

NO RULES, JUST HAIR.

NEW! KMS Texture Stories

The KMS brand believes in celebrating style versatility and expression, providing products which support diversity in all hair types and textures.

Introducing two **NEW!** products which focus on the diverse hair styling needs for straight to coily & fine to coarse hair. Both work in combination with the entire KMS portfolio to create ideal solutions from start to finish for every need and desire!



NEW! HAIRPLAY DRY TEXTURE SPRAY

Sure to be a crowd-pleaser: give the gift of body to clients with fine to medium-thick and straight to wavy textured hair. The KMS brand addresses an essential need within the portfolio with this new light-weight dry texturizing spray. Clients receive the benefits of a texture spray, a styler AND a dry shampoo – all in one bottle.

Why it's a must have...

- » Provides great texture and airy volume
- » Enables reshapeable looks for quick & easy second day style
- » Absorbs oil at the roots and refreshes the style
- » Vegan formula; free from silicones, sulfates, parabens, mineral oils, dyes, PEGs, animal derived ingredients and testing.
- » Recyclable packaging

Tips and tricks...

- » HAIRPLAY Dry Texture Spray can be used in several ways: it provides an absorbency effect on the roots and can be used as a dry shampoo.
- » This product is a dry spray but due to the ingredient Grape Seed Oil it is still able to seal moisture in the hair. Therefore, it does not dry out the hair.





NEW! CURLUP TWISTING STYLE BALM

Hair is an individual thing – it's a huge part of our personal identity. Since all of our individual-ness requires varying care and styling needs for our hair – sometimes you need a specialist. CURLUP Twisting Style Balm is a light but rich styler containing deeply hydrating Shea and Castor Oils for smooth, frizz-free twist styles.

Why it's a must have...

- » Provides deep hydration for a naturally smooth twist, instantly nourishes without weighing down
- » Activates curls and coils, reduces shrinkage, eliminates frizz and protects against humidity
- » Provides definition & control during air-drying (or diffusing)
- » Ideal for air drying and as a base for further styling
- » Supports hair's natural structure
- » Vegan formula; free from silicones, sulfates, parabens, mineral oils, dyes, PEGs, animal derived ingredients and testing
- » Packaged using Post Consumer Recycled Materials, fully recyclable packaging