

P2 by Philip Pelusi Products Quick Reference Guide

P2 SHAMPOOS AND CONDITIONERS

Product Name **Increase Volumize Shampoo and Volumize Conditioner - for hair that lacks body**
Identity body building shampoo and conditioner
Texture fine, sparse, limp
Results Dramatically increases body, control, maximum volume after 4 consistent uses, improves styling capability/longevity
Key Ingredient 17 plant proteins all create tons of texture, color safe
How to Use Shampoo Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
How to Use Conditioner Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Comb through. Leave in 1 minute. Rinse.

Your Notes

Product Name **Longevity Shampoo and Longevity Conditioner - enhances long, strong manes**
Identity shampoo and conditioner for most long hair types
Texture long hair or growing longer hair, fine to medium texture and density
Results Strengthens and rejuvenates long hair and growing longer hair, color protection, shine, detangles without softening
Key Ingredient Hydro-Charged Pelusi Ceramide Complex, Patent Pending strengthens, moisturizes, restores, renews
How to Use Shampoo Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
How to Use Conditioner Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Comb through. Leave in 1 minute. Rinse.

Your Notes

Product Name **Fade de phy Shampoo and Fade de phy Conditioner - anti-color fade**
Identity color protecting shampoo and conditioner
Texture all color treated textures
Results The absolute ultimate in hair color protection resulting in up to 80% less color fade, shine, body
Key Ingredient Willow Bark - seals in hair color, resist color fade up to 80%
How to Use Shampoo Highly concentrated. Place a small amount into hands. Massage into hair and scalp. Rinse. Repeat if needed.
How to Use Conditioner Highly concentrated. Place small amount into palm of hands. Rub hands together. Massage into hair and scalp. Leave in for 1 minute. Rinse.

Your Notes

Product Name **Age de phy Shampoo and Age de phy Conditioner - rejuvenating**
Identity light hydrating shampoo and conditioner
Texture Works well on any texture, any damaged hair texture, also on aging gray wiry textures, curly textures
Results Combats signs of aging hair and scalp, strengthens, restores ageless body and shine, prevent hair color fadeage.
Key Ingredient Guar – bean imported from India smooths wiry hair, weightless moisture, shine
How to Use Shampoo Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
How to Use Conditioner Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Comb through. Leave in 1 minute. Rinse.
Your Notes _____

Product Name **Moisturesheen Shampoo and Conditioner - moisture charged**
Identity moisturizing shampoo and conditioner
Texture for dry, dull, frizzy hair, coarse, thick textures, exceptional for chemically and color treated hair
Results Quenches dry, dull frizzy heat styled chemically treated hair, renews shine and body, smooths, silkens, never heavy
Key Ingredient Cassia Angustifolia Seed binds weightless moisture, smooths texture, protects
How to Use Shampoo Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
How to Use Conditioner Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Comb through. Leave in 1 minute. Rinse.
Your Notes _____

Product Name **Clenz Crème Non-Sudsing Cleansing Conditioner - for shiny silky hair**
Identity innovative non-sudsing cleansing conditioner
Texture all textures
Results cleanses hair with little to no conditioner depending on texture; preferred alternate to frequent shampooing
Key Ingredient Baobab Seed Oil and Protein nourish and moisturize without weighting hair down; helps protect color fade
How to Use Highly concentrated. For short, fine hair approx. a nickel size amt. For long, thick hair quarter size or more; massage; leave on for a minute for maximum benefit. Rinse well; little to no conditioner needed
Your Notes _____

Product Name **Lustre – shampoo for normal hair**
Identity light hydrating shampoo
Texture Normal to dry medium textures
Results Rich creamy all round great shampoo, higher sudzing, great for the entire family, great on long hair
Key Ingredient Apricot Kernel Oil Extract hydrates and smooths
How to Use Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
Your Notes _____

Product Name **Color Guard – shampoo for color treated hair**
 Identity color protecting shampoo
 Texture All color and chemically treated hair
 Results Gently cleanses color and chemically treated hair protecting color and restoring to a healthy state and shine
 Key Ingredient 3 Algae extracts hydrate, strengthen, protect and smooth color and chemically treated hair
 How to Use Highly concentrated. Place a small amount into hands. Massage into hair and scalp. Rinse. Repeat if needed.
 Your Notes

Product Name **Lite - weightless, leave-in conditioner and detangler**
 Identity light weight leave-in conditioner
 Texture All
 Results Strengthen, hydrates, increases diameter of hair strand building body, stops static and smooths frizzies, detangles
 Key Ingredient Hyaluronic Acid bind moisture protecting and hydrating hair and scalp
 How to Use Use after shampooing or anytime to refresh, mist lightly, comb through, do not rinse out
 Your Notes

Product Name **Lo Soft – conditioner for normal to dry hair**
 Identity light softening instant conditioner
 Texture Works well on any texture, great on long hair
 Results Hydrates, detangles and strengthens with a bit of softness but leaves hair full of body and shine
 Key Ingredient Coconut derived emollients smooth, hydrate and detangle, protect hair from heat damage
 How to Use Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Comb through. Leave in 1 minute. Rinse.
 Your Notes

Product Name **Di ver city – ultra conditioner for dry hair**
 Identity high softening instant conditioner
 Texture medium to thick, dry, dull, frizzy hair, coarse textures, especially chemically treated hair
 Results Highest softening conditioner makes styling easier, smooths and helps protect
 Key Ingredient Safflower – hydrates and lubricates, smooths and protect color investment with Vitamin E
 How to Use Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse. Repeat if necessary.
 Your Notes

P2 SMART STYLING TREATMENTS

Product Name **Increase Smart Styling Treatment**

Identity texture building styling product and treatment in one

Texture Fine, flat, sparse

Results Dramatically increase volume and style ability/longevity of fine, limp or lifeless hair from the inside out, no resins

Key Ingredient High Tech volume increasing micro-emulsions embed deep into the hair fiber build crisp texture, increase volume

How to Use Leave-in styling treatment. Apply to clean, damp hair from root to end. A pea size for short styles or dime size for longer styles. Next, layer any other desired Philip Pelusi styling products on top of Increase application. Blow-dry, natural dry or heat style. Treatment protection for flat iron, curling iron and hot roller sets.

Your Notes

Product Name **Decrease Smart Styling Treatment**

Identity texture reducing styling product and treatment in one

Texture Too full, coarse, bulky, unruly, wiry

Results Dramatically decrease volume and style ability/longevity from the inside out, decreases bulk and frizz, no resins

Key Ingredient High Tech volume decreasing micro-emulsions embed deep into the hair fiber decreasing volume and frizz

How to Use Leave-in styling treatment. Apply to clean, damp hair from root to end. A few mists for short styles, more mists for longer, thicker textures. Next, layer any other desired Philip Pelusi styling products on top of Decrease application. Blow-dry, natural dry or heat style. Treatment protection for flat iron, curling iron and hot roller sets.

Your Notes

Product Name **ReCurl Smart Styling Treatment**

Identity curl boosting styling product and treatment in one

Texture curly or wavy

Results Dramatically springs up natural or artificial curl and wave from the inside out, decreases frizz and separation, no resins

Key Ingredient High Tech curl enhancing micro-emulsions embed deep in hair fiber spring up curl and wave, defines, decrease frizz

How to Use Leave-in styling treatment. Apply to clean, damp hair from root to end. A pea size for short styles or dime size for longer styles. Next, layer any other desired Philip Pelusi styling products on top

Your Notes

Product Name **Potion Smart Styling Treatment**

Identity sun protecting styling product and treatment in one

Texture All textures

Results Lightweight, greaseless sun guard and groom, hydrates hair and scalp, detangles, helps protect color, eliminates static

Key Ingredient Matricaria, Sage and Blackberry add slip and hydration, natural ultra violet light filters, help protect color

How to Use For blow-drying: Place small amount into palm of hands. Rub hands together. Apply to damp hair. Style. For added sun protection: Apply several times a day when in the sun. Can apply to wet or dry hair. For daily protection and to enhance your style, add a small amount (size of dime) to any styling product of your choice.

Your Notes

Product Name **RefresHair Smart Styling Texturizing Treatment**
Identity hair freshening styling product and treatment in one
Texture all textures
Results Multi-task hair refresher and styling spray, fresh scent, great color protection, removes 50% surface debris, shine
Key Ingredient White Tea and Thyme fragrance is like Fabreeze for the hair, eliminates odors and creates shine
How to Use For best results spray modestly on dry hair running a brush through tresses and restyle or apply before curling iron or flatiron to touch up your style-voila! No frizz or flatness just fresh shiny moveable, more voluminous hair.
Your Notes _____

Product Name **BrilliantHair Smart Styling Treatment**
Identity shine spray styling product and treatment in one
Texture all textures
Results Shine spray, adds crystal clear shine and heat protection, zero resins, great hair color protection, anti-frizz, sun-guard
Key Ingredient Tomato Fruit Extract rich in antioxidants Vitamins A, C and E help protect hair and color from fading
How to Use Use on hair wet or dry hair before, during (depending on hair texture) and/or after styling. Hold bottle 12" away from hair. Spray with quick, uniform strokes for desired gloss. Re-spray as needed to restore shine.
Your Notes _____

P2 ROOTS FOR MEN

Product Name **Roots Shampoo for Men**
Identity exfoliating shampoo
Texture Any hair type, scalp system
Results Promotes healthy scalp environment, clarifies and cleans hair and scalp, soothes, calms, hydrates, never greasy
Key Ingredient Zinc Pyrithione & Salicylic naturally slough dead skin, remove build-up and promote a healthy scalp
How to Use Rub hands together, Apply throughout the hair starting at the scalp then work thru ends, Lather, Rinse, Repeat if necessary, can also be used as a body and face wash
Your Notes _____

Product Name **Roots Lite Serum for Men**
Identity light weight scalp conditioner
Texture Any hair type, scalp system
Results Promotes healthy scalp environment, clarifies and conditions hair and scalp, soothes, calms, hydrates, never greasy
Key Ingredient Geranium and Oatmeal help calm and soothe scalp irritation, weightlessly moisturizes and strengthens
How to Use Place small amount into palm of hands, Rub hands together, Massage into hair and scalp, Leave in for 1 minute, Rinse
Your Notes _____

Product Name	Roots Texture Groom for Men
Identity	flexible styling groom
Texture	Any hair type, scalp system
Results	Flexible hair groom and scalp conditioner, soothes, calms, hydrates, never greasy, hair looks fuller
Key Ingredient	Biotin helps strengthen hair and scalp
How to Use	Can be applied to wet, semi-dry or dry hair. Place small amount into palm of hands, Rub hands together, Apply, Style
Your Notes	_____

P2 COLOR BOOST CONDITIONERS

Product Name	Color Boost - pure pigments color enhancing conditioners
Identity	color conditioner
Texture	all textures
Results	Enhance/refresh color treated and natural hair color, body and moisture without softening, smooth and shine
Key Ingredient	Flower color extracts imported from France – naturally stains cuticle/cortex, sparks up any hair color, enhance, tone
How to Use	Use periodically after shampooing and conditioning. Choose the shade or shades you want to enhance or tone-down a particular color. Before applying Color Boost, an instant conditioner is recommended to use on the hair first and then rinsed away. This "primes," detangles and prepares the hair. Color Boost can also be mixed with an application of dailyHaiRx and Intense or Deep. Work into hair, comb through. Wash hands quickly and thoroughly. Leave in 1-10 minutes. Rinse well. Leaves no residue. Avoid contact with eyes. We suggest a sensitivity test for the Color Boost; just to be sure the guest is not sensitive to the plant powder extracts or melanin. They are chemical free products. Color Boost does not take the place of the guest's regular conditioning program. Deep conditioners and instant conditioners should still be used.
Your Notes	_____

Product Name	Color Boost – Crystal Quartz - color sealer and body building conditioner
Identity	color sealing conditioner
Texture	all textures
Results	Helps keep hair color from fading, helps stop oxidation, sooths scalp, promote healthy hair growth, shine
Key Ingredient	Methyl Lactate – peppermint extract closes cuticle, locks color, stimulates the scalp
How to Use	Can be used as a color sealer, body building daily conditioner, mixed with one or two of the color shades of Color Boosts, or as an intensive shine treatment. As conditioner: For best results, use after shampooing. Place small amount into palm of hands. Rub hands together. Massage into hair and scalp. Comb through. Leave in 1-3 minutes. Rinse. As color sealer or intensive shine treatment: Follow the above instructions. Cover with plastic cap and leave in 5-10 minutes. Rinse.
Your Notes	_____

P2 HAIR MECHANICS

Product Name	Hard Stuff - crystal gloss and groom
Identity	super firm gel
Texture	all
Results	Super firm gloss, spiking, molding, slicking, separating, 7 times more holding power than a regular gel, water soluble
Key Ingredient	Lemon Grass - powerful antioxidant, protects color, scent
How to Use	Highly concentrated, use small amounts to wet or dry hair to piece and spike. Spiking, molding, slicking, separating, glossing. Excellent for short spiky hair and updo's.
Your Notes	_____

Product Name	Liquid Mousse - body building mousse
Identity	body building mousse
Texture	fine/medium
Results	Alcohol free, body and texture building mousse, hold, style retention, never sticky, environmentally safe packaging
Key Ingredient	Silk Protein – add body, structure, strength and shine
How to Use	Highly concentrated. Place small amount into palm of hands. Rub together. Apply to damp hair. Repeat for maximum volume! Work into roots for more lift. Great for blow-drying or scrunch drying
Your Notes	_____

Product Name	Fixative - lightweight, flexible texture gel
Identity	light weight gel
Texture	fine/medium
Results	Shine, volume, texture, control, and flexibility, remains pliable with style memory, dries crystal clear, alcohol free
Key Ingredient	Grapefruit Seed - closed cuticle, creates shine and texture
How to Use	Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Style. Use on damp or dry hair to mold, slick back, shape or twist.
Your Notes	_____

Product Name	Power Gel – strong hold and control
Identity	firm gel
Texture	fine/medium
Results	Shapes, sculpts, adds body and control, dries crystal clear, alcohol free
Key Ingredient	Silk Protein strengthens, protects and adds slip and builds body
How to Use	Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Style. Use on damp or dry hair to mold, slick back, shape or twist.
Your Notes	_____

Product Name **Glaze – light silky gel**
 Identity light gel
 Texture All textures
 Results Versatile styling tool, shapes, light control, great body without stiffness or stickiness, dries crystal clear, alcohol free
 Key Ingredient Cucumber strengthens and protects from heat styling, fresh scent
 How to Use Highly concentrated. Works well for both air-dry and blow-dry styles, Place small amount into palm of hands, Rub hands together, Apply to damp hair, Style

Your Notes

Product Name **Soft Wax - lightweight, creamy styling groom**
 Identity thermal blow dry styling groom
 Texture fine, medium or coarse thermal styled
 Results Hydrating heat-activated cream protects against heat damage, grooms, eliminates frizzed ends, seals shine
 Key Ingredient Hyaluronic Acid - locks in moisture deep inside the hair fiber, protects from heat, smooths
 How to Use Highly concentrated. Best on wet hair and blow-dry. Wet hands. Place small amount (dime size) into hands. Rub hands together. Apply to damp hair. Style. To refresh a look, apply heat and re-style. Can also be used on dry hair. Customize for density and texture by mixing with another Philip Pelusi product.

Your Notes

Product Name **Polish - finishing groom and shine**
 Identity shine serum and hair groom
 Texture Medium, coarse
 Results Shine, seal and protect, smooth frizzies for wet or dry styling, groom fly aways, silken long hair, detangles, hydrates
 Key Ingredient Organic Baobab Seed Oil hydrates, helps protects hair from damage, smooths cuticle, shines
 How to Use Highly concentrated. Place 2-5 drops into palm of hands. Rub hands together. Apply to damp or dry hair. Add 1-2 drops to any styling product for enhanced shine.

Your Notes

Product Name **Honey - molding beeswax**
 Identity non-firming flexible styling groom
 Texture For all hair types, especially curly and frizzy
 Results Conditioning and molding wax defines waves and curls, shapes, great for separating and braiding, eliminates frizz.
 Key Ingredient Honey Extracts - deeply moisturize hair, molds, separates, shines
 How to Use Highly concentrated. Apply small amounts (nickel size or less) with fingertips to dry or nearly dry hair. Distribute through hair while molding and shaping desired style.

Your Notes

Product Name

Define - root lift volumizing spray

Identity

light weight spray gel and finishing spray

Texture

All

Results

Versatile lightweight root lift spray on wet hair and a finishing spray on dry hair, body, shine, great for scrunching

Key Features

Water/shampoo soluble, no build up, strengthening and weightless moisturizing ingredients, help improve hair condition, sunscreen helps filter UV Rays

How to Use

Hold bottle about 8" away from hair and apply lightly over entire head or just at roots during blow drying. Scrunch and mold hair into desired shape while blow-drying. As a finishing spray: Spray lightly over entire head.

Your Notes

Product Name

Fluid - shaping and finishing spray

Identity

light weight hold setting and finishing spray

Texture

All

Results

Lightest flexible holding and working spray, hair feels light, wet or dry hair, dries crystal clear, see-thru shine

Key Features

Water/shampoo soluble, no build up, strengthening and weightless moisturizing ingredients, help improve hair condition, sunscreen helps filter UV Rays

How to Use

On Wet Hair: Hold 8 inches from wet hair and spray liberally all around the head.

On Dry Hair: To refresh a look on dry hair apply a few light mists to small sections at a time. Brush or finger style. Can be used for a dry roller set. Super for creating updo's.

Your Notes

Product Name

Rivet - medium hold spray

Identity

Medium hold finishing hair spray

Texture

All

Results

Medium dry hair holding spray, instantly locks in style, dries crystal clear, shine

Key Features

Water/shampoo soluble, no build up, strengthening and weightless moisturizing ingredients, help improve hair condition, sunscreen helps filter UV Rays

How to Use

Hold bottle about 10" away from hair and apply lightly over entire head. Re-apply for firmer hold.

Your Notes

Product Name

Industrial - extra firm holding spray

Identity

Super firm hold finishing hair spray

Texture

All

Results

Extra firm dry hair holding spray, instantly locks in style, dries crystal clear, shine

Key Features

Water/shampoo soluble, no build up, strengthening and weightless moisturizing ingredients, help improve hair condition, sunscreen helps filter UV Rays

How to Use

Hold bottle about 12" away from hair and apply lightly over entire head. Re-apply for incredibly firm hold!

Your Notes

P2 RX TREATMENTS

Product Name **DailyHaiRx x-treme liquid repair spray**
Identity strengthening deep conditioner
Texture all damaged hair
Results Penetrates, strengths and resurfaces damaged hair increasing elasticity, shine, body and control
Key Ingredient Gluten Free Wheat, Corn and Soy Protein resurface/reconstruct hair/protects color
How to Use Use every time the hair is shampooed. Spray liberally on clean, damp hair. *Do not comb through.* If moisture is also needed, a deep or instant conditioner should be applied on top of the dailyHaiRx. Work into hair with fingertips. Leave in 3 minutes or more under plastic cap. dailyHaiRx reaches 95% absorption in 3 minutes. Rinse well. Use before chemical services for best results and to protect fragile ends of hair.

Your Notes

Product Name **Deep - moisturizing hair & scalp treatment**
Identity moisturizing deep conditioner
Texture extremely dry damaged, better on medium to coarse, thicker textures
Results Restores moisture to hair and scalp, hair is silkier, moisturized, luxurious, holds a style with bounce, control and shine
Key Ingredient Hyaluronic Acid - deeply binds moisture to hair and scalp
How to Use Use weekly. Shampoo hair. Towel-dry thoroughly. Use 1 tablespoon for short hair. Apply more for longer hair. Massage into scalp and hair. Leave in 10-15 minutes under plastic cap. Rinse.

Your Notes

Product Name **Intense - hydrating treatment for chemically treated hair**
Identity moisturizing deep conditioner
Texture all dry, damaged hair, great for fine textures, great on frizzy textured, color and chemical treated
Results Weightless, hydrating treatment into silky, healthy hair, body, shine, remedies tangles, breakage
Key Ingredient Cassia Angustifolia - binds weightless moisture to hair/scalp
How to Use Use weekly. Shampoo hair and towel dry thoroughly. Use approximately the size of a nickel for short hair and more for longer hair. Massage into scalp and hair and leave in 10-15 minutes under a plastic cap or hot towel. Rinse out thoroughly and style as usual.

Your Notes

Product Name **RepairHair – leave-in heat-styling treatment**
Identity leave-in heat activated hair repair treatment
Texture any texture damaged hair
Results Multi-task hair groom and the ultimate in hair repair and protection, great color protection, hair feels brand new, shine
Key Ingredient Wheat Amino Complex - powerful wheat protein mix, mends hair fiber, resurfaces hair
How to Use For best results apply to clean hair using a nickel to a quarter size amount, depending on the hair length. Rub into palms; apply to hair from roots to end. Air-dry or style. For better conditioning effects apply heat. Can apply in small amounts to dry hair to help with heat protection and to more deeply infuse into damaged sites.

Your Notes

Product Name **Exfoliate – natural exfoliating shampoo treatment**
Identity flake reducing shampoo
Texture dry or oily dandruff scalp, all hair textures
Results Speeds up the natural exfoliation of scalp, eliminates dandruff flakes, future flaking, relieves dry scalp, color safe
Key Ingredient Salicylic Acid – skin care ingredient naturally and gently sloughs dead skin
How to Use Daily: Highly concentrated. Place small amount into palm of hands. Rub hands together. Massage into hair and scalp. Rinse and repeat. Follow with conditioner. For treatment effect: leave shampoo in for 10-15 minutes under a plastic cap. Rinse. Condition.

Your Notes

Product Name **DeTox – hair and scalp detoxing cleansing shampoo treatment**
Identity scalp detoxifying and oil controlling shampoo
Texture Oily scalps, thinning hair, product build-up, all hair textures
Results Deep cleansing, toxin build-up removing, oil reducing and hair rejuvenating
Key Ingredient DHT Removing and Oil Controlling Micro-emulsions
How to Use Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse and repeat. Follow with conditioner. For treatment effect, leave shampoo in for 10-15 minutes under a plastic cap. Rinse. Condition. Shampoo before and after chlorine exposure to neutralize chlorine effects.

Your Notes

Product Name **Clarify – natural exfoliating shampoo treatment**
Identity chlorine neutralizing shampoo
Texture Chlorine and well water exposed hair, all hair textures
Results Instantly neutralizes chlorine, removes minerals and build-up, coatings and oils, conditions, body, shine
Key Ingredient Chlorine Neutralizers - eliminates chlorine, stops oxidation and removes mineral
How to Use Highly concentrated. Place small amount into palm of hands. Rub hands together. Apply. Rinse and repeat. Follow with conditioner. For treatment effect, leave shampoo in for 10-15 minutes under a plastic cap. Rinse. Condition. Shampoo before and after chlorine exposure to neutralize chlorine effects.

Your Notes
