



eufora[®]

PRODUCT GUIDE

Features, benefits and usage for
all Eufora products



aloetherapy
NETOYANT HAIR BODY CLEANSER
CHÉVÈX ET LE CORPS POUR LES
ALOETHERAPY
SOOTHING CONDITIONER
APRÈS-SHAMPOOING APAISANT

curly'n
ENHANCING SHAMPOO
SHAMPOOING BOUILLANT

smooth'n
FRIZZ CONTROL CONDITIONER
APRÈS-SHAMPOOING ANTI-FRISOTTIS

nourish
MOISTURE SOLUTION CONDITIONER™
APRÈS-SHAMPOOING HYDRATANTE

nourish
HYDRATING SHAMPOO
SHAMPOOING HYDRATANT

volume
DAILY BALANCE CONDITIONER™
APRÈS-SHAMPOOING VOLUMISATEUR



call us uncompromising

In an industry that's crowded with rampant brand over promising, the Eufora voice stands out as honest, real and personal.

We take our cue from the vision of company founders, Don and Beth Bewley, who built Eufora on a foundation of authenticity, trust, innovation and a true passion for the salon professional community and the clients they serve.

Today, Eufora is recognized globally for our commitment to serving all customers with an unwavering dedication to people and planet friendly products that deliver unsurpassed results and performance. More importantly than this, we believe that we can ignite a passion that inspires others to *Live Their Beauty* each and every day, to define their own unique style and beauty and share it with the world.

Eufora Hair Care Categories:

- Beautifying Elixirs
- Aloetherapy
- Nourish
- Volume
- Curl
- Smooth
- Thickening
- Style

GOOD GLOBAL KARMA

Creating Clean Beauty since 1997 — the Eufora philosophy has always embraced ethics, safety, sustainability and transparency in a full circle approach to Clean Beauty. What does that mean for you?



1. Mindful Methods.

This translates to formulations that utilize the best ingredients for the best result - doing the least harm to people & planet. When it comes to natural vs. synthetic, safety over source prevails. Transparency in claims is a must.



2. Planet Friendly.

Embracing “sustainable” practices, this pillar is comprised of many eco-friendly topics such as packaging choices, recycling and upcycling, as well as ingredient sourcing and impact.



3. Human Kind.

An elevated sense of ethics ensures fair trade values that support the communities where goods are sourced. Practices that exploit humankind - like mica mining where child labor is employed - are strictly avoided.

The three key pillars come together to form our brand platform with deep roots in social responsibility. We are proud of our ongoing commitment to initiatives that remind us all to be a positive contributor, minimize our footprint and continue to forge a path that leads to the growth of Good Global Karma.

GLOSSARY OF TERMS



CERTIFIED ORGANIC ALOE VERA

Provides important nutrients, essential amino acids, moisture for optimum scalp and hair health

A legendary reputation as the "miracle plant" in a naturopathic healing. Eufora 100% Active Aloe Vera, provides proven benefits such as

- Over 200 biologically active substances, including 75 nutrients, 20 minerals and 12 vitamins
- 20 of 25 amino acids required by the body, and 7 of 8 essential amino acids
- Key enzymes for cellular, healing, renewal and growth
- Antibacterial, antiviral and antiseptic benefits to alleviate symptoms associated with skin problems and scalp conditions

ALOE STEM CELLS

- Known to multiply the molecular potency of aloe by 1000x
- Help soothe and calm irritated, dry skin
- Contain polysaccharides and glycoproteins to stimulate skin repair and growth and reduce inflammation
- Farmed when the aloe leaf is cut for sustainability
- Repairing mechanism heals itself with "repairing" cells (aka regenerating cells)

VIBRANT COLOR COMPLEX™

Scientifically proven to deliver superior hair color retention

- **Chromaveil™** - a breakthrough technology in color protection science reduces fading and retains vibrancy
- **Brazil Nut Oil** - an excellent emollient for hair and scalp. Rich in **Vitamins A** and **E**, proven to provide superior UV protection
- **Camellia Sinensis Leaf Extract** (Tea Leaf Extract) - powerful UV inhibitor and promoter of scalp health
- **Cranberry Oil** - a potent antioxidant

DAMAGE CURE COMPLEX™

Proprietary complex repairs inner structure and outer cuticle of the hair

- **Vegetable Protein** and **Amino Acids** penetrate deep into the hair shaft to increase strength, prevent breakage and restore moisture
- **Lipids and important nutrients** (Planet Derived Glutamic, Lauric Acid and Lysine) restore the protective cuticle layer and improve the health of the scalp and hair follicle
- **18-MEA** - Protect the hair and scalp from future damage
- **Oils of Argan, Cranberry, Kukui, Brazil Nut and Neem** deliver moisture shine, antioxidant and anti-bacteria benefits

ProAmino PEPTIDE COMPLEX™

- Nourishes and protect the scalp
- Stimulates the hair follicle and scalp
- Contains plant extracts known for antiseptic and antibacterial benefits
- Helps prevent follicle atrophy and anchors the hair bulb to the scalp
- Helps inhibit 5-Alpha Reductase - a leading cause of hair loss

FRAGRANCE/AROMA

Eufora products contain naturally derived fragrances, essential oils and aromas. No artificial fragrances are used in Eufora products

ESSENTIAL OILS

These oils are the essence of the planet's fragrances - its volatile aroma compounds. Essential Oils are used in the practice of aromatherapy.

GLOSSARY OF TERMS

PARABEN FREE

Parabens are a group of commonly used preservatives in cosmetics and personal care products. They prevent microbial growth and extend product shelf life. Eufora does not use or add parabens in manufacturing of any of our products.

MINERAL OIL FREE

All Eufora retail products are Mineral Oil Free.

PETROLATUM FREE

There is NO petrolatum or petroleum jelly in any of Eufora hair care products

CRUELTY FREE

The term is generally defined as no harm being done to animals in the production or testing of the product. Eufora does not conduct animal testing on any of our products. Cruelty-Free and Vegan are not interchangeable terms.

VEGAN

We define vegan products as those products with no animal ingredients or animal derived ingredients in the formula. We have many vegan products. However, ingredient choices are made based on performance benefits.

GLUTEN FREE

Ingredients derived from wheat are protein-rich. They are used in hair care to add shine, increase manageability and body and to strengthen the hair fibers. Some wheat derived ingredients contain gluten and some do not. If you have a gluten allergy, Celiac Disease or are concerned about the topical application of products with gluten in them, look for our Gluten-Free icon.

NOTE: The Gluten-Free icon does not indicate that ingredients are certified Gluten-Free, as they may have been processed in a facility that also processes wheat or barley.

SULFATE FREE

Sulfates are a specific type of surfactant. Surfactants are the principal ingredients responsible for cleansing and emulsifying which allows oils and water to mix.

At Eufora, we have taken the approach of providing options to our customers. While the majority of our shampoos are Sulfate-Free, we currently make two shampoos with a gentle ALS Sulfate Technology, Nourish Hydrating Shampoo and Volumizing Shampoo. Which to pick is up to you! Eufora products do NOT contain Sodium Lauryl Sulfate (SLS) or Sodium Lauryl Ether Sulfate or Sodium Laureth Sulfate (SLES) Sulfate Technology known to be more damaging.





Eufora formulations harness the power of more than 100 unique plant and flower extracts, essential oils, vitamins and natural aromas in combination with innovative technologies that elevate Eufora botanical science above the crowd.

beautifying elixirs



*Inner Strength
Creates Outer Beauty*



TO STRENGTHEN AND REPAIR FRAGILE OR CHEMICALLY TREATED HAIR

Beautifying Elixirs™ is specially designed to restore health and vibrancy to hair that has been compromised due to environmental stresses, such as UVA and UVB exposure, heat damage from styling tools, and all chemical services. Eufora's proprietary technology for repairing and protecting hair delivers powerful formulations with real results for damaged, dull, brittle, and lifeless hair.

THE TECHNOLOGY

DAMAGE CURE COMPLEX™ *(see glossary for more details)*

VIBRANT COLOR COMPLEX™ *(see glossary for more details)*

OTHER KEY INGREDIENTS

ALL PLANT ESSENCE OF SAGE AND THYME

- Soothes scalp, nourishes hair follicle, and improves weak and brittle hair

MEADOWFOAM SEED EXTRACT

- Helps to repair damage and provides moisture shine and UV protection

NATURAL AROMA BLEND

- With hints of Ylang Ylang, Orange, Carrot, Juniper, Camphor, Patchouli, Vanilla, Cumaru, Vetiver, Geranium, Grapefruit and Lemon



BODIFYING SHAMPOO

- Provide weightless moisture and rejuvenate dry, damaged and brittle hair
- Bring body, manageability and shine to lifeless hair
- Perfect for normal, fine, thin and thinning hair

BODIFYING CONDITIONER



MOISTURE INTENSE SHAMPOO

- Provide maximum moisture and smoothing benefits
- Deliver softness, shine and frizz control
- Perfect for coarse, textured, damaged and frizzy hair

MOISTURE INTENSE CONDITIONER



LEAVE-IN REPAIR TREATMENT

- Daily use, multi-benefit leave-in treatment
- Provides added moisture without weight
- Detangles, controls frizz, improves strength and elasticity
- Added heat styling and color protection
- Perfect for all hair types



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.



MOISTURE MASQUE

- Restorative and luxurious treatment
- Maximum concentration of Damage Cure Complex™
- Penetrates deeply to restore strength, moisture and vibrancy
- Shea butter moisturizes and restores natural lipid barrier
- Perfect for extra dry, damaged hair



REPLENISHING TREATMENT

- More powerful than a daily conditioner - lighter than a weekly masque
- Extra moisture and frizz control without weight
- Delivers soft, smooth, and shiny hair
- Beneficial for all hair types but ideal for extra dry or damaged hair but



ElixirONE™

- Potent leave-in treatment for exceptional weightless shine, softness and manageability
- High concentration of Damage Cure Complex™ and Vibrant Color Complex™
- Restores moisture without oily or greasy feeling
- Use on damp hair
- Hair perfecting potion for all hair types



COLOR REVIVE

- Enhances color tone and vibrancy between salon visits
- Delivers shine and conditioning benefits
- Available in 4 shades: Blonde, Brunette, Copper and Red
- Perfect for all hair types

Tips:

- Highly concentrated - lasts for up to 5 shampoos
- Best after shampooing and prior to conditioner



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

— beautifying elixirs

aloetherapy



CALM AND SOOTHE HAIR AND BODY

Aloe Vera well known for its soothing benefits, provides the foundation for the Aloetherapy promise. It focuses on helping soothe, calm and ease sensitive skin and scalp whether a result from genetics, sun burn or other irritating factors. It helps provide immediate and long-term benefits to soothe dryness and irritation.

THE TECHNOLOGY

ALOE STEM CELLS *(see glossary for details)*

OTHER KEY INGREDIENTS

WATER LILY

- Natural moisturizer that provides instant hydration and helps reduce irritation

VITAMIN C

- A powerful antioxidant to help fight against free radicals produced by external aggressions

BRASSICA FLOWER AND RADISH SEED

- Provide excellent conditioning and shine benefits

TRI-SUGAR BLEND

- Delivers moisture, strengthens and protects against moisture loss

OAT AVENANTHRAMIDES

- Concentrated fraction from colloidal oatmeal that contains anti-irritant antioxidant properties. Scientifically proven to reduce redness and itch to help soothe and relieve dry skin





SOOTHING HAIR-BODY CLEANSE

- Gentle weightless shampoo for hair and body
- Calms and soothes skin and scalp
- Perfect for sensitive skin as well as the whole family

SOOTHING CONDITIONER

- Lightweight moisturizing conditioner
- Softens hair and provides manageability
- Calms and soothes the scalp
- Perfect for sensitive skin as well as the whole family

MOISTURE MIST FOR HAIR AND BODY

- Improves condition and manageability of hair
- Soothes and calms scalp and skin irritations
- Leaves skin hydrated and refreshed
- Soothes skin after exposure to sun
- Mist from head to toe for instant hydration
- Perfect for sensitive skin as well as the whole family

SOOTHING BODY MOISTURIZER

- Rich, non-greasy lotion that penetrates quickly into skin
- Soothe, calm, soften and moisturize skin
- Contains Vitamins A, C, D, & E for antioxidant, skin renewal and overall skin health and vibrancy
- Perfect for sensitive skin as well as the whole family



NOTES

.....

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

nourish



Nourish and Protect

Restore Moisture

Add Strength & Shine



REPLENISHING SOLUTIONS FOR ALL HAIR TYPES

Hair, no matter what type, endures the daily stresses of the environment and the styling practices that can leave it dry, lifeless and starving for moisture. When hair lacks proper moisture, it becomes dull, loses elasticity and is prone to breakage. Through a unique blend of proteins, nutrients, oils and plant extracts, Eufora Nourish products keep hair and scalp in optimum condition.

THE TECHNOLOGY

CERTIFIED ORGANIC ALOE VERA *(see glossary for details)*

OTHER KEY INGREDIENTS

SOY, QUINOA, AND WHEAT PROTEINS BLEND

- At specific molecular weights are utilized throughout the Nourish product collection to deliver strength, combat damage improve elasticity and balance moisture to keep hair healthy and strong

MEADOW FOAM SEED, CHAMOMILE, HORSE CHESTNUT, HORSETAIL, NETTLE, MENTHOL, CAMPHOR, HENNA, LEMONGRASS, BALM MINT, YARROW, HOPS, ROSEMARY

- Promote healthy scalp and hair, contributes to strength and shine and elasticity

PANTHENOL (VITAMIN B5)

- Promotes moisture retention, body and shine and protects against breakage



HYDRATING SHAMPOO

- Lightweight moisturizing shampoo
- Proteins provide strength and shine
- Perfect for normal and fine hair

**Contains Ammonium Lauryl Sulfate*



DEEP MOISTURE CLEANSE

- Extra moisturizing shampoo with thorough cleanse
- Promotes strength, shine and softness
- Perfect for dry, coarse or textured hair



URGENT REPAIR SHAMPOO

- Chelating shampoo removes impurities and build up without creating dryness
- Delivers moisture and restores vitality and color vibrancy
- Gentle enough for daily use
- Perfect for weekly detox, swimmers, anyone who has hard water or well water

Tip: Use at the Back Bar



MOISTURE SOLUTION CONDITIONER

- Extra moisturizing daily conditioner
- Restores softness, shine and manageability
- Controls frizz
- Perfect for normal, dry and unruly hair



N
O
T
E
S

.....

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.



URGENT REPAIR TREATMENT

- Restorative treatment for damaged hair
- Alleviates symptoms of scalp conditions and promotes healthy scalp environment
- Returns vitality to extra dry and damaged hair
- Best used as treatment but can be used as a daily conditioner
- Perfect for all hair types



LEAVE-IN HYDRATION

- Daily leave-in treatment provides added moisture
- Provides hydration and frizz control without added weight
- Protects hair from heat styling and environmental stresses
- Perfect for extra dry and unruly hair

Tip: Air dry with curly hair



FORTIFI KERATIN REPAIR

- Protein rich restructuring solution for weak, brittle and damaged hair
- Weightless formula provides strength and elasticity
- Improves breakage resistance
- Evens the porosity of damaged hair for better chemical services results
- Perfect for all hair types



BEAUTIFYING SERUM

- Uniquely formulated for use on hair, skin and scalp
- Multipurpose oil complex with Kukui, Argan, Neem and Cranberry
- Non-greasy, lightweight, fast absorbing serum for hair, scalp and skin health
- Delivers moisture, softness and incredible shine
- Best for all hair types



URGENT REPAIR HAND CREAM

- Immediate, long-lasting and non-greasy moisturizer
- Nourishes and soothes dry, rough skin
- Leaves hands smooth and velvety soft
- Keeps working after hands are submerged in water
- Best for all hands



NOTES

.....

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

volume



GRAVITY DEFYING VOLUME, BODY & LIFT

Those with flat, fine and thinner hair seek ways to pump up the volume for fuller, thicker hair. Eufora Volume collection, formulated with a blend of specialty ingredients, helps add up to 65% more volume for fuller hair with body, softness and shine.

THE TECHNOLOGY

CERTIFIED ORGANIC ALOE VERA *(see glossary for details)*

OTHER KEY INGREDIENTS

SOY, QUINOA, AND WHEAT PROTEINS

- At specific molecular weights are utilized throughout the Volume Promise to deliver strength, combat damage, improve elasticity and balance moisture to keep hair healthy and strong

CHAMOMILE, HORSE CHESTNUT, HAZEL NUT, LEMONGRASS AND PASSIONFLOWER, BALM MINT, YARROW, HOPS, ROSEMARY

- Promote healthy scalp and hair, contributes to strength and shine and elasticity

PANTHENOL (VITAMIN B5)

- Promotes moisture retention, body and shine and protects against breakage





VOLUMIZING SHAMPOO

- Creates healthy body and manageability without dryness
 - Clinically tested to increase hair fiber diameter up to 65%
 - Restores body to fine & lifeless hair without dryness
 - Best for thin, fine and lifeless hair
- *Contains Ammonium Lauryl Sulfate*



DAILY BALANCE CONDITIONER

- Weightless moisturizer
- Promotes strength and elasticity
- Works to improve health of hair and scalp
- Best for thin, fine and lifeless hair



VOLUME FUSION SPRAY

- Specialty style prep adds body and fullness
- Also used for lift at the root
- Provides control without stiff and sticky residue
- Leaves hair full of volume and moveable and touchable
- Activated by heat
- Best for thin, fine and lifeless hair

Tips:

- Use on damp hair prior to blow dry
- For lift at the root, use when hair is 75% or more dry. Use blow dryer to set lift.



N
O
T
E
S

.....

.....

.....

.....

.....

All Euforo products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

curl'n



TOTAL CONTROL OF CURLS AND WAVES

Curly, wavy and textured hair is complex and has a personality all its own. It's often unpredictable, and problems range from dryness, moisture retention, frizz control and controlling unruly curl patterns. Eufora Curl'n science brings increased moisture, curl retention, frizz control, manageability and shine to all types of curl and wave textures.

THE TECHNOLOGY

CERTIFIED ORGANIC ALOE VERA *(see glossary for details)*

NATURAL PROTEINS, EXTRACTS AND OILS

RICE AND KERATIN AMINO ACIDS - Strengthens, conditions, reduces moisture loss and combats frizz

ABYSSINIAN OIL - Improves manageability, moisturizes, enhances shine and strengthens hair

MORINGA OIL - Antioxidant rich moisturizer with Vitamins A, C, E and Omega 9 to protect hair, control frizz and add shine

PANTHENOL AND AMINO ACIDS - Provide thermal protection, protect root and shaft and lock in moisture

TOMATO FRUIT FERMENT EXTRACT - Unique bio-enzyme to repair damage, strengthen and improve the structure of hair to improve curl retention





ENHANCING SHAMPOO

- Gentle cleansing, lightweight formula to enhance curls and waves
- Restores moisture without weighing down curls
- Provides frizz control benefits
- Best for curly and wavy hair

ENHANCING CONDITIONER

- Detangles and restores moisture without added weight
- Strengthens and improves manageability
- Reduces frizz and delivers shine
- Best for curly and wavy hair

PERFECT-CURL ACTIVATOR

- Prep spray to enhance curls and waves
- Provides thermal protection and frizz-free curl enhancement
- Revitalizes lifeless curls between shampooing
- Combats odors on 2nd day hair
- Dual purpose wet and dry use formula
- Mist onto damp hair to bring up curl pattern

DEFINING SOLUTION

- Light styling foam that enhances and defines curls and waves
- Tames fizziness and unruly curls
- Fights humidity
- Provides hold for soft moveable curls without crunch
- Best for curly and wavy hair



NOTES

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

smooth'n



SMOOTHS FRIZZY, UNRULY HAIR

The Eufora innovative Smooth'n collection delivers exceptional moisture, shine and frizz control. Eufora smoothing science is unique in that, with continued use, Smooth'n products provide a progressive, cumulative benefit virtually eliminating frizz and making future styling easier each time.

THE TECHNOLOGY

CERTIFIED ORGANIC ALOE VERA *(see glossary for details)*

OTHER KEY INGREDIENTS

SOY PROTEIN AND SOYBEAN PHOSPHOLIPIDS

- Proven to elongate curls over time by adhering to the hair fiber and surrounding it with a smoothing protective layer
- Fight frizz
- Seal the cuticle layer
- Lock out humidity

SMOOTH'N OIL COMPLEX

(Moringa, Abyssinian, Safflower and Olive Oils)

- Provides essential vitamins and minerals
- Provides antioxidant benefits and protects from environmental stressors
- Delivers exceptional moisture, moisture retention and shine for healthy hair and scalp

SHEA BUTTER

- Contains high levels of fatty acids to restore the natural lipid barriers
- Exceptional moisturizing and conditioning
- Delivers soft, moveable and shiny hair

MARSHMALLOW ROOT EXTRACT

- Helps softens hair and provides shine
- Helps to soothe dry scalp





FRIZZ CONTROL SHAMPOO

- Gentle moisture rich shampoo
- Ultimate frizz and humidity benefit
- Delivers strength and shine
- Best for coarse, textured, frizzy hair or frizz control in humid climates



FRIZZ CONTROL CONDITIONER

- Ultimate frizz and humidity benefits
- Delivers smooth, silky and shiny hair
- Extra moisturizing
- Best for coarse, textured, frizzy hair or frizz control in humid climates



OIL THERAPY

- Non-greasy frizz control
- Nourishes and protects hair
- Seals in moisture and maximum shine without adding weight
- Use on damp or dry hair
- Best for textured, frizzy hair

Tip: Use with flat iron to add shine



NOTES

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

thickening



30 DAYS TO THICKER, FULLER HAIR

Hair loss can happen for many different reasons including poor scalp health, abusive styling practices and over exposure to chemical services. Sudden excessive hair loss should be diagnosed and treated by a medical professional.

Eufora Thickening collection delivers advanced technology in scalp and hair science. It creates the optimum scalp environment for healthy hair growth and improves strength and elasticity. The Thickening products work synergistically for optimal results.

THE TECHNOLOGY

PROAMINO CELL COMPLEX

- Combines ProAmino Peptide Complex with Aloe Stem Cells to provide an optimum healthy scalp environment to support hair growth

PROAMINO PEPTIDE COMPLEX *(see glossary for details)*

COENZYME Q10

- A naturally occurring human cell antioxidant that protects by prevent free radical and environmental damage to the hair and skin

VITAMINS B3, B5, B6 AND B7

- All essential for healthy scalp and hair growth



All 5 Thickening products are available in a Regimen Kit



CLEANSING TREATMENT

- Advanced scalp and hair technology for thicker, fuller and healthier hair
- Delivers silky softness without adding weight
- Improves strength and elasticity of the hair
- Restores the look and feel of healthy, beautiful hair

CONDITIONING TREATMENT



SCALP TREATMENT

- Works above and below the scalp to nourish, protect and deliver essential nutrients for a healthy scalp environment



THICKENING SERUM

- A zero-weight styling solution that delivers thicker, fuller hair when blown dry into the hair
- Provides leave-in treatment benefit to improve the strength and elasticity of the hair
- Provides light styling control and volume



NUTRITIONAL SUPPORT

- Specialty supplement that provides just the right balance of nutrients to support healthy hair, nails and skin



N
O
T
E
S

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

— thickening

euforastyle





SCULPTURE™
light styling glaze

- Delivers light medium styling control
- Helps reduce frizz and static flyaways
- Adds body, manageability and control during blow dry

ILLUMINATE™
shine mist

- Creates shine without weight
- Adds moisture
- Eliminates frizz
- Detangles use wet or dry

BEHAVE™
lightweight styling cream

- Enhances curl and wave
- Defines layers
- Anti-humectant properties help control frizz
- Provides control for all styles
- Reapply for added control

STRAIGHTENING BALM
blow-dry cream

- Gives added control during the blow dry for smoothing and straightening
- Dual-purpose cream smooths while providing leave-in conditioning benefits
- Lasting shine with frizz protection
- No stiff or tacky feel
- Apply in wet hair

FORMING CREAM
shaping balm

- Creates shape and definition for any hair type
- Leaves hair touchable and shiny
- Anti-humidity formula provides frizz protection and medium hold
- Great for shaping curl and wave
- No stiff or tacky feel

COLOR LOCKING SYSTEM™

Cocktail SCULPTURE & ILLUMINATE together to help protect salon fresh color, and prep for style memory & brilliant shine



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

euforastyle



FORMATION™
styling foam

- Perfect for sculpting, setting, volumizing and texturizing
- Disperses easily through wet or dry hair
- Helps protect from sun damage and color fading



BOOST™
root lifting spray

- Provides lasting volume and control at the root line
- Fine and flat hair looks and feels thicker and fuller
- Lightweight formula leaves hair soft
- Use only on damp hair



POWDER LIFT™
boosting powder

- Unique "liquid" boosting powder
- Instantly thicker, fuller-looking hair
- Creates lift at root that lasts all day
- Blend into Eufora gels & creams for added volume



THERMAL DEFENSE SPRAY
heat damage protectant

- Moisturizes, detangles and prevents damage caused by heat styling tools
- Provides thermal protection from heat styling tools up to 428°F (200°C) degrees
- Leaves hair soft, shiny, moveable and touchable
- Use only on damp hair



RETAIN
heat styling spray

- Applied to dry hair before using hot tools
- Assists in holding curls or keeping hair smooth throughout the day
- Protects from heat styling tools up to 428°F (200°C) degrees
- Use only on dry hair



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.



DETAILS™
dry spray wax

- Creates exceptional texture and dimension
- Versatile wet/dry styling and finishing
- Spray onto finger and pull through area where extra definition is desired

PIECE WORKS
defining fiber paste

- Delivers a strong, pliable hold with lasting control
- Builds texture and shape
- Adds dimension to layers
- Tames frizz
- Great for enhancing definition in short cuts

FIXATION™
styling wax

- Provides medium to firm hold
- Creates texture and separation with shine

PURE POLISH™
shine emollient

- Controls frizz and flyaways
- Delivers shine and softness without greasiness
- Lightweight finishing gloss ideal for any hair type

GLOSS
dry shine spray

- Achieve high-gloss shine on any finished style without moisture, weight or greasy finish
- Extra dry spray with no added weight
- Helps protect against damage caused by free radicals



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.

euforastyle



FULL EFFECT™
dry texturizing spray

- Anti-frizz formula
- Creates texture and fullness with staying power
- Provides medium hold
- Ideal for all hair types



TAME™
frizz control spray

- Provides a flexible, brushable, light hold
- Adds a hint of shine
- Helps reduce frizz and flyaways
- Ideal for humid climates and outdoor activity



ELEVATE™
firm workable finishing spray

- Provides medium to firm workable hold
- Leaves hair touchable with no stiff or sticky feel
- Protects from color fading
- "Go-to" daily hair spray for all hair types



UPLIFT™
extra firm finishing spray

- Maximum hold for long-lasting style
- Reduces frizz and protects against color fading
- Locks out humidity
- Ideal for final finishing and up-do styling



FIRM MIST™
workable finishing spray

- Fast drying versatile spray
- Ideal for setting and sculpting
- Formulated to protect, strengthen and add shine
- Fine mist spray for easy, brushable restyling
- Lightweight frizz control
- Perfect for braids, curling and setting hair before styling



N
O
T
E
S

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.



FRESH EFFECT
dry shampoo

- Instantly refreshes hair between washes
- Zero-weight spray absorbs excess oil and odor
- Leaves hair brushable and touchable soft
- No sticky, powdery residue or grittiness, talc-free
- Keeps hair color looking fresh



CONCEAL
root touch-up powder

- Temporary root touch-up mineral pigment to instantly cover unwanted grey or regrowth from cosmetic color
- Mess-free, self-dispensing brush
- Apply after styling and before finishing spray
- Pillow case color transfer safe; water-resistant
- Available in 5 shades: Black, Dark Brown, Brown, Auburn and Blonde



ROUND BRUSHES
ionic ceramic polishing brush

- Available in 3 sizes: Small, Medium & Large
- Achieve perfect blowout
- Lightweight ceramic coated barrel
- Retains heat for maximum polishing effect
- Smooths out frizz and helps maintain styles longer
- Heat resistant tourmaline infused nylon bristles grip the hair



MICROFIBER TOWEL

- Helps eliminate frizz
- Creates less friction
- Absorbs moisture more quickly than a cotton terry towel
- Always blot, never rub, wet hair
- Great for removing make-up

N
O
T
E
S

.....

.....

.....

.....

.....

.....

All Eufora products are Paraben, Petrolatum, Mineral Oil and Cruelty free.



eufora.

©Eufora International • Vista, CA 92081 • 800-6-eufora • www.eufora.net

D/LIT/EPG