

黎. Lai

I M A G E M A K E R

P R O D U C T K N O W L E D G E

B I O M I N E R A L T E C H N O L O G Y

uses natural mineral sources and botanical (plant) proteins to deliver hair that is soft, strong, resilient and full of shine. Within each of my products is a unique selection of minerals and proteins designed to deliver all of the nutritional benefits healthy hair needs.





VOLUME SHAMPOO AND CONDITIONER

what it is:

Pump up the volume! Essential amino acids provide easy and complete absorption of nutrients into hair's innermost layers. Cleanse and rebuild each strand to a visibly fuller, lighter, and glossier finish, for hair that resists shedding, breakage and is larger than life! Sulfate and Paraben Free.

the benefits:

- **QUINOA PROTEIN:** penetrates the hair shaft plumping each strand to maximum fullness.
- **BENTONITE CLAY:** plumps, strengthens and protects hair.

how to use:

SHAMPOO: Wet hair and lather from roots to ends. Rinse.

CONDITIONER: After cleansing with shampoo, apply evenly from roots to ends. Leave in for 3-5 minutes and rinse thoroughly.



MOISTURE SHAMPOO AND CONDITIONER

what it is:

Gently cleanse hair while drenching it in moisture, silkiness, and shine! Powerful anti-aging and collagen-building properties act as a barrier to seal the hair cuticle, protecting from color fade and damage without weighing hair down. Sulfate and Paraben free.

the benefits:

- **SUNFLOWER SEED EXTRACT:** provides UVA and UVB protection to preserve radiant color.
- **COCONUT MILK:** creates a strong barrier around the hair shaft to prevent breakage.
- **RHODOCHROSITE:** balances moisture levels

how to use:

SHAMPOO: wet hair and lather from roots to ends. Rinse well. Repeat if necessary.

CONDITIONER: after cleansing with shampoo, apply evenly from roots to ends. Leave in for 2-3 minutes and rinse well.



EVERYDAY MIRACLE TREATMENT

what it is:

Detangle, de-frizz, protect, and perfect. “emt” is a miracle in a bottle. This all-in-1 beautifier fights frizz, color fade, protects hair from damage, smooths split ends and leaves hair silky and radiant everywhere else. All without heaviness. Great for all hair types.

the benefits:

- **SILK PROTEIN:** nourishes, repairs and protects hair.
- **SERECITE MICA:** smooths, seals hair color and provides radiant shine.
- **UV FILTERS:** block sun damage.

how to use:

Depending on the length and type of hair, apply desired amount to damp hair after washing. Comb through roots to ends for even distribution. Do not rinse out. Style as usual.



LE DEUX

what it is:

Get straight or go curly. A styling product with a split personality! Use Le Deux to straighten and smooth unruly hair, structurally minimizing styling stress, or to define curls with luxe, smooth and lasting shape. All without stiffness or stickiness.

the benefits:

- **SUNFLOWER SEED EXTRACT:** acts a UVA and UVB protectant while preserving radiant color.
- **SWEET PEA PROTEIN:** hydrates, smooths and defines hair.
- **MAGNESIUM:** hydrates and improves the elasticity of hair.

how to use:

STYLE STRAIGHT: apply to towel dried hair. Leave for 2-3 minutes and blow dry with a large round brush.

DEFINE CURLS: apply to towel dried hair and work through hair while finger-forming curls. Allow to air dry or use a diffuser.



VERSATILE STYLING CRÉME

what it is:

This creme has the unique power to work with any style, texture or hair length. Great for any style that requires hold memory and support without stiffness. Protects the hair from heat styling and makes split ends “disappear”. Medium in strength.

the benefits:

- **PUMPKIN SEED PROTEIN:** provides flexible strength and manageability to hair.
- **KAOLIN CLAY EXTRACT:** provides hold without stickiness and absorbs negative oils to prolong the hairstyle.

how to use:

Apply to damp hair. Do not rinse out. Style as usual. For sleek, controlled looks, apply to damp hair and allow to air dry. Apply generously for more hold. Repeat on dry hair if desired.



AMETHYST OIL

what it is:

Amethyst oil pops hair color, speeds drying time, and protects hair from heat styling while adding luminous shine and major softness. Can be used on wet or dry hair.

the benefits:

- **HEMP SEED PROTEIN:** fights fly-aways and frizz.
- **AMETHYST:** protects the hair from hot tools up to 410 degrees and speeds up blow dry time.

how to use:

ON WET HAIR: apply a few drops concentrating on the mid-lengths and ends. Comb through to distribute evenly. Style as usual.

ON DRY HAIR: lightly apply and work through hair for added shine and to tame fly-aways.



ILLUSIONIST SPRAY

what it is:

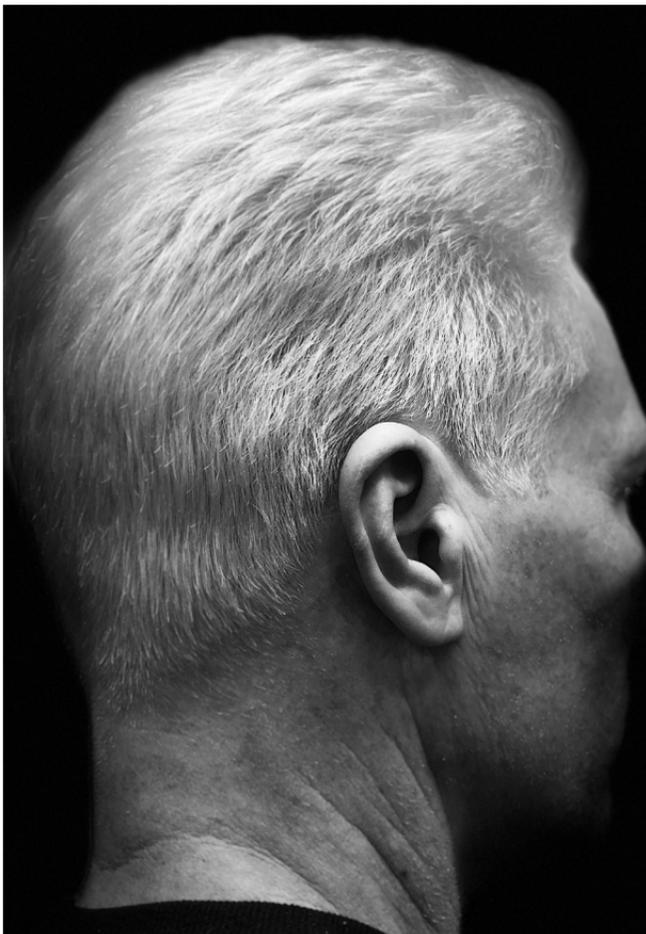
Conjure up some texture. This weightless spray creates “notice me” bold texture and volume with long-lasting hold. Use on wet or dry hair to enhance curl or wave. Color safe.

the benefits:

- **BENTONITE CLAY:** provides volume, texture and strength.
- **SESAME SEED PROTEIN:** penetrates each strand nourishing and protecting hair.

how to use:

Spray on roots and/or throughout hair for texture and volume. Style and shape for desired look. Can be used on wet or dry hair. Use with a hot tool to set curl.



FLEX PASTE

what it is:

Remineralize hair to impart strength that's flexible, manageable and virtually invisible. Flex Paste provides a matte finish for a natural untreated look that you can sculpt, mold, shape and twist to your desire.

the benefits:

- **PUMPKIN SEED PROTEIN:** provides flexible strength and manageability to hair.
- **BENTONITE CLAY:** allows for moveable hold & protection.

how to use:

Apply desired amount to damp hair and style away!



A M P L I F Y I N G F O A M

what it is:

For the bold and the beautiful. Boost hair with a flexible fullness and gutsy style that lasts. And lasts. This light foam has medium to firm hold that can lift up roots and provide volume everywhere, without worry of flaking, frizz, humidity or static.

the benefits:

- **QUINOA PROTEIN:** penetrates the hair shaft, plumping each strand to maximum fullness.
- **BENTONITE CLAY:** strengthens and protects the hair.

how to use:

After shampoo and conditioner, apply sparingly to towel dried hair. Style as usual. Amplifying foam is very concentrated so exceeding one pump per head is rare.



IN CONTROL HAIRSPRAY

3 in 1 spray - light, medium, or high hold

what it is:

Adjustable holding power is in your hands! This humidity resistant, shaping and control spray provides texture, natural shine and long lasting touchable support. Add volume and strength in seconds with enduring hold that lasts all day.

the benefits:

- **SUNFLOWER SEED EXTRACT:** provides UVA and UVB protection.
- **GRAPE SEED EXTRACT:** reduces frizz and improves the overall health of hair.

how to use:

Simply turn the nozzle left or right to achieve desired hold.

LIGHT HOLD: apply on wet hair for added shine and body, or light hold on dry hair. **MEDIUM HOLD:** use on dry hair for shaping and as a working spray. **HIGH HOLD:** use on dry hair for finishing and extra hold.

