

GO24.7[®]

THE COLLECTION



LUXURY GROOMING
With All Men In Mind

PRODUCT BENEFITS

Paraben Free

WHAT ARE PARABENS?

Parabens are preservatives.

WHY DON'T WE USE THEM?

Parabens tend to cause skin irritation, feel waxy and weighs hair down.

WHAT DO WE USE INSTEAD?

We use food grade preservatives.

Sulfate Free

WHAT ARE SULFATES?

Sulfates are cleansing agents; surfactants.

WHY DON'T WE USE THEM?

Sulfates tend to dry out hair and fade color.

WHAT DO WE USE INSTEAD?

We use mild cleansing agents derived from coconuts.

Sodium Chloride Free

WHAT IS SODIUM CHLORIDE?

Sodium Chloride is salt.

WHY DON'T WE USE THEM?

Sodium Chloride is used as a cheaper thickening agent. It tends to dry out the hair and reverse chemical straightening treatments.

WHAT DO WE USE INSTEAD?

We use Premium ingredients that naturally create the consistency of the products.

Other Features

- Safe for color treated hair
- Not tested on animals
- Ginseng and Macadamia Nut fragrance

CLEANSE & CONDITION



SHAMPOO

- Vitamin B5 Helps Strengthen Hair
- Honey Aids Cell Rejuvenation
- Ideal for Everyday Use



MINT THICKENING SHAMPOO

- Peppermint Oil Soothes Scalp
- Menthol Stimulates Hair Growth
- Honey Aids Cell Rejuvenation



CONDITIONER

- Vitamin E Delivers Nutrients
- Menthol to Stimulate Scalp
- Seals Cuticle & Adds Shine



BODY WASH

- Rejuvenates Dull Skin
- Maintains Moisture Balance
- Gentle Cleansing with Rich Lather

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STYLING



GROOMING CREAM

- Natural Finish
- Light Hold
- For Medium to Long Hair



STYLING CREAM

- Matte Finish
- Medium Hold
- Adds Volume
- For All Hair Types



CREAM WAX

- Natural Finish
- Medium Hold
- Cream to Wax for a Flexible Finish



TEXTURE PASTE

- Matte Finish
- Strong Hold
- Adds Texture & Separation
- For Short to Medium Hair



POMADE

- High Shine
- Strong Hold
- For Short to Medium Hair
- Ideal for Pompadour

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STYLING



HAIR GEL

- Brushable, Non-flaking
- Natural Finish
- Strong Hold
- For All Hair Types



CONTROL SPRAY

- Non-flaking
- Natural Finish
- Extra-strong Hold
- For All Hair Types

GO247®

FORMULA FINDER

HOLD

FINISH

Extra Strong	CONTROL SPRAY	Natural
Strong	HAIR GEL	Natural
Strong	POMADE	High Shine
Strong	TEXTURE PASTE	Matte
Medium	CREAM WAX	Natural
Medium	STYLING CREAM	Matte
Light	GROOMING CREAM	Natural

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