey coverage every shade.





Online All-Nutrient classes are available at [HairsTheBling.com!](http://HairsTheBling.com!)

## DEMI PERMANENT COLOR GLAZE

- >> **Ammonia free**, this certified organic color-glaze allows you versatile demi-permanent color results.
- >> **The color that treats!** Formulated with a proprietary Keratin Reconstructing Color formula, it is color that heals & repairs.
- >> **No direct dye.** Additionally it will not fade off-tone.



## PERMANENT OXIDATIVE PIGMENT

- >> **Say goodbye to fade and hello to intensity!** These permanent, oxidative pigment anchor in the hair's cortex to guarantee greater depth of color and longevity.
- >> **Delivers shiny, vibrant, high-fashion color results** that truly last.
- >> **One step toning** for your most difficult customers, with no off-tone fadeage..& maximum dimensional color options.



## ALL-NUTRIENT BALAYAGE PAINT BOX

- >> **Take balayage to the next level!** This complete self contained kit offers up everything you need to do the hottest trending color technique!
- >> **Includes:** Mixing Bowl, 17.6 oz. White Powder Lightener, (2) 4 oz. Lightener Control, Color Whisk, Crescent Balayage Brush, Color Application Brush, Angle-Cut Balayage Brush, Small Balayage Paddle, Large Balayage Paddle, Color Cape



## ALL-NUTRIENT LIGHTENER CONTROL

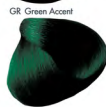
- >> **Lightener Control™ transforms lighteners into an ultra-smooth, creamy medium** that is perfect for non-slip foiling and balayage. This soft, fluid gel provides ideal control for perfect, balanced results.
- >> Quaternized Keratin strengthens & protects the hair for faster, safer lightening!



# all-nutrient<sup>®</sup>

**SLATE SERIES**  
BLUE/OLIVE

Super Light Series >  
The highest lifts for beautiful  
blondes. Use w/equal  
or double amounts  
of developer



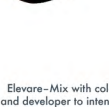
**COOL SERIES**  
BLUE/BLUE VIOLET

SLC Super Light Cool Blonde



**NATURAL PEARL**  
BLUE VIOLET

SLP Super Light Pearl Blonde



Elevare - Mix with color  
and developer to intensify  
tones, enhance gray  
coverage and increase  
levels of lift.

Elevare Extra Lightening Cream

**BEIGE SERIES**  
VIOLET

S1B Super Light Beige Blonde

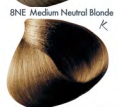


**MOCHA SERIES**  
NATURAL VIOLET



*New!*  
**NEUTRAL SERIES**  
PRIMARY

S1NE Super Light Neutral Blonde



**NATURAL SERIES**  
PRIMARY

S1N Super Light Natural Blonde



“  
Awesome!  
Amazing!  
The best  
color I've  
ever used!”

~ John Salvatore,  
head colorist,  
Teddie Kossof Salon

**CHOCOLATE SERIES**  
WARM NATURAL

4CH Chocolate



5CH Medium Chocolate



4CH Dark Chocolate



**TOBACCO SERIES**  
YELLOW NATURAL

8T Light Tobacco Blonde



7T Light Tobacco



6T Tobacco



5T Medium Tobacco



4T Dark Tobacco



**GOLD SERIES**  
YELLOW GOLD

SLG Super Light Gold Blonde



10G Very Light Gold Blonde



9G Light Gold Blonde



8G Gold Blonde



7G Deep Gold Blonde



6G Light Gold Brown



5G Medium Gold Brown



4G Dark Gold Brown



G Gold Accent



**SUN SERIES**  
YELLOW ORANGE

8S Brilliant Sun Poppy



7S Light Sun Poppy



6S Sun Poppy



**AUBURN SERIES**  
BROWN RED

6BR Auburn



5BR Medium Auburn



4BR Dark Auburn



< Accent Series >  
6 Incredible colors to add, intensify, neutralize, control and refine.

**INTENSE COPPER SERIES**  
ORANGE RED

8IC Brilliant Intense Copper Blonde



7IC Light Intense Copper Blonde



6IC Intense Copper Blonde



**COPPER SERIES**  
RED ORANGE

8RC Brilliant Copper



7RC Light Copper



6RC Copper



5RC Medium Copper



4RC Dark Copper



RO Red Orange Accent



**RUBY SERIES**  
RED

8R Brilliant Ruby Red



7R Light Ruby Red



6R Ruby Red



5R Medium Ruby Red



4R Dark Ruby Red



**SCARLET SERIES**  
RED / RED VIOLET

8RS Brilliant Scarlet



7RS Light Scarlet



6RS Scarlet



R Red Accent



**RUBY MAHOAGANY SERIES**  
RED BROWN VIOLET

6RM Ruby Mahogany



5RM Medium Ruby Mahogany



4RM Dark Ruby Mahogany



**BURGUNDY SERIES**  
RED VIOLET

78B Light Burgundy



68B Burgundy



58B Medium Burgundy



48B Dark Burgundy



**EGGPLANT SERIES**  
VIOLET

6EP Light Eggplant



4EP Eggplant





all-nutrient

RETAIL

- 100% Vegan
- Cruelty-Free
- Sulfate-Free
- Gluten-Free
- Paraben-Free
- Formaldehyde-Free
- Formaldehyde Donor-Free
- No Sodium Chloride
- No MEA & DEA
- No Triclosans
- No Propylene Glycol

## A COMPLETE NATURAL CARE & STYLING RANGE

- >> **Plant derived natural & organic haircare formulas** provide gentle cleansing & conditioning on any hair type to tackle any hair challenge. UV & color protection formulas are 100% vegan, sulfate-free, amine-free, DEA-free. MEA-free, betaine-free, EDTA-free, paraben-free, gluten-free, & cruelty-free.
- >> **Styling products created with earth-friendly technology** that nourishes, protects, and revitalizes hair. Made with natural and organic ingredients. Incorporates fatty acids and vitamins, to proteins and minerals, every styling products is formulated with ingredients that enhance nutrient delivery to the roots, preventing age in hair.



↳ *the product with the funny name*  
**THAT CUTS BREAKAGE BY 85%  
AND FRIZZINESS BY 67%!**

*It's a name no doubt you'll chuckle over and remember. But don't let it fool you...ProLocks has created a range of unique hair products that instantly and effectively transform keratin-depleted, stressed, frizzy hair to sleek smooth, healthy, shiny dimensions. Infused with the original CRACK formula, all CRACK products are designed for all hair types. Best of all, they are sulfate and paraben-free and never tested on animals.*

## CRACK HABIT FORMING LEAVE-IN

- >> This cheeky tube offers one of the most unique and "habit forming" hair fixes we've ever seen...it's as multi-purpose as it is different and packs a powerful dose of style with results!
- >> Lightweight & super moisturizing, it smooths split ends and protects from chlorine & UV rays.
- >> Integrated thermal barrier protects from thermal damage.
- >> Offers shine and slip without grease.



## CRACK MIST LIGHT-WEIGHT LEAVE-IN

- >> All the power of "CRACK in a tube" now in a lightweight sprayable form that offers all the conditioning and styling power of CRACK!
- >> It controls frizz, strengthens, protects, detangles hair, smooths & tames fly-aways, adds shine and is a great thermal protector.



## ULTIMATE DUO FOR SMOOTH HAIR

- >> Clean & Soaper Shampoo is a powerful age-defying & nourishing shampoo that rolls back the clock on damaged hair with visible signs of aging
- >> In Treatment Conditioner is a rich, ultra-moisturizing deep conditioner that helps tame even the most unruly hair...without leaving it heavy or feeling greasy.





# KERATHERAPY™

KERATIN THERAPY FOR HAIR

≈ the most innovative smoothing system that  
**CAN ADD A WHOLE NEW PROFIT CENTER!**

**K**eratherapy was founded in 2010 by David Mulhollen, a trusted beauty industry professional who realized the need for high performing keratin smoothing treatments for stylists and consumers. Inspired by the glamour of the Miami lifestyle, and motivated by its threats to hair such as relentless sun, unforgiving humidity and salt water, Keratherapy has since become the most innovative, forward thinking company in the keratin smoothing category, building the brand around superior formulations and providing women with smooth, shiny, healthy and frizz-free hair.

Today, Keratherapy's portfolio consists of 8 professional keratin treatments and 21 premium maintenance products. Through numerous distributor partners, Keratherapy can be found in over 45 countries and continues to be the fastest growing Keratin Smoothing company in the world.



**No "Downtime"**  
 Clients can shower that day!



**16 Weeks!?**  
 with Extreme Renewal



**Universal Smoothing**  
 They have a system for anyone

## BRAZILIAN RENEWAL SMOOTHING TREATMENT

- >> Offers the greatest amount of curl reduction possible, along with amazing shine and "no-frizz" smoothing for all types of hair; all with less fumes!
- >> Especially effective on hair that is coarse, unruly, extremely curly or very resistant. Enriched with keratin, collagen, argan oil, soy and rice proteins for extra brilliance, strength and protection. No downtime!



## EXTREME RENEWAL SMOOTHING TREATMENT

- >> A maximum strength keratin smoothing treatment that smoothes and dramatically reduces frizz and curls on medium to resistant hair types.
- >> Deeply penetrates the hair shaft for maximum repair, reduces excess volume & frizz.
- >> Delivers long-lasting nourishment/protection for up to 16 weeks. Color-treated safe.



## EXTREME RENEWAL CRÈME DE COCOA

- >> With KERABOND Technology, this maximum strength keratin smoothing treatment offers superior curl reduction, shine & smoothing for even the most resistant/unruly types of hair.
- >> Contains cacao seed butter, a powerful antioxidant that nourishes and protects the hair from styling and environmental elements.
- >> Color Safe. Lasts up to 16 weeks.



## COLOR LOCK & SMOOTH

- >> This very unique, 2-in-1 formula is highly recommended after all hair color and highlighting services to lock in color and prevent fading, or as a stand alone, express keratin treatment.
- >> Provides unsurpassed frizz control, adds amazing shine and provides a humidity barrier for 4 weeks. A must for blowouts!



## PURE RENEWAL PLUS+

- >> A ground breaking, ZERO formaldehyde keratin smoothing system with a powerful blend of amino acids that provides increased strength, elasticity and vibrancy.
- >> Provides maximum curl and volume reduction without a permanent structural change to the hair. A safer experience for everyone!
- >> Only takes 90 minutes!



## EXPRESS RENEWAL PLUS+

- >> This express professional keratin smoothing treatment is as easy to use as spraying it on and sealing it in.
- >> It's a fast, safe way to remove frizz, rejuvenate, smoothen and revive the hair.
- >> Tamanu and argan oils, jojoba & rosemary leaf extract transform ordinary, overworked hair into silky, shiny, healthy looking hair for 4 to 6 weeks.



## KERATIN BOOSTER

- >> This unique and powerful spray enhances and amplifies any Keratherapy zero formaldehyde keratin treatment, resulting in an even distribution of keratin and amino acids throughout the client's hair.
- >> Ensures uniform curl and volume reduction, frizz control, shine and conditioning from roots to ends and helps to extend the longevity of the keratin treatment.



## CLEAN START

- >> Preps the hair properly, removing product residue, buildup and impurities that can interfere with keratin treatment results.
- >> The 8.5 pH opens the cuticle to provide maximum absorption of treatments and ensures the longest-lasting results.





**KERATHERAPY™**  
KERATIN THERAPY FOR HAIR

*≈ affordable luxury*  
**AND KERATIN CARE!**

**KERATINFIX REPAIR COLLECTION**

>> A keratin infused trio that offers miraculous repair with a formula rich in caviar extract and argan oil!

- 20-in-1 Miracle Leave-In provides 20 benefits in 1 easy step: Softens, smoothes, restores, detangles, adds shine, increases body, enhances moisture balance, evens porosity, blocks humidity, eliminates frizz, provides UV protection, seals cuticle, improves manageability, extends color, promotes elasticity, prevents breakage, protects from heat, mends split ends, controls static, and rebuilds damaged hair.
- Miracle Repair Shampoo instantly repairs dry, damaged or over-processed hair while protecting against environmental stresses and humidity.
- Miracle Repair Conditioner repairs and restores dry, colored, damaged or over processed hair leaving it hydrated, shiny and strong.





## KERATIN INFUSED MOISTURE COLLECTION

- >> Homecare infused with keratin, designed for the driest hair.
- Moisture Shampoo gently cleanses and hydrates to create soft, smooth and silky hair.
  - Moisture Conditioner quenches even the driest hair, repairing, strengthening and sealing in moisture.
  - Leave-In Conditioner is a weightless, multi-purpose conditioning and detangling spray that nourishes and hydrates the hair, giving it a healthy shine and refreshed look.
  - Deep Conditioning Masque is an intense, nourishing and hydrating treatment, which revives hair.



## KERATIN INFUSED VOLUMIZING COLLECTION

- >> Homecare infused with keratin, designed to amplify hair volume.
- Volume Shampoo gently cleanses while removing build-up from the hair and scalp. Designed to create the ultimate body, fullness and texture in hair.
  - Volume Conditioner is formulated to detangle, hydrate and illuminate hair while adding incredible body, bounce and volume. Natural formulas restore elasticity and vitality to thin, limp or lifeless hair.
  - Root Boost & Volumizer is a proprietary formula that performs double duty as a root lifter or as an all over bodifier for all types and textures of hair. It creates noticeable thickness and volume throughout



## KERATIN INFUSED COLOR PROTECT COLLECTION

- >> Homecare infused with keratin, specifically made for color treated hair.
- Color Protect Shampoo is uniquely formulated to extend the life of color-treated and highlighted hair while gently removing residue buildup that causes hair to become dull and lifeless.
  - Color Protect Conditioner is uniquely formulated to extend the life of color-treated and highlighted hair while moisturizing, repairing and sealing the cuticle.
  - Color Protect Perfect Blowout is a weightless styling spray that dramatically reduces blow dry time and eliminates frizz by sealing the cuticle and creating an invisible barrier against humidity.



## KERATIN INFUSED STYLING & FINISHING

- >> Styling & finishing products infused with keratin?!
- Perfect Finish Session Hairspray provides weightless maximum hold and shine.
  - Perfect Hold Hairspray is a versatile hairspray that gives hair a touchable, finished look.
  - Daily Smoothing Cream is a heat activated blow dry treatment.
  - Nourishing Styling Foam is a lightweight mousse that moisturizes, controls frizz & creates volume.
  - Argan Oil penetrates instantly for improved manageability, health & appearance of the hair.
  - Dry Shampoo leaves hair and scalp refreshed and rejuvenated by gently absorbing excess oil.
  - Rapid Rescue instantly transforms dull, dry hair to shiny, smooth and healthy!



# ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

≈ *the trending new tech*  
**TO FIGHT THINNING HAIR**  
*amazing results after just one month!*

**A**t age 29, medical student Jared Reynolds noticed his hair starting to thin and recede. Conventional hair loss products and treatments brought him nothing but disappointments and adverse side effects. As a scientist and aspiring doctor, he decided to put his own head toward finding a new solution. The answer was found in Nutraceutical Science: the study of natural compounds, ingredients and extracts that have pharmaceutical-grade qualities and effects on the body. He believed nutraceutical technology was the key to an untapped natural, potent and convenient solution to men and women's hair loss. After two years of research and development, Jared arrived at a revolutionary formula: Zenagen!

## THINNING HAIR TREATMENT

- >> The Zenagen Revolve System is a two step therapy process that uses innovative nutraceutical compounds to thicken and maximize the volume of one's hair. It leaves it with increased shine & manageability.
- >> Innovative, groundbreaking science that is fast! Patented nutraceutical technology blocks the enzyme that causes 95% of hair loss, taking only 5 minutes, 3-4 times a week.



## DAMAGE REPAIR TREATMENT

- >> The Zenagen Evolve System is a two step therapy process that uses innovative nutraceutical compounds to repair damage & boost hair growth by up to 40%.
- >> Maximizes volume & increases shine & manageability. Enhances color treated hair.
- >> Repairs breakage, heals dryness & reduces shedding caused by excessive heat styling, coloring, chemical treatment or postpartum hair loss.



## VOLUMIZING STYLING SYSTEM

- >> The Zenagen Boost Styling System is a four piece styling product line that uses innovative nutraceutical compounds to add volume, thickness and density to thinning hair, while treating the root cause.
- >> These styling products are designed with proprietary hair loss-fighting technology, this unique treatment spray creates an optimal foundation for healthy hair growth while delivering visible fullness from root to tip.



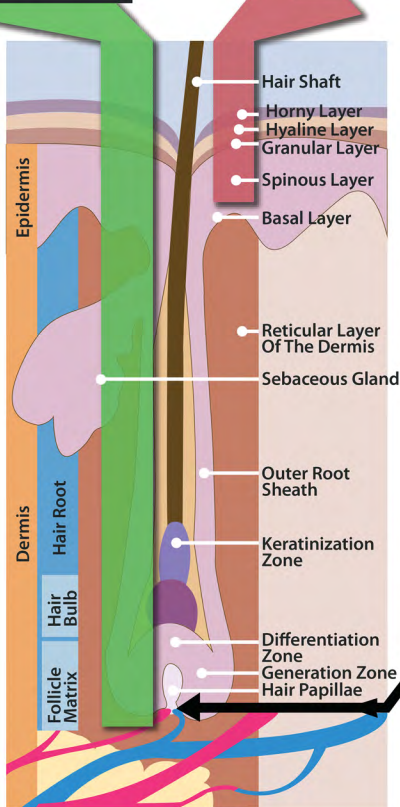


RESULTS ON THINNING HAIR



ZENAGEN

Typical Product Scalp Penetration



The Layer of Skin & Scalp Where Hair Loss Reaction Occurs

**“ THERE IS NO COMPARISON, ZENAGEN IS INCREDIBLE! ”**

**CELEBRITY STYLIST MELISSA SCHLEICHER**



TRUEPLEX

BOND RECOVERY SYSTEM

*≅ The trending new tech*

## IN BOND BUILDING & RESTORATION!

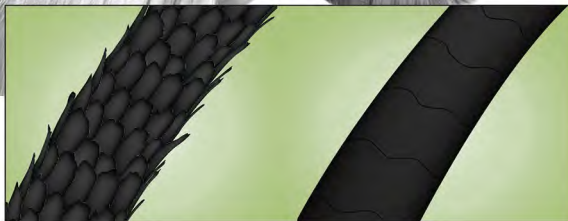
*true repair, protection, & performance*

TRUEPLEX is an innovative hair repair system that drastically prevents and repairs damage caused by chemical, mechanical and environmental stress. It can also reverse the damage caused by color, chemicals, hot tools and harsh environmental influences. It can be used with any color, bleach or lightener; before any chemical, keratin or smoothing service or as a stand-alone intensive conditioning and repairing treatment. No adjustment to lighteners, timing or mixing ratios is needed. Their proprietary AMINOTRUE™ COMPLEX is comprised of a blend of 11 amino acids essential to the health of hairs structure, strength, elasticity and condition. The most important of these amino acids is cysteine, which plays a vital role in the crosslinking of proteins and is critical to sustaining and repairing the internal structure of hair.

### BOND RECOVERY SYSTEM

- >> Significantly reduces breakage.
- >> Reverses the damage caused by color, chemicals & hot tools
- >> Prevents damage caused by environmental stress
- >> Improves manageability and condition
- >> Guaranteed results!





## THE HAIR SCIENCE

Their AMINOTRUE Complex is comprised of a proprietary blend of 11 amino acids essential to your hairs structure, strength, elasticity and condition. The most important of these amino acids is cysteine, which plays a vital role in the cross-linking of proteins and is critical to sustaining and repairing the internal bond structure of hair.

### AMINOTRUE IS ENHANCED WITH:



#### BAMBOO EXTRACT

The richest known source of silica, which penetrates the hair cortex and promotes stronger hair by increasing the resilience of each hair fiber. Its proteins help smooth out roughened hair cuticles and make the hair softer, with enhanced sheen.



#### COMBRETUM FARINOSUM FLOWER NECTAR

Imparts a soft, smooth feel to hair while enhancing hydration and improving manageability and condition.

## BAMBOO MIRACLE RECONSTRUCTOR

- >> The first and only salon strength bond repair treatment to **retail for home!**
- >> **Utilizes the power of Cysteine** to repair broken protein bonds in dry, damaged or chemically treated hair.
- >> **Restores hair to its natural condition** and protects against thermal, chemical and environmental damage
- >> **Repairs broken protein bonds** while strengthening and fortifying
- >> **Softens and provides amazing shine**





≡ *these brushes will*  
**CHANGE YOUR LIFE**  
*better blowouts, with less pain & strain.*

Since 1994, ERGO Research, Inc. has been considered the first stop for photo session and entertainment industry hair stylists, salons and hair care companies seeking leading edge hairstyling tools for creating the most beautiful and uniquely creative hair designs. Founded by industry leader & teacher Robert Reed, ERGO Research, Inc. has been committed to one thing since the very beginning: delivering perfectly ergonomic hair styling tools that meet the quality standards of even the most discerning hairdresser. Decades later, professionals and their salon guests around the world create amazingly beautiful hair with less damage, more shine, less frizz...and even hair color that lasts longer!



## IONIC CERAMIC HAIR BRUSHES

- >> **Negative Ionic Technology** neutralizes odors such as smoke & perfumes and leaves the hair smelling clean and fresh
- >> **Ion Tourmaline Infused Bristles** penetrate & condition the hair, resulting in sleeker, shinier results. Outer cuticle layers become smoother, more resistant to humidity
- >> **The Power of 20%...**20% longer barrel, 20% larger sections, finish 20% faster, 20% fewer wrist rotations and 20% less fatigue at the end of the day!



## TWIN TURBO 2000 BLOW DRYER

- >> **Negative Ionic Technology** smooths even the most resistant hair types without robbing finer hair type of volume & body.
- >> **Perfect balance, light-weight design.** Only 18 ounces, this dryer is ergonomically designed for perfect weight, balance and feel in the hand.
- >> **Variable & powerful motor.** 80 mph air flow with 2 speeds and 4 temperatures, it has the perfect combination of air flow, heat output and sound level.



## ELECTRIC FRIZZ ELIMINATING HOT RAZOR

- >> **Maximum creativity, damage free!** Shears and traditional razor can cause damage that leads to frizz, split end and breakage...especially for curly hair.
- >> **Powerful heated blade,** warms up to 350F fast and seals the ends of all hair types, leaving the structure intact and stronger.
- >> **Excellent for hair extensions!** Will allow you to blend in hair extensions naturally with no tearing or ripping.



## IONIC CERAMIC FLAT & SMOOTHING IRON

- >> **Variable heat control** allows for controlled & consistent heat setting for faster straightening with less frizz.
- >> **Durable, light-weight design.** Weighing under 9 ounces, it features "hybrid" flexible plates and heat resistant silicone suspension system that eliminates the need for inner springs (which tend to corrode over time).



## IONIC CERAMIC MINI CRIMPING IRON

- >> **Durable, light-weight design.** Weighing under 9 ounces, it features long-lasting titanium infused plates that allow for more even heat distribution, easy cleaning with a 360 degree no tangle cord.
- >> **Amazing, artistic results.** It creates a clean, embossed texture that allows you to create retro, yet modern looks or even for teasing the roots.



**SUKESHA**

*≈ affordable &*  
**DEPENDABLE TOOLS**

Owned by All-Nutrient, their tools are created here in the U.S., and in addition to their commitment to natural manufacturing, their Sukesha brand of premium quality styling tools gives you everything you need to create great hair. Their styling tools are as durable as they are user friendly!



## ALL-NUTRIENT SUKESHA SCISSORS

- >> 6" Sukesha Duraflex Rotating Dry Slide Shear allows for comfort & maximum fluid movement.
- >> 6" Sukesha Duraflex Fixed Dry Slide Shear features a comfortable fixed design for dry cutting.

### ADDITIONAL SUKESHA SCISSORS

- >> V10Cobalt Offset (5.5", 6", or 6.5")
- >> SlimBlade 440C Offset (5.5", 6", or 6.5")
- >> ErgBentThm 440C Offset (5.5", 6", 6.5", 7")
- >> 6" SU 440C Curved Offset
- >> SU 440C TEXTURIZER Shear (3 options)
- >> SU Styling Swivel Razor





**Goomee**  
THE MARKLESS HAIR LOOP

*≈ this innovative hair loop is the*  
**EASIEST THING YOU'LL EVER SELL!**

Goomee's Markless Hair Loop is made of polyurethane, also known as synthetic resin. This special material does not absorb dirt and bacteria and also ensures a high level of hygiene because of its easy-to-clean surface. When this hair ring is wrapped around the hair, it places uneven pressure around the circumference of the ponytail; standard hair rings put even pressure on the hair, leaving an obvious mark. The uneven pressure produced by the Goomee allows for the hair to be held strongly in the ponytail without being too tight. This gives individual hairs more space within the ponytail than they would have when wearing a normal hair band.

## GOOMEE CLASSIC HAIR LOOP

- >> **Doesn't Leave A Mark.** Due to Goomee's unique shape, it leaves the hair mark free by creating uneven pressure around the ponytail.
- >> **Avoids Pulling and Breakage.** Unlike other hair ties, it is easy to remove, and eliminates tangles, pulling and breakage.
- >> **Strong Grip** with only 2 - 3 loops for less headaches.



## GOOMEE ACTIVE HAIR LOOP

- >> **NEW!** Goomee Active Collection holds your hair firmly but isn't too tight.
- >> Strong enough to keep your hair in the loop **even through your toughest workouts!**

DOESN'T LEAVE ANY  
MARKS ON YOUR HAIR

AVOIDS HAIR  
BREAKAGE

HAND-MADE  
WATER RESISTANT

STRONG GRIP FOR  
ALL HAIR TYPES







# product club

## ≅ The Largest Selection of HAIRCOLOR TOOLS & ACCESSORIES

**P**roduct Club is the leader in color accessories offering everything a colorist needs to perform color services with the exception of the haircolor itself! Product Club offers over 200 items for professional colorists including the largest selection of foil, gloves, capes, caps and more. They are committed to offering colorists the best possible tools for their profession. All of their products are designed based on salon research and are professionally packaged to meet the needs of today's colorists.

### PAPER WRAPS & COLOR FOILS

 <ul style="list-style-type: none"> <li>&gt;&gt; Ready to Use Pop-Up Foil</li> <li>&gt;&gt; Pop-Up Foil Dispenser</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Embossed Pre-Cut Foils Silver or colored</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Thermal Color Wraps 8" or 12"</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Smooth Roll Foil</li> <li>&gt;&gt; Foil Assistant w/Free Tattoo Foil</li> </ul>
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### GLOVES, BOTTLES & COLOR TOOLS

 <ul style="list-style-type: none"> <li>&gt;&gt; Disposable Gloves</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Applicator Bottles</li> <li>&gt;&gt; Bottle Cleaning Brush</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Tube Key</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; 2-in-1 Color Brush 3pk</li> <li>&gt;&gt; Color Brush Variety Pack</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; ColorWhip Electric Color Mixer</li> <li>&gt;&gt; Digital Color Scale</li> </ul>
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### EQUIPMENT & ACCESSORIES

 <ul style="list-style-type: none"> <li>&gt;&gt; Stationary Tool Mat</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Jaw Clips, Great Clips &amp; Eyeglass Guards</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Tripod</li> </ul>	 <ul style="list-style-type: none"> <li>&gt;&gt; Color Station Cart</li> </ul>
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# COMMITTED TO YOUR EDUCATION

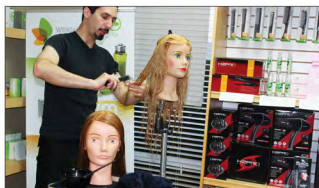
Comprised of an educational team of seasoned professionals, salon owners and celebrity hairdressers, we've created a diverse curriculum that offers your learn options that work for you and your entire salon! From hands-on in salon coaching to virtual training sessions available 24/7!



## IN SALON COACHING

As featured in *Modern Salon Magazine!* Our award winning in salon coaching programs are the ultimate in convenience. A talented and experienced educator working hand in hand with you or your salon. With multiple programs available you can master the art of hair extensions or simply polish and discover new color techniques.

*Note: Minimum of 3 participants per salon.*



## LEARNING IN STUDIO ELGIN, IL

From Look & Learn to Hands-On Workshops, visit our Learning Studio in Elgin, Illinois for the best in continuing education! Since 2014, we've been offering a wide variety of courses that allow you to keep up to date on the latest trends as well as challenge you artistically. From mastering the blowout to advanced color formulation, we have a class for whatever skill you need to enhance!



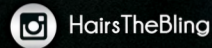
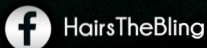
## VIRTUAL LEARNING

Can't get away from a busy salon? No problem! We offer a wide variety of both live webinar programs and pre-recorded on-demand webinars to learn as you go! Join us for our virtual color formulation workshops or essential product knowledge sessions. We also can create a custom session to meet your needs or the needs of your salon.

**DID YOU KNOW?**

We have a 7 day a week help line? Call us with your color formulation, extension questions & more at 1.847.741.5000!

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PAGE



Toll-Free: 847.741.5000

[www.HairsTheBling.com](http://www.HairsTheBling.com)