

## SPECIALTY ITEMS

### ENERGIZING SHAMPOO

Invigorating hair & scalp cleanser that promotes an environment for healthy hair growth

#### Benefits

- Exfoliates to unclog pores
- Removes environmental toxins
- Encourages blood flow to the root follicles
- Invigorating to scalp

#### Application

Apply quarter size amount or as needed to scalp allowing lather to remain for 2 or 3 minutes before rinsing. **See tip 8**

**8 oz \$17**

### DiaTHIX

Hair thickening serum

#### Benefits

- Increases the diameter of each individual hair strand
- Panthenol, niacin & caffeine fuse into & around hair shaft to thicken
- Promotes stronger hair with regular use
- Light weight formula provides fullness

#### Application

Apply throughout scalp by using specially designed pump which streams allowing you to section & apply to parted hair. Massage gently at the root area. For daily use. **See Tips 6 & 8**

**5 oz \$35**

### CLARIFYING SHAMPOO

Anti-residue, fruit acid based formula

#### Benefits

- Removes mineral deposits
- Removes build up of products
- Removes excess oil
- Promotes shiny & bouncy hair

#### Application

Apply to damp hair, Work into rich lather. Designed for once a week use unless hair is oily.

**8 oz \$17**

### SUNFLOWER ANTI-OXIDANT TREATMENT

Post Hair Color Treatment

#### Benefits

- Increases color protection by 40%
- In salon treatment mask to neutralize peroxide free radicals after hair color
- Home use maintains moisture balance & provides smoother more manageable hair

#### Application

**USE AFTER** cleansing & conditioning...apply ¼ of bottle contents. Comb blend & process for 5 minutes at room temperature.

**1.5 oz \$15**

### Tips

**1** For extra body **Maximum Fullness Shampoo** may be left in 1 to 2 minutes to allow ingredients to penetrate.

**2** **Elixir 11** is excellent to cocktail with any of our styling products. Safe for use with Brazilian straightening systems & an indispensable detangler for extensions.

**3** For extra humidity protection & great shine, put a (thin) dime size amount of **Straight & Smooth** in palm plus one pump of **Keratin Therapy**—rub palms together & apply to dry hair before using flat iron.

**4** Want messed up hair? For rough & ready texture & separation, mix **Texture Taffy & Paste Wax**. This combo is your license to create.

**5** For softer curls cocktail **Creative Volumizing Foam** with **Straight & Smooth** or **Keratin Therapy**. For longer lasting & firmer curls spray with **Designer Shaping Spray** after scrunching foam into hair.

**6** For extra fullness & body mix 1 or 2 pumps of **DiaTHIX** with twice the amount of **Flex Hold Gel**, emulsify in palms & apply to hair before blow styling

**7** To create great volume, lift & shine apply **Freshen Up** at the root area for a bodifying root lift, then apply **Flex Hold Styling Gel**, **Creative Volume Foam**, or **Volume Infusion** on hair & blow style hair.

**8** Energizing shampoo, **DiaTHIX & Elixir II** all influence one another to create the perfect conditions for stronger, healthier & thicker hair.



## Product Usage Guide

***Different may not always be better but...  
Better is always different.***

We believe **Epi Color Care** hair products *are* better because...

Our entire exclusively designed hair care line is created to protect color treated hair from sun damage, plus prevent excessive fading. All of the products contain:

- **No Sulfate**
- **No Salt**
- **No Gluten**
- **No Formaldehyde**
- **No Petrochemicals**
- **No Paraben**

The developers of **Epi Color Care** hair products do not use animals for testing.

Although, we have found our shampoos and conditioners to work quite well on our pampered furry friends.

### an Epi favorite

#### ELIXIR 11

Anti-aging hair treatment & sunscreen

#### Benefits

- Seals Color
- Repairs Damage
- Smoothens Frizz
- Prevents Split Ends
- Awesome Detangler
- Moisturizes Dry Hair
- Strengthens Fragile Hair
- Prevents Flat Iron Damage
- Prevents Pool & Sun Damage
- Adds Shine Softness & Silkiness
- Protects from Blow Drying Dry Out



#### Application

Mist hair liberally before blow-drying or swimming.

Mist on hair or skin when dry for a quick pick-me-up.

**See Tips 2 & 8**

**2 oz \$8 5 oz \$20**

*When looking good counts...  
you can count on us!*

To learn more about **Epi Color Care** products, our highly trained color specialists, ethics standards and more, check us out at [EpiColor.com](http://EpiColor.com) or scan here for a link to our website. "Like" us on Facebook for updates.



**Why Epi Color?** *Epi is a Greek prefix meaning over, above, beyond... this describes the color and care offered by the E-Team and our **Epi Color Care** products at Epi Color Hair Studio.*

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## SHAMPOOS

### MAXIMUM FULLNESS

*Gentle botanical cleanser for fine to medium hair*

#### Benefits

- Light weight gentle formula
- Will not increase weight or dryness
- Adds fullness & shine
- Helps repair the inner hair structure

#### Application

Apply to wet hair. Work into a rich lather & rinse. For best results, follow with Maximum Fullness Conditioner. May be used daily or as needed.

**See Tip 1 (on back page)**

**3 oz \$6 10 oz \$17**

### TRUE HUE™ ANTI-FADING

*Gentle formula extends the life & vibrancy of hair color for reds & brunettes*

#### Benefits

- Low pH does not disturb hair cuticle
- Continuously deposits color intermediates
- Increases moisture content of dry hair
- Contains UV protectant

#### Application

Apply to wet hair. Work into a rich lather & rinse. For best results, follow with ColorMoist.™

**3 oz \$6 10 oz \$17**

### TRUE HUE™ HIGHLIGHTS

*Designed with color brightening agents to highlighted hair while gently protecting haircolor during cleansing*

#### Benefits

- Keeps highlights & color looking fresh
- Increases shine by removing dulling deposits
- For natural & color treated highlights
- Contains UV perfectant

#### Application

Apply to wet hair. Work into a rich lather & rinse. For best results, follow with ColorMoist.™

**3 oz \$6 10 oz \$17**

### KERATIN

*For daily cleansing of frizzy, dry & difficult to manage hair*

#### Benefits

- Extra gentle formula restores protein to keep hair healthy
- A must for maintaining keratin smoothing treatments
- Provides healthy sleekness & enhances shine
- Color safe for all types of hair

#### Application

Apply to wet hair. Work into a rich lather & rinse. For best results follow with Keratin Conditioner & Keratin Therapy.

**2 oz \$6 8 oz \$17**

## CONDITIONERS

### MAXIMUM FULLNESS

*Lightweight formula maximizes strength & shine*

#### Benefits

- Keratin Protein strengthens fragile hair
- Silk protein creates smooth & shiny hair
- Lightweight for finer hair texture
- Contains sunscreen

#### Application

Apply to damp hair after shampooing. Massage into hair & rinse.

**3 oz \$6 10 oz \$18**

### COLORMOIST

*Emollient-rich formula imparts silkiness & moisture to hair*

#### Benefits

- Increases moisture level of color-treated hair
- Smoothens cuticle for longer-lasting color
- Detangles & improves manageability
- Contains sunscreen
- Provides dry, dull hair with renewed vitality & shine

#### Application

Apply to damp hair after shampooing. Massage into hair & rinse or leave in 1 to 2 minutes for extra penetration.

**3 oz \$6 10 oz \$18**

### KERATIN

*Provides smoothing, conditioning care for frizzy, dry & hard to manage hair.*

#### Benefits

- Keratin protein helps repair inner structure
- A must for maintaining Keratin smoothing treatments
- Color safe for all hair types
- Continued use helps prevent breakage

#### Application

Apply to damp hair, massage into hair & rinse.

For best results follow with Keratin Therapy thermal styling treatment.

**2 oz \$6 8oz \$18**

### KERATIN THERAPY

*Leave in treatment that penetrates hair to protect it during heat styling*

#### Benefits

- Penetrates hair to repair, revitalize & smooth during heat styling
- A must for maintaining Keratin smoothing treatments
- Enhances shine

#### Application

Put a small amount into palms, apply to hair & comb gently through damp ends. Apply to dry hair to smooth cuticle. **See Tip 3**

**1.7 oz \$30**

## TREATMENTS

### INDULGE MASQUE

*Ultimate moisturizing treatment*

#### Benefits

- Intense moisturizing for touchable softness
- Will not weigh hair down
- Replenishes moisture loss

#### Application

On wet hair distribute quarter size amount to hair. Leave on hair for one to five minutes & rinse

**6 oz \$20**

### MOROCCAN MIRACLE

*Anti-frizz healing oil*

#### Benefits

- Strengthens & moisturizes
- Smoothens hair & adds shine
- Tames fly aways
- Shortens drying time

#### Application

Put one or two pumps into palms & distribute evenly on damp hair to speed up drying. On dry hair apply to add shine, reduce frizz & soften.

Prior to iron work, apply to dry hair to maximize protection.

**2.25 oz \$20**

### BRILLIANCE SPRAY SHINE

*Seals cuticle during flat ironing & blow drying*

#### Benefits

- Moroccan Argan oil protects hair from intense heat
- Adds depth & renewed radiance to hair
- Reduces drying time by 50%

#### Application

Apply sparingly to damp hair before blow-drying for extra shine. Lightly mist sections before flat ironing to seal & protect cuticle.

**4 oz \$20**

### SILKENING SERUM

*Silken coarse textures*

#### Benefits

- Sheer intense shine formula
- Perfect for flat-ironing
- Contains sunscreen

#### Application

Put a small amount in palms, apply to damp hair, distribute evenly, blow dry & style.

**3 oz \$18**

### STRAIGHT & SMOOTH

*Anti-frizz & straightening balm*

#### Benefits

- Straightens & controls coarse or curly hair & eliminates frizz
- Extremely humidity-resistant
- Light hold (3)

#### Application

Apply to damp hair, distribute evenly & blow dry.

**See Tip 3**

**5.5 oz \$18**

## VOLUME & TEXTURE

### CREATIVE VOLUMIZING FOAM

*Lasting volume & style support*

#### Benefits

- Humidity resistant for maximum style retention
- Firm hold for smooth, shiny long-lasting curls
- Non-sticky formula for easy round brushing & styling
- Great for scrunching
- Medium hold (6)

#### Application

For fullness or volume styles: Apply foam & work through clean, towel-dried hair with fingers. Blow dry or diffuse to create desired style. To create curly looks: Scrunch foam in clean, damp hair & finger style. **See Tip 5**

**6 oz \$19**

### VOLUME INFUSION

*Volumizer or curl definer with shine & control*

#### Benefits

- Infuses incredible volume without stiffness
- Defines curls without the “wet or crispy” look
- Provides softness & shine without weight
- Firm hold (7)

#### Application

Spray on damp hair & blow dry.

**2 oz \$8 6 oz \$20**

### FLEX HOLD STYLING GEL

*For molding, extra fullness & hold*

#### Benefits

- Shear, light, clean feeling gel
- Holds in highest humidity
- Never stiff or flaky
- Flexible
- Medium hold (5)

#### Application

Apply to damp hair, comb through or finger style. Hair will remain wet looking until combed, brushed or scrunched. For amazing volume apply to damp hair before blow drying with round brush.

**6 oz \$18**

### PASTE WAX

*Pliable formula for definition & structure*

#### Benefits

- Imparts form yet flexible
- Great to emphasize textured cuts
- Medium Hold (6)
- Perfect for neckline & under cuts

#### Application

Finger-style a small amount into damp hair. **See Tip 4**

**2 oz \$20**

## MULTI-PURPOSE SPRAYS

### STAY

*Shine & Thermal spritz*

#### Benefits

- Fine mist for sculpturing
- Provides lasting hold
- Non sticky, humidity resistant formula
- Increases shine when used with hot tools
- Contains sunscreen for added color protection

#### Application

On dry hair spray desired section liberally & apply curling or flat iron or hot rollers. When desired results are achieved, spray entire style, holding bottle 8 to 10 inches away.

**6 oz \$15**

### DESIGNER SHAPING SPRAY

*Fast drying, water-free formula*

#### Benefits

- Non-sticky for design & shaping
- Always touchable-never crispy or hard
- Residue-free, completely shampoo soluble
- Contains sunscreen to prevent color fade
- Firm hold (7)

#### Application

For designing or shaping, hold can 8-10 inches from style & spray. For more concentrated hold: hold can closer & spray in short bursts.

**10 oz \$17**

### STAY EXTRA HOLD SPRAY

*Super firm, fast drying, long lasting*

#### Benefits

- Locks in volume, texture & lift
- Excellent humidity resistance
- Sunscreen to prevent color fade
- Ether, acetone & water free
- Maximum hold (10)

#### Application

For super hold finish, hold can 8 to 10 inches away, spray in short bursts. To build volume, spray between layers at base. To secure long hair, apply over finished style.

**10 oz \$17**

### FRESHEN UP

*Blowout Extending Spray*

#### Benefits

- Extends color & blowouts
- Skip a day & save time
- Absorbs oil to revive & refresh style
- Never feels wet or sticky
- Eliminates odor with fresh scent

#### Application

Hold 8 to 10 inches from hair & spray throughout dry hair. **See Tip 7**

**3.25 oz \$16**

## CURLS & MOVEMENT

### CURL LIFT & SCRUNCHING FOAM

*Humidity resistant foam to lift & activate curls*

#### Benefits

- Hold without weight
- Humidity resistant
- Reform curls instantly
- Lift for both fine & heavy hair
- Hair strengthening anti-oxidants

#### Application

For short to medium length hair, apply 2 pumps to damp hair at the root area. On longer hair, apply 3-4 pumps at the base & rake through to the mid-shaft. Apply 1 pump to the ends for extra definition.

**8 oz \$17**

### TOUSLING SPRAY

*Curl activating & 2nd day reactivating spray for healthy, shiny & hydrated hair*

#### Benefits

- Reforms curls instantly & calms frizz
- Perfumes the hair with a great scent
- Great for reactivating 2nd day styles
- Non-sticky moisturizing formula

#### Application

On clean damp hair, apply 5-8 pumps all over. Finger style, diffuse, dry naturally or lamp dry. Also for use with rollers & other curl-friendly tools. To reactivate curls, apply 5-6 pumps, apply to individual strands & run fingers in a spiral to boost curl...*be creative!*

**2.5 oz \$7 8.5oz \$25**

### TEXTURE TAFFY

*Pliable styling paste*

#### Benefits

- Easy to work with
- Adds texture to make long hair easy to tie up
- Great for piecing, separating & defining
- Medium hold (5)

#### Application

Emulsify & apply to damp or dry hair to finger style. **See Tip 4**

**2 oz \$20**

## SKIN CARE

### SUPER SOFT SKIN

*Non-drying Shower Gel alternative*

#### Benefits

- Body cleansing & moisturizing foam
- Reduces need for moisturizing lotion
- Great for shaving—no irritation
- Concentrated lather

#### Application

Apply to wet skin. Lather away & enjoy the glide.

**8 oz \$7.95**