

GOLD  
PROFESSIONAL



PRODUCT MANUAL

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# G

WELCOME  
TO THE GOLD  
WORLD

Gold Professional is an award-winning luxury haircare, skincare, and fragrance brand from Denmark, inspired by nature's beauty. We seamlessly merge beauty, fashion, minimalism, and sustainability—built on a foundation of passion and love for the art of hairdressing and self-care. Gold was created by hairstylists for hairstylists. By combining modernity and style with revolutionary innovations in formulation, sustainability, and unique packaging design, the range brings glamour, sophistication, and unparalleled quality to everyday beauty care.

Gold is a lifestyle, and everything is about the experience. The packaging, the fragrances, and our expression are designed to evoke emotion. Thousands of stylists around the world choose the Gold Professional brand not only for its high standards in formulation and excellence in education, but also for its unwavering commitment to environmental sustainability. Gold simplifies the use of its range, empowering enthusiasts to confidently create any desired style effortlessly.

 Karsten Vindt



# FINEST NATURAL INGREDIENTS

*from around the world*



## GOLD INGREDIENTS

Gold Professional products and colors contain exclusively selected, high-quality ingredients sourced from renewable and sustainable resources around the world. Inspired by the best of nature's fragrances, plant textures, and healing properties, we fuse natural skin and hair care ingredients with new-age technology to provide you with products that perform at the highest level while remaining considerate of their environmental impact.

## SAFETY OF OUR PRODUCTS

In our carefully crafted Gold Professional products, you won't find any sulfates or parabens—only powerful, natural ingredients that nourish and protect your hair. All our shampoos and conditioners provide additional care with UV protection to preserve hair color and shield against environmental aggressors.



# OUR PRODUCTS

Gold Professional was created from passion and love for the art of hairdressing. Accomplished Scandinavian biotechnologists and experienced hairdressers established common ground: their vision to make hair care different for the future. Our environmentally friendly products promote beauty from within and are designed for those who love to transform their look often through coloring or continuous styling. Repairing the hair, making it strong and supple with the ability to resist damage, is the ultimate goal.

## WASH & NOURISH

- 01 LUXURY HAIR MASQUE 6.80 fl oz/200 ml
- 02 HYDRATION SHAMPOO 8.45 fl oz/250 ml
- 03 HYDRATION CONDITIONER 8.45 fl oz/250 ml
- 04 REPAIR SHAMPOO 8.45 fl oz/250 ml
- 05 REPAIR CONDITIONER 8.45 fl oz/250 ml
- 06 SCALP RELIEVE SHAMPOO 8.45 fl oz/250 ml
- 07 DAILY DETOXING SHAMPOO 8.45 fl oz/250 ml
- 08 BLOND SHAMPOO 8.45 fl oz/250 ml



## STYLING & PROTECTION

- 09 ARGAN OIL 1.70 fl oz/50 ml
- 10 SEA WATER CREAM 5.10 fl oz/150 ml
- 11 CURL CREAM 5.10 fl oz/150 ml
- 12 SMOOTHING CREAM 5.10 fl oz/150 ml
- 13 BLOW OUT CREAM 5.10 fl oz/150 ml
- 14 SILKY DROPS 1.70 fl oz/50 ml
- 15 TEN IN ONE 5.10 fl oz/150 ml
- 16 VOLUME SPRAY 5.10 fl oz/150 ml
- 17 THERMAL PROTECTION 5.10 fl oz/150 ml
- 18 DELICIOUS FOUNDATION 6.80 fl oz/200 ml
- 19 ROOT LIFT 6.80 fl oz/200 ml



## FINISH

- 20 FAIRY DUST 0.35 fl oz/10 g
- 21 FIBER WAX 2.70 fl oz/80 ml
- 22 CLAY WAX 2.70 fl oz/80 ml
- 23 STYLING WAX 2.70 fl oz/80 ml
- 24 DRY SHAMPOO 6.80 fl oz/200 ml
- 25 TEXTURIZING SPRAY WAX 6.80 fl oz/200 ml
- 26 DRY HAIRSPRAY 13.50 fl oz/400 ml
- 27 FLEXIBLE SPRAY 13.50 fl oz/400 ml
- 28 SESSION HAIRSPRAY 13.50 fl oz/400 ml





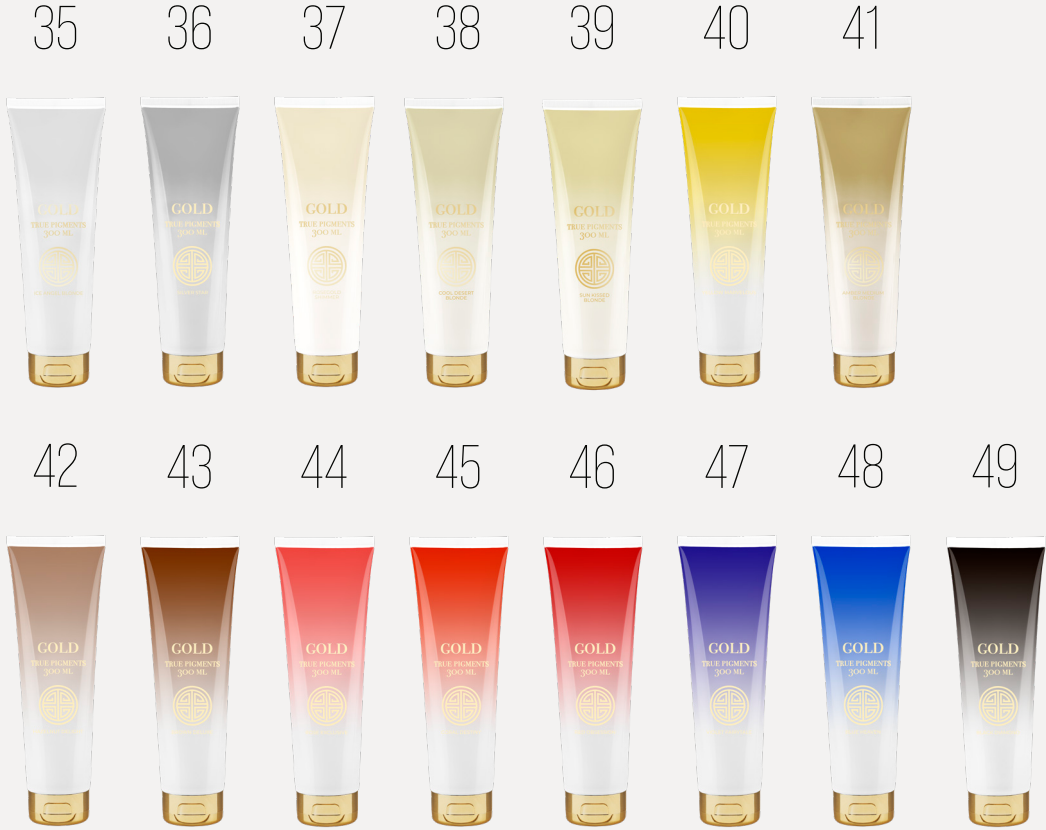
# METAMORPHYC SALON SYSTEM

- 29 DREAM SHAMPOO 8.45 fl oz/250 ml
- 30 COME TRUE CONDITIONER 8.45 fl oz/250 ml
- 31 VITAMIN MIRACLE 8.45 fl oz/250 ml
- 32 HEALING BOND 8.45 fl oz/250 ml
- 33 BACKBAR DREAM SHAMPOO 8.45 fl oz/250 ml
- 34 BACKBAR COME TRUE CONDITIONER 33.80 fl oz/1000 ml



# TRUE PIGMENTS - COLOR CONDITIONERS

- 35 ICE ANGEL BLONDE 10.14 fl oz/300 ml
- 36 SILVER STAR 10.14 fl oz/300 ml
- 37 ROSEGOLD SHIMMER 10.14 fl oz/300 ml
- 38 COOL DESERT BLONDE 10.14 fl oz/300 ml
- 39 SUN KISSED BLONDE 10.14 fl oz/300 ml
- 40 YELLOW MARVELOUS 10.14 fl oz/300 ml
- 41 AMBER MEDIUM BLONDE 10.14 fl oz/300 ml
- 42 HAZELNUT DELIGHT 10.14 fl oz/300 ml
- 43 BROWN DELUXE 10.14 fl oz/300 ml
- 44 ROSE EXCLUSIVE 10.14 fl oz/300 ml
- 45 CORAL DESTINY 10.14 fl oz/300 ml
- 46 RED OBSESSION 10.14 fl oz/300 ml
- 47 VIOLET FAIRYTALE 10.14 fl oz/300 ml
- 48 BLUE HEAVEN 10.14 fl oz/300 ml
- 49 BLACK DIAMOND 10.14 fl oz/300 ml



# TRAVEL SIZE

- 50 MY FAVORITE PRODUCT 1.70 fl oz/50 ml



# PREMIUM HAIR COLOR

- 51 MAGIC GLOSS 33.80 fl oz/1000 ml
- 52 3.3 VOL, 1% DEVELOPER 33.80 fl oz/1000 ml
- 53 10 VOL, 3% DEVELOPER 33.80 fl oz/1000 ml
- 54 20 VOL, 6% DEVELOPER 33.80 fl oz/1000 ml
- 55 30 VOL, 9% DEVELOPER 33.80 fl oz/1000 ml
- 56 40 VOL, 12% DEVELOPER 33.80 fl oz/1000 ml
- 57 PREMIUM HAIR COLOR 3.42 fl oz/100 ml
- 58 AMMONIA FREE BLEACH Lift Up to 9 levels



# COSMETICS

- 59 SAMPLE 0.17 fl oz/5 ml
- 60 FACE CREAM 3.42 fl oz/100 ml
- 61 FACE WASH 3.42 fl oz/100 ml
- 62 BODY WASH 8.45 fl oz/250 ml
- 63 BODY LOTION 8.45 fl oz/250 ml



# PERFUME

- 64 SAMPLES EAU DE PARFUM 0.07 fl oz/2 ml
- 65 GRACE EAU DE PARFUM 3.42 fl oz/100 ml
- 66 NOBLE EAU DE PARFUM 3.42 fl oz/100 ml





# WASH & NOURISH

The Wash & Nourish Line is composed of superior cleansing shampoos and regenerating conditioners for all hair types. Choose the care that suits your needs and enjoy the natural beauty of healthy hair. Exceptional potency is provided by various complexes of selected ingredients rich in antioxidants, which protect the hair against physical and chemical stress factors. Concentrated plant extracts work to reconstruct and strengthen the hair, while natural precious oils nourish it. These formulas effectively protect against sunlight and the effects of thermal styling.







# 01 LUXURY HAIR MASQUE

6.80 fl oz  
200 ml

## DESCRIPTION

Gold Luxury Hair Masque is the perfect addition to your haircare routine. Rich in cold-pressed Shea Butter and Marula Oil, this unique hair mask rebuilds the hair structure and restores the elasticity of even the weakest hair. Thanks to vegetable extracts, including broccoli proteins, this mask deeply moisturizes and repairs the hair, leaving it extremely smooth and spectacularly shiny.

## HOW TO USE

Wash your hair with any of our Gold shampoos, then rinse, wringing out any excess water. Apply Luxury Hair Masque over the length of the hair, avoiding the roots. Leave in for 4 to 5 minutes, then rinse thoroughly with lukewarm water. Finish with your favorite Gold Conditioner to smooth and seal the cuticle.

Professional Tip: To get the true benefits of the mask, place your client under a heating lamp after you apply the mask. Gather the hair close to the scalp so it retains the heat. Leave in for 15–20 minutes, then rinse with lukewarm water. Remember to finish the treatment with a Gold Conditioner.

## FEATURES

- Potency: deep
- Hair Type: any type or texture that is dry, damaged or color-treated
- Regeneration in all hair layers
- Detangles, softens, reduces porosity
- Leaves hair smooth and shiny
- pH Level: 5.5
- Seductive and elegant fragrance
- Key Ingredients: cold-pressed Shea Butter, Marula Oil, Broccoli Extract, Vegetable Proteins
- NOI 100% active ingredients

## INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Sodium Cocoyl Alaninate, Cocamidopropyl Betaine, Glycol Distearate, Sodium Lauroyl Sarcosinate, Parfum (Fragrance), Coconut Acid, Lactic Acid, Sodium Benzoate, Guar Hydroxypropyltrimonium Chloride, Sodium Isethionate, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Linalool, Citronellol, Geraniol, Citrus Limon (Lemon) Juice, Citrus Aurantium Dulcis (Orange) Juice, Citric Acid, Potassium Sorbate.



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## 02 HYDRATION SHAMPOO

8.45 fl oz  
250 ml

### DESCRIPTION

A kind-to-hair hydrating shampoo with an essential vitamin complex comprised of Avocado, Sunflower, Macadamia, Musk Rose, and Marine Algae. Experience intense healing, moisturizing, and anti-aging effects with powerful antioxidants that strengthen the hair and reduce its porosity. This shampoo protects the hair from damage caused by UV rays and heat styling, while also helping to reduce color fading as you wash. Leaves the hair smooth, soft, and shiny.

### HOW TO USE

Lather in wet hair. Massage into scalp and hair, then rinse. Continue the treatment with Gold Hydration Conditioner for increased smoothness, shine, and softness.

### FEATURES

- Purification/Cleansing level – moderate
- Hair Type – medium to thick hair, excellent for curly hair and safe for extensions
- Provides intense hydration and strength
- pH Level 5.5
- UV Protection
- Flirtatious, yet elegant fragrance
- Key Ingredients: Musk Rose, Avocado Oil, Marine Algae, Macadamia Nut Seed Oil
- NOI 100% in Active Ingredients

### INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Sodium Cocoyl Alaninate, Cocamidopropyl Betaine, Glycol Distearate, Sodium Lauroyl Sarcosinate, Hydrogenated Coconut Acid, Parfum (Fragrance), Lactic Acid, Sodium Benzoate, Sodium Isethionate, Guar Hydroxypropyltrimonium Chloride, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Carvone, Amyl Salicylate, Linalyl Acetate, Linalool, Citronellol, Tetramethyl Acetyloctahydronaphthalenes , Geraniol, Menthol, Xylitylglucoside, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Ternifolia Seed Oil, Persea Gratissima (Avocado) Oil, Anhydroxylitol, Maltitol, Xylitol, Rosa Moschata Seed Oil, Phenoxyethanol, Tocopherol, Ethylhexylglycerin, Pelvetia Canaliculata Extract.



## 03 HYDRATION CONDITIONER

8.45 fl oz  
250 ml

### DESCRIPTION

A kind-to-hair hydrating and moisturizing conditioner with an essential vitamin complex comprised of Avocado, Sunflower, Macadamia, Musk Rose, and Marine Algae. Experience intense healing, moisturizing, and anti-aging effects with powerful antioxidants that strengthen the hair and reduce its porosity. The highly efficient formula works to detangle, soften, and bring a healthy glow to your hair. This conditioner protects against damage caused by UV rays and heat styling while also helping to reduce color fading. Leaves the hair smooth and easier to comb.

### HOW TO USE

Apply the product to freshly washed hair and work it through until fully saturated, concentrating on the ends. Rinse thoroughly.

### FEATURES

- Potency Level: moderate/strong
- Hair Type: medium to thick hair, excellent for curly hair and safe for extensions
- Provides intense healing, hydration and strength, adds shine, detangles, softens, reduces porosity
- pH Level: 4
- UV protection
- Flirtatious, yet elegant fragrance
- Key Ingredients: Musk Rose, Avocado Oil, Marine Algae, Macadamia Nut Seed Oil
- NOI 100% in Active Ingredients

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Bis-Cetearyl Amodimethicone, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Parfum (Fragrance), Behentrimonium Methosulfate, Isopropyl Alcohol, Lactic Acid, Phenoxyethanol, Ethylhexylglycerin, Disodium Edta, Cetareth-25, Cetareth-7, Linalyl Acetate, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Tetramethyl Acetyloctahydronaphthalenes, Linalool, Caprylyl Glycol, Carvone, Hydroxycitronellal, Amyl Salicylate, Citral, Alpha-Isomethyl Ionone, Citronellol, Hexyl Cinnamal, Glycolic Acid, Xylitylglucoside, Helianthus Annuus (Sunflower) Seed Oil, Macadamia Ternifolia Seed Oil, Persea Gratissima (Avocado) Oil, Anhydroxylitol, Maltitol, Xylitol, Rosa Moschata Seed Oil, Sodium Benzoate, Tocopherol, Pelvetia Canaliculata Extract.







## 04 REPAIR SHAMPOO

8.45 fl oz  
250 ml

### DESCRIPTION

A sulfate- and paraben-free shampoo, developed to revive damaged, dull, and chemically treated hair. A powerful Vegetable Protein and Amino Acid Complex allows it to penetrate into the hair cortex, building strength from within while providing a weightless protective barrier to reinforce and seal the cuticle. Hair will feel stronger and be less susceptible to color fading and damage from chemical treatments, environmental stress, or daily styling. Leaves the hair with impeccable shine.

### HOW TO USE

Lather into wet hair. Massage into scalp and hair, then rinse. Conclude the treatment with Gold Repair Conditioner for increased shine, strength, and manageability.

### FEATURES

- Purification Level: moderate
- Hair Type: all textures with any level of heat, styling or environmental damage
- Reconstructs weakened hair
- Builds strength from within
- Prevents split ends
- pH Level: 5.5
- UV protection
- Seductive & flirty fragrance
- Key Ingredients: Vegetable Protein Complex, Amino Acids
- NOI 98% active ingredients

### INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Sodium Cocoyl Alaninate, Cocamidopropyl Betaine, Glycol Distearate, Sodium Lauroyl Sarcosinate, Hydrogenated Coconut Acid, Parfum (Fragrance), Lactic Acid, Sodium Benzoate, Sodium Isethionate, Guar Hydroxypropyltrimonium Chloride, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Carvone, Amyl Salicylate, Linalyl Acetate, Linalool, Citronellol, Tetramethyl Acetyloctahydronaphthalenes , Geraniol, Menthol, Hydrolyzed Vegetable Protein Pg-Propyl Silanetriol, Sodium Pca, Sodium Lactate, Arginine, Aspartic Acid, Pca, Glycine, Alanine, Phenoxyethanol, Serine, Disodium Edta, Potassium Sorbate, Valine, Isoleucine, Proline, Threonine, Histidine, Phenylalanine.



## 05 REPAIR CONDITIONER

8.45 fl oz  
250 ml

### DESCRIPTION

A superior detangling conditioner, developed for damaged, dry and chemically treated hair that repairs, strengthens and reduces static electricity. A powerful Vegetable Protein and Amino Acid Complex helps to build strength from within while simultaneously sealing the cuticle and protecting the surface of your hair from future damage. Stronger, repaired hair will be less susceptible to damage caused by chemical treatments, environmental stress or styling practices. This conditioner also helps to reduce color fading as you wash leaving your hair soft, shiny and easier to comb. Use as a treatment to mend split ends and prevent future damage.

### HOW TO USE

Apply the product to freshly washed hair and work it through until fully saturated, concentrating on the ends. Let it sit for 1-2 minutes, then rinse thoroughly.

### FEATURES

- Purification level: moderate
- Hair Type: all textures with any level of heat, styling or environmental damage
- Reconstructs weakened hair
- Builds strength from within
- Prevents split ends
- Detangles, softens, reduces porosity
- Adds shine
- pH Level: 4
- UV protection
- Seductive & elegant fragrance
- Key Ingredients: Vegetable Protein and Amino Acid Complex
- NOI 98% active ingredients

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Bis-Cetearyl Amodimethicone, Parfum (Fragrance), Behentrimonium Methosulfate, Isopropyl Alcohol, Lactic Acid, Phenoxyethanol, Ethylhexylglycerin, Disodium Edta, Ceteareth-25, Ceteareth-7, Ethylhexyl Methoxycinnamate, Linalyl Acetate, Benzyl Salicylate, Tetramethyl Acetyloctahydronaphthalenes, Linalool, Caprylyl Glycol, Hydroxycitronellal, Carvone, Citral, Amyl Salicylate, Alpha-Isomethyl Ionone, Glycolic Acid, Hydrolyzed Vegetable Protein Pg-Propyl Silanetriol, Sodium Pca, Sodium Lactate, Arginine, Aspartic Acid, Pca, Glycine, Alanine, Serine, Potassium Sorbate, Valine, Isoleucine, Proline, Threonine, Histidine, Phenylalanine.







06

SCALP RELIEVE SHAMPOO

8.45 fl oz  
250 ml

DESCRIPTION

A gentle yet powerful shampoo created to soothe an itchy, dry scalp and prevent dandruff. A Relieve Complex with Ginger, Frankincense, and Grape Extract, combined with highly effective Piroctone Olamine, has deeply purifying and antibacterial properties that soothe and protect the condition of your scalp. It helps rebalance the scalp and inhibit the growth of bacteria and yeast while reducing redness and discomfort. This shampoo protects the hair from damage caused by UV rays and heat styling while also helping to reduce color fading as you wash. Leaves the hair and scalp naturally clean and refreshed.

HOW TO USE

Massage into the scalp, creating a rich lather, then wait for 3 minutes before rinsing thoroughly. Research shows that after just six weeks of treatment with Piroctone Olamine and Relieve Complex, dandruff decreases by 80%.

Tip: To achieve the best result, never mix or use with other shampoos. Finish the treatment with your favorite Gold conditioner for extra smoothness.

FEATURES

- Purification level: moderate/deep
- Hair Type: any type or texture with a problematic scalp
- Treats causes and effects of dandruff
- Prevents recurrence of dandruff
- pH Level: 5.5
- UV protection
- Seductive fragrance
- For everyday use
- Contains a hypoallergenic fragrance
- Key Ingredients: Ginger, Frankincense, Grape Extract
- Active Ingredient: Piroctone Olamine
- NOI 100% active ingredients

INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Sodium Cocoyl Alaninate, Cocamidopropyl Betaine, Glycol Distearate, Sodium Lauroyl Sarcosinate, Hydrogenated Coconut Acid, Parfum (Fragrance), Piroctone Olamine, Lactic Acid, Sodium Benzoate, Sodium Isethionate, Guar Hydroxypropyltrimonium Chloride, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Carvone, Amyl Salicylate, Linalyl Acetate, Linalool, Citronellol, Tetramethyl Acetyloctahydronaphthalenes, Geraniol, Menthol, Glycerin, Vitis Vinifera (Grape) Fruit Extract, Zingiber Officinale (Ginger) Root Extract, Boswellia Serrata Resin Extract.

ORGANIC INGREDIENTS

VEGAN

PARABEN FREE

ANTIOXIDANT

COLOR-SAFE

SUSTAINABLE

MADE WITH LOVE

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## 07 DAILY DETOXING SHAMPOO 8.45 fl oz 250 ml

### DESCRIPTION

A non-stripping, deep-cleansing shampoo that removes excess oil, hard water deposits, pollution, and product build-up, including residue from styling waxes. This shampoo also works as an excellent heavy metal detox and MEA remover after coloring and bleaching. An exclusive complex of Alpha Hydroxy Acids derived from orange and lemon fruit provides a light conditioning and refreshing experience. The combination of natural fruit extracts and detoxifying properties works to leave your hair clean, detoxified, and free of MEA—interference that can affect the quality and result of your color—leaving your hair weightless while restoring its natural shine. Protects the hair from damage caused by UV rays and heat styling while also helping to reduce color fading as you wash.

### HOW TO USE

Lather in wet hair. Massage into scalp and work through scalp and hair for 1-2 minutes, then rinse thoroughly. If extra conditioning is needed, follow with a Gold conditioner for increased smoothness and shine.

### FEATURES

- Purification Level: deep, yet color-safe and non-stripping
- Hair Type: all types and textures that need detoxing
- Deep detoxing result
- Provides volume
- pH Level: 5.5
- UV Protection
- Seductive fragrance
- Key Ingredients: Orange, Lemon, Alpha Hydroxy Acids
- NOI 100% active ingredients
- Heavy metal detox
- MEA remover

### INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Sodium Cocoyl Alaninate, Cocamidopropyl Betaine, Glycol Distearate, Sodium Lauroyl Sarcosinate, Coconut Acid, Parfum (Fragrance), Lactic Acid, Sodium Benzoate, Guar Hydroxypropyltrimonium Chloride, Sodium Isethionate, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Carvone, Amyl Salicylate, Linalyl Acetate, Linalool, Citronellol, Tetramethyl Acetyloctahydronaphthalenes, Geraniol, Menthol, Citrus Limon (Lemon) Juice, Citrus Aurantium Dulcis (Orange) Juice, Citric Acid, Potassium Sorbate.



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## 08 BLOND SHAMPOO 8.45 fl oz 250 ml

### DESCRIPTION

Formulated specifically to neutralize unwanted yellow tones in blonde or gray hair and enhance the brightness of dull blonde hair, both natural and color-treated. This hydrating and nourishing shampoo, formulated with rich, cold-pressed Grape Seed Oil, brings out delightful softness and shine with every use. It protects the hair from damage caused by UV rays and heat styling while also helping to reduce color fading as you wash.

### HOW TO USE

Apply the product to wet hair, lather, leave on for 1–2 minutes, then rinse. Repeat or leave on longer for cooler tones and further neutralization of yellow or gray tones. Once your perfect tone is reached, use as needed to maintain your cooler, brighter result. Conclude the treatment with your favorite Gold conditioner for improved silky feel, shine, and smoothness.

### FEATURES

- Purification Level: moderate
- Hair Type: all textures and thickness of blond or gray hair
- Neutralizes yellow tones
- Enhances the brightness of cold, dull blond hair
- pH Level: 5.5
- UV protection
- Seductive & flirty fragrance
- Key Ingredients: cold-pressed Grape Seed Oil, Grapefruit Extract
- NOI 100% active ingredients

### INGREDIENTS

Aqua (Water), Sodium Cocoyl Isethionate, Cocamidopropyl Hydroxysultaine, Sodium Lauroyl Sarcosinate, Disodium Laureth Sulfosuccinate, Glycol Distearate, Coconut Acid, Parfum (Fragrance), Phenoxyethanol, Polyquaternium-10, Acrylates Copolymer, Amodimethicone, Laureth-4, Sodium Isethionate, Cocamidopropyl Betaine, Polyquaternium-7, Acid Violet 43 (Ext. Violet 2), Ethylhexylglycerin, Disodium Edta, Ethylhexyl Methoxycinnamate, Benzyl Salicylate, Laureth-2, Peg/Ppg-120/10 Trimethylolpropane Trioleate, Sodium Benzoate, Carvone, Amyl Salicylate, Linalyl Acetate, Cetrimonium Chloride, Trideceth-10, Linalool, Tetramethyl Acetyloctahydronaphthalenes, Citronellol, Mica, Ci 77891 (Titanium Dioxide), Silica, Vitis Vinifera (Grape) Seed Oil, Vitis Vinifera (Grape) Fruit Extract, Chlorphenesin, Potassium Metabisulfite.



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# STYLING & PROTECTION

The secret to achieving the perfect look lies in proper hair preparation during styling. Add texture, touchable hold, glamorous volume, and silky softness throughout the styling process. Enjoy the creative freedom to style any and all looks—from classic to trendy. Gold Professional Styling products contain essential nutrients needed during styling and provide the right amount of protection when using heat tools.







09 ARGAIN OIL

1.70 fl oz  
50 ml

DESCRIPTION

Gold Argan Oil is a top-of-the-line hair rejuvenation oil straight from the heart of nature. Argan Oil is a non-greasy oil packed with impressive amounts of vitamins and fatty acids that work to rebuild the hair fiber. Its healing properties have been cherished for centuries around the world. The oil targets the most damaged parts of the hair, moisturizing and nourishing deeply where it’s needed most.

HOW TO USE

Apply to wet or damp hair, paying special attention to the ends (do not apply to roots). Blow-dry your hair for a smooth, full finish. Use when the hair needs extra regeneration and nourishment.

Tip: Use alone or mix with any product to enhance shine and softness and to add UV protection. Only apply to lengths and ends, avoiding the roots, which could leave the hair flat.

FEATURES

- Hair Type: recommended for medium to thick hair
- Excellent for curly hair and safe for hair extensions
- Leaves a velvety finish
- Perfect for sensitive and color-treated hair
- Can be used with and without heat
- UV protection
- Regenerates damaged ends
- Key Ingredients: Argan Oil
- Works perfectly with other Gold products
- Hold factor between 0.1–0.2 out of 5

INGREDIENTS

Cyclopentasiloxane, Dimethiconol, Argania Spinosa Kernel (Argan) Oil, Ethylhexyl Methoxycinnamate, Helianthus Annuus (Sunflower) Seed Oil, Butyl Methoxydibenzoylmethane, Ethylhexyl Salicylate, Parfum, Beta-Carotene (Ci 40800).



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# 10 SEA WATER CREAM

5.10 fl oz  
150 ml

## DESCRIPTION

Gold Sea Water Cream is the best solution for light volume with a touchable hold. Control and tame even the unruliest hair. Provides a flexible finish when blow-dried into the hair and dries as a firm-hold gel when left to air dry.

## HOW TO USE

Spread evenly through damp hair—blow-dry if you desire light volume and texture, or air-dry for a firm hold. The ingredients are activated by heat. Works great with the Gold Finishing line.

### Tips:

- Mix with any Gold styling product for more shine or control.
- For more smoothness and softness, mix with Silky Drops or Argan Oil.
- Can be used as a great texturizing cream for short hair. This will create light volume and control.
- Perfect for the twenties look hairstyles when used as a hard gel.

## FEATURES

- Hair Type: all hair types & textures
- Provides soft texture and control
- Heat-activated
- Adds light, manageable volume when blow drying
- Protects in thermal styling up to 220°C
- Works perfectly with other Gold products
- Left on wet hair, gives the effect of hard-hold gel
- Hold factor between 2 - 3 out 5, use on damp hair and blow-dry
- Hold factor 5 out of 5 use and damp hair and air dry as hard gel

## INGREDIENTS

Aqua, Pvp, Vp/Va Copolymer, Sodium Polystyrene Sulfonate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Triethanolamine, Phenoxyethanol, Ethylhexylglycerin, Parfum.



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# 11 CURL CREAM

5.10 fl oz  
150 ml

## DESCRIPTION

Gold Curl Cream will allow you to create the curls of your dreams! This exclusive, innovative formula perfectly highlights and contours natural curls and hair texture, keeping them soft and bouncy all day. By using different styling techniques, you can take control of how you wear your curls—from loose waves to tight coils. Provides definition and control with natural movement for a flawless, frizz-free finish.

## HOW TO USE

Work evenly through damp hair. Dry with a diffuser to see the biggest benefits in your style, or let air-dry for a more natural, lived-in look. Curl Cream is perfect for both women and men.

### Tips:

- To get the most definition and volume, always blow-dry with a diffuser.
- For more control with light texture, mix with Delicious Foundation before applying.
- For more shine and softness, mix with Silky Drops or Argan Oil before applying.
- Can be used as a great texturizing cream for shorter hair creating volume, hold, and control.
- Perfect to mix with other Gold styling products to add hold, definition, and shine.
- Mix with Smoothing Cream for a softer finish.
- Blow-dry into shorter styles or guys’ cuts before styling with hair wax.

## FEATURES

- Hair Type: defines all patterns of curls from waves to coils
- Suitable for all hair types and lengths
- Highlights natural curls and texture
- Can be used with and without heat
- Works perfectly with other Gold products
- Hold factor between 4-5 out of 5

## INGREDIENTS

Aqua, Pvp, Vp/Va Copolymer, Petrolatum, Bis-Diglyceryl Polyacyladipate-2, Cetearyl Alcohol, Propylene Glycol, Peg-20 Stearate, Cetyl Alcohol, Parfum, Peg/Ppg-14/4 Dimethicone, Phenoxyethanol, Behentrimonium Chloride, Benzoic Acid, Dehydroacetic Acid, Cetrimonium Chloride.



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## 12 SMOOTHING CREAM

5.10 fl oz  
150 ml

### DESCRIPTION

Gold Smoothing Cream will help you achieve straight, frizz-free hair effortlessly as you style. This cream provides high shine and a mega-smooth finish with staying power. Hydrolyzed plant-based protein and hydrogenated olive oil help repair the hair during styling. The vegetable proteins work to strengthen and reduce cuticle damage, while the hydrogenated olive oil nourishes the hair—leaving it smooth, soft, and shiny.

### HOW TO USE

Apply to damp hair and style. You can slick, shape, and create your perfect high-shine look. For a more dramatic finish, straighten with your favorite flat iron for mega shine.

Tips:

- Use as a styling cream in dry hair to define and add shine.
- For extra split-end care and shine enhancement, mix with Gold Silky Drops before applying.
- To improve shine and softness in thick/coarse hair, mix with Argan Oil before applying.
- For more hold to your style, mix it with Curl Cream before applying.

### FEATURES

- Hair Type: any hair type or texture
- Provides straight hair effortlessly
- Guarantees super shiny hair
- Gives a smooth, wet look when used as a styling product without heat
- Can be used with and without heat
- Key Ingredients: Plant-Based Protein, Olive Oil
- Works perfectly with other Gold products
- Hold factor between 0.2 – 0.5 out of 5

### INGREDIENTS

Aqua, Cetearyl Alcohol, Coco-Caprylate/Caprates, Behentrimonium Chloride, Quaternium-80, Parfum, Hydrolyzed Wheat Protein Pg-Propyl Silanetriol, Hydrolyzed Vegetable Protein, Hydrogenated Olive Oil Unsaponifiables, Propylene Glycol, Caprylyl Glycol, Ethylhexyl Methoxycinnamate, Ethylhexyl Salicylate, Butyl Methoxydibenzoylmethane, Disodium Edta, Sorbic Acid, Sodium Benzoate, Phenoxyethanol, Synthetic Fluorphlogopite, Ci 77891 (Titanium Dioxide), Tin Oxide, Linalool, Limonene, Benzyl Salicylate, Alpha-Isomethyl Ionone, Citronellol, Coumarin.



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## 13 BLOW OUT CREAM

5.10 fl oz  
150 ml

### DESCRIPTION

Gold Blow Out Cream is the perfect accessory for achieving a gorgeous blowout. Create a smooth finish with lasting fullness using this heat-activated, lightweight, nourishing cream that reduces blow-dry time. It works to restore moisture lost due to heat styling, leaving the hair soft and shiny for a fabulous, frizz-free finish. Provides heat protection and shields against damaging UV rays.

### HOW TO USE

Work through wet or damp hair. Blow-dry with a round brush or paddle brush for long-lasting control, smoothness, and shine. Works great when followed with the Gold Finishing line.

Tips:

- Mix with any Gold styling product for more shine or control.
- Use as a styling cream on dry hair to define texture and for additional hold with shine.
- Mix with Smoothing Cream before applying for a softer result on any style.

### FEATURES

- Hair Type: all types and textures needing smoothing and fullness
- A luxurious styling cream that reduces blow dry time
- Leaves the hair feeling light and non-greasy.
- Provides a smooth, silky, sleek look to your style
- Restores softness and shine
- Helps your blow-out last all day
- Gives manageable volume to the hair
- Anti-static
- No build-up
- Hold factor between 0.5-1 out of 5

### INGREDIENTS

Aqua, Hydroxypropyl Starch Phosphate, Cetearyl Alcohol, Pvp, Dimethicone, Isopropyl Myristate, Cetrimonium Chloride, Behentrimonium Methosulfate, Ceteareth-20, Glycerin, Maltodextrin/Vp Copolymer, Phenoxyethanol, Ethylhexylglycerin, Parfum, Linalool, Limonene, Benzyl Salicylate, Alpha-Isomethyl Ionone, Citronellol.



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# 14 SILKY DROPS

1.70 fl oz  
50 ml

## DESCRIPTION

Gold Silky Drops is a lightweight serum enriched with Marula Oil and Panthenol. Heat-activated rebuilding polymers help hair feel instantly softer yet stronger after blow-drying. The ultra-rich formula protects against UV rays and damage caused by thermal styling. Silky Drops glides over the hair, locking in moisture and strengthening it from within.

## HOW TO USE

Use on wet or damp hair, paying special attention to the ends. Never apply to the roots. Blow-dry hair for silky radiance with healthy-looking volume. Perfectly complements other Gold styling and heat protection products.

Tip: Use alone or mix with any Gold product to enhance shine and softness, and to add UV protection. Only apply to lengths and ends, avoiding the roots, which could leave the hair flat.

## FEATURES

- Hair Type: recommended for fine to medium hair
- Silky shine and gloss
- Makes hair look naturally smooth
- Can be used with and without heat
- UV protection
- Regenerates damaged ends
- Key Ingredients: Marula Oil, Panthenol
- Works perfectly with other Gold products
- Hold factor between 0.1-0.2 out of 5

## INGREDIENTS

Cyclopentasiloxane, Dimethiconol, C12-15 Alkyl Benzoate, Ethylhexyl Methoxycinnamate, Ethylhexyl Salicylate, Butyl Methoxydibenzoylmethane, Sclerocarya Birrea (Marula) Seed Oil, Parfum.







15 **TEN  
IN ONE**

5.10 fl oz  
150 ml

DESCRIPTION

Conditions, protects, detangles, smoothes, shines, strengthens, regenerates, preps, hydrates, and soothes with a high concentration of Argan Oil and Sunflower Extract. Enriched with luxurious moisturizing substances such as omega-6, vitamins A and E, and antioxidants, its concentrated power regenerates hair on multiple levels.

HOW TO USE

Use on wet hair: Spray into damp hair and detangle with a comb or brush. Blow-dry or air-dry into your desired style. Your hair will be perfectly prepped to style with any of our Gold styling or finishing products.

Use on dry hair: Spray the product into the palm of your hand. Rub hands together, then work the product through the hair from mid-length to ends, where hair is most dry or frizzy. Complete your style with any of our Gold Finishing products.

FEATURES

- Hair Type: all types and textures in need of nourishment
- Regenerates and moisturizes dry hair
- Gives healthy shine with a velvety finish
- Controls frizz and fights static
- Protects color
- Nourishes dry, split ends
- Detangles
- For dry and wet combability
- Does not weigh hair down
- Helps to maintain long-lasting styles
- Perfectly complements haircare
- Can be used with and without heat
- Key Ingredients: Argan Oil, Sunflower Extract
- Works perfectly with other Gold products
- Hold factor 0

INGREDIENTS

Propylene Glycol, Ethylhexyl Methoxycinnamate, Behentrimonium Chloride, Caprylyl Glycol, Ethyltrimonium Chloride Methacrylate/Hydrolyzed Wheat Protein Copolymer, Butylene Glycol, Disodium Edta, Sorbic Acid, Ethylhexyl Salicylate, Cyclopentasiloxane, Butyl Methoxydibenzoylmethane, Phenoxyethanol, Potassium Sorbate, Citric Acid, Parfum, Linalool, Limonene, Benzyl Salicylate, Alpha-Isomethyl Ionone, Citronellol, Coumarin.



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16 **VOLUME  
SPRAY**

5.10 fl oz  
150 ml

DESCRIPTION

Shields your hair from damaging heat while enhancing its natural beauty. This innovative formula not only protects against heat but also delivers a soft shine, fights frizz, and resists humidity—ensuring your style stays flawless all day long. Infused with advanced technology, it nourishes and strengthens the hair, making styling a breeze. The unique blend of nutrients and botanicals works to smooth and restore, while heat protectants safeguard your strands during blow-drying, resulting in a healthy, radiant finish.

HOW TO USE

Spray evenly onto sections of damp hair, ensuring full coverage. Then blow-dry or style as desired to achieve a sleek, polished look.

Tips:

- For extra shine, apply lightly to dry hair and style as usual.
- Layer with any Gold styling product for enhanced control and finish.
- Use before styling with heat tools for added protection and a smooth, frizz-free result.

FEATURES

- Hair Type: All hair types seeking heat protection and shine
- Provides a soft, luminous shine
- Anti-frizz and humidity resistance
- Can be applied to wet or dry hair
- Works seamlessly with other Gold products
- Suitable for all hair types and lengths

INGREDIENTS

Aqua, Alcohol Denat., Vp/Vinyl Caprolactam/Dmapa Acrylates Copolymer, Vp/Va Copolymer, Panthenol, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Peg-40 Hydrogenated Castor Oil, Citric Acid, Propylene Glycol, Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Phenoxyethanol, Potassium Sorbate, Parfum, Citral, Citronellol, Coumarin, Geraniol, Limonene, Linalool.



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# 17 THERMAL PROTECTION

1.70 fl oz  
50 ml

## DESCRIPTION

Shields your hair from damaging heat while enhancing its natural beauty. This innovative formula not only protects against heat but also delivers a soft shine, fights frizz, and resists humidity—ensuring your style stays flawless all day long. Infused with advanced technology, it nourishes and strengthens the hair, making styling a breeze. The unique blend of nutrients and botanicals works to smooth and restore, while heat protectants safeguard your strands during blow-drying, resulting in a healthy, radiant finish.

## HOW TO USE

Spray evenly onto sections of damp hair, ensuring full coverage. Then blow- dry or style as desired to achieve a sleek, polished look.

- Tips:
- For extra shine, apply lightly to dry hair and style as usual.
  - Layer with any Gold styling product for enhanced control and finish.
  - Use before styling with heat tools for added protection and a smooth, frizz-free result.

## FEATURES

- Hair Type: All hair types seeking heat protection and shine
- Provides a soft, luminous shine
- Anti-frizz and humidity resistance
- Can be applied to wet or dry hair
- Works seamlessly with other Gold products
- Suitable for all hair types and lengths
- Effectively protects hair from thermal damage up to 210°C / 410°F

## INGREDIENTS

Aqua, Alcohol Denat., Vp/Vinyl Caprolactam/Dmapa Acrylates Copolymer, Vp/Va Copolymer, Panthenol, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Peg-40 Hydrogenated Castor Oil, Citric Acid, Propylene Glycol, Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Phenoxyethanol, Potassium Sorbate, Parfum, Citral, Citronellol, Coumarin, Geraniol, Limonene, Linalool.







18 DELICIOUS FOUNDATION

6.80 fl oz  
200 ml

DESCRIPTION

Gold Delicious Foundation is a velvety styling mousse that acts as the perfect foundation for any flawless style. It’s ideal for enhancing hair texture and essential for prepping any hairstyle with light, flexible hold and definition. Gold Delicious Foundation contains powerful nutrients to care for your hair while also providing heat protection during thermal styling.

HOW TO USE

Shake well before use. Emulsify the mousse in your hands and work it through damp hair. Use more for thick or coarse hair, and less for finer hair. Blow-dry hair into the desired style and shape.

- Tip: Combine it with any other styling product from Gold.
- For more strength and volume, mix with Sea Water Cream.
  - For more softness and definition to curls, mix with Curl Cream.
  - For more shine and softness, mix with Silky Drops and Argan Oil.

FEATURES

- Hair Type: Suitable for all hair types and lengths
- The perfect blow out mousse
- Provides a great foundation for all styles
- Perfectly adds volume
- Noticeably nourishes hair
- Layers and mixes well with other Gold products
- Hold factor between 2-3 out of 5

INGREDIENTS

Aqua, Pvp, Cetearyl Alcohol, Butane, Propane, Petrolatum, Paraffinum Liquidum, Isobutane, Panthenol, Cetrimonium Chloride, Polysorbate 20, Laureth-4, Sodium Chloride, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Parfum, Linalool, Amyl Cinnamal, Limonene.



19 ROOT LIFT SPRAY MOUSSE

6.80 fl oz  
200 ml

DESCRIPTION

Gold Root Lift Spray Mousse is a heat-activated, lightweight spray mousse that provides spectacular lift and height at the crown for a fabulously full finish. It lifts from the roots as you blow-dry, visibly increasing volume and fullness. Versatile enough to use even on the finest hair.

HOW TO USE

Shake well before use. Spray into wet or damp hair at the roots—in sections or in the areas where volume is most desired. Blow-dry with a round brush or power-dry into your perfect style.

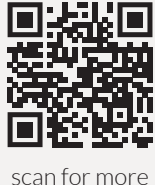
- Tip: Mixes well with other Gold products.
- Apply Root Lift Spray Mousse on roots and Delicious Foundation on lengths and ends to maximize the hair’s volume and fullness.
  - To get a smoother and more voluminous look, mix a tiny amount of Silky Drops or Argan Oil with Delicious Foundation to lengths and ends before blow-drying.

FEATURES

- Hair Type: fine or thin hair wanting lift at the roots
- Creates amazing volume from the root
- Not sticky or heavy
- Works perfectly with other Gold products
- Hold factor between 4-5 out of 5

INGREDIENTS

Aqua, Butane, Isobutane, Alcohol Denat., Pvp, Vp/Va Copolymer, Propane, Polysorbate 20, Acrylates Copolymer, Laureth-4, Disodium Edta, Ppg-5 Ceteth-20, Peg-60 Almond Glyceride, Triethanolamine, Parfum.





# FINISH

The perfect hold is at your fingertips. Whether you want matte waves or a shiny, smooth finish, Gold Professional Haircare will effortlessly keep even the most sophisticated hairstyle in place over time. The greatest value of our finishing line is the care it provides through powerful natural ingredients. Thanks to rich, organic plant extracts, your hair will be nourished all the way to the finishing touch.







# 20 FAIRY DUST

0.35 fl oz  
10 g

## DESCRIPTION

Gold Fairy Dust is an innovative, high-performance hair powder created for dry styling and perfect for fine hair—without weighing it down.

## HOW TO USE

Dust onto dry hair and work through to increase volume and control. Use directly at the root area to significantly boost volume. Work your fingers through and style as desired.

Tip: Great for men's hair or shorter styles instead of hair wax (always use on dry hair). Perfect for restyling throughout the day—simply run your fingers through the hair and style again and again.

## FEATURES

- Ideal for any hair type
- Noticeably increases hair volume
- Adds control
- Provides hold and texture
- Ultra-fine powder
- Very easy to use
- Great for re-styling
- 100% transparent
- Great for any hair color
- High water content
- Does not dry the scalp
- Hold factor between 4–5 out of 5

## INGREDIENTS

Aqua, Silica Silylate, Peg-8, Parfum, Potassium Sorbate, Citric Acid.







21 FIBER  
WAX

2.70 fl oz  
80 ml

DESCRIPTION

Gold Fiber Wax gives an amazingly flexible yet long-lasting finish to any style. Tiny microfibers and copolymers work together as you mold and shape your hair into place. It’s enriched with glycerin for extra hydration and protection against breakage. The perfect pliable consistency makes it easy to apply, style, and restyle.

HOW TO USE

On dry hair: Emulsify wax in your palms, rub them together, and apply to the ends of your hair. Style as desired using your fingertips. Twist as needed for extra definition.

On damp hair: Warm the hair wax between the palms of your hands by rubbing them together, then spread the product evenly throughout the lengths of your hair. Avoid heavy-handed application to prevent weighing the hair down. Blow-dry or air-dry into shape. Wax applied on damp hair will provide extra definition with a wet-look result.

Tip: Mix with Gold Clay Wax before applying to achieve maximum hold with a semi-matte finish.

FEATURES

- Hair Type: all types and textures - ideal for shorter cuts and layers
- Fixation level: 4/5
- Flexible texture
- Natural shine
- Softness and hydration
- Perfect for all hair types
- Great for re-styling during the day
- Hold factor: 4 out of 5

INGREDIENTS

Aqua, Petrolatum, Hydrogenated Microcrystalline Cera, Vp/Va Copolymer, Cera Alba, Copermicia Cerifera Wax, Cera Microcristallina, Oleth-5, Glycerin, Stearyl Stearate, Oleth-3, Tribehenin, Helianthus Annuus Seed Oil, Silica, Peg-90m, Ethylhexylglycerin, Laurtrionium Chloride, Phenoxyethanol, Parfum, Ci 40800.



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22 CLAY  
WAX

2.70 fl oz  
80 ml

DESCRIPTION

Gold Clay Wax is an innovative hybrid of wax and clay. Perfect for fans of a matte finish, it provides a strong hold that looks both natural and flexible.

HOW TO USE

On dry hair: Emulsify the wax in your palms by rubbing them together, then apply to the ends of your hair. Style as desired using your fingertips. Twist sections as needed for extra definition.

On damp hair: Warm the wax between your palms by rubbing them together—more thoroughly than when applied to dry hair. Then distribute the product evenly through the lengths of your hair. Avoid heavy-handed application to prevent weighing the hair down. Wax applied on damp hair will provide more definition.

Tips:

- Combine with Gold Fiber before applying, if you want to achieve more shine, definition, and hold.
- Mix with Gold Styling Wax before applying, if you want a firmer finish.

FEATURES

- Hair Type: all types and textures – ideal for shorter cuts and layers
- Level 4/5
- Plain, matte texture
- Long lasting styles
- Perfect for all hair types and lengths
- Hold factor: 4 out of 5

INGREDIENTS

Aqua, Polyglyceryl-3 Polyricinoleate, Cetearyl Alcohol, Copernicia Cerifera Cera, Diatomaceous Earth, Vp/Va Copolymer, Paraffinum Liquidum, Peg-40 Hydrogenated Castor Oil, Cera Microcristallina, Ceteareth-20, Triethanolamine, Butyrospermum Parkii Butter, Glyceryl Rosinate, Propylene Glycol, Parfum, Olea Europaea Oil Unsaponifiables, Acrylates Crosspolymer-3, Caprylyl Glycol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Laurtrimonium Chloride, Citronellol, Coumarin, Geraniol, Limonene, Phenoxyethanol.



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23 STYLING  
WAX

2.70 fl oz  
80 ml

DESCRIPTION

Gold Styling Wax is a natural, semi-dry paste for very strong styling and a firm finish. Long-lasting results and budge-proof looks will hold all day.

HOW TO USE

On dry hair: To create the hairstyle, rub the wax between your palms and apply to the ends of your hair. Style as desired using your fingertips. Twist sections as needed for extra definition.

On damp hair: Warm the wax between your palms by rubbing them together, then distribute the product evenly through the lengths of your hair. Styling Wax applied on damp hair will provide a hard-gel finish.

Tip: Mix with Gold Clay Wax before applying to achieve maximum hold with a semi-matte finish.

FEATURES

- Hair Type: any type or texture
- Fixation level: 5/5
- Natural shine & texture
- Irreplaceable in instant styling
- Hold factor: 5 out of 5

INGREDIENTS

Aqua, Vp/Va Copolymer, Ceteareth-22, Petrolatum, Hydrogenated Microcrystalline Cera, Polyglyceryl-3 Polyricinoleate, Cera Microcristallina, Hydrogenated Vegetable Oil, Ceteth-20, Stearyl Stearate, Hydrogenated Starch Hydrolysate, Stearic Acid, Laurtrimonium Chloride, Caprylyl Glycol, Phenoxyethanol, Parfum.



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## 24 DRY SHAMPOO

6.80 fl oz  
200 ml

### DESCRIPTION

Gold Dry Shampoo is the gold standard of dry shampoos and the perfect way to rescue oily roots and lived-in hair. This transparent formula is safe for any hair color, helping to freshen and lift flat strands. Within seconds, it virtually cleanses your hair without water while nourishing the scalp and hair with carefully selected ingredients. Hair is left revitalized and ready to take on another day.

### HOW TO USE

Shake well, then hold the can 8–10” (20–25 cm) away from the hair. Lift sections and spray into the roots, concentrating on problem areas that need extra oil absorption. Wait a few minutes, then massage in and brush through to distribute the product evenly at the roots.

Tip: For an extra refreshed look, blow-dry the hair for 5–10 seconds after application.

### FEATURES

- Hair Type: all types and textures that have get oily roots or need refreshing
- Amazing feeling of freshness
- Antibacterial properties
- Transparent formula is ideal for all hair colors
- Noticeable increase in volume
- Hold factor between 0.5-1 out of 5

### INGREDIENTS

Butane, Alcohol Denat., Isobutane, Propane, Solanum Tuberosum (Potato) Starch, Aluminum Starch Octenylsuccinate, Propylene Glycol, Isopropyl Myristate, Hydrated Silica, Parfum.



## 25 TEXTURIZING SPRAY WAX

6.80 fl oz  
200 ml

### DESCRIPTION

Gold Texturizing Spray Wax is a legendary Gold spray that always guarantees styling success. In the blink of an eye, it adds spectacular volume and texture to even the thinnest and most demanding hair. Get creative and go after your dream hairstyle.

### HOW TO USE

Spray a small amount evenly onto dry hair from 8–10” (20–25 cm) away. Flip your head and hair over, then spray from all directions. Repeat if you need more volume and definition. Works perfectly even when the hair is not freshly washed.

Tip: Always go little by little without over-spraying. Work the product into the hair with your fingers until you reach your desired texture and definition.

### FEATURES

- Hair Type: all hair types and textures
- Complete styling in 10 seconds
- 50% spray - 50% wax, defines and adds shine
- Light formula, does not weigh down hair
- Ideal for re-styling during the day
- Great for all hair lengths
- Enhances the natural texture
- Hold factor between 4 – 5 out of 5

### INGREDIENTS

Dimethyl Ether, Alcohol Denat., Aqua, PEG-8, VP/VA Copolymer, PEG-32, PEG-40 Hydrogenated Castor Oil, Panthenol, Hydrated Silica, Parfum.







# 26 DRY HAIR SPRAY

13.50 fl oz  
400 ml

## DESCRIPTION

Gold Dry Hair Spray is ideal for quick, firm styling whenever you need a long-lasting look. The quick-drying formula provides shine and firm hold while building spectacular volume. Perfect for big, full-on glamorous hairstyles.

## HOW TO USE

Shake well. Gently spray the hair from about 8–10" (20–25 cm) away. Layer the spray for additional holding power.

Tip: For even more hold and creative styling, apply heat from a blow-dryer for a few seconds to set the style.

## FEATURES

- Fixation level: 5/5
- Adds shine
- Light formula
- Ultra-dry finish
- Easy to brush
- Provides maximum control
- Weightless
- Hold factor between 4-5 out of 5

## INGREDIENTS

Alcohol Denat., Butane, Isobutane, Octylacrylamide / Acrylates / Butylaminoethyl Methacrylate Copolymer, Acrylates Copolymer, Aqua, Propane, Aminomethyl Propanol, Tocopherol, Oleyl Erucate, Panthenol, Citric Acid, Parfum, Hydroxycitronellal, Hexyl, Cinnamal, Limonene.







## 27 FLEXIBLE HAIR SPRAY

13.50 fl oz  
400 ml

### DESCRIPTION

Weightless Control – This specially designed quick-dry hair spray provides a flexible, brushable, and touchable finish. Its exclusive ultra-fine mist is easy to use to create and control your style. The weightless spray delivers volume and flexible movement for a relaxed, vibrant look without leaving any residue.

### HOW TO USE

Hold the can 8–10" (20–25 cm) away from dry hair and spray for an ultra-light, flexible hold.

Tip: Ideal for updos and relaxed hold styles. Keeps your look in place without overdoing it.

### FEATURES

- Fixation level: 3/5
- Light formula
- Ultra-fine mist
- Weightless
- Ultra-dry
- Easy to brush
- Perfect for updos
- Adds slight shine
- No product build-up
- Hold factor between 2–3 out of 5

### INGREDIENTS

Alcohol Denat., Dimethyl Ether, Butyl Ester Of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Parfum, Aminomethyl Propanol, Benzophenone-4, Trimethylsiloxypheyl Dimethicone, Aqua, Aminomethyl Propanol, Trimethylsiloxypheyl Dimethicone, Citric Acid, Parfum, Linalool, Limonene, Benzyl Salicylate, Alpha-Isomethyl Ionone, Citronellol, Coumarin.



## 28 SESSION HAIR SPRAY

13.50 fl oz  
400 ml

### DESCRIPTION

Gold Session Hair Spray adds shine and provides a stay-put finish. It perfectly holds the hairstyle while leaving an extremely natural look. The unique formula offers long-lasting hold and protects the hair from drying out. It's the perfect spray for daily use as well as for special occasions.

### HOW TO USE

Spray on dry hair from about 8–10" (20–25 cm) away. The extended dry time is ideal for creating and shaping the style of your dreams. Dries in 10–15 seconds.

Tip: For extraordinary hold and creative styling, apply heat from a blow-dryer for a few seconds to set the style.

### FEATURES

- Hair Type: all hair types and textures
- Complete styling in 10 seconds
- 50% spray - 50% wax, defines and adds shine
- Light formula, does not weigh down hair
- Ideal for re-styling during the day
- Great for all hair lengths
- Enhances the natural texture
- Hold factor between 4 – 5 out of 5

### INGREDIENTS

Alcohol Denat., Dimethyl Ether, Butyl Ester Of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Parfum, Aminomethyl Propanol, Benzophenone-4, Trimethylsiloxypheyl Dimethicone, Glycerin, PEG-12 Dimethicone, Aqua, Panthenol, Citric Acid, Linalool, Limonene, Benzyl Salicylate, Alpha-Isomethyl Ionone, Citronellol, Coumarin.







## WELCOME TO THE FUTURE.

Intelligent technology combined with innovations in care and repair deliver the finest treatment systems for both salon and at-home use. Our two-stage regeneration program—Healing Bond and Vitamin Miracle—redefines the concept of healthy hair. Protect and strengthen the internal structure of the hair during coloring processes to achieve spectacular regeneration. Lock the color inside the hair fiber so the shade lasts longer, and the hair remains protected and strong.

## PROTECT & STRENGTHEN.

Protect and strengthen the internal structure of the hair during color treatments to achieve healthy, beautifully colored results. Keep pigments locked inside the hair so the shade lasts longer and the hair structure stays reinforced. Use Healing Bond during lightening or coloring to preserve the integrity of the hair fiber. Use Vitamin Miracle after rinsing the color to complete the regeneration process.

## EXCLUSIVE LUXURY DEEP SALON TREATMENT.

This treatment revives even the driest, most sensitive hair. Metamorphyc reconstruction is a professional procedure combined with a head massage and requires the hairdresser's knowledge, precision, and attention to detail.





## 29 DREAM SHAMPOO

8.45 fl oz  
250 ml

### DESCRIPTION

The moment has come to fulfill your dreams and experience perfection in haircare - sensual, refined and incredibly feminine. Dream Shampoo will take you into another dimension of luxury thanks to the essence of Porcelain Flowers and Purple Orchids. This flower power provides your hair with impeccable smoothness, enhances the inner hair strength, and leaves it moisturized and incredibly shiny.

### HOW TO USE

Apply a small amount of this concentrated shampoo to damp hair and lather. Rinse with lukewarm water. Follow with Gold Come True Conditioner to boost hydration, smoothness, shine, softness, and combability.

### FEATURES

- Purification level: moderate
- Hair Type: all types and textures
- Excellent for chemically treated hair, curls, and hair extensions
- Increases hydration level
- Enhances inner hair strength
- Protects hair color
- pH Level: 5
- UV Protection
- Seductive fragrance
- Key Ingredients: Porcelain Flower, Purple Orchid
- NOI 100% in Active Ingredients

### INGREDIENTS

Aqua (Water), Sodium C14-16 Olefin Sulfonate, Disodium Laureth Sulfosuccinate, Cocamidopropyl Betaine, Peg-7 Glyceryl Cocoate, Phenoxyethanol, Polyquaternium-10, Glycol Distearate, Parfum (Fragrance), Sodium Cocoamphoacetate, Trideceth-2 Carboxamide Mea, Sodium Benzoate, Laureth-4, Polyquaternium-7, Laureth-2, Peg/Ppg-120/10 Trimethylolpropane Trioleate, Ethylhexylglycerin, Disodium Edta, Lactic Acid, Hexyl Cinnamal, Linalool, Benzyl Salicylate, Sclerocarya Birrea Seed Oil, Caprylic/Capric Triglyceride, Glycerin, Orchis Masculula Extract, Hoya Lacunosa Flower Extract.



## 30 COME TRUE CONDITIONER

8.45 fl oz  
250 ml

### DESCRIPTION

Your fairytale story comes to life with this conditioner. Let the power of sophisticated Porcelain and Orchid Flower Extracts achieve perfect synergy in your hair care routine. Lose yourself in this luxurious formula enriched with hand-picked oils that moisturize and nourish your hair so deeply, it becomes timeless. The result is impeccably smooth and shiny hair.

### HOW TO USE

Apply the product after shampooing, and rinse thoroughly after 1-2 minutes for best results. Enhances the hair's hydration, smoothness, shine, softness, and combability.

### FEATURES

- Deeply moisturizing
- Hair Type: all types and textures
- Excellent for chemically treated hair, curls, and hair extensions
- Smooth and contour curls
- Protects dyed hair color
- pH Level: 4
- UV Protection
- Seductive and elegant fragrance
- Key Ingredients: Porcelain Flower, Purple Orchid
- NOI 100% in Active Ingredients

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Behentrimonium Chloride, Stearamidopropyl Dimethylamine, Bis-Cetearyl Amodimethicone, Parfum (Fragrance), Behentrimonium Methosulfate, Isopropyl Alcohol, Lactic Acid, Phenoxyethanol, Ethylhexylglycerin, Disodium Edta, Cetareth-25, Cetareth-7, Hexyl Cinnamal, Linalool, Benzyl Salicylate, Caprylyl Glycol, Glycolic Acid, Sclerocarya Birrea Seed Oil, Caprylic/ Capric Triglyceride, Glycerin, Orchis Masculula Extract, Hoya Lacunosa Flower Extract.







# METAMORPHYC SALON SYSTEM

Intelligent technology combined with innovations in the field of care and regeneration deliver outstanding results both in the salon and in the comfort of your home. The two-stage regeneration program—Healing Bond and Vitamin Miracle—redefines the concept of healthy hair. Protect and strengthen the internal structure of the hair during coloring to achieve spectacular regeneration. Lock the color inside the hair fiber so that the beautiful shade lasts longer and the hair structure remains reinforced.

## ALWAYS BEFORE BLEACH & COLOR.

Healing Bond - mixing directions:

- In Your Bleach: 1:3 (without peroxide/developer).
- In Your Color: 1:10 (without peroxide/developer).

Vitamin Miracle - how to use:

- Seal Your Color: After rinsing the color, apply Vitamin Miracle for 10-20min.
- Seals the hair and color. Improves moisture retention, shine, and softness.

## OUR PERSONALIZED TREATMENT.

Analyze the level of damage and always prepare with Dream Shampoo. Conclude the treatment with Come True Conditioner. Heat is optional. In Your Bleach: 1:3 (without peroxide/developer). Mixing Directions:

- Light Damage: 1:3 - 1 Healing Bond: 3 Vitamin Miracle.
- Medium Damage: 1:2 - 1 Healing Bond: 2 Vitamin Miracle.
- Heavy Damage: 1:1 - 1 Healing Bond: 1 Vitamin Miracle.

## OUR SIGNATURE TREATMENT.

For an extraordinary experience and ultimate result. Divide the treatment in two steps. Always prepare the hair with Dream Shampoo. Heat is optional. How to use:

- Step 1: Apply Healing Bond to all hair, leave on for 20 minutes, then rinse thoroughly.
- Step 2: Apply Vitamin Miracle to all hair, leave on for 20 minutes, then rinse thoroughly.





## 31 VITAMIN MIRACLE

8.45 fl oz  
250 ml

### DESCRIPTION

The product is based on the latest discoveries in biomimetic intelligent technology. The principle of Vitamin Miracle is to supplement keratin and inorganic components in the hair that have been washed out or degraded, resulting in weakened hair. It contains synthetic proteins that mimic the amino acid sequence of human hair. Vitamin Miracle intelligently replenishes keratin deficits precisely where the hair needs it most.

### HOW TO USE

Salon exclusive: Use to seal the hair and regenerate after a bleach or color service. For personalized, salon-only deep care treatments.

### FEATURES

- Repairs where the hair needs it most
- Seals and protects the hair
- Mimics the hair peptides (building stones)
- Increases hydration level
- Enhances inner hair strength
- Thickens hair fibers
- pH Level: 3.5
- Seductive and elegant fragrance
- Key Ingredients: Biomimetic Keratin, Moringa Oleifera Seed Extract, Argan Oil Ceramides
- NOI 100% in Active Ingredients

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Glycerin, Hydroxypropyl Starch Phosphate, Behentrimonium Methosulfate, Parfum (Fragrance), Phenoxyethanol, Cetyl Esters, Cetrimonium Chloride, Quaternium-87, Propylene Glycol, Ethylhexylglycerin, Hydroxyethylcellulose, Hexyl Cinnamal, Benzyl Salicylate, Linalool, Laurdimonium Hydroxypropyl Hydrolyzed Keratin, Argania Spinosa Kernel Oil, Citric Acid, Ethoxydiglycol, Peg-40 Castor Oil, Peg-8, Moringa Pterygosperma Seed Extract, Niacinamide, Panthenol, Tocopheryl Acetate, Linolenic Acid, Arachidonic Acid, Peg-8/Smdi Copolymer, Linoleic Acid, Palmitoyl Myristyl Serinate, Sodium Polyacrylate.



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## 32 HEALING BOND

8.45 fl oz  
250 ml

### DESCRIPTION

An innovative solution for extremely dry, damaged, or sensitive hair. The product creates new hydrogen and ionic bonds within each layer of the hair, rebuilding its structure and restoring strength, elasticity, and flexibility. Healing Bond makes the hair more resistant to styling, chemical damage, and the adverse effects of heat tools. Used during bleaching and coloring processes, Gold Healing Bond protects the internal keratin bonds in the hair. It improves color absorption, enhances color intensity, and increases manageability.

This naturally derived bond multiplier strengthens damaged hair fiber up to three times more than untreated hair. Damaged hair typically has compromised or broken bonds. Healing Bond rejuvenates it by creating reinforcing links within the keratin helix and across multiple helices—restoring the integrity of the hair’s structure. As a result, hair looks, feels, and performs like healthy, virgin hair.

### FEATURES

- Extreme deep care
- Increases hydration level
- Enhances inner hair strength
- Creates new hydrogen and ionic bridge in each hair layer
- Improves absorption of color
- Provides manageability back to the hair
- PH Level: 5
- Seductive and elegant fragrance
- Key Ingredients: Hydrolyzed Quinoa, Hydrolyzed Cereal Protein, Rice Bran Oil, Organic Hydro Gluconamide
- NOI 100% in Active Ingredients
- ONLY PROFESSIONAL USE

### INGREDIENTS

Aqua (Water), Cetearyl Alcohol, Ethylhexyl Stearate, Propylene Glycol, Cetareth-50, Stearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Amodimethicone, Parfum (Fragrance), Decyltetradecanol, Behentrimonium Methosulfate, Cetrimonium Chloride, Phenoxyethanol, Polyquaternium-22, Ethylhexylglycerin, Hydrolyzed Wheat Protein, Hexyl Cinnamal, Trideceth-10, Benzyl Salicylate, Linalool, Hydroxypropylammonium Gluconate, Hydroxypropylgluconamide, Chenopodium Quinoa Seed Extract, Sodium Benzoate, Benzyl Alcohol, Potassium Sorbate.



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# TRUE PIGMENTS

The Gold True Pigments System offers a completely new standard in color conditioners. It's time to discover the world of fabulous coloring treatments powered by the latest technology. Let yourself go wild and enrich your hair's shade using our highly concentrated, pigment-infused conditioners! Take it one step further—mix the pigments to achieve a perfect, personalized blend, as intense as you need it to be. Color Conditioners give you stunning color results with the added benefit of deep care. Powerful ingredients like Hydrolyzed Quinoa, Avocado Oil, and Argan Oil help nourish, protect, and enrich the hair from root to tip.







# TRUE PIGMENTS

10.14 fl oz | 300 ml

## SALON COLOR SERVICE

Extraordinary in-salon semi-permanent color service. Creativity becomes colorful.

## REFRESHER COLOR SERVICE

An amazing in-salon or at-home service where True Pigments are mixed with Metamorphyc Come True Conditioner. With softened pigments and increased conditioning, this is the perfect way to refresh and maintain healthy color.

## HOME SERVICE

A service for clients to keep the intensity and shine of the color at home. Color can be refreshed and looks great between the salon visits.

## PURE TREATMENT

This innovative concept of color conditioners allows you to unleash your creativity while enriching your hair with deep care. High-quality natural ingredients such as Hydrolyzed Quinoa, Argan Oil, and Avocado Oil help maintain color, strengthen its intensity, and leave your hair moisturized, regenerated, and protected.





**THE GOLD TRUE PIGMENTS SYSTEM**

The Gold True Pigments System offers a completely new standard in color conditioners. Discover the world of fabulous coloring treatments. Using the latest technology, we can enhance the shade of your hair with our concentrated pigments—infused into a nourishing conditioner. Let yourself go wild! You can mix the colors to achieve a perfect, personalized shade, as intense as you desire. The concept of color conditioners allows you to enjoy stunning hair color combined with deep care. Powerful ingredients such as hydrolyzed quinoa, avocado oil, and argan oil enrich the hair with extraordinary nourishment. Vegan & Cruelty-Free.

**SALON COLOR SERVICE - WHAT IT IS?**

An extraordinary in-salon semi-permanent color service. Creativity becomes colorful.

**REFRESHER COLOR SERVICE**

An exceptional in-salon or at-home service where True Pigments are mixed with Metamorphyc Come True Conditioner. This method adds extra care and softens pigment intensity—ideal for a “freshen-up” result without full pigmentation.

**HOW TO USE REFRESHER COLOR SERVICE**

Mix color conditioners with Come True Conditioner to achieve the desired result. Mixing ratio suggestion (color : Come True Conditioner): 1:1, 1:2, or 1:3. There are no limits for mixing ratios and combinations. Apply the desired amount directly to damp hair and distribute homogeneously. Leave for 5–20 minutes, depending on the color intensity you would like to achieve. Mix to achieve the desired result. Mixing ratio suggestion (any color : Clear Diamond/White): 1:1, 1:2, or 1:3. There are no limits for mixing ratios and combinations. Apply the desired amount directly to damp or dry hair and distribute homogeneously. Leave for 5–20 minutes, depending on the color intensity you would like to achieve. Emulsify with water, then rinse thoroughly. Apply Vitamin Miracle for 10–20 minutes (optional). Style as desired. After each use, the color will intensify. Emulsify with water, then rinse thoroughly. Apply Vitamin Miracle for 10–20 minutes (optional). Style as desired. After each use, the color will intensify.

**HOME SERVICE**

A simple and effective way for clients to maintain color vibrancy and shine at home. Offer the 300 ml tube (or larger) directly to your clients so they can refresh their color between salon visits—ensuring their hair stays radiant and salon-fresh.





# GOLD PREMIUM HAIR COLOR

Passion, determination, and commitment to research. A close relationship with the hairdresser and constant attention to client needs have inspired this unique formulation. An innovative natural complex of botanical ingredients rich in precious nutritive elements revitalizes the hair as it colors, restoring its natural softness and silkiness. Deeply moisturizing ingredients ensure maximum color perfection while respecting the skin and hair. Nutrients fuel the hair with deep care after coloring, restructuring it from the inside and sealing it with a protective layer on the outside. Our clean formulas are free of Ammonia, PPD, Resorcinol, and Parabens, and are Vegan. We are passionate trendsetters who remain committed to perfection, turning the very best ideas into a beautiful reality.







# GOLD PREMIUM HAIR COLOR

3.40 fl oz  
100 ml

## SYNERGISTIC NATURAL COMPLEX

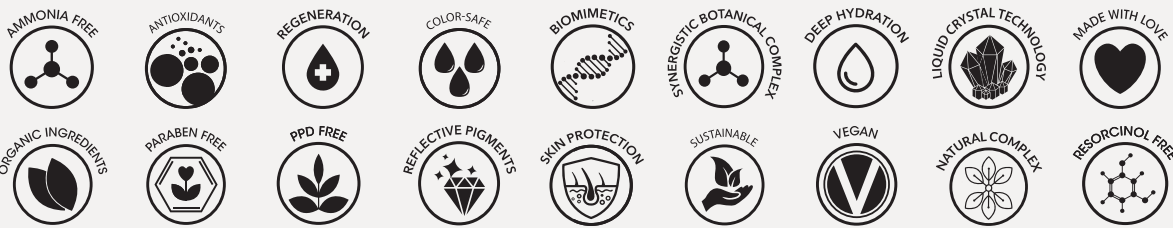
A Synergistic Complex of Botanical ingredients rich in precious nutritive elements, revitalizes the hair. Hair is left moisturized, soft, and silky with radiant color depth.

## LIQUID CRYSTAL TECHNOLOGY

A special Liquid Crystal System entraps the dyes, protecting them from premature oxidation. The Liquid Crystals help deliver intact pigments deep inside the cortex for vibrant, intense, and long-lasting color with a perfectly balanced, homogeneous result.

## ENVIRONMENTALLY FRIENDLY

The highly concentrated Liquid Crystal System is a perfectly balanced, environmentally conscious formula that avoids excess dyes washing down the drain and into the ecosystem.



88 Shades



5 Developers



Magic Gloss



Ammonia Free  
Bleaching Powder



# MY FAVORITE PRODUCT

1.70 fl oz | 50 ml

As a Scandinavian brand, we hold ourselves to high standards, embracing minimalism in both our brand identity and work approach. A prime example of this is our “My Favorite Product”. This empty bottle, provided to hairdressers, serves as a versatile tool that aligns with our simplified philosophy.

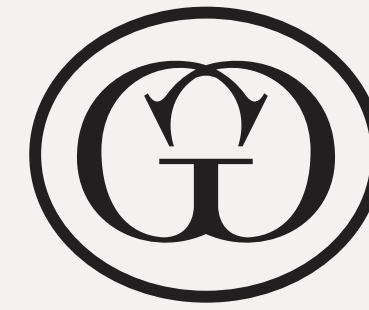
The bottle serves multiple purposes, including providing samples to clients. By simply opening the bottle and adding a few pumps of any shampoo, conditioner, treatment, or water-based styling product, hairdressers can offer clients a firsthand experience of our range. Additionally, the bottle can double as a convenient travel-size option. When filled with the client’s favorite product by the stylist, it can be sold directly as a travel-sized item.

This approach is direct, space-efficient, and minimizes stock requirements, offering a range of options for salons. To enhance visibility and accessibility, we recommend storing these bottles in a glass bowl at the front desk or another prominent location within the salon, allowing clients to easily spot and inquire about them.

We believe that by embracing simplicity and functionality, we can provide a seamless experience for both hairdressers and clients, while maintaining our Scandinavian aesthetic.







# GOLD PROFESSIONAL WAS CREATED FOR...

Gold Professional was created by hairdressers for all those who value the intersection of beauty and nature. The Gold World community expects high quality and is environmentally conscious.

The unique brand concept, highest-quality ingredients, refined formulations, and advanced technology make Gold Professional satisfying on many levels. The idea of social responsibility should be a guiding principle in today's world. We are responsible for our choices—for the sake of a better future for ourselves and the world around us. We challenge you: take care of yourself wisely, be beautiful, and be kind to our Earth.



Instagram