



# BEHIND THE PRODUCT

*a definitive look at what's inside*

kms

A young man and woman are the central focus of the image. They are both dressed in black, utilitarian-style clothing. The woman has long, wavy hair that is dyed a vibrant blue. They are standing in front of a wall covered in graffiti and geometric patterns. The overall aesthetic is urban and edgy.

**GREAT STYLE MAY NOT SAVE  
THE WORLD –  
BUT IT CAN MAKE YOUR DAY.**

Style is a visual language that unites creative people everywhere. At KMS, we use the powerful language of style to collaborate with our community and collect ideas – curate – from the most inspiring places in the world. Runways, urban fashion districts, the streets.

Our products, organized intuitively into **START. STYLE. FINISH.** are influenced by the style we see, with input from our community, and **performance** delivered by TRIfinity Technology. It's how we create. How we relate. Because style unifies us. It might not save the world, but

*at the end of the day,*

**STYLE MATTERS**





## BO'S STYLE EQUATION

Her look features STYLECOLOR Vintage Blush, used full-head to make a statement.



START.



STYLE.



FINISH.

**JUST 3 STEPS.**

# INFINITE STYLES.

Our assortment is backed by the innovative TRIfinity Technology, which was developed to complement START. STYLE. FINISH. in every style you create.

All KMS products are multi-compatible: they work best when used as a 3 step regimen together, and each step benefits the end style.



TRIfinity Technology

**START**



- What?** AHA Structure Complex
- Why?** So style products can adhere evenly (primes for optimal style creation).
- How?** START products improve the internal structure of hair and reduce the negative charge on the hair's surface.

**STYLE**



- What?** Innovative Shaping Blends
- Why?** So you have a styling product for all needs—allowing for maximum creativity.
- How?** STYLE products are individually formulated, so each formula is special to the style you want to achieve.

**FINISH**



- What?** Flexible Sealing Compounds
- Why?** So you can prolong the effect of styling products, resulting in a durable and natural-looking style.
- How?** FINISH products help to prolong or enhance the effect of STYLE products, with up to 3 day hold, humidity protection or temporary color.

## AHA Structure Complex

Alpha Hydroxy Acids (internal) – To create a plumping effect in the hair and help to internally restructure the hair to make it look and feel healthier.

Cationic conditioning agents (external) – Are positively charged so they reduce the negative charge on the hair surface so STYLE products adhere evenly, hair feels softer, you get a better shine, good combability and they provide anti-frizz.

## Innovative Shaping Blends

A mixture of ingredients specific to each product's styling purpose.

Because we are all about style creation, this is the step where technology is formulated specifically for each style benefit. Dedicated solutions for each style desired. Intermixable.

## Flexible Sealing Compounds

Strong polymers – Strong hold polymers with humidity protection.  
Flexible polymers – Re-styleable polymers with humidity protection.  
Liquid polymers – Oils that seal and smooth the hair surface with humidity protection.

ADAPTED FROM THE REGIMEN APPROACH DEVELOPED BY KMS NEARLY 20 YEARS AGO, TRIfinity TECHNOLOGY ENSURES RELIABILITY, LONGEVITY, AND HIGH PERFORMANCE.

Most importantly, it ensures our products work – in the most effective way possible.

# THE KMS GLOBAL STYLE COMMUNITY

Our Global Style Community is the heart of our brand. We're creatives, unified by the powerful language of style.

- WE FIND INSPIRATION IN THE WORLD AROUND US AND SHARE THIS INSPIRATION WITH EACH OTHER.
- WE LOVE INTUITIVE, SIMPLE PRODUCTS.

We come together to create a worldwide network of style - to collaborate, learn and grow.

*we stay connected online always.*

The KMS app is the meeting place for every KMS salon stylist worldwide. Download it today for a digital copy of this guide, exclusive product how-to use footage, and to instantly connect with our Global Style Community.



START products prime for STYLE products: The AHA Structure complex improves the outside and the inside of the hair.





# MOISTREPAIR Shampoo

## *what's so special about it?*

- Replenishes moisture
- Repairs damage and reduces breakage
- Helps to restore hair's natural protective coating

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary.

Follow with conditioner.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium – 7 – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

## *what our stylists say*

"I recommend this for everyday use, plus it's gentle on the scalp."

– Simon Miller

"It's one of my favorites because it restores color brilliance to the hair."

– Ali Holmes

"This is a really gentle moisturizer for all clients."

– Robert Mrosek



# MOISTREPAIR Conditioner

## *what's so special about it?*

- Moisturizes & repairs
- Conditions & de-tangles
- Improves elasticity and manageability

## *how do I use it?*

For normal to thick, coarse hair.

Apply to shampooed hair, leave in for 2 minutes then rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

## *what our stylists say*

"I love this because it reduces bulk in thick, coarse, dry hair."

– Sam Burnett

"I use this on my clients that prefer a classic rinse out formula."

– Ali Holmes

"This helps to restore the natural protective coating on my clients' hair."

– Robert Mrosek

# MOISTREPAIR Cleansing Conditioner

## *what's so special about it?*

- Gently cleanses and conditions
- Moisturizes stressed hair
- No shampoo needed

## *how do I use it?*

For all hair types. Massage into hair and rinse. No need for an additional shampoo or conditioner.

Use 2-3 pumps.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Behenamidopropyl Dimethylamine – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

## *what our stylists say*

"This is great on hair damaged from bleach or hot tools."

– Lori Panarello

"I can travel with one bottle because it cleans and detangles in one."

– Ali Holmes

"It's especially good on natural curls because they need more care."

– Robert Mrosek



START • STYLE • FINISH

300 mL / 10.1 FL. OZ.

# MOISTREPAIR Leave-in Conditioner

## *what's so special about it?*

- Instantly de-tangles
- Weightlessly conditions
- Instant moisture & combability

## *how do I use it?*

For all hair types.

Spray into towel-dried hair as styling prep and comb through.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid - supports internal reconstruction
- Polyquaternium-11 - evens out the hair's surface
- 18-MEA - helps to restore hair's natural surface

## *what our stylists say*

"You can spray it only where you need it & don't need to rinse it out."

- Ali Holmes

"I use it everyday as it leaves no residue or film on the hair."

- Sam Burnett

"This is great on fine, dry hair as it's weightless & has heat protection."

- Robert Mrosek



# MOISTREPAIR Revival Creme

## *what's so special about it?*

- Instantly improves manageability
- Adds body without weight
- Controls static & flyaways

## *how do I use it?*

For all hair types.

Work through towel-dried hair as a styling prep and comb through.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Polyquaternium-37 – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

## *what our stylists say*

"Apply additional product to dried hair for added moisture without weight."

– Simon Miller

"It's perfect for all hair types and you can never use too much."

– Robert Mrosek

"This is a must-have for shiny hair with great body."

– Ali Holmes



# MOISTREPAIR Anti-Breakage Spray

## *what's so special about it?*

- Conditions and de-tangles
- Strengthens hair that's prone to breaking, splitting or snapping
- Reduces breakage and split ends

## *how do I use it?*

For all hair types, spray into mid-lengths & ends. You can also apply directly to damaged areas. Leave in and follow with styling. No need to rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Aminopropyl Phenyltrimethicone – evens out the hair's surface
- 18-MEA – helps to restore hair's natural surface

## *what our stylists say*

"It's designed especially for the mid lengths & ends that are split or broken."

– Robert Mrosek

"It makes blow drying easier and helps prevent the hair snagging on the brush."

– Simon Miller

"It re-strengthens the hair & adds moisture where you need it most."

– Ali Holmes



# MOISTREPAIR Style Primer

## *what's so special about it?*

- Re-balances moisture-levels and improves elasticity for easy style-ability
- Repairs the hair's surface for healthier hair
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair.

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- 18-MEA - helps to restore hair's natural surface
- Panthenol - provides moisture

## *what our stylists say*

"My client's with curly hair love this product as it means less effort with maximum shine."

- Sam Burnett

"The take-home products allow my clients to care for their hair at home and ease their styling issues."

- Ali Holmes

"When used with the KMS Core Reset Spray, the result lasts up to 7 washes which is perfect for my clients in between haircuts."

- Robert Mrosek



\*With the use of KMS Core Reset Spray and Style Primer

# TAMEFRIZZ Shampoo

## *what's so special about it?*

- First step in frizz reduction
- Improves manageability
- Provides up to 100% frizz reduction\*

## *how do I use it?*

For all hair types. Lather, then rinse. Repeat if necessary.

Follow with your chosen conditioner.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- Glycyl Glycine – improves manageability

## *what our stylists say*

"I use this to reduce bulk on thick coarse hair."

– Ali Holmes

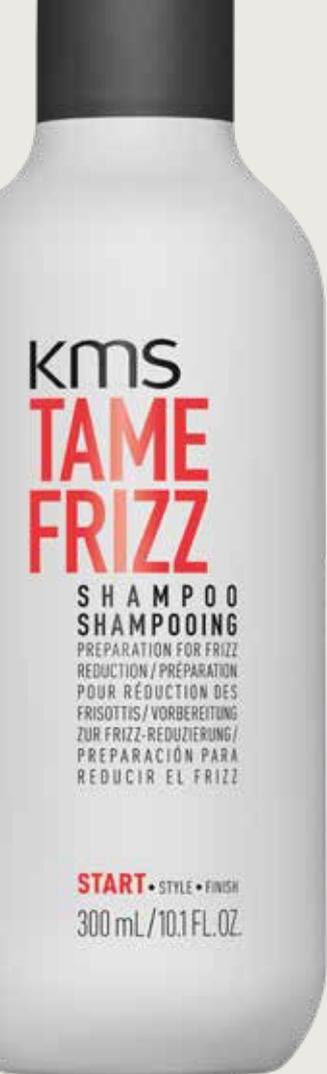
"I find this improves the hair structure so the hair is easier to blow dry."

– Robert Mrosek

"It's part one of my frizz reducing regime on curls."

– Sam Burnett

\* With the use of a TAMEFRIZZ START. STYLE. FINISH. Regime





# TAMEFRIZZ Conditioner

## *what's so special about it?*

- De-tangles
- Conditions and smoothes
- Provides frizz reduction

## *how do I use it?*

For all hair types.

Apply to shampooed hair, leave in for 2 minutes then rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- Glycyl Glycine – improves manageability

## *what our stylists say*

"I find this reduces the bulk in the hair."

– Ali Holmes

"I love this because it smoothes the hair surface and reduces frizz."

– Lori Panarello

"This helps make hair easier to manage for my clients."

– Robert Mrosek

# TAMEFRIZZ Curl Leave-In Conditioner

## *what's so special about it?*

- Moisturizes without weighing curls down
- Creates a base for perfect curls
- Humidity resistant

## *how do I use it?*

For curly hair. Apply to shampooed hair, and leave in.  
No need to rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Polyquaternium-37 – evens out the hair's surface
- Glycyl Glycine – improves manageability

## *what our stylists say*

"I use this on my curly clients because it's lightweight."

– Simon Miller

"This detangles and moisturizes the curls at the same time."

– Ali Holmes

"This helps reduce the amount curls can drop and reduces frizz on curly hair."

– Robert Mrosek



# TAMEFRIZZ Smoothing Reconstructor

## what's so special about it?

- Works to revive and soften even the most deeply stressed or overworked hair
- Light enough not to weigh down hair, but hydrating enough to tame frizz
- Repairs & protects

## how do I use it?

For all hair types. Apply evenly to shampooed hair and leave on 3-5 minutes then rinse. Great to prep for blow dry.

## what's in it?

### AHA STRUCTURE COMPLEX

- Lactic Acid - supports internal reconstruction
- Stearoxypopyl Dimethylamine - evens out the hair's surface
- Glycyl Glycine - improves manageability

## what our stylists say

"This works to revive even the most deeply stressed or overworked hair."

- Simon Miller

"I find this has an intense taming effect on frizzy, dry hair."

- Ali Holmes

"This has a care level that can be increased with frequency of use and by applying heat from a climazone or hot towel."

- Robert Mrosek



# TAMEFRIZZ Style Primer

## *what's so special about it?*

- Deeply nourishes and smoothes unruly, frizzy hair for easy style-ability
- Intensely restores stressed hair, for better control and de-tangling
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair.

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- Babassu-Oil - known for smoothness
- Glycyl Glycine - improves manageability

## *what our stylists say*

"This is the ultimate product for my clients who have frizzy, unruly hair but want smooth, shiny hair."

- Simon Miller

"This is taking priming the hair for styling to a whole new level."

- Sam Burnett

"The Style Primers allow me to find tailor-made solutions for my clients depending on their hair structure and needs."

- Lori Panarello



\*With the use of KMS Core Reset Spray and Style Primer



# COLORVITALITY Shampoo

## *what's so special about it?*

- Maintains color up to 3 times longer\*
- Seals in color and preserves vibrancy of color-treated hair
- Restores radiance

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary.  
Follow with conditioner.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid - supports internal reconstruction
- Polyquaternium-6 - evens out the hair's surface
- Bis-Isobutyl PEG/PPG-20/35 Amodimethicone Copolymer - reduces color fading

## *what our stylists say*

"The formula is amazing. The foam feels rich and the wet hair feels much more cared for. Plus the de-tangling is amazing."  
- Sam Burnett

"This keeps color vibrant, especially reds."  
- Ali Holmes

"I like that this protects color, whether you're in the sun or the smog."  
- Simon Miller

\*Three times longer than products without COLORVITALITY procolor shield, with the use of COLORVITALITY Shampoo and Conditioner.



# COLORVITALITY Conditioner

## *what's so special about it?*

- Maintains color up to 3 times longer\*
- Moisturizes
- Restores radiance to color-treated hair

## *how do I use it?*

For all hair types.

Apply to shampooed hair, leave in for 2 minutes then rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Behentrimonium Chloride – evens out the hair's surface
- Silicone Quaternium-22 – reduces color fading

## *what our stylists say*

"This adds moisture to colored hair."

– Robert Mrosek

"It helps stop the colors fading & stops

color washout."

– Sam Burnett

"It's a great de-tangler."

– Ali Holmes

\*Three times longer than products without COLORVITALITY procolor shield, with the use of COLORVITALITY Shampoo and Conditioner.

# COLORVITALITY Blonde Shampoo

## *what's so special about it?*

- Illuminates blondes and fights yellowing of lightened, highlighted, natural blonde, grey or white hair just after one use
- Restores radiance

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary.  
Follow with your chosen conditioner.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-6 – evens out the hair's surface
- HC Blue No.12 – blue direct dye to counteract yellowing

## *what our stylists say*

"My clients love the fact that it's calming for the scalp."

– Sam Burnett

"This shampoo really revives natural or color-treated blonde tones."

– Robert Mrosek

"It's great at reducing yellowing, especially for my older clients with grey or white hair."

– Ali Holmes





# COLORVITALITY Blonde Conditioner

START.

## *what's so special about it?*

- Illuminates blondes and fights yellowing of lightened, highlighted, natural blonde, grey or white hair just after one use
- Moisturizes
- Repairs damage

## *how do I use it?*

For all hair types.

Apply to shampooed hair, leave in for 2 minutes then rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid – supports internal reconstruction
- Cetrimonium Chloride – evens out the hair's surface
- HC Blue No.12 – blue direct dye to counteract yellowing

## *what our stylists say*

"This conditioner is caring like a treatment, but doesn't weigh the hair down."

– Sam Burnett

"It has a really high care level without weight. Plus if I leave it on longer, I get more of a care effect."

– Robert Mrosek

"I love this for moisturizing & de-tangling fine blonde hair."

– Simon Miller

# HEADREMEDY Deep Cleanse Shampoo

## *what's so special about it?*

- Removes build up from hair products, minerals, pollutants and hard water
- Gentle enough for daily use
- Leaves hair clean and healthy looking

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary.

Follow with your chosen conditioner.

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- Tetrasodium EDTA – chelating agent

## *what our stylists say*

"I use this as a first shampoo on all clients as a deep cleanse."

– Simon Miller

"Fantastic weekly cleanser to help remove product residue, hard water, minerals and pollutants."

– Ali Holmes

"Perfect for my clients with oily hair."

– Robert Mrosek

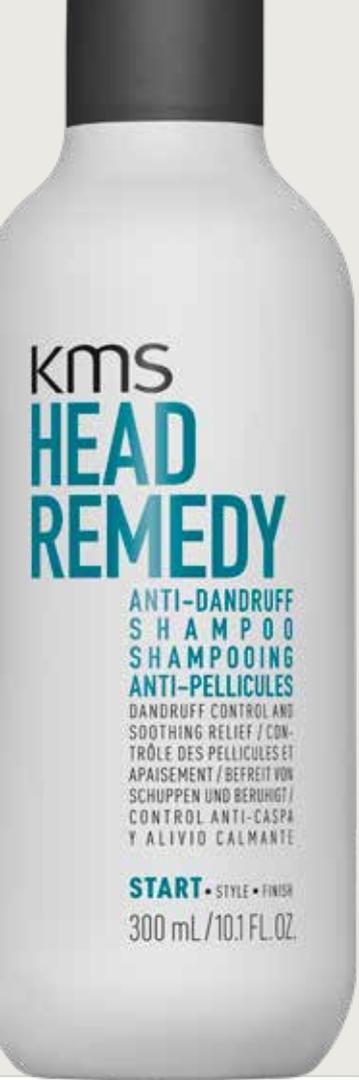
kms  
HEAD  
REMEDY

DEEP CLEANSE  
SHAMPOO  
SHAMPOOING  
PURIFIANT

DEEP CLEANSING FOR HAIR  
AND SCALP / PURIFIANT  
POUR CHEVEUX ET CUIR  
CHEVELU / TIEFENREINIGUNG  
FÜR HAAR UND  
KOPFHAUT / LIMPIEZA  
SUAVE PARA CABELLO  
Y CUERO CABELLUO

**START** • STYLE • FINISH

300 mL / 10.1 FL. OZ.



# HEADREMEDY Anti-Dandruff Shampoo

## *what's so special about it?*

- Controls dandruff while gently cleansing
- Reduces flaking associated with dandruff
- Provides soothing relief to itchy scalp

## *how do I use it?*

For all hair types. Lather, rinse and repeat if necessary. Follow with your chosen conditioner.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid - supports internal reconstruction
- Quaternium-80 - evens out the hair's surface
- Zinc Pyrithione - anti-dandruff agent

## *what our stylists say*

"This product is really soothing for an irritated scalp."

- Sam Burnett

"It can be matched with any KMS conditioner, so using it doesn't compromise my style result."

- Ali Holmes

"This is mild enough for my clients to use daily."

- Lori Panarello



# ADDVOLUME Shampoo

## *what's so special about it?*

- Strengthens to give fine, limp hair a lift
- Makes hair look & feel thicker
- Gives up to 70% more volume in combination with ADDVOLUME STYLE products

## *how do I use it?*

For all hair types. Lather, rinse, and repeat if necessary.  
Follow with conditioner.

## *what's in it?*

### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-10 – evens out the hair's surface
- VP/VA Copolymer – provides body

## *what our stylists say*

"This makes the hair appear thicker  
but still feels soft & touchable."

– Sam Burnett

"It's great because not only  
does it provide volume its also  
fantastic for color treated hair."

– Simon Miller

"Great for root volume even  
in smoother styles."

– Ali Holmes

# ADVVOLUME Style Primer

## *what's so special about it?*

- Provides volume and structure, for next-level volume styles and easy style-ability
- Makes fine and limp hair look and feel thicker from root to tip
- Builds a lasting style foundation for up to 7 washes\*

## *how do I use it?*

**Step 1:** Apply KMS Core Reset Spray into towel-dried hair.

**Step 2:** Apply 10-25ml of the Style Primer into a bowl and apply evenly to the hair using a brush. Leave on 5 minutes then rinse. Prolong the salon result with the 75ml take-home Style Primer.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Adhesion Matrix - makes it easier for styling polymers to stick to the hair
- VP/VA copolymer - provides body

## *what our stylists say*

"Amazing on fine hair, as it makes the hair look and feel thicker from root to tip."

- Sam Burnett

"It's an innovative and fun way to prep the hair for styling."

- Lori Panarello

"I love the fact that the Style Primers are intermixable as it allows me to target my clients individual hair needs." - Simon Miller



\*With the use of KMS Core Reset Spray and Style Primer

# ADDVOLUME Leave-In Conditioner

## *what's so special about it?*

- Gives up to 40% more volume
- Provides weightless conditioning & fullness
- Instantly de-tangles

## *how do I use it?*

For all hair types. Apply to shampooed hair and leave in.

No need to rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-11 – evens out the hair's surface
- VP/VA Copolymer – provides body

## *what our stylists say*

"It makes fine hair look and feel fuller."

– Lori Panarello

"It's weightless while it de-tangles, so it won't weigh hair down." – Robert Mrosek

"I use this as a styling product for body."

– Sam Burnett





## THERMASHAPE Quick Blow Dry

### *what's so special about it?*

- Speeds up drying time up to 50%
- Reduces friction when blowdrying
- Light conditioning

### *how do I use it?*

Shake well and spray onto towel-dried hair.

Will speed up drying time for both blow drying and air drying.

### *what's in it?*

#### **AHA STRUCTURE COMPLEX**

- Lactic Acid, Malic Acid – supports internal reconstruction
- Polyquaternium-11 – evens out the hair's surface
- Methylal – supports evaporation of water

### *what our stylists say*

"I use this on top of my styling products to reduce total time spent on styling in the salon."

– Lori Panarello

"Quicker blow dry's mean I can book more clients in my day."

– Robert Mrosek

"I recommend this to all my clients – even those who air dry their hair."

– Sam Burnett

# Core Reset Spray

## *what's so special about it?*

- Instant repair from inside out
- Repairs damage and evens out the hair structure
- The first step in priming the hair for longer lasting styles

## *how do I use it?*

Spray into towel-dried hair. Apply up to 10-25ml, depending on hair length of your chosen KMS Style Primer on top. Process for 5 minutes, then rinse.

## *what's in it?*

### AHA STRUCTURE COMPLEX

- Lactic and Malic Acid - highly-concentrated active ingredients, that penetrate deeply into the hair's cortex, filling gaps created by damage.

## *what our stylists say*

"The Core Reset Spray builds an intense base for the Style Primers."

- Simon Miller

"When combined with the Style Primers you have the perfect foundation for styling."

- Lori Panarello

"Quick and Easy to apply, a 'stylist's dream!'"

- Sam Burnett



# KMS STYLE PRIMER SERVICE

*more style less effort.*

You know the clients: frustrated because they can't recreate the style they left the salon with. They spend so much time in the blow dry fighting their natural hair structure. Give your clients a quick service that helps prepare for easy style-ability, with results that last up to 7 washes.\* And, with the 75 ml take-home Style Primer, they can keep their hair looking salon-fresh even longer.

- QUICK IN-SALON SERVICE
- BUILDS A LASTING STYLE FOR UP TO 7 WASHES\*
- 3 SIMPLE STEPS
- CUSTOMIZABLE: USE THE STYLE PRIMER ON THEIR OWN OR TOGETHER
- INTUITIVE & EASY TO USE
- 75 ML TAKE HOME STYLE PRIMER TO PROLONG SERVICE



\* With the use of KMS Core Reset Spray and Style Primer

# START 2.0

100% customization, 0% compromise



*inside the hair*  
*alpha hydroxy acids*

Pump spray for fast and easy distribution  
Instant penetration  
Works internally within the hair cortex  
Up to 20 x higher concentration of Alpha Hydroxy Acids than other KMS start products



*outside the hair*  
*cationic conditioning agents*

Can be used alone or combined depending on desired end style  
Choice of style results  
Customized bowl and brush application  
Works externally on the hair cuticle

# IN SALON

3 STEPS TO EFFORTLESS STYLE:

**01** Wash hair with any **KMS SHAMPOO**.



**02** Spray **KMS CORE RESET SPRAY** onto towel-dried hair and comb through.



**03** Brush the **KMS STYLE PRIMER** onto the hair, let sit for at least 5 minutes, and rinse.



AFTER THE SERVICE, YOUR CLIENT'S HAIR IS PERFECTLY PRIMED FOR STYLING WITH KMS STYLE AND FINISH PRODUCTS.

# AT HOME

YOUR CLIENT'S STYLE EQUATION STARTS WITH A STYLE PRIMER—SO THEY CAN PROLONG THE SERVICE AT HOME.



STYLE products are individually formulated to ensure you can easily create the style you want: Innovative Shaping Blends, unique to each product, allow for maximum creativity.





# HAIRPLAY Makeover Spray

## *what's so special about it?*

- Dry Cleansing and style finisher
- Absorbs oils to refresh limp or day-old styles
- Great for quick style touch-ups and in-between shampoos

## *how do I use it?*

Shake well. Spray 4-6" from roots and work through to absorb oil. Layer through mid-lengths and ends, then spray all over to hold your finished style.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Rice powder - provides texture and oil absorption
- Special propellant system - micro fine distribution of rice powder

## *what our stylists say*

"This is great for quick style touch-ups and in-between shampoos."

- Simon Miller

"I love this for scalp braiding as you can't really shampoo the hair."

- Ali Holmes

"I use this to prep soft hair for up styles as it helps my pins grip"

- Robert Mrosek

HOLD 0 - SHINE 0

# HAIRPLAY Sea Salt Spray

## *what's so special about it?*

- Creates just out of the ocean texture and enhances waves
- Salt from the Dead Sea helps to provide fullness
- Matte finish

## *how do I use it?*

Spray into towel-dried hair and air dry or blow dry for light texture.

For additional fullness and grip, spray into dry hair and blast dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Genuine Dead Sea salt – helps to provide fullness
- PVP setting polymer – provides support and hold

## *what our stylists say*

“Great to create width in curls: tip head upside down and spritz underneath curls. It really supports the shape.”

– Sam Burnett

“I love to spray it into dry hair. It's more powerful and gives me more texture.”

– Robert Mrosek

“I often use it on my fine hair clients to create bulk and grip.”

– Lori Panarello



HOLD 1 – SHINE 0

# HAIRPLAY Molding Paste

## *what's so special about it?*

- Provides texture with a modern, natural finish
- Creates a pliable hold with natural shine
- Helps control medium to coarse hair types

## *how do I use it?*

Work through towel-dried hair for shaping and texture.

Use in dry hair for definition.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- PVP - setting polymer - provides support and hold
- Carnauba wax - helps to provide hold and texture

## *what our stylists say*

"I use it in damp hair for molding and in dry hair for more texture with firm hold. This gives my clients' hair the appearance of being thicker."

- Ali Holmes

"This is our salon's highest seller: the consistency, pliability, and control are unlike that in any other product."

- Sam Burnett

"Every guy loves this product. It's perfect for creating a really modern finish on short hair."

- Simon Miller

**HOLD 4 - SHINE 1**



# HAIRPLAY Messing Creme

## *what's so special about it?*

- Gives instant day-after texture
- Provides workable grip and grittiness
- Makes fine hair appear denser, especially at the roots

## *how do I use it?*

Work through towel-dried hair and blow dry for a workable grip and increased fullness.

Use in dry hair for day-after texture.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA – setting polymer – provides hold
- Silica –provides fullness and grit

## *what our stylists say*

"It's perfect for braiding; it gives workable hold and keeps hair in place."

– Simon Miller

"This is my 'go to' product for men with thinning hair. The matte consistency makes hair appear thicker through the roots."

– Lori Panarello

"I use it on curly hair for a workable grip and increased fullness."

– Robert Mrosek



HOLD 3 – SHINE 1

# HAIRPLAY Liquid Wax

## *what's so special about it?*

- Holds like a gel
- Styles like a wax
- Provides flexible support with shine

## *how do I use it?*

Work through towel-dried hair. Blow dry in for malleable movement.

Re-apply to dry hair for a wax-like finish.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA setting polymer – provides hold
- Polyquaterium 11 – provides additional flexibility

## *what our stylists say*

"I like to use it in dry hair for strong hold & separation."

– Simon Miller

"It's great because I can easily distribute it through the hair, and get the hold of a gel, but when it sets it gives the look and the flexibility of a wax."

– Ali Holmes

"My clients love that it's so easy to apply and distribute in their hair."

– Lori Panarello



**HOLD 3 – SHINE 3**

# HAIRPLAY Styling Gel

## *what's so special about it?*

- Provides glossy shine
- Gives long-lasting hold and control
- No flaking or build-up

## *how do I use it?*

Work through towel-dried hair & blow dry.

For a wet look, allow to air dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer
- Sorbitol – supports hold

## *what our stylists say*

“This is great for a super sleek look.

Apply to wet hair and run the spine of the comb over the hair surface to get a glass-like finish with no comb marks.”

– Ali Holmes

“I love this for holding the fluffy hairline hair in place on a ponytail”

– Lori Panarello

“I use this whenever I want a wet look – just apply to wet hair and air dry.”

– Robert Mrosek

**HOLD 4 – SHINE 4**





# THERMASHAPE Hot Flex Spray

## *what's so special about it?*

- Medium hold prep spray for heat styling
- Ideal for curl creation, especially in straight hair
- Creates defined hot iron curls

## *how do I use it?*

Spray into towel-dried hair, blow dry and shape with hot tools.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 - thermopolymer for shaping with hot tools
- Polyquaternium-11 - provides additional flexibility

## *what our stylists say*

"I apply this to towel-dried hair as a blow dry product then flat iron once dry for a straight look with natural root volume."

- Robert Mrosek

"I like to apply to towel-dried hair, blow dry and curl with a curling iron for shaped and defined curls."

- Simon Miller

"I love that I can blow dry and curl all with one product."

- Lori Panarello

HOLD 3 - SHINE 3

STYLING • STYLE • FINISH  
200 mL / 6.7 FL. OZ.

# THERMASHAPE Shaping Blow Dry

## *what's so special about it?*

- Gives light body, movement and texture
- Provides lasting shape
- Creates full, natural-looking blow dries

## *how do I use it?*

Spray into towel-dried hair. Apply additional styling products or use alone. Blow dry and style.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 - thermopolymer for shaping with hot tools
- Polyquaternium-68 - provides flexible setting

## *what our stylists say*

"Every salon needs its 'go to' blow dry product that's suitable for blow dries that look and feel natural - this is it!"

- Simon Miller

"Use with your hands, diffuser or let air-dry for a more lived-in look."

- Sam Burnett

"It's great to use with a brush because it helps the brush glide through the hair and therefore creates less breakage."

- Lori Panarello

HOLD 2 - SHINE 2



# THERMASHAPE Straightening Creme

## *what's so special about it?*

- Great for blow drying hair from curly to straight
- Provides up to 72 hour style retention
- Reduces heat damage and breakage

## *how do I use it?*

Apply to towel-dried hair.

Comb through and blow dry with tension using a round boar bristle brush.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polysilicone-9 - thermopolymer for shaping with hot tools
- VP/VA Copolymer - setting polymer to support the durability

## *what our stylists say*

"I use this for all my curly to straight blowdrys, then finish with THERMASHAPE 2-in-1 Spray before I flat iron."

- Simon Miller

"I recommend this to my clients with natural wave for blowdrying their hair at home. It helps them pull the curl out and makes blow-drying easier for them."

- Ali Holmes

"The ideal product for all my sporty clients. It helps prevent any curl returning during workouts, particularly in the nape area."

- Sam Burnett

**HOLD 1 - SHINE 4**



# TAMEFRIZZ Smoothing Lotion

## *what's so special about it?*

- Provides instant combability and reduces frizz during blow drying
- Lightweight leave-in formula
- Eliminates flyaways & static

## *how do I use it?*

Work through towel-dried hair and blow dry or air dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Polyquaternium-37 -Polymer for control and eliminates flyaways
- Hydroxypropyl Guar/Hydroxypropyltrimonium Chloride - smoothes and reduces frizz

## *what our stylists say*

"Ideal for smoothing the surface and controlling frizz during blow-drying."

- Simon Miller

"I use this instead of a conditioner to de-tangle fine hair."

- Lori Panarello

"I love this before a round brush blow out to control frizz without weighing down the style."

- Robert Mrosek



HOLD 1 - SHINE 3

# ADDVOLUME Liquid Dust

## *what's so special about it?*

- Creates massive fullness without the mess of a powder
- Provides up to 100% more volume and stability at the roots
- You can re-shape your look with your hands throughout the day

## *how do I use it?*

Best applied in towel-dried hair. Blow dry, using your hands or a brush to shape the style. Use instead of a powder at the roots for exceptional volume, for easy spreadability and no dust.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

Volumizing re-bonding polymers – for a “velcro” effect

- PEG/PPG 2000/200 Copolymer
- Acrylic Acid/Stearyl/Acrylate Copolymer

## *what our stylists say*

“I love this instead of hair dust because it spreads easily through the hair so I can get that texturized dust feel all the way from root to tip.” – Sam Burnett

“I recommend this to my short hair clients who normally use bleach to texture their hair. This provides extreme texture without the stripping effect of a bleach.” – Lori Panarello

“I love this for extreme texture change in the hair – particularly in mens’ hair.” – Simon Miller

### HOLD 4 – SHINE 1



# ADDVOLUME Texture Creme

## *what's so special about it?*

- Actively plumps each hair strand for all over body and fullness
- Hair looks and feels thicker
- Gives up to 80% more volume—that's instant and touchable

## *how do I use it?*

Pump once and emulsify in your hands then work through towel-dried then blow dry. Ideal for styles that drop and will last up to 72 hours.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Calcium sulfate – coats each hair strand to make it feel thicker
- Acrylates/C10-30 Alkyl Acrylate Crosspolymer – supports hold

## *what our stylists say*

"This is like backbrushing without the brush. It gives gentle plumping and makes the hair feel soft but thicker."

– Lori Panarello

"Perfect for volume at the crown for that ponytail look that my clients often request."

– Sam Burnett

"I like that the hair is so touchable afterwards and yet it is full and thick."

– Ali Holmes



HOLD 2 – SHINE 1



# ADDVOLUME Styling Foam

## *what's so special about it?*

- Gives hair up to 70% more volume
- Thin ends appear thicker
- Provides long-lasting volume for up to 72 hours

## *how do I use it?*

Shake, then work through towel-dried hair and blow dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- Butylated PVP - increases flexibility and hold
- Polyquartanium 4 - equalizes the structure for better combability

## *what our stylists say*

"I layer with ADDVOLUME Root and Body Lift through the roots for maximum volume and thickness."  
- Sam Burnett

"I use this on dry hair multiple times backstage to help build up the hair for the runway."  
- Simon Miller

"This is my 'go to' product for weekly blowdrys."  
- Lori Panarello

HOLD 3 - SHINE 2

START • STYLE • FINISH  
287g / NET WT. 10.1 OZ.

# ADDVOLUME Root and Body Lift

## *what's so special about it?*

- Lifts roots and provides targeted volume
- Gives hair up to 70% more volume
- Gives lasting root volume – for up to 72 hours

## *how do I use it?*

Shake, spray into towel-dried hair at the roots, and blow dry with brush or fingers.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – gives non-flexible root support
- Polyquartanium 4 – equalizes the structure for better combability

## *what our stylists say*

"I love to layer with ADDVOLUME Styling

Foam through mid-lengths & ends for maximum volume and thickness."

– Robert Mrosek

"I apply this directly to the root area

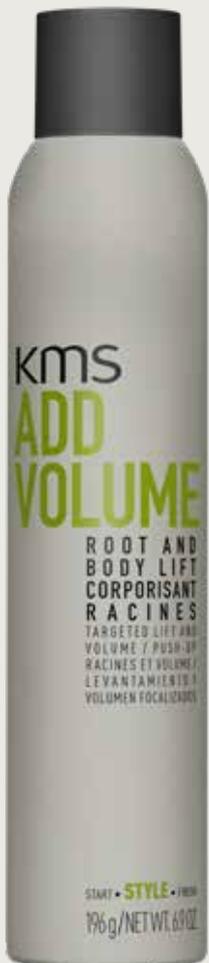
and blow dry with a large round brush for maximum texture and lift."

– Lori Panarello

"I love that you can combine this with

any other product even when you do a smoothing blow dry."

– Simon Miller



HOLD 3 – SHINE 3



# ADDVOLUME Volumizing Spray

## *what's so special about it?*

- Adds natural volume and width to your style
- Provides natural grip for intense fullness
- Volume lasts up to 72 hours

## *how do I use it?*

Work through towel-dried hair and blow dry.

Layer more for added volume.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – provides volume support
- Soribitol – adds surface texture

## *what our stylists say*

"I use this product to create "natural" lift and movement."

– Simon Miller

"I often use this on baby fine hair for support and volume with a touchable feel."

– Sam Burnett

"This gives me just the right amount of texture and volume but still looks natural."

– Lori Panarello

HOLD 2 – SHINE 2

# CURLUP Perfecting Lotion

## *what's so special about it?*

- Enhances and defines natural curls without being crunchy
- Can be reactivated by scrunching to refresh curls
- Provides frizz control & humidity resistance for up to 72 hours

## *how do I use it?*

Emulsify 1-2 pumps and work through towel-dried hair. Diffuse or air dry.  
Scrunch curls to refresh throughout the day.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

Pressure-activated technology:

- PPG-10 Sorbitol - for refreshable bundling
- Polyquaternium-69 - for better curl retention

## *what our stylists say*

"I love to use this product for extra moisture."

- Sam Burnett

"This product is reactivated by scrunching which is exactly what my curly client's do all day long anyway - genius!"

- Ali Holmes

"I use this on top of all my CURLUP products - it just seems to make the effect more controlled."

- Simon Miller



HOLD 2 - SHINE 3

# CURLUP Control Creme

## *what's so special about it?*

- Shapes and bundles curls
- Calms curls
- Reduces frizz for up to 72 hours

## *how do I use it?*

Emulsify and work through towel-dried hair then diffuse or air dry. Re-apply when dry to further define the curls.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer for hold and durability
- Polyquaternium-11 – provides flexibility

## *what our stylists say*

"This is my curly clients' go-to for definition and frizz control in humid weather."

– Ali Holmes

"I love to use this to give big bundles of curl & wave to tight or really curly hair."

– Simon Miller

"I love to scrunch this through my curls once they are dry to add extra bundling."

– Sam Burnett



HOLD 2 – SHINE 2

# CURLUP Wave Foam

## *what's so special about it?*

- Enhances wave formation
- Creates long lasting waves with definition
- Provides frizz control & humidity resistance for up to 72 hours

## *how do I use it?*

Work through towel-dried hair. Diffuse or air dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer for hold and durability
- Propyleneglycol – provides moisture and flexibility

## *what our stylists say*

"I use this light foam to create soft waves with natural movement."

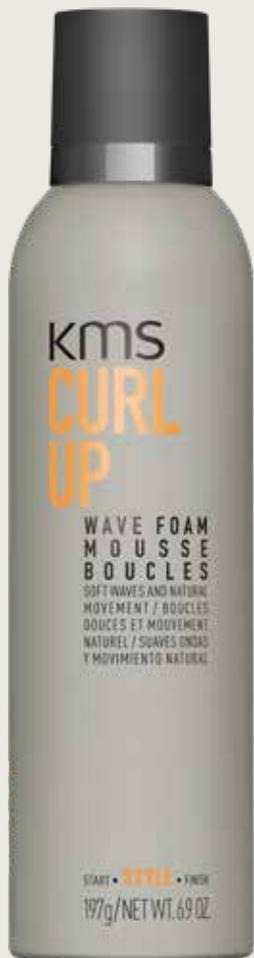
– Sam Burnett

"I apply to damp hair from roots to ends and blow dry with a diffuser for increased curl formation."

– Lori Panarello

"Try this to create beautiful pincurl sets."

– Robert Mrosek



HOLD 2 – SHINE 3

# CURLUP Bounce Back Spray

## *what's so special about it?*

- Curl-activating spray for firm hold
- Gives intense curl retention
- Provides frizz control & humidity resistance for up to 72 hours

## *how do I use it?*

Spray into towel-dried hair and scrunch. Diffuse or air dry.

## *what's in it?*

### INNOVATIVE SHAPING BLEND

- VP/VA Copolymer – setting polymer for hold and durability
- Polyquaternium-11 – provides flexibility

## *what our stylists say*

"Apply to towel-dried hair and blow dry with a diffuser to intensify curls."

– Sam Burnett

"I use this product when I want strong curls."

– Lori Panarello

"This is my 'go to' product for scrunching."

– Robert Mrosek

HOLD 3 – SHINE 4







# HAIRSTAY Working Hairspray

## *what's so special about it?*

- Let's you play and change your mind: easy to brush, and re-work your shape
- A dry spray with a touchable, moveable finish
- The more you spray the more it holds so you can build your style

## *how do I use it?*

Spray 10-12" (25-30cm) from dry hair.

Can work with your hands or add more for more hold.

## *what's in it?*

### **FLEXIBLE SEALING COMPOUNDS**

- VP/Vinyl Caprolactam/DMAPA – provides flexible hold
- VP/VA copolymer – supports durability

## *what our stylists say*

"This is great for session work because it's fast drying and not sticky."

– Ali Holmes

"It's weightless and easy to adjust any styling changes."

– Sam Burnett

"It provides heat protection up to 200°C and allows me to change my mind and change up my looks."

– Lori Panarello

**HOLD 3 – SHINE 3**

FINISH.

# HAIRSTAY Firm Finishing Hairspray

## *what's so special about it?*

- Quick-drying with strong hold, no residue or flaking
- Not sticky
- Spray and be done

## *how do I use it?*

Spray 10-12" (25-30cm) from your final style.

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Acrylates/t-Butylacrylamide Copolymer – provides firm hold
- VP/VA copolymer – supports durability

## *what our stylists say*

"It has a touchable finish with no flaking or residue, perfect for styles to last."

– Sam Burnett

"I love how fast this spray dries. I can spray and be done."

– Robert Mrosek

"The hold with this product is amazing – without looking or feeling like a helmet."

– Simon Miller



**HOLD 5 – SHINE 3**

# HAIRSTAY Anti-Humidity Seal

## *what's so special about it?*

- Acts like an umbrella for the hair
- Shields hair from humidity and frizz for up to 72 hours
- Weightless shine spray

## *how do I use it?*

Spray 10-12" (25-30 cm) from dry hair as a final umbrella for humidity over the style.

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Trisiloxane - provides shine
- Dimethicone - polymer that protects against humidity

## *what our stylists say*

"This also works as a non greasy shine spray."

- Lori Panarello

"I can spray on as the final step before a photoshoot to give natural-looking shine without too much reflection."

- Simon Miller

"I love this on bobs for surface shine and smoothing fly aways."

- Sam Burnett



**HOLD 0 - SHINE 4**

# HAIRSTAY Molding Pomade

## *what's so special about it?*

- 100% grooming, 0% greasiness
- First re-moldable pomade by KMS
- For polished styles with strong hold

## *how do I use it?*

Use in wet or dry hair and mold with your fingers or a comb to create sophisticated sleek looks or touchable street styles.

## *what's in it?*

- Acrylates Copolymer – styling polymer – provides strong hold with a natural, non-sticky hair feel
- Glycerin – moisturizer – for a shiny finish

## *what our stylists say*

"This is the first pomade I've used that's remoldable and can be used for versatile styles."

– Lori Panarello

"I love the hair feel – it's nothing like a classic pomade because it's not greasy or sticky. It's fun playing with it and to create tousled, voluminous styles."

– Sam Burnett

"It gives great shine. I use this for classic, slicked back wet styles or on longer hair for defining."

– Simon Miller



**HOLD 4 – SHINE 5**

# HAIRSTAY Hard Wax

## *what's so special about it?*

- Pliability for textured looks that can be redefined
- Without the typical greasy hair feel of a classic wax
- Dry consistency for a natural finish

## *how do I use it?*

Emulsify a small amount in your palms and work through towel-dried or dry hair.

## *what's in it?*

- Cellulose – natural ingredient – for a texturizing and mattifying effect
- Caprylic/Capric Triglyceride – for a smooth, natural finish

## *what our stylists say*

"Great for natural-looking texture and hold."

- Lori Panarello

"My clients use this product at home to re-define their looks throughout the day."

- Sam Burnett

"This wax provides long-lasting hold without feeling as greasy as other waxes I have used."

- Simon Miller



**HOLD 3 - SHINE 2**

# HAIRPLAY Dry Wax

## *what's so special about it?*

- Lightweight wax for definition
- Let's you create a perfectly undone finish
- Gives flexible hold with dimensional texture

## *how do I use it?*

Shake and spray into dry hair. Scrunch with hands to shape.

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- VP/VA Copolymer – setting polymer
- Rice Powder – provides texture

## *what our stylists say*

"I love to blow dry it into towel-dried hair for added texture and fullness."

– Sam Burnett

"It's a spray wax so really easy to break down and work in the hair."

– Simon Miller

"I love that I can get a more even application because it's a spray."

– Lori Panarello



HOLD 3 – SHINE 0

# HAIRPLAY Playable Texture

## *what's so special about it?*

- Builds natural texture with each application
- Let's you re-work a style anytime you want
- Provides a lasting, pliable finish

## *how do I use it?*

Shake. Spray into dry hair. Use hands to shape

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

Workable re-bonding polymers:

- PEG/PPG 75/25 carbonic acid copolymer
- Ethyl Esters of PVM/MA copolymer

## *what our stylists say*

"It gives heat protection from the blowdryer & hot tools so I can prep, style and finish with it."

- Simon Miller

"It feels natural in the hair, not sticky or heavy."

- Ali Holmes

"I can spray into towel-dried hair and blow dry for more texture with a light airy look that accentuates layers."

- Lori Panarello



HOLD 2 - SHINE 2

# HAIRPLAY Hybrid Claywax

## *what's so special about it?*

- Dries like a clay, molds like a wax
- For re-shapeable styles up to 72 hours
- For a dry matte finish

## *how do I use it?*

Use a small amount and work through dry hair. Use more to build additional grip.

## *what's in it?*

- Beeswax – natural wax – provides high grip and texture
- Diatomaceous Earth – dry touch agent

## *what our stylists say*

"I love how this product takes the best of a matte, dry clay, and still lets my clients re-shape and change their looks."

– Sam Burnett

"I use this on my female clients with longer hair, especially at the roots. It gives great texture and fullness."

– Simon Miller

"My clients love this product. It gives this great hair feel that's not flaky."

– Lori Panarello



**HOLD 4.5 – SHINE 0**



# THERMASHAPE 2-in-1 Spray

FINISH.

## *what's so special about it?*

- Spray for dry hair - styles last up to 72 hours
- Reduces breakage up to 50%
- Gives extra hold and shine and reduces flyaways when used as a finishing spray

## *how do I use it?*

Spray section by section onto dry hair before using hot tools.

Spray on its own as a final step to hold the style.

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Polysilicone-9 - thermopolymer for shaping with hot tools
- Acrylates copolymer - supports durability

## *what our stylists say*

"This is a miracle product! It dries instantly and helps the iron to glide easier down the hair."

- Robert Mrosek

"It reduces potential breakage from hot tools by up to 50%, and I can also reshape by adding more heat."

- Lori Panarello

"It gives naturally bundled waves & curls without too much volume when I use hot tools."

- Sam Burnett

HOLD 3 - SHINE 3

START • STYLE • FINISH  
172g / NET WT. 6.1 OZ.

# TAMEFRIZZ De-Frizz Oil

## *what's so special about it?*

- Smooths hair's surface
- Lightweight, non-greasy formula that absorbs instantly
- Provides frizz and humidity control for up to 3 days

## *how do I use it?*

Apply a few drops to dry hair to smooth and seal the cuticle.

## *what's in it?*

### FLEXIBLE SEALING COMPOUNDS

- Dimethiconol – polymer that protects against humidity
- Cyclopentasiloxane – lightweight with frizz control

## *what our stylists say*

"I use this on wet hair to hide layers and on dry hair to showcase layers."

– Lori Panarello

"It improves the internal hair structure which makes the hair more manageable."

– Simon Miller

"It has heat protection plus controls fly-aways and smoothes damaged ends."

– Sam Burnett



HOLD 0 – SHINE 4



# STYLECOLOR

## *what's so special about it?*

- Allows you to experiment with color without commitment
- Works perfectly with hot tools
- Builds a flexible, ultra-thin film for a movable finish & even results on all base levels

## *how do I use it?*

Shake the can for 6-10 clicks before spraying – this helps to ensure an even application.

Spray approx. 6"/15cm from the head onto dry hair.

For best results use short bursts of STYLECOLOR in a sweeping motion rather than a long direct spray.

Wait until dry, then brush through. Intensity can be increased with the amount of product used.

## *what's in it?*

- Polysilicone-9 - water repellent sealing compound
- Iron Oxides - color giving pigments

## *what our stylists say*

"STYLECOLOR is never too stiff or sticky, it just gives the right amount of hold for the style."

- Simon Miller

"I'm not a colorist but it's great that STYLECOLOR helps me to customize my cuts with color. It's color supporting the hair cut and not the other way around."

- Lori Panarello

"STYLECOLOR allows me to root tint, balayage, accentuate layers and even use for whole head coverage. The possibilities are endless."

- Ali Holmes

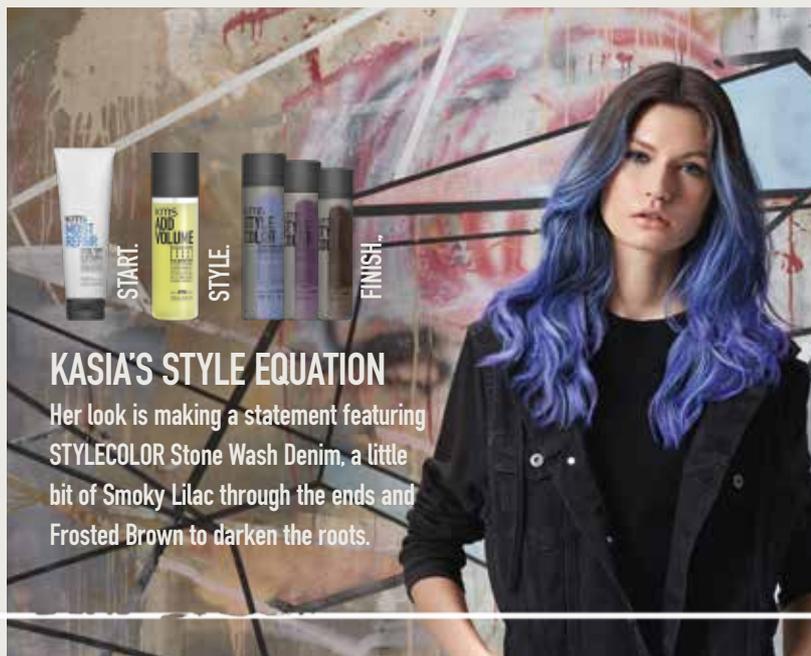
# KMS STYLECOLOR

We created our latest campaign, using new KMS STYLECOLOR – the first temporary spray-on color by KMS. The new on/off spray-on color gives you the chance to change your hair color like you change your clothes. It's easy to apply and easy to remove and it won't come off unexpectedly.



- FLEXIBLE ON/OFF SPRAY-ON COLOR
- INTUITIVE & EASY TO USE
- BROAD VARIETY OF CONTEMPORARY & MODERATE STYLE TONES
- ACCENTUATE & ENHANCE YOUR STYLE
- GUARANTEES EVEN RESULTS ON BOTH DARKER & LIGHTER HAIR TONES
- WASHES OFF EASILY WITH SHAMPOO ONLY

\* Results may vary when used with oil-based products.



## KASIA'S STYLE EQUATION

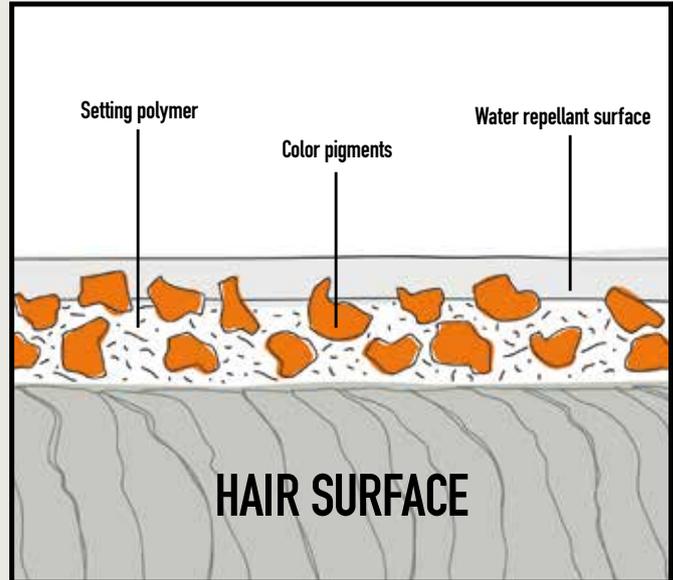
Her look is making a statement featuring STYLECOLOR Stone Wash Denim, a little bit of Smoky Lilac through the ends and Frosted Brown to darken the roots.

# WHY IT'S UNIQUE

STYLECOLOR contains a unique polymer with a blend of pigments that evenly adheres to the hair's surface. This builds a flexible ultra-thin film for a movable finish that leaves the hair touchable and easy to style, which enables you to achieve even results on both lighter and darker hair tones.

STYLECOLOR contains a water repellent surface which means that it can only be removed with shampooing the hair. This also means that there is no color bleed with rain or perspiration.

Performance ensures up to 72h hold and humidity resistance.



# STYLE TONES

The first temporary spray-on color by KMS to accentuate and finish your style with color. Use for contrasts, highlights, root tinting or to try out a shade lighter. STYLECOLOR comes in a variety of matte-metallic contemporary and moderate style tones.

## CONTEMPORAY TONES

- ICED CONCRETE
- STONE WASH DENIM
- SMOKY LILAC
- VINTAGE BLUSH

## MODERATE TONES

- DUSKY BLONDE
- BRUSHED GOLD
- RUSTY COPPER
- RAW MOCHA
- FROSTED BROWN



# ingredients

**ACACIA SEYAL GUM EXTRACT** // natural ingredient with elasticity improving properties

**ACETAMIDE MEA** // humectant and conditioning agent

**ACETIC ACID** // neutralizing agent

**ACETYLATED LANOLIN ALCOHOL** // emulsion stabilizer and conditioning agent

**ACRYLAMIDE/ SODIUM ACRYLOYLDIMETHYLTAURATE COPOLYMER** // non softening thickening agent

**ACRYLATES/T-BUTYLACRYLAMIDE COPOLYMER** // high shine setting polymer

**ACRYLATES COPOLYMER** // provides consistency for stabilizing Zinc Pyrithione, setting polymer

**ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER** // thickener to form jelly consistency

**ACRYLATES/OCTYLACRYLAMIDE COPOLYMER** // polymeric hair setting agent

**ACRYLATES/PALMETH-25 ACRYLATE COPOLYMER** // rheology modifier

**ACRYLIC ACID /STEARYL ACRYLATE COPOLYMER** // setting polymer

**ACRYLIC ACID/VP CROSSPOLYMER** // thickener

**ALCOHOL DENAT.** // penetration enhancer / solvent

**ALOE BARBADENSIS LEAF EXTRACT** // moisturizer, to maintain and keep the moisture balance

**ALPHA-ISOMETHYL IONONE** // fragrance ingredient

**AMINOMETHYL PROPANOL** // used as neutralizing agent for setting polymers

**AMINOPROPYL PHENYL TRIMETHICONE** // shine and conditioning agent

**AMMONIUM HYDROXIDE** // neutralizing agent

**AMODIMETHICONE** // cationic silicone for smoothness and softness

**ANISE ALCOHOL** // fragrance ingredient

**BEESWAX/CERA ALBA/CIRE**

**D'ABELLE** // a naturally derived beeswax adds hold and shine to hair

**BEHENAMIDOPROPYL DIMETHYLALAMINE** // cationic conditioning ingredient

**BEHENTRIMONIUM CHLORIDE** // cuticle conditioning agent surface acting

**BEHENTRIMONIUM METHOSULFATE** // cationic conditioning ingredient with softening properties

**BENZOIC ACID** // preservative

**BENZOPHENONE-3** // oil soluble UV filter

**BENZOPHENONE-4** // water soluble UV filter

**BENZYL ALCOHOL** // solvent

**BENZYL BENZOATE** // fragrance ingredient

**BENZYL CINNAMATE** // fragrance ingredient

**BENZYL SALICYLATE** // fragrance ingredient

**BHT** // anti-oxidant

**BIS-DIGLYCERYL POLYACYLADIPATE-2** // emollient adds texture and smoothness

**BIS-ISOBUTYL PEG/PPG-20/35 AMODIMETHICONE COPOLYMER** // cationic silicone for smoothness and softness

**BISMUTH OXYCHLORIDE/CI 77163** // color giving pigment

**BLUE 1 / C.I. 42090** // a dye used to color formulations

**BUTANE** // propellant

**BUTYL STEARATE** // emollient

**BUTYLATED PVP** // polymeric hair setting agent

**BUTYLENE GLYCOL** // solvent

**BUTYLPHENYL METHYLPROPIONAL** // fragrance ingredient

**CI1-15 PARETH-9** // Surfactant, emulsifying agents

**C 12-13 PARETH-23** // emulsifier for silicone microemulsion

**C 12-13 PARETH-3** // emulsifier for silicone microemulsion

**C-13-14 ISOPARAFFIN** // emollient

**CALCIUM SULFATE** // thickening agent

**CAPRYLIC/CAPRIC TRIGLYCERIDE**

// emollient, smoothing agent

**CAPRYLYL GLYCOL** // Solvent

**CAPRYLYL METHICONE** // supports spreading of active ingredients

**CARBOMER** // thickener to form clear gels

**CELLULOSE** // bulking agent, texturizing and mattifying agent

**CETEARETH-20** // emulsifier

**CETEARETH-25** // emulsifier

**CETEARETH-3** // emulsifier

**CETEATRIMONIUM CHLORIDE** // conditioning ingredient

**CETEARYL ALCOHOL** // fatty alcohol, emollient and emulsion stabilizer

**CETETH-20 PHOSPHATE** // emulsifier

**CETRIMONIUM CHLORIDE** //conditioning and anti-static agent

**CETYL ACETATE** // emollient

**CETYL ALCOHOL** // fatty alcohol, emollient, emulsion stabilizer

**CETYL ETHYLHEXANONATE** // lubricant for smoothing hair surface

**CETYL PEG/PPG-10/1 DIMETHICONE** // conditioning agent improves wet and dry combing

**CHAMOMILLA RECUTITA (MATRICARIA) FLOWER EXTRACT/ CHAMOMILLA RECUTITA** // natural ingredient with soothing and calming properties

**CHITOSAN** // cationic film former adding body and condition and repairs split ends

**CINNAMAL** // fragrance ingredient

**CINNAMOMUM ZEYLANICUM BARK EXTRACT** // natural ingredient with astringent properties to maintain volume

**CINNAMYL ALCOHOL** // fragrance ingredient

**CITRAL** // fragrance ingredient

**CITRIC ACID** // used to adjust pH

**CITRONELLOL** // fragrance ingredient

**CITRUS AURANTIUM DULCIS (ORANGE) FLOWER EXTRACT** // natural ingredient that assists in strengthening curls

**COGAMIDOPROPYL BETAINE** // surfactant supports the flash foam

**COCO-GLUCOSIDE** // surfactant with a synergistic effect of providing mildness

**COPERNICIA CERIFERA (CARNAUBA) WAX/COPERNICIA CERIFERA CERA/ CIRE DE CARNAUBA** // naturally derived from the leaves of the Copernicia tree found in Brazil. High melting wax for hold and texture

**CORN STARCH MODIFIED** // film former and hair fixative

**COUMARIN** // fragrance ingredient

**CROSCARMELOSSE** // stabilizer

**CYCLOPENTASILOXANE** // a light conditioning ingredient

**DECYLENE GLYCOL** // preservative booster

**DIATOMACEOUS EARTH/SOLUM DIATOMAE/TERRER DE DIATOMEEA** // bulking agent, dry touch agent

**DIAZOLIDINYL UREA** // preservative

**DI-C12-15 ALKYL DIMONIUM CHLORIDE** // lightweight cationic conditioning agent

**DICAPRYLYL CARBONATE** // emollient

**DICETYL PHOSPHATE** // emulsifier

**DIETHYLHEXYL CARBONATE** // improves spreadability of oils

**DIMETHICONE** // conditioning agent providing a smooth, silky feel to the hair

**DIMETHICONE CROSSPOLYMER** // consistency regulator

**DIMETHICONOL** // assists in conditioning hair and provides natural shine

**DIMETHYL ACRYLAMIDE/ HYDROXYETHYL ACRYLATE/ METHOXETHYL ACRYLATE COPOLYMER** // plasticizer

**DIMETHYL ETHER** // propellant

**DIPROPYLENE GLYCOL** // solvent

**DISODIUM DISTYRYLBIPHENYL DISULFONATE** // optical brightener brings out blonde at its best, keeps blonde hair fresh and shiny especially in sunlight

**DISODIUM EDTA** // chelating agent helps remove build up of hard water, minerals, and chlorine

**DISODIUM LAURYL SULFOSUCCINATE** // mild surfactant

**DISODIUM PEG-5 LAURYL CITRATE SULFO-SUCCINATE** // extra mild surfactant used in sensitive shampoo

**DIVINYLDIMETHICONE/ DIMETHICONE COPOLYMER** // conditioning agent providing a smooth and silky feel to the hair

**DMDM HYDANTOIN** // preservative

**EQUISETUM ARVENSE (HORSETAIL) EXTRACT / EQUISETUM ARVENSE** // natural ingredient with scalp balancing properties

**ETHYL ESTER OF HYDROLYZED SILK** // naturally derived silk for conditioning and shine and silky feel

**ETHYL ESTER OF PVM/MA COPOLYMER** // setting polymer

**ETHYLHEXYL HYDROXYSTEARATE** // emollient

**ETHYLHEXYL METHOXYCINNAMATE** // UV filter

**ETHYLHEXYL PALMITATE** // used as an emollient with a light non-greasy feel

**ETHYLHEXYLGLYCERIN** // preservative booster

**ETHYLPARABEN** // preservative

**EUCALYPTUS GLOBULUS LEAF EXTRACT** // natural ingredient astringent maintaining the natural volume

**EUGENOL** // fragrance ingredient

**EXT. VIOLET 2/C.I. 60730** // a dye used to color formulations

**FARNESOL** // fragrance ingredient

**FRAGRANCE / PARFUM** // unique scent

# ingredients

FRUCTOSE // humectant

GERANIOL // fragrance ingredient

GLUCOMANNAN // thickener

GLUCOSE // sugar with humectant properties

GLYCERIN // maintains and corrects the moisture balance in the hair

GLYCERYL OLEATE // rebalances the scalp, solubilizer

GLYCERYL STEARATE // emulsifier that gives product its slippery texture, provides smoothness and condition to the hair

GLYCINE // conditioning agent

GLYCINE SOJA (SOYBEAN) OIL/  
GLYCINE SOJA // naturally derived lubricant

GLYCOL DISTEARATE // pearling agent in shampoos

GLYCOLIC ACID // adjusts pH

GLYOXYL GLYCINE // anti-frizz ingredient

GLYOXYLIC ACID // eliminates residues left behind from a chemical service

GREEN 3/C.I. 42053 // a dye used to color formulations

GREEN 5/C.I. 61570 // a dye used to color formulations

GUAR  
HYDROXYPROPYLTRIMONIUM  
CHLORIDE // conditioning substance

HC BLUE NO.12 // cationic dye with anti-yellow effect

HEXYL CINNAMAL // fragrance ingredient

HUMULUS LUPULUS (HOPS)  
EXTRACT/HUMULUS LUPULUS  
EXTRACT // natural ingredient with scalp balancing properties

HYDROFLUOROCARBON 152A // propellant

HYDROGENATED POLYDECENE // hair conditioning agent, thickener

HYDROXYCITRONELLAL // fragrance ingredient

HYDROLYZED WHEAT PROTEIN // Protein for heat protection

HYDROXYETHYLCELLULOSE // naturally derived from cellulose, thickener adding volume

HYDROXYPROPYL GUAR  
HYDROXYPROPYLTRIMONIUM  
CHLORIDE // cationic conditioner

HYDROXYPROPYL STARCH  
PHOSPHATE // bulking agent

HYDROXYPROPYLTRIMONIUM  
HYDROLYZED CORN STARCH // naturally derived from maize to support curl retention

INOSITOL // humectant

IRON OXIDES / CI 77491 // color giving pigment

IRON OXIDES / CI 77492 // color giving pigment

IRON OXIDES / CI 77499 // color giving pigment

ISOBUTANE // propellant

ISOCETETH-20 // an emulsifying agent to keep water and oil in suspension

ISODODECANE // solvent

ISOEUGENOL // fragrance ingredient

ISOPENTANE // propellant

ISOPROPYL ALCOHOL // solvent

ISOPROPYL MYRISTATE // conditioning oil for softening hair and adding shine

ISOPROPYL PALMITATE // conditioning oil for softening hair and adding shine

ISOQUERCETIN // naturally derived flavonoid with antioxidative effect

LACTIC ACID // active ingredient to refill the hair providing shine, elasticity and moisture

LANOLIN ACID // base ingredient for 10-MEA reconstruction

LANOLIN ALCOHOL // fatty alcohol providing conditioning

LANOLIN OIL // naturally derived emollient

LANOLIN WAX/LANOLIN CERA/  
CIRE DE LANOLINE // conditioning and a viscosity-increasing agent

LAURETH-2 // foaming agent for mousses that improves product spreadability during application

LAURETH-23 // foaming agent in mousses that improves product spreadability during application

LAURETH-4 // foaming agent for mousses that improves product spreadability during application

LAURYL PYRROLIDONE // conditioning agent

LAURYL GLUCOSIDE // emulsifier

LAVANDULA ANGUSTIFOLIA  
(LAVENDER) FLOWER EXTRACT/  
LAVANDULA ANGUSTIFOLIA // natural ingredient which is calming to the scalp

LECITHIN // provides deep care for intense conditioning and shine

LIMONENE // fragrance ingredient

LINALOOL // fragrance ingredient

MAGNESIUM SULFATE // rich source of magnesium ions for hair strength, grip and texturizing

MALIC ACID // active ingredient to refill the hair providing shine and elasticity

MELISSA OFFICINALIS (BALM)  
EXTRACT/MELISSA OFFICINALIS // natural ingredient with scalp balancing properties

MENTHA AQUATICA EXTRACT // natural ingredient with refreshing and cooling properties

MENTHA PIPERITA (PEPPERMINT)  
LEAF EXTRACT // natural ingredient which is an antioxidant, protects against the UV rays and has anti-itching properties

MENTHA PIPERITA (PEPPERMINT)  
OIL/MENTHA PIPERITA // natural ingredient which is an antioxidant, protects against the UV rays and has anti-itching properties

METHYLAL // solvent

METHYLPARABEN // preservative

MICA // color additive

MICROCRYSTALLINE WAX/CERA  
MICROCRISTALLINA/CIRE  
MICROCRISTALLINE // stabilizes wax formulas and adds hold and setting

MINERAL OIL/PARAFFINUM  
LIQUIDUM/HUILE MINÉRALE // surface smoothing oil shine enhancer

MYRISTIC ACID // conditioning agent

MYRISTYL ALCOHOL // fatty alcohol for conditioning

NIACINAMIDE // humectant

OCIMUM BASILICUM (BASIL) LEAF  
EXTRACT // natural ingredient with antioxidant properties to prevent further damage and maintain sheen

OCTYLACRYLAMIDE/ACRYLATES/  
BUTYLAMINOETHYL  
METHACRYLATE COPOLYMER // hair setting agent

OLETH-20 // emollient

OLEYL ACETATE // emollient

ORANGE 4/C.I. 15510 // a dye used to color formulations

ORBIGNYA OLEIFERA (BABASSU)  
SEED OIL // natural ingredient with smoothing effect

ORYZA SATIVA (RICE) STARCH // natural ingredient to bind excessive oil and provide grip

OZOKERITE // emulsion stabilizer and viscosity increasing agent

PALMITAMIDOPROPYLTRIMONIUM  
CHLORIDE // cationic conditioning agent

PALMITIC ACID // fatty acid for cuticle conditioning and smoothness

PANTHENOL // moisturizer

PARAFFIN // thickener for wax products

PCA // humectant

PEG/PPG-14/4 DIMETHICONE // conditioning agent improving wet and dry combing

PEG/PPG-18/18 DIMETHICONE // conditioning agent with emulsifying properties

PEG/PPG-75/25 CARBONIC ACID  
COPOLYMER // restylable polymer

PEG/PPG 2000/200 COPOLYMER // restyleable polymer

PEG-100 STEARATE // surfactant

PEG-18 GLYCERYL OLEATE/  
COCOATE // refatting agent to rebalance the scalp

PEG-3 DISTEARATE // pearly agent in shampoo

PEG-32 // binder, humectant and solvent

PEG-40 CASTOR OIL // emulsifying agent which conditions hair

PEG-7 GLYCERYL COCOATE // emulsifier, emollient

PEG-8 BEESWAX // emulsifier

PEG-40 HYDROGENATED CASTOR  
OIL // solubilizer

PEG-45M // emulsion stabilizer

PEG-60 ALMOND GLYCERIDES // emulsifier and conditioner derived from almond oil

PEG-60 HYDROGENATED CASTOR  
OIL // solubilizer

PEG-8 // humectant

PEG-90 GLYCERYL ISOSTEARATE // texturizing ingredient

PENTANE // propellant

PERSEA GRATISSIMA (AVOCADO)  
OIL // natural avocado oil for moisture balance

# ingredients

**PETROLATUM** // hair conditioning agent and shine enhancer

**PHENOXYETHANOL** // preservative booster

**PHENYL TRIMETHICONE** // shine ingredient and conditioning agent

**PHENYLPROPANOL** // preservative booster

**PIPER NIGRUM (BLACK PEPPER) SEED EXTRACT** // natural ingredient that assists in protecting against environmental influences

**POLYGLYCERIN-3** // humectant and conditioning agent

**POLYGLYCERYL-3 DISTEARATE** // conditioning and smoothing agent

**POLYQUATERNIUM-10** // wide range of cationic polymers providing light to medium weight conditioning

**POLYQUATERNIUM-11** // cationic polymer for conditioning in wet and natural hold in dry hair

**POLYQUATERNIUM-37** // creates formulation base provides natural volume

**POLYQUATERNIUM-4** // provides wet combability, volume and hold

**POLYQUATERNIUM-53** // cationic polymer for conditioning in wet

**POLYQUATERNIUM-6** // cationic polymer for conditioning in wet

**POLYQUATERNIUM-68** // polymer that provides durable styles

**POLYQUATERNIUM-69** // humidity resistant polymer

**POLYQUATERNIUM-7** // cationic polymer for conditioning and smoothness

**POLYSILICONE-9** // thermo polymer for heat styles

**POLYSORBATE 20** // a solubilizer, nonionic wetting agent

**POLYSORBATE 60** // stabilizer in the spheres

**POLYSORBATE 80** // emulsifier

**POTASSIUM CETYL PHOSPHATE** // emulsifier

**POTASSIUM SORBATE** // preservative

**PPG-12 DIMETHICONE** // conditioning ingredient

**PPG-2 HYDROXYETHYL COCAMIDE** // emulsifier

**PPG-3 MYRISTYL ETHER** // conditioning ingredient

**PPG-10 SORBITOL** // setting agent

**PPG-9** // viscosity controlling agent

**PROPANE** // propellant

**PROPYLENE GLYCOL** // humectant penetration enhancer, enables active ingredients to penetrate into the hair

**PROPYLPARABEN** // preservative

**PUNICA GRANATUM EXTRACT** // a natural ingredient with astringent properties

**PVM/MA DECADIENE CROSSPOLYMER** // film former and thickener

**PVP** // setting polymer

**PYRUVIC ACID** // ingredient stabilizer

**QUATERNIUM-80** // light conditioner

**RED 33/C.I. 17200** // a dye used to color formulations

**RED 4/C.I. 14700** // a dye used to color formulations

**RED 40/C.I. 16035** // a dye used to color formulations

**RHEUM PALMATUM (RHUBARB) ROOT EXTRACT** // natural ingredient which assists in keeping blonde hair bright

**RHODIOLA ROSEA ROOT EXTRACT** // natural ingredient that protects against thermal stress

**ROSMARINUS OFFICINALIS (ROSEMARY) EXTRACT/ ROSMARINUS OFFICINALIS** // natural ingredient with soothing and calming properties

**SALVIA OFFICINALIS (SAGE) EXTRACT/ SALVIA OFFICINALIS** // natural ingredient with scalp balancing properties

**SEA SALT / MARIS SAL / SEL MARIN** // naturally derived ingredient for volume and texture

**SESAMUM INDICUM (SESAME) SEED OIL / SESAMUM INDICUM** // natural ingredient emollient

**SILICA** // powder for non-greasy touch

**SILICONE QUATERNIUM-18** // silicone for improved color retention

**SILICONE QUATERNIUM-22** // conditioning ingredient

**SODIUM ACETATE** // stabilizing salt

**SODIUM BENZOATE** // preservative

**SODIUM CHLORIDE** // viscosity controlling agent

**SODIUM COCOAMPHOACETATE** // surfactant with a synergistic effect of providing mildness

**SODIUM COCOYL GLUTAMATE** // mild surfactant providing creamy foam

**SODIUM HYDROXIDE** // pH regulating agent

**SODIUM LACTATE** // humectant

**SODIUM LANETH-40 MALEATE/ STYRENE SULFONATE COPOLYMER** // naturally derived heat protection ingredient

**SODIUM LAURETH SULFATE** // anionic surfactant offering good cleansing, creates a high amount of foam

**SODIUM LAUROYL SARCO SINATE** // mild surfactant providing foam

**SODIUM NAPHTHALENESULFONATE** // stabilizer

**SODIUM PCA** // humectant

**SODIUM POLYACRYLOYLDIMETHYL TAURATE** // thickening agent

**SODIUM STEARATE** // emulsifier

**SORBIC ACID** // preservative

**SORBITAN OLEATE** // emulsifying agent

**SORBITOL** // volume giving moisturizer

**STEARAMIDOPROPYL DIMETHYLAMINE** // quaternary agent for care

**STEARETH-21** // surfactant and emulsifying agent

**STEARIC ACID** // fatty acid for cuticle conditioning and smoothness

**STEAROXYPROPYL DIMETHYLAMINE** // hair conditioning ingredient

**STEARTRIMONIUM CHLORIDE** // cationic hair conditioning ingredient

**STEARYL ACETATE** // emollient

**STEARYL ALCOHOL** // hair conditioning ingredient

**STYRENE/VP COPOLYMER** // opacifier

**SYRINGA VULGARIS (LILAC) EXTRACT/SYRINGA VULGARIS EXTRACT** // natural ingredient with calming properties

**TARTARIC ACID** // adjusts pH

**TETRASODIUM EDTA** // a chelating agent helps remove product build up, hard water, minerals and chlorine

**TETRASODIUM GLUTAMATE DIACETATE** // chelating agent helps remove build up from hard water and minerals

**TITANIUM DIOXIDE / CI 77891** // color additive

**TOCOPHERYL ACETATE** // antioxidant to protect hair color

**TRIDECETH-3** // emulsifier for silicone emulsion

**TRIDECETH-10** // conditioning agent

**TRIDECETH-12** // part of a cationic silicone emulsion for smoothness and softness

**TRIDECETH-6** // conditioning ingredient

**TRIDECETH-9** // conditioning agent

**TRIDECETH-15** // emulsifier for silicone emulsion

**TRIETHYL CITRATE** // plasticizer

**TRILAURETH-4 PHOSPHATE** // emulsifier/TRISILOXANE // conditioning agent providing a soft, silky feel and shine

**TRITICUM VULGARE (WHEAT) FLOUR LIPIDS/TRITICUM VULGARE** // natural wheat lipid for moisture

**ULTRAMARINES/CI 77007** // color giving pigment

**UREA** // moisturizer

**URTICA DIOICA (NETTLE) EXTRACT/URTICA DIOICA** // natural ingredient with scalp balancing properties

**VA/CROTONATES/VINYL NEODECANOATE COPOLYMER** // setting polymer

**VANILLA PLANIFOLIA FRUIT EXTRACT/ VANILLA PLANIFOLIA** // natural ingredient with conditioning properties

**VINYL CAPROLACTAM/VP/ DIMETHYLAMINOETHYL METHACRYLATE COPOLYMER** // polymeric hair setting agent

**VITIS VINIFERA (GRAPE) SEED OIL/ VITIS VINIFERA SEED OIL** // natural ingredient which is a free radical scavenger

**VP/VA COPOLYMER** // water soluble polymer for hairstyling products to give body, manageability and hold

**YELLOW 5/C.I. 19140** // a dye used to color formulations

**ZINC PYRITHIONE** // anti-dandruff ingredient

**ZINGIBER OFFICINALE (GINGER) ROOT EXTRACT/ ZINGIBER OFFICINALE ROOT EXTRACT** // natural ingredient with antioxidant properties to protect hair color

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KMS is part of Kao Salon Division.



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