

privé







welcome to the new privé, reinvented with new ownership, new products, new formulations, and new packaging. we are a new company designed for today's world.

we're a collective of experienced beauty industry professionals intent on using business as a force for good.

we combine the ethos of the traditional beauty industry and modern digital channels for education, social sharing, marketing and purchasing our products.

get to know us and you will fall in love.

*xo, team privé*

*we thrive on...*

**authenticity and transparency**

**products that perform and smell incredible**

**inspiring confidence with #priveitforward**

we live for good hair days, but we know you can't spend hours on your morning routine. our products are powered by the highest performing natural ingredients on the planet, developed to simplify your regimen. privé shampoos and conditioners are pure enough to use as skincare, because asking for products that perform AND smell incredible AND help in achieving that "natural look" in our shower is NOT too much to ask for.

personal style and authenticity will win over any trend, any day. the best style is seen on a street, at a coffee shop or the jogging trail, so get out there. we kept you in mind for every decision we made, and we know you will love it. you're good with us. our salon-quality products are made at our own facility with the cleanest water in america. we never add gluten to our manufacturing process or test on animals.

proudly crafted in the USA.



*clean.*  
highest quality, raw ingredients

*pure.*  
cleanest water in america

*good.*  
1% of all sales go to charity



creating products that are kind to your hair, your body, and our planet is our passion. powered by clean fruit and plant ingredients, every bottle, jar and can is enriched with natural superfuel antioxidants, revitalizing natural oils and strengthening proteins.

you're safe with us. our signature mixology is gentle on hair, keeping it safe and healthy. free of harsh chemicals, privé is not only excellent for your hair, but your health.

privé is full of everything you want and nothing you don't. we use only the latest and greatest ingredients from high quality suppliers, which created our two signature line-ups. each of our products features 2-3 key powerhouse blend ingredients.

## *powerhouse* BLEND

our antioxidizing and revitalizing lineups invigorate and shield against free radicals, deterioration and damage while rebuilding strength from the inside out



**bamboo** - as one of nature's strongest naturally occurring materials, it helps build strength and structure in the hair.



**acai** - contains omega-3, 6 and 9 fatty acids as well as the vitamins A, C, E and B, which are vital for hair health.



**green tea leaf** - contains polyphenols and vitamins E and C, which help boost hair luster and softness.



**goji berry** - packed with vitamins, minerals, amino acids and phytochemicals that help heal damage.



**sweet green peas** - popular for its high protein content and unique assortment of phyto-nutrients, it also provides a rich source of amino acids, all of which increase hair plasticity to help prevent breakage by increasing moisture binding.



**pomegranate** - contains vitamin A which promotes healthy scalp and growth and vitamin K, which helps to keep the strands and roots strong.



**charcoal** - a naturally dynamic deep cleanser and detoxifier.



**jojoba proteins** - strengthen hair fibers from the inside, which helps encourage shine, elasticity and softness.



**baobab proteins and oil** - provide intense hydration, which helps protect hair from heat and environmental aggressors like pollution, sun, wind and extreme temperature.



**kukui oil** - contains high levels of amino and fatty acids, which are highly penetrative and are able to help restore moisture and impart gloss and shine.



**quinoa proteins** - contain 9 essential amino acids, one being tyrosine, which aids in color pigment protection and helps extend color vibrancy.





PROJECT  
*Beauty  
Share*<sup>®</sup>

## #priveitforward

**“do good, feel good” is our mantra. we’re passionate about philanthropy and serious about doing more than a #regram.**

driven by purpose and passion, privé is pledging 1% of sales to charities that help women in need. our charity of choice is Project Beauty Share, an organization that provides hygiene, cosmetics and beauty products to women who may not otherwise be able to afford them.

to us, feeling beautiful inspires confidence, which in turn empowers change – and that’s a cause we can get behind! whether it’s spending time with underserved kids, raising funds for medical research, or advocating for animals, find a cause that lights your fire.

let’s focus on bringing good to the world, lead with kindness, and help each other with more than a retweet. the smallest act of kindness, an hour of your spare time, that extra \$10 – it can literally change someone’s life for the better. literally. and because we believe actions speak volumes, we provide one paid day per quarter to each employee to pursue their #priveitforward passion which is v cool.

PS. we’re kinda basic so we made a hashtag, #priveitforward. use it to show us how YOU are making a difference.

**in our most recent partnership with Project Beauty Share, #teamprive raised \$30,000 during their evening en blanc event.**

community matters. learn more at [ProjectBeautyShare.org](http://ProjectBeautyShare.org).



## social POP facebook marketing program

you carved out 30 mins to update your social channels, but right as you start to edit your insta-masterpiece, you get a call to book a bridal party of 20, your rookie stylist needs help with a color correction and you remember that the new season of your FAVE show was just released on netflix...

we get it. when it comes to marketing on social media, you start with the best of intentions...but then life happens. let privé take care of your facebook page and keep it fresh with weekly posts! we'll POP in engaging content your fans will love, without you having to lift a finger or put down the shears! **the cost, you ask? zilch, zero, nada. go ahead, netflix + chill. we got you.**

## privé PERKS

**we’re all about loyalty. stick with us and we’ll take care of you ;)**

**here’s how:** get \$30 in free products for every \$300 you spend. it’s that simple. buy more, get more, buy more, get even more. your rewards will be available at checkout, so pick your poison and we’ll send it with your shipment. take it home, put it on your backbar or add to your retail stock – just like it should be, you choose what’s best for your business.



# digital EDUCATION

we know you thrive on the go – you deserve education that works with your lifestyle which is why we're providing free, accessible education through our digital education platform. we're building a full library of styling, cutting and product knowledge, just for you.

be sure to follow us on fb for our live classes led by our wickedly talented team of inspirators (and yes, we looked it up, inspirator is a real word according to Merriam Webster). they're educators by definition, BUT OH SO MUCH MORE than that, like insanely passionate stylists with years of knowledge and experience under their belt who inspire, create, innovate and resonate.



## product COLLECTION

**all products are color safe!**

### wash and care

moisture rich shampoo & conditioner  
damage fix shampoo & conditioner

### styling

dry shampoo  
prep & protect spray  
curl cream  
smoothing solution  
shining weightless amplifier  
root amplifier  
styling whip

### finishing

definition cream  
finishing styler  
shine mist  
vanishing oil  
finishing hair spray  
finishing texture spray

### treatments

intensive mask  
restoration treatment



## mindful PACKAGING

pumps are standard on all retail and liter shampoos and conditioners for ease of use.

quick and easy product recognition:

- circle for shampoo
- line for conditioner

we tell you what the product does with descriptions on the front of the bottle.



# moisture rich

## SHAMPOO & CONDITIONER

### for dry, lifeless, frizzy hair

give dry, dull hair a new lease on life. moisture rich delivers concentrated hydration therapy and rejuvenates dry, stick-like ends.

#### key features:

- delivers concentrated hydration therapy from roots to ends
- shea butter +concentrated amount of oils rejuvenats dry, damaged hair that is thirsty
- great for multicultural hair types and those who want to wear their hair smooth
- returns hair to a healthy and shiny “swing-and-sway” condition, eliminating frizz
- quinoa proteins aid in color pigment protection

#### signature mixology of natural goodness:



green tea leaf



jojoba



kukui



# damage fix

## SHAMPOO & CONDITIONER

### for damaged, dull and over-processed hair

the go-to for those who are a bit too committed to their color, iron, or blow dryer. repairs hair from the inside out and protects against additional damage, returning hair to a healthy and vibrant state.

#### key features:

- delivers intense conditioning & rejuvenating nourishment
- repairs hair from within & protects from additional damage
- returns hair to a healthy & vibrant state
- rebuilds elasticity
- perfect for damaged, dry erratic textured hair, and perfect for multicultural hair types
- quinoa proteins aid in color pigment protection

#### signature mixology of natural goodness:



bamboo



jojoba



acai



# styling & finishing



## dry shampoo spray cleanser for all hair types

remove build up and cleanse the hair and scalp with this translucent dry shampoo. rice and tapioca powder impart incredible volume and provide grip for second-day hair.

shake well. on dry hair, hold can 8 inches from scalp and spray at roots. wait two minutes and brush out.



## prep & protect spray thermal protector spray for all hair types

this lightweight lotion repairs, seals, detangles and stops breakage while controlling flyaways and adding hydration and shine to brighten color. perfect high-heat thermal protector and mends split ends.

apply to damp, towel-dried hair. use as a cutting lotion.



## curl cream for curly and wavy hair

revitalize, define and activate lifeless curls. humidity barrier keeps locks frizz-free and adds soft hold and shine. 100% silicone free.

apply to damp hair and air dry or diffuse.



## smoothing solution blow-dry gel for frizzy, rebellious hair

combat frizz for super straight styles or defined curls. this solution creates a shiny and sleek finish with its humidity resistant benefits. 100% silicone free.

work a liberal amount of product through towel-dried hair and style as desired. round brush and flat iron for super-sleek styles.



## shining weightless amplifier body-building mousse serum for fine to medium hair

give hair massive body, volume and brilliant shine with this mousse serum.

emulsify a small amount and distribute evenly through towel-dried hair from roots to ends. style with blow dryer and round brush.

*\*contains hydrolyzed wheat protein*



## root amplifier volumizer for fine, thin hair

add extreme, weightless volume and precise lift at the roots with this mist.

spray 6 inches from root on towel-dried hair. style as usual. blow dry with a round brush for optimal results.



## styling whip build body for fine to medium hair

this body-building mousse adds all over volume and movement while adding shine, control and smoothing frizz. the perfect tool to shape curls.

shake well. emulsify desired amount in hands and distribute evenly through towel-dried hair. style for desired outcome.



## definition cream smooth, molding and shaping cream for all hair types

workable finishing cream adds texture, definition and controls flyaways without the crunchy finish.

rub a small amount between fingertips. apply to damp or dry hair to add texture and tame flyaway hair.

# styling & finishing



**finishing styler**  
texturizing wax paste for  
short hair

texturize, restyle and define short hair with this matte finish paste. this medium flexible hold can be used to refresh any style.

rub desired amount between fingertips and apply to finished hair mid-lengths to ends.



**shine mist**  
micro mist for all hair types

nourish and moisturize, smooth and control frizz with high-heat thermal protection in this multi-tasking mist.

spray sparingly 6 inches from wet or dry hair. perfect thermal protectant before hot styling.



**vanishing oil**  
miracle worker for all hair types

hydrate, nourish and transform hair with this featherweight serum. leaves hair shiny, silky and smooth with no residue.

apply desired amount to damp or dry hair and style as usual.



**finishing hair spray**  
medium hold finishing spray for all hair types

achieve a touchable finish, flexible volume and natural movement with this finishing spray.

apply to finished or dry hair. can be reapplied throughout the day.



**finishing texture spray**  
extreme texture builder for all hair types

this workable, medium hold spray instantly adds texture to any style without weighing the hair down.

apply to finished or dry hair. spray from the bottom up into dry hair for incredible texture and volume. can be reapplied throughout the day.



**intensive mask**  
deeply moisturizing for dry hair types

instantly and noticeably transform your hair. intensive mask deeply penetrates to deliver strength, nourishment and overall rejuvenation.

apply to wet hair, wait 2-3 minutes, then rinse.



**restoration treatment**  
mini-boost for all hair types

leave-in, forgive, and forget. restoration treatment restores hair vitality with light conditioning nourishment and detangling protection helps prevent breakage.

rub a small amount into clean, towel dried hair. leave it in to work its magic.



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clean. pure. good.

#priveitforward

[priveproducts.com](https://priveproducts.com)



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