

PAI-SHAU BIPHASIC INFUSION

Lighter than light, **Pai-Shau Biphasic Infusion** redefines the weightless category. The groundbreaking all-in-one primer is powered by an innovative dual-phase delivery system and a potent, concentrated blend of proprietary teas, giving strands extreme hydration, strength and shine.



TRUSS PROFESSIONAL 8 X POWDER

It's easier than ever to kick up clients' color while maintaining integrity, vibrancy and quality. Featuring a bond-building, damage-minimizing, plant-derived complex, **Truss Professional 8 X Powder** features a unique formula that allows for improved application and spreadability, accelerates lifting and supports precise color results. Consider this a must-have in any color arsenal.



LABEL.M DIAMOND DUST CONDITIONER

Diamonds have always been a girl's best friend, and now **label.m** has captured that essence by combining white and black diamond microfine dust in its **Diamond Dust** collection. The shampoo and conditioner remove toxins and buildup from the scalp, while the body lotion imparts a refractive-inspired shine.



MALIBU C DIRECT DYE LIFTER

Finally, someone has come up with a way to remove direct dyes without compromising the integrity of your client's hair. It's called **Direct Dye Lifter** (you can call it **DDL**), and it's from **Malibu C**. The creamy, non-drip formula can be used with or without developer and not only removes unwanted direct dyes—perfect for clients who thought seafoam green was a good color for them—but can also be used to create special effects.



PAUL MITCHELL NEURO GRIP ERGONOMIC DRYER

Look Ma, no handle. That's the idea behind the new **Neuro Grip Ergonomic Dryer** from **Paul Mitchell**. The design was inspired by the way hairdressers grip their blow dryers when they want ultimate comfort and control. Better yet, it only weighs a pound.



OUR INDUSTRY RUNS ON INNOVATION