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Food For Soft

Quench Dry Hair's Thirst!

Hyaluronic Acid
To Attract Hydration

Avocado Oil
To Trap Moisture

7x More Hydration For 72H Of Long-Lasting Softness

92% Say Hair Feels Instantly Softer*
Perfect For Those With Dry, Porous Hair
Provides Extreme Hydration, Frizz-Free Smoothness And Shine
*After System of shampoo, conditioner/mask, oil

7x More Hydration

72H Lasting Softness

2x More Shine

Hydrating Shampoo
Moisturizes while cleansing & removing excess oil without stripping the necessary moisture your dry hair needs

Shop Now

Detangling Hydrating Conditioner
Provides intense moisture to dry and thirsty hair, leaving it hydrated and moisture-replenished

Shop Now

Rich Hydrating Treatment Mask
Replenishes hydration in even your driest & most porous hair, making it ideal for every wash

Shop Now

Multi-Use Hair Oil Serum
A leave-in that helps to seal in hydration for hair that looks shiny and smooth, with heat protection up to 450°F/230°C

Shop Now

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Instacure Build-A-Bond

Billion Bond Care To Fight Damage & Get Billion Dollar Hair!

Squalene
To Soften Hair On The Outside

Citric Acid
To Strenghten Hair From The Inside

Up To One Billion Bonds Packed In Every Bottle

83% Say Their Hair Feels Revived After 1 Use*
Perfect For Those With Mega Damaged Hair
Provides Repair, Smoothness and Shine
*Consumer test of Instacure Build-A-Bond Shampoo, Conditioner and Balm

Instant Absorption
With Our Instant Revival Liquid Mask

8X
Stronger Hair*

Revived Hair Feel

Mighty Bonds Shampoo
Gently cleanses hair while helping to repair weakened bonds

Shop Now

Mighty Care Conditioner
Repairs and nourishes the hair, while helping to repair weakened bonds

Shop Now

Instant Revival Liquid Mask
Strengthens hair from the inside out, while also conditioning hair for smoothness & shine

Shop Now

Super Sealing Leave-In Balm
Soften strands & protect against frizz, breakage & heat up to 450°F/230°C

Shop Now

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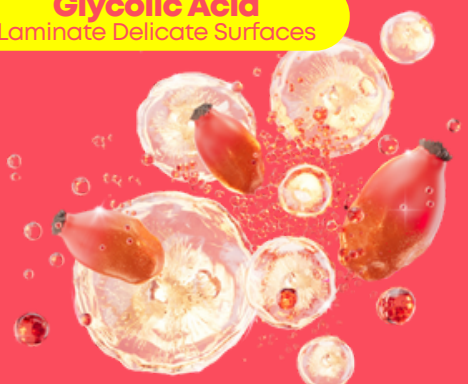
Glow Mania

The 1st Laminating Care To Enhance Color Glow From Inside Out For 8 Weeks!

Glycolic Acid
Laminate Delicate Surfaces



Rosehip Oil
Boosts Vibrancy

Defeat Glow Faders & Get The Glowiest Hair Of Your Life

93% Say Hair Has An Immediate Healthy Glow*
Perfect For Those With Dull, Colour-Treated Hair
Provides High Shine And Extra Colour Protection
*Based on consumer test of shampoo, conditioner/mask, leave in

3x
More Vibrant Color Glow

Instant
Diamond-like Glow

93%
Say Hair Has An Immediate Healthy Glow

For all
Works On All Color Types

Color Protecting Shampoo
Gently cleanses hair while preserving color glow from inside out

Shop Now

Color Protecting Conditioner
For dull and color-treated hair that helps preserve color glow from inside out for up to 8 weeks

Shop Now

Glazing Queen Super Gloss Protecting Mask
For dull and color-treated hair that enhances color vibrancy and shine

Shop Now

Glow Gatekeeper Leave-In Conditioner
Helps protect color-treated hair from daily glow faders such as blow-drying, flat ironing, brushing, styling, and humidity

Shop Now