

INTRODUCING

Tela Magic Hair Transformer

Exquisite Hair Texture

Hair Fabric Rejuvenator | Multidimensional Style + Treat
Made with 35 Certified Organics



MAGIC POSSIBILITIES FOR THE SALON PROFESSIONAL

The Beauty of Magic by Philip Pelusi

A fascinating and precious elixir. Quite possibly from a world someplace beyond. A true one from the Tela Universe.

Tela Magic Hair Transformer helps your client ignite a whole new relationship with their hair and a whole new meaning for styling their hair at home. It can be considered a magic wand for daily hair care as the results are so extra.

WHO IS MAGIC FOR?

Philip Pelusi has created and designed Magic for all hair textures and types ranging from straight to curly, to finer and thicker hair types.

MAGIC FOR CLIENTS AND STYLISTS

- Repairs instantly, provides exquisite luxurious hair texture
- Strengthens the hair fiber; for hair that needs daily repair
- Especially beneficial for unique hair textures from curls to waves alike. And for straighter hair too.
- Targets and reduces frizz.
- Soothing and smoothing for damaged to normal hair types; for next level style ability.
- Imparts instant smooth, silky hair texture.
- For hair lacking strength; dry brittle hair, stressed hair.
- Exceptional for color treated hair as it hydrates so well and heals so deeply.
- Healthy hair building and inside-out fortification.
- For tired hair; texture refining and rejuvenating.
- Adds vibrancy; puts back that natural spring to hair with healthy bounce and gleam.
- Tela Signature Shine.

SOME MAGIC POSSIBILITIES

How to use it in the salon and help your client use it at home:

- A must have into the style mix for blow outs, grooming, smoothing and styling.
- IDEAL to combine with *Cashmere*.
- Also, *Smooth Operator*, *Curl of My Dreams*, and *Make it Bigger*.
- Amazing with *Fountain of Hair*, *Play Freeform Wax*, or *Taffy*.
- Tip: Spritz a touch of Boost or Reduce in there as a final layer before blow-dry styling.
- Can be utilized as a daily leave-in on dry, already styled hair. Client can apply a small amount daily and target the ends and mid-shaft area. Responds so well to any heat style touch up. And will heat protect too.
- Excellent and lovely for a simple air dry and relaxed hair place.
- Getting creative with product layering and combination options is encouraged as Magic works wonders and in harmony with all Philip Pelusi style products.
- Magic takes styling and healthy hair results to a whole new level.
- When you incorporate Magic to a client's style wardrobe, it will take their hair into a desired future version of itself.
- That Magic touch, that extra.
- Beyond words really, it's magic

PHILIP PELUSI INNOVATION

Tela Supernatural Performance

Tela Liquid Intelligence™

TELA 35 CERTIFIED ORGANIC BASE BLEND

Antioxidants, superfruits, probiotics, strengthening proteins, anti-irritants, moisturizers, sun & color protectants.

TELA GRAPE LEAF EXTRACT & ORGANIC SUPERFRUIT BLEND

Powerful antioxidant blend protects, strengthens and detoxes hair and scalp. Protects against atmospheric pollution. Grape Leaf Extract, Apricot, Tomato, Pomegranate, Bilberry, Fig, Kiwi, Lemon, Orange, Apricot, Plum, Pomegranate, Tangerine, Tomato, Wolfberry.

TELA HAIR IMMUNITY COMPLEX

Tela's proprietary blend of probiotic enzymes with over 35 certified organic ingredients and superfruits give nutrition to the hair, scalp and follicle regions for youthful, vibrant hair health.

Color-safe, and free of parabens, formaldehydes, propylene glycol, and sulfates

TELA CERTIFIED ORGANIC SEED OILS + ALOE

Featuring Pongamia Glabra Seed Oil plus Peppermint, and Lavender Oils to provide soothing, calming, and healing benefits for hair and scalp.

HYDRO PELUSI CERAMIDE COMPLEX

A 'nerve center' for unsurpassed healthy hair possibility. Unleashes radiance, gleaming shine, color vibrancy, luxe texture, full body, style freedom, and health for your hair.

TELA CERTIFIED ORGANIC TEA BLEND

No water in the formula! Instead, Oolong, Green and White Tea for super-charged performance delivery, and antioxidant power!

TELA SUGAR CANE BLEND

Organic Sugar Cane, Sugar Maple, Orange, and Lemon purify, renew and soothe hair and scalp.



MAY MAGIC BE WITH YOU

Love, Tela

www.telabeautyorganics.com

