



COLOUR PRESERVATION

COLOUR PROTECTION

COLOUR EXTENSION

sudzz<sup>fx</sup>  
Precision Blended Colour Care™<sup>fx</sup>®

THE NEW AUTHORITY  
IN COLOUR CARE



## **Extraordinary. Brilliant. Beautiful.**

All words to describe your hair when you use SUDZZfx® hair care. SUDZZfx® is uniquely formulated to preserve, protect and extend your hair colour while also treating your hair to exactly what it needs: restoring protein for strength, enhancing moisture where needed, and cuticle repair for absolute exquisite shine.

SUDZZfx® utilizes proprietary technology by blending science and organics together, and creating an intelligent solution for colour treated hair.

Sexy, luminous, vibrant, rich. That's your hair and your hair colour treated to SUDZZfx®.

# Shampoos

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*What do you get when you indulge your hair in cashmere? The most exquisite feeling in the world.*

## Cashmere™ Hydrating Shampoo

- Richly hydrating
- Delivers silky shine and manageability
- Contains ColourFix3 Complex™ for maximum colour protection
- No sulfates, no hidden sulfates™
- Contains FXulites® to strengthen, hydrate and protect

Lather this incredibly creamy shampoo into wet hair and rinse thoroughly for the sophisticated feel of cashmere. Follow with any SUDZZfx® conditioner.



*Achieve a new state of understanding by taking your hair into nyrvana.*

## Nyrvana™ Purifying Shampoo

- Purifies without drying
- Removes excess styling and environmental buildup
- Washes away mineral deposits like chlorine
- Contains ColourFix3 Complex™ for maximum colour protection
- No sulfates, no hidden sulfates™
- Contains FXulites® to strengthen, hydrate and protect

Lather this clarifying shampoo into wet hair and leave on for one minute before rinsing thoroughly. Leaves your hair in an enhanced state of nirvana. Follow with any SUDZZfx® conditioner.



*There's something deeply delicious about whipped cream and something fabulously sweet about honey. Imagine how sweet your hair will be.*

## Whipped Crème & Honey™ Volumizing Shampoo

- Volumizes while strengthening
- Protects and adds shine
- Contains ColourFix3 Complex™ for maximum colour protection
- No sulfates, no hidden sulfates™
- Contains FXulites® to strengthen, hydrate and protect

Lather this volumizing shampoo into hair daily and rinse thoroughly. Leaves hair as sweet as can be. Follow with any SUDZZfx® conditioner.

# Conditioners

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*You can enhance the look of your hair with a conditioning cream that's lighter than air.*

## Enhance™ Daily Conditioner

- Surrounds hair with all-day protection
- Ultra-lightweight cream
- Adds body
- Detangles and smoothes
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Work through freshly shampooed hair. Leave on for one minute before rinsing thoroughly with warm water.

*When you need a drink, you get one. Give your dry hair the drink it needs.*

## AquaFix® Hydrating Conditioner

- Hydrates extremely dry, moisture-starved hair
- Smoothes and soothes
- Defends against daily environmental stress
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

After shampooing, work through hair, roots to ends. Leave on for up to two minutes, depending on dryness, and rinse thoroughly with warm water.

*When you've got strength, you've got real moxee.*

## Moxee™ Reconstructing Conditioner

- Restores weak, lifeless, critically damaged hair
- Provides needed nourishment
- Rebuilds, revitalizes and restores
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

After shampooing, massage through hair, roots to ends, paying special attention to ends. Leave on for up to two minutes, depending on damage, and rinse thoroughly with warm water.



# Stylers

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*It's the pinnacle of style.*

## Zenith® Frizz Eliminator

- Polishing and smoothing serum
- Adds brilliant shine while smoothing away frizz
- Protects and conditions
- Alcohol free and humidity resistant
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Apply a small amount to damp hair, working through to reduce flyaways and frizz, and add shine. Can be mixed with other SUDZZfx® styling tools to add shine and humidity control.

*Look! Up in the hair! It's a... zephyr?*

## Zephyr® Volumizing Gel

- Medium holding gel creates fabulous body
- Adds thickness without stickiness or flaking
- Sculpts, smoothes and contours
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Apply to damp hair and work through. Blow dry for volume and thickness. Air dry for texture and hold.

*Turn up the volume.*

## BlowOut™ Volumizing Spray Gel

- Adds body and shine
- Expands thin and finer hair textures
- Creates big time volume while maintaining moisture balance
- Alcohol free
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Spray into damp hair. Air dry and finger style for crisp hold. Blow dry for volume.





*It's time for your hair to get some serious air time*

### **AirPlay™ Designing Spray**

- Ultra-fine, dry working spray
- Provides soft, touchable hold
- Humidity resistant
- Adds thermal protection when working with an iron
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Spray evenly over dry hair and style with hot tools. Spray again to finish.

*Hair should have fun getting into shape.*

### **Lemonade Dreamzz™ Volume & Shaping Crème**

- Lightweight, concentrated cream for styling
- Finishes a look with long-lasting body
- Contains styling memory with a natural finish
- Can be used on wet hair for volume, on dry hair for texture
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Emulsify a small amount in hands and distribute evenly through hair. Blow dry, diffuse, piece or spot-style.

*Looking for rock hard hold?*

### **Chizel® Hard Rock Gel**

- Provides extreme hold and control
- Allows for dramatic spikes and slicked-back looks
- Dries fast and never flakes
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Apply to wet or dry hair for rock hard hold. Do not blow dry unless cocktailing with other SUDZZfx® styling tools.



# Stylers

*You've been a good girl. Now it's time to lock-down style.*

## LockUp® Firm Hold Finishing Spray

- Capture a look by freezing the style quickly
- Flake free, with advanced resins for hold
- Adds truly brilliant shine
- Remains brushable all day
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Spray all over finished style to lock it in place. Brush through and re-spray anytime during the day.

*Texture and all that jazz!*

## Marmalade Jazz™ Texturing Pomade

- High-shine, flexible formula
- Adds texture and hold
- Designs and defines curls and waves
- Humidity resistant
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Emulsify a small amount in hands and work through damp hair. Diffuse or blow dry. Use on dry hair for shine, separation and texture.

*Hybrids are very in right now, even when it comes to styling.*

## AeroFixx™ Working & Finishing Spray

- Unique hairspray in a gel-base
- Helps build or finish a style
- Adds shine and flexibility
- Resists humidity
- Contains ColourFix3 Complex™ for maximum colour protection
- Contains FXulites® to strengthen, hydrate and protect

Spray evenly and work into hair. Re-apply for hold and support. Spray section by section when using with hot irons.



# See the difference SUDZZfx can make



Newly applied colour



Five weeks, post colour  
with ColourFix3 Complex™ \*



Five weeks, post  
colour without  
ColourFix3 Complex™

\* Individual results may vary  
according to hair type and condition.



# A short SUDZZfx® science lesson

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## FXulites®

FXulites® address hydration, anti-aging and keratin repair, and cuticle repair to smooth away frayed ends. They work to maintain the integrity of the hair, especially between colour treatments by targeting specific areas of damage, infusing hair with the strength needed to fight against the effects of hot styling tools (blow dryers, irons), environmental elements (sun, smog) and even fluorescent lighting.

FXulites stand up to anything that degrades protein and colour.

## ColourFix3 Complex™

Your hair colour says something about you. It changes you. It shouldn't, however, change between treatments. With the ColourFix3 Complex™, SUDZZfx® protects, preserves and performs when it comes to colour-treated hair. We include the highest quality colour-protection ingredients to extend colour.

Colour is brighter, stronger, deeper for longer periods of time.

## Certified Organic Botanicals

SUDZZfx® includes certified organic botanicals in homeopathic percentages in order to create a healthier scalp for healthier hair. These botanicals combine to help stimulate a regeneration of cells while transforming the process of colour preservation. Naturally, they're as good for the environment as they are for hair.

Shinier hair. Sexier hair.

## No sulfates, No hidden sulfates™

SUDZZfx® shampoos are sulfate-free, meaning that harsh detergents and ingredients aren't included to create lather. SUDZZfx® goes even further, making sure that the ingredients that are included for lather don't combine to produce hidden sulfates.

Look at our ingredients. See no lauryl, laureth and ammonium sulfates.

All SUDZZfx® hair care products are paraben-free.

*Technology makes the difference between good colour care and extraordinary colour preservation.*

C O L O U R P R E S E R V A T I O N

C O L O U R P R O T E C T I O N

C O L O U R E X T E N S I O N

sudzz<sub>fx</sub>  
Precision Blended Colour Care™ <sub>fx</sub>®

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