Maxius Systems
revolutionary hair care products

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About Founder

Max grew up in the hair care business – his mother owned and operated a beauty school. Although his sights were set on a career in science or engineering, he worked as a stylist and became successful and devoted in inventing hair care products and tools that would reduce styling time, while producing great results.

Max is the hair stylist who has been trusted by some of Hollywood’s top celebrities, such as, Heather Locklear, Mark Wahlberg, Debra Messing, Jennie Garth, Regis Philbin, Jon Bon Jovi, Richie Sambora, Sylvester Stallone and more!

Heather Locklear’s much-copied look on “Melrose Place”. He provided styling for the presenters of the Emmy Awards and for on-air talent for CBS, ABC, Fox, Fox Sports and E!

On E!’ interviewed with other top international stylists Jose Eber, Christophe, Allen Edwards and Giuseppe Franc

As an inventor, Max holds nine electronic and other hair care appliance patents. Two styling appliances, as well as his award winning Adjustacurl rollers. He is also the creator of an ever-expanding line of hair care products Maxius Systems.

Maxius System shags featured in Cosmair, as the world’s largest hair care product manufacturer, as one of the country’s 10 best stylists to launch a new hair color, he’s won first prize for styling at the International Beauty Show in New York City.

The Electronic Retailing Association, the leading trade association for major companies that use the power of electronics to sell goods and services to the public, awarded MAXIUS SYSTEMS’ maxiglide™ the “Best Product of the Year” for 2005 Adjustacurl Ionic Self-Holding Rollers were awarded an “MVP” – Most Valuable Product in the December 2006 issue of Redbook magazine.
**Shampoo and Conditioner**

**Shampoo**

✧ A nourishing protein shampoo and natural botanical extracts for gentle yet complete cleansing of the hair
✧ Gently and completely cleanses and revitalizes fine, brittle, or chemically treated hair and scalp
✧ Frees hair and scalp of build-up. Helps to preserve and restore nutrients and moisture
✧ Contains anti-oxidant (vitamin E) that minimizes hair color fade. Leaves hair and scalp fresh and revitalized
✧ Enriched with promax vitamin complex (A, D, E, Panthenol-Pro-Vitamin B6), and whole wheat protein
✧ Abundance of natural botanicals of Aloe Vera, Cherry Bark, Hops, Calendula, and more
✧ The result: fresh, healthy looking hair and scalp, superior vitality, excellent manageability, incredible shine

**Conditioner**

✧ Instantly restore hair's vitality and shine without the build-up that causes limp hair
✧ Excellent for fine, normal, brittle, and chemically treated hair that needs light yet thorough conditioning
✧ Detangling properties strengthen and smooth the hair's cuticle layer
✧ Prevents pulling and tearing of delicate wet hair during comb-out and styling
✧ Enriched with promax vitamin complex (A, D, E, Panthenol-Pro-Vitamin B5), Allantoin (Comfrey Root)
✧ The result: Easy detangling, excellent manageability, extraordinary body and brilliant shine

Maxius Beauty Gentle deep cleaning shampoo and conditioner for fine hair
Shampoo and Conditioner

Ondemand™

Shampoo
✧ Uses vegetable derived cleanses and botanical extracts to clean and condition hair
✧ Botanical extracts of wheat protein and wheat starch help keep hair strong and healthy while helping to repair and strengthen the hair
✧ Natural gum derivative from the Indian guar bean smoothes hair and preps it for conditioning
✧ Soothing vanilla bean fragrance for an enjoyable shower experience

Conditioner
✧ Uses four different cationic conditioning agents to heal the hair fibers instantly and act as a deep long lasting conditioner
✧ Vanilla extracts soothe the scalp and restore the senses. Soy and wheat proteins work together to help repair hair and make it stronger and more vibrant. Birch and yarrow strengthen and condition without build up. Chamomile and rose hips extracts help calm and soothe the scalp
Shampoo and Conditioner

Maxesse™

Shampoo
◇ A rich moisturizing shampoo, ideal for dry and damaged hair
◇ Specially formulated to protect and help maintain permed or colored hair
◇ Contains anti-oxidant (Vitamin E) that minimizes hair color fade
◇ Helps re-hydrate hair and scalp, using vitamin complex (A, D, E, and Panthenol-Pro-Vitamin B5)
◇ Enriched with an abundance of botanical extracts including Aloe Vera, Cherry Bark, Chamomile, Hops and more
◇ Resulting in outstanding strength, superb body, excellent manageability, and incredible shine

Conditioner
◇ Maximum essential nutrients and moisturizers
◇ Contains 19 amino acids and 14 promax vitamin complexes (A, B, B2, C, D, D3E, K, E Panthenol B5), essential to hair and skin nutrition
◇ Smoothes and seals sensitive cuticle for easy comb out
◇ Special anti-static formula fights frizzies and flyaway hair
◇ 3 proteins with various molecular weights penetrate deep within hair shaft
◇ Enriched with abundance of natural botanical extracts of Aloe Vera, Rosehips, Ginseng, Spirullina, and Gotu Kol to revitalize stressed hair
◇ The results: Easy detangling, energized hair, excellent manageability, and incredible shine
Shampoo and Conditioner

**Shampoo**
- The first serious shampoo for kids
- Irritant free, tear free and colorant free
- Gently and thoroughly cleanses away oil
- Rich suds lather, rinses away easily
- Adds body and bounce with whole wheat protein and Panthenol B5
- Enriched with an abundance of natural botanical extracts of Aloe, Angelica, Chamomile, Comfrey, and Corn Flower
- pH balanced
- Formulated with environmental impact in mind

**Conditioner**
- babyMAX conditioner
- This unequaled leave in conditioner instantly detangles the hair
- No oil No wax
- Restores body, bounce boosts and stimulates limp hair
- Contains Promax vitamin complex (A, C, D, D3, E, K, P, Panthenol)
- TriProtein formula (rice, corn, & wheat protein) strengthens and rebuilds
- Increase elasticity & flexibility
- Special antistatic formula, fights frizz & fly away hair
- 3 Proteins with various molecular weights penetrate deep within hair shaft
- pH balanced
- Contains antioxidant (Vitamin E) that minimizes hair color fade
- Enriched with an abundance of natural botanical extracts of Aloe, Ginseng, Rosehips, Gotu kola and Spirulina to revitalize stressed hair
- The result: Easy detangling, energized hair, excellent manageability and incredible shine
Conditioner

res.Q™

✧ Our most intensive first aid treatment to res.Q severely damaged, brittle and over processed hair

✧ Provides unequaled results in just one application

✧ The ultimate conditioning pack, formulated to restore strength and shine in colored and permed hair

✧ Designed to be used with or without heat

✧ Keratin protein (human hair protein) penetrate the hair shaft restoring softness, body, and luster

✧ Formulated with special nutrient compound to help prevent split ends

✧ Enriched with Panthenol (ProVitamin B5) and Chamomile to moisturize hair and scalp

✧ Possesses antistatic properties

✧ Formulated to adjust proper moisture balance
The ultimate leave-in conditioning/detangling spray
Maximum defense against climate and environmental stress
For all hair types
With corn, rice, and wheat proteins and botanical extracts of ginseng, rosehips, aloe, and more
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
Panthenol adds body and bounce
Styling Aids

beyonStraight™

- A humidity resistant temporary straightener with wheat protein and thermal protection
- Go straight, reduce frizz, and relax curls
- A natural blend of matric aria, kiwi, and henna (neutral) adds conditioning
- Use with a blow dryer alone or together with a flat iron for optimum control and added manageability
- Humidity resistant

theend™

- 100% oil and alcohol free and preservative free
- Derived from natural silica sand
- Puts a micro layer of virtually weightless protection on the hair creating an extraordinary shine
- Leaves a silky smooth to touch surface
- Seals and protects to the cuticle
- Helps prevent split ends
- Brush glides through the hair, thus reducing excessive pulling and damage during blow drying and styling
- Locks moisture in and keeps humidity out therefore preventing frizz
- Creates a nonstick surface repelling dirt, dust particles and other external damaging elements
- Hair stays cleaner, and styles hold longer
Styling Aids

Enriched with Panthenol (ProVitamin B5) to help moisturize and protect against thermal heat while increasing volume.

Wheat and soy protein condition hair while adding thickness. Silk amino acids provide antistatic control. Chamomile, hibiscus and rosemary help to strengthen the hair and provide healthy luster.

Use in conjunction with blow dryer, self holding rollers, curling irons or hot rollers for long lasting curls and amazing volume.
Styling Aids

hairsPlay™

✧ Spray.....and....play
✧ As root lift: Instantly shapes and volumizes while drying or setting
✧ As hair spray: Maintain long lasting natural hold and curl
✧ Provides styling control, volume, and versatility
✧ Brushes easily to restyle over and over
✧ No buildup or flakes
✧ Stylists’ favorite
✧ Never sticky or stiff
✧ Won’t crystallize with heat
✧ Conditions with Panthanol (ProVitamin B5)
✧ Sunscreen protects hair from damaging UV rays
✧ The results: clean feeling, controlled volume and incredibly shine
Styling Aids

**gellyMax™**

- Weightless volume and control with soy protein Medium to hold firm, also alcohol-free
- The weightless gel adds volume, body & shine to all hair types
- No flaking or buildup
- A unique blend of botanicals may help enhance hair growth and increase thickness of individual hair strands
- Your hair will have a richer and healthier appearance

**texMax™**

- styling Crème/Flat Pomade

**multiMax™**

- Great for fine or curly hair
- Revolutionary hold of gel lightness of a mousse
- A uniquely different alcohol-free, aerosol-free 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
- Whole Wheat Protein and Panthenol fortify hair to prevent breakage and dryness
- pH balanced multimax Mousse

Maxius Beauty
Styling Tools

Sonicglide®

★ Sonicglide with On-Demand Sonic Vibration is a Multi-Patented styling and straightening iron with detangling pins, controlled steam burst technology, perfect for all hair types.
★ Turn on the vibration button to polish, smooth, and style your hair in minutes.
★ Sonic Vibration ON/OFF switch
★ Gently polish and smooth at the rate of 6,000 times Per Minute
★ World’s only Interchangeable 1¼” Nano Ceramic Plates with detangling pins
★ Detangle, smooth and straighten your hair in one step with One Pass.
★ Advanced Steam-burst Technology to hydrate and soften the hair, especially the dry ends.
★ Temperature Control Dial
★ Bonus flat plate to be used for quick touch-ups, and to refresh hair with steam.
★ Protective/styling ridges to significantly lower the outside surface temperature and risk of burns.
★ The ridges and grooves are precisely in line with the detangling pins to create flips and curls with ease.
★ Ergonomic Design, and new textured soft-rubber handle, for comfort and ease of use
★ Protective/Non-Slip Rubber Base, to prevent from slip and damaging the working surface
★ Auto Shut-Off
Styling Tool

maxiglide®

✧ Innovative ceramic detangling pins, detangle smooth and straighten hair in one step
✧ Heats up in only 10 seconds and has universal voltage
✧ Weighs less than 5oz.
✧ Ceramic plates measures 1½” or 2” wide
✧ Create flips and small spiral curls

✧ Exclusive patented steam burst technology penetrates the hair’s cortex and hydrates and conditions hair, especially dry ends, in one application
✧ “Protective Ridges” are precision designed and placed to significantly lower temperature of surface and reduce the risk of burns
✧ 11/4 inch plate designed for textured hair. Perfect for thick coarse, difficult hair
✧ Reaches maximum temperature of 220 degrees Celsius (428 degrees Fahrenheit)
Styling Tool
miniglide®
✧ 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
✧ Perfect for bangs and touch ups
✧ ALCI safety plug that will automatically shut off if dropped in water

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
Maxius Brushes

Detangling brush®
✧ Perfect for detangling knots
✧ Great for Application distribution

Resizable Maxibrush®
✧ This professional patented brush transforms with a simple twist from a two-inch diameter to a five-inch diameter in seconds.
✧ Now you can style bangs or layers for lift where you need it with the brush’s smaller diameter.
✧ Then transform it into a larger size to easily style longer sections of hair for a softer, smoother look.
✧ And for the straightest look use the largest size. You’ll be amazed at how quickly your style will come to life.
✧ MaxiBrush is 100% natural dual ionic bristles and detangling pins that are strategically placed in diagonal rows to gently glide through every strand, while the raised edges guide the hair so it won’t flip out while styling.
✧ The vented design not only increases the air flow to cut drying time in half, it also makes cleaning a breeze!
Accessories

maxius travel bag

✧ This elegant bag with a satin finish embossed with the MAXIUS logo is a must for anyone who wants to travel with the world’s most revolutionary hair straightener and styler.

maxius heat resistance bag

✧ Specially designed to hold the Maxius Heated Flat Iron
✧ This elegant bag with a satin finish embossed with the MAXIUS logo is a must for anyone who wants to pack and go and don’t have time to wait for Flat Iron to cool down.

maxius hair clips

Hold it™ Lanyard

✧ A patented lanyard system for holding hair spray, water bottle, cell phone, or backstage passes, etc.
✧ Multiple holding mechanisms
✧ Detachable with the press of a button
✧ Patent #5,992,715