



# RAISE THE ROOT

## THICKEN + LIFT SPRAY

The cure for flat hair!

### PROBLEM

Typical root lift sprays use hardening resins that make hair dangerously stiff, brittle and prone to breakage. These resins can also darken and distort color.

### SOLUTION

Raise the Root uses proprietary clear "elastimers" that form a "spring" at the roots.

- Delivers major, long-lasting lift, body and fullness to even thin, fragile color-treated hair
- Won't darken or yellow hair
- Never stiff or sticky: hair stays flexible, and manageable
- Can be used on wet or dry hair

### USAGE

Spray onto damp or dry hair, concentrating application at the roots. Style, lifting hair and concentrating dryer heat at the roots.

### TIP

Apply to dry hair to get lift at the hairline or add targeted volume. Great for wedding hair and updos.



*Watch how to use*