

## maxiglide®



MAXIglide is the revolutionary, multi-patented styling appliance that makes traditional flat irons irrelevant. It is the result of almost seven years of research and development. The design of its detangling pins, steamburst system, ridges and grooves, and ceramic technology create smooth, shiny, straight hair in just minutes, without blowing the hair smooth first. MAXIglide will take your hair from frizzy to smooth, shiny and straight in one step, with one tool.

## miniglide®

A purse-size version of the MAXIglide- it can easily be carried with you for quick touch ups, curls and spikes. It heats up in only 10 seconds and has universal voltage. The MINIglide also contains the patented ceramic pins featured on the MAXIglide.

## Maxius brushes®

### Detangling

- Perfect for detangling knots
- Great for Application distribution

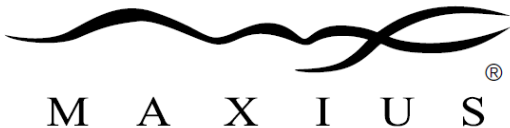
### Adjustable

- Transforms with a simple twist from 2" to 5" to style bangs to long hairs
- 100% natural dual ionic bristles and detangling pins
- Vented design to cut drying time in half

## maxair®

A compact dryer with super power. newly developed, long life, light weight professional AC motor. Specialized ridges that add to the unique design and reduce heat of the nozzle Ion On Demand switch. Controls ion discharge based on hair type and need. ALCI safety plug that will automatically shut off if dropped in water.





## hairsplay™

A dry, workable, shaping spray that contains environmentally friendly and advanced contemporary ingredients like Rosemary and Sage extracts to promote healthy hair.



Ginseng extract adds lasting support. This spray won't flake as it sprays in regular hold and lots of shine. Structural Forming Spray is water dispersible, remains completely brushable and exceeds environmental V.O.C. standards nationwide.

## maximessi™



A resinous paste to form hair styles use this styling product to form controlled hair styles or a total mess.



## theend™

A silicone shine enhancer that is 100% oil free, alcohol free and preservative free- it places a micro layer of virtually weightless protection on the hair that seals and protects the cuticle, helping to prevent split-ends. It also locks moisture in and keeps humidity out, preventing frizz. The nonstick surface it creates repels external damaging elements, which keeps the hair cleaner and holds styles longer.



## beyondstraight™

A humidity resistant temporary straightener with wheat protein and thermal protection that allows you to go straight, reduce frizz, and relax curls. It can be used with a blow dryer alone or together with a flat iron for optimum control and added manageability.



## climax™

A leave-in conditioner/detangler for all hair types with corn, rice and wheat protein and botanical extracts. This unequalled leave-in conditioner instantly detangles, reconditions and restores body and bounce. Three types of structuring proteins condition the inner and outer layers of the hair shaft, producing benefits like no singular protein can. anthenol adds body and bounce.



## gellymax™



A weightless gel that interacts with each individual hair strand to add volume, body and shine. Perfect for any hair type, it is especially effective for men and women with fine, thin or thinning hair. It is formulated with a blend of botanicals that are designed to help maintain a healthy environment for continued hair growth. More than a styling tool, it's a scalpevitalizer. Panthenol and Soy Protein provide extra conditioning as they increase hair's diameter, leaving it looking fuller and more manageable. This alcohol-free formula will not flake or build-up over time.

## texmax™

A uniquely different, alcohol-free, non-aerosol styling tool designed to give you the control of a gel in a conditioning mousse. Super-enriched with natural botanical extracts of Awapuhi, Aloe Vera, Kiwi, Mango and Passion fruit for never before-achieved volume, body and natural shine. Wheat Protein and Panthenol fortify hair to prevent breakage and dryness. Contains no heavy oils to weigh hair down.



## resQ™ deep conditioner

Intensive first-aid conditioner for severely damaged hair. You'll see unequaled results in just one application. A protein rich formula for extremely damaged hair or a terrific boost for chemically treated hair. It improves softness, shine and body and is fortified with special nutritive compounds that help split ends and adjust proper moisture balance.

Use it for quick conditioning or as an intensive hair treatment with or without heat.



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## hairmax™ volumizing

**For Oily Hair** - a gentle purifying shampoo that frees hair of build-up without stripping its natural moisture, normalizes hair and scalp pH and rinses away easily, leaving hair fresh and full. Enriched with botanical extracts of Aloe, Chamomile, Cherry Bark, Henna and Calendula. Formulated with Panthenol and Wheat Protein to help restore and maintain your hair's natural beauty and volume. Your hair will be more manageable, fuller and shinier with every use. A lightweight, instant conditioner and detangler that will not weigh the hair down. Formulated for normal to oily hair types or for those with fine, limp hair. It leaves hair tangle free and static free. Enriched with Vitamins A & E to lightly moisturize and smooth the cuticle. Is pH balanced and can be used daily.



## maxesse™ moisturizing

**For Dry Hair** - a very mild moisturizing shampoo for dry/damaged hair. Sodium PCA and Panthenol help to restore and maintain hair's natural moisture balance. Super-enriched with Vitamins A and E to strengthen and rejuvenate. Natural botanical extracts help to moisturize the scalp for a healthy, refreshed feeling. Your hair will be more manageable, fuller and shinier with every use. Safe for permed or color-treated hair. Total deep conditioning with botanical extracts, corn, rice and wheat proteins. Deep-conditions dry, damaged and chemically-treated hair. Three types of structuring proteins condition the inner and outer layer of the hair shaft, producing benefits like no singular protein can. Botanical extracts energize and revitalize depleted, stressed hair and controls frizz. Produces exceptional manageability and a healthy luster.



## ondemand™ moisturizing

**For Normal Hair** - a vegetable derived cleanses and botanical extracts to clean and condition hair. Natural wheat protein and starch helps keep hair strong and healthy while repairs and strengthen the hair, and natural gum derivative from the Indian guar bean smoothes hair and preps it for conditioning. Soothing vanilla bean soothe the scalp and restore the senses. Soy and wheat proteins work together to help repair and make hair stronger and more vibrant. Birch and yarrow strengthen and condition without build up. Chamomile and rose hips extracts help calm and soothe the scalp.

