

amika:

amika masks:

how do you choose the one? check out the product info and select a mask or two to improve the health, shine, and manageability of your hair.



DESCRIPTION	a rich, ultra-moisturizing hair mask that's clinically proven after one use to significantly reduce breakage + prevent future damage.	this ultra-luxe hair mask provides superior toning while strengthening, repairing, and hydrating for a bright + healthy blonde, silver, or gray.	this mask is rich and creamy but never weighs hair down. it's packed with vitamins + nutrients to condition hair, making it soft, silky + smoother than ever.	this flash-acting mask delivers brilliant shine + softness in just 60 seconds.
IDEAL FOR	all hair in need of moisture + repair hair damaged by chemical treatments, heat, day-to-day wear and tear, and environmental stressors	blonde, silver, or gray hair in need of cool tone maintenance hair damaged by all types of everyday stressors	all hair in need of hydration (literally everyone) dry hair in need of deep hydration	adding instant shine + softness to all hair types (literally everyone)
USAGE	1x weekly in place of conditioner for 10 min.	1x weekly in place of conditioner for 3-5 min.	1x weekly in place of conditioner or whenever a dose of hydration is needed. leave on for 5-7 min.	use as the last step in your shower routine (we suggest after conditioner). apply all over and wait 60 seconds. then rinse. the shine will last until your next wash.
PRO TIP	hair that craves additional moisture can use this mask in place of conditioner regularly. clinical claims show that hair will be 3.2x stronger, 8x more conditioned, with 69% less breakage* *after one use	keep an eye on the tone of your hair. when you feel it's just how you like it, decrease use of the bust your brass mask to 1x weekly. if you notice brassiness peeking in, up the usage to 2x weekly. clinical claims show that hair will be 2.2x stronger, 8x more conditioned, with 56% less breakage* *clinically tested.	soulfood is the perfect mask to use in alternation to the kure or bust your brass mask. taking two approaches to repair and hydration ensures that your hair gets all the TLC it needs.	make your photos pop with shine by using flash mask. we promise the compliments won't stop rollin' in!
FUN FACT	the kure intense bond repair mask includes vegan proteins therefore the product cannot be overused.	this is the same formula as the kure bond repair mask, but with ultra-violet pigments added to counteract brassy + orange tones.	soulfood is the perfect every-wash-day moisture mask for dry, textured hair types in need of a thicker formula than your typical conditioner.	flash mask is rich in amino acids and UV filters to keep hair color vibrant.