

Lee Stafford
LONDON

**PROFESSIONAL
HAIRCARE
WITH A TWIST**





LEE STAFFORD

At Lee Stafford we believe that hair should make you feel bold, powerful, confident, and show the world who you are. Celebrating and embracing **YOUR HAIR, YOUR WAY.**

That is why we create **PERFORMANCE DRIVEN** products that help you create the look that you want, giving you that salon-confident feeling at home. We are all about being perfectly imperfect, bending the rules and daring to stand out. It's all about expressing your own unique style & embracing the **POWER OF YOU!**

OUR ORIGINS

Developed by award winning UK hairdresser Lee Stafford, the brand quickly became renowned for its salon quality products that performed just as well as prestige brands. Lee Stafford launched across Boots UK stores in 2001. With bold stand-out packaging, Lee Stafford put a quirky and modern twist on professional haircare and the brand instantly got attention!

Now 22 years on we are found in **over 1,200 Boots stores** and **more than 7,000 retail doors** around the world **across 26 countries**. With an ever-growing, expansive digital presence and a loyal social following of over 200K Lee Stafford fans (and growing!) we are pioneers of the professional haircare market and are still leading the way to this very day.

Still inspired by Lee's passion for self-expression and self-confidence through hair we are on a mission to help people across the globe create the hair they actually want. We are dedicated to celebrating you and embracing **YOUR HAIR, YOUR WAY!**



YOUR HAIR, YOUR WAY

WHAT WE STAND FOR



PERFORMANCE DRIVEN

We are committed to creating performance driven salon-quality hair care that **ALWAYS DELIVERS.**



SELF EXPRESSION

We are all about owning your style and celebrating **YOUR HAIR, YOUR WAY!**



APPROVED BY YOU

We create simple, highly effective products that help you get **SALON RESULTS** at home.



MINDFUL PRODUCTS

100% CRUELTY FREE with a focus on **VEGAN-FRIENDLY** products. Min. **30% PCR** inclusion on all bottles.



COCONUT OIL

Go nuts for soft hair



BIOTIN

Important B vitamin for hair



CACTUS FLOWER EXTRACT

Powerful prickly extract



CREATINE

Great source of moisture



ALOE VERA LEAF JUICE

Helps retain moisture



BLUE PIGMENT

Cools down your colour



AGAVE

Nutritiously hydrating sugar



COCOA BUTTER

Superfood rich in antioxidants



ARGAN OIL

Known to hydrate & condition



AVOCADO OIL

Bursting with antioxidants



CUPUACU SEED BUTTER

Nutrient rich butter



CAFFEINE

Helps energise & boost shine

OUR INGREDIENTS

WE ARE PASSIONATE ABOUT WHAT GOES INTO OUR AMAZING PRODUCTS AND THE RESULTS THEY PRODUCE!

We pride ourselves on using the highest quality and most effective ingredients available. Whether that's **naturally sourced** wonder **botanicals** or the latest **technology innovations** to get the best possible performance and results.

Our **in-house Biochemistry Lab** is at the forefront of formula innovation, with a team of dedicated **R&D specialists** who transform naturally derived plant compounds into **state-of-the-art bioactive ingredients** that deliver maximum efficacy. This unique asset ensures we develop and launch the most cutting edge innovation and NPD.

PRODUCT PHILOSOPHY

Always independently tried and tested on willing volunteers, we **never test on animals**. We develop all our products to be **vegan or vegetarian friendly**.

Lee Stafford
LONDON

PROFESSIONAL

**HAIR CARE
COLLECTIONS**



COLLECTION ARCHITECTURE

| | BLEACH BLONDES | GROW STRONG & LONG | COCO loco | STYLING | <i>for the love of curls</i> | ARGAN OIL <small>from Morocco</small> | scalp Love | MOISTURE BURST | PLUMP UP VOLUME | ILLUMINATE & SHINE |
|-----------------------------|--|---|--|--|--|--|---|---|---|--|
| BENEFIT | BLONDE VIBRANCY & TONING | SUPPORTS STRENGTH & LENGTH | MOISTURE, MOVEMENT & SHINE | PROTECT & CARE TEXTURE & VOLUME HOLD & FINISH | WAVE, CURL & COIL CARE | HYDRATION / NOURISHING | SCALP-CARE WITH NO COMPROMISE | MOISTURE & HYDRATION | MAJOR VOLUME & PLUMPING | FRIZZ PROTECTION, SMOOTHNESS & SHINE |
| HAIR TYPE | Bleached blonde, natural blonde & highlighted hair | For breakage prone & damaged hair | For dull, lacklustre hair | All hair types and styles | Waves, curls & coils 2A-4C | Dry, dull & naturally coarse hair | For fine hair & sensitive scalps | For dry & dehydrated hair | For fine, thin or flat hair | For dull, frizz-prone hair that lacks shine |
| HERO INGREDIENTS | Toning Pigment Moringa Extract Pro-Vitamin B5 Chamomile Extract Sunflower Seed Extract Cocoa Butter | Strengthening proteins Fruit Extracts Green Tea Extract Caffeine | Coconut Oil Agave Essence Hydrolyzed Soy Protein Hydrolyzed Silk Avocado Oil Sunflower Seed Oil | Green Tea Extract Pro-Vitamin B5 Camellia Sinensis Leaf Extract | Shea Butter Organic Coconut Oil Camellia Oil Avocado Oil Cacao Seed Butter Sunflower Seed Oil Pro Vitamin B5 Hydrolysed Soy Protein Coconut Water | Sustainably sourced Organic Argan Oil from Morocco | Glycolic Acid Hyaluronic Acid Niacinamide Vitamin Complex Biotin Ginger Caffeine Chamomile Flower Extract | Cupuaçu Seed Butter Wheat Protein Hyaluronic Acid Niacinamide Pro-Vitamin B5 Cocoa Seed Butter | Volumising Polymers Pro-Vitamin B5 Hydrolysed Keratin | Pro-Vitamin B5 Powerful plant extracts Shine boosting oils |

STYLING

Prep your hair to perfection with our collection of styling and heat protection products, designed to help you unlock the looks you crave - anytime, anywhere.

- ✓ Award-winning styling essentials
- ✓ Problem solving products
- ✓ Salon results at home
- ✓ Texture & volume
- ✓ Hold & finish
- ✓ Protect & care



STYLING POLYMERS

To keep your style in place



GREEN TEA EXTRACT

Known for its antioxidant properties



SILK PROTEIN

Helps to condition the hair



STYLING

Prep your hair to perfection with our collection of styling and heat protection products, designed to help you unlock the looks you crave - anytime, anywhere.



STYLING



MESSED UP PUTTY

The perfect styler for instant definition. This multi-tasking Putty creates texture, hold, separation and definition in all hair types, lengths and textures.



VOLUMISING MOUSSE

Give your hair a boost of major volume, padding and texture. Designed to be used on either wet or dry hair, this Mousse can be layered with no stickiness or stiffness.



FLEXIBLE HAIRSPRAY

Designed to be layered, this Flexible Hairspray can be built up for extra hold or spritzed lightly and combed through for a more natural and effortless look.



HOLD TIGHT HAIRSPRAY

With strong hold that's touchably soft, this non-sticky Hairspray lets you customise your style while delivering maximum control.

STYLING

Prep your hair to perfection with our collection of styling and heat protection products, designed to help you unlock the looks you crave - anytime, anywhere.



STYLING



ANTI-HUMIDITY SPRAY

Fight frizz for hair that's susceptible to static! Keep your locks sleek in humid conditions with this multi-tasking Anti-Humidity spray. It's light, gentle and super calming.



HEAT PROTECTION SHINE MIST

Protect, smooth and boost shine with this hair styling hero! Containing Green Tea Extract and Pro-Vitamin B5, this Heat Protection Mist helps protect hair from damage whilst fighting frizz.



LIGHTWEIGHT SHINE SPRAY

Give your hair a glistening finish with this radiance boosting Shine Spray. A lightweight topcoat that gives an instantly polished finish while calming static & flyaways.



DRY SHAMPOO

Refresh and revitalise your hair between washes with this texturising Dry Shampoo. A clever formula helps absorb excess oil while delivering a boost of body and volume.



SEA SALT SPRAY

Create that tousled, textured beachy look that you can usually only get after swimming in the sea with this Texturising Sea Salt Spray. With Sunflower Extract to help boost moisture and shine.

BLEACH BLONDES

Whether you're a natural, highlighted, or bleached blonde we've got the products to give your blonde a bright and nourishing boost!

- ✓ **Salon fresh blonde** for longer
- ✓ **Purple Toning Range** neutralises yellow tones and brassiness with purple pigment
- ✓ **Ice White Toning Range** neutralises orange tones and brassiness with blue pigment
- ✓ **Everyday Care Range** delivers care & colour protection in one - brightening & refreshing all shades of blonde!



PURPLE & INDIGO PIGMENT

Colour balancing pigment to help refresh blonde tones



MORINGA SEED EXTRACT

(aka Miracle Tree) encourages natural shine to truly glow



PRO-VITAMIN B5

Known to improve strength, shine & softness



BLEACH BLONDES | Purple Toning

Formulated with purple pigment to neutralise yellow tones and brassiness, this range is perfect for maintaining bleached, highlighted, naturally light blonde hair!

BLEACH BLONDES



PURPLE TONING SHAMPOO

Brighten, refresh and revive your colour! This Shampoo contains powerful violet pigment to neutralise yellow tones and brassiness plus a nourishing blend of vitamins and extracts.



PURPLE TONING CONDITIONER

A tone-correcting Conditioner with intense violet pigment to neutralise yellow tones and brassiness. Infused with Pro-Vitamin B5, Chamomile and Moringa Extracts, this caring formula nourishes bleached to natural blondes.



PURPLE TONING TREATMENT MASK

An intensive restoring Treatment Mask with violet pigment to neutralise yellow tones and brassiness. It also helps protect your hairs natural Keratin, reducing damage from bleaching, UV rays & heat.



PURPLE TONING HOT SHOTS

This intense colour correcting treatment neutralises yellow tones and brightens your colour in just 2 minutes whilst leaving an energising and warming sensation on the scalp. With Sunflower Seed Extract to help care for natural and colour treated blondes.

BLEACH BLONDES | Ice White Toning

BLEACH
BLONDES

With blue pigment to target, neutralise and eliminate orange tones and brassiness, this range is perfect for maintaining cool-toned and platinum hues for a super icy blonde.



ICE WHITE SHAMPOO

Containing intense blue pigment to neutralise orange and brassy tones, this Shampoo helps brighten your blonde and achieve a cool, silver-grey shade.



ICE WHITE CONDITIONER

Create icy, silver-grey and platinum shades with this toning Conditioner. With intense blue pigment, Pro-Vitamin B5, Chamomile and Moringa Extracts this caring formula nourishes while brightening your blonde.



ICE WHITE TONE CORRECTING CONDITIONING SPRAY

A pigment rich formula that cares as well as corrects! With Pro-Vitamin B5, vegan friendly amino acids, and glistening particles this spray detangle, nourishes and gives hair a boost of shine!



ICE WHITE TONING TREATMENT MASK

An intensive restoring toning Treatment Mask with blue pigment to neutralise orange tones and brassiness. This nourishing Mask also helps protect, replenish and seal the cuticle for smooth, sleek results.



ICE WHITE TONING COOL SHOTS

This intense colour correcting treatment removes orange tones and brassiness in just 2 minutes, whilst leaving a refreshing and cooling sensation on the scalp. With Moringa Extract and Pro-Vitamin B5 to help nourish.

BLEACH BLONDES | Everyday Care

A range of tone-saving products and protective treatments that care for your hair and boost your blonde!

BLEACH
BLONDES



EVERYDAY CARE SHAMPOO

This multi-tasking cleansing formula helps protect your colour and encourages natural shine. With Pro-Vitamin B5 and Moringa Extract this Shampoo helps keep your blonde feeling healthy and nourished.



EVERYDAY CARE CONDITIONER

A clever, restoring formula with Pro-Vitamin B5, Chamomile and Moringa Extracts. This Conditioner helps to keep natural, highlighted and bleached hair healthy, nourished & vibrant.



KISS OF COLOUR TEMPORARY COLOUR TREATMENT

Give light blonde hair a playful pastel pink twist! This non-permanent Colour Treatment helps moisturise hair whilst adding subtle pink tones. Fades out in 4 - 20 washes.

GROW STRONG & LONG

Formulated with fortifying plant-based proteins, every product in this collection works to power and protect your hair from within to support stronger, longer hair.

- ✔ Supports **stronger, longer hair**
- ✔ Powered by **plant-based proteins**
- ✔ **Strengthening** formulas
- ✔ Helps **protect hair against breakage**



PLANT PROTEINS
Strengthening proteins to help prevent damage and breakage



FRUIT EXTRACTS
Fresh Apple and Lemon Extracts, known to add shine



LUPINE SEED PROTEIN
Known for improving hair strength



GROW STRONG & LONG

Formulated with fortifying plant-based proteins, every product in this collection works to power and protect your hair from within to support stronger, longer hair.

GROW STRONG & LONG



SHAMPOO

A root stimulating Shampoo containing a blend of powerful proteins to strengthen and lengthen hair from within. With fortifying proteins, Lemon Essence and Green Tea Extract, this formula gently cleanses while protecting against breakage.



CONDITIONER

A nourishing Conditioner containing a blend of powerful proteins to support stronger and longer hair. Fortifying proteins, combined with plant-based Lupine Seed Protein help to reduce breakage.



STYLING CREAM

A multi-tasking leave-in Protein Treatment that helps support stronger, longer hair while you style. Containing plant-based proteins & a natural peptide, this cream protects, strengthens, calm frizz and leaves hair feeling hydrated and smooth.



SCALP SCRUB

A nourishing pre-wash, exfoliating Scalp Scrub treatment that removes product build up and impurities, clearing the way for healthier hair. With a unique complex of plant-based proteins combined with natural exfoliants to stimulate the scalp.

GROW STRONG & LONG

Formulated with fortifying plant-based proteins, every product in this collection works to power and protect your hair from within to support stronger, longer hair.

GROW STRONG & LONG



LEAVE-IN TREATMENT

A deeply repairing Leave-In Treatment containing a blend of powerful proteins to strengthen hair from root to tip. Infused with nutrient rich fruit extracts and a natural peptide.



SCALP SERUM

A Stimulating Scalp Serum containing a blend of powerful proteins to strengthen hair from within. With a unique blend of plant-based proteins to support a healthy scalp for stronger hair.



TREATMENT MASKS

An intensive repairing Treatment Mask with a blend of powerful proteins to strengthen hair from within, nourish the scalp, reduce breakage and improve texture. Enriched with a unique blend of plant-based proteins for stronger hair.



SCALP LOVE

A range developed specifically for fine hair and sensitive scalps and infused with skincare grade ingredients. Because healthy hair starts at the scalp.

- ✔ Skincare meets haircare!
- ✔ Formulated for **sensitive scalps**
- ✔ **Anti-breakage** products for fine hair
- ✔ Powered by **skincare grade ingredients**



GLYCOLIC ACID

Gently exfoliating Glycolic Acid helps remove dead skin cells build up



BIOTIN

B vitamin often recommended for hair health



HYALURONIC ACID

Skincare-favourite that helps prevent scalp from becoming dry



SCALP LOVE

A range developed specifically for fine hair and sensitive scalps and infused with skincare grade ingredients. Because healthy hair starts at the scalp.

SCALP
LOVE



SHAMPOO

An Anti-Breakage* Shampoo designed to give extra care to sensitive scalps. Sulphate free, with Glycolic Acid and Willow Bark Extract to gently cleanse and exfoliate the scalp.



CONDITIONER

A triple action Conditioner formula to reduce breakage, strengthen and improve elasticity. Blended with a skin and hair-loving Vitamin Complex of C, E, B3, B5 & B6 to care for the scalp.



DRY SHAMPOO

A refreshing, Skin-Kind Dry Shampoo designed to give volume with extra care to sensitive scalps. Regulates oil production for more days between washes.



LEAVE-IN TONIC

This lightweight, triple action Leave-In Tonic creates instant volume, helps thicken hair over time, whilst nourishing the scalp. Blended with Caffeine, Biotin and Ginger, this Tonic promotes healthier hair follicles.

*When used as a regimen with the Scalp Love Conditioner and Leave-In Tonic

for the love of curls

Dedicated to waves, curls and coils. No two curls are the same and that's why we've created this curly girl friendly range to celebrate your curls, your way!

- ✓ Suitable for **waves, curls & coils**
- ✓ All about **moisture, definition, and anti-frizz**
- ✓ **Curl loving ingredients**
- ✓ **Formulated without** heavy-weight silicones, sulphates (SLS & SLES), drying alcohols, mineral oil and mineral waxes



CACAO SEED BUTTER

An ancient superfood rich in antioxidants



COCONUT OIL

Pressed from the wick, meat & milk of the coconut palm fruit



SHEA BUTTER

A natural vegetable fat extracted from the nut of the African Shea Tree



FOR THE LOVE OF CURLS

Dedicated to waves, curls and coils. No two curls are the same and that's why we've created this curly girl friendly range to celebrate your curls, your way!

for the love of
curls



SHAMPOO

A hydrating and gently foaming cleanser that leaves waves, curls and coils hydrated, bouncy and defined. With Shea Butter, Cacao and refreshing Coconut Extract, this Shampoo calms frizz while moisturising..



CONDITIONER

A moisturising and smoothing Conditioner to enhance and nourish curly and coily hair. With curl-loving Shea Butter, Olive Oil and Organic Coconut Oil.



MASK FOR CURLS & COILS

A protein rich, deeply hydrating Treatment Mask to target and treat dry, damaged curls and coils whilst reducing split ends. Strengthen, smooth and nourish.

FOR THE LOVE OF CURLS

Dedicated to waves, curls and coils. No two curls are the same and that's why we've created this curly girl friendly range to celebrate your curls, your way!

for the love of
curls



MOISTURE MIST

A burst of moisture to detangle and fight frizz for softer, more defined curls. With Shea Butter, Camellia Oil and Coconut Oil.



DEFINING GEL

A nourishing gel that enhances the natural curl pattern, fights frizz and hydrates dry ends for dreamy, defined style. With a nourishing blend of Camellia, Shea Butter and Coconut Extract



CUSTARD CREAM

A hydrating curl cream styler to enhance, define and add shine to waves and curls without weighing them down. With Shea Butter, Sunflower Oil and Coconut Oil.



SERUM LOTION

A curl enhancing finishing serum to hydrate without weighing hair down. With smoothing Shea Butter, curl-loving Cacao and shine-boosting Coconut Oil.



FRIZZ TAMING OIL

A smoothing Oil to nourish, soften and add shine. With Shea Butter, Avocado and Organic Coconut Oil. Use on dry curls to hydrate, smooth and give a glossy finish.

ARGAN OIL

from morocco

Indulge yourself, your senses and your hair with our nourishing argan oil range. Your hair will be left looking and feeling soft, smooth and restored.

- ✓ With **sustainably sourced, organic Argan Oil** from Morocco
- ✓ Nourishing formulas to **smooth frizz**
- ✓ For **dry, dull & naturally coarse hair**
- ✓ Hair feels **restored and silky smooth**



ARGAN OIL

Known for topping up moisture levels for hair that feels restored & repaired



PRO-VITAMIN B5

Known for enriching natural shine



HYDROLYZED SOY PROTEIN

Designed to keep your strands soft, strong & healthy



ARGAN OIL

Indulge yourself, your senses and your hair with our nourishing argan oil range. Your hair will be left looking and feeling soft, smooth and restored.



SHAMPOO

A luxurious, deeply nourishing Shampoo for hair that needs a boost of moisture, smoothness and shine. Infused with sustainably sourced Argan Oil, this cleanser delivers smoother, softer and glossier hair.



CONDITIONER

This restoring Conditioner leaves hair looking silky smooth and impossibly shiny. Infused with sustainably sourced organic Argan Oil to help nourish, repair and restore.



TREATMENT MASK

A luxurious, deeply nourishing Treatment Mask for hair that needs a boost of moisture, softness and shine. Rich in Argan Oil, this Mask works on the internal structure of the hair to repair and restore.

ARGAN OIL
from morocco



MIRACLE OIL

A luxurious, shine-boosting Oil that gives hair an instant burst of hydration. Infused with sustainably sourced organic Argan Oil to nourish and restore dry, coarse hair, leaving it silky smooth and frizz-free.

PLUMP UP THE VOLUME

Amp up the volume with our body boosting volumising range delivering plumping power from root to tip for fine & flat hair.

- ✔ **Turn up the volume** on fine flat hair
- ✔ Boost of **body and bounce**
- ✔ Heavyweight volume, **lightweight formulations**
- ✔ **Nourishes** strands while adding **texture**



VOLUMISING POLYMERS

Work to boost body
& add texture



PRO-VITAMIN B5

Known to enhance
body and shine



HYDROLYZED WHEAT PROTEIN

Known to replenish
hair's moisture levels



PLUMP UP THE VOLUME

Amp up the volume with our body boosting volumising range delivering plumping power from root to tip for fine & flat hair.

PLUMP
UP THE
VOLUME



SHAMPOO

Build mega body and volume with this sulphate-free Shampoo. With Chamomile and Arnica Flower Extract, this body building Shampoo helps boost thickness and density for thicker, fuller looking hair.



CONDITIONER

A lightweight, volume boosting formula that delivers heavyweight thickening power. With Hydrolyzed Lupine Protein and Niacinamide, this nourishing Conditioner leaves hair feeling stronger and thicker.



MOUSSE SPRAY

A lightweight, volumising Mousse Spray that amplifies volume from the root without any crispiness or stickiness. With clever body boosting Polymers that provide long lasting hold and volume.

COCO loco

Infused with a powerful blend of coconut oil and agave essence, this tropically scented range helps add moisture, movement and shine to dry and lacklustre hair.

- ✓ With **Coconut Oil & Agave Essence**
- ✓ Added **moisture, movement and shine**
- ✓ For **dry and lacklustre hair**
- ✓ Delicious **tropical-inspired scent**



COCONUT OIL
Go nuts for soft hair



AGAVE
Nutritiously hydrating sugar



SILK PROTEINS
Restore and replenish dull locks



COCO LOCO

Infused with a powerful blend of coconut oil and agave essence, this tropically scented range helps add moisturise, movement and shine to dry and lacklustre hair.

COCO
loco



SHAMPOO

This creamy and cleansing formula removes dirt, oil and product build up, so your hair and scalp feel clean, fresh and healthy.



CONDITIONER

A tropical Coconut Conditioner blended with Hydrolyzed Silk Protein and Sunflower Oil to help restore and replenish dull locks.



MOISTURE MIST

A Coconut infused Moisture Mist to calm and smooth frizzy, frazzled hair. Blended with Agave Essence and Coconut Oil, this multi-tasker adds shine, softens & conditions!



COCONUT SHINE MASK

A tropical Coconut Treatment to nourish dry or damaged hair. Blended with Coconut Oil and Agave Essence, this mask smooths, calms frizz and adds shine. This nourishing formula improves the manageability of hair while adding shine and smoothness.



COCO LOCO

Infused with a powerful blend of coconut oil and agave essence, this tropically scented range helps add moisturise, movement and shine to dry and lacklustre hair.



HEAT PROTECTION MIST

A Coconut infused, alcohol-free thermal shield to protect hair from scorching temperatures. This multi-tasking mist conditions, nourishes, smooths and helps to detangle.



SHINE OIL

A tropical moisturising Coconut infused oil for glossy, healthy hair. This lightweight and invisible Shine Oil blended with Agave Essence fights flyaways and seals in shine.



BLOW & GO LOTION

A Coconut infused multi-tasking perfecting lotion with over 11 benefits, blended with Coconut Oil and Agave Essence. Smooth, strengthen and repair your hair while you style.



TEXTURISING DRY SHAMPOO

A tropical Dry Shampoo with ultra-absorbent powder to soak up excess oil for an instant root refresh. Blended with Coconut Oil and Agave Essence.



FIRM HOLD HAIRSPRAY

A Coconut infused Hairspray for control and texture with a soft touch finish that easily brushes out. This lightweight spray leaves hair feeling hydrated while delivering instant firm hold.



VOLUMISING MOUSSE

A lightweight Coconut infused Mousse that won't leave your hair feeling crispy or crunchy. This Mousse creates touchably soft hair with a boost of moisture, body and bounce.

MOISTURE BURST

Give thirsty hair a boost of moisture with this powerhouse range of hydration heroes! With a blend of sumptuous ingredients that leaves hair looking healthy and refreshed.

- ✔ Boost of **moisture & hydration**
- ✔ For **dry and dehydrated hair**
- ✔ Reveals **silky smooth** strands
- ✔ Leaves hair feeling **soft & healthy**



NIACINAMIDE

Known to help reduce inflammation & lock in moisture



PRO-VITAMIN B5

Known to enhance body and shine



CUPUACU SEED BUTTER

Known as a sumptuously rich moisturiser



MOISTURE BURST

New!

Give thirsty hair a boost of moisture with this powerhouse range of hydration heroes!
With a blend of sumptuous ingredients that leaves hair looking healthy and refreshed.

MOISTURE BURST



SHAMPOO

A sulphate free Shampoo, packed with Pro-Vitamin B5. This hydrating formula delivers a gentle cleanse that leaves hair feeling smooth, soft and healthy.



CONDITIONER

Restore moisture with this Hydrating Conditioner. Containing Cupuacu Seed Butter and Pro-Vitamin B5, this Conditioner leaves locks feeling moisturised, soft and healthy.



LEAVE-IN TONIC

Blended with skin saviours like Cactus, Aloe Vera, Niacinamide and Allantoin, this nourishing and calming mist delivers a gentle cooling sensation, giving your hair and scalp instant and lasting relief.



10-IN-ONE TREATMENT SPRAY

With 10 amazing benefits in one, this hair-saving treatment works to moisturise, hydrate, protect, detangle and smooth.



HYDRATING OIL

A moisturising multi-tasking Oil with a lightweight, non-greasy finish. Infused with Hyaluronic Acid and Sunflower Oil, this caring blend leaves hair with a healthy, glossy glow!



TREATMENT MASK

Containing a caring blend of Cupuacu Extract, Hyaluronic Acid and Omega 9, this Treatment Mask helps to hydrate and nourish hair, sealing the cuticle for smooth, sleek results.

ILLUMINATE & SHINE

Packed full of luxurious extracts and oils to smooth frizz and give your hair an enviable glossy shine.

- ✔ Shine boosting formulas
- ✔ Blended with **luxurious extracts & oils**
- ✔ For **dull, frizz-prone hair** that lacks shine
- ✔ Sleek, glossy and **glass-like hair**



MARULA OIL

Rich in vitamins and antioxidants, it helps nourish & moisturise



CALENDULA EXTRACT

Renowned for its regenerative properties



VITAMIN E

With natural antioxidant effects, it helps support a healthy scalp



ILLUMINATE & SHINE

New!

Packed full of luxurious extracts and oils to smooth frizz and give your hair an enviable glossy shine.



SHAMPOO

A shine boosting Shampoo that leaves hair sleek, glossy and silky smooth. With a blend of oils and extracts, this cleanser removes dirt, oil and product build up while delivering a dose of lasting luminosity!



CONDITIONER

A rich and creamy formula that glides through hair effortlessly detangling and coating each strand, leaving locks feeling silky smooth and touchably soft from root to tip.



ANTI-HUMIDITY TREATMENT

A game-changing anti-frizz treatment with humidity blocking technology that leaves hair sleek, silky and visibly smooth. This heat-activated spray acts as a protective shield for lasting smoothness and shine!



SHINE SERUM

An ultra lightweight, non-greasy formula that seals in shine for a high-gloss finish. Infused with hair-loving oils and extracts this frizz defying serum can be used as an instant hair refresher or finishing treatment.

ILLUMINATE &
SHINE

TRIAL & TRAVEL

A line up of mighty mini's providing effortless hair care on the go!
Ideal for travel and sampling.

Lee Stafford
LONDON



DRY SHAMPOO

Refresh and revitalise your hair anywhere, anytime with this pocket-sized texturising Dry Shampoo.



ANTI-HUMIDITY SPRAY

Fight frizz when you're out and about with this mini Anti-Humidity Spray. It's light, gentle and super calming.



HOLD TIGHT HAIRSPRAY

A mini-sized strong hold hairspray to keep your style locked in place on the go!



LIGHTWEIGHT SHINE SPRAY

Give your hair a glistening finish on the go with this travel-friendly radiance boosting Shine Spray.



HEAT PROTECTION SHINE MIST

Protect, smooth and boost shine with this travel-friendly Heat Protection Mist.



COCO LOCO SHAMPOO & CONDITIONER

Keep locks smooth and shiny at all times with our travel-friendly Coco Loco Shampoo and Conditioner.



BLEACH BLONDES SHAMPOO & CONDITIONER

Maintain blonde tones wherever you travel with our mini Bleach Blondes Purple Toning Shampoo and Conditioner.



THE BIG IN-SHOWER COMB

A wide-tooth comb to effortlessly detangle & distribute product in the shower.



THE BACK COMBER

Plump, lift and build volume in just a few strokes with this fine multi-toothed comb.



SHAMPOO MASSAGE BRUSH

Stimulate and exfoliate the scalp with this in-shower massager.



HAIR UP STYLING BRUSH

Tease, refine, smooth and add texture in just a few strokes with this versatile styling brush.



SMOOTH & POLISH PADDLE BRUSH

An everyday brush to gently detangle & combat frizz.

CORE BRUSHES

EFFORTLESS STYLING TOOLS FOR ALL HAIR TYPES

Your hair deserve the very best care. That is why we have curated the perfect collection of hair styling and maintenance tools to tease, section, smooth, detangle, and blow dry with ease.

LIFESTYLE BRUSHES

EFFORTLESS STYLING TOOLS FOR ALL HAIR TYPES

A curated collection of brushes designed for specific hair needs. Whether you are looking to detangle, define, tousle or sculpt, we have the perfect tool for your hair type!



HANDBAG BRUSH

A must-have for hair smoothing and detangling on the go! Infused with shine boosting Coconut Oil.



COMB OUT THE CURL

Glide through heat styled curls to separate and smooth. Infused with Coconut Oil.



BLOW OUT BRUSH

The perfect go-to tool for a speedy and glossy blow dry. Infused with Coconut Oil.



DOUBLE LIFT PICK

Lift and boost volume without adding frizz. For curls & coils.



2-IN-1 EDGE BRUSH & COMB

A 2 in 1 brush and comb styler to smooth and sculpt edges, fight flyaways and distribute hair's natural oils.



CURL DETANGLING COMB

With longer, wider, wavy shaped teeth, this comb helps to detangle and eliminate knots in wavy, curly or coily hair.



CURL DEFINING BRUSH

Detangle and define all curl types with this customisable brush. Simply adjust pins for your curl pattern.



WIDE PIN PADDLE BRUSH

With widely spaced pins, this Paddle Brush is designed to gently separate and detangle curls while fighting frizz.

Lee Stafford
LONDON

**FOR EFFORTLESS
HAIR THAT MAKES
YOU FEEL**

UNSTOPPABLE

