



Many Textures, One Solution

PRODUCT CATALOG

2018



DEMI PERMANENT COLORS

More on pg 19.



CONTENTS

Go Natural	06 - 07
Foundations: Cleanse	08 - 09
Foundations: Conditioners & Treatments	10 - 11
Create: Sleek & Straight	12 - 13
Create: Curls & Waves	14
Tame: Form	15
Tame: Shine & Volume	16
Create: Fearless Color	17 - 19

PIGMENT COLORS

More on pg 17.



Dedicated to creativity, committed to innovation, intent on fearless styling, and delivering premium products and services for hair care industry professionals.

THIS IS OUR MANTRA.

We are the edge, the trend setting. We exist in a perpetual state of innovation. We are for professionals by professionals.

We are experts. We pride ourselves on our knowledge of the hair care industry. We are salon exclusive and will never be found on the mundane shelves of beauty supply stores.

Our products bear the distinctive Influence brand as a badge of honor and a beacon for those who seek the elite in the industry.

OLIVE OIL RELAXER

More on pg 19.



GO NATURAL. It's Natural Collection.

Love texture? Embrace It.

8oz **Rosemary Shampoo**
32oz Infused with white willow bark to exfoliate and
GAL stimulate the scalp. pH balanced to preserve
 elasticity. Weightless cleansing for all hair types.

8oz **Rosemary Conditioner**
32oz Instantly detangles and softens hair for
64oz greater manageability. No Sulfates. No Harsh
 Salts. Weightless for all hair types. Adds shine,
 and prevents split ends. Alcohol-free. Avocado oil.
 Coconut oil. Argan oil

4oz **Rosemary Stimulating Spray w/ Lemongrass**
8oz This powerful Dual action Leave-in treatment or pre
 shampoo is designed to Relieve dry, itchy scalp and
 control dandruff. This antiseptic is excellent for the
 scalp and skin.

1oz **Rosemary Scalp Therapy**
4oz A therapeutic, soothing blend of natural ingredients
 to stimulate, invigorate the scalp, prevent itching
 and dryness and promote healthy hair. No
 petrolatum or mineral oil.

1oz **Honey Almond Control Paste (not pictured)**
4oz This thick, opaque paste provides strong, pliable
 hold and a subtle gloss ideal for shorter to medium
 length hair styles. Use for non-tacky, flexible,
 humidity resistant all day hold and conditioning,
 vitality and resiliency.

8oz **Honey Almond Shampoo**
32oz This sulfate-free shampoo detangles and softens hair
GAL for greater manageability. Superior penetration for
 deep moisturizing and strengthening. Formulated
 with an exclusive Anti-fade system for color
 retention.

8oz **Honey Almond Conditioner**
32oz Instantly detangles and softens hair for greater
64oz manageability. Superior penetration for deep
 moisturizing and strengthening. Enriched with
 Argan oil, jojoba oil, avocado oil

4oz **Honey Almond Leave-In Conditioner**
8oz This amazing leave in treatment seals and nourishes
 the hair for incredible smoothness and shine.
 Weak and damaged hair will experience improved
 strength and vitality.

8oz **Honey Styling Foam**
32oz Adds shine and creates silkiness. Enhances Natural
GAL Body and bounce. Proprietary blend of highly
 potent natural conditioning/Detangling agents.

4oz **Natural Oil (not pictured)**
16oz Enhance your hair's natural moisture and restore
 vital nutrients with this superior formula. Use this
 light oil as a daily hair dressing or use as a hot
 oil treatment for maximum hydration. Infused with
 Argan Oil.

4oz **Twist & Lock Gel**
16oz For a defined look that lasts, use this nurturing formula
 to seal in moisture and add a brilliant sheen. Refresh or
 maintain your locks and twists with this natural recipe
 that conditions and moisturizes with a superior hold.

8oz **Moisture Lock w/ Shea Butter (not pictured)**
16oz This signature blend of olive oil, soybean oil, cocoa
 butter, jojoba oil and shea butter makes up this
 moisture-rich lotion that conditions and protects.

4oz **Organic Complex (not pictured)**
16oz Indulge in this organic scalp therapy specially formu-
 lated to replenish moisture and natural oils to promote
 hair growth, body and sheen.

4oz **Growth Creme (not pictured)**
16oz Rejuvenate and strengthen thinning, slow growing hair
 with this cutting edge blend of essential oils, herbal
 nutrients, vitamins and moisturizers.

4oz **Organic Styling Gel (not pictured)**
16oz This alcohol-free gel not only adds body and sheen, it
 delivers a pliable yet long lasting hold. This non-flaky
 formula is enriched with nature's own botanical extracts
 to moisturize, condition, and eliminate dryness with no
 build up.

8oz **It's Natural Organic Shampoo**
32oz Embrace your natural texture with this luxurious, sulfate-
GAL free shampoo made from nature's own ingredients to
 cleanse, soften and detangle. This special formula revital-
 izes dry, chemically compromised and color-treated hair.

8oz It's Natural Organic Conditioner

32oz Enjoy the unique conditioning experience of natural ingredients to keep your hair radiant, soft and silky. The best organic extracts combine to penetrate deep into hair fibers delivering rich, long-lasting moisture and protecting your hair and cuticles from damage.

4oz Super Hold Glaze Edges w/ Coconut Milk

Get a smooth super hold that leaves the edges feeling and looking firmer, stronger and healthier with plenty of sheen. Tame those fly-aways with this non-greasy, non-sticky formula for a polished look.

4oz Coconut Oil Curl Defining Cream

16oz Get your curls under control with this Alcohol-free, Moisture rich, lightweight humidity resistant curling cream that adds separation and beautiful definition to curly hair. Provides flexible long lasting hold and outstanding curl retention even at high humidity levels while adding shine and detail.

8oz Coconut Milk Shampoo/Sulfate-free

32oz Our sulfate-free Coconut Milk Shampoo **GAL** instantly softens strengthens and detangles. This multifunctional shampoo is formulated with an exclusive anti-fade system for color retention and helps to protect hair from loss of protein. This lightweight shampoo will leave the hair with plenty body, volume and shine by replenishing hair fibers and promoting hair growth.

8oz Coconut Milk Conditioner

32oz This light weight multifunctional conditioner instantly penetrates, strengthens, softens and detangles. **64oz** This unique conditioner has an exclusive anti color fade system for color retention. It fortifies hair fibers with proteins, iron and oils and adds shine while preventing split ends.

8oz Coconut Milk Styling Foam

32oz This humidity resistant formula is lightweight and instantly detangles with no build up. This **GAL** firm foam builds hair to amazing volume and shine with impressive staying power, for a firmer hold. Protects your hair against thermal styling while leaving hair manageable and weightless. This fast-drying foam is excellent for wraps, waves & wet styles.

Coconut Milk Leave-In Conditioner

8oz Specially formulated to harness the moisturizing and nourishing properties of pure natural coconut milk. Designed to protect hair both inside and out. Weightless, for all hair types. **32oz**





FOUNDATIONS. Cleanse

Just Need the basics? Find your perfect combination.

QUICK REFERENCE		DEEP CLEANSING	MOISTURIZING	HYDRATING	SPARKLING LIGHTS
HAIR TYPE	Dry		✓	✓	
	Normal	✓	✓	✓	
	Oily	✓		✓	
	Dandruff				
	Chlorine/Residual Buildup	✓			
	Color Treated		✓	✓	
	Fine	✓		✓	
	Medium	✓	✓	✓	
	Coarse/Wavy	✓	✓	✓	
	Natural				
	Gray				✓

8oz **Deep Cleansing Shampoo**
32oz Effectively remove residual buildup, chlorine and environmental pollutants with this clarifying shampoo. Its gentle formula thoroughly cleanses without stripping away natural oils.
GAL

8oz **Moisturizing Shampoo**
32oz Restore, rebalance and retain optimum moisture for your hair and scalp with this nourishing shampoo. This moisturizing shampoo is formulated with natural extracts and botanical ingredients.
GAL

8oz **Hydrating Shampoo**
32oz Excellent moisture binding qualities relieve dry scalp with every shampoo. Silk and wheat proteins combine with jojoba oil to restore brittle and damaged hair to a healthy state.
GAL

32oz **Sparkling Lights Shampoo**
Cleanse, moisturize and brighten your highlighted or gray hair with this unique shampoo created from an exceptional blend of botanical extracts. It renews and refreshes faded highlights, tones down brassiness on blonde or gray hair, and removes dull, yellow casts from gray or white hair.

8oz **Scalp & Skin Antiseptic**
32oz Relieve dry, itchy scalp and control dandruff with this pre-shampoo treatment. It removes odor-causing bacteria, excess oils and helps control dandruff. Because of the skin conditioning properties found in eucalyptus oil, our Antiseptic is safe for skin to sooth minor discomfort.
GAL

Benefits: Controls Dandruff / Soothes Skin Discomfort



FOUNDATIONS. Conditioners & Treatments

Just Need the basics? Find your perfect combination.

QUICK REFERENCE		PROPLEX	MULTIPLEX	MOISTURIZING with SHEA BUTTER	HYDRATING
HAIR TYPE	Process Time	15 min	5-8 min	5-8 min	3-5 min
	Breakage/Damage	✓	✓		
	Over-Processed	✓	✓		
	Dry		✓	✓	✓
	Itchy Scalp				
	Brittle		✓	✓	
	Lifeless Hair		✓	✓	
	Porous	✓	✓		
	Poor Elasticity		✓		
	Frizziness			✓	✓
	Split Ends		✓	✓	✓
	Color Treated		✓		

16oz Proplex Reconstructor

Revive lifeless or severely damaged hair with this high-impact hair treatment. Concentrated with proteins and amino acids, this unique formulation works from the inside out to restore, repair and protect.

8oz Multiplex Conditioner

32oz Restore your hair to its natural beauty with this nutrient-rich, multifunctional conditioner. Use after relaxer application to replenish natural oils lost during chemical processing. 64oz Revitalize brittle and damaged hair.

8oz Moisturizing Conditioner with Shea Butter

32oz Restore moisture balance and elasticity lost from chemicals and thermal styling with a fusion of natural botanicals, proteins and essential oils. This deep penetrating conditioner adds volume, 64oz detangles and strengthens as it softens.

8oz Hydrating Conditioner

32oz Natural botanicals in this light-weight conditioner rejuvenate, strengthen and nourish. It's unique formulation penetrates 64oz quickly and helps correct and prevent moisture loss from chemical processes and thermal styling.



CREATE. Sleek & Straight

Love drama? Change your look.

QUICK REFERENCE	SHEA BUTTER REGULAR	SENSITIVE SCALP MILD	SENSITIVE SCALP REGULAR	SENSITIVE SCALP SUPER	OLIVE OIL RELAXER MILD	OLIVE OIL RELAXER REGULAR
Process Time	15 min	15 min	20 min	25 min	15 min	20 min
Dry	✓	✓	✓	✓	✓	✓
Normal	✓	✓	✓	✓	✓	✓
Oily		✓	✓	✓	✓	✓
Color Treated		✓			✓	
Fine		✓			✓	
Medium	✓		✓			✓
Coarse/Wavy				✓		✓

4lb 12oz 32oz

Olive Oil Infused Conditioning Relaxer

The natural moisturizing, regenerating and softening properties aid this relaxer in conditioning the hair from start to finish.

4lb 8lb

Shea Butter Relaxer

This relaxer avoids scalp irritation with a special buffer of African Shea Butter. It protects the hair structure while the bonds are being loosened.

12 pack

Sensitive Scalp Relaxer

Designed for children and individuals with a sensitive scalp or color-treated hair, this innovative system protects and conditions.

12oz 32oz

Squeezable Conditioning Base

Specially made to condition and soothe during chemical applications, this lanolin-free formula acts as a protective barrier against irritation.

32oz

Conditioning Base (Jar)

Specially formulated to condition and soothe during chemical applications, Conditioning Base acts as a protective barrier against irritation and discomfort.

QUICK REFERENCE	Conditioning BASE	PRE-CHEMICAL TREATMENT	POST CHEMICAL INFUSER
Process Time			2-5 min
Hair Types	All Hair Types	All Hair Types	All Hair Types

16oz 32oz

Pre-Chemical Treatment

Defend against over processing and even out the porosity of your hair with this water-soluble Pre-Chemical Treatment.

32oz 64oz

Post Chemical Infuser

Replenish essential conditioners and moisturizers after chemical processing with this unique formulation. This conditioner injects vital nutrients that lubricate the hair shaft, restore moisture balance, and leave your hair with a radiant shine.

32oz 64oz

Neutralizing Shampoo

This specially formulated shampoo has a color indicator to make certain all relaxer residue has been removed from the hair. The added pH regulator ensures freshly relaxed hair is thoroughly neutralized, while retaining its natural oils.

CREATE. Curls & Waves

Love drama? Change your look.



16oz Conditioning Booster (not pictured)

Enriched with moisturizers and emollients to alleviate dryness during the process of the perm, this professional strength booster leaves hair silky and shiny. Its low thio formula is designed to soften the bonds of hair, allowing hair to wrap and complete the desired curl pattern.

8oz Moisturizing Activator

With a special blend of humectants and conditioners, this moisture-rich lotion helps to maintain body waves, texturizers and natural curls. This non-greasy formula revitalizes hair, prevents breakage, and lubricates the hair shaft without build up.

32oz Conditioning Rearranger

This unique crème conditioning formula is designed to gently break the di-sulfide bonds, allowing the hair to be rearranged into permanent curls or waves. This professional strength rearranger continuously deposits conditioners as it processes, leaving hair soft and silky.

32oz Conditioning Neutralizer

Conditioning Neutralizer is designed to lock in the curl pattern as it conditions and strengthens hair, leaving it with softness, sheen and bounce.

8oz Moisturizing Curl Mist

A blend of light oils and emollients, this light-weight mist was designed to soften, moisturize and provide styling versatility to natural and permanently waved hair.

TAME. Form

Hair out of control? Style and finish your look.

4oz

Glazed Edges

Get a smooth, long lasting hold that leaves edges feeling and looking firmer, shinier and healthier. Tame those flyaways with this non-greasy, non-sticky formula for a polished look.

8oz

32oz

Styling Spritz: Firm Hold

Sculpt, spike, shape, mold and lock in style definition with this finishing spritz. Great for high fashion styles, this non-sticky and fast-drying formula leaves no heavy buildup.

11oz

Firm Holding Spray

Get the ultimate styling control with this dry spray for a natural look and no-fuss finish. Conditioning and softening agents hold your style, yet leave your hair manageable and shiny.

16oz

Royal Silk Setting Lotion

A foundation for versatile styling techniques, this non-flaking formula provides remarkable hold, adds a vibrant sheen, and leaves the hair with beautiful body and a rich silky texture.



TAME. Shine & Volume

Hair out of control? Style and finish your look.

4oz S³ Serum

16oz Eliminate frizz and polish your look with this silkening finisher. This silicone based serum provides a high-gloss finish, seals the cuticles and reduces tangles.

4oz Hair & Scalp Conditioner

16oz Enriched with Vitamins A, D, & E, this extra light scalp conditioner penetrates the hair shaft and lubricates the scalp to prevent dryness and promote hair growth. Its extra light formula leaves the hair with a satin-like finish and no oily residue.

4oz Stimulating Scalp Oil

16oz Relieve itchy scalp and control shedding hair with a superior blend of natural oils and soothing menthol. This light scalp oil adds sheen and softness without weighing the hair down.

11oz Oil Sheen & Conditioning Spray

Infuse your hair with essential, natural oils to refresh and restore your hair's natural body and shine. For maximum styling control, use this non-greasy sheen enhancer to condition, and moisturize your hair. Conditioning/Detangling agents.

4oz S³ Spray

16oz Instantly silken and condition your hair with this long lasting spray that locks in moisture by sealing the cuticle. Ideal for all hair types, this weightless spray eliminates frizz, aids in wet combing and leaves the hair healthy looking with a high gloss finish.

4oz Thermo Seal

16oz Give your hair a long-lasting press with this protective styling aid. Its light-weight formula protects against damage from thermal styling and repels moisture leaving your hair with a silky shine and lots of body.

4oz Curling Wax

16oz Formulated to lock in hard-to-hold curls, Curling Wax protects and enhances your natural waves and luster. Defend against damage from excessive thermal styling with this blend of natural oils and wax. Leaves a polished finish with no oily residue.



CREATE. Fearless Color

Love drama? Change your look.

NEW

Semi-Permanent Pigment Colors

7oz | This semi-permanent color has natural macadamia nut oil extract purified. It protects your hair while delivering brilliant tones. Artistic semi-color gives endless opportunities for creative coloring.

Red Alert

Emerald Green

So Silver

Purple Rain

Yellow Passion

Tangerine

Magenta

Plum

Blue Magic

White Paint



CREATE. Fearless Color

Love drama? Change your look.

Artistic Semi - Permanent Hair Color

8oz Be creative and customize your own colors with easy-to-use gels. Available in 14 shades, this conditioning formula is gentle enough to use after relaxer. It enhances dull, lifeless hair and leaves your hair with a vibrant sheen and rich, long-lasting color.

Sunburst

Base Color: Yellow

Blank Clear

Base Color:

Jet Black

Base Color: Violet

White

Base Color:

Natural Black

Base Color: Violet

Plush

Base Color: Red - Violet

Cinnamon Brown

Base Color: Red

Dark Brown

Base Color: Red

Candy Apple

Base Color: Red

Blue Moon

Base Color: Blue

Autumn Leaf

Base Color: Red

Red Wine

Base Color: Red

Honey Brown

Base Color: Red - Orange

Nutmeg

Base Color: Yellow - Orange



CREATE. Fearless Color

Love drama? Change your look.

Professional Creme Developer

32oz

8V. | 20V, 30V, 40V.

Achieve long-lasting color with Influence Professional Crème Developer. Its creamy consistency allows for even coverage and effortless bowl-and-brush application. It is also perfect for use with all powder and liquid lighteners.

For demi use the 8V. Developer

For permanent use the 20V, 30V, or 40V.

18oz

Professional Powder Lightener

Create optimal highlights, streaks, and special lightening effects with this Professional Powder Lightener. Its dust-free formula is rich with active, hair-protecting ingredients delivering a quality lightening process. It is great for lifting natural and artificial hair color.

2oz

Artistic Demi & Permanent Hair Color

This innovative, dual action, ammonia free formula serves as a permanent and Demi Permanent hair color. The Macadamia oil gives your hair color a richer tone and stay true color results. It is excellent at covering gray hair and lasts much longer.



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