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**ISLANDESSENTIALS™** *Awapuhi*

A luxurious line of silicone-free, reparative hair care products.



AVAILABLE AUGUST 2015

*Repairs · Replenishes · Restores*

# The latest trend in haircare

## What is Awapuhi?

The extract from the tropical

*Awapuhi*

flower has been prized for centuries by native Hawaiians for its ability to soften, moisturize and add shine to the hair. We combine it with restorative keratin and nourishing quinoa protein for triple-strength hair repair.

**A unique triple-strength complex that restores, restructures and protects dry and damaged hair, providing three layers of protection. Rebuilds damaged hair by smoothing frayed cuticles and evening out hair porosity. Strengthens hair strands by reinforcing the cuticle structure from within the cortex. Creates a protective shield that defends the hair from heat damage.**



## Silicone-free & sulfate free\*

formulas are lightweight with no buildup to weigh hair down

*Improves*

strength and restores elasticity

*Helps* prevent breakage

*Replenishes*

natural moisture levels in the hair





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# Replenishes

your hair.

## Awapuhi Shampoo\* – IEAS12

A silicone and sulfate-free shampoo with a unique complex of awapuhi extract, quinoa and keratin proteins that helps repair weak, damaged hair. Balances moisture, preserves color, adds body and improves hair's texture.

## Awapuhi Conditioning Rinse\* – IEAC12

A silicone and sulfate-free daily conditioning rinse formulated with a unique complex of awapuhi extract, quinoa and keratin proteins that re-balances moisture levels in dull, weak hair. Smooths and detangles while adding volume and shine.



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### Awapuhi Shampoo

Shampooing  
Champú

Silicone & Sulfate Free  
Moisturizes & Protects Color

Sans silicone ni sulfate  
Hydrate et protège la couleur

Sin silicona ni sulfato  
Humecta y protege el color

370 mL 12.5 fl. oz.

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### Awapuhi Conditioning Rinse

Après-shampooing  
Acondicionador

Silicone & Sulfate Free  
Detangles & Protects Color

Sans silicone ni sulfate  
Démêle et protège la couleur

Sin silicona ni sulfato  
Desenreda y protege  
el color

370 mL 12.5 fl. oz.



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ISLANDESSENTIALS™ Awapuhi

# Enriches your hair.

## Awapuhi Styling Serum IEASS4

A lightweight, silicone-free styling serum formulated with a unique complex of awapuhi extract, quinoa and keratin proteins. Reduces the appearance of frizz, and helps repair, protect and increase strength. Adds dimensional shine and reflection to the hair's surface.

## Awapuhi Intensive Treatment IEAT5

A silicone-free intensive treatment that helps reconstruct and repair dry, damaged hair. A unique complex of awapuhi extract, quinoa and keratin proteins helps to balance moisture levels, preventing dryness and breakage. Delivers maximum smoothness and shine.

## Awapuhi Thickening Spray IEATS8

A silicone-free formula with a unique complex of awapuhi extract, quinoa and keratin proteins that adds volume and body without the stickiness. Helps maintain healthy-looking hair, enhances definition, texture, and prevents color loss.

