



PAUL
MITCHELL



#1 *Professional*
HAIR STYLING
Brand **WORLDWIDE***

Every type. Every texture. Every style. We know and love them all. That's why we're the trusted hair authority by people of all ages, backgrounds and identities since 1980. We're proud to create products that inspire greatness in the salon and confidence at home.

*Kline 2023 Salon Hair Care Global Series, for John Paul Mitchell Systems master brand portfolio which includes Paul Mitchell, based on value sales of products in 32 markets.

A NEW ERA

We're in Our Restage Era

Led by our dynamic female CEO and hairdresser president, we're evolving to reflect the needs of today's salon pros and their guests. As we continue to grow, our core values remain the same, with product innovation, sustainability and inclusivity top of mind.



01 *Same Great Performance, Fresh New Look*

Enjoy the same great performance you expect from Paul Mitchell, now with a modernized design. With this refresh, we're investing in fresh performance claims for some of our bestselling products, based on third-party testing. Take a new look at what your favorite products can do.



02 *Enhanced Shopability*

We're making it easy to find the perfect product for any hair care or styling need.

- Simple, eye-catching icons highlight key product benefits and performance claims
- Optimized categorization improves the shopping experience
- Fresh, modern category colors provide a helpful visual cue for finding your faves

03 *Environmental Responsibility*

Our commitment to reducing our environmental impact is stronger than ever.

- We're transitioning to post-consumer recycled (PCR) packaging with low-profile caps
- Bottles and jars will be 30-50% PCR and tubes will be 25% PCR by September 2025*
- By converting to post-consumer recycled materials in 2025, an estimated 137.7 tons of virgin plastic will be saved**

*Retail sizes only. Excludes aerosols, pumps and select caps, which are made from virgin materials. | **Bottles, tubes and jars, excluding closures, foil packs and pouches. Average calculated via total mass PCR %. Trayak third-party report, 2023 full year data.



04 *Elevated Branding*

We're staying true to our roots, while introducing a new look and feel that reflects who we are today.

- New imagery and fresh creative direction highlight our culture of inclusivity
- Updated messaging reinforces our commitment to being the trusted brand for all hair types, textures and styling needs

SMOOTH



SLEEK DREAMS ARE MADE OF THIS

Enjoy smooth days ahead with this super sleek regimen, formulated to fight frizz, smooth split ends and add brilliant shine. Infused with plant-derived squalane, Paul Mitchell Smooth care products leave hair up to 80% smoother,* for your sleekest look yet.

**When using Super Smooth Shampoo & Conditioner.*

SMOOTH

UPCYCLED SQUALANE

*Our hero ingredient: upcycled squalane,
derived from olives*

*Featured in Super Smooth Shampoo, Conditioner, Sealing Mask
and Sealing Rinse*

Our vegan squalane is a byproduct of olive oil production. The olives are cold-pressed to retain more benefits for the hair, and all of the goodness from the plant is used, including parts that would normally be thrown away. The result? More smoothing power in your product, and less waste going to the landfill.

Olive trees are adaptable to many environmental stressors and produce one of the world's most beloved (and versatile) crops.



OLIVES ARE COLD-PRESSED AND GENTLY GROUND FOR OLIVE OIL.



THE OLIVE PULP IS DISTILLED TO ISOLATE THE SQUALENE.



THE SQUALENE IS HYDROGENATED.



THE RESULT IS SQUALANE, FULL OF BENEFITS FOR YOUR HAIR.

CARE

SMOOTH



Up to 80%
SMOOTHER
HAIR*



Up to 80%
SMOOTHER
HAIR*



New



New

SUPER SMOOTH SHAMPOO

Controls Frizz + Adds Softness

Smooth and soften hair every time you wash. Formulated with plant-derived squalane to help reduce frizz and improve manageability. Color safe.



*When used as a regimen with Super Smooth Conditioner.

SUPER SMOOTH CONDITIONER

Controls Frizz + Adds Softness

Smooth and soften hair every time you condition. Formulated with plant-derived squalane to help reduce frizz and improve manageability.



*When used as a regimen with Super Smooth Shampoo.

SEALING MASK

Seals Split Ends + Hydrates

Rich, deeply hydrating treatment is ideal for all hair types. Infused with plant-derived squalane to reduce frizz and smooth split ends.



SEALING RINSE

Instantly Smooths + Softens

Create instant sleekness with just one use. Seals the cuticle and adds beautiful shine. Infused with plant-derived squalane to replenish moisture and control frizz.



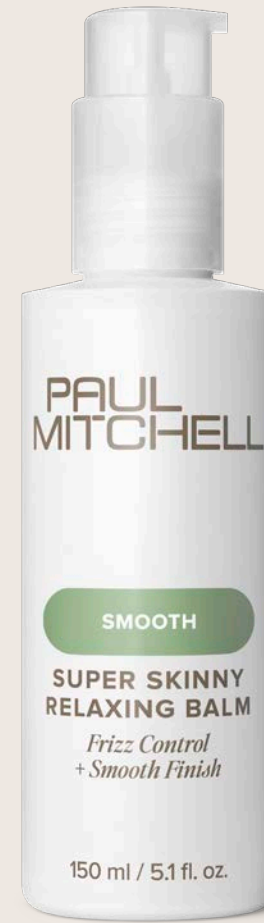
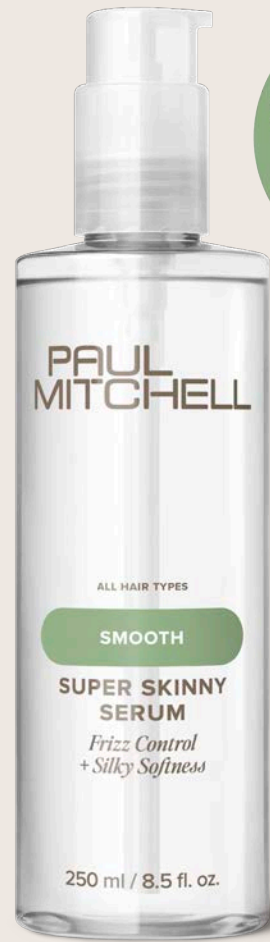
*Excludes cap.

STYLE

SMOOTH

#1
SMOOTHING
SERUM
*Sold in Salons**

*2022 Allure PRO: U.S. Salon Retail Products Database



SUPER SKINNY SERUM

GLOSS DROPS

SUPER SKINNY RELAXING BALM

STRAIGHT WORKS SERUM GEL

ALL HAIR TYPES

Frizz Control + Silky Softness

Smooth hair quickly and protect from heat with reduced drying time. Helps control frizz, resists humidity and adds shine.

MEDIUM TO COARSE HAIR

Intense Frizz Control + Brilliant Polished Shine

For beautiful, glossy shine. Helps fight frizz, resists humidity and provides up to 450°F thermal protection. A perfect finishing touch for a silky-smooth style.

Frizz Control + Smooth Finish

Relax wavy, curly or textured hair and lock out frizz. Helps protect hair from heat styling.

Smooth Styling + High Shine

Smooth naturally wavy or curly hair. Helps leave hair soft, sleek and straight.



*Excludes pump.



*Excludes pump.



*Excludes pump.





PARTNERS IN SHINE

Pair Paul Mitchell Smooth with our styling and smoothing irons to create perfectly polished looks on any hair type and texture. The custom CeraShine ceramic plates glide effortlessly through strands, while high-performance heaters provide even heat distribution for fast and consistent results.

- CeraShine ceramic plates for shiny, frizz-free results
- Customizable heat settings up to 410°F (210°C)
- Quickly heats up to 410°F in 60 seconds
- Large digital temperature display
- Dual-voltage for worldwide use; plug adapter not included
- One-hour auto shut-off
- Memory function remembers your last setting used
- 9-foot (2.7 m) professional-length swivel cord
- 2-year warranty with registration*
- FSC-certified, recyclable packaging

*Visit paulmitchell.com/register to register your tool within 30 days of purchase. Tool is covered by a limited 1-year warranty if product is not registered.

FLAT IRONS

TOOLS

AVAILABLE
BLACK *And*
TAUPE



STYLE+ 1"

Ultimate Styling Versatility

Straighten hair, make waves and create beautiful curls.



SMOOTH+ 1.25"

Polished Smoothing for All Hair Types

Deliver super sleek styles with glass-like shine.



SMOOTH+ 1.5"

Extra-Wide Plate Design

Create smooth looks on long, thick, coarse and curly hair—fast.

CURLING IRONS

TOOLS



CLIPPED 3-IN-1

Interchangeable Clip Barrels

Create a variety of curls with ease, from defined curls with bounce to voluminous waves.

UNCLIPPED 3-IN-1

Interchangeable Wand Barrels

Create any style with ease, from tight coils to loose, beachy waves.

DRY



AVAILABLE
BLACK *And*
TAUPE

DRY

Fast And Precise Blow-Drying

Lightweight and packed with power for creating perfect blowouts with ease.

TOOLS



CLASSIC



TRUST THE CLASSICS

Discover why the Paul Mitchell Classic collection—featuring two of our very first products—is always a fan fave. Our daily essentials nourish strands, improve manageability and add shine.

CARE

CLASSIC



SHAMPOO ONE

Cleanses + Balances Moisture

An ideal daily shampoo for fine to medium and chemically treated hair. Leaves strands healthy-looking, shiny and manageable.

AWAPUHI SHAMPOO

Balances Moisture + Adds Shine

Color-safe cleanser creates a lush lather that's ideal for all hair types. Hydrates strands and removes dulling buildup.

AWAPUHI CONDITIONER

Balances Moisture + Adds Shine

Lightweight conditioner is ideal for all hair types. Delivers the optimal dose of moisture for soft, shiny, manageable strands.



CARE

THE POWER COUPLE FOR HEALTHY-LOOKING HAIR

CLASSIC



New

New

THE DETANGLER

THE CONDITIONER

15-IN-1 MASK

15-IN-1 SPRAY

Hydrates + Adds Manageability

Rich conditioner is ideal for medium to coarse textures and chemically treated hair. Detangles, replenishes moisture and adds shine.

Softens + Balances Moisture

Nourishing leave-in conditioner is great for all hair types. Hydrates strands, smooths frizz and reduces static.

Multitasking For All Hair Types

Delivers 15 key benefits: Hydration, Reduced breakage, Healthier-looking hair, Softness, Shine, Strength, Smoothed split ends, Manageability, Added body, Detangled strands, Smoothness, Locked-in moisture, Everyday protection, Restored elasticity, Easier styling

Multitasking For All Hair Types

Delivers 15 key benefits: Hydration, Detangled strands, Smoothness, Strength, Reduced breakage, Shine, UV protection, Color protection, Enhanced elasticity, Added body, Frizz control, Smoothed split ends, Softness, Thermal protection, Lightweight finish



*Compared to untreated hair. Tested by an independent, third-party laboratory.

*Excludes cap & pump.

CLARIFY



START FRESH

Give hair a refresh. Whether you want to eliminate swimmer's "chlorine green" or your hair feels weighed down, our clarifying essentials leave hair looking and feeling fresh.

CARE

CLARIFY



SHAMPOO TWO

Deeply Cleanses + Removes Buildup
Lemony fresh clarifying shampoo is ideal for oily hair. Removes dulling buildup and leaves strands squeaky clean.

SHAMPOO THREE

Cleanses Impurities + Removes Chlorine
Ideal cleanser before deep conditioning and to eliminate swimmer's "chlorine green." Helps remove impurities and boost strength.

FOAMING ACV RINSE

Removes Buildup + Restores Shine
Ideal for refreshing hair and scalp. Foaming apple cider vinegar rinse formulated with salicylic acid gently exfoliates and helps remove buildup. Great for color-treated hair.



*Excludes cap.

KIDS



GOOD. CLEAN. FUN.

Make bath time fun for your little one. Our gentle, tearless shampoo lathers on the goodness of chamomile and coneflower extract, ideal for children of all ages. It's the perfect partner for Taming Spay, a light detangler that reduces static and tackles tangles for easy combing.

CARE

KIDS



BABY DON'T CRY TEARLESS SHAMPOO

Cleanses + Softens

Make bath time fun with this conditioning, tear-free shampoo. It gently washes kids' delicate scalp and hair with a mild scent.

TAMING SPRAY

Gently Detangles + Reduces Static

Ouch-free detangler makes it easy to comb through damp or dry strands. Revives morning hair, leaving it fresh and full of body.



*Excludes cap & pump.

COLOR



PROTECT THEIR COLOR INVESTMENT

Help guests keep their hair color vibrant between salon visits. The Paul Mitchell Color collection features a trio of hair care essentials infused with sunflower extract to help prevent UV damage, fight fade and add radiant shine.

CARE

COLOR



COLOR PROTECT SHAMPOO

Prevents Fade + Adds Shine

Ideal for color-treated hair. Sunflower extract helps prevent sun damage and extend the life of hair color. Imparts beautiful shine for vibrant, healthy-looking strands.

COLOR PROTECT CONDITIONER

Prevents Fade + Adds Shine

Lightweight formula ideal for color-treated hair. Sunflower extract helps prevent sun damage and extend the life of hair color. Detangles and helps strengthen strands.

COLOR PROTECT LOCKING SPRAY

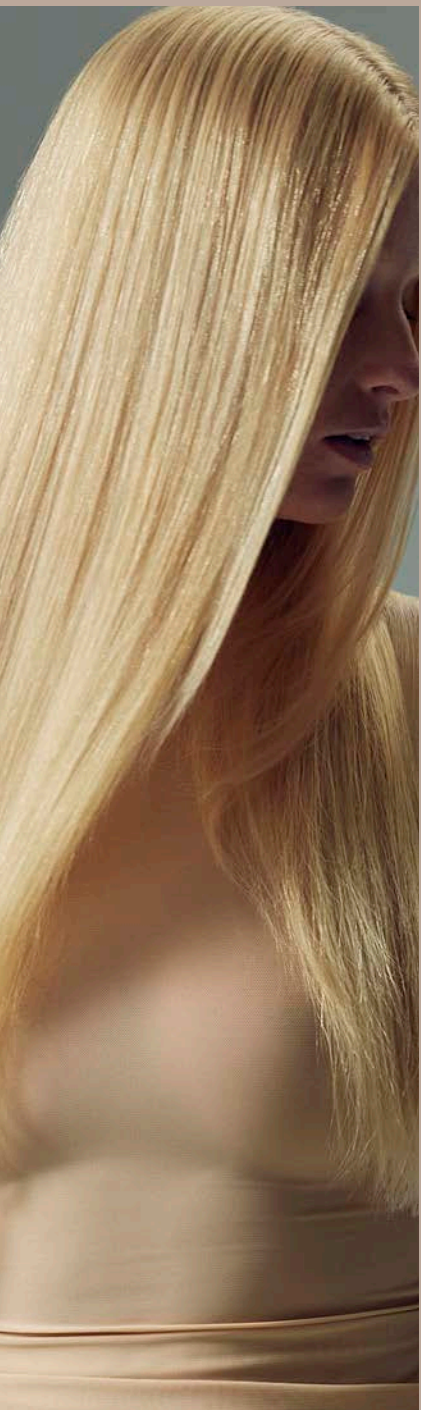
Maintains Vibrancy + Adds Shine

Helps make color last longer between salon visits. Sunflower extract helps protect against sun damage. Leaves hair vibrant with radiant shine.



*Excludes cap & pump.

BLONDE



THEY DESERVE BRIGHTER

Get everything you need to keep blonde hair looking light, bright and healthy. Our Forever Blonde favorites are infused with vegan KerActive protein to nourish and protect. Platinum Blonde and Platinum Plus essentials are formulated with violet pigments to cool brassy tones and intensify shine.

CARE

FOREVER BLONDE



75%
MORE
CONDITION*



75%
MORE
CONDITION*



FOR ALL BLONDE SHADES
FOREVER BLONDE SHAMPOO

FOR ALL BLONDE SHADES
FOREVER BLONDE CONDITIONER

FOR ALL BLONDE SHADES
FOREVER BLONDE LEAVE-IN TREATMENT SPRAY

Repairs + Deeply Hydrates

Ideal for bleached and lightened hair. Our vegan KerActive protein and a special blend of botanicals gently cleanse and nourish for light, bright hues.

Repairs + Deeply Hydrates

Ideal for bleached and lightened hair. Macadamia nut oil and safflower oleosomes help improve elasticity, softness and shine. Our vegan KerActive protein helps protect hair and repair damage.

Repairs + Adds Shine

Dramatic repair for bleached and lightened hair. Instantly helps restore vitality for stronger, healthier-looking blondes. Safflower oleosomes, macadamia nut oil and our vegan KerActive protein soothe, replenish and seal the cuticle.



*When using Forever Blonde Shampoo, Conditioner and Leave-In Treatment Spray, as compared to untreated hair. Results based on testing by an independent, third-party laboratory.

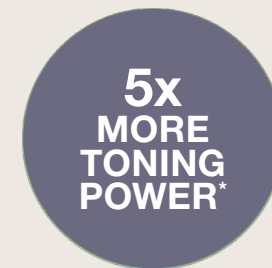
*When using Forever Blonde Shampoo, Conditioner and Leave-In Treatment Spray, as compared to untreated hair. Results based on testing by an independent, third-party laboratory.

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CARE

PLATINUM BLONDE

PLATINUM PLUS



FOR LIGHT / MEDIUM BLONDES
**PLATINUM BLONDE
VIOLET SHAMPOO**

FOR LIGHT / MEDIUM BLONDES
**PLATINUM BLONDE
VIOLET CONDITIONER**

FOR MEDIUM / DARK + HIGHLIGHTED BLONDES
**PLATINUM PLUS
DEEP VIOLET SHAMPOO**

FOR MEDIUM / DARK + HIGHLIGHTED BLONDES
**PLATINUM PLUS
VIOLET TONING DROPS**

Banishes Brass + Brightens

Ideal for light to medium blonde, silver, gray or white hair. Color-enhancing formula banishes unwanted brassy tones, adds moisture and softens strands.

Banishes Brass + Brightens

Ideal for all shades of blonde, highlighted, white, silver and gray hair. Color-enhancing formula cools brassiness, softens strands and adds shine.

Banishes Brass + Intensely Tones

Powerful weekly toning for medium to dark and highlighted blondes. Instantly tones, corrects yellow, brassy tones and brightens highlights.

Instantly Tones + Banishes Brass

Ideal for blonde, highlighted, gray or silver hair. Concentrated violet pigments cool warmth and eliminate brassy tones.



*As compared to Platinum Blonde Violet Shampoo.

*Excludes pump.

HYDRATE



TOTAL HAIR HYDRATION

Replenish dry hair with the ideal dose of moisture. Paul Mitchell Hydrate features four care essentials infused with sustainably sourced Irish sea moss and spirulina to nourish, hydrate and add shine. Strands will instantly look and feel softer, healthier and more manageable.

CARE

HYDRATE



Formerly
Instant
Moisture
Shampoo

93%
Said Hair Felt
SOFTER*



Formerly
Instant
Moisture
Conditioner

93%
Said Hair Felt
SOFTER*



90%
Experienced
IMPROVED
Condition*



SHEER HYDRATION SHAMPOO

SHEER HYDRATION CONDITIONER

SUPER-CHARGED TREATMENT

AWAPUHI MOISTURE MIST

Moisturizes + Adds Shine

Moisturizing shampoo ideal for reviving dry hair. Infused with sustainably sourced Irish sea moss and spirulina to nourish, hydrate and add shine.

Moisturizes + Adds Shine

Moisturizing conditioner ideal for reviving dry hair and helping to prevent damage. Infused with sustainably sourced Irish sea moss and spirulina to nourish, hydrate and add shine.

Intensely Moisturizes + Adds Shine

Ultra-rich, deep moisturizing treatment for dry hair. Sustainably sourced Irish sea moss and spirulina leave strands hydrated, healthy-looking and more manageable with beautiful shine.

Balances Moisture + Instantly Refreshes

Refreshing spray ideal for dry skin and all hair types. Sustainably sourced Hawaiian awapuhi, Irish sea moss and spirulina hydrate and add shine.



*Based on a consumer study of 50 people when using Sheer Hydration Shampoo & Conditioner.

*Based on a consumer study of 50 people when using Sheer Hydration Shampoo & Conditioner.



*Based on a consumer study of 50 people when using Super-Charged Treatment.

*Excludes cap & pump.

CURL

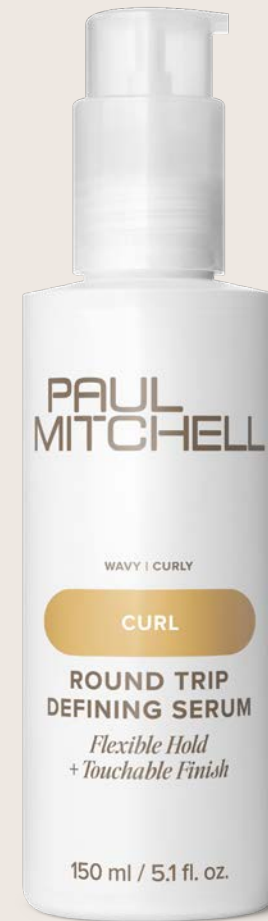
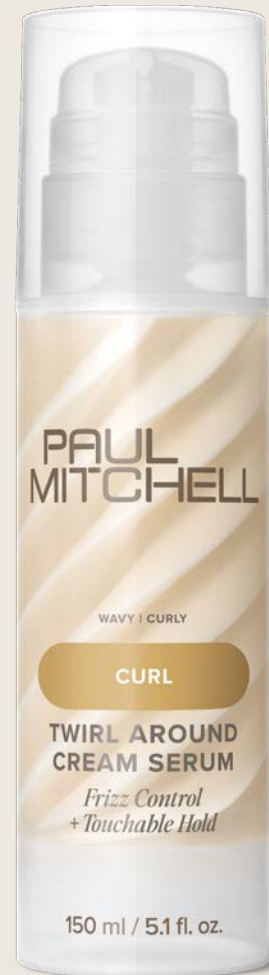


BEAUTIFUL IN EVERY WAY, SHAPE + FORM

Bring on the bounce, define every curl, and give textured hair the care it deserves. Paul Mitchell Curl styling products are specially formulated to enhance all curl patterns, leaving textured hair touchable and frizz-free. From loose waves to tight curls and coils, there's something for every texture and type.

STYLE

CURL



WAVY / CURLY
QUICK SLIP STYLING CREAM

WAVY / CURLY
TWIRL AROUND CREAM SERUM

WAVY / CURLY
FULL CIRCLE LEAVE-IN CREAM

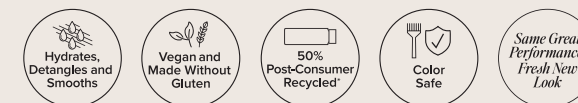
WAVY / CURLY
ROUND TRIP DEFINING SERUM

Touchable Hold + Lightweight Texture
Slip into beautiful, conditioned curls with a soft, flexible hold. Helps reduce drying time for faster styling.

Frizz Control + Touchable Hold
Define and enhance waves and curls. The dual formula of hydrating cream and smoothing serum creates soft, shiny, frizz-free curls without stiffness.

Frizz Control + Lightweight Hydration
Replenish every curl with this dreamy, creamy leave-in treatment. The lightweight formula hydrates, detangles, minimizes frizz and helps protect against damage.

Flexible Hold + Touchable Finish
Add lightweight detail and flexible hold to wavy and curly hair. Enjoy bounce and definition with reduced styling time.



*Excludes pump.

*Excludes cap & pump.

*Excludes pump.

*Excludes pump.

STYLE

CURL



WAVY / CURLY / COILY
FOAMING POMADE

Ultimate Definition + Shine

Add soft styling control to waves, curls and coils. This lightweight pomade helps create smoothness and instant shine.



*Excludes cap.



CURLY / COILY
REFRESHING MIST

Refresh Scalp + Nourish Hair

Ideal for locs, braids and protective styles. Lightweight spray cleanses and refreshes the scalp. Nourishing ingredients help replenish hair and eliminate frizz.



*Excludes cap & pump.



CURLY / COILY
HYDRATING FOAM

Curl Memory + Shine

Moisturizing foam retains curls and protects from heat. Nourishing ingredients leave hair feeling soft, healthy and full of body with a natural shine.



*Excludes cap & pump.

VOLUME



BIG BOLD VOLUME

Give fine hair a weightless boost. The Paul Mitchell Volume collection is complete with care and styling essentials to create bouncy blowouts and extra-body styles. Prep strands with Extra-Body Shampoo and Conditioner for 87% more volume, then reach for body-boosting stylers to complete your lush look.

CARE



EXTRA-BODY SHAMPOO

Adds Bounce + Fullness

Volumizing shampoo ideal for fine hair gently cleanses, builds body and improves manageability.



EXTRA-BODY CONDITIONER

Adds Bounce + Fullness

Volumizing conditioner ideal for fine hair detangles, builds body and improves manageability.



*When using Extra-Body Shampoo & Conditioner.

*When using Extra-Body Shampoo & Conditioner.



STYLE

VOLUME



EXTRA-BODY SCULPTING GEL

Styling Control + Fullness
Thickening gel builds body and adds flexible control without the crunch.

EXTRA-BODY ROOT BOOST

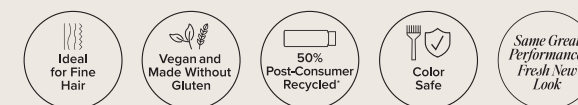
Targeted Lift + Fullness
Volumizing spray delivers a boost of volume at the roots.

EXTRA-BODY THICKEN UP

Lightweight Thickening + Fullness
Styling liquid creates voluminous looks with softness and shine.

EXTRA-BODY SCULPTING FOAM

Touchable Finish + Fullness
Thickening mousse creates lush volume, shine and bounce that lasts.*



*Excludes pump.

*Excludes pump.



EXTRA-BODY WHIP

Humidity Resistance + Natural Finish

Conditioning, alcohol-free mousse delivers airy volume and crunch-free hold. Adds shine and helps banish frizz.

EXTRA-BODY HAIRSPRAY

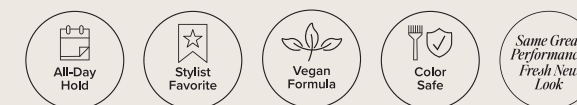
Humidity Resistance + Fullness

Volumizing hairspray delivers flexible hold and humidity resistance. Creates texture and fullness with high shine.

EXTRA-BODY FIRM HAIRSPRAY

Humidity Resistance + Fullness

Volumizing hairspray delivers maximum staying power and humidity resistance. Creates texture and fullness with high shine.



*Excludes pump/cap.

STYLE



ALWAYS IN STYLE

Style is what you make it. From bold looks to natural-looking finishes with just the right amount of shine, we have products to do it all. Change your hairstyle as often as your outfit with our collection of stylers featuring options for every hair type and texture.

LOCK *In Your Look*

FIRM STYLE



FIRM HOLD
FREEZE AND SHINE HAIRSPRAY

Powerful Hold + Shine
Maximum hold finishing spray is great for thick or coarse hair types and adds beautiful shine.

FIRM HOLD
SUPER CLEAN SCULPTING GEL

Maximum Control + Shine
Style hair with firm hold, texture and shine.

FIRM HOLD
DRY WAX

Pliable Styling + Matte Finish
Moldable wax creates lived-in looks with a matte finish.

FIRM HOLD
WAX WORKS GEL

Bold Texture + Shine
High-definition wax creates extreme styles with shine.



*Excludes pump/cap.



FIRM HOLD
SUPER CLEAN EXTRA HAIRSPRAY

Long-Lasting + Dry Finish

Quick-drying, strong-hold hairspray locks hair in place with added volume and a shiny finish.

FIRM HOLD
STAY STRONG HAIRSPRAY

Layerable Control + Humidity Resistance

Fine-mist, strong-hold hairspray leaves hair with volume and shine.



FLEX *Your* STYLE

FLEXIBLE HOLD



FLEXIBLE HOLD
RE-WORKS STYLING CREAM

FLEXIBLE HOLD
HOT OFF THE PRESS HEAT PROTECTANT

FLEXIBLE HOLD
WORKED UP HAIRSPRAY

FLEXIBLE HOLD
HOLD ME TIGHT HAIRSPRAY

Pliable Hold + Easy Restyling

Style and restyle any look with movable texture and shine.

Humidity Resistance + Natural Finish

Humidity-resistant spray helps protect fragile strands from thermal damage with flexible hold for a healthy-looking finish.

Static Control + Memory

Crunch-free hairspray adds workable memory with a clean finish. Washes out easily.

Lasting Control + Shine

Quick-drying hairspray secures any style and creates a shiny finish. Washes out easily.





FLEXIBLE HOLD
SUPER CLEAN HAIRSPRAY

FLEXIBLE HOLD
SPRAY WAX

FLEXIBLE HOLD
HAIR SCULPTING LOTION

FLEXIBLE HOLD
SUPER SCULPT STYLING GLAZE

Added Texture + Fast Drying
Lightweight hairspray holds hair in place with added fullness and shine.

Buildable Texture + Satin Finish
Aerosol mist creates flexible texture and volume with a satin finish.

Flexible Control + Shine
Medium-hold styling lotion creates a variety of looks while delivering long-lasting memory, texture and shine.

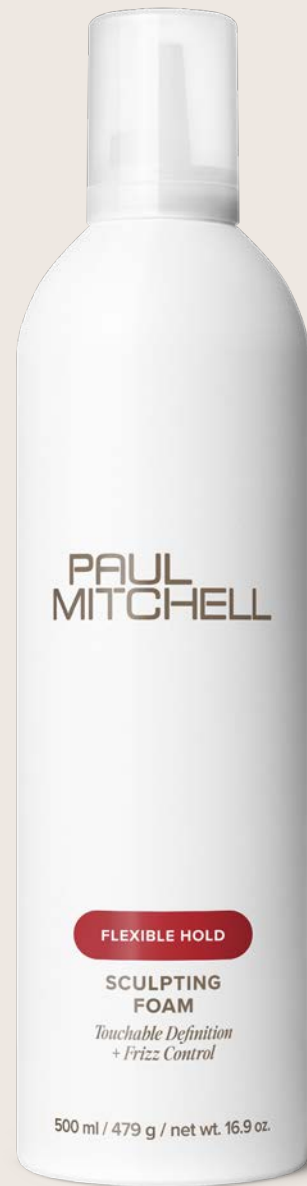
Lasting Memory + Shine
Versatile styling glaze quickly creates any look with added body and shine.

- Touchable Hold
- Adds Shine
- Vegan Formula
- Color Safe
- Same Great Performance. Fresh New Look

- Pliable Texture
- Non-Oily Wax
- Vegan and Made Without Gluten
- Color Safe
- Same Great Performance. Fresh New Look

- Reactivates with Heat or Water
- Vegan Formula
- 50% Post-Consumer Recycled
- Color Safe
- Same Great Performance. Fresh New Look

- Adds Volume and Body
- Vegan and Made Without Gluten
- 50% Post-Consumer Recycled
- Color Safe
- Same Great Performance. Fresh New Look



FLEXIBLE HOLD
FAST DRYING SCULPTING HAIRSPRAY

Buildable Body + Shine

Quick-drying hairspray adds body, control and shine with a touchable finish.



FLEXIBLE HOLD
SCULPTING FOAM

Touchable Definition + Frizz Control

Enhance waves and curls or style hair straight. This versatile conditioning foam defines texture while minimizing frizz and flyaways. Leaves hair soft and full of body.



*Excludes pump/cap.



Keep It NATURAL

SOFT HOLD



SOFT HOLD
FAST FORM CREAM GEL

SOFT HOLD
SCULPTING SPRAY GEL

SOFT HOLD
SOFT HAIRSPRAY

SOFT HOLD
SUPER CLEAN LIGHT HAIRSPRAY

Faster Styling + Manageability

Versatile styler helps reduce drying time and adds manageability and shine.

Lightweight Finish + Shine

Flexible-hold spray gel creates natural-looking styles with added body, control and shine.

Lightweight + Brushable Finish

Light, natural-hold hairspray creates a touchable finish that brushes through easily.

Natural Finish + Fast Drying

Lightweight hairspray adds softness, shine and fullness with a touchable finish.

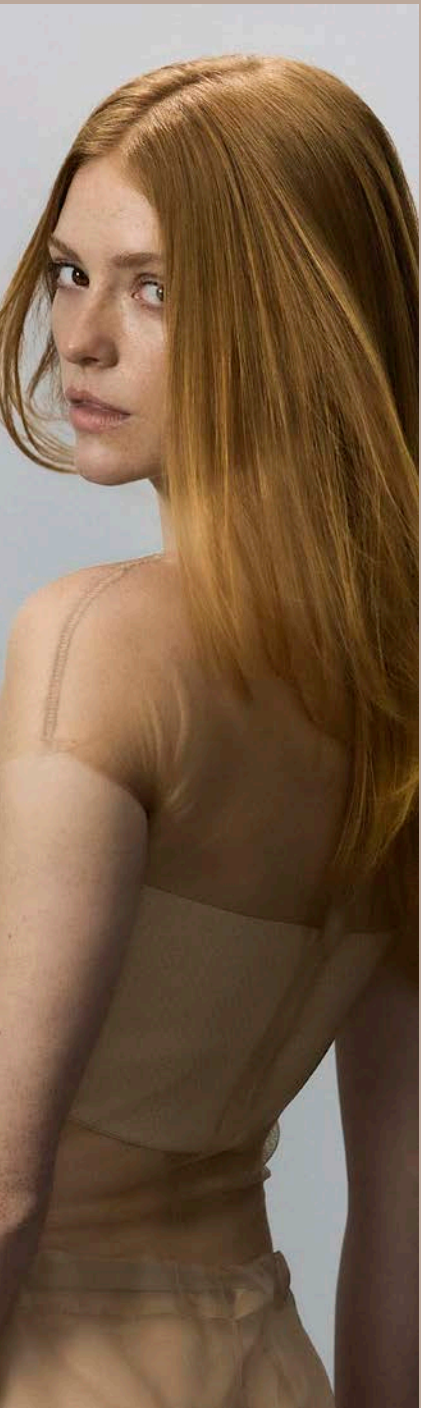


*Excludes pump.

*Excludes pump/cap.

*Excludes pump and cap.

STYLE EXTEND



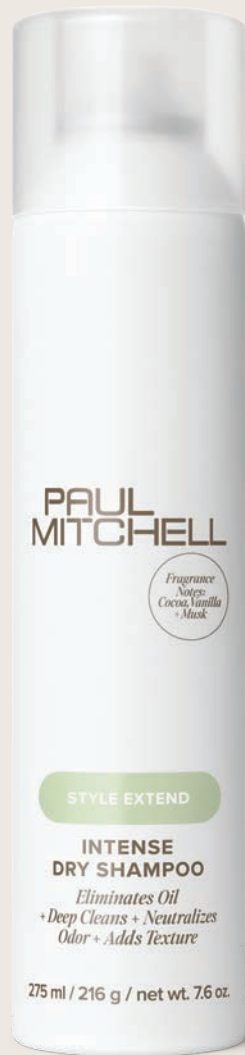
MAKE GREAT HAIR DAYS LAST

*Irresistible
Fragrances*

Keep hair looking and feeling fresh with the Paul Mitchell Style Extend collection. Choose your favorite dry shampoo, then perfect your style with Dry Conditioner Spray and Texturizing Spray for great hair days between washes.



Smells Like
Cocoa, Vanilla
+ Musk



Smells Like
Cocoa, Vanilla
+ Musk



Smells Like
Cocoa, Vanilla
+ Musk



Smells Like
Floral + Warm
Amber

MULTITASKING DRY SHAMPOO

INTENSE DRY SHAMPOO

DRY CONDITIONER SPRAY

TEXTURIZING SPRAY

Layerable Oil Absorption + Refreshes + Neutralizes Odor + Adds Body and Shine

Layerable dry shampoo absorbs oil, adds soft body and shine, and leaves hair with a warm amber gourmand fragrance.

Eliminates Oil + Deep Cleans + Neutralizes Odor + Adds Texture

Powerful dry shampoo instantly absorbs oil at the roots for a deep clean feeling with a matte finish and warm amber gourmand fragrance.

Softens + Conditions + Protects From Heat + Neutralizes Odor + Smooths Split Ends

Lightweight dry conditioner spray instantly absorbs into hair and provides heat protection for a second-day style refresh, leaving strands soft and shiny with a warm amber gourmand fragrance.

Second-Day Texture + Volume + Buildable Hold + Natural Finish

Super-light spray helps extend your style with undone, workable texture, body and a natural finish.

- Fragrance Notes: Cocoa, Vanilla + Musk
- Touchable Finish
- Vegan Formula
- Color Safe
- Same Great Performance, Fresh New Look

- Fragrance Notes: Cocoa, Vanilla + Musk
- Powerful Output
- Vegan and Made Without Gluten
- Color Safe
- Same Great Performance, Fresh New Look

- Fragrance Notes: Cocoa, Vanilla + Musk
- Hydrates, Detangles and Smooths
- Vegan and Made Without Gluten
- Color Safe
- Same Great Performance, Fresh New Look

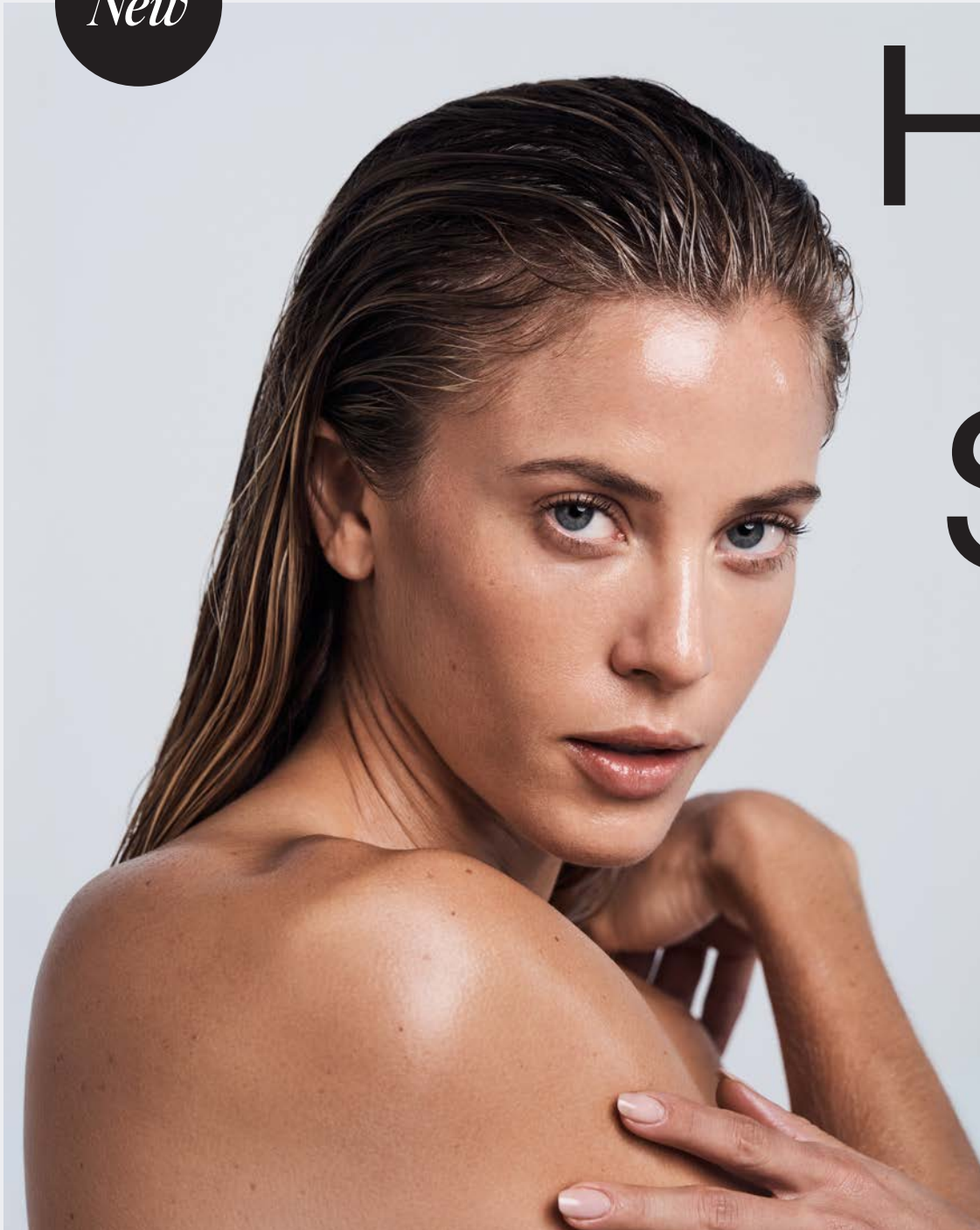
- Fragrance Notes: Floral with a hint of warm amber
- Builds Body and Fullness
- Vegan Formula
- Color Safe
- Same Great Performance, Fresh New Look

PAUL
MITCHELL
/clear



SENSITIVE

New



THE HAIR CARE EDIT FOR SENSITIVE SKIN

**DERMATOLOGIST + PEDIATRICIAN TESTED.
DYE FREE. FRAGRANCE FREE.**

Meet our innovative new collection of products ideal for people with sensitivities and anyone who wants a simple, gentle regimen for their hair and scalp. Each Paul Mitchell Clear formula is dermatologist and pediatrician tested, dye free, fragrance free and features under 10 ingredients.

CLEAR THE WAY FOR BEAUTIFUL HAIR

SENSITIVE



Discover sensitivity-friendly formulas that really work.

DERMATOLOGIST & PEDIATRICIAN TESTED

DYE FREE

FRAGRANCE FREE

UNDER 10 INGREDIENTS

COLOR SAFE

VEGAN

CRUELTY FREE

MADE WITHOUT GLUTEN

MADE WITHOUT SULFATES*

MADE WITHOUT PARABENS

PACKAGING MADE WITH 50% PCR MATERIALS**

*Made without SLS, SLES, ALS. | **Excluding pumps, which are made from virgin materials.



CARE



New



New

ESSENTIAL SHAMPOO

Gently Cleanses + Refreshes

A lightweight, color-safe shampoo that's gentle enough for daily use. Purposefully formulated with just 8 essential ingredients, perfect for people with sensitivities.



ESSENTIAL CONDITIONER

Conditions + Replenishes

Lightweight conditioner adds manageability, leaving hair feeling light and soft. Purposefully formulated with just 9 essential ingredients, perfect for people with sensitivities.



*Made without SLS, SLES, ALS



STYLE



New



New



New

SMOOTHING SERUM

Frizz Control + Split End Sealer

Smooth hair and minimize frizz. This lightweight serum helps speed up styling time and adds shine. Purposefully formulated with just 3 essential ingredients, perfect for people with sensitivities.



*Excludes pump.

STYLING GLAZE

Light Hold + Long-Lasting Style

Style hair with soft hold and memory that can be reactivated with water or heat to transform your look. Purposefully formulated with just 7 essential ingredients, perfect for people with sensitivities.



*Excludes pump.

JELLY MASK

Softens + Glosses

Delivers lightweight hydration, improved manageability and shine.





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