

DURIS
Beauty

PLATINUM

PRODUCT KNOWLEDGE MANUAL

PLATINUM

HAIR IS A WORK OF ART

Juan Juan, a celebrity hairdresser and founder of J Beverly Hills, believes all hairdressers are artists. With this belief in mind, he created Platinum, a line of hair care products designed to help fulfill the hairdressers creativity. Platinum's performance allows complete freedom of expression. The result is a line that can help transform hair into art.



DURIS
Beauty

HYDRATE

DESIGNED TO MEET THE DAILY NEEDS OF EVERY CLIENT

PLATINUM



SHAMPOO CONDITIONER

100 ml | 355 ml | 1000 ml

HYDRATE

Hydrating Treatment Shampoo & Conditioner

Platinum Hydrate Shampoo and Conditioner are formulated to infuse the hair with moisturizing agents to achieve smooth and healthy results. Both restore manageability and add shine. The shampoo thoroughly cleanses while repairing split ends and is suitable for both natural and colour treated hair. Shampoo sulfate-free, conditioner paraben-free – both colour-safe.

KEY FEATURES & BENEFITS

- Strengthens
- Smooths and Softens
- Protects Colour
- Increases Shine

pH: shampoo 5.5 · conditioner 5.4

HYDRATE SHAMPOO

Hydrating Treatment Shampoo

DIRECTIONS

Apply to wet hair and massage into a rich lather. For optimal results, follow with Platinum Hydrate Conditioner.

INGREDIENTS

Water/Aqua/Eau, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Lauroyl Sarcosinate, Cocamide MIPA, PEG-150 Distearate, Hydrolyzed Silk, Panthenol (Pro Vitamin B5), Hydrolyzed Wheat Protein, Aloe Barbadensis Leaf Juice, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Oleifera (Green Tea) Seed Extract, Glycol Distearate, Silicone Quaternium-8, Trimethylsiloxyamodimethicone, Hydroxypropylmethylcellulose, Sodium Cocoyl Isethionate, Polyquaternium-10, Tetrasodium EDTA, Citric Acid, Sodium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone, Fragrance/Parfum.

INFUSIONS

Aloe Vera, Chamomile, Ginger, Ginseng, Guarana, Hyrdrolyzed Wheat Protein, Pro Vitamin B-5, Nettle, Rosemary Extract, Sage & Wheat Amino Acids

HYDRATE CONDITIONER

Hydrating Treatment Conditioner

DIRECTIONS

Apply after shampoo. Work from ends to scalp and leave in for two minutes, then rinse thoroughly.

INGREDIENTS

Water/Aqua/Eau, Phenyl Trimethicone, Dimethicone, Cetearyl Alcohol, Stearyl Alcohol, Stearamiopropyl Dimethylamine, Cetyl Alcohol, Behentrimonium Chloride, Amodimethicone, Behentrimonium Methosulfate, Glycol Stearate, Panthenol (Pro Vitamin B-5), Cetrimonium Chloride, Trideceth-12, Guar Hydroxypropyltrimonium Chloride, Hydrolyzed Silk, Hydrolyzed Wheat Protein, Triticum Vulgare (Wheat) Starch, Fragrance/Parfum Phenoxyethanol, Citric Acid.

INFUSIONS

Hydrolyzed Silk Protein, Hydrolyzed Wheat Protein & Pro Vitamin B-5

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VOLUME

DESIGNED TO GIVE EXTRA BODY TO LIMP HAIR

PLATINUM



SHAMPOO CONDITIONER

100 ml | 355 ml | 1000 ml

VOLUME

Volumizing Treatment Shampoo & Conditioner

Platinum Volume Shampoo promotes weightless volume while gently cleansing your hair. Platinum Volume Conditioner is a gentle and strengthening conditioner that helps boost volume. Shampoo sulfate-free, conditioner paraben-free – both colour-safe.

KEY FEATURES & BENEFITS

- Volumizes
- Smooths
- Moisturizes

pH: shampoo 6.4 · conditioner 5

VOLUME SHAMPOO

Volumizing Treatment Shampoo

DIRECTIONS

Apply to wet hair and massage into a rich lather. For optimal results, follow with Platinum Volume Conditioner.

INGREDIENTS

Deionized Water, Sodium Cl4-l6 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl Cocoyl Taurate, Cocamide MIPA, Acrylates/Steareth-20 Methacrylate Copolymer, Hydrolyzed Silk, Panthenol, Glycol Distea rate, Glycerin, Silicone Quaternium-18, Trideceth-6, Trideceth-12, Tetrasodium EDTA, Polyquaternium-10, Sodium Hydroxide, Phenoxyethanol, Ethylhexylglycerine.

INFUSIONS

Coconut, Hydrolyzed Silk Protein, & Pro Vitamin B-5

VOLUME CONDITIONER

Volumizing Treatment Conditioner

DIRECTIONS

Apply after shampoo. Work from ends to scalp, then rinse thoroughly.

INGREDIENTS

Water/Eau/Aqua, Cetyl Alcohol, Cetearyl Alcohol, Isododecane, Amodimethicone, Behentrimonium Methosulfate, Silicone Quaternium-18, Trideceth-12, Cetrimonium Chloride, Trideeth-6, Hydroxyethylcellulose, Lactic Acid, Panthenol (Pro Vitamin B-5), Stearyl Alcohol, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Sodium Benzoate.

INFUSIONS

Hydrolyzed Silk Protein, & Pro Vitamin B-5

PLATINUM

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TREATMENTS

DESIGNED TO STRENGTHEN AND REPLENISH HAIR

PLATINUM



60 g | 170 g | 453 g

NOURISHING MASQUE

Intensive Masque Treatment

Platinum Nourishing Masque is formulated with moisturiz ing extracts to provide a replenishing deep moisture treat ment for the hair. It protects against damaging elements and contains antioxidants to keep hair healthy and smooth. This paraben-free formula is perfect for both natural and colour-treated hair.

KEY FEATURES & BENEFITS

- Repairs Damage
- Strengthens Elasticity
- Restores Vitality
- PH 4

DIRECTIONS

Apply to clean hair beginning at the ends and working up to the scalp. Leave in for 3-5 minutes, then rinse.

INFUSIONS

Avocado, Cinnamon, Cocoa, Golden Seal, Hydrolyzed Silk Protein, Hydrolyzed Soy Protein, Jojoba, Lavender, Lemon, Mango, Oat, Oregano, Olive, Peppermint, Pro Vitamin B-5, Rosemary, Sunflower, Sage, Shea, Thyme, Vitamin E, Vitamin C ,& Wheat Amino Acids

INGREDIENTS

Water/Eau/Aqua, Cetearyl Alcohol, Stearamidopropyl Dimethylamine, Polysorbate 60, Butylene Glycol, Stearyl Alcohol, Behentrimonium Methosulfate, Cetyl Alcohol, Glycereth-26, PEG-150 Stearate, Polyquaternium-7, Steareth-20, Polyquaternium-37, Guar Hydroxypropyltrimonium Chloride, Propylene Glycol Dicaprylate/Dicaprate, PPG-1 Trideceth-6, Isododecane, PEG-45M, Panthenol (Pro Vitamin B-5), Dicetyldimonium Chloride, Cetrimonium Chloride, Methyl Gluceth-20, Butyrospermum Parkii (Shea) Butter, Mangifera Indica (Mango) Seed Butter, Theobroma Cacao (Cocoa) Seed Butter, Persea Gratissima (Avocado) Butter, Simmondsia Chinensis (Jojoba) Seed Butter, Helianthus Annuus (Sunflower) Seed Extract, Avena Sativa (OAT) Kernel Extract, Mentha Piperita (Peppermint) Leaf Extract, Olea Europaea (Olive) Leaf Extract, Thymus Vulgaris (Thyme) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract, Citrus Medica Limonum (Lemon) Peel Extract, Hydrastis Canadensis (Goldenseal) Extract, Salva Officinalis (Sage) Extract, Origanum Vulgare Leaf Extract, Cinnamomum Zeylanicum Bark Extract, Tocopheryl Acetate (Vitamin E), Wheat Amino Acids, Hydrolyzed Soy Protein, Amodimethicone, Isolaureth-6, Octoxynol-40, Glycerin, Olealkonium Chloride, Ascorbic Acid, Superoxide Dismutase, Melanin, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Malic Acid, Lactic Acid, Caramel.

PLATINUM



4 x 20 ml

REPAIR

Intensive Treatment

Platinum Repair Treatment works to strengthen hair and maximize hair health. It neutralizes the factors that cause dry hair as well as restoring shine, body, and vitality.

KEY FEATURES & BENEFITS

- Provides UV Protection
- Prevents Breakage
- Restores Vitality

DIRECTIONS

Dispense a portion onto hands and apply into hair from the ends up. Apply the remainder of the vile directly onto ar eas of hair with greater damage and massage hair into with fingers. Leavein for 20 minutes then rinse.

INGREDIENTS

Ethylhexyl Palmitate, Caprylic/Capric Triglyceride, Cocos Nucifera (Coconut) Oil, Olea Europaea (Olive) Fruit Oil, Butyrospermum Parkii (Shea Butter), Tocopheryl Acetate (Vitamin E), Dimethicone Copolyol, Lecithin, BHT, Fragrance/Parfum.

INFUSIONS

Coconut, Olive, Shea, & Vitamin E



10 ml | 100 ml | 237 ml

REVIVE

Coconut Oil

Formulated with coconut, argan, and grapeseed oil to help strengthen the hair's elasticity while retaining moisture to better protect from the heat resulting in smooth and shiny hair.

KEY FEATURES & BENEFITS

- Humidity Protection
- Heat Protection
- Nourishes Damaged Hair
- Restores Shine
- Strengthens Elasticity

DIRECTIONS

Dispense a small amount of oil into the palm of your hand. Emulsify and apply to the mid-shaft and ends of 80% towel dried hair. Style as desired.

INGREDIENTS

Cyclopentasiloxane, Cyclotetrasiloxane, Dimethiconol, Cyclohexasiloxane, Dimethicone, Tocopheryl Acetate, Cocos Nucifera (Coconut) Oil, Vitis Vinifera (Grape) Seed Oil, Argania, Spinosa Kernel Oil, Silicone Quaternium-16, Undeceth-11, Butyloctanol, Undeceth-5, Fragrance/Parfum, Yellow 11, Red 17.

INFUSIONS

Argan Oil, Coconut, Grape Seed Extract, Vitamin E

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STYLE & FINISH

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

PLATINUM



100 ml | 237 ml

5 IN 1

Styling Emulsion

Platinum 5 in 1 is a leave in styling cream offering the five benefits of shine, moisture, strength, de-frizz, and heat protection. It helps improve the hair's manageability with increased conditioning while protecting your hair against heat, humidity and the effects of ultra-violet light. Your hair will feel silky smooth and luxurious. Suitable for all hair types.

KEY FEATURES & BENEFITS

- Grape Seed Oil is Rich in Antioxidants and Emollients
- Coconut Oil Adds Moisture, Smooths, and Seals the Hair Promoting Hair Renewal
- UV Protectants
- Smoothing
- Humectants That Protect Against Humidity
- PH 5

DIRECTIONS

For best results cleanse and condition the hair with a recommended J Beverly Hills product. After cleansing the hair, apply Platinum 5 in 1 combing through the hair from roots to ends. Style to your desired look.

INGREDIENTS

Water/Eau/Aqua, Behentrimonium Methosulfate, Amodimethicone, Cetrimonium Chloride, Trideceth-12, Butylene Glycol, PVP, Cetyl Alcohol, Panthenol (Pro Vitamin B-5), Argania Spinosa Kernel Oil, Dimethicone, Vitis Vinifera (Grape) Seed Oil, Cocos Nucifera (Coconut) Oil, Sodium PCA, Sodium Lactate, Arginine, Aspartic Acid, PCA, Glycine, Alanine, Serine, Valine, Proline, Threonine, Isoleucine, Histidine, Phenylalanine, Disodium EDTA, Phenoxyethanol, Ethylhexylglycerin, Fragrance/Parfum.

INFUSIONS

Argan Oil, Amino Acids, Coconut, Grape Seed Extract, & Pro Vitamin B-5



237 ml

PERFECT BODY

Volume Primer

Platinum Perfect Body is a weightless style revitalizer and volume primer for beautiful voluminous hair. This nutrient-rich volume conditioning spray builds Perfect Body, while improving the health of the hair.

KEY FEATURES & BENEFITS

- Volumizes
- Flexible Hold
- Provides UV Protection
- Thickens
- PH 7.3
- Hold - 2

DIRECTIONS

Spray lightly in small sections throughout the root area on 80% towel-dried hair. Blow-dry with round brush and get that perfect body. Can be used at the end of the day to revitalize your style. Prep hair with Platinum Volume Shampoo and Conditioner.

INGREDIENTS

SD Alcohol 40B, Deionized Water, VP/VA Copoly mer, Silicone Quaternium-18, Trideceth-6, Trideceth-12, Dipropylene Glycol, Polysilicone-29, PVP, Panthenol (Pro Vitamin B-5), Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein, Hydrolyzed Silk, Fragrance/Parfum, Sodium Hydroxide.

INFUSIONS

Hydrolyzed Wheat Protein, Hydrolyzed Silk Protein, Pro Vitamin B-5.

PLATINUM



260 ml

MOUSSE

Volumizing Mousse

Give your hair instant volume with Platinum Mousse for medium to fine hair. This weightless volumizer gives body and lift without any stickiness.

KEY FEATURES & BENEFITS

- Volumizes
- Moisturizes
- Controls Frizz
- Provides Heat Protection

DIRECTIONS

Spray lightly in small sections throughout the root area on 80% towel-dried hair. Blow-dry with round brush and get that perfect body. Can be used at the end of the day to revitalize your style. Prep hair with Platinum Volume Shampoo and Conditioner.

INGREDIENTS

Water/Aqua/Eau, Propane, VP/VA Copolymer, Polyquaternium-11, Butane, Isobutane, Laureth-4, PEG-60 Almond Glycerides, PEG-40 Hydrogenated Castor Oil, Fragrance/Parfum, Linalool, Limonene, Hexyl Cinnamal, Citral, Cocamidopropyl Betaine, Cetrimonium Chloride, Sodium Benzoate, Panthenol (Pro Viatmin B-5), PEG-12 Dimethicone, Cocamidopropyl Betaine, Amodimethicone, Trideceth-12, Cyclopentasiloxane, Cyclotetrasiloxane, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Ethylhexyl Methoxycinnamate, Aloe Barbadensis Leaf Juice Powder, Arctium Lappa Root Extract, Althaea Officinalis Root Extract, Argania Spinosa Kernel Oil.

INFUSIONS

Aloe Vera, Almond Oil, Argan Oil, Burdock Root, Castor Oil, Coconut, Marshmallow Root, & Pro Vitamin B-5



140 ml

MATTE

Texture Spray

Platinum Matte texture spray gives you that sexy, tousled, undone look. The invisible, dry formula uses natural minerals to build unbelievable volume for full glamorous hair. Our exclusive polymer blend bonds to the hair for incredible texture without a sticky feel. The results are fuller hair with a matte finish.

KEY FEATURES & BENEFITS

- Volumizes
- Texturizes
- Mattifies
- Hold - 2

DIRECTIONS

Shake can well. Spray lightly and repeat if needed for more texture.

INGREDIENTS

Hydrofluorocarbon 152a, Dimethyl Ether, Alcohol Denat., VP/VA Copolymer, Glycerin, Silica Dimethicone Silylate PVP, Fragrance/ Parfum, Linalool Limonene Hexyl Cinnamal, Panthenol, Triethyl Citrate.

INFUSIONS

Pro Vitamin B-5

PLATINUM



60 g

DETAIL

Texturizing Paste

This texturizing paste offers brush-able hold and texture with a semi-gloss finish.

KEY FEATURES & BENEFITS

- Touch-able Styles
- Provides Semi-Gloss Finish
- Rework-able Hold
- Hold - 2

DIRECTIONS

Apply a small amount evenly through lightly damp or dry hair. Comb through for better application.

INGREDIENTS

Water/Eau/Aqua, Stearyl Alcohol, Ceterareth-25, PVP, Copernicia Prunifera (Carnauba) Wax, VP/VA Copolymer, Cetyl Alcohol, Ozokerite, Cera Alba (Beeswax), Glycerin, Microcrystalline Wax, Tribehenin, PEG-40 Hydrogenated Castor Oil, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tetrasodium EDTA, Helianthus Annuus (Sunflower) Seed Oil, Tridecyl Stearate, Neopentyl Glycol Dicaprylate/ Dicaprate, Tridecyl Trimellitate, Sodium Hydroxide, Phenoxyethanol, Ethylhexylglycerin, Fragrance/Parfum.

INFUSIONS

Beeswax, Castor Oil, Carnauba Wax, & Sunflower Oil



60 g

CLAY

Matte Styler

Take control with this part styling clay, part dry shampoo to create strong hold when applied to dry hair or use on damp hair prior to blow drying for volume.

KEY FEATURES & BENEFITS

- Heat Activated Volume
- Removes Excess Oil and Build-Up
- Strong Hold
- Water-Soluble
- Hold - 3

DIRECTIONS

Emulsify a small amount between your fingers and apply from the root area out. Apply to damp hair and proceed with blow drying to achieve a high volume look.

INGREDIENTS

Petrolatum, Water/Eau/Aqua, Cera Alba (Beeswax), Oleth-5, Kaolin, Paraffin Wax, Ceteareth-20, Bentonite, Mineral Oil, Copernicia Cerifera (Carnauba) Wax, Fragrance/Parfum, Red No.40, Yellow No.5, Blue No.1, Phenoxyethanol, Ethylhexlglycerin.

INFUSIONS

Beeswax, Carnauba Wax, Kaolin, & Mineral Oil

PLATINUM



200 ml

CLEAN

Dry Shampoo

Platinum Clean dry shampoo cleanses hair by absorbing excess oil, dirt and product build-up. Its ultra-light formula enhanced with tea tree, rosemary leaf extract and lavender extract works by removing odors and leaving hair soft and manageable between shampoos. Suitable for normal and colour-treated hair.

KEY FEATURES & BENEFITS

- Absorbs Excess Oil and Product Build-Up
- Lightweight
- Increases Manageability
- Ideal For All Hair Types

DIRECTIONS

Shake vigorously before use. Hold 10-12 inches away from the scalp and spray lightly for even coverage. Use fingertips to massage through hair. Style as desired.

INFUSIONS

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

INGREDIENTS

Propylene Carbonate, Isopropyl Myristate, Stearalkonium Hectorite, Silica, Cyclopentasiloxane, Fragrance/Parfum, Linalool, Limonene, Hexyl Cinnamal, Water/Aqua/Eau, Melaleuca Alternifolia (Tea Tree), Extract Butylene Glycol, Simmondsia Chinensis (Jojoba) Seed Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract.

PLATINUM



100 ml | 270 ml

SHAPE

Finishing Spray

Formulated with walnut, almond and vanilla extract to pro tect against free radical damage, this medium hold working hairspray with remarkable high shine adds volume and control with a dry finish.

KEY FEATURES & BENEFITS

- Brush-able Hold
- Prevents Breakage
- Can Be Layered With Any Styling Products
- PH 7.5
- Hold - 2

DIRECTIONS

Hold hair spray 8-10 inches away from the hair, spray as needed. For added hold, spray directly on the root area after styling.

INGREDIENTS

Alcohol Denat., Hydrofluorocarbon 152a, Ethyl Ester of PVM/MA Copolymer, Water/Aqua/Eau, Phenyl Trimethicone, Aminomethyl Propanol, Octylacrylamide/ Acrylates /Butylaminoethyl Methacrylate Copolymer, Glycerin, Panthenol, Linoleamidopropyl Ethyldimonium Ethosulfate, Dimethyl, Lauramine Isostearate, Fragrance/ Parfum, Linalool, Limonene, Hexyl Cinnamal, Ethylhexyl Methoxycinnamate, BHT, Butylene Glycol, Juglans Nigra (Black Walnut) Leaf Extract, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Vanilla Planifolia Fruit Extract.

INFUSIONS

Almond Extract, Pro Vitamin B-5, Walnut, & Vanilla



170 ml

SHINE

Reflecting Spray

Platinum Shine reflecting spray produces a weightless, mirror-like shine on your hair, instantly revealing glamorous healthier looking locks. Sunflower and argan kernel oil help protect against damage as it replenishes moisture and creates that lustrous finish.

KEY FEATURES & BENEFITS

- Weightless Shine
- Moisturizes
- Nourishes
- Provides UV Protection

DIRECTIONS

Lightly mist onto styled hair or blow dried hair for an all day shine.

INGREDIENTS

Hydrofluorocarbon 152a, Isododecane, Isohexadecane, C12-15 Alkyl Benzoate, Isopropyl Myristate, Fragrance/Parfum, Linalool, Limonene, Hexyl Cinnamal, Helianthus Annuus (Sunflower) Seed Oil, Argania Spinosa (Argan) Kernel Oil, Ethylhexyl Methoxycinnamate.

INFUSIONS

Argan Oil & Sunflower Oil

PLATINUM