

AWàKeN
PROFESSIONAL



PRODUCT CATALOG 2026

AWAKEN

Take a journey into HAIR VITALITY with Awaken. We define 'HAIR VITALITY' as your hair's search for balance in strength and style, the moment you can truly feel at harmony with your look. The moment where nature and professional performance intersect; your life-choice of Awaken.



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STRONG HOLD HAIRSPRAY

420ml

Defines your style with strength and precision, providing a long-lasting, ultra-strong hold that locks your desired look into place. Professional fixatives shield the hair from humidity and environmental stress, reinforcing its shape and preventing collapsing or frizzing. Intelligent styling agents layer effortlessly without heavy residue, allowing the hair to retain structural crispness and definition while remaining touchably smooth and resilient.

ACTIVE INGREDIENTS:

Alcohol, AMP-Acrylates Copolymer, Water, Fragrance, Dimethyl Ether

BENEFITS:

- Provides ultra-strong, long-lasting hold and precision styling
- Delivers buildable firmness that intensifies with layering
- Defends against humidity and environmental frizz
- Dries rapidly and evenly with zero sticky or heavy residue
- Maintains structural memory and hair shape throughout the day
- Enhances natural shine while securing creative and complex styles

“Powerfully locks and secures the hair’s finished shape with precision hold, sealing out humidity and environmental frizz with an advanced copolymer matrix negating collapse, flyaways and styling degradation.”



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VOLUME MIST SPRAY

150ml

Designed to deliver lightweight lift and effortless volume, this professional mist spray revitalizes flat, lifeless hair from the roots. Advanced conditioning agents fortify and nourish the hair structure, reinforcing its natural resilience against daily styling stress. Active nutrients stimulate hair vitality and enhance texturizing properties, leaving your hair looking thicker, feeling fuller, and remaining exceptionally smooth with a natural bounce.

ACTIVE INGREDIENTS:

Aqua, Sodium PCA, Silica, Panthenol, Hydrolyzed Keratin

BENEFITS:

- Creates instant, lightweight lift and effortless volume
- Strengthens hair fibers and restores natural structural resilience
- Delivers essential weightless hydration to the hair and scalp
- Infuses vital nutrients (Panthenol and Keratin) to repair and protect
- Enhances texturizing grip for seamless, flexible styling
- Leaves hair smooth, supple, and full of natural vitality

“Instantly lifts and texturizes flat hair from the roots, delivering weightless volume and effortless bounce with a complex of structural polymers and panthenol negating limpness, flatness and styling fatigue.”



ELIXIR

50m

Delivers luxurious gloss, exceptional softness, and the perfect finishing touch to transform dull, dry hair. Formulated with premium botanical oils, this exquisite elixir deeply nourishes and seals the hair cuticle, reinforcing its defense against environmental stress and frizz. Active nourishing ingredients coat each strand without adding weight, restoring natural vitality, smoothness, and mirror-like radiance while leaving your hair beautifully supple and effortlessly managed.

ACTIVE INGREDIENTS:

Cyclopentasiloxane, Dimethicone, Argania Spinosa Kernel Oil (Argan Oil), Simmondsia Chinensis Seed Oil (Jojoba Oil), Tocopherol (Vitamin E)

BENEFITS:

- Imparts a brilliant, high-definition gloss and a flawless finishing touch
- Intensely softens and smoothenes coarse, damaged, or unruly hair
- Controls frizz and tames flyaways for a sleek, polished look
- Forms a lightweight, non-greasy protective barrier on the hair shaft
- Replenishes vital lipids with natural Argan and Jojoba oils
- Enhances texturizing softness and elasticity from mid-lengths to ends

“Deeply nourishes and smoothenes the hair’s natural cuticle barrier and locks in mirror-like shine with a rich blend of argan, jojoba and vitamin E botanical lipids negating dullness, roughness and structural stress.”





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STRONG LIQUID GEL
120ml

Delivers precision hold for defined styles, empowering you to shape and secure short hair with maximum control. Formulated with high-performance styling polymers, this strong liquid gel structures and locks your desired look into place, reinforcing its resistance against daily humidity and environmental stress. Active fixatives coat each strand evenly without leaving heavy flakes, allowing the hair to maintain sharp definition, texture, and natural vitality throughout the day.

ACTIVE INGREDIENTS:

Aqua, PVP, VP/VA Copolymer, Polyquaternium-11, PEG-40 Hydrogenated Castor Oil

BENEFITS:

- Provides strong, precision hold to secure and lock in defined styles
- Excellent for structured short hair, delivering clean definition and separation
- Maximizes style retention and firmness when applied to dry hair
- Spreads smoothly and evenly through fingers or combs without clumping
- Defends against humidity to prevent styling collapse or flyaways
- Rinses out effortlessly with zero sticky or heavy residue left behind

“Sharply defines and structures short styles with precision hold, reinforcing sharp separation and clean texture with high-performance fixative agents negating stiffness, flaking and midday styling collapse.”



SOFT WAX CREAM
100ml

Shapes with balance and moves with freedom, allowing you to create flexible texture and piecey separation with a natural touch. Formulated with premium natural clays and nourishing butters, this soft wax cream structures and defines dry hair, reinforcing its texture without stiffness or heavy buildup. Active texturizers stimulate workable movement and block out flat, lifeless styling, leaving your hair looking effortlessly styled, re-workable, and full of natural vitality.

ACTIVE INGREDIENTS:

Aqua, Kaolin, Cera Alba (Beeswax), Bentonite, Butyrospermum Parkii (Shea) Butter, Glycerin

BENEFITS:

- Provides a balanced, flexible hold that allows hair to move with freedom
- Delivers rich, natural matte texture and clean piecey separation
- Re-workable formula lets you restyle and reshape throughout the day
- Nourishes and softens strands with premium Shea Butter and Beeswax
- Easily warmed between palms for effortless, smooth application
- Leaves zero sticky residue and washes out easily with regular shampoo

“Flexibly shapes and separates dry hair with a re-workable matte texture, balancing movement and flexible freedom with a complex of natural kaolin clays and shea butter negating stiffness, flattening and greasy residue.”

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P R O F E S S I O N A L

The line combines natural and organic ingredients and botanical extracts with safe and high-performing clinically active ingredients to deliver salon-quality results.

IMPORTER:

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