



*Keep it Real*

Style & Product Guide 2019/20

**label.m**

PROFESSIONAL HAIRCARE

OFFICIAL  
HAIRCARE  
PRODUCT

LONDON  
FASHION  
WEEK



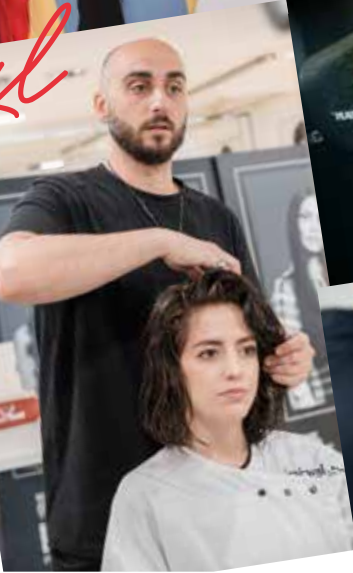


# BEHIND THE CATWALK

My father would always say “Love what you do and you’ll achieve your dreams”. It was obvious to me from the onset that I wanted to express my creative interests in fashion and hairdressing in a way that would make a difference. From those early days of TONI&GUY and witnessing the transformation it made to people’s lives, I knew I was destined to be part of the family tradition. My vision was to bottle our knowledge and passion for hair, to create a pioneering professional haircare range... label.m was born in the Summer of 2005 and was quickly recognised within hairdressing and loved by our clients for its quality and amazing results. I am so happy that nearly 15 years later, label.m has established itself within the fashion fraternity as the designers’ product of choice, creating hairstyles for over 40 shows each season – notably recognised as the only Official Haircare Product of London Fashion Week. With availability in over 7000 salons across 60 countries, inspiring stylists and clients to take hair trends into new and exciting directions, nothing would make me happier than for you to be part of that too.

*Sacha Mascolo-Tarbutck*

Sacha Mascolo-Tarbutck, Global Creative Director

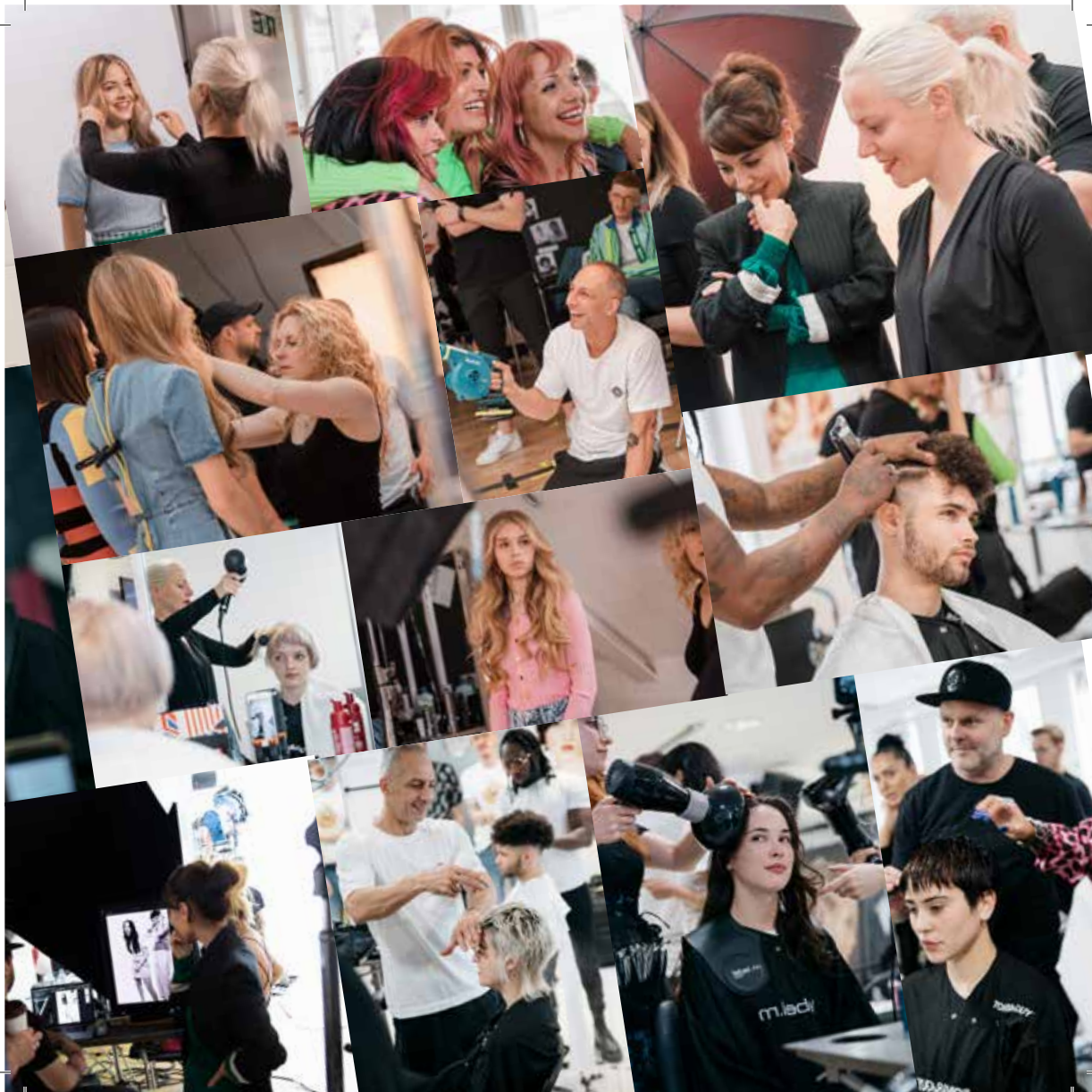


# Keep it Real

The new campaign celebrates authentic style and individual beauty with an all new cast of real people behind the brand. At its core, behind the camera - our TONI&GUY International Art Team and in front - our hairdressers as well as fresh faces the winners of the fourth edition of label-me competition.

Our people are our inspiration. From new styles, cuts and colours, the campaign pays tribute to our hairdressers' individual style and creativity; and our clients worldwide who choose label.m as their go-to hair product of choice.

Keep it real and share your style  
#labelme





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**89% Product Packaging is Recyclable / 71% is Gluten Free / 53% is Vegan**



MIA, LONDON USES PROTEIN SPRAY & BETH, LONDON USES THERAPY OIL



# CLEANSE & CONDITION

Care for your hair to leave it clean, strong, nourished  
and healthy-looking.



**DRY  
& DAMAGED**



## Honey & Oat Shampoo

Moisturising, restoring and protective shampoo for lightweight repair to increase strength and enhance shine

**Naturally Derived Ingredients:**

Manuka Honey – repairs cell damage and leaves hair soft and healthy-looking

Oat Kernel Protein and Extract – moisturise to control frizz and flyaways

Kelp Extract – nourishes and moisturises

60ml  
300ml 



## Honey & Oat Conditioner

Lightweight strengthening conditioner to nourish and repair without heaviness, leaving hair smooth, soft and healthy-looking

**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Manuka Honey – repairs cell damage and leaves hair soft and healthy-looking

Oat Kernel Protein and Extract – moisturise to control frizz and flyaways

Jojoba – moisturises and restores shine

60ml  
300ml 

## Honey & Oat Mask



Hydrating and strengthening treatment with Hydra-5 Complex for targeted, self-regulating and long-lasting hydration

**Sulphate and Paraben Free**

**Naturally Derived Ingredients within Hydra-5 Complex:**

Royal Black Honey – deeply moisturises and enhances shine

Oat Kernel Extract – conditions and softens with an antioxidant action

Baobab Seed Oil – repairs damage, drenches hair in hydration and strengthens

120ml 

**DRY  
& DAMAGED**



## Intensive Repair Shampoo

Strengthening and nourishing care to intensively repair damaged hair from the inside out

**Naturally Derived Ingredients:**

Soy-Oat-Amino Tri-Molecular Complex – rebuilds hair by replenishing lost proteins and amino acids

Cupuaçu Seed Butter – deeply hydrates and recovers elasticity to smooth and protect from further damage

300ml  



## Intensive Repair Conditioner

Deeply nourishing to repair from the inside out and leave hair shiny, stronger and healthy-looking

**Sodium Chloride Free**

**Naturally Derived Ingredients:**

Soy-Oat-Amino Tri-Molecular Complex – rebuilds hair by replenishing lost proteins and amino acids

Oat Amino Acids – repair, add shine and improve manageability

Cupuaçu Seed Butter – deeply hydrates and recovers elasticity to smooth and protect from further damage

300ml 

**HIGHLY  
DAMAGED**

## Intensive Mask



Concentrated smoothing treatment to replenish lost moisture and improve manageability, leaving hair soft and silky

**Sodium Chloride Free**

**Naturally Derived Ingredients:**

Cupuaçu Seed Butter – deeply hydrates and recovers elasticity

Kokum Butter – heals and restores with regenerative benefits

Cotton Seed Oil – strengthens and restores shine

120ml 

**HIGHLY  
DAMAGED**

COLOURED  
& HIGHLIGHTED



## Colour Stay Shampoo

Highly concentrated cleanser to protect freshly coloured hair and extend the life of your colour

**Naturally Derived Ingredients:**

Sunflower Seed Extract – effective colour stabiliser. Protects from UV exposure and other environmental elements

Soy Protein – enhances body, manageability and shine

Grapeseed Oil – moisturises and nourishes

60ml  
300ml 



## Colour Stay Conditioner

Highly concentrated conditioner to protect freshly coloured hair and extend the life of your colour

**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Sunflower Seed Extract – effective colour stabiliser. Protects from UV exposure and other environmental elements

Soy Protein – enhances body, manageability and shine

Aloe Vera Leaf Juice – controls frizz and restores shine

60ml  
300ml 

COLOURED  
& HIGHLIGHTED



## Treatment Shampoo

Vitamin-loaded cleanser to repair and strengthen coloured and chemically treated hair

**Naturally Derived Ingredients:**

Vitamins B5, H and E – strengthen and promote healthy hair growth

Bamboo Extract – strengthens and protects

Soy Protein – enhances body, manageability and shine

60ml  
300ml  



## Moisturising Conditioner

Hydrating conditioner to replenish lost moisture, seal the cuticle and reduce frizz

**Sodium Chloride Free**

**Naturally Derived Ingredients:**

Aloe Vera Leaf Juice – controls frizz and restores shine

Echinacea – moisturises and soothes with antimicrobial action

Sweet Almond Oil – moisturises, conditions and repairs

60ml  
300ml  



## Gentle Cleansing Shampoo

Lightweight, mild shampoo rebalances moisture for a shiny finish. Suitable for everyday use and those with an oily or sensitive scalp

**Naturally Derived Ingredients:**

Blackcurrant Seed Oil – promotes healthy hair growth and provides protective antioxidant action

Sacred Lotus Flower Extract – cleanses with anti-bacterial and antioxidant actions

60ml  
300ml  



## Daily Shine Conditioner

Lightweight daily conditioner to smooth, detangle and discourage flyaways.

For all hair types including fine or oily hair

**Sodium Chloride Free**

**Naturally Derived Ingredients:**

White Silver Needle Tea – powerful antioxidant

Soy Protein – provides a moisture-retaining, protective film for manageability and shine

Calendula Extract – anti-inflammatory and anti-bacterial

60ml  
300ml  

**NORMAL  
FINE HAIR**



## Deep Cleansing Shampoo



Refreshing cleanser purifies the hair and scalp, removing excess oil and product build-up

**Naturally Derived Ingredients:**

Tea Tree Oil – purifies and moisturises the hair while clearing clogged hair follicles

Peppermint Extract – stimulates scalp circulation to promote healthy hair growth

Bamboo Extract – strengthens and conditions with protective antioxidant action

300ml  

Expert Tip: Holiday must-have to remove seawater and chlorine



## Leave-In Conditioner

Smoothing, strengthening and protective care, instantly locks in moisture to control frizz and flyaways



**Sodium Chloride Free**

**Naturally Derived Ingredients:**

Aloe Vera Leaf Juice – seals in moisture for frizz control and shine

Ginger Root Extract – moisturises and softens

Soy Protein – strengthens hair with anti-static properties

60ml  
300ml  

Style Tip: Perfect for enhancing curls

**ALL  
HAIR TYPES**



WERONIKA, LONDON USES VOLUME FOAM & ELENA, LONDON USES THICKENING CREAM

# CREATE

Versatile styling products designed to protect and prepare hair for the creation of your individual style



## STRENGTHEN & PROTECT



### Protein Spray

Styling must-have to even out porosity and regulate moisture levels

#### **Sodium Chloride Free**

Strengthens the hair structure by replacing keratin protein which is naturally lost every day

Protects against heat and colour fade

Bamboo Extract smoothes and adds moisture to dry hair

50ml

250ml  

Level of hold: ● ○ ○ ○ ○



### Heat Protection Spray

Protection against the damage caused by heat assisted styling and UV rays

#### **Sulphate, Paraben and Sodium Chloride Free**

Coats the hair with a UV protective resin to absorb heat from styling tools up to 225°C (437°F)

Can be applied to wet or dry hair; expert protection for hair that is stronger and healthier for longer

200ml 

Level of hold: ● ○ ○ ○ ○

## STRAIGHT & SMOOTH



### Gel

Classic gel with long-lasting hold and humidity control

#### **Sulphate and Sodium Chloride Free**

Fast drying, non flaking formula

Perfect for creating sleek styles with medium hold in shorter textures

Ideal as a blow-drying agent for a glossy straight finish

150ml  

Level of hold: ● ● ● ○ ○





BACKSAGE FAVORITE

## Volume Mousse

Create volume, definition and texture from root to tip

**Sulphate, Paraben and Sodium Chloride Free**

Easy application spray mousse for fine to medium hair types

Designed to give volumatic root lift

Provides definition and hold for curls

Anti-static properties to control flyaways

Protects against colour fade

50ml  
200ml 

Level of hold: ●●●○○



## Blow Out Spray

Perfect blow-dry accessory for heat protection and volume

**Sulphate and Sodium Chloride Free**

Shields hair from intense, damaging heat styling with a thermal film

Provides gentle root lift for added volume

50ml  
200ml  

Level of hold: ●●○○○

VOLUME & HOLD



BACKSAGE FAVORITE

## Sea Salt Spray

Create loose, natural waves and beach curls instantly

**Sulphate Free**

Spritz and blow-dry into hair for wearable, tousled styles with texturised volume and an edgy matt finish

Hair benefits from pure ocean minerals sourced from exclusive Global Seaweed Cocktail from ocean depths

50ml  
200ml  

Level of hold: ●●●○○

TEXTURE & HOLD



*Keep it Real*

SARAH, LABEL-ME WINNER USES SOUFFLE & ELLA, LONDON USES SEA SALT SPRAY

# COMPLETE

Complete your style with a dynamic collection of high-performance finishing products.



## TEXTURE & HOLD

### Mesh Styling



Fibrous paste to create innovative styling

**Sulphate and Sodium Chloride Free**

Ideal for adding volume, texture and hold to shorter styles or to enhance naturally curly hair

Work into hands to transform product into light, web-like wispy fibres

Contains Carnauba Wax for a low sheen finish

50ml 

Level of hold: ●●●○○

### Matt Paste



A versatile paste to create a soft, matt texture with all day hold

**Sulphate and Sodium Chloride Free**

Re-mouldable formula allows for restyling throughout the day

Firm yet natural hold with a dry matt finish

Contains Crystal Ionic Technology which combats static and smoothes out the hair shaft

50ml

120ml 

Level of hold: ●●●●○

## TEXTURE & HOLD

### Power Paste



A firm wax paste for serious texture, movement and definition

**Sulphate, Paraben and Sodium Chloride Free**

Adds texture with a flexible hold to allow you to rework your style

Shea Butter and Cupuaçu Butter aid moisture retention leaving hair healthy-looking with a low sheen

50ml 

Level of hold: ●●●○○



## Soft Wax

Cream-wax for light to medium control

**Sodium Chloride Free**

Mould, separate and add texture to your style with a combination of Beeswax and Lanolin

Thoroughly emulsified wax breaks down and gets stronger as you rub between your palms

100ml  

Level of hold: ●●○○○





## Hair Glue

Concrete hold with low sheen finish

**Sulphate and Sodium Chloride Free**

Gives separation to strong hold styles  
Solid hold but easy to wash out

100ml  

Level of hold: ●●●●●

**TEXTURE  
& HOLD**

## VOLUME & TEXTURE



BACKSPACE FAVOURITE

### Dry Shampoo

Refresh and revive styles

**Paraben and Sodium Chloride Free**

Rice Starch works to lift residual oils from the scalp

Works as a matt texturiser leaving a soft velvety finish

Gives life to finer hair types

Available in 2 varieties for lighter and darker hair tones

50ml  
200ml

Level of hold: ●○○○○



BACKSPACE FAVOURITE

### Texturising Volume Spray

Instantly tease edgy texture and build height with long-lasting grip

**Sulphate, Paraben and Sodium Chloride Free**

Texturising benefits of dry shampoo with the hold of hairspray

Dry mist gives ultimate volume and long-lasting root lift, for a dramatic backcombed effect

Available in 2 varieties for lighter and darker hair tones

50ml  
120ml

Level of hold: ●●●○○

## VOLUME & TEXTURE



### Resurrection Style Dust

Miracle powder for maximum root lift, controlled volume and edgy matt texture

**Sulphate, Paraben and Sodium Chloride Free**

Enables effortless backcombing

Easily absorbed for an invisible finish

Revive or rework your style throughout the day, simply massage at the roots

Available in 2 varieties for lighter and darker hair tones

3.5g

Level of hold: ●●●●○



BACKSPACE  
FAVOURITE

## Hairspray

Fast drying with flexible hold, this is a session stylist's must-have Hairspray

**Sulphate, Paraben and Sodium Chloride Free**

Contains Vitamin B5 and naturally derived conditioners to enrich, protect and hold any style

Spray pattern and fine particle size have been tailored to give an even coating  
Easy to brush and wash out

50ml  
300ml

Level of hold: ●●●○○



## Hold & Gloss Spray

Non-aerosol lightweight spray for firm hold and instant, long-lasting shine

**Sulphate, Paraben and Sodium Chloride Free**

Diverse light reflecting properties for superb shine from a combination of Pearl, Silk and Wheat Extracts

Smooths and controls frizz with Avocado Extract

Conditions and softens the hair with Vitamin B5

200ml

Level of hold: ●●●●●



## Shine Mist

Weightless aerosol mist with incredible shine for all hair types

**Sulphate, Paraben and Sodium Chloride Free**

Evenly disperses a smooth, fine mist

Enhances natural tones in the hair leaving it healthy-looking and radiant

Contains UV filters for protection

50ml  
200ml

Level of hold: ●○○○○

HOLD  
& FINISH

HOLD  
& FINISH



**Veronika**

Hair Model at  
TONI&GUY Academy

Originally from Poland, I now study philosophy and literature at the university of Warwick. I was scouted on the streets to be a hair model at the TONI&GUY academy but never thought I would be part of a global campaign shoot.

My personal style inspiration comes from music and fashion, and I believe being bold and individual is beautiful.



My must have is label.m product Volume Foam, it's such a light-weight product but great to boost and prep my shorter hair, before I style it.

**Christian**

Stylist at TONI&GUY  
London Covent  
Garden

I've been with TONI&GUY for 13 years and this is where I found passion, inspiration, and education, to be the person i am now.

Fashion is a big inspiration in my life, I love following all the fashion shows from big luxury designers to the more new fresh young designers.



I love to keep my hair naturally wavy. I like the label.m Leave-in Conditioner and label.men Deconstructor



**Sarah**

2019 label-me  
Competition Winner

I am 19, from Dublin and currently working as a waitress. The label-me competition has given me the opportunity to pursue a career in modelling and fashion which I have always been inspired by.

It was an amazing feeling being involved in such a cool campaign with an amazing brand.



I love the label.m Diamond Dust Leave-in Conditioner, it smells amazing and leaves my hair shiny and smooth

**Warda**

Stylist at TONI&GUY  
London Westfield  
Stratford City

Growing up I learnt to embrace my natural afro, I used to try and straighten it but now I know what products to use, the bigger and curlier, the better!

My celebrity hair icon is Zendaya, she's not afraid to experiment with her hair and try out quirky looks.



I live and breathe label.m Anti-Frizz Conditioner. I soak my hair in it; as it's so moisturising for my curls.





### Gabriel

Stylist at TONI&GUY  
London Shoreditch

I am 24 and originally from Spain, I came to London to learn a bit more about cool and trendy/ fashion hairstyles.

Haircuts from the 70s and 80s and the bands from this time really inspire me; they were completely different and broke all the rules.

The label.m Dry Volumising Paste – it has a slightly dusty, matte effect and holds hair in place really well.



### Miryam

Stylist at TONI&GUY  
London Victoria

I am from a family of hairdressers so it's something I always wanted to do.

I love everything about hairdressing; it's my passion.

My favourite era for hair is right now because people aren't afraid to experiment with crazy haircuts and bright colours.

I couldn't live without Curl Define Soufflé and Anti-Frizz Balm, they are my best friends.



### Chelsea

Hair Model at  
TONI&GUY Academy

I was scouted by the T&G Creative Director to be a hair model and to now star in a global campaign for label.m at the age of 16 is a dream come true.

I never knew this could happen for me but I have loved working with the label.m team and all the people on the shoot who were so chilled out and fun.

The label.m Blow Out spray is my absolute fave, it smells amazing and gives my hair soft volume without weighing it down.



### Dominik

2019 label-me  
Competition Winner

I am originally from Brazil, I came to London 2 years ago to further my career.

I was really happy to find out I was the winner of label-me and I didn't really know what to expect from the shoot as I'd never done modelling before but as soon as I was there it was wonderful and I had so much fun. It's been a perfect experience.

My hair is quite frizzy afro but once I learnt how to style it I now love it. The label.m Curl Define Cream is great to control my frizz and define my curls.



# FASHION EDITION

The first collection celebrating our long-term official partnership with London Fashion Week and our continued work backstage season after season.

Fashion Edition is an award-winning range designed to perform to the highest standard, enabling you to create high-fashion, inspiring looks as seen on the catwalks.





BACKSPACE FAVOURITE

## Wax Spray



Fast drying and humidity resistant wax spray enables you to shape hair and add texture and separation

**Sulphate, Paraben and Sodium Chloride Free**

Versatile, unisex product allows you to create a variety of trend-led looks

From lived-in textures to perfect braids and the latest slicked-back styles

Easy to use, remouldable and easy to wash out

150ml  

Level of hold: ●●●○○○



## Dry Volumising Paste

Creamy paste blends into a soft, powdery texture for added volume and definition with a medium hold

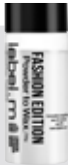
**Sulphate, Paraben and Sodium Chloride Free**

Combines benefits of dry shampoo and a styling paste

Mattifying Diatomaceous Earth and moisturising Shea Butter

75g 

Level of hold: ●●●○○○



## Powder to Wax

Innovative weightless formula for texture and lift for all hair types

**Sulphate, Paraben and Sodium Chloride Free**

Powder transforms into a creamy wax to give hair root lift and a dry texture with a matt finish

Use on damp hair for volume and gentle hold, or on dry hair to add texture

Shake powder into palm and rub hands together to create a creamy wax. Blends seamlessly into hair

20g 

Level of hold: ●●○○○

FASHION EDITION

FASHION EDITION

# ANTI-FRIZZ COLLECTION

Eliminates Frizz • Straightens and Smooths • Repairs and Strengthens



Tailored solutions developed to replenish moisture and repair hair by smoothing and sealing the cuticle for water-proof, strengthening and long-lasting frizz-free results.

High performance formulations with naturally derived ingredients such as Green Mandarin Extract, Myrtle Berries, Juniper Berries, Baobab Oil and Seed Extract, Buriti Oil and Argan Oil that work together to target diverse hair needs.





## Anti-Frizz Shampoo

Lightweight, controlling shampoo nourishes and smoothes while reducing flyaways for smooth, soft and frizz-free hair.

**Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Green Mandarin Extract – intensively moisturises, refreshes, protects and soothes  
Myrtle Berries – repair and protect from oxidative stress to retain colour  
Juniper Berries – strengthen and relax the hair fibre to eliminate frizz

300ml  



## Anti-Frizz Conditioner

Controlling and detangling conditioner moisturises and strengthens for more manageable, frizz-free and silky hair.

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Green Mandarin Extract – intensively moisturises, refreshes, protects and soothes  
Myrtle Berries – repair and protect from oxidative stress to retain colour  
Juniper Berries – strengthen and relax the hair fibre to eliminate frizz

250ml  





## Anti-Frizz Mask

Ultra-conditioning rinse-out treatment with an extremely smoothing effect. For longer-lasting, frizz-free and silky hair.

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Green Mandarin Extract – intensively moisturises, refreshes, protects and soothes  
Myrtle Berries – repair and protect from oxidative stress to retain colour  
Juniper Berries – strengthen and relax the hair fibre to eliminate frizz

200ml  



## Anti-Frizz Mist

Fine, conditioning mist to create smooth styles with improved manageability for all hair types.

**Sulphate, Paraben and Sodium Chloride Free**

With heat protection, anti-frizz and split-end repairing properties  
Speeds up drying time for up to 35% faster blow-dries

Great for fine hair to de-frizz without weighing hair down

150ml 

**Fine/Normal Hair**



## Anti-Frizz Cream

Instant smoothing, rehydration and repair for all hair types. Strengthened, frizz-free and healthy-looking hair with amazing shine.

**Paraben and Sodium Chloride Free**



**Naturally Derived Ingredients:**

Baobab Oil – repairs damage and protects while helping to create volume

Baobab Seed Extract – delivers long-lasting hydration without weighing down the hair

Buriti Oil – rich in Vitamin A, restores moisture, rehydrates and restores hair vitality for smooth, shiny hair

Reduces split ends and protects against heat damage

150ml  

**Fine/Normal Hair**



## Anti-Frizz Lotion

Controlling and nourishing leave-in treatment for longer-lasting straight and silky hair. Repairs damage and protects hair from heated styling tools.

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Green Mandarin Extract – intensively moisturises, refreshes, protects and soothes

Myrtle Berries – repair and protect from oxidative stress to retain colour

Juniper Berries – strengthen and relax the hair fibre to eliminate frizz

Sacha Inchi (Trichomega) Seed Oil – repairs, strengthens and provides heat protection

50ml  

**Coarse/Thick Hair**



## Anti-Frizz Balm

Heat-activated, humidity resistant formula relaxes coarse, thick and unruly hair for long-lasting frizz-free styles.

Speeds up drying time.

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Baobab Oil – repairs damage and protects while helping to create volume

Baobab Seed Extract – delivers long-lasting hydration without weighing down the hair

Buriti Oil – rich in Vitamin A, restores moisture, rehydrates and restores hair vitality for smooth, shiny hair

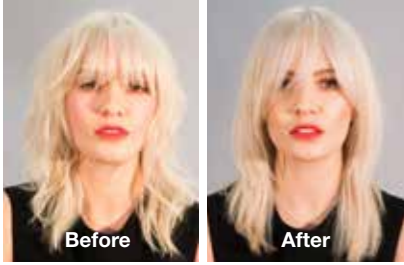
Reduces split ends and protects against heat damage

150ml  

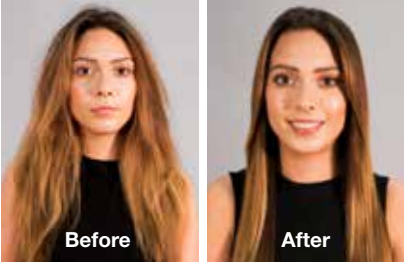
**Coarse/Thick Hair**

# Find the Anti-Frizz routine that's right for you

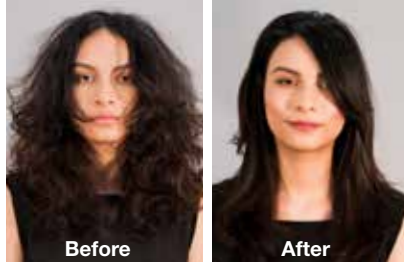
## Fine Hair



## Normal Hair



## Coarse Hair



# CURL DEFINE COLLECTION

Retains Curl Bounce • Eliminates Frizz • Defines Curls



Professional curl solution to preserve natural curl bounce and enhance curl elasticity. Tame and define curly hair with smoothing, nourishing and controlling active ingredients to eliminate frizz and restore shine without compromising volume.

High performance formulations with naturally derived ingredients such as Lotus Flower Extract, Baobab Oil and Seed Extract, Buriti Oil and Cupuaçu Seed Butter Oil work together to target needs of different curl types and textures.





## Curl Define Foam

Moisturising mousse gives hold and definition to curls and waves. Provides curl retention, frizz control and humidity resistance. Contains exclusive Rice Curl Complex to optimise hair condition, strengthen and enhance curl retention.

**Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Lotus Flower – moisturising and rejuvenating

Corn Starch – gives a soft feel to the hair and eliminates frizz

250ml 

**Fine/Normal Hair**

Level of hold: ●●○○○



## Curl Define Cream

Leave-in conditioning cream for curly hair acts as the ultimate primer to control frizz and protect from humidity, for smooth, high definition curls. Contains Exclusive Coil-E Complex to increase movement and strengthen hair.



**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Jojoba Seed Oil - moisturises and restores shine

Oat Bran - contains proteins to condition & strengthen

Sunflower Seed Oil - protects the hair

200ml  

**Coarse/Thick Hair**

Level of hold: ●●○○○



## Curl Define Soufflé

Soft cream-wax locks in moisture to create enhanced, smooth and conditioned curls. Create and define loose, natural waves or undone texture.

**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Lanolin - creates relaxed, undone texture with soft separation

Cupuacu Seed Butter - protects, nourishes, moisturises for a soft, shiny finish

200ml 

**All hair types**

Level of hold: ●○○○○



## Curl Define Shine Top Coat

A light weight serum provides curl definition and control while providing a protective shield.

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Baobab Oil – repairs damage and protects while helping to create volume

Baobab Seed Extract – delivers long-lasting hydration without weighing down the hair

Buriti Oil – rich in Vitamin A, restores moisture, rehydrates and restores hair vitality for smooth, shiny hair. Reduces split ends and protects against heat damage. Great detangle agent for coarse curly hair

250ml  

**All hair types**

Level of hold: ●○○○○

# DIAMOND DUST COLLECTION

Intense Radiance • Weightless Body • Silkiness



The Luxury Diamond Dust Collection featuring the Micro-Diamond Complex - a unique blend of finest, hair perfecting ingredients and REAL Diamonds for ultimate hair transformation.

Black and White Diamond Dust particles, Champagne, White Rose Petal Oil and Pearls, work by gently removing toxins and build-up from the scalp and hair, whilst dramatically improving hair's condition leaving hair nourished and full of body.



## Diamond Dust Shampoo

Rich gentle cleanser smooths, protects and boosts natural movement and weightless body, revealing hair's natural beauty and shine

**Sulphate and Paraben Free**

**Naturally Derived Ingredients:**

Real Diamond Particles – exfoliate individual hair strands, removing excess build-up of toxins, whilst providing a powerful shield against heat and humidity  
Champagne – pH balancing ingredient, encourages frizz-free hair whilst boosting body (does not include alcohol)

250ml 



## Diamond Dust Conditioner

Nourishing conditioner works to strengthen, protect and provide intense moisture, leaving hair revitalised with luminous shine, softness and bounce

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Pearls – contain natural proteins to strengthen and nourish. Pearlescent properties add shimmering glow to hair  
White Rose Petal Oil – rich yet lightweight oil, delivers intense moisture for improved thickness and promotes hair health

200ml 



## Diamond Dust Leave-In Conditioner

Ultra-lightweight crème spray, conditions and hydrates hair for added manageability. Detangles, protects against damage and evens out texture for a smooth, glowing finish

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Coconut Oil – ultra-hydrating, nourishing and damage preventing  
Champagne – helps to seal the cuticle for outstanding silkiness and shine  
Pearl Powder – delivers luxurious lustre with humidity-shielding properties

120ml 

Style Tip: This blow-dry hero is perfect to define curls, detangle and eliminate frizz.

# COOL BLONDE COLLECTION

Colour Toning • Strengthening & Nourishing • Botanically Enriched



Innovative colour-toning formulas with naturally intense purple-red pigments designed to eliminate brassy and yellow tones on blonde, silver and grey hair with long-lasting results.

Formulated with a Violet Botanical Complex of superfood ingredients Blueberries, Purple Sweet Potato and Purple Carrots – uniquely chosen to deliver both colour-corrective benefits and rich nutritional supplementation; supports fibre strength and collagen integrity that keeps hair supple and resistant to breakage, especially important for colour-treated hair.



## Cool Blonde Shampoo

Enhances depth and brilliance for fool-proof color maintenance. Delivers ultra-concentrated colour toning pigments to eliminate brassy and yellow tones while restoring moisture to prolong colour vibrancy and protect hair

### **Sulphate and Paraben Free**

#### **Botanically Derived Ingredients:**

Purple Sweet Potatoes – rich in vitamin A to keep hair soft and silky with a natural shine

Purple Carrots – provides nourishment to keep hair supple and resistant to breakage for healthy-looking locks

Blueberries – nutritional benefits leave hair thick and strong, whilst improving circulation in the scalp which helps increase hair growth

250ml  



## Cool Blonde Conditioner

Awaken and illuminate platinum and blonde hair types. Delivers ultra-concentrated colour toning pigments to eliminate brassy and yellow tones, deeply conditioning hair for improved manageability, elasticity and strength keeping hair silky and resistant to breakage. Restores moisture balance for lasting colour retention

### **Sulphate, Paraben and Sodium Chloride Free**

#### **Botanically Derived Ingredients:**

Purple Sweet Potatoes – rich in vitamin A to keep hair soft and silky with a natural shine

Purple Carrots – provides nourishment to keep hair supple and resistant to breakage for healthy-looking locks

Blueberries – nutritional benefits leave hair thick and strong

200ml 

# BRIGHTENING BLONDE COLLECTION

Instantly Brighter • Nurturing Care • Longer Lasting Colour



label.m Brightening Blonde Collection enriched with unique botanical ingredients designed to bring out the best of your blonde.

Enhance your hair's warm blonde tones, neutralize brassiness and extend the life of your colour whilst moisturising, nourishing and protecting against heat styling damage, humidity, frizz and UV rays - from the first use.





## Brightening Blonde Shampoo

Specialist care for natural or colour-treated blondes to gently cleanse while nourishing and brightening your colour

### **Paraben Free**

### **Naturally Derived Ingredients:**

White Pineapple Extract – gently polishes the cuticle for a brighter, radiant blonde  
Mamaki Tea – protects against colour oxidation  
Lemon Extract – activates the lightening process and enhances shine

250ml  





## Brightening Blonde Conditioner

Specialist care for natural or colour-treated blondes to infuse moisture, nourish and eliminate frizz while brightening your colour

### **Sulphate, Paraben and Sodium Chloride Free**

### **Naturally Derived Ingredients:**

Custard Apple Extract – prevents and neutralises brassy tones  
Mamaki Tea – protects against colour oxidation  
Starfruit Extract – nourishes to prevent dryness and breakage

200ml  

# THERAPY REJUVENATING COLLECTION

Instantly Nourishes and Repairs • Revives Strength • Youthful Radiance



The Therapy Rejuvenating Collection is a professional, sulphate and paraben free solution designed to scientifically treat dull, dry and damaged hair.

Boasting luxurious, naturally derived ingredients including White Caviar and Hyaluronic Acid as part of the exclusive Rejuven-8™ Complex to actively replenish, revive and rejuvenate ageing hair leaving it smooth, strong and healthy-looking.



## Did you know hair ages just like our skin?

Aside from inevitable maturity, stress, city living, excessive heat styling and chemical colouring can all make your hair look older than you really are.

### Therapy Rejuvenating range scientifically counters the five key signs of hair ageing:

- 1. Coarseness:** It boosts collagen to smooth and reduce coarseness.
- 2. Thinness:** It strengthens thin hair with volume-building proteins.
- 3. Dryness:** It has moisture retention properties to combat dryness.
- 4. Weakness:** It reinforces fragile hair and minimises breakage.
- 5. Dullness:** It gives dull or greying hair increased luminosity and revitalised shine.



The Rejuven-8™ Complex combines 8 of the most technologically active youth-enhancing ingredients

Glycolic Acid from Palm Sugars • Danish Hyaluronic Acid • African Baobab Tree • French Lupine Lipo-Peptides • White Caviar • Iron Rose Crystal • European Sweet Chestnut • Glycolic Acid from Turbinado Sugars



## Therapy Rejuvenating Shampoo

Luxurious shampoo to quickly transform hair from weak, dull and aged to strong, radiant and youthful-looking

### **Sulphate and Paraben Free**

#### **Naturally Derived Ingredients:**

Cleansing Agents derived from Coconuts delivers a gentle cleansing action to remove dirt and oil residues

White Caviar - helps to reduce discolouration or greying to reveal more vibrancy and shine

African Baobab Extract – repairs damage and strengthens

200ml  



## Therapy Rejuvenating Conditioner

Luxurious nourishing conditioner to hydrate and revitalise dull, damaged hair to sleek, shiny and healthy-looking

### **Sulphate, Paraben and Sodium Chloride Free**

#### **Naturally Derived Ingredients:**

Jjoba Esters and Avocado Oil – condition hair for a smooth, silky-soft result

Hyaluronic Acid – delivers long-term hydration

Lupine Flower Protein – restores shine and antistatic action to reduce flyaways

150ml  

## Therapy Rejuvenating Mask



Highly concentrated, revitalising intensive cream mask to instantly restore, replenish and rejuvenate for smooth, soft and shiny hair

### **Sulphate, Paraben and Sodium Chloride Free**

#### **Naturally Derived Ingredients:**

Shea Butter – deeply moisturises dehydrated hair

Iron Rose Crystal Extract – increases collagen production to smooth hair and reduce coarseness

Sunflower Seed Extract with Omega 6 essential fatty acids vital for healthy-looking hair

120ml  



## Therapy Rejuvenating Oil Mist

Ultra-fine, illuminating oil mist smoothes and nourishes to reduce frizz and flyaways. Suitable for even the finest hair

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Moroccan Argan Oil – with essential fatty acids and vitamins to rehydrate, repair damage and protect, for a silky-smooth and luminous finish

Sweet Chestnut Extract – protects against free radicals and revitalises shine

100ml  



## Therapy Rejuvenating Radiance Oil

Lightweight, beautifying oil nourishes and conditions whilst leaving hair feeling sumptuously silky and soft

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Moroccan Argan Oil – with essential fatty acids and vitamins to rehydrate, repair damage and protect, for a silky-smooth and luminous finish

Sweet Chestnut Extract – protects against free radicals and revitalises shine

100ml  



## Therapy Rejuvenating Protein Cream

Lightweight, leave-in serum regenerates hair, stimulates cell turnover and creates an anti-frizz barrier to leave hair nourished, strong and healthy

**Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Amino Acids and Oat Protein – repair, regenerate and strengthen

Cupuaçu Butter – deeply moisturises leaving hair luxuriously silky soft and full of lustre

White Caviar - helps to reduce discolouration or greying to reveal more vibrancy and shine

50ml  

# THICKENING COLLECTION

Instantly Thicker • Healthier-Looking • Longer-Lasting Body



label.m Thickening Collection is designed to offer in-depth treatment for instantly thicker, stronger, voluminous hair from root to tip with long-lasting results

Healthier hair full of luxurious body visible from the first use. Formulated with the exclusive Time-Release Technology for thickness, volume and lift that is maximised over time.



## Thickening Shampoo

Specialist volume-building, gentle cleansing shampoo formulated with NRG Complex™ for instant and long-lasting body and lift

**Paraben Free**

**Naturally Derived Ingredients:**

Framboise Stem Cells – strengthen and improve elasticity from the roots  
Kona Red Coffee Berries – plump the hair shaft to boost volume  
Qmilch Fibre – thickens and boosts hair growth

300ml 



## Thickening Conditioner

Specialist volume-building conditioner formulated with NRG Complex™ provides weightless volume while strengthening and nourishing

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Framboise Stem Cells – strengthens and improves elasticity from the roots  
Shea Butter – smoothes, detangles and softens  
Cupuaçu Seed Butter – provides deep, long-lasting hydration and recovers elasticity

300ml 



## Volume Foam

Lightweight, liquid-to-foam volumiser adds body to fine and medium hair types for long-lasting volume with soft and shiny results

**Sulphate Free**

**Naturally Derived Ingredients:**

Castor Oil – high in Vitamin E, minerals and proteins to seal in moisture for a smooth, glossy and frizz-free finish

210ml  

Level of hold: ●●●●●





## Thickening Cream

Heat activated cream to expand each hair strand to a new dimension for a thicker and fuller feel

**Sulphate Free**

**Naturally Derived Ingredients:**

Oat Bran – thickens and volumises by swelling each hair strand  
Cupuaçu Seed Butter – provides deep, long-lasting hydration and recovers elasticity

100ml  

# ORGANIC COLLECTION

Certified Organic\* Ingredients • Biodegradable Formulas



The label.m Organic range is formulated with the finest quality natural ingredients that deliver results for shiny, bouncy and beautiful hair.

**All our organic products contain certified\* organic ingredients and are free from :**

- Sulphates • Parabens • Pesticides • Artificial and synthetic perfumes
- Sodium Lauryl Sulphate • Propylene Glycol • Phthalates

\*Certified organic by the American NOP. Approved by the United States Department of Agriculture's (USDA) National Organic Programme.



## Organic Orange Blossom Shampoo

Lightweight shampoo to gently cleanse while reviving body for glossy hair that's full of life

**Sulphate and Paraben Free**

**Certified Organic Ingredients\*:**

Exclusive Organic Citrus Blend – maintains hair pH and restores scalp health for silky, shiny hair

Linseed Oil – revitalises body and shine

Agave – adds lift to hair from the roots

200ml



## Organic Orange Blossom Conditioner

Lightweight conditioner to nourish, strengthen and revive body for glossy hair that's full of life

**Sulphate, Paraben and Sodium Chloride Free**

**Certified Organic Ingredients\*:**

Exclusive Organic Citrus Blend – maintains hair pH and restores scalp health for silky, shiny hair

Sage Oil and Apple Fruit Juice – restore shine while making hair stronger and more flexible

Avocado Oil – nourishes and antioxidant

200ml



## Organic Moisturising Lemongrass Shampoo

Hydrating shampoo to moisturise and strengthen hair naturally. For all hair types

**Sulphate and Paraben Free**

**Certified Organic Ingredients\*:**

Lemongrass Oil – strengthens and protects from environmental damage

Oat Extract – moisturises and thickens weightlessly

Rooibos Extract – refreshing and antioxidant

200ml



## Organic Moisturising Lemongrass Conditioner

Nourishing conditioner to moisturise and strengthen hair naturally. For all hair types

**Sulphate, Paraben and Sodium Chloride Free**

**Certified Organic Ingredients\*:**

Lemongrass Oil – strengthens and protects from environmental damage

Oat Extract – moisturises and thickens weightlessly

Quince Seed Extract – nourishes to improve manageability

200ml

# label.men

PROFESSIONAL HAIRCARE

OFFICIAL  
HAIRCARE  
PRODUCT  
LONDON  
FASHION  
WEEK

label.men range is designed to deliver optimum performance and instant results. Formulated with Micronization Technology ensuring higher ingredient concentration for maximum penetration.



Exclusive eleMENTS complex of unique hair-building botanical ingredients help soothe scalp, restore hair vitality and support healthy hair growth.

Carrot Root & Seed Oil, a great source of Vitamins A and E nourish the hair and repair damage from poor nutrition and harsh environment; New Zealand Tea Tree helps soothes the scalp and nourishes the roots, Peppermint increases blood circulation to promote hair growth whilst conditioning and promoting shine.





## Scalp Purifying Shampoo

Gentle daily cleanser strengthens and builds thickness with a menthol scent to awaken your senses. Perfect for all hair types

**Paraben Free**

**Naturally Derived Ingredients:**

Cedarwood Oil – strengthens and protects, leaving scalp soothed and flake free

Acetyl Tetrapeptide-3 – stimulates hair growth and reduces inflammation of the scalp for fuller, thicker and healthier hair

250ml **eleMENTS**



## Scalp Tonic

Conditioning and hydrating, enhances hair's natural shine whilst maintaining a healthy scalp and stimulating healthy hair growth

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Vitamin C – anti-irritation properties calm and soothe skin from external stresses  
Vitamin B5 – retains moisture to soothe dry, flaky scalps. Adds volume and thickens individual hair strands

150ml **eleMENTS**

Level of hold: No Hold



## Grooming Cream

Lightweight versatile cream for natural definition and control. Nourishes, builds thickness and texture

**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Liquorice Root Extract – rich in protein and vitamins, promoting a healthy scalp and hair whilst taming and controlling hair

Expert Tip: use to prep the hair and build texture pre-styling. Give curly hair smooth definition and hold by scrunching through dry hair

100ml **eleMENTS**

Level of hold: ●●○○○



## Thickening Tonic

Unique gel to liquid formula builds thickness, definition and volume for big matt styles with firm hold

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Cashmere Wool – builds fabric-like, immense texture and volume

Expert Tip: Shake the bottle and spritz into wet or dry hair, gradually building more layers for desired texture effect

150ml **eleMENTS**

Level of hold: ●●●○○

## Sculpting Pomade



Classic Pomade for controlled, elevated styles with adjustable hold and shine level

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Malt Extract – rich in Biotin (vitamin H) helps strengthen hair

Expert Tip: Apply to dry hair for high hold with low shine or damp hair for less hold with higher shine

50ml eleMENTS

Level of hold: ●●●●○

## Deconstructor



A versatile paste for lasting thickness and root lift. Firm yet natural looking hold, with a dry matt finish

**Sulphate and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Carrot Root – rich in antioxidants and vitamins, helps prevent and repair hair damage

Apply into hands first and then work evenly into hair for great definition and texture

50ml eleMENTS

Level of hold: ●●●○○

## Max Wax



Firm, re-workable wax gives definition, separation and control, with all day strong hold with shine

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Myrrh Resin – a natural gum, designed to control all hair types and styles, even thick, coarse and wavy hair

Expert Tip : Warm Max Wax by rubbing between your hands to make it easy to distribute into your hair

50ml eleMENTS

Level of hold: ●●●●●

## Texture Wax Stick



Soft easy-to-use wax creates smooth definition, separation and texture with a matt finish. Perfect to groom or smooth flyaways to any hair length

**Sulphate, Paraben and Sodium Chloride Free**

**Naturally Derived Ingredients:**

Candelilla Wax – creates a workable texture whilst preventing moisture loss

Beeswax – moisturises and smoothes down hair, whilst naturally stimulating hair growth

Vegetable Oil – gives a a soft, non-sticky feel

40ml eleMENTS

Level of hold: ●●○○○



GABRIEL, TONI&GUY SHOREDITCH USES THICKENING TONIC & MIRYAM, TONI&GUY VICTORIA USES VOLUME MOUSSE

**PROFESSIONAL ACCESSORIES**

Straighten or curl with high gloss results



Titanium Pro-50 Styling Iron



Perfectly tight curls to soft tousled waves



Advanced Pro Curling Wand Small 19mm



Beautiful large glamorous curls & tousled waves



Advanced Pro Curling Tong Small 19mm



Enhance curls, waves & encourage natural movement



Tourmaline Dryer / Magic Diffuser



Soft, natural looking waves in minutes



Advanced Pro Triple Barrel Waver



# 4D STYLING IRONS

Define • Deconstruct • De-frizz • Dimensional

Create infinite styles from effortless curls to natural waves



## 4D Infinity Waver

Create infinite styles from natural-looking, undone and deconstructed waves, to classic deep waves for glamorous volume. Featuring an oval-shaped barrel with upgraded extra length, to easily style medium to extra-long locks.



## 4D Infinity Curler

Create infinite styles with versatile, tailored-size curls from glamorous, tight ringlets to natural, beachy waves. Featuring a tapered barrel with upgraded extra length, making styling easy on all hair lengths.

**Teflon coating ensures even heat distribution to help protect hair from heat damage and keep hair from snagging, making it a perfect choice for all hair types including fine hair, for a static free, silky finish.**



Small Brush  
Short hair lengths of all textures



Medium Brush  
Medium to fine shorter hair types



Large Brush  
Mid to long hair lengths



X Large Brush  
Mid to long hair lengths



Jumbo Brush  
Very thick and long hair

# BRUSHES

Expertly designed brushes available in different sizes and shapes to suit every hair length and texture.



Cushion Brush  
Good all round groomer



Grooming Brush  
Smooth & groom thick, coarse hair to polished perfection



Detangling Paddle Brush  
Three of your favourite brushes brought together: the Detangler, Vent & Paddle



Paddle Brush  
Must-have brush for sleek straight styles



Styling Brush  
Maximum grip & control when styling

# ULTRA-LUXURIOUS BOAR BRISTLE BRUSH COLLECTION



Handmade brush with 100% natural boar bristles combined with nylon bristles gives optimum hold and grip, perfect for detangling and adding body whilst helping to tame unruly and flyway hair.

Nourishes hair by gently stimulating the scalp's natural oils distributing along the hair shaft to promote long-lasting shine with anti-static smooth results.

For gorgeous healthy-looking hair with every brush stroke.

**The heat resistant, lightweight and ergonomic Beechwood material guarantees maximum durability, easy-use grip and adds to the anti-static effect on hair. Suitable for all hair types.**

# SNAPSHOT

The instant science of salon treatment

Transform your hair in 5+ minutes with NEW supercharged treatments infused with powerful active ingredients



## Scalp Soothing

Instant scalp soothing and nourishing

## Damage Control

Reduces breakage by repairing the hair fibre

## Volume Boost

Creates lasting volume and thickens root

## Colour Revive

Enhances colour retention and seals in colour

Prescribed by your hairdresser to suit you

**#MYSNAPSHOT**



# ART & SCIENCE

Innovative formulas, many of which are Paraben, Sulphate and Sodium Chloride free, combine exclusive technologies with naturally sourced active ingredients and essentials oils to ensure top performance and flawless results.



## Enviroshield Complex

A combination of Olive Oil, Avocado Oil, Barbados Cherry and a powerful UV filter to optimise shine and protect against heat styling, colour fade and UV rays.



## NRG Complex

Thickening range exclusive complex with collagen and elastin boosting properties, designed to hydrate, nourish and strengthen hair.



## Rejuven-8™ Complex

A luxurious blend with White Caviar extract exclusive to the Therapy range to counter key signs of hair ageing for revitalised, radiant, smooth and younger-looking hair.



## eleMENTS Complex

label.men range exclusive complex to soothe the scalp, restore hair vitality and support healthy hair growth.



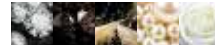
## Tri-Molecular Complex

Three different sized molecules from Soy Extract, Oat Extract and Amino Acids to repair from the inside out whilst moisturising and thickening.



## Micro-Diamond Complex

A blend of the finest rare ingredients including Diamond Dust particles, exclusive to the Diamond Dust range, that works by gently removing toxins and build-up from the scalp and hair, whilst dramatically transforming hair's condition.



## Mediterranean Fruit Complex

A unique blend of Green Mandarin, Myrtle Berry and Juniper Berry Extracts to intensively moisturise and repair, relax the hair fibres and eliminate frizz while retaining colour. Exclusive to Anti-Frizz Shampoo, Conditioner, Mask and Lotion.



## Tree of Life Complex

Baobab Oil and Seed Extracts deliver long-lasting hydration and repair damage while Buriti Oil protects against heat damage and restores moisture for shiny, frizz-free hair. Exclusive to Anti-Frizz Cream and Balm.



## 100% Vegan

Products with this symbol are 100% vegan

# STYLE, SHARE, WIN

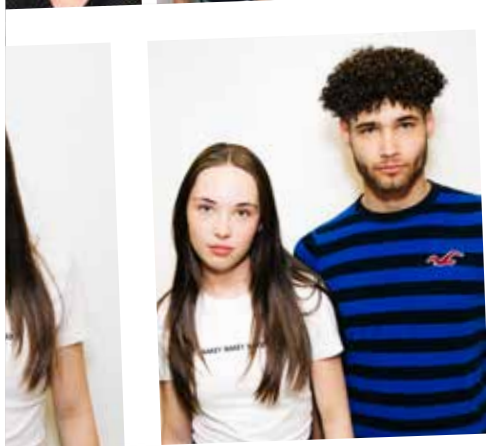
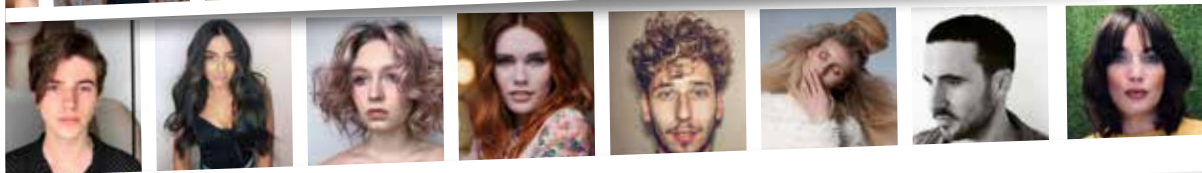
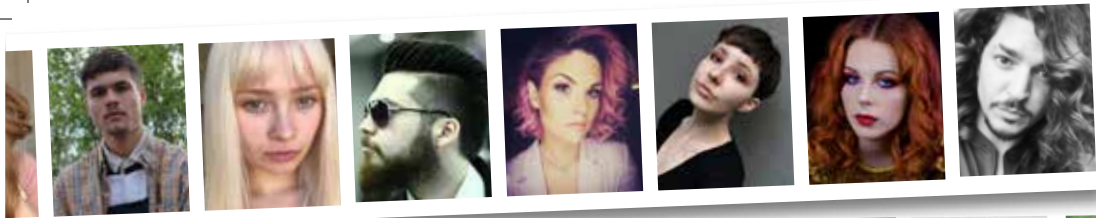
Join our global label-me community, created for professional hairstylists and customers to share the love of label.m through the creation of great hair that celebrates individuality and kick starts trends.

Plus, because we love to share, we'll be giving out monthly prizes for our favourite looks. On top of our amazing monthly prizes, we'll also be offering label.m professionals and label.m lovers the chance to take part in our 2020 label.m campaign!

JOIN THE LABEL.M GLOBAL COMPETITION  
by posting a picture to Instagram and using #labelme  
or go online at [label-me.com](http://label-me.com)

## #labelme

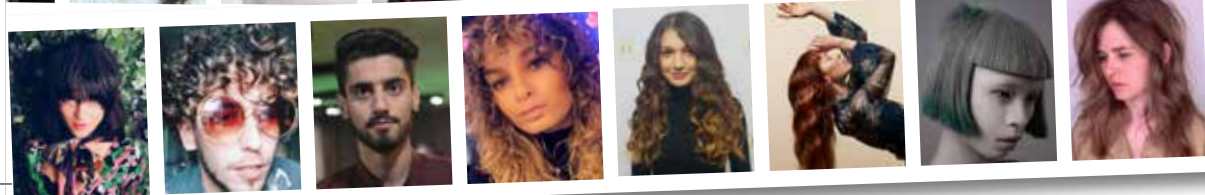
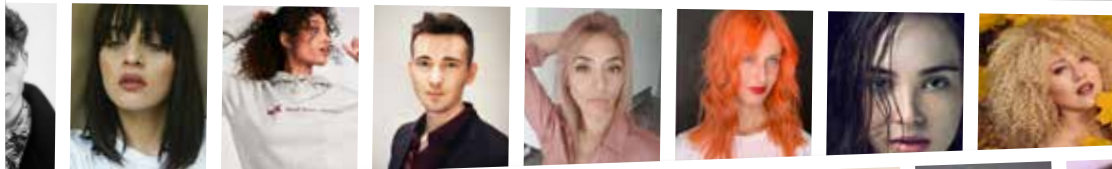




**WINNER 2019**  
**DOMINIK SANCHEZ**



**WINNER 2019**  
**SARAH RYAN**



# Product Recommendations

To recreate your salon style, your stylist has selected the label.m products used on your hair today.

## Cleanse

- Colour Stay Shampoo
- Deep Cleansing Shampoo
- Gentle Cleansing Shampoo
- Honey & Oat Shampoo
- Intensive Repair Shampoo
- Treatment Shampoo

## Organic

- Moisturising Lemongrass Shampoo
- Moisturising Lemongrass Conditioner
- Orange Blossom Shampoo
- Orange Blossom Conditioner

## Brightening Blonde

- Shampoo
- Conditioner

## Cool Blonde

- Shampoo
- Conditioner

## Condition

- Colour Stay Conditioner
- Daily Shine Conditioner
- Honey & Oat Conditioner
- Intensive Repair Conditioner
- Leave-In Conditioner
- Moisturising Conditioner
- Intensive Mask
- Honey & Oat Mask

## label.men

- Scalp Purifying Shampoo
- Scalp Tonic
- Deconstructor
- Grooming Cream
- Max Wax
- Sculpting Pomade
- Texture Wax Stick
- Thickening Tonic

## Diamond Dust

- Shampoo
- Conditioner
- Leave-In Conditioner

## Create

- Blow Out Spray
- Gel
- Heat Protection Spray
- Protein Spray
- Sea Salt Spray
- Volume Mousse

## Thickening

- Thickening Shampoo
- Thickening Conditioner
- Thickening Cream
- Volume Foam

## Therapy Rejuvenating

- Shampoo
- Conditioner
- Mask
- Protein Cream
- Radiance Oil
- Oil Mist

## Fashion Edition

- Dry Volumising Paste
- Powder to Wax
- Wax Spray

## Curl Define

- Foam
- Cream
- Souffle
- Shine Top Coat

## Complete

- Brunette Dry Shampoo
- Brunette Resurrection Style Dust
- Brunette Texturising Volume Spray
- Dry Shampoo
- Hairspray
- Hold & Gloss Spray
- Hair Glue
- Matt Paste
- Mesh Styling
- Resurrection Style Dust
- Shine Mist
- Soft Wax
- Texturising Volume Spray
- Weightless Hairspray

## Anti-Frizz

- Shampoo
- Conditioner
- Mask
- Mist
- Cream
- Lotion
- Balm

## Snapshots

- Scalp Soothing
- Damage Control
- Volume Boost
- Colour Revive

**label.m**  
PROFESSIONAL HAIRCARE

OFFICIAL  
PRODUCT  
LONDON  
FASHION  
WEEK



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