

Living proof.®

BRAND BROCHURE



About us.

In 2005, an unlikely combination of biotech scientists and renowned hair stylists came together to pioneer a first-of-its-kind haircare philosophy based in science. Our mission was to create inventive solutions designed to solve real-world hair problems.

Today, Living Proof is Science in Action, which means we're at the forefront of scientific discovery, inventing and iterating on the latest innovations in haircare that deliver game-changing results for all hair types and textures.

120 global patents, 450+ formulas, 44 products, 200+ awards, and 16 years later, we continue to put research at the forefront of our formulations. Every single product is rigorously developed and tested at our in-house laboratories in Boston—not too far from our original home at MIT University.

How we formulate.

Living Proof has evolved its innovation and formulation philosophy to ensure we stay at the tipping point of cutting edge science.

By leading with science, we engineer breakthrough solutions for your real-world hair problems.

We know how different and complex individual hair types can be, so we approach your hair challenges with ingenuity instead of developing a “one-size-fits-all” ingredient or formula. Living Proof formulas are bespoke-like solutions that are scientifically tailored to solve unique hair challenges—never to conceal them.

Science in action.

Science in action defines our brand and everything we do. Our passion for brilliant hair starts in the lab - sustained by the results we see not simply in your hair - but in you.

We approach your hair challenges with ingenuity, bringing a new perspective that raises the bar in a transparent and exhilarating way.

By following our science, we engineer breakthrough patented approaches for your real world hair problems.

Formulated without

✓ Parabens

✓ Silicones

✓ Pthalates

✓ Sulfates*
*SLS & SLES

✓ Formaldehyde

Principles

C-f PETA certified cruelty-free

S-ct Safe for chemically treated hair

Cs Color safe

The Lp. Promise:

Responsible performance.
No compromises.



Tech approach.

Volumizing + Texturizing Molecule

Increases the space between individual hair fibers for long-lasting volume and texture that won't weigh down hair.

Thickening Molecule

Deposits microscopic thickening dots between strands so hair looks and feels fuller.

Healthy Follicle Complex

Infused with yeast proteins and zinc salts, it acts like fertilizer for the scalp to promote thicker, fuller, healthier-looking hair from the root.

3D Fortifying Technology

Constructs a 3D network within the hair fiber, helping rebuild the structure and resist damage.

Healthy Curl Complex

Patent-pending technology features a blend of biopolymer film formers and emollients that delivers flexible definition while increasing manageability and strength.

Proprietary Amino Cleansing Complex

A sulfate-free surfactant blend that gently yet effectively cleanses hair with a luxe, silky lather while actively protecting strands from styling damage and breakage.

Proprietary Smoothing Technology

Reduces surface friction and weightlessly shields each strand from humidity, preventing and controlling frizz to leave hair with long-lasting smoothness.

How we test.

Living Proof prides itself on our commitment to rigorous testing that is unparalleled within the haircare industry. By stringently following a strict application of the scientific method, our experiments are thoughtfully designed, and our results are unbiased. (Are you surprised? Remember, we were born at MIT.)

Performance + Measurement Science

Our scientists are committed to holding our products to the strictest of standards by using a variety of industry and hair-specific tests such as Tensile Strength, alongside advanced analyses like Differential Scanning Calorimetry, which measures the efficacy of repair, and SEM (Scanning Electronic Microscope) Imaging to see what's really left behind on strands.

Our difference.

Our innovative formulating.

Research + Development Labs





How we test.

Safety + Quality

Safety and quality are always at the backbone of every single formula we make—all 450+ of them to date. Through quality control procedures, we ensure microbiological efficacy and assess every single formula.

Performance + Consumer Perception

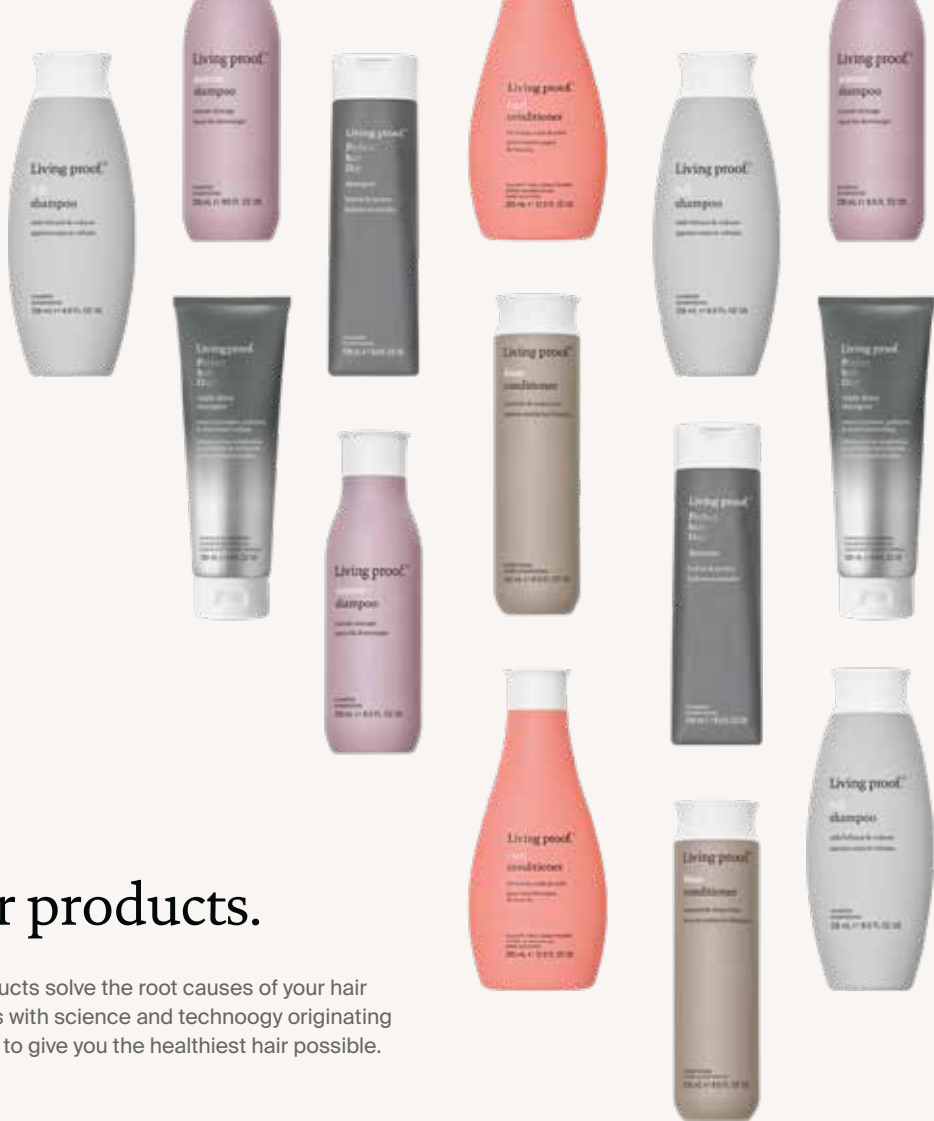
However, it's equally important that we keep you—our consumer—involved in our testing.

Our difference.
Our rigorous testing.

Research + Evaluation Salon (RES)

Our products.

Our products solve the root causes of your hair problems with science and technology originating from MIT to give you the healthiest hair possible.



Restore

Transform hair to look and feel visibly healthier.



Perfect hair Day™ (PhD)

Less washing, more compliments.



frizz®

Stop frizz before it starts.



Full

Transform fine, flat hair.



Triple Bond Complex

Damaged hair happens.
Triple Bond Complex saves it.



Curl

Stronger, more defined curls straight from the shower.



Style Lab®

For pro-level styling results at home.



Scalp Care

Your scalp is special.
Treat it that way.



Care

All Shampoos, conditioners and treatments are silicone-free and improve the health of hair over time. All shampoos and conditioners are sulfate-free*. Safe for color and chemically treated hair.

Cleanse



Perfect hair Day™ (PhD) Triple Detox Shampoo

A detoxifying shampoo gently yet effectively removes buildup from product, pollution, and hard water for softer, more manageable hair.



Full Shampoo

A lightweight shampoo that gently yet effectively cleanses, leaving hair soft, shiny, and bouncy while setting the foundation for fuller hair.



Perfect hair Day™ (PhD) Shampoo

A hydrating shampoo that's engineered to cleanse hair gently yet effectively while leaving it silky and shiny for an instant boost.



Restore Shampoo

A fortifying shampoo that gently cleanses while reversing damage, making hair look and feel healthier.



No Frizz Shampoo

A smoothing shampoo that blocks humidity while gently yet effectively cleansing hair.



Curl Shampoo

A creamy, low-lather shampoo that gently cleanses and conditions curls without stripping them, helping to define and strengthen hair in the shower.

Condition



Full Conditioner

A lightweight conditioner that is engineered to add moisture and volume, leaving it fuller, softer, and shinier.



Perfect hair Day™ (PhD) Conditioner

A hydrating conditioner that gives dull, dry strands an instant shot of vitality by hydrating, strengthening, and adding shine.



Restore Conditioner

A fortifying conditioner that smooths, repairs, and protects hair, leaving it visibly healthier.



No Frizz Conditioner

A nourishing conditioner eliminates frizz, blocks humidity, and adds shine for smoother, healthier-looking hair.



Curl Conditioner

A hydrating conditioner that's formulated to moisturize + detangle all curl types to visibly define curls straight out of the shower.

Treat



Perfect hair Day™ (PhD) Weightless Mask

A weightless, silicone-free mask that revives dull, dry, or lifeless hair with hydration, softness, and shine in just 5 minutes.



Restore Repair Mask

A replenishing deep conditioning mask that repairs dry, damaged hair for long-lasting softness, shine, and smoothness.



No Frizz Intense Moisture Mask

A deeply conditioning mask that provides maximum frizz control and smoothness – minus any heavy silicones – for more manageable hair in minutes.



Healthy Hair Perfector

A lightweight enhancing treatment that instantly transforms dry or damaged hair leaving it softer, shinier, smoother + healthier-looking after one use.



Triple Bond Complex

A no-rinse treatment that makes hair 8x stronger** and more resistant to future damage while adding softness, smoothness, shine and manageability.



Restore Repair Leave-In

A brilliant leave-in conditioner that helps prevent up to 93% split ends caused by styling while strengthening hair 15x with just one use.

*No SLS + SLES

**Against grooming breakage vs untreated

Care

All Shampoos, conditioners and treatments are silicone-free and improve the health of hair over time. Safe for color and chemically treated hair.

Treat



Scalp Care Dry Scalp Treatment

A leave-in treatment that delivers instant, soothing, and lasting hydration and relief from dry scalp-related flaking, itching, and irritation.



Scalp Care Revitalizing Treatment

A nighttime scalp treatment that immediately increases hair fiber thickness and promotes fuller, thicker, and healthier-looking hair from the root.

Detangle



Restore Perfecting Spray

This conditioning detangler softens, smooths, and strengthens dry, damaged hair—plus provides heat protection up to 450°F/232°C for good measure.

Extend



Perfect hair Day™ (PhD) Dry Shampoo

This dry shampoo actually cleans hair by absorbing oil, sweat, and odor while also making hair smell clean with a crisp, time-released fragrance.



Perfect hair Day™ (PhD) Advanced Clean Dry Shampoo

An advanced dry shampoo that removes oil, sweat + odor, adds softness + shine, balances scalp's sebum levels, and provides pollution protection.

Style

All styling products are silicone-free. Safe for color and chemically treated hair.

Style + Treat



Perfect hair Day™ (PhD) 5-in-1 Styling Treatment

A brilliant treatment and styler that is formulated to smooth, strengthen, volumize, polish, and protect hair from heat damage in a single shot.



No Frizz Vanishing Oil

A fast-absorbing oil that vanishes into strands to hydrate and block humidity, leaving hair smooth and shiny.

Smooth



No Frizz Smooth Styling Spray

A lightweight, silicone-free styling spray designed for fine hair that delivers serious smoothness and frizz-fighting powers while detangling and preventing both static and flyaways.



No Frizz Smooth Styling Oil

A silicone-free styling cream for medium hair types that controls frizz, conditions from root to tip, and leaves hair with long-lasting smoothness, shine, softness, and manageability.



No Frizz Smooth Styling Serum

A concentrated, silicone-free serum specifically formulated for thick or coarse hair that provides a smooth blowout in half the time while adding softness and shine.



No Frizz Instant De-Frizzer

A dry conditioning spray that instantly tames up to 92% of frizz while leaving hair softer, smoother, and shinier.

Style

All styling products are silicone-free.
Safe for color and chemically treated hair.

Protect



Perfect hair Day™ (PhD) Heat Styling Spray

A heat protectant spray that does double duty by smoothing and shielding damp or dry hair from damage – with results that last up to 48 hours.

Waves, Curls + Coils



Curl Enhancer

A lightweight conditioning styler designed to enhance the natural texture of waves and provide frizz protection without weighing down hair for an effortlessly soft + shiny finish.



Curl Definer

A conditioning styler that defines and conditions curls from root to tip for bouncy, shiny, and frizz-free curls.



Curl Elongator

An elongating conditioning styler that defines and detangles even the tightest coils for softer, shinier, and frizz-free strands.



Curl Moisturizing Shine Oil

A silicone-free, biomimetic oil that mimics hair's natural lipids to smooth, hydrate, and add shine to curls before shampooing, during, or after caring or styling.



Curl Defining Gel

A lightweight styling gel that delivers humidity resistant control and definition, without the crunch.



Perfect hair Day™ (PhD) In-Shower Styler

A genius in-shower styler that boosts natural body, softness, texture and shine for an effortlessly beautiful air dry.

Volume



Full Root Lift

A heat-activated spray that delivers a concentrated boost at the roots for natural, touchable hair that won't fall flat.



Full Thickening Cream

A lightweight thickening cream is made with just a hint of conditioning for naturally fuller and softer hair.



Full Thickening Mousse

A featherlight mousse that delivers flexible hold, heat protection, and full, voluminous body that lasts.



Full Dry Volume & Texture Spray

A versatile spray that turns up the volume or texture on different styles for an imperfectly perfect, lived-in look and feel.



Style Lab® Blowout

A styling spray that makes blow drying hair faster and easier by reducing brushwork by 30% for a better, long-lasting blowout.



Style Lab® Amp2® Texture Volumizer

A styling cream that gives hair soft volume, touchable texture, natural shine, and flexible hold for a look with body and none of the crunch.

Hairspray



Style Lab® Flex Hairspray

A revolutionary hairspray that delivers medium, flexible, and touchable hold that can be used to set, style, and finish damp or dry hair.



Style Lab® Control Hairspray

An extra firm-hold hairspray that delivers all-day hold and heat protection while leaving strands shiny, touchable, and flake-free.

livingproof.com

Show us your style @LIVINGPROOFINC

