



hairs the bling

Salon Education

& Professional Distribution

all-nutrient[®] **KERATHERAPY[™]**

ZENAGEN
THE FUSION OF BEAUTY + SCIENCE

 **ergo[™]**

onstage
• extensions + toppers •


Goomee[™]
THE MARKLESS HAIR LOOP

she
hair extensions

Crack[®]



SUTRA[®]
BEAUTY



TRUEPLEX



"For more than 50 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 late father, Jack M. Stork 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, when I founded this company in 2002, a lot had 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.

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!



she
hair extensions

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

*Maxio Taicocci, Asha, Michael Anthony,
Frank Gironda & Teddie Kossof!*

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.

AVAILABLE IN: Illinois, Indiana, Wisconsin, Michigan, Kentucky, Ohio, Iowa, Minnesota only

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!





bishe[®]
hair extensions

ROCKS!

Looking for a poster of this color chart for your back room? Call us to get a free copy!

natural color

Straight = 18"-21"
Short = 14"-16"
Wavy = 18"-21"
Curly = 18"-21"
XXL = 25"-28"

Widest range of color in hair extensions

3 textures: straight, wavy, and curly

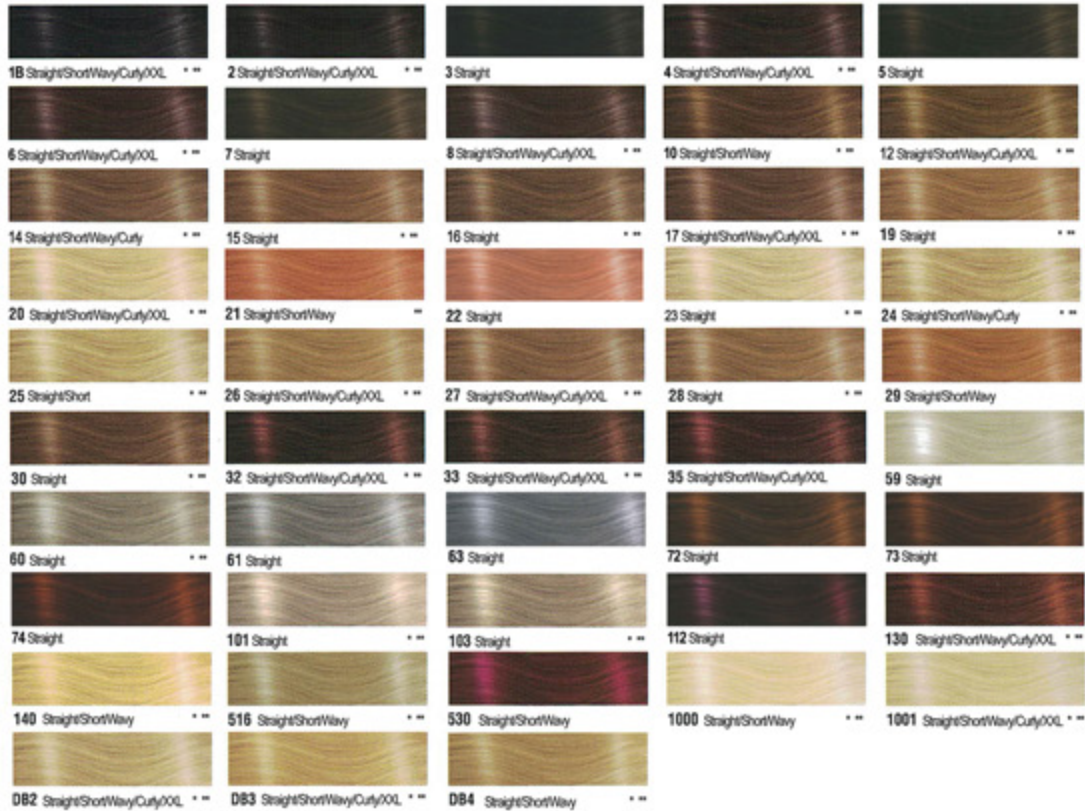
3 lengths: 14" - 16", 18" - 21", & 25" - 28"



Fusion Tape Extensions

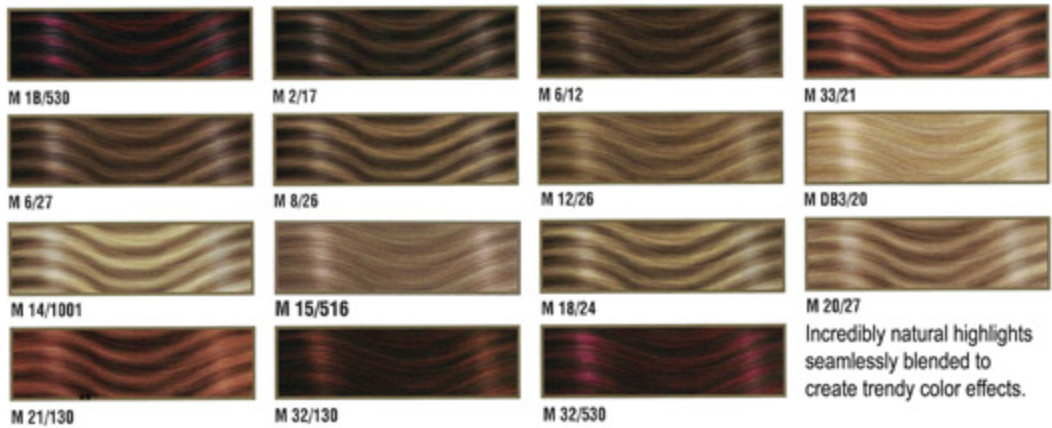
Shades designated with an "*" or a "**" are available to order as our eXtensive Fusion Tape Extensions.

* Available in 18" - 21"
** Available in 14" - 16"



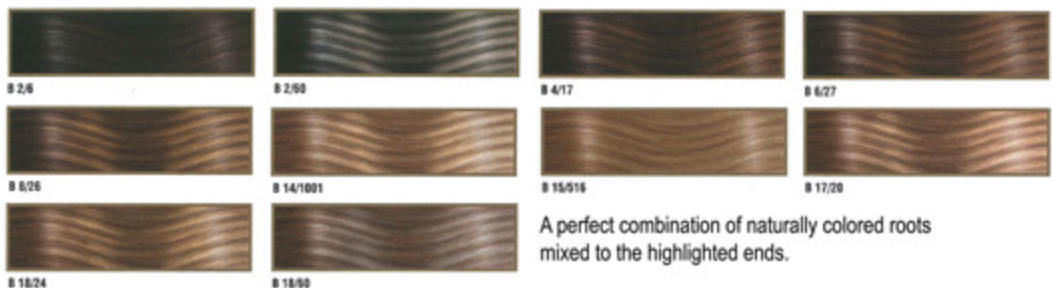
highlights effect

All shades available in straight only (18"-21")



balayage effect

All shades available in straight only (18"-21")



fantasy color



shatush effect



rooted color



ombre effect



HAIR EXTENSIONS & ADD-ON HAIR

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!





onstage
• extensions + toppers •



Small Beads
Their alloy Beads have rounded edges and don't damage the natural hair.



Soft & Thin
The flexible base of the Beaded Flat Weft follows the curvature of the scalp perfectly.



Custom Fit
No more "one size fits all" but fully customized pieces for a perfect fit.



Ready to Go
The Beaded Flat Weft is preloaded and ready to install straight after unpacking.

OnStage's Beaded Flat Wefts and Strands open a whole new era in the human hair weft and weave market. The secret is in the unique integration of threading pockets in combination with the small beads that make it the flattest, most lightweight and discrete system on the market. But that's not all:

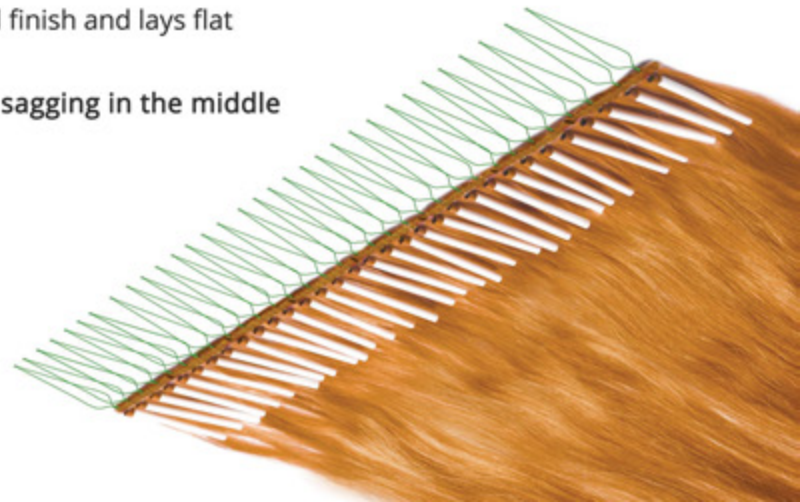
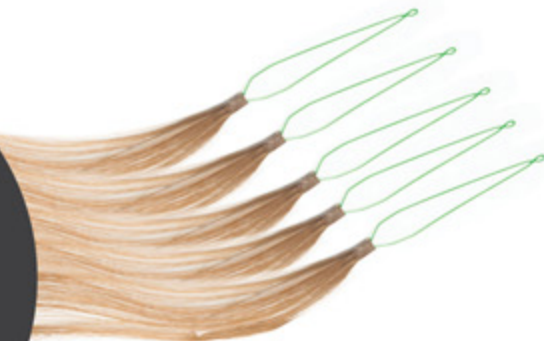
The unique way of attaching their Beaded Flat Weft makes it fast and easy to install and remove. No need to make a braid and sew the hair onto it, just use the Velcro to secure the parted section, then pull and secure by threading the hair through the loop and Bead and crimp with the Transformer.

The wefted surface has received a concealed treatment that eliminates the reflection of light so the attachment area doesn't shine and stand out from the natural hair.

AVAILABLE IN: Illinois, Indiana, Wisconsin, Michigan, Kentucky, Ohio, Iowa, Minnesota only

ONSTAGE BEADED STRANDS & WEFTS

- >> Quick and Easy Install and Removal
- >> Easy to learn technique: No Sewing or Braiding
- >> Reusable: loop system makes weft easy to reinstall
- >> Virtually undetectable weft has concealed finish and lays flat
- >> No "Return Hair"
- >> Cut To Size: Zero unraveling, folding, and sagging in the middle






OnStage's Beaded Topper are a noninvasive hair integration system that offers instant volume and density at the crown area where extensions cannot be placed. It is ideal for clients with fine or thinning hair challenges on top of the head.

Beaded Topper service not only allows you to offer a more complete solution for clients already suffering, but also an add-on or up-sell opportunity and an entirely new profit center for your salon.

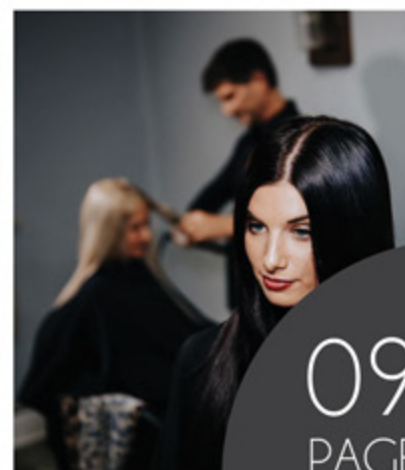
ONSTAGE BEADED TOPPER

- >> Threads with the client's hair to conceal the beads
- >> Unique injection molded Stretchable Silicone base
- >> Self molding to the shape of the head for a perfect fit
- >> Can withstand chemical treatments e.g. coloring
- >> The silicone base has built in reinforced fixing points
- >> Reusable, wear for up to a year
- >> 100% Hand Tied
- >> 100% Real Human Hair

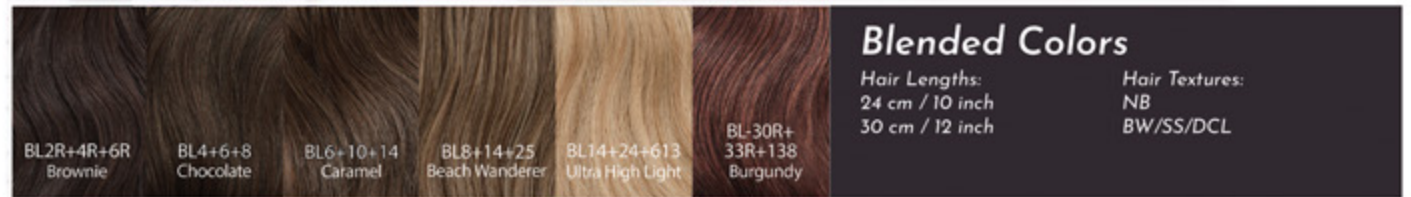
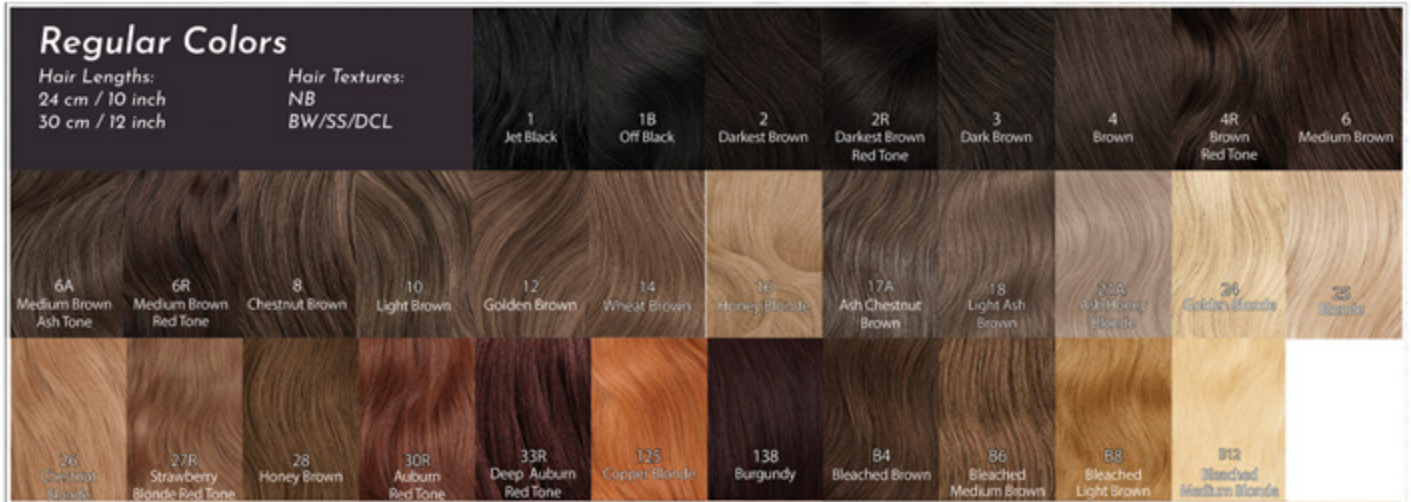


 Snap this QR Code with your phone to see a preview!

With the 12 inch hair length it is possible to create longer hair almost instantly. One advantage being that now it is possible for people with very fine hair to have a hair extensions type of service without the risk of looking unnatural or causing discomfort and/or damage which discouraged people to add length or volume to their hair.

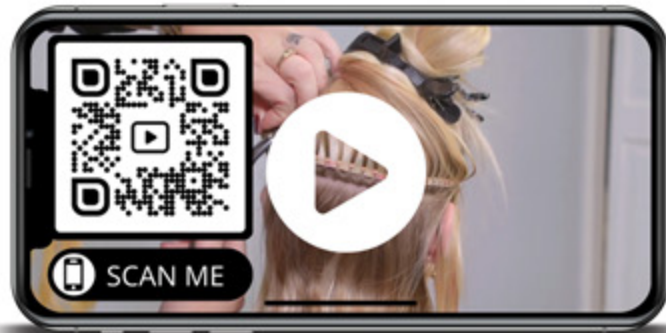


ONSTAGE BEADED STRANDS, WEFTS, TOPPERS COLOR CHART





Watch the record smashing 7 minute weft install!
<https://youtu.be/reiLygH-N7Y>



See how FAST they also can be removed to apply!
<https://youtu.be/n9o4PTjhmqw>





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



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

- >> They are the FIRST haircolor company in the world to use a 100% vegetable-based glycol made from GMO-FREE corn.
- >> 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% gray coverage every shade.
- >> Sulfate-Free, Gluten-Free, Paraben-Free, Cocamide MEA, & DEA-Free, Propylene Glycol-Free.

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.



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

PERMANENT OXIDATIVE PIGMENT

- >> Say goodbye to fadeage 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 DAILYPHX ROUTINE THERAPY

- >> A new daily treatment for hair! Proteins, fatty acids and antioxidants restore a proper moisture balance and level of pH to allow your client's hair to thrive - every day.
- >> Rebuilds the hair's natural protein structure for increased strength & repairs the hair's internal bonds for improved elasticity. Smooths the cuticle for improved softness and texture. Protects the surface from daily, thermal stress. Seals and stabilizes split-ends. Prevents frizz and static



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 POWDER LIGHTENERS

- >> White and Blue Powder Lighteners for off the scalp lightening
- >> Controlled pH and natural emulsifiers that protect and leave hair soft and manageable
- >> Blue Powder Lightener controls unwanted warm tones and lifts faster and more evenly with no swelling, drying or flaking
- >> Mix with either CPL, 10 Volume, or 20 Volume



ALL-NUTRIENT BLUE BASE DEVELOPERS

- >> 20 Volume, 40 Volume, CPL Color Processing Lotion
- >> Additional control of warmth, eliminating unnatural golds and brassiness from color work or bleaching



BECAUSE ORGANIC IS WORTH THE HYPE

Provide your hair with the nutrients it needs and none of the chemicals it doesn't.

TRUST THE ROOT OF THE ORGANIC MOVEMENT | MADE IN THE USA SINCE 1984

CHOCOLATE SERIES WARM NATURAL



GOLD SERIES YELLOW GOLD



SUN SERIES YELLOW ORANGE



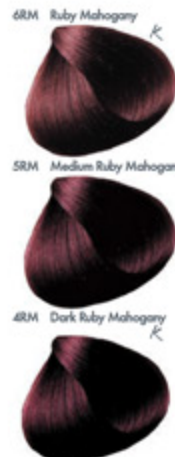
INTENSE COPPER ORANGE RED



RUBY SERIES RED



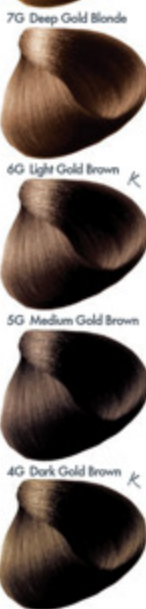
RUBY MAHOGANY RED BROWN VIOLET



SLATE SERIES BLUE/OLIVE

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

TOBACCO SERIES YELLOW NATURAL



AUBURN SERIES BROWN RED



COPPER SERIES RED ORANGE



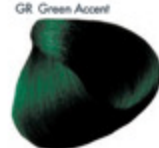
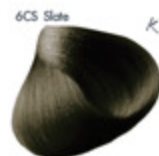
SCARLET SERIES RED / RED VIOLET



BURGUNDY SERIES RED VIOLET



EGGPLANT SERIES VIOLET



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





COOL SERIES
BLUE/BLUE VIOLET

5LC Super Light Cool Blonde



10C Very Light Cool Blonde



9C Light Cool Blonde



8C Medium Cool Blonde



7C Deep Cool Blonde



6C Light Cool Brown



5C Medium Cool Brown



4C Dark Cool Brown



8V Blue Violet Accent



NATURAL PEARL
BLUE VIOLET

5LP Super Light Pearl Blonde



10P Very Light Pearl Blonde



9P Light Pearl Blonde



8P Medium Pearl Blonde



7P Deep Pearl Blonde



6P Light Pearl Brown



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

Elevare Extra Lightening Cream



0/00-Glosses, seals, and reduces intensity of tone.

0/00 Neutral/Clear



BEIGE SERIES
VIOLET

5LB Super Light Beige Blonde



10B Very Light Beige Blonde



9B Light Beige Blonde



8B Medium Beige Blonde



MOCHA SERIES
NATURAL VIOLET

7M Light Ice Mocha



6M Ice Mocha



5M Medium Ice Mocha



V Violet Accent



NEUTRAL SERIES
PRIMARY

5NE Super Light Neutral Blonde



10NE Very Light Neutral Blonde



9NE Light Neutral Blonde



8NE Medium Neutral Blonde



7NE Deep Neutral Blonde



6NE Light Neutral Brown



5NE Medium Neutral Brown



4NE Dark Neutral Brown



3NE Ebony Neutral Brown



1NE Blue Neutral Black



NATURAL SERIES
PRIMARY

5LN Super Light Natural Blonde



10N Very Light Natural Blonde



9N Light Natural Blonde



8N Medium Natural Blonde



7N Deep Natural Blonde



6N Light Natural Brown



5N Medium Natural Brown



4N Dark Natural Brown



3N Ebony Brown



1N Blue Black





Available in Illinois only.

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.

ALL-NUTRIENT MICROPHUSION™ TREATMENT

- >> A renewing treatment formulated with precise levels of proteins and Keratin Amino Acids to reformat stressed hair, instantly restoring the hair's elasticity and creating an optimum pH for ultimate tensile strength.
- >> A complex blend of antioxidants creates resilience from breakage caused by the oxidative effect of free radicals. The hair is instantly renewed with strength, softness and hydration.
- >> Paraben-free, Gluten-free, Cruelty-free, UV + PROTECTION, COLORSAFE®, 100% Vegan.





↳ 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.



ULTIMATE DUO FOR SMOOTH HAIR

- >> A **firm-hold, fast-drying hairspray** formulated to provide a long-lasting brushable hold and a smooth, frizz-free finish with high shine.
- >> Scented with the original Crack Hair Fix fragrance. **Wind-resistant with super-hold for updos.**
- >> **No flaking, stiffness, or buildup.**





KERATHERAPY™

KERATIN THERAPY FOR HAIR

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

Available
in Illinois
only.

Keratherapy 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.



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!



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!



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.



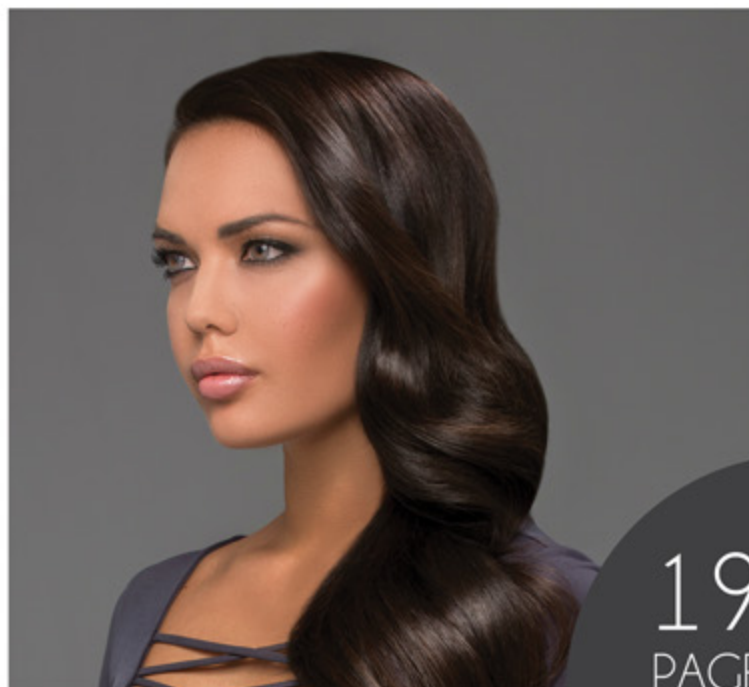
KERATIN BOOSTER

- >> 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 TOTALLY BLONDE

- >> Eliminate unwanted warmth on blonde, highlighted or gray hair with our Keratin-infused Totally Blonde Collection! Exclusive KERABOND technology delivers keratin replenishment where it is needed most to ensure strength, conditioning, and shine while the violet base brings out clear, bright blondes and natural-looking silver and grays.
 - ~ Totally Blonde Violet Toning Shampoo is a rich blend of cleansers, keratin, and powerful antioxidants.
 - ~ Totally Blonde Violet Toning Conditioner repairs and protects while enhancing shine and color.
 - ~ Totally Blonde Violet Toning Leave-In Spray strengthens, smooth, protect, and tones.



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 moisturizing, volumizing, taming mousse.
 - ~ Argan Oil penetrates instantly for improved manageability, health & appearance.
 - ~ Dry Shampoo leaves hair and scalp refreshed and rejuvenated by absorbing excess oil.
 - ~ Rapid Rescue instantly transforms dull, dry hair to shiny, smooth and healthy!



KERATHERAPY THICKENERS/CONCEALORS

- >> A family of color matching at home use products to address loss of hair density or visible gray roots in between color services.
 - ~ Fiber Hair Thickener helps restore the full, even appearance of healthy hair in seconds. With options including gray, blonde, brown, and black, hair thickener keratin products provide exceptional results that look and feel completely natural.
 - ~ Gray Root Concealer Banish gray hair and keep colors looking fresh, vibrant, and beautiful with the expertly-formulated series of gray root concealers from Keratherapy in five natural-looking shades.





ZENAGEN

THE FUSION OF BEAUTY + SCIENCE

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

Available
 in Illinois
 only.

At 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

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 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.



THICKENING HAIR SERUM

- >> Thickening Hair Serum is formulated exclusively with 100% adaptipure ingredients and is clinically proven to help stimulate faster and denser hair growth within 3 months.
- >> The Zen Restorative Complex utilizes the natural healing power of plants to create a blend of non-toxic, natural ingredients that work to neutralize free radicals and offer a wide array of health benefits. This powerful anti-aging hair serum soothes scalp inflammation and targets hair loss at the source to grow thicker, fuller hair.



STRENGTHENING LEAVE-IN COND.

- >> Replenish hair using plant-based technology! The only multi-tasking strengthening leave-in conditioner clients will ever need.
- >> This product has endless benefits including repairing and protecting hair against heat and damage while taming tangles, knots and flyaways. Comb through any tangles using just one spray!
- >> Shake well before use. Spray on towel-dried hair and brush through the ends of hair. Style as normal or air dry. Use after every treatment for optimal results.



CRUE GRIT FLEXTURE PASTE

- >> A unique microfiber formula styling paste that stands out from the rest! Creating tousled texture, definition and control all with a matte finish.
- >> Infused with geranium extract and aloe leaf juice leaving hair naturally moisturized while creating the structure and shape you desire!



ZENAGEN RESULTS ON THINNING HAIR

THE FUSION OF BEAUTY + SCIENCE

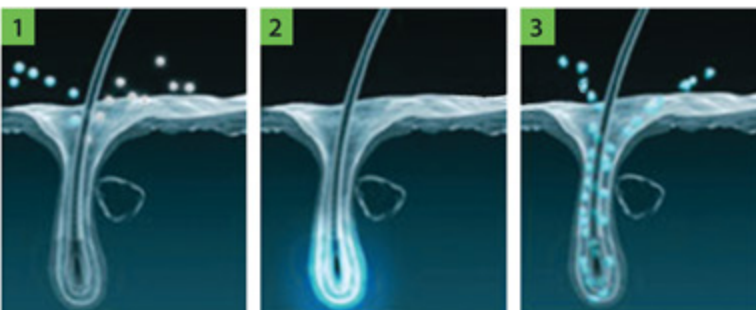


“ THERE IS NO COMPARISON, ZENAGEN IS INCREDIBLE! ”

**CELEBRITY STYLIST
MELISSA SCHLEICHER**

Zenagen Proprietary Formulations Penetrate the Scalp

Reducing Sebum, Stimulating and Restoring Health, Structure, and Vitality to Thinning, Fine, or Damaged Hair.



- Step 1** Zenagen microparticles absorb into the scalp and hair shaft.
- Step 2** Zenagen complex nourishes and invigorates the hair follicle.
- Step 3** Zenagen removes hair damaging oil, dirt, and particles.



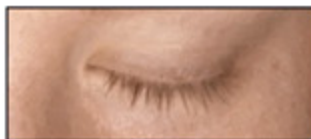


ZENAGEN PRO LASH SERUM

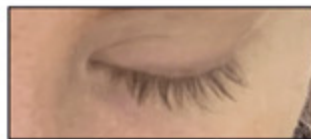
- >> Zenagen the beauty industry leader in hair regrowth products have developed a first of its kind growth serum.
- >> Using its unique Core 5 plus blend (which combines five amino acids with other plant-based ingredients) it naturally grows and strengthens lashes and brows without the irritation of many other brands.
- >> Just one application every evening is all that is needed to achieve the desired results!



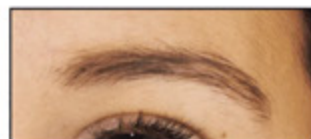
Available in Illinois only.



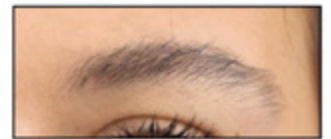
BEFORE



AFTER 1 MONTH



BEFORE



AFTER 1 MONTH

SIZES AVAILABLE



2 mL



4 mL



PRO LASH SERUM POP

PRO LASH SERUM

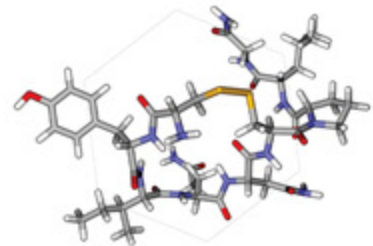
Enhance the appearance of your lashes and brows with Zenagen's professional lash serum. Our unique blend of five core amino acids and plant-based ingredients work together to strengthen and nourish lashes and brows, while enhancing the appearance of thicker, fuller lashes.

WHAT'S IN OUR UNIQUE BLEND?

Our proprietary blend of plant-based ingredients are formulated to enhance lashes and brows. We identified a group of ingredients that when working together gently and effectively give the appearance of thicker, fuller lashes and brows.

MYRISTOYL PENTAPEPTIDE-17

This group of amino acids help the production of Keratin to strengthen the lash structure. Longer lashes require stronger lashes to reduce breakage and damage, and this pentapeptide helps support lashes and brows.



CORAL DERIVED EXTRACT

This sustainably and ethically sourced regenerative coral extract is harvested and grown in the Bahamas. It is a naturally derived stimulant that helps to enhance the look of thicker, fuller lashes and brows.



CACUMEN PLATYCLADI

This Chinese medicinal herb targets the production of DHT. If someone has a DHT sensitivity, causing hair loss and shedding, it can also result in short, brittle lashes. This ingredient encourages the appearance of fuller lashes.

BLACK SEED EXTRACT & FOLIUM ISATIDIS

These ingredients both have anti-inflammatory and anti-bacterial properties that are ideal for all skin types.





Available in Illinois only.



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



BAMBOO MIRACLE ALL-IN-ONE LEAVE-IN

- >> Restores highlighted, color-treated or chemically processed hair.
- >> Instantly nourishes and extends the life of color with powerful anti-oxidants that UV protectors.
- >> Eliminates frizz while repelling humidity, improving manageability and adding luminous hair shine.
- >> Swiss Grape Seed Extract, Baobab Extract and Bamboo Extract serve as natural ingredients that repair, protect color and leaves hair softer & healthier.



BAMBOO MIRACLE SHAMPOO

- >> Trueplex Bamboo Miracle Smooth & Repair Shampoo offers ultimate nourishment to hair, and helping extend the life of Bamboo Miracle Blowout treatments.
- >> With a vegan formula! Free of sulfate, paraben and sodium chloride that will leave your hair supple, smooth and soft.
- >> Enriched with Bamboo, Baobab and Grape Seed extracts to strengthen, nourish and protect color-treated, dry or damaged hair.
- >> Helps eliminate frizz by sealing the cuticle, adding tremendous shine and manageability while extending the life of smoothing treatments and color.



BAMBOO MIRACLE CONDITIONER

- >> Trueplex Bamboo Miracle Smooth & Repair Conditioner offers ultimate nourishment to hair, and helps extend the life of Bamboo Miracle Blowout Treatments.
- >> Vegan formula, free of paraben and sodium chloride that will leave hair clean, smooth and soft.
- >> Quenches and revives color-treated, dry or damaged hair.
- >> Bamboo and Baobab Seed extracts lock moisture into the hair and prevent dehydration, while Grape Seed extract protects against harmful UV rays and prevents color fade.





≡ *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!

AVAILABLE IN: Illinois, Michigan, Kentucky, Ohio, Indiana only

IONIC CERAMIC HAIR BRUSHES

- >> **Negative Ionic Technology** neutralizes odors such as smoke & perfumes and leaves the hair smelling clean & 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!



SUPER GENTLE HAIR BRUSHES

- >> Specifically designed to be Super Gentle on clients with highlighted hair, who wear hair extensions, have fine hair or sensitive scalps. It's already receiving rave reviews from platform stylists, top salons and consumers alike.
- >> The Super Gentle collection is slightly longer in both barrel and handle, making it easy to reach your whole style. **The tourmaline and carbon infused bristles are heat resistant and give superior shine and resistance to both humidity and static.** The silicone handles allow total control, even when your hands are wet or covered in styling product.



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).



heat resistant silicone cap included

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.



heat resistant silicone cap included



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

Available
in Illinois
only.

- >> 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





≈ *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!

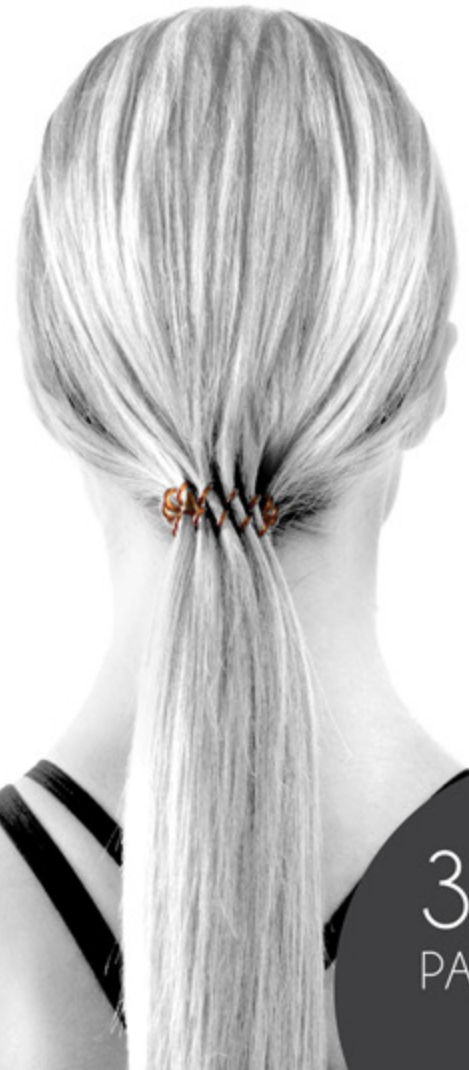
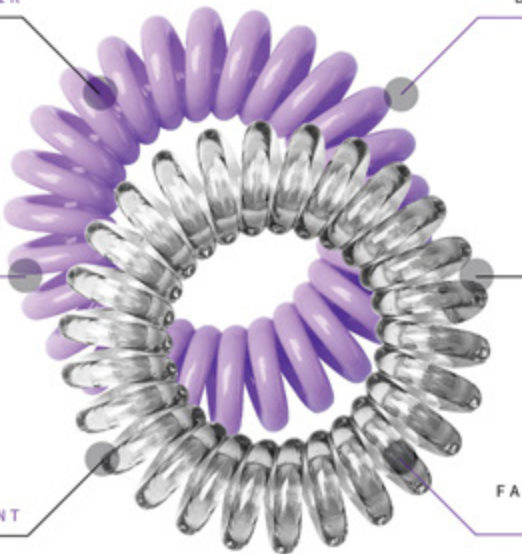
DOESN'T LEAVE ANY
MARKS ON YOUR HAIR

AVOIDS HAIR
BREAKAGE

STRONG GRIP FOR
ALL HAIR TYPES

HAND-MADE
WATER RESISTANT

FASHIONABLE
& FUN





SUTRA[®]
BEAUTY

≅ *Top of the Line*
AFFORDABLE TOOLS

Sutra Beauty[®] was established by a passionate group of hair styling professionals who sought to create top-of-the-line products at affordable prices. By constantly considering customer feedback while looking for new ways to advance hairstyling technology, Sutra Beauty[®] has become the leader in hairstyling innovation and is the brand of choice for hairstylists all over the world.



SUTRA STYLING WAND

- >> This new innovative design accepts the exact amount of hair needed to create perfect curls.
- >> Whether you are trying to achieve beachy waves or bouncy curls the tool shields your hands and face away from the hot plates allowing you to achieve a variety of different lookings with minimal effort.

- Rapidly Heats Up To 450°F
- Four Temperature Settings
- 360 Degree Swivel Cord
- Dual Voltage
- Pure Tourmaline Plates



SUTRA CURLING IRON

- >> Features infrared heat technology to rapidly heat up to 450°F. An extra-long, titanium barrel in a rose gold finish delivers consistent, gentle heat for stunning, frizz-free results.
- >> Rose Gold Titanium Barrel: We've spared no expense with the design of our barrel, which has been constructed of premium-grade titanium for its exceptional heat conductivity and natural ionic properties.
- >> A rose gold finish leaves you with a tool that is as beautiful as it is functional, while the extra-long length allows for use with all hair types!

- Infrared Output
- Rose Gold Titanium Barrel
- Rubberized Cool Tip
- Extra Long Barrel
- Five Adjustable Heat Settings
- Rapidly Heats Up To 450°F
- 360 Degree Swivel Cord
- Auto Shut Off
- Dual Voltage



PROMO

REFINERY29

OK!

Star

NEWYORKPOST

Reader's digest

MODERN SALON



COMMITTED TO YOUR EDUCATION

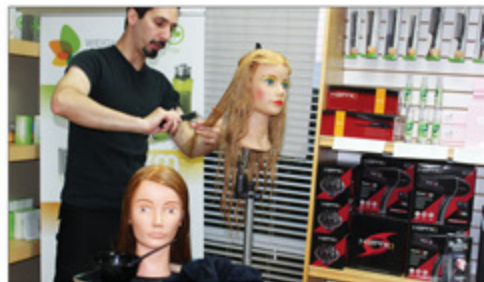
Comprised of an educational team of seasoned professionals, salon owners and celebrity hairdressers, we've created a diverse curriculum that offers your learn options that work for you and your entire salon! From hands-on in salon coaching to virtual training sessions available 24/7!



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!



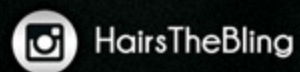
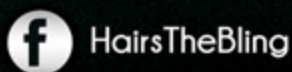
VIRTUAL LEARNING

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