



firm hold gel

hold factor



firm hold gel Formulated with a natural blend proven to deliver maximum hold, body and volume with no weight, no flaking. Hair stays touchable and shiny with firm hold.

Features and Benefits

green tea Excellent source of anti-oxidant Vitamin C

Preserves health of hair.

shea butter Natural emollient conditions and moisturizes.

Guards against thermal damage during styling.

Provides gentle UV protection against fadage.

aloe Delivers additional strength and hold. Continuous moisturizing prevents dry feel and preserves healthy look.

Creates firm hold and control for blow dry styling, or sleek looks with air drying.

Alcohol-free formula dries quickly, without drying out the hair.

Controls static and flyaways during blow dry or after brush out.

UV protection extends to styling products for maximum protection.

directions

Apply evenly from scalp to ends. Style.

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