

DURIS
Beauty

BLUE

PRODUCT KNOWLEDGE MANUAL

BEVERLY HILLS

BLUE

J Beverly Hills knows that great hair comes from great hair care. With ever-changing beauty standards and endless styling options, the desire to look amazing remains the same. Defining your beauty routine is a mission that can consume you from a young age, but Blue is a product line that grows with you.

A modern take on the classic J Beverly Hills bottle evokes a new feeling of strength and sophistication for a generation who is bold, brilliant, and in control. Complete with products to suit all hair types and styles, the fresh design offers a straightforward approach to your prescribed hair care routine. The soft stature and confident structure of Blue create an empowering grooming experience.



DURIS
Beauty

HYDRATE

DESIGNED TO MEET THE DAILY NEEDS OF EVERY CLIENT

BEVERLY HILLS



SHAMPOO CONDITIONER

85 ml | 340 ml | 936 ml

EVERYDAY

Moisture Infusing Shampoo & Conditioner

Trust that your hair is hydrated. Everyday Shampoo is formulated with mango, pro vitamin B-5 and rosemary extracts, Everyday Conditioner with keratin amino acids, mango and rosemary extracts. Both are ideal for all hair types.

KEY FEATURES & BENEFITS

- Enhances Shine
- Rehydrates (shampoo)
- Sulfate-Free (shampoo)
- Moisturizes (conditioner)
- Detangles (conditioner)
- Paraben-Free (conditioner)

pH: shampoo 5 · conditioner 4.5

EVERYDAY SHAMPOO

Moisture Infusing Shampoo

DIRECTIONS

On wet hair, apply a liberal amount of Everyday Shampoo and massage into a rich foam. For best results, follow with Everyday Conditioner.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Chloride, Glycol Distearate, Steareth-4, Hydroxypropyl Methylcellulose, Polyquaternium-10, Tetrasodium EDTA, Panthenol (Pro Vitamin B-5), PEG-150 Distearate, Keratin Amino Acids, Silk Amino Acids, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Mangifera Indica (Mango) Fruit Extract, Aloe Barbadensis (Aloe Vera) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum), Yellow No.5, Yellow No.6

INFUSIONS

Hydrolyzed Wheat Starch, Hydrolyzed Wheat Protein, Keratin Amino Acids, Aloe Vera, Mango, Pro Vitamin B-5, Rosemary, Sage & Silk Amino Acids

EVERYDAY CONDITIONER

Moisture Infusing Conditioner

DIRECTIONS

After cleansing with Everyday Shampoo, apply a liberal amount of Everyday Conditioner. Starting with the ends and working up, leave in for 2-3 minutes. Rinse and style with your favorite J Beverly Hills products.

INGREDIENTS

Water/Aqua/Eau, Behentrimonium Methosulfate, Cetearyl Alcohol, Dimethicone, Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein, Panthenol (Pro Vitamin B5), Tocopheryl Acetate (Vitamin E), Keratin Amino Acids, Silk Amino Acids, Mangifera Indica (Mango) Fruit Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Eucalyptus Globulus Leaf Extract, Stearamidopropyl Dimethylamine, Stearalkonium Chloride, Polysorbate 60, Tetrasodium EDTA, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum), Yellow 6, Yellow 5.

INFUSIONS

Heucalyptus, Hydrolyzed Wheat Protein, Keratin Mino Acids, Mango, Pro Vitamin B-5, Rosemary, Silk Amino Acids & Vitamin E

J BEVERLY HILLS

DURIS
Beauty

VOLUME

DESIGNED TO GIVE EXTRA BODY TO FINE LIMP HAIR.

BEVERLY HILLS



SHAMPOO CONDITIONER

85 ml | 340 ml | 936 ml

ADDBODY

Volumizing Shampoo & Conditioner

Turn up the volume. Formulated with almond, carrot seed and coconut extracts, Addbody Shampoo gently cleanses while nourishing and volumizing, and is ideal for all hair types, specifically fine, limp hair. Formulated with almond and rosemary extracts, Addbody Conditioner plumps each hair strand and creates weightless moisture.

KEY FEATURES & BENEFITS

- Moisturizes
- Volumizes
- Sulfate-Free (shampoo)
- Nourishes (conditioner)
- Paraben-Free (conditioner)

pH: shampoo 5.75 · conditioner 4.75

ADDBODY SHAMPOO

Volumizing Shampoo

DIRECTIONS

On wet hair, apply a liberal amount of Addbody Shampoo and massage into a rich foam. Rinse and repeat if necessary. For best results, follow with Addbody Conditioner.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Ocamidopropyl Betaine, Sodium Chloride, Polyquaternium-7, Glycol Stearate, Hydroxypropyl Methylcellulose, Polyquaternium-10, Tetrasodium EDTA, Panthenol (Pro Vitamin B-5), Disodium Cocoamphodiacetate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Triticum Vulgare (Wheat) Germ Oil, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Daucus Carota Sativa (Carrot) Root Extract, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum), Yellow No. 6, Yellow No. 5.

INFUSIONS

Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Pro-Vitimin B-5, Hydrolyzed Soy Protein, Carrot Seed, Sweet Almond & Wheat Germ Oil

ADDBODY CONDITIONER

Volumizing Conditioner

DIRECTIONS

After cleansing with Addbody Shampoo, apply a liberal amount of Addbody Conditioner starting with the ends and working up, leave for 2-3 minutes. Rinse and style with your favorite J Beverly Hills products.

INGREDIENTS

Water/Aqua/Eau, Glycerin, Behentrimonium Methosulfate, Cetearyl Alcohol, Quaternium, Stearyl Alcohol, Cetyl Alcohol, Isododecane, Isohexadecane, Jojoba (Simmondsia Chinensis) Oil, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Stearalkonium Chloride, Panthenol (Pro-Vitamin B5), Rosmarinus Officinalis (Rosemary) Leaf Extract, Triticum Vulgare (Wheat) Germ Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydroxyethylcellulose, Tetrasodium EDTA Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum), Yellow 5, Yellow 6.

INFUSIONS

Jojoba, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Pro-Vitamin B-5, Rosemary, Wheat Germ & Sweet Almond

J BEVERLY HILLS

DURIS
Beauty

COLOUR

DESIGNED TO PRESERVE, REPAIR, AND ENHANCE ANY COLOUR.

BEVERLY HILLS



SHAMPOO CONDITIONER

85 ml | 340 ml | 936 ml

FRAGILE

Colour Preserve Shampoo & Conditioner

Handle your hair with care. Formulated with chamomile, nettle and sage extracts, Fragile Shampoo is colour-safe and ideal for chemically treated hair, while Fragile Conditioner, with the same extracts, locks in colour and nourishes dry, chemically treated hair.

KEY FEATURES & BENEFITS

- Protects Colour
- Cleanses Gently (shampoo)
- Sulfate-Free (shampoo)
- Enhances Shine (conditioner)
- Nourishes (conditioner)
- Paraben-Free (conditioner)

pH: shampoo 6 · conditioner 4.5

FRAGILE SHAMPOO

Colour Preserve Shampoo

DIRECTIONS

On wet hair, apply a liberal amount of Fragile Shampoo and massage into a rich foam. Rinse and repeat if necessary. For best results, follow with Fragile Conditioner.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Cocamide MIPA, Polyquaternium-7, Glycol Distearate, Panthenol (Pro Vitamin B-5), Polyquaternium-10, Amodimethicone, Octoxynol-40, Isolaureth-6, Glycerin, Trimethylsiloxyamodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Trideceth-12, Propylene Glycol, Chamomilla Recutita (Matricaria) Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Barbadensis (Aloe Vera) Leaf Extract, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, BHT, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Jojoba, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Pro-Vitamin B-5, Rosemary, Wheat Germ & Sweet Almond

FRAGILE CONDITIONER

Colour Preserve Conditioner

DIRECTIONS

After cleansing with Fragile Shampoo, apply a liberal amount of Fragile Conditioner. Starting with the ends and working up, leave for 2-3 minutes. Rinse and style with your favorite J Beverly Hills products.

INGREDIENTS

Water/Aqua/Eau, Behentrimonium Methosulfate, Trimethylsiloxyamodimethicone, C11-15 Pareth-7, C12-16 Pareth-9, Glycerin, Trideceth-12, Dicetyl-Dimonium Chloride, Amodimethicone, Cetrimonium Chloride, Propylene Glycol, Cetearyl Alcohol, Stearamidopropyl Dimethylamine, Trimethylsilyamodimethicone, Panthenol (Pro Vitamin B-5), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Chamomilla Recutita (Matricaria) Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Barbadensis (Aloe Vera) Leaf Extract, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Aloe Vera, Chamomile, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Nettle, Pro Vitamin B-5 Rosemary Extract, Rosemary & Sage

J BEVERLY HILLS



SHAMPOO



CONDITIONER

85 ml | 340 ml | 936 ml

RESCUE

Colour Repair Shampoo & Conditioner

Defy damage. Formulated with blueberry, honey, coconut and silk amino acids, Rescue Shampoo is colour safe. Rescue Conditioner is formulated with blueberry, olive, pro vitamin B-5 and walnut extracts. Both repair breakage and keep your hair silky smooth.

KEY FEATURES & BENEFITS

- Prevents Colour Fading
- Strengthens Hair Fiber
- Enhances Shine (shampoo)
- Sulfate-Free (shampoo)
- Repairs and Replenishes (conditioner)
- Paraben-Free (conditioner)

pH: shampoo 5 · conditioner 5

RESCUE SHAMPOO

Colour Repair Shampoo

DIRECTIONS

On wet hair, apply a liberal amount of Rescue Shampoo and massage into a rich foam. Rinse and repeat if necessary. For best results, follow with Rescue Conditioner.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Cocamide MIPA, Glycol Stearate, Sodium Chloride, Polyquaternium-7, Polyquaternium-10, Hydroxypropyl Methylcellulose, Tetrasodium EDTA, PEG-150 Distearate, Octoxynol-40, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Olea Europaea (Olive) Fruit Extract, Chamomilla Recutita (Matricaria) Extract, Vaccinium Angust-Ifolium (Blueberry) Fruit Extract, Cucumis Melo Cantalupensis Fruit Extract, Vitis Vinifera (Grape) Seed Extract, Hydrolyzed Yogurt Extract, Ficus Carica (Fig) Extract, Juglans Regia (Walnut) Seed Extract, Theobroma Cacao (Cocoa) Extract, Honey Extract, Propylene Glycol, Panthenol (Pro Vitamin B-5), Hydrolyzed Wheat Protein, Silk Amino Acids, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Chamomile, Cocoa, Blueberry, Grape Seed, Honey, Hydrolyzed Wheat Protein, Hydrolyzed Yogurt, Fig, Melon, Olive, Pro Vitamin B-5, Silik Aino Acids & Walnut

RESCUE CONDITIONER

Colour Repair Conditioner

DIRECTIONS

After cleansing with Rescue Shampoo, apply a liberal amount of Rescue Conditioner. Starting with the ends and working up, leave for 2-3 minutes. Rinse and style with your favorite J Beverly Hills products.

INGREDIENTS

Water/Aqua/Eau, Behentrimonium Methosulfate, Cetearyl Alcohol, Dicetyldimonium Chloride, Amodimethicone, Trideceth-12, Cetrimonium Chloride, Glycerin, Stearamidopropyl Dimethylamine, Propylene Glycol, Olea Europaea (Olive) Fruit Extract, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Wheat Amino Acid, Hydrolyzed Wheat Protein, Silk Amino Acids, Chamomilla Recutita (Matricaria) Extract, Panthenol (Pro Vitamin B-5), Vaccinium Angustfolium (Blueberry) Fruit Extract, Cucumis Melo Cantalupensis Fruit Extract, Vitis Vinifera (Grape) Seed Extract, Hydrolyzed Yogurt Protein, Ficus Carica (Fig) Extract, Juglans Regia (Walnut) Seed Extract, Theobroma Cacao (Cocoa) Extract, Honey Extract, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Chamomile, Cocoa, Blueberry, Fig, Grape Seed, Honey, Hydrolyzed Wheat Protein, Hydrolyzed Yogurt Protein, Melon, Olive, Pro Vitamin B-5, Silk Amino Acids, Wheat Amino Acids & Walnut

J BEVERLY HILLS



SHAMPOO



CONDITIONER

340 ml | 936 ml

BLONDE

Toning Shampoo & Conditioner

Keep your cool. Formulated with blue malva, chamomile, coconut and coneflower, Blonde Shampoo gently cleanses. Formulated with pro vitamin B-5, blue malva extract and hydrolyzed proteins, Blonde Conditioner nourishes and calms. Both help neutralize unwanted yellow tones.

KEY FEATURES & BENEFITS

- Moisturizes
- Neutralizes Yellow Tones
- Gently Cleanses (shampoo)
- Sulfate-Free (shampoo)
- Paraben-Free (conditioner)

pH: shampoo 6 · conditioner 4.5

BLONDE SHAMPOO

Toning Shampoo

DIRECTIONS

On wet hair, apply a liberal amount of Blonde Shampoo, massage into a rich foam. Rinse, repeat and leave in for 2-3 minutes to neutralize yellow tones. For best results, follow with Blonde Conditioner. Ideal for toning, use as needed.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Decyl Glucoside, Cocamide MIPA, Sodium Chloride, Polysorbate 20, Guar Hydroxypropyltrimonium Chloride, Disodium EDTA, Chamomilla Recutita (Matricaria) Flower Extract, Hydrolyzed Wheat Protein, Citrus Aurantium Dulcis (Orange) Peel Oil, Glycyrrhiza Glabra (Licorice) Root Extract, Hydrolyzed Soy Protein, Lavandula Angustifolia (Lavender) Oil, Malva Sylvestris (Mallow) Extract, Echinacea Angustifolia (Coneflower) Extract, Symphytum Officinale (Comfrey) Leaf Extract, Panthenol (Pro Vitamin B-5), Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum), Violet No. 2

INFUSIONS

Pro Vitamin B-5, Hydrolyzed Soy Protein, Hydrolyzed Wheat Protein, Mallow, Coneflower, Comfrey, Orange, Licorice, Chamomile & Lavender

BLONDE CONDITIONER

Toning Conditioner

DIRECTIONS

After cleansing with Blonde Shampoo, apply a liberal amount of Blonde Conditioner starting with the ends and working up, leave for 3-5 minutes. Rinse and style with your favorite J Beverly Hills products. Ideal for toning, use as needed.

INGREDIENTS

Water/Aquua/Eau, Cetearyl Alcohol, Polysorbate 60, Stearamidopropyl Dimethylamine, Butylene Glycol, Hydrogenated Polyisobutene, Polyquaternium-11, Quaternium-75, Behentrimonium Methosulfate, Polyquaternium-7, Glycereth-26, Lactic Acid, PEG-150 Stearate, Dicetyldimonium Chloride, Steareth-20, Polyquaternium-37, Guar Hydroxypropyltrimonium Chloride, Propylene Glycol Dicaprylate/Dicaprate, PPG-1 Trideceth-6, Isododecane, Butyrospermum Parkii (Shea) Butter, Mangifera Indica (Mango) Seed Butter, Theobroma Cacao (Cocoa) Seed Butter, Persea Gratissima (Avocado) Butter, Simmondsia Chinensis (Jojoba) Seed Butter, Malva Sylvestris (Blue Malva) Extract, Echnacea Purpurea (Coneflower) Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Chamomilla Recutita (Matricaria) Flower Extract, Tocopheryl Acetate (Vitamin E), Triticum Vulgare (Wheat) Starch, Panthenol (Pro Vitamin B-5), PEG-45m, Cetrimonium Chloride, Methyl Gluceth-20, Olealkonium Chloride, Hydrolyzed Soy Protein, Hydrolyzed Wheat Protein, Amodimethicone, Butylene Glycol, Isolaureth-6, Glycerin, Octoxynol-40, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Violet 2 (CI 60730).

INFUSIONS

Avocado, Blue Malva, Chamomile, Cocoa, Echancea, Hydrolyzed Wheat Proten, Hydrolyzed Soy Protein, Jojoba, Licorice, Mango, Pro Vitamin B-5 Shea, Wheat Starch & Vitamin E

J BEVERLY HILLS

DURIS
Beauty

SPECIALTY

TREATMENTS TO MEET UNIQUE HAIR AND SCALP NEEDS.

BEVERLY HILLS



340 ml

SOLUTIONS SHAMPOO

Healthy Scalp Shampoo

Revive your hair and scalp to its natural beauty. Formulated with eucalyptus oil, jojoba, tea tree oil, and witch hazel, Solutions Shampoo soothes an irritated scalp.

KEY FEATURES & BENEFITS

- PH-5.5
- Reduces Flaking
- Reduces Itching and Excess Oil
- Promotes a Healthy Scalp
- Sulfate-Free

DIRECTIONS

On wet hair, apply a liberal amount of Solutions Shampoo, massage into a rich foam and leave in for 2-3 minutes. For best results use 2-3 times per week and follow with Masque Intensive Treatment for 3-5 minutes. Rinse and style with your favorite J Beverly Hills styling products.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Cocamide MIPA, Hamamelis Virginiana (Witch Hazel) Distillate, Peg-7 Glyceryl Cocoate, Polysorbate 20, Hydroxypropyl Methylcellulose, Polyquaternium-10, Tetrasodium EDTA, Sodium Lauroyl Sarcosinate, Peg-150 Distearate, Glycol Distearate, Simmondsia Chinensis (Jojoba) Seed Extract, Eucalyptus Globulus (Eucalyptus) Leaf Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Rosmarinus Officinalis (Rosemary) Oil, Mentha Piperita (Peppermint) Oil, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Eucalyptus, Jojoba, Tea Tree, Peppermint, Rosemary & Witch Hazel



340 ml | 936 ml

CLARIFIER SHAMPOO

Surface Cleansing Shampoo

Keep your hair free from build-up. Formulated with coconut, lime blossom, and thyme extracts, Clarifier Shampoo rids your hair of impurities such as chlorine, mineral deposits, and product build-up.

KEY FEATURES & BENEFITS

- PH-5
- Moisturizes
- Removes Build-Up
- Softens

DIRECTIONS

On wet hair, apply a liberal amount of Clarifier Shampoo, massage into a rich foam. For best results follow with Masque Intensive Treatment for 3-5 minutes, rinse and style with your favorite J Beverly Hills styling products.

INGREDIENTS

Water/Aqua/Eau, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Sodium Lauryl Sulfate, Disodium Cocoamphodiacetate, Sodium Chloride, Hydrolyzed Wheat Protein, Polyquaternium-10, Tetrasodium EDTA, Panthenol (Pro Vitamin B-5), Thymus Vulgaris (Thyme) Flower/Leaf Extract, Citrus Aurantifolia (Lime) Fruit Extract, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance(Parfum), Green No. 5, Yellow No. 5.

INFUSIONS

Coconut, Eucalyptus, Hydrolyzed Wheat Protein, Pro Vitamin B-5, Lime Blossom & Thyme

J. BEVERLY HILLS



85 ml | 340 ml | 936 ml | 3800 ml

MASQUE

Hair and Scalp Intensive Treatment

Revive your hair and scalp. Formulated with peppermint, eucalyptus, and rose geranium essential oils, Masque replenishes and balances your hair and scalp.

KEY FEATURES & BENEFITS

- PH-4.5
- Detangles
- Enhances Shine
- Restores Moisture
- Paraben-Free

DIRECTIONS

After cleansing with your favorite J Beverly Hills shampoo, apply a liberal amount of Masque Intensive Treatment to the hair and scalp. Leave in for 3-5 minutes. For best results, follow with your favorite J Beverly Hills styling products.

INFUSIONS

Eucalyptus, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Peppermint, Pro Vitamin B-5 & Rose Geranium

INGREDIENTS

Water/Aqua/Eau, Behentrimonium Methosulfate, Cetearyl Alcohol, Propylene Glycol, Stearamidopropyl Dimethylamine, Amodimethicone, Isolaureth-6, Glycerin, Octoxynol, Stearyl Alcohol, Panthenol (Pro Vitamin B-5), Cetyl Alcohol, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, BHT, Mentha Piperita (Peppermint) Oil, Eucalyptus Globulus (Eucalyptus) Leaf Oil, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

J BEVERLY HILLS

DURIS
Beauty

STYLE & FINISH

A RANGE OF PRODUCTS TO CREATE ANY STYLE WITH LASTING SHINE AND HOLD.

BEVERLY HILLS



210 ml

EVERYDAY SPRAY

Detangling Leave-On Conditioner

Trust that your hair is hydrated. Formulated with basil, chamomile, and grapefruit, Everyday Spray is ideal for moisturizing and nourishing all hair types.

KEY FEATURES & BENEFITS

- PH-5
- Moisturizes
- Nourishes
- Encourages Healthy Hair

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Everyday Spray throughout damp hair. For best results follow with your favorite J Beverly Hills products and style as desired. Keep out of reach of children.

INGREDIENTS

Water/Aqua/Eau, Propylene Glycol, Cetrimonium Chloride, Amodimethicone, Trideceth-12, Quaternium-75, PEG/PPG-18/18 Dimethicone, Polysorbate 20, Glycerin, Aloe Barbadensis (Aloe Vera) Leaf Juice Powder, Pathenol (Pro Vitamin B-5), Disodium EDTA, Allantoin, Tocopheryl Acetate, Citrus Grandis (Grapefruit) Seed Extract, Hydrolyzed Wheat Protein, Hydrolyzed Silk, Ocimum Basilicum (Basil) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Trigonella Foenum-Graecum (Fenugreek) Seed Extract, Sambucus Nigra (Elder) Fruit Extract, Rosemarinus Officinalis (Rosemary) Leaf Extract, Geranium Maculatum (Wild Cranesbill) Extract, Citric Acid.

INFUSIONS

Aloe Vera, Grapefruit, Basil, Chamomile, Elder, Fenugreek Seeds, Hydrolyzed Wheat Protein, Hydrolyzed Silk, Pro Vitamin B-5, Rosemary, Vitamin E, & Wild Cranesbill Extract



210 ml

DRY FAST

Speed Styling Spray

Cut blow dry time in half! This alcohol-free formula dramatically decreases dry time and provides superior heat protection. Formulated with hydrolyzed proteins and silk amino acids, Dry Fast aids in the drying process while increasing manageability to achieve longlasting styles.

KEY FEATURES & BENEFITS

- PH-3.5
- Alcohol Free
- Cuts Dry Time in Half
- Provides Heat Protection Increases Manageability
-

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, section hair, spray Dry Fast evenly throughout damp hair and blow dry to achieve a beautiful blowout in half the time. Keep out of reach of children.

INGREDIENTS

Water/Aqua/Eau, Propylene Glycol, Cocamidopropyl Hydroxysultaine, PPG-26 Buteth-26, PEG-40 Hydrogenated Castor Oil, Cetrimonium Chloride, PVP, Panthenol (Pro Vitamin B-5), Benzophenone-4, Hydrolyzed Keratin, Hydrolyzed Silk Protein, Silk Amino Acids, Ascorbic Acid, Fragrance (Parfum) , Phenoxyethanol, Ethylhexylglycerin, Sodium Hydroxide, Violet 2 (CI 60730), Blue 1 (CI 42090).

INFUSIONS

Silk Amino Acids, Pro Vitamin B-5 & Keratin

J BEVERLY HILLS



236 ml



236 ml

CRAZY CURL

Defining Styling Serum

Pump up your curl game. Formulated with lavender extracts, pro vitamin B-5, and memory resin, Crazy Curl defines all curls types.

KEY FEATURES & BENEFITS

- PH-7 Hold-2
- Encourages Curl Separation
- Moisturizes
- Tames Frizz

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Crazy Curl to damp hair, starting at the ends and working your way up. For best curl results scrunch and diffuse.

INGREDIENTS

Water/Aqua/Eau, Petrolatum, Oleth-20, Glycol Distearate, Oleth 3 Phosphate, Oleth 10 Phosphate, PEG-150 Pentaerithrityl Tetrastearate, Cetyl Alcohol, Panthenol (Pro Vitamin B-5), Lavandula Angustfolia (Lavender) Extract, PEG-45m, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Microcrystalline Wax, Glyceryl Abietate, BHT, Sodium Hydroxide, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Lavender, Pro Vitamin B-5 & Memory Resin

CRAZY STRAIGHT

Straightening Styling Lotion

Control your crazy. Formulated with comfrey and thermal activated polymers, Crazy Straight controls frizz and smooths unruly hair types.

KEY FEATURES & BENEFITS

- PH-4 Hold-1
- Adds Shine
- Controls Frizz
- Moisturizes

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Crazy Straight to damp hair, starting at the ends and working up. For maximum results follow with blowdrying and heat styling.

INGREDIENTS

Water/Aqua/Eau, Polyquaternium-11, VP/VA Copolymer, Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride, PEG-40 Hydrogenated Castor Oil, Hydroxyethylcellulose, PEG-12 Dimethicone, Phenyl Trimethicone, Panthenol (Pro Vitamin B-5), Polyquaternium-37, Propylene Glycol Dicaprylate/Dicaprate, PPG-1 Trideceth-6, Guar Hydroxypropyltrimonium Chloride, Symphytum Officinale (Comfrey) Leaf Extract, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Citric Acid, Fragrance (Parfum).

INFUSIONS

Castor Oil, Comfrey Root & Pro Vitamin B-5

J BEVERLY HILLS



200 ml



200 ml

GEL ME

Maximum Styling Gel

Gel your hair firmly into place. Formulated with a unique blend of holding resins and dragon tree extract, Gel Me locks in moisture, adds shine, and gives all-day style support.

KEY FEATURES & BENEFITS

- PH-6 Hold-4
- Firm Hold
- Improves Luster and Shine
- Moisturizes

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Gel Me throughout damp hair for sculpted styles or wet looks. For dry styling, combine Gel Me with any J Beverly Hills styling products to increase style support.

INGREDIENTS

Water/Aqua/Eau, VP/VA Copolymer, Alcohol Denat., Glycerin, Sorbitol, Carbomer, Polysorbate 20, Aminomethyl Propanol, Tetrasodium EDTA, Panthenol (Pro Vitamin B-5), PEG-12 Dimethicone, Hydrolyzed Wheat Protein/PVP Crosspolymer, Arnica Montana Flower Extract, Hylocereus Undatus (Dragon Tree) Fruit Extract, Lawsonia Inermis (Henna) Leaf Extract, Equisetum Arvense (Horsetail) Extract, Juniperus Communis (Juniper) Fruit Extract, Salix Alba (Willow) Bark Extract, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance (Parfum), Violet 2 (CI 60730), Blue 1 (CI 42090).

INFUSIONS

Arnica, Dragon Tree, Horsetail, Henna, Hydrolyzed Wheat Protein, Juniper, Pro Vitamin B-5 & Willow

GLAZE ME

Light Styling Gel

Make every look glazed to perfection. Formulated with aloe vera, nettle, and rosemary extracts, Glaze Me creates a uniquely versatile styling gel that provides moisture and subtle style support.

KEY FEATURES & BENEFITS

- PH-5.5 Hold-1
- Enhances Shine
- Light Hold
- Moisturizes

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Glaze Me to damp hair, starting at the ends and working up. For maximum results incorporate heat styling.

INGREDIENTS

Water/Aqua/Eau, SD Alcohol 40B, Polyquaternium-11, Glycerin, VP/VA Copolymer, Polysorbate 20, Hydroxyethylcellulose, Cetrimonium Chloride, Benzophenone-4, Panthenol (Pro Vitamin B-5), Tetrasodium Edta, Citric Acid, Methyl Gluceth-20, PEG-12 Dimeth-Icone, Propylene Glycol, Chamomilla Recutita (Matricaria) Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Aloe Barbadensis (Aloe Vera) Leaf Extract, Hydrolyzed Wheat Protein, Fucus Vesiculosus (Bladder Wrack) Extract, Postelsia Palmaeformis (Sea Palm) Extract, Humulus Lupulus (Hops) Extract, Hydrastis Canadensis (Goldenseal) Root Extract, Sodium Hydroxide, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance (Parfum), Blue No. 1, Violet No. 2.

INFUSIONS

Aloe Vera, Bladderwack, Chamomile, Golden Seal, Hops, Hydrolyzed Wheat Protein, Nettle, Pro Vitamin B-5, Rosemary, Sage & Seapalm

BEVERLY HILLS



210 ml



210 ml

BODIFIER

Thickening Styling Spray

Rock that body. Formulated with chamomile, rosemary, and sage extracts, Bodifier boosts fine, limp hair.

KEY FEATURES & BENEFITS

- PH-5.5 Hold-3
- Enhances Body
- Thickens
- Volumizes

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, spray Bodifier evenly onto damp hair. Blowdry and style to achieve beautiful body and fullness.

INGREDIENTS

Deionized Water, SD Alcohol 40, Glycerin, PVP, VP/VA Copolymer, Cetrimonium Chloride, Propylene Glycol, Tetrasodium EDTA, PEG-12 Dimethicone, Polysorbate 20, Panthenol (Pro Vitamin B-5), Benzophenone-4, Propylene Glycol, Chamomilla Recutita (Matricaria) Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle) Extract, Rosmarinus Officinalis, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Protein/PVP Crosspolymer, Fragrance (Parfum), Violet 2, Red 33, Sodium Hydroxide, Phenoxyethanol, Ethylhexylglycerin.

INFUSIONS

Chamomile, Hydrolyzed Wheat Protein, Nettle, Pro Vitamin B-5, Rosemary & Sage

BEACH SPRAY

Texturizing Spray

Make every day a beach day. Formulated with dead sea salt, Beach Spray gives effortless style and weightless texture.

KEY FEATURES & BENEFITS

- PH-4.6 Hold-1
- Provides UV Protection
- Texturizes
- Alcohol-Free

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Beach Spray. Hold bottle 6-8 inches away from the hair surface and spray throughout the hair. For best results scrunch or twist hair while blow drying or diffusing.

INGREDIENTS

Water/Aqua/Eau, Magnesium Sulfate, Propylene Glycol, Polysorbate 20, PVP, Disodium EDTA, Panthenol (Pro Vitamin B-5), Sodium Chloride, PEG/PPG-18/18 Dimethicone, Cetrimonium Chloride, Fucus Vesiculosus (Bladderwrack) Extract, Macrocystis Pyrifera (Kelp) Extract, Ascophyllum Nodosum (Seaweed) Extract, Maris Sal (Dead Sea Salt), Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Bladderwrack, Dead Sea Salt, Pro Vitamin B-5, Kelp & Seaweed Extract.

J BEVERLY HILLS



260 ml



260 ml

MOUSSE UP

Volumizing Mousse

Maximize your volume and body with Mousse Up. Formulated with argan oil and marshmallow root to ensure style support and weightless moisture.

KEY FEATURES & BENEFITS

- PH-7 Hold-2
- Enhances Shine
- Moisturizes
- Volumizes

DIRECTIONS

Shake well to activate ingredients. After cleansing and conditioning with your favorite J Beverly Hills duo, apply a liberal amount of Mousse Up to damp hair and style as desired.

INGREDIENTS

Water/Aqua/Eau, VP/VA Copolymer Propane Polyquaternium-11 Butane Isobutane Laureth-4, PEG-60 Almond Glycerides, Cocamidopropyl Betaine, PEG-40 Hydrogenated Castor Oil, Amodimethicone, Trideceth-12, Cyclopentasiloxane, Cyclotetrasiloxane, Cetrimonium Chloride, Fragrance(Parfum), Linalool, Limonene, Benzyl Benzoate, Citonellol, Butylphenyl Methylpropional, Phenoxyethanol, Caprylyl Glycol, Sodium Benzoate, Panthenol(Pro Vitamin B-5), PEG-12 Dimethicone, Ethylhexylglycerin, Hexylene Glycol, Ethylhexyl Methoxycinnamate, Bht, Aloe Barbadensis (Aloe Vera) Leaf Juice, Arctium Lappa (Mallow) Root Extract, Methylparaben,Ethylparaben, Disodium EDTA, Althaea Officinalis Root Extract, Argania Spinosa (Argan) Kernel Oil.

INFUSIONS

Aloe Vera, Almond Extract, Argan Oil, Burdock, Mallow & Pro Vitamin B-5

LIFT UP

Volumizing Spray Foam

Maximize your root volume with Lift Up. This state-of-the-art spray foam is formulated with coconut extract and pro vitamin B-5 to get your hair to higher heights.

KEY FEATURES & BENEFITS

- PH-9 Hold-3
- Enhances Shine
- Increases Fullness
- Maintains Hold
- Volumizes

DIRECTIONS

Shake well to activate ingredients. After cleansing and conditioning with your favorite J Beverly Hills duo, spray Lift Up directly on roots and work in with your fingertips.

INGREDIENTS

Water/Aqua/Eau, Hydrofluorocarbon 152a, Dimethyl Ether, VP/VA Copolymer, PVP, Butane, PPG-5-Ceteth-20, PEG-12 Dimethicone, PEG-60 Almond Glycerides, Polysorbate 80, Fragrance (Parfum), Linalool, Limonene, Benzyl Benzoate, Citronellol, Butylphenyl Methylpropional, Sodium Benzoate, Panthenol (Pro Vitamin B-5), Cocamidopropyl Betaine, Phe noxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Ethylhexyl Methoxycinnamate.

INFUSIONS

Almond Extract & Pro Vitamin B-5

BEVERLY HILLS



30 ml

DRY SHINE

Dry Treatment Oil

Revitalize your hair. Formulated with red clover, dandelion, and rosemary, Dry Shine instantly absorbs into the hair shaft to provide strength and shine.

KEY FEATURES & BENEFITS

- Adds Shine
- Nourishes
- Softens Hair Strands

DIRECTIONS

After cleansing, conditioning, and styling with your favorite J Beverly Hills products apply Dry Shine. For treatment purposes, spray directly on ends of dry hair. For finishing purposes, lightly mist throughout the hair.

INGREDIENTS

Isopropyl Palmitate, Isododecane, Coco-Caprylate, Ethylhexyl Stearate, Trifolium Pratense (Red Clover) Blossom Extract, Taraxacum Officinale (Dandelion) Rhizome/ Root Extract, Humulus Lupulus (Hops) Extract, Chondrus Crispus (Irish Moss) Extract, Melilotus Officinalis (Sweet Clover) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Argania Spinosa (Argan) Kernel Oil, Fragrance (Parfum), Yellow No.11, Yellow No.17.

INFUSIONS

Argan, Red Clover Blossom Extract, Dandelion Xtract, Hops Extract, Irish Moss Extract, Rosemary Extract, Sage Extract & Sweet Clover



10 ml | 30 ml

BLONDE GLOSS

Toning Treatment Oil

Keep your cool. Formulated with jojoba, safflower, and lavender extracts, Blonde Gloss calms and strengthens each hair strand while neutralizing unwanted yellow tones.

KEY FEATURES & BENEFITS

- Adds Shine
- Controls Frizz
- Neutralizes Yellow Tones
- Revives Highlights
- Silicone Free

DIRECTIONS

After cleansing, conditioning, and styling with your favorite J Beverly Hills blonde products, apply 2-3 drops of Blonde Gloss to dry hair, starting with the ends and working up.

INGREDIENTS

Isododecane, Carthamus Tinctorius (Safflower) Seed Oil, Ethyl Macadamiate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Hydrogenated Polyisobutene, Vitis Vinifera (Grape) Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Lavandula Angustifolia (Lavender) Oil, Argania Spinosa (Argan) Kernel Oil, Macadamia Ternifolia (Macadamia) Seed Oil, Acid Violet No.43, Red No.17.

INFUSIONS

Argan, Safflower, Sweet Almond, Jojoba, Lavender, Grape Seed, Macadamia & Meadowfoam

BEVERLY HILLS



71 g



71 g

CLEAR WAX

Finishing Wax

Wax and relax. Formulated with castor oil and coconut extracts, Clear Wax is water-soluble and provides the hold of a gel with the support of a wax, all while maintaining a high shine.

KEY FEATURES & BENEFITS

- Hold-1
- Enhances Shine
- Flexible Hold
- Nourishes

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Clear Wax. Use a small amount on dry hair and work in with fingertips.

INGREDIENTS

Water/Aqua/Eau, Ceteareth-25, PEG-7 Glyceryl Cocoate, Propylene Glycol, PEG-7 Hydrogenated Castor Oil, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Fragrance (Parfum), Green 5.

INFUSIONS

Castor Oil & Coconut

FINISSAGE

Finishing Texture Clay

Finesse your style. Formulated with carnauba wax, pro vitamin B-5, and vitamin E, Finissage adds pliable hold, letting you define and refine any style.

KEY FEATURES & BENEFITS

- PH-7 Hold-2
- Defines
- Nourishes
- Thickens

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Finissage. Use a small amount on damp or dry hair and work in with fingertips.

INGREDIENTS

DI Water, VP/VA Copolymer, PEG-75 Lanolin, Petrolatum, Dimethicone, Ceteayl Alcohol, Polysorbate 60, PVP, C 12-15 Alkyl Benzoate, Copernicia Cerifere (Carnauba) Wax, Glyverin, Octyl Palmitate, Cetyl Alcohol, Stearyl Alcohol, Ozokerite, Tocopheryl Acetate, Carbomer, Tetrasodium EDTA, Panthenol (Pro Vitamin B-5), Aminomethyl Propanol, Phenoxyethanol, Ethylhexylglycerin, Fragrance (Parfum).

INFUSIONS

Carnauba Wax, Pro Vitamin B-5 & Vitamin E

J. BEVERLY HILLS



71 g



95 ml | 262 ml

SOUVAGE

Finishing Texture Paste

Build up your style. Formulated with pro vitamin B-5 and vitamin E, Souvage adds texture and hold to any style.

KEY FEATURES & BENEFITS

- PH-5 Hold-3
- Flexible Hold
- Increases Fiber
- Promotes Separation

DIRECTIONS

After cleansing and conditioning with your favorite J Beverly Hills duo, apply Souvage. Use a small amount on damp or dry hair and work in with fingertips.

INGREDIENTS

Water/Aqua/Eau, VP/VA Copolymer, Microsrystalline Wax, Glycerin, Petrolatum, Glyceryl Abietate, Paraffin Wax, Glycol Stearate, Oleth-20, Mineral Oil, PEG 150 Pentaerythrityl Tetrastearate, Oleth-3 Phosphate, Oleth-10 Phosphate, PEG-45m, Oleth-5, PEG-7 Glyceryl Cocoate, Acrylates/Vinyl Isodecanoate Crosspolymer, Pantheol (Pro Vitamin B-5), Oleth-3, Tocopheryl Actetate, BHT, Sodium Hydroxide, Phenoxyethanol, Ethylhexylglycerin, Frangrance (Parfum), Green No.5.

INFUSIONS

Pro Vitamin B-5 & Vitamin E

DRY SHAMPOO

Style Refresher

Take your look from flat to flawless with Dry Shampoo. Formulated with rice starch, rosemary, and tea tree extracts to instantly absorb oil and cleanse the scalp while adding volume and body.

KEY FEATURES & BENEFITS

- Cleanses Gently
- Absorbs Excess Oil
- Volumizes

DIRECTIONS

Shake well to activate ingredients. On second day dirty hair, apply Dry Shampoo. Hold can 1-2 inches away from the hair surface, spray throughout roots and work in with your fingertips.

INGREDIENTS

Propane, Butane, Isobutane, Alcohol Denat., Oryza Sativa (Rice) Starch, C12-15 Alkyl Benzoate, Silica Dimethicone Silylate, Hectorite, Zeolite, Fragrance(Parfum), Linalool, Lim onene, Alpha-Isomethylionone, Benzyl Benzoate, Citronellol, Water/Aqua/Eau, Butylene Glycol, Melaleuca Alternifoila (Tea Tree) Extract, Phenoxyethanol, Simmondsia Chinensis (Jo joba) Seed Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract, Cetrimo nium Chloride, Amine HCl/Free Amine, Methylparaben, Ethyl Paraben, Disodium EDTA, Chlorphenesin, Benzoic Acid, Sorbic Acid.

INFUSIONS

Jojoba Extract, Lavender, Rice Starch, Rosemary & Tea Tree

J. BEVERLY HILLS



331 ml

HOLD ME LITE

Light Finishing Spray

Lightweight and versatile, Hold Me Lite is the ideal working spray. Formulated to create touchable styles without build-up or flaking.

KEY FEATURES & BENEFITS

- PH-9 Hold-1
- Flexible Hold
- Natural Shine
- Working Spray

DIRECTIONS

After cleansing, conditioning, and styling with your favorite J Beverly Hills products, apply Hold Me Lite. Hold can 10-12 inches away from the hair surface and spray throughout the hair. Ideal for all hair types.

INGREDIENTS

Alcohol Denat., Hydrofluorocarbon 152a, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, Phenyl Trimethicone, PEG/PPG-17/18 Dimethicone, Triethyl Citrate, Fragrance/Parfum, Linalool, Limonene, Benzyl Benzoate, Citronellol, Methyl Eugenol, Ethylhexyl Methoxycinnamate.

INFUSIONS

N/A



100 ml | 331 ml

HOLD ME FIRM

Firm Finishing Spray

Keep every hair in place with Hold Me Firm. Formulated to dry on contact and provide maximum style support without build-up or flaking.

KEY FEATURES & BENEFITS

- PH-9 Hold-3
- Firm Hold
- Natural Shine
- Touchable Control

DIRECTIONS

After cleansing, conditioning, and styling with your favorite J Beverly Hills products apply Hold Me Firm. Hold can 10-12 inches away from the hair surface and spray throughout the hair.

INGREDIENTS

Alcohol Denat., Hydrofluorocarbon 152a, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Aminomethyl Propanol, Phenyl Trimethicone, PEG/PPG-17/18 Dimethicone, Triethyl Citrate, Fragrance/Parfum, Linalool, Limonene, Benzyl Benzoate, Citronellol, Methyl Eugenol, Ethylhexyl Methoxycinnamate.

INFUSIONS

N/A

J. BEVERLY HILLS