

Id HAIR

elements

**XCLU
SIVE**

OVERVIEW

**PROFESSIONAL HAIRCARE
& STYLING LINE**



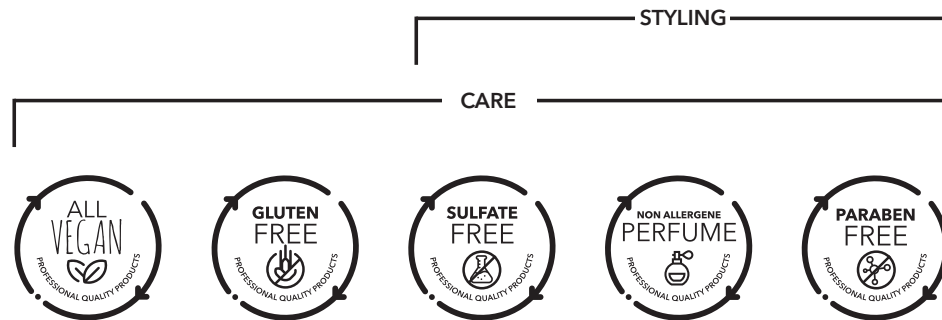




NORDIC PRODUCT HARMONY

IdHAIR Elements Xclusive is beautiful and delicious hair in harmony with nature. With inspiration from the Danish coasts, we have created a Nordic design with focus on recycled plastic where we have added innovative products of very high quality to pamper your hair. Many of the ingredients are collected from nature and most of the products are produced at our own facilities in Sweden. And as an extra bonus, all care products are vegan.

Even though the series is based on our Nordic heritage, we also searched around the world to find the best ingredients. Therefore a fusion of ingredients from all over the world is used in our products.



CLEVER RECYCLING

We use as much recyclable plastic as possible. It is our contribution to minimizing plastic production, but for this to be a success, it also requires your help. Therefore, we encourage empty packaging to end up in a recycling system, or you can release your inner DIY personality and reuse packaging on fun and useful projects.



CO₂ CLEVER



We only produce products in factories under strong EU control. In this way we ensure that the strictest environmental requirements are met. At the same time, we only use packaging from European manufacturers, and it also ensures that empty packaging is shipped as short as possible.

All in order to minimize CO₂ emissions.

COLOURS OF NATURE

We are constantly working to improve our packaging, but also environmentally, so it is least harmful. Therefore, the packaging will also vary slightly in colour. This is not a mistake, but an expression of recycling and utilization of resources. Nature also offers varying colour shades, so why not us too?



CARE

CARE COLOUR

Colour protecting products that keeps coloured hair shiny and full of life.



SHAMPOO • Protect your beautiful hair colour at every hair wash. Contains extract of sunflower oil that preserves the colour and repairs damaged hair. Blueberry extract provides shine and protects against free radicals.

CONDITIONER • A wonderful colour protecting conditioner that keeps coloured hair shiny and full of life. Colour treated hair remains soft, conditioned and shiny, and blueberry extract provides shine and protects against free radicals. Contains argan oil for hydration and lustre.

TREATMENT MOUSSE • Treat your coloured hair with this wonderful, caring formula that protects and nourishes coloured or bleached hair. The soft creamy mousse contains natural cocoa butter that makes coloured hair soft and voluminous while maintaining the correct moisture content in the hair.

CARE VOLUME

For hair that lacks volume - provides the hair with an incredibly full feeling.



SHAMPOO • Shampoo for hair that lacks volume. The hair is left clean and nourished and at the same time with an incredibly full feeling. Contains peach flower extract, which provides a healthy, full and revitalized hair, that is strengthened and full of lustre.
CONDITIONER • Conditioner for hair that lacks volume. Contains, besides a variety of nourishing agents, peach flower extract and shea butter, that adds weightless volume and shine to the hair. The hair becomes strong and full, smooth and easy to comb.

CARE REPAIR

Products that makes damaged or chemically treated hair feel soft and supple.



SHAMPOO • Shampoo that makes damaged or chemically treated hair feel soft and supple. The hair becomes strengthened, glossy and easy to comb. Contains marula oil to protect the hair from external influences, and extracts of French oak that neutralizes free radicals and reduces the effect of oxidative stress.

CONDITIONER • Conditioner specifically developed for caring for damaged or chemically treated hair. Besides adding moisture and shine to the hair, the strands become smooth and strong. Contains marula oil and extract of French oak that neutralizes free radicals and reduces the effect of oxidative stress.

TREATMENT • Deeply caring treatment for damaged or chemically treated hair. Contains moisturizing marula oil. Nourishes and strengthens the hair, leaving it strong and glossy, as well as smoothing the surface of the hair to reduce frizz. Contains extract of French oak that neutralizes free radicals and reduces the effect of oxidative stress.

SPLIT END ELIXIR • Damaged or chemically treated hair is instantly strengthened and rebuilt with this repair serum. The hair is left silky and glossy without split ends, and extract of French oak neutralizes free radicals and reduces the effect of oxidative stress to protect the hair. Contains marula oil for intense moisture.

CARE BLONDE

Pigmented products that neutralizes unwanted warm undertones in the hair.



BLONDE SHAMPOO • Pigmented shampoo that helps to neutralize unwanted warm undertones in the hair. The hair is cleansed and becomes manageable and shiny. Contains luxurious amethyst extract.
BLONDE CONDITIONER • Conditioner developed specifically to care for blond hair. Helps to neutralize unwanted warm undertones. Besides adding moisture and shine, the strands become smooth and strong. Contains shea butter that moisturizes without burdening the hair, as well as luxurious amethyst extract.

CARE LONG HAIR

Nourishes long hair, leaving it smooth and easy to comb.



SHAMPOO • Shampoo that cares for the needs of long hair. Contains shea butter that adds moisture, and seabuckthorn that protect against free radicals and provides shine and strength. Your long hair becomes voluminous and easy to style.
CONDITIONER • Conditioner that nourishes long hair, leaving it smooth and easy to comb. Contains shea butter that adds moisture and seabuckthorn that protects against free radicals and adds shine and strength. The hair becomes voluminous and manageable.

CARE MOISTURE

Rehydrates the hair, making it stronger and easier to detangle.



STYLING

SHAMPOO • Moisturizing shampoo that rehydrates the hair, making it stronger and easier to detangle. Leaving the hair soft, manageable and without frizz. Contains vegetal plant milk that deeply nourishes the hair.

CONDITIONER • Conditioner for hair that needs a little extra moisture. Contains shea butter and vegetal plant milk, to make the hair rehydrated and stay beautiful for a long time. The hair becomes smooth, glossy and easy to style.

LEAVE-IN CONDITIONING CREAM • A wonderful moisturizing leave-in conditioner cream, that contains coconut oil, for moisture and a silky feel on the hair. Contains vegetal plant milk and substances that add shine and soothe the hair, along with moisturizing panthenol.

STYLING BLOW

Blow your way to gorgeous hair with these pre-styling products.



STYLING FOAM • A wonderful mousse that provides long lasting volume and fullness to the hair. Can also be used to define curls.
BEACH SPRAY • Salt water spray that provides the hair with structure, fullness and a medium grip.
CURL CREATOR • A light spray that makes your curls defined, flexible and glossy. Your curls become natural to touch while getting structure and definition.
CURL DEFINER • An effective leave-in cream that define and tame your curls. Makes curly hair glossy, shiny and bouncy.
HEAT SHIELD • Heat protection spray that guards your hair during styling with heating tools. The hair is protected, and at the same time it becomes glossy and manageable. Contains UV filters.
FIBER FOAM • A fantastic mousse that contains fibers to add texture and fullness to the hair.
911 RESCUE SPRAY • A fantastic all-round spray, which with its high content of Argan Oil provides strength, combats frizz and adds moisture to the hair. Nourishes and protects during styling. Intensifies hair colour, adds shine and a long-lasting colour.

STYLING PLAY

Play and sculpt the perfect hairstyle.



DRY SHAMPOO • Dry shampoo with a volumizing effect. A refreshing spray that instantly provides lift and fullness.
POWDER BOOST • Styling powder that adds volume and long lasting control.
STRONG GEL • A gel with a strong hold and a long durability for hair that really needs to be kept in place.
CONTROL WAX • A wax with a flexible hold that allows you to style or restyle your hair exactly as desired. Does not contain parabens.
CONSTRUCTOR WAX • A wax with a flexible to strong hold, while the hair is easy to style. For hairstyles that needs to stay in place all day long. Does not contain parabens or preservatives.

STYLING PLAY

Play and sculpt the perfect hairstyle.



SOFT PASTE • A wonderful soft and flexible paste with a light hold that allows you to style and restyle your hair exactly as desired. Provides medium shine. Does not contain parabens.

SPRAY WAX • Wax spray for separation, hold, texture and shine. Provides a light medium hold and allows the hair to move naturally.

TOUGH TEXTURE WAX • Fiber wax for short and shoulder length hair. Provides a strong hold that can be re-styled. The wax structurizes the hair and can easily be washed out with warm water.

INSTANT TEXTURE • Texturizing spray that creates volume, but allows the hair to move naturally. Provides a long lasting flexible hold and shine without weighing down the hair.

STYLING FINISH

Finish every hairstyle with long lasting hold and shine to achieve the perfect look.



MIRACLE SERUM • Glossy serum to finish the styling. Makes all hair types soft and healthy looking.

INTENSE HAIR SPRAY • Super strong hold for the hair. Very strong hairspray for hairstyles that require an extra hold. Does not make your hair heavy.

FLEXIBLE HAIR SPRAY • Hairspray that gives a long lasting, light to medium hold. For hairstyles that requires hold while the hair remains flexible.



ARGAN OIL



QUARTZ/
AMETHYST

RICE



SUNFLOWER SEEDS



SHEA BUTTER



BLUEBERRY



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SIVE**



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FOR CONTACT AND MORE INFORMATION: **WWW.IDHAIR.DK**