

NEW! PROGRESSIVELY STRONG

PROGRESSIVELY STRENGTHENS WITH EVERY APPLICATION



ADVANCED STRENGTHENING GAME CHANGER

seal & repair damage from the inside out, leaving hair more resilient, shiny & frizz-free

Fortify follicles & prevent breakage. Use daily for maximum strength.

vegan, free from sulfates, parabens, gluten, dea & sodium chloride

*based on lab testing









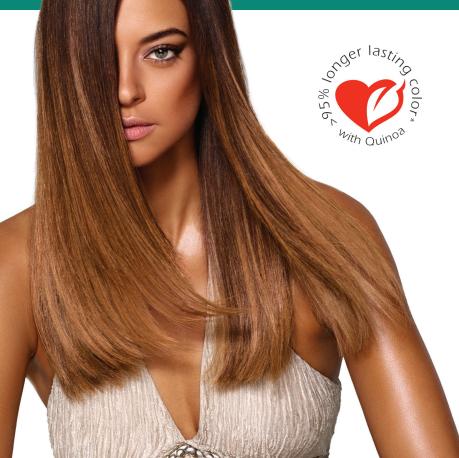


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HAIR **STRAIGHTENING SERUM** instant smoothing serum

LOVER





NEW! HAIR STRAIGHTENING SYSTEM

STRAIGHTEN UP!

Resist humidity while moisturizing & nourishing hair. Antioxidant rich ingredients defend against aging & damage from the environment. Use with heat for accelerated smoothing results.

vegan, free from sulfates, parabens, gluten, dea & sodium chloride







*based on lab testing