

Vision

Two worlds and two different cultures come together with one common goal; to grow the salon industry through business development and creation of exceptional products. Filled with determination, passion and a purpose, our objective was to unite a culture.

I.C.O.N. launched in 2002.



FOUNDERS

Chiara began as an international artist and quickly found her true passion within Research and Development of products. Finding new ingredients and infusing them with innovative ideas became her true mission; to better the health of your hair. In Los Angeles, Chiara works passionately to both maintain and develop product perfection; conducting tests to ensure that new and current formulas exceed expectations. Chiara's passion and creativity truly defines the message, spirit and soul of **I.C.O.N.**

A successful salon owner and businessman, **Jorge Rubín** has an inside view within the workings of the professional salon industry. He is an expert in marketing, communication and has pioneered many philosophies; fusing creativity and business to elevate the success of each salon. Jorge's personal motto has always been **"start doing today what will matter most tomorrow"**. In doing so, he consistently captures the attention of new consumers and creates ultimate experiences inside and outside of the salon.

WE ARE FORMULATORS WE ARE ECO-CONSCIOUS WE ARE TRANSPARENT WE ARE

I.C.O.N.[®]

OUR COMMITMENT



DEFINES WHO WE ARE, OUR PRIORITIES AND OUR VALUES

I.C.O.N.

INNOVATIVE COMPANY ORGANIC NATURAL

We are committed to utilizing the most ecological ingredients with the most technologically advanced in science. We use natural ingredients derived from the earth and we are committed to ensure that our products are **vegan** and **cruelty-free**. Containing organic ingredients and sourcing **sustainable resources** we reduce our impact on the environment. The products are color-safe, paraben-free, sulfate-free and filled with antioxidants and antigens.

Utilizing new **PCR** packaging for all of our products and sourcing **sustainable resources**. Post Consumer Resin (PCR) plastics are the recycled materials from existing PET bottles and other plastics. **PCR** uses less energy and fossil fuels, saving the environment from excess pollution, wasted resources and impact on landfills. **PCR** is plastic that can be recycled and with an estimated 500 billion bottles of water being sold every year across the globe, there is a serious call to action.

Regimedes

BRINGS HOME HAIR CARE TO A NEW DIMENSION

Regimedy, is the fusion of a Regimen and a Remedy. It is about designing a customized system, while explaining the benefits and the proper care at home.

Our REGIMEDIES are personalized to fit each clients needs. Shampoos are sulfate-free, conditioners and treatments are filled with anti-agers, all are color-safe and paraben free. Our Regimedes combine a shampoo, conditioner and treatment to take hair to a new dimension; repairing and preparing for style.



ANTI-FRIZZ



ANTIOXIDANTS



DETOX



HEALING



HYDRATION



ORGANIC



PURE LIGHT



REPAIR



RESTORATIVES



HAIR-YURVEDICS

ANTI-FRIZZ REGIMEDY

FIGHTS THE FRIZZ

Our ANTI-FRIZZ REGIMEDY combats the FRIZZ with Biotin, a water-soluble vitamin that helps to lock in amino acids and proteins. It is known as the B vitamin for hair that adds strength to each strand, while providing nourishment and structure. Keraveg 18, a blend of different vegetable-based ingredients that improve combability, reduces damage, eliminates FRIZZ, while smoothing and moisturizing the cuticular layer.



SHAMPOO

ANTI-FRIZZ Shampoo will bring moisture back to your hair. The complex of **B vitamins** strengthens and smooths, while fortifying each strand. Emulsify in the palm of your hand, lather into wet hair and rinse completely. For optimum results, follow with ANTI-FRIZZ Conditioning/Treatment.

CONDITIONER | TREATMENT

ANTI-FRIZZ Conditioning/Treatment is gentle enough to use daily to block humidity and eliminate erratic texture, while soothing the cuticle. With a blend of **Biotin** and **Keraveg 18**, the cuticle is left smoothed and defrizzed, allowing the hair to be stress free. Palm through hair from roots to ends and allow to penetrate for 2-5 minutes and rinse thoroughly.



KERAVEG 18

Increases hair elasticity and hair strength



BIOTIN

High in fatty acids and proteins

ANTIOXIDANTS REGIMEDY

INSTANT VITALITY, FIGHT FREE RADICALS, FORTIFY YOUR HAIR

We thrive on antioxidant rich products to protect us from free radicals, pollutants and to keep us young and healthy. Incorporating our ANTIOXIDANT REGIMEDY into your daily hair care, is just as essential. Protect your hair from aging by providing nutrients, while fortifying the outside, strengthening the inside and adding elasticity. A gluten-free shampoo and treatment for scalp sensitivity and an antidote that will lead the way to styling.



FULLY

A **gluten-free** antioxidant shampoo filled with **fruit extracts** to fight free radicals. **Aloe** increases moisture and **rice proteins** plump up the hair, giving maximum body. Emulsify in your hands, lather into wet hair and rinse.

INFUSION

A treatment that radically changes the hair in 60 seconds, by bringing out its vitality. Restores damaged hair, while adding protection. **Acai** repairs hair, **aloe leaf** rebuilds and **shea butter** moisturizes. Apply to freshly shampooed hair and leave on for 1-5 minutes and rinse thoroughly.

ANTIDOTE

Revitalizing **hybrid cream** with intelligent technology that creates a link between a treatment and a styling cream. Its **17 ingredients** wrap around each strand balancing texture and porosity. 10 of the ingredients work as a treatment; while 7 prepare hair for styling. Ideal for a foundation prior to adding your styling products, or, use on it's own as a light weight styling cream.



SAFFLOWER OIL
Nutritional benefits



ACAI
Powerful antioxidant



SHEA BUTTER
Hydrates, smoothes and adds shine



ALOE LEAF
Moisturizes and regenerates



JOJOBA SEEDS
Nourishing and soothing properties

DETOX REGIMEDY

HEALTHY HAIR BEGINS WITH A HEALTHY SCALP



Detox eliminates toxins, pollutants, minerals and buildup. Organic oils stimulate blood flow, promoting a healthy scalp and healthy hair growth.

Cleanse your hair without stripping the natural oils that the hair needs. Detox prepares your hair and scalp for other hair care treatments.

SHIFT

Detoxifying treatment that contains a **blend of organic oils** such as **eucalyptus, peppermint** and **tea tree** which help stimulate blood flow and balance the scalp, while providing a fresh and invigorating feel.

Scalp Detox

Prior to shampoo, apply SHIFT in subsections on the scalp and massage thoroughly for 5 to 10 minutes. Rinse and follow with ENERGY and AWAKE.

Hair Detox

Apply SHIFT throughout wet or dry hair and comb for perfect distribution. Leave on for 5 to 10 minutes. Rinse and follow with ENERGY and AWAKE.

ENERGY

Detoxifying shampoo. Cleanses hair and scalp, while **organic oils** stimulate, freeing the hair from pollutants. Emulsify in your hands, lather into wet hair and rinse.

AWAKE

Invigorating conditioner with a cooling after effect. **Organic oils** detoxify the scalp, while **shea butter** protects and moisturizes the hair. Work into damp hair and rinse thoroughly.



ORGANIC OILS
Eucalyptus, peppermint & tea tree



ALOE LEAF
Moisturizes and regenerates



SALICYLIC ACID
Removes surface cells



ROSEMARY OIL
Anti-bacterial that provides extreme detoxification

HEALING REGIMEDY

LOVE YOUR TEXTURE, CURE YOUR HAIR

Healing is just as important on the outside as it is on the inside. Healthy hair doesn't just happen from the inside out, nor from just a healthy scalp. You must heal from the outside as well. The surface of the hair is the cuticular layer. It is what we see and what gives the appearance of healthy, shiny, quality hair. A complex of B Vitamins seals the cuticular layer. ProdeW 500 works the internal and external shaft. Replenish and fill the cuticle with moisture and strength, leaving the hair healed, promoting shine and enhanced manageability.



SHAMPOO

Preserves hydration, increases flexibility and reduces hair breakage due to **vitamin B5**. Contains **ProdeW 500**, which is a special **amino acid** mixture that strengthens the hair structure, while repairing superficial damage and protecting color. Emulsify in your hands, lather into wet hair and rinse.

CONDITIONING TREATMENT

Revitalizing conditioner filled with **vitamins** and **minerals** to nourish, smooth and keep a pH balance; **Tripeptides** provide shine and brightness to every strand; Color-safe. Apply to freshly shampooed hair, leave on for 2-5 minutes and rinse thoroughly.

SPRAY

Instant Detangling Healing Spray. Ideal for all hair types, this problem solving treatment detangles, conditions, soothes and softens, leaving hair light and weightless. Mist throughout the hair, allowing **aloe** to soothe, and **blend of proteins** to reconstruct.



ALOE LEAF
Moisturizes and regenerates



TRIPETIDES
Strengthens the hair giving it brightness and shine



QUINOA (GLUTEN FREE)
Protects and strengthens the hair



PRODEW 500
Repairs hair damage

HYDRATION REGIMEDY

QUENCH THE HAIR. PENETRATE. SATURATE. HYDRATE

Hydration versus Moisture



Moisture is of the essence. It is the key to keeping the body, face, scalp and hair healthy. But, moisturizing isn't enough; you have to lock in the moisture for real hydration.

The HYDRATION REGIMEDY will saturate and drench your hair. Smooth and seal in the cuticle with shea butter and Babassu seed oil, while promoting flexibility and elasticity into every hair strand.

DRENCH

Moisturizing shampoo. Provides manageability and shine. **Amino acids** and **aloe vera** soothe and moisturize the hair cuticle. Emulsify in your hands, lather into wet hair and rinse.

FREE

Instant detangling hair conditioner. A **blend of proteins** strengthen, while **Babassu seed oil** hydrates, leaving your hair weightless, soft and free. Work into damp hair from mid shaft to ends and rinse thoroughly.

INNER HOME

Moisturizing treatment that works from the inside out. **Amino acids** repair and nourish, while **shea butter** moisturizes and soothes. Remove excess moisture, apply from roots to ends and let sit for a minimum of 20 minutes. Use once a week for deep hydration.

**Utilize daily as a conditioning mask for thick, unruly or damaged hair.*



ALOE LEAF
Moisturizes and regenerates



SHEA BUTTER
Hydrates, smoothes and adds shine



WHEAT PROTEINS
Increases strength and elasticity



BABASSU SEEDS
Balances hydration levels

HYDRATING SHAMPOO BAR

A BAR THAT FITS TODAY'S NEEDS



HYDRATING SHAMPOO BAR

Solid Hydrating Shampoo Bar. Strengthen and hydrate all hair types by adding moisture and protein. Nourishes each strand of hair with a blend of raw plant-based ingredients, amino acid, and natural butter such as Shea and Seeds.

The fragrance named “where have you been” leaves you wanting to not only shampoo your hair but also wash your entire body with it.

It is ideal for the consumer who is always searching for something new, wants less clutter in their shower, is concerned about the environment, and does not buy any products that are in plastics. Wrapped in recycled paper, it helps in reducing the carbon footprint. Ultimately it is an alternative to liquid shampoo as, at times, we need a change.

- Designed for personal use.
- Easy for travel.
- Ideal to take to the gym or use in the shower at home.
- Multi-purpose use on your body.
- Add as a fragrance to your intimate items.

Begin wetting the bar, lather into your hands for a few seconds, then apply the bar directly to the scalp and lather. Rinse.



SHEA BUTTER
Hydrates, smoothes and adds shine



AMINOACIDS
Vital proteins for hair including glutamic acid, aspartic acid, arginine and lysine.

ORGANICS REGIMEDY

CBD  INFUSED

Organic ingredients are derived from nature, without the use of manufactured herbicides or artificial fertilizers; a more environmentally sustainable option. As consumer's demands for organics ingredients grow, we can ensure that our products will perform and are only created using trusted resources to promote a better world. Natural, Organic, Water-free, Silicone-free, Fragrance-free, aloe based Based, Essential Oil and CBD Infused. I.C.O.N. is elevating the standard of what is Pure, Natural and Organic, when it comes to the wellbeing of hair care.



SHAMPOO

Aloe based, water-free, silicone-free, organic, natural and **sulfate-free** Shampoo. Infused with **CBD** to boost natural moisture retention, while decreasing scalp inflammation. Lather into wet hair and rinse completely. For optimum results follow with ORGANIC Conditioner. Color-safe and gentle enough to use daily.

ORGANIC INGREDIENTS: **aloe vera, hemp, chamomile, calendula, cucumber, comfrey, lavender, vanilla.**

CONDITIONER

Aloe based, water-free, silicone-free, organic, and **CBD** infused. This all natural conditioner leaves hair healthier, stronger and with conditioned strands. Apply after shampoo, massage thoroughly and rinse completely.

ORGANIC INGREDIENTS: **aloe vera, Pro-Vitamin B-5, coconut, hemp, shea butter, green tea, lavender, vanilla.**

TREATMENT

Aloe based, water-free, silicone-free, organic, natural and **CBD** infused hair TREATMENT MASQUE. Rejuvenates dull, damaged and broken hair in 3-5 minutes. For a deep treatment, apply 5-10 minutes. Filled with butters, oils and green tea to nourish, but light enough to use daily. Apply to wet hair, massage gently from scalp to ends, rinse thoroughly.

ORGANIC INGREDIENTS: **aloe vera, coconut, hemp, shea butter, green tea, lavender, vanilla, Pro vitamin B-5.**



CBD 1000
Nourishes & strengthens



ORGANIC ALMOND OIL
Provides moisture & shine



ORGANIC SUNFLOWER OIL
Improves the health of the scalp
and reduces bacteria



PEPPERMINT OIL
Calms and heals the scalp



ALOE LEAF
Moisturizes and regenerates

PURE LIGHT REGIMEDY

PURPLE SHAMPOO & CONDITIONER

Eliminate unwanted yellows from bleaching. Neutralize brassy tones from oxidative colors and refresh natural gray back to its original state. As it cleans and conditions, the purple pigment helps to return your hair color to a cooler tone, like color straight from the salon. Use once or twice a week, alternating with your normal Regimedy.



SHAMPOO

Protect and tone. Use once or twice a week to refresh your color. Apply PURE LIGHT to wet hair, lather and leave on from 2 to 5 minutes. For optimal results, follow with PURE LIGHT Conditioner.

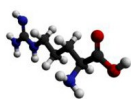
Gluten-free and filled with **L-arginine** for healthy hair growth.

CONDITIONER

Rinse away unwanted tones once or twice a week.

For optimum results, use after PURE LIGHT Shampoo. Work into wet hair, let sit for 3-5 minutes and rinse thoroughly.

Banana leaf for antibacterial properties.



L-ARGININE
Promotes a healthy hair growth



VIOLET #2
Balanced pigment



QUINOA (GLUTEN FREE)
Protects and strengthens the hair



BANANA LEAF
Antioxidant and antibacterial

POWER PEPTIDES Treatment

PEPTIDES, THE NEW GENERATION OF HAIR CARE

The Science behind it: Why peptides for the hair?. Power Peptides is composed of a building block of natural (Pea) proteins with two or more amino acids bedded within a peptide chain. Pea protein is a high-quality protein. When hydrolyzed, it allows tiny particles of proteins to bind to the hair; boosting hydration, adding moisture, and preventing cuticle damage, while protecting each strand. In addition, it improves elasticity as it penetrates the hair making it resilient against breakage.



I.C.O.N. has clinically formulated POWER PEPTIDES to treat hair on a molecular level by penetrating the cuticular strands ensuring flexibility, condition, and shine. The powerful leave-on treatment also restores strength and adds structure instantaneously.

- **How to apply:** Shampoo and towel dry hair; before combing, apply PP onto the hair and begin working it through with the palms of your hands. Allow your hands to work the product into the hair for 3 to 5 minutes, then comb through and add your styling products of choice.
- **How often to use:** Use weekly to maintain elasticity and condition. For highly damaged hair, use twice a week until hair has returned to a healthy state.
- **Key benefits:** Builds the keratin chains, reconnects hair proteins, and repairs elasticity.
- **Key ingredient:** Peptides: Rich in essential amino acids, including glutamic acid, aspartic acid, arginine, and lysine. These are vital proteins for hair.



PEA PROTEINS

Hydrolyzed high-quality proteins that boost hydration, add moisture and prevents cuticle damage



AMINOACIDS

Vital proteins for hair including glutamic acid, aspartic acid, arginine and lysine.



RESTORATIVES

YOUR THERAPEUTICAL BLEND FOR HAIR LOSS

Restoratives for stronger, healthier, and fuller hair. Experience the hair you once had.



5.25

Natural hair growth backed by Science and Technology. Increase hair's density. Treat and rebuild stronger and thicker hair. Accumulative advantage for lasting results. Three key ingredients are: **Capixyl™**: Maximum level 5% a biomimetic peptide. Clinical data experiments have demonstrated faster and better results in hair growth. **Follisync™**: .25% boost hair renewal and maintains natural hair growth. **Capauxein™**: .25% BiotHAIRapy™. Designed to target specific molecules and proteins in the hair.

ELIXIR

Restore, stimulate, strengthen and help prevent hair loss. ELIXIR supports the growth cycle by strengthening and stimulating. As a result, we are altering and increasing the hair's density. We utilize ingredients that are proven to change hair's structure, such as **Procapil** which increases blood flow to the hair follicle by activating dormant hair follicles, giving adequate nourishment to support hair growth. **Follisync™ biofunctional**: The bio function acts as an anti-aging, hair growth promoter, and nourishing agent. With the strength from the **Vicia faba seed extract**, your hair will have a fuller and healthier appearance by providing density to the root of your hair.

CBD 1000

Purest and best CBD available. Blended with Certified Organic Oils. High in **vitamin E** and **fatty acids**, CBD 1000 nourishes the scalp and strengthens hair, thereby encouraging hair growth. Inside CBD 1000 are **Omega-3**, **Omega-6** and the **Omega-9 acids**, which help improve the quality of the scalp tissue. Stronger scalp tissue means hair follicles expand faster, which means longer hair.

5%

CAPIXIL™

A biomimetic peptide combined with red clover extract enriched in Biochanin A. Improves fibrous proteins, reduces cell inflammation and the enzyme inhibitor for hair loss

.25%

CAPAUXEIN™

Designed to target specific molecules and proteins in the hair



FOLLISYNC™

Boosts hair renewal and maintains natural hair growth



PROCAPIL

This new ingredient works on the follicle to prevent aging, thus blocking hair loss



CBD 1000

High in vitamin E and fatty acids, CBD 1000 nourishes the scalp and strengthens hair, thereby encouraging hair growth



India

ESSENCE OF HEALING, ESSENCE OF BEING

BASED ON THE HEALING PRACTICES OF AYURVEDA AND ESSENTIAL OILS

I.C.O.N. coined the phrase Hair-Yurvedics. Nurturing the hair with the benefits of oils, enhancing your sense of being. Moringa is a miracle oil, known for its fatty acids to bring back hair's vitality. Argan, also referred to as liquid gold, nourishes and moisturizes the hair, allowing ease of combing, while the nutrients of clove combat hair loss. The beautiful scent of Amber embraces us throughout the entire line, soothing our senses and increasing our energy.



SHAMPOO

A balanced blend of **moringa**, and **argan oils** that nourish and repair hair. **Shea butter** smooths and eases erratic texture. Emulsify in your hands, lather into wet hair and rinse.

CONDITIONER

The **iron in moringa** brings oxygen to the roots, while the essential amino acids in **argan** build hair strands. **Seaweed** revitalizes. Work into damp hair from mid shaft to ends and rinse thoroughly.

CURL CREAM

Take your curl from limp to plump. Create a spiral effect, while fixing fly-aways. This **oil based** curl enhancer will leave you with bounce and shine. Apply on wet or dry hair and style as desired.

OIL

Miraculously nourishing, incredibly light-weight and colorless. Our miracle, our liquid gold, our INDIA OIL. Filled with **moringa** and **argan** to heal hair from the inside out. Ideal for all hair types, apply on wet or dry hair and witness the magic.

DRY

Revolutionary **blend of oils** that soothes and envelops each strand leaving it weightless. On wet hair smooths the cuticle. On dry hair, mist to provide protection, glisten and glow. Contains UV Protection. Perfect for blow-drying fine hair.



ARGAN
Nourishes and moisturizes



MORINGA
Hair repair and healing



AMBER
This fragrance soothing our senses
and increasing our energy



CLOVE
Anti-inflammatory to soothe and heal
the scalp with natural UV inhibitors

Touch Therapy



Create a sense of wellbeing through the power of touch and allow for an experience of pure relaxation in your **CARE BAR**.

Touch enhances the experience of human connection and it extends to hair care needs. Choosing the correct **shampoo, conditioner** or **treatment** determines which **TOUCH THERAPY** technique is applied; personalizing to fit each client's needs.

TOUCH THERAPY brings a new dimension to the salon, it converts your **CARE BAR** into a spa experience. Indulge in a peaceful space with a selection of treatments that are hydrating, fortifying, healing, natural and organic.

TOUCH THERAPY is the power of connecting through hair care.

Express

INSTANT TREATMENTS

Treatments are a must for healthy hair and choosing the correct express treatment will guarantee the perfect results that you expect. Designed when time is of essence, for instant gratification. From taming frizz, to volumizing thin hair, color correcting or attending to your scalp, instant treatments will create the experience.



ANTI-FRIZZ

Anti-Frizz Treatment eliminates erratic texture. The advanced technology of **Keraveg 18** and **Biotin** allow this treatment to work through the cuticle, leaving hair smooth and D-Frizzed. Remove excess moisture and apply from roots to ends. Palm through the hair to soothe the cuticle for a minimum of 5 minutes and rinse thoroughly.

SHIFT

Detoxifying treatment that contains a **blend of organic oils** such as **eucalyptus, peppermint** and **tea tree** which help stimulate blood flow and balance the scalp, while providing a fresh and invigorating feel.

Prior to shampoo, apply SHIFT in subsections around the scalp and continue with stimulating therapy for 5 to 10 minutes. Then, follow with ENERGY Shampoo and AWAKE Conditioner.

For detox, apply SHIFT throughout wet or dry hair and comb for perfect distribution. Leave on for 5 to 10 minutes. For a deeper detox, apply plastic cap and place under dryer for 5 to 10 minutes. Rinse immediately with hot water. Follow with ENERGY Shampoo and AWAKE Conditioner.

PURE LIGHT

Protect and tone by eliminating brassy shades of blonde, bleached, highlighted or gray hair. For optimum results, use after PURE LIGHT Shampoo. Work into wet hair, let sit for 3-5 minutes. Rinse thoroughly.

Express

INSTANT TREATMENTS



ORGANIC

CBD 1000

Purest and best CBD available. Blended with Certified Organic Oils.

High in **vitamin E** and **fatty acids**, CBD 1000 nourishes the scalp and strengthens hair, thereby encouraging hair growth. Inside **CBD 1000** are **Omega-3**, **Omega-6** and the **Omega-9 acids**, which help improve the quality of the scalp tissue. Stronger scalp tissue means hair follicles expand faster, which means longer hair. Apply directly to scalp on wet or dry hair, massage thoroughly to improve the quality of scalp tissue and follow with shampoo and conditioner. Add to your treatments to reduce inflammation and increase blood circulation to further promote hair growth.



CURE

CONDITIONING TREATMENT

Revitalizing conditioning treatment filled with **vitamins**, **minerals** and **ProdeW 500** to nourish, smooth and keep a pH balance, while protecting your color. Apply after shampoo from roots to ends. Massage for 2-5 minutes and rinse completely.



INFUSION

HYDRATING REMEDY

A treatment that radically changes the hair in 60 seconds, by bringing out its vitality. Restores damaged hair, while adding protection. **Acai** repairs hair, **aloe leaf** rebuilds and **shea butter** moisturizes. Apply after shampoo from roots to ends. Massage for 1-3 minutes and rinse completely.



ORGANIC

TREATMENT

Aloe based, water-free, organic, natural and **CBD** infused Hair Treatment Masque. Rejuvenates dull, damaged and broken hair. Filled with **butters**, **oils** and **green tea** to nourish. Apply after shampoo from roots to ends. Massage for 3-5 minutes and rinse completely.

Mixology

DEEP TREATMENTS

THE ART AND SCIENCE OF PERSONALIZED TREATMENT

Instant gratification, deep reconstruction. As a Mixologist, you have the professional knowledge to determine what key products are needed in the mix, in order to achieve optimum benefits for your client's hair care needs. Customization for each and every client, followed with a personal experience of TOUCH THERAPY.



PURIFY

Clarifying shampoo. PURIFY is a **vegetable-based** and **paraben-free** clarifying shampoo, that relieves hair of stubborn build up, chemicals, and environmental stresses. While many shampoos are formulated to gently cleanse with a higher amount of moisturizers, PURIFY uses more cleaning agents to wash away unwanted residues and hair pollutants. The formula uses strengthening and humectant **blends of proteins** and **amino acids** to moisturize and increase hair shaft strength and flexibility. Restore health, volume and shine to prepare hair for treatment. Regardless of your routine, styling products, color or masks, PURIFY is a necessity.

Shampoo hair, rinse and repeat. For the second wash let lather sit on the hair for 2-3 minutes to allow all impurities to leave for pure, primed hair. Your hair is now ready for its masque, color or chemical treatment.

INNER

Deep moisturizing treatment, rich in **amino acids** that repairs damaged hair caused by chemical and environmental agents. INNER restores elasticity, flexibility and movement.

After shampooing, remove excess moisture, fully saturate the hair with INNER and massage thoroughly. Cover with a plastic cap and place under the dryer. The dryer heat (50°-60°C or 122-140°F) will open the cuticle allowing INNER to penetrate deep into the hair. Let process for 15 to 20 minutes. Allow cooling for optimum benefits; rinse and condition.

**Continual use for 4 consecutive weeks will allow you to obtain fully reconstructed hair.*

Mixology

DEEP TREATMENTS

ORGANIC

CBD 1000

Purest and Best CBD available. Blended with Certified Organic Oils.

High in **vitamin E** and **fatty acids**, CBD 1000 nourishes the scalp and strengthens hair, thereby encouraging hair growth. Inside **CBD 1000** are **Omega-3**, **Omega-6** and the **Omega-9 acids**, which help improve the quality of the scalp tissue. Stronger scalp tissue means hair follicles expand faster, which means longer hair. Apply directly to scalp on wet or dry hair, massage thoroughly to improve the quality of scalp tissue. Add a full dropper to your treatments to reduce inflammation, strengthen the hair follicle, and heal the scalp.

PROSHIELD

PROTEIN TREATMENT

This **blend of proteins** strengthens the hair leaving it thicker, stronger and resistant to damage. PROSHIELD creates a protective shield, rebuilding and strengthening the bonds, while restoring hair's vitality.

After shampooing, remove excess moisture and distribute PROSHIELD throughout the hair. Apply heat without a plastic cap for 15 to 20 minutes under the dryer (50°-60°C or 122-140°F) creating a hard shield that strengthens the cuticular layer of the hair, allowing PROSHIELD to penetrate. Once dry, let cool completely allowing the hair cuticle to close. Cover with a wet warm towel to soften the texture, rinse and condition.

**Continued use for 4 consecutive weeks will allow you to replace the lost proteins resulting in strong resilient hair.*



1 LINKBOND

BOND MULTIPLIER

Formula that creates new inner **hair bonds**, while strengthening the existing ones. Add PHASE 1 LinkBond to any color, lightener or treatment. Follow directions for optimum results.



2 FUSEBOND

BOND STRENGTHENER

Formula that **seals** and **reinforces** the existing and new bonds created by Phase 1 LinkBond. Phase 2 FuseBond doubles the bonds and seals your hair. Follow directions for optimum results.

STYLING STAPLES ESSENTIALS

In the world of fashion where trends are ever changing, our styling products have become a staple for which the demand is constant.

Within every household we have our staples of products that are core to us, our must haves, our I can not do without!

We panic when we get close to running out and we make sure that we are fully stocked at all times.

At the HOUSE OF I.C.O.N., we designed these products to become staples/essentials of your household, each of these products were created for the ease of styling: for wash and wear looks, to protect and refresh, to create full form, to add texture when needed or simply to give hold without a stiff feel.

Our go-to stylers have essential attributes that make them a staple item.



MESH

MOISTURIZING STYLING CREAM

This gel cream was created to give structure to your curls, without the crunch. Designed for wavy, curly and erratic hair textures.



SHEA BUTTER
Hydrates, smoothes and adds shine



BABASSU SEEDS
Balances hydration levels

PROTEIN

BODY BUILDING GEL

Adds body and shape when used to blow-dry, when left to air dry gives a wet look. Designed for fine to medium hair textures.



BLEND OF PROTEINS
A hair protectant that adds strength, manageability and shine to hair



AMINO ACIDS
These acids can penetrate into the hair shaft to help rebuild damaged hair

SMOOTH

ANTI-FRIZZ BALM

Anti-frizz blow-dry balm that strengthens and fortifies, while cutting blow-dry time. Designed to control frizz on all hair types. Ideal for erratic textures.



KERAVEG 18
Increases hair elasticity and hair strength



BIOTIN
High in fatty acids and proteins



DONE

FINISHING SPRAY

Simply a finishing spray that completes your style. Layer for a stronger hold without the stiff. Ideal for all hair types.



PANTHENOL

A penetrating moisturizer that helps keep hair hydrated while increasing volume potential



POLYMERS

Molecules that help improve hair texture and volume while maintaining flexibility

AIRSHINE

BRILLIANT SPRAY

Filled with oxygen and enriched vitamins. This thermal protector adds luxurious shine. Ideal for flat Iron work, designed to add shine to all hair types.



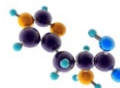
PANTHENOL

A penetrating moisturizer that helps keep hair hydrated while increasing volume potential



AVOCADO OIL

Protects and regenerates de skin



BLEND OF PROTEINS

A hair protectant that adds strength, manageability and shine to hair

STYLING STAPLES Add On's

Our STYLING STAPLES are our must haves, they are not only designed to create style but they are created to fit your hair needs.

Regardless if you have fine, curly, straight or thick hair each styling essential will help to keep the condition of your hair looking healthy, while protecting the color and making sure your cut looks on point. But sometimes you need a little bit of an additional attitude, you want to give your style an extra boost, maybe create a wave that will last all day, add some additional lift at the root, play with a pomade or just get creative with your look.

That's when you can turn to our Add On's.



ALLOW SHINY POMADE

Adds tremendous shine for a sleek look. This water-based pomade is ideal to finish your style by adding moveable form. Designed for medium to thick hair texture.



MICA
This mineral provides brightness and shine to the hair

WHIP DEMI-MATTE WAX

A soft cream styling wax with a demi-matte finish, ideal for short choppy haircuts for added texture or to give a sleek semi-dry look. Designed for medium to thick hair texture.



COCONUT & SEED OILS
Utilizing coconut and seed oils that condition, while providing shine and flexibility



BRAZILIAN PALM PLANT
Known as the queen of waxes; this ingredient delivers control, support and hold

MANE CONTROL HARD GEL

Strong firm looks desire maximum hold. Ideal to create an ultra-shiny wet sleek look with zero flaking and quick drying. Designed for medium to thick hair texture.



MICA
This mineral provides brightness and shine to the hair



POLYMERS
Molecules that help improve hair texture and volume while maintaining flexibility

Add On's



REFORMER

QUICK LOCK SPRAY

Styling spray and thermal protector, this non-aerosol allows for restyling over and over.

Designed for protection and hold on all hair types.



RETINOL PALMITATE

Antioxidant that protects hair from heat surface



BLACK COHOSH

Fights against thermal damage



POLYMERS

Molecules that help improve hair texture and volume while maintaining flexibility

BEACHY SPRAY

FLEXIBLE TEXTURIZER

Salt spray without the drying effect, ideal to create a grunge or unwashed tousled look with the protection of B vitamins.

Designed for fine to medium hair texture, curly or straight.



VITAMIN A

This antioxidant is known to improve the texture and shine of hair while protecting it from free radicals



VITAMIN B5

Helps maintain elastic and hydrated hair



VITAMIN E

This vitamin prevents hair damage while repairing it

Add On's



POWDER

TEXTURIZING POWDER

Add a fuller look to any style. A strong powder that adds an extra lift at the root or just textured attitude on the ends. This powder is ideal for absorbing oily scalp and restyling. Designed for fine to medium hair textures.



ALOE LEAF
Moisturizes and regenerates



BLEND OF PROTEINS
A hair protectant that adds strength, manageability and shine to hair



PANTHENOL
A penetrating moisturizer that helps keep hair hydrated while increasing volume potential

PUTTY

DRY POMADE

Matt dry pomade work into your hands to break it down before applying. Ideal for short hairstyles to mold in style and hold in place. Designed for fine to medium hair texture.



CARNAUBA WAX
This wax is extracted from the leaves of the Carnauba palm and it is known for its protective properties



AMINO ACIDS
These acids can penetrate into the hair shaft to help rebuild damaged hair

CREAM

POMADE

Moist cream takes you to a dry finish. Pomade. Medium. Movement.



YUCCA
This plant has been long used in hair regeneration and as a great skin protector



CACTUS
Invigorates sun damaged hair



SHEA BUTTER
Hydrates, smoothes and adds shine



SAFFLOWER OIL
Nutritional benefits



ECOLOGY AND TECHNOLOGY MEET TO FULFILL YOUR COLOR NEEDS

ECOTECH Color, the permanent, demi permanent, semi-permanent hair color cream from I.C.O.N. Both ammonia and PPD (Paraphenylenediamine) free, ECOTECH is the perfect combination between Ecology and Technology, while fulfilling all color oxidation needs within your salon.



ECOTECH COLOR

I.C.O.N. reinvents color service through its permanent oxidation hair color cream. A versatile system that guarantees excellent results and maximum grey coverage.

Its formulas contain highly selective raw materials and active principles of natural derivation such as **chamomile, sunflower, olive,** and **salvia extracts** that together with **ginkgo biloba** give it the rich creamy texture, guaranteeing maximum gentle action on the scalp and respecting hair fiber during the color service. It contains antioxidant ingredients that nourish and restructure the hair in depth.

The result is a visible, lasting, radiant color full of shine. Discover a new color world...

BLEACH

I.C.O.N. challenges the evolution of bleaching with revolution. A unique revolutionary cream formula that allows up to 7 levels of lift for maximum versatility and control. Ideal for on scalp applications as well as highlights, balayage and foiling.

Shea butter conditions and keeps the integrity of your hair. This creamy consistency will give you freedom and control.

SNOW WHITE

SNOW WHITE was especially designed to achieve maximum lift, with amazing results and zero compromise. This lighting powder allows you to reach maximum bleaching potential, while leaving the hair with integrity, health and tremendous shine.

A special combination of **active ingredients,** thickening agents and **advanced micro powders blend** instantly, creating a whipped texture.

INSTA TONE

Flash Color Gel

A FLASH OF COLOR: AN INSTA TONE



A **gel based** color reflector that will alter your tone without interfering with the natural base; this demi color will cool down tones or warm up shades.

INSTA TONE is like using an IG filter; it adds vibrancy and shine.

Working on the cuticle layer of the hair, INSTA TONE leaves the hair with a fuller feel, perfect color and flawless shine.

Staying true to our concept of **ammonia free** & **PPD free** color, this innovative formula is enriched with **natural** and **sustainable Squalane**, commonly used in skin care due to its protective attributes.

A component derived from sugar cane, **Squalane** in hair color regenerates the hydrolipidic film of the hair. This maintains the ideal level of water that the hair needs for maximum moisture, hydration and shine. With a balanced ph for real tone on tone treatment color. INSTA TONE provides long lasting and high performing color.

natural EARTH COLORS

100% HERBAL



Our **Natural Herbal Colors** are derived from the earth naturally using the finest plant materials that are found worldwide. The powder is made by drying, milling and sifting the leaves. Before leaves are crushed, they do not stain the hair. In order to become a staining or dyeing agent, they must be mixed with a liquid to release the dye from the leaves.

Each color gives the reflection of the natural base that are already within the leaves.

Our **EARTH COLORS** stain the hair without altering or changing the genetic makeup, so you will only be able to color hair darker, not lighter. And, in time, the color will fade away leaving you with just a slight tone.

As an example, if you have DARK BROWN hair and try to use the LIGHT BLONDE on top of it, you will not see any sort of difference. If you have DARK BROWN hair with white strands however, it will pick up the hue that you have chosen.

STAINED GLASS

TAKE ORDINARY COLOR TO EXTRAORDINARY



STAINED GLASS, a **gluten-free** color treatment. **Peroxide free, alcohol free, paraben free** and **ammonia free**.

This color gloss is filled with pure color pigments. Fill the hair with depth and shine, allowing for personalized, editorial hair color.

STAINED GLASS offers limitless possibilities taking the color world to another level. It is all about **saturation, luminance** and **refraction**, creating brilliant color where only ordinary color existed.

Experience 9 colors that go from clear GLASS through RADIOACTIVE RED for unlimited choices.

GLASSY BLONDES • GLAZED ORANGES • GLOSSY REDS
GLACIER COOLS • GLAM BROWNS • And GLASS, our clear color.



COLOR YOUR FREEDOM



PLAYFUL BRIGHTS allow **creative autonomy**. **Strong** and **vibrant** hues graduate to **pastels**. Mix color freely and effortlessly to give your clients customized hues and every shade in-between in one color service. Whether the goal is color that demands attention or suggests softness, PLAYFUL BRIGHTS is a color service designed for **color freedom** and **color excellence**.

Use PLAYFUL BRIGHTS on pre-lightened levels eight and higher to create vibrant commanding colors. Achieve the greatest intensity on lighter blondes.

This is color that plays by your rules.

PURPLE BOOST

FROM BLONDES TO BRUNETTES, DROPS WILL ELIMINATE ANY UNWANTED YELLOW OR WARM HUES IN YOUR HAIR



A pure **PURPLE BOOST**. This new category gives you the power and control to achieve creamy blondes to transparent white blondes, leaving your hair with the perfect cool hue. Add a few drops to your **Cream Bleach, Snow White** powder or even into your color formula. When added to your color, you will be able to cool down your golden blondes or brunettes giving you astonishing results.

As an additive, it will be resistant to bleach and color due to the power of the pigment. As a result, **Purple Drops** become an instant toning tool, while bleaching and neutralizing your color. It can even add a slight violet iridescent hue to your pre-lightened hair.

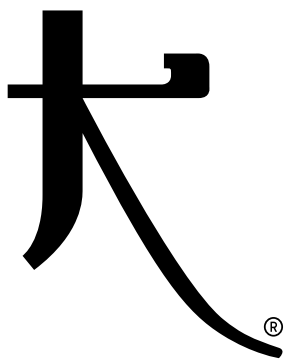
Extremely concentrated, we recommend a maximum of 3 drops for every 10 grams in any formula you mix, from bleach to color or even care.

YOU CAN ADD A PERSONAL TOUCH TO YOUR CARE BY ADDING PDROPS TO YOUR FAVORITE REGIMEN. For example, you have just done a beautiful blond balayage, and the take-home maintenance of **Pure Light** is a bit too strong; you can add one drop of PDrops to your favorite I.C.O.N. care regimen to create personal color care. Not to substitute **Pure Light**, but to adjust either more or less color pigment for your hair care needs.

Tips*

- One drop for every 10 grams of bleach or color gives a slightly cool effect to the hue you want to achieve.
- Two drops for every 10 grams adds a cool color hue to your tone.
- Finally, three drops for every 10 grams brings you to the maximum toning perfection for cool blondes.

*Prior to developer



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