

CULT FAVORITE

FIRM + FLEXIBLE HAIRSPRAY

Finally. A hairspray that won't darken or yellow color.

PROBLEM

Even "industry standard" hairspray formulas dull, darken, or yellow hair color. They can also make color-treated, fine, fragile, dry hair stiff, crunchy, and prone to breakage.

SOLUTION

Cult Favorite is a ground-breaking "work-horse" flexible spray that provides everything you want from a spray. It's ideal for color-treated hair (and all hair types!)

- Fast drying, working formula keeps hair supple, brushable, re-stylable
- Holds style firmly while allowing hair to move naturally
- Not sticky or stiff
- Protects color clarity, doesn't darken or cloud shine
- Can be layered for stronger hold
- UV protection

USAGE

Shake well. Spray on dry hair from about 10 inches away. Or, spray onto a brush (or toothbrush) for more precise application.



*Watch how
to use*