



MEN

PRODUCT KNOWLEDGE MANUAL



beverly hills

PREMIER PRODUCTS THAT KEEP A MAN LOOKING GOOD NO MATTER WHERE HE GOES.

Whether he is walking out of a meeting or on his way to a dinner, Beverly Hills men are always well groomed. Designed to meet the needs of the modern man, the J Beverly Hills Men's line is infused with curative botanicals that promote healthier, thicker hair in a designer cologne inspired scent. The broad range of styling and finishing products will support any man's style all throughout the day.





3oz

12oz

32oz

MOISTURIZING SHAMPOO

Moisture Infusing Shampoo

Formulated with a combination of aloe and nettle botanical extracts that provide moisture balance to the hair and scalp, while providing natural gentle cleansing properties.

KEY FEATURES & BENEFITS

- Moisturizes
- Dissolves Build-Up
- PH 5.5

DIRECTIONS

Massage a small amount of shampoo into wet hair and scalp, reaching a rich lather. Rinse well.

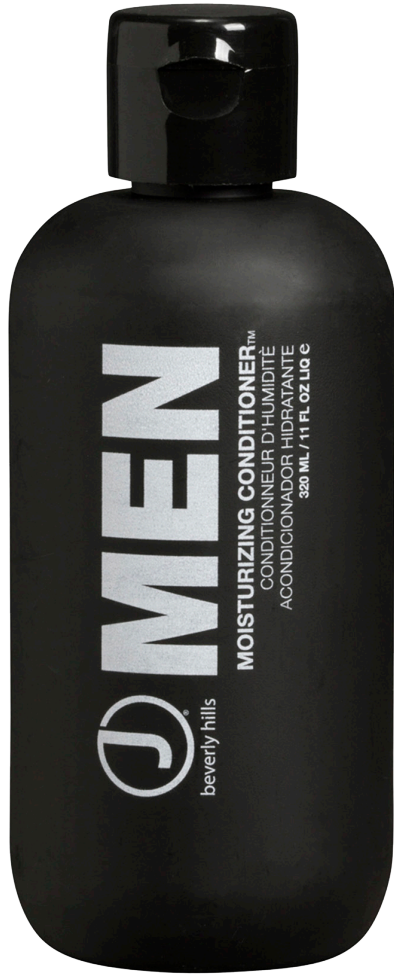
INGREDIENTS

Water/Eau/Aqua, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Glycol Stearate, PEG-150 Distearate, Panthenol (Pro Vitamin B-5), Polyquaternium-7, Polyquaternium -10, Hydroxypropyl Methylcellulose, Benzophenone-4, Paullinia Cupana (Guarana) Fruit Extract, Zingiber Officinale (Ginger) Root Extract, Aloe Barbadensis (Aloe Vera) Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Urtica Dioica (Nettle) Leaf Extract, Salvia Officinalis (Sage) Leaf Extract, Cocodimonium Hydroxypropyl, Hydrolyzed Wheat Protein, Butylene Glycol, PEG-7 Glyceryl Cocoate, Wheat Amino Acid, Linalool, Hydrogenated Lecithin, Benzyl Salicylate, Fragrance/Parfume, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Blue 1 (CI 42090), Violet 2 (CI 60730).

INFUSIONS

Aloe Vera, Chamomile, Ginger, Ginseng, Guarana, Hydrolyzed Wheat Protein, Pro Vitamin B-5, Nettle, Rosemary Extract, Sage & Wheat Amino Acids





3oz

11oz

32oz

MOISTURIZING CONDITIONER

Moisture Infusing Conditioner

Formulated with a unique blend of avocado, pomegranate, peppermint, and rosemary oils to create a natural barrier to protect hair from free radicals; additionally providing moisture to the hair and scalp without weighing hair down while adding a healthy sheen. Baobab oil Absorbs quickly, improves hair elasticity, and Aids in scalp stimulation.

KEY FEATURES & BENEFITS

- Moisturizes
- Stimulates Scalp
- Adds Healthy Sheen
- PH 5

DIRECTIONS

After shampooing with moisturizing or thickening shampoo, massage a small amount into hair and scalp. Rinse well.

INGREDIENTS

Water/Eau/Aqua, Cetearyl Alcohol, Propylene Glycol, Behentrimonium Methosulfate, Stearamidopropyl Dimethylamine, Panthenol (Pro Vitamin B-5), Stearyl Alcohol, Menthol, Adansonia Digitata (Baobab) Seed Oil, Persea Gratissima (Avocado) Oil, Punica Granatum (Pomegranate) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Wheat Amino Acids, Hydrolyzed Wheat Protein, BHT, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Blue 1 (CI 42090), Yellow 5 (CI 19140), Red 40 (CI 16035).

INFUSIONS

Avocado, Baobab, Hydrolyzed Wheat Protein, Menthol, Peppermint, Pomegranate, Pro Vitamin B-5, Rosemary & Wheat Amino Acids





3oz

12oz

THICKENING SHAMPOO

Hair & Scalp Intensive Shampoo

Formulated with alfalfa, aloe and proprietary blend of proteins and vitamins to add thickness and moisture without weighing hair down. This daily shampoo utilizes vitamin B5 to strengthen and stimulate the hair follicle to promote new growth making the hair visibly thicker and fuller.

KEY FEATURES & BENEFITS

- Adds Thickness
- Stimulates Scalp
- Moisturizes
- PH 5

DIRECTIONS

Massage a small amount of shampoo into wet hair and scalp reaching a rich lather. Rinse well.

INGREDIENTS

Water/Eau/Aqua, Sodium C14-16 Olefin Sulfonate, Cocamide MEA, Cocamidopropyl Betaine, Sodium Chloride, Fragrance/Parfum, Panthenol (Pro Vitamin B-5), Biotin, Hydrolyzed Wheat Protein, Keratin Amino Acids, Hydrolyzed Soy Protein, Aloe Barbadensis Leaf Juice, Medicago Sativa (Alfalfa) Extract, Citronellol, PEG-150 Distearate, Glycol Distearate, Amodimethicone, Isolaureth-6, Glycerin, Octoxynol-40, Polyquaternium-10, Polyquaternium-7, Citric Acid, Phenoxyethanol, Ethylhexylglycerin, Blue 1, Yellow 5.

INFUSIONS

Alfalfa, Aloe Vera, Biotin, Coconut, Keratin Amino Acids, Hydrolyzed Soy Protein, Hydrolyzed Wheat Protein, Pro Vitamin B-5





12oz

32oz

MINT SHAMPOO

Mint Moisturizing Shampoo

Formulated with peppermint, menthol, and ginger botanical extracts, Mint Shampoo increases circulation to stimulate and soothe the scalp while dissolving buildup.

KEY FEATURES & BENEFITS

- Stimulates and Soothes Scalp
- Dissolves Build-Up
- PH 5.5

DIRECTIONS

Massage a small amount of shampoo into wet hair and scalp reaching a rich lather. Rinse well.

INGREDIENTS

Water/Eau/Aqua, Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Polyquaternium-7, Chamomilla Recutita (Matricaria) Flower Extract, Salvia Officinalis (Sage) Leaf Extract, Urtica Dioica (Nettle), Aloe Barbadensis Leaf Juice, Zingiber Officinale (Ginger) Root Extract, Mentha Piperita (Peppermint) Oil, Paullinia Cupana Seed Extract, Hydrolyzed Wheat Protein, Wheat Amino Acids, Cocodimonium Hydroxypropyl Hydrolyzed Wheat, PEG-150 Stearate, Glycol Stearate, Menthol, Hydroxypropyl Methylcellulose, PEG-7 Glyceryl Cocoate, Hydrogenated Lecithin, Polyquaternium-10, Butylene Glycol, Benzyl Salicylate, Benzophenone-4, Panthenol (Pro-Vitamin B-5), Linalool, Ethylhexylglycerin, Phenoxyethanol, Citric Acid, Sodium Chloride, Yellow 5 (CI 19140), Green 5 (CI 61570).

INFUSIONS

Peppermint, Guarana, Menthol and Ginger





11oz

32oz

MINT CONDITIONER

Mint Moisturizing Conditioner

Formulated with an invigorating blend of menthol, peppermint, and amino acids to stimulate the scalp and provide moisture balance to strengthen the hair.

KEY FEATURES & BENEFITS

- Moisturizes
- Stimulates Scalp
- Nourishes and Strengthens
- PH 5

DIRECTIONS

After shampooing with Mint, Moisturizing or Thickening Shampoo, massage a small amount into hair and scalp. Rinse well.

INGREDIENTS

Water/Eau/Aqua, Cetearyl Alcohol, Propylene Glycol, Behentrimonium Methosulfate, Adansonia Digitata (Baobab) Seed Oil, Persea Gratissima (Avocado) Oil, Punica Granatum (Pomegranate) Seed Oil, Mentha Piperita (Peppermint) Oil, Hydrolyzed Wheat Protein, Wheat Amino Acids, Menthol, Stearamidopropyl Dimethylamine, Panthenol (Pro Vitamin B-5), Stearyl Alcohol, BHT, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Green 5 (CI 61570), Yellow 5 (CI 19140).

INFUSIONS

Amino Acids, Peppermint, Menthol and Baobab



2oz

4oz

TEXTURIZING CREAM

Defining Styling Cream

Formulated with olive fruit extract and texture fibers to provide lightweight pliable hold for stylized looks. Its conditioning agents provide added moisture benefits.

KEY FEATURES & BENEFITS

- Pliable Hold
- Definition
- Natural Shine
- PH 6
- Hold 1

DIRECTIONS

Work a small amount into hands and apply evenly throughout damp or dry hair. Manipulate into desired style. Layer for added hold.

INGREDIENTS

Water/Eau/Aqua, Polysorbate 60, VP/VA Copolymer, Isopropyl Myristate, Glycerin, Glycol Stearate, Cetyl Alcohol, Dimethicone, PEG-75 Lanolin, Cetearyl Alcohol, Cetareth-20, Ozokerite, Brassica Alcohol, Brassicamidopropyl Dimethylamine, Acrylates/C10-30 Alkyl Acrylate, Hydroxypropylcellulose, Olea Europaea (Olive) Leaf Extract, BHT, Phenyl Trimethicone, Isohexadecane, Tetrasodium EDTA, Stearalkonium Chloride, Polyester-11, Aspartic Acid, EDTA, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Aminomethyl Propanol.

INFUSIONS

Castor Oil, Olive, Hydrolyzed Soy Proteins, Hydrolyzed Silk Proteins & Hydrolyzed Wheat Proteins





2oz

4oz

STRONG HOLD GEL

Maximum Styling Gel

Formulated with a unique blend of holding resins and Vitamin B5 for added volume. This styling gel has the ability to lock in your style, providing dependable long-lasting hold for maximum all day control without build-up or flaking.

KEY FEATURES & BENEFITS

- Long-Lasting Hold
- Dries Fast
- No Flaking
- Wet Look Finish
- PH 5.5
- Hold 3

DIRECTIONS

Distribute evenly throughout damp or dry hair for maximum hold.

INGREDIENTS

Water/Eau/Aqua, Ethyl Alcohol, Cetareth-25, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Polysorbate 20, Glycol Stearate, Sorbitol, Carbomer, Panthenol (Pro Vitamin B-5), BHT, Tetrasodium EDTA, Benzophenone-4, Keratin Amino Acid, Hydrolyzed Wheat Protein, Limonene, Linalol, Thymus Vulgaris Extract, Aloe Barbadensis (Aloe Vera) Leaf Extract, Prunus Amygdalus Dulcis (Almond) Extract, Simondsia Chinensis (Jojoba) Seed Oil, Fragrance (Parfum), Methylchloroisothiazolinone, Methylisothiazolinone, Aminomethyl Propanol, Blue 1 (CI 42090), Red 33 (CI 17200).

INFUSIONS

Aloe Vera, Sweet Almond, Hydrolyzed Wheat Protein, Jojoba, Keratin Amino Acids, Pro Vitamin B-5 & Thyme





2oz

4oz

GLUE

Maximum Styling Cream

A styling cream that combines flexibility, control, texture and natural finish.

KEY FEATURES & BENEFITS

- Use On Damp Or Dry Hair
- Long Lasting Hold
- Adjustable Shine
- PH 6
- Hold 4

DIRECTIONS

Work a small amount into damp hair and blow dry into desired shape. Apply on dry hair from roots to ends, molding into shape.

INGREDIENTS

Water/Eau/Aqua, VP/VA Copolymer, PVP, Styrene/Acrylates Copolymer, Propylene Glycol, Carbomer, Glycol Distearate, PEG-45M, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Vegetable Protein PG-Propyl Silanetrio, Panthenol (Pro Vitamin B-5), Hydrolyzed Keratin, Fragrance/Parfum, Phenoxyethanol, Ethylhexylglycerin, Sodium Hydroxide.

INFUSIONS

Hydrolyzed Vegetable Protein, Hydrolyzed Keratin, Pro Vitamin B-5 & Rosemary Extract

SHAPER

Texture Paste

Formulated with pliable texture fibers to create various styles with hold and mold-ability.

KEY FEATURES & BENEFITS

- Medium Strong Hold Cream
- Texturizer
- Matte Finish
- PH 6
- Hold 2

DIRECTIONS

Work a small amount into hands and apply evenly throughout damp or dry hair. Manipulate into desired style. Layer for added hold.

INGREDIENTS

Water/Eau/Aqua, Petrolatum, Lanolin Wax, VP/VA Copolymer, PVP, Ethyl Alcohol, Mineral Oil, Ethylhexyl Palmitate, Copernicia Cerifera (Carnauba) Wax, Ceteareth-25, Emulsifying Wax NF, Stearyl Alcohol, Propylene Glycol, Cetyl Alcohol, Ozokerite, Cetearyl Alcohol, PEG-40 Castor Oil, Sodium Cetearyl Sulfate, Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Caramel, Red 40 (CI 16035).

INFUSIONS

Carnauba Wax, Coconut, Hydrolyzed Wheat Protein & Mineral Oil



2oz



2oz

MOLDING PUTTY

Sculpting Paste

Formulated with botanical blend of olive fruit extract, beeswax, and vitamins for added strength and condition, this high tech formula is enhanced with styling resins that offer a lightweight strong hold sculpted second day look.

KEY FEATURES & BENEFITS

- Strong Hold Cream
- Textured Definition
- Matte Finish
- PH 7
- Hold 3

DIRECTIONS

Work a small amount into hands and apply evenly throughout damp or dry hair. Manipulate into desired style.

INGREDIENTS

Water/Eau/Aqua, VP/VA Copolymer, Petrolatum, PEG-75 Lanolin, PVP, Dimethicone, Isopropyl Myristate, Cera Alba (Beeswax), Ozokerite, Polysorbate 60, Glycerin, Ethylhexyl Palmitate, Cetearyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Cetyl Alcohol, Stearyl Alcohol, Behentrimonium Methosulfate, Carbomer, Tetrasodium Edta, Olea Europaea (Olive) Leaf Extract, Butylene Glycol, Hydrogenated Castor Oil/sebacic Acid, BHT, Phenyl Trimethicone, Panthenol (Pro Vitamin B-5), Fragrance (Parfum).

INFUSIONS

Beeswax, Olive & Pro Vitamin B-5

MOLDING POMADE

Style Defining Putty

Formulated with yarrow, thyme, and aloe, to provide textured definition without stiffness, for immediate hair detailing. Adds shine without leaving a greasy residue.

KEY FEATURES & BENEFITS

- Mold-Ability
- Definition
- Style Memory
- Ph 5.5
- Hold 2

DIRECTIONS

Work a small amount into hands and apply evenly throughout damp or dry hair. Manipulate into desired style. Layer for added hold.

INGREDIENTS

Water/Eau/Aqua, Cetareth 25, Propylene Glycol, Oleth-20, Oleth-3 Phosphate, Petrolatum, PVP, Polybutene, Simethicone, Polysorbate 60, Lanolin, Glycerin, Hydroxypropyl Bistearyltrimonium Chloride, Panax Ginseng Root Extract, Salvia Officinalis (Sage) Leaf, Quillaja Saponaria Bark (Panama Bark) Extract, Aloe Barbadensis (Aloe Vera) Leaf Juice, Thymus Vulgaris (Thyme) Flower/Leaf Extract, Achillea Millefolium (Yarrow) Extract, Diisopropyl Dimer Dilinoleate, Fragrance (Parfum), Phenoxyethanol, Ethylhexylglycerin, Aminomethyl Propanol, Blue 1 (CI 42090), Violet 2 (CI 60730).

INFUSIONS

Aloe Vera, Ginseng, Sage, Soapwort, Thyme & Yarrow



2oz

POMAFLAGE

Finishing Colour Pomade

Pomaflage is water-based dark grey blending pomade that helps conceal some grey and style hair all in one.

KEY FEATURES & BENEFITS

- Mold-ability
- Definition
- Style Memory
- No Pillow Staining
- PH 6.5
- Hold 2

DIRECTIONS

Work a small amount into hands and apply evenly throughout damp or dry hair. Manipulate into desired style. Layer for added hold.

INGREDIENTS

Deionized Water, Cetareth-25, Peg-7 Glyceryl Cocoate, Propylene Glycol, Peg-7 Hydrogenated Castor Oil, Polysorbate 20, Ribes Nigrum (Black Currant) Extract, Eclipta Prostrata Extract, Fucus Vesiculosus Extract, Peg-150 Pentaerythrityl Tetrastearate, Peg-12 Dimethicone, Polyvinylpyrrolidone, Phenoxyethanol, Ethylhexylglycerin, Fragrance/Parfum, Black Iron Oxide (CI 77499), Red 40.

INFUSIONS

Black Currant, Bladderwrack, Castor Oil & False Daisy



2oz