

The background features several abstract, organic shapes in muted colors: a large green shape in the top left, a brown shape in the middle left, and a purple shape in the bottom right. Overlaid on these are white line-art illustrations of plants, including a large leafy plant in the top left and a smaller flowering plant in the bottom right.

# shibui.

CONSCIOUS COLOR CARE

VOLUME 2

# shibui.

*From the word shibui:  
“an aesthetic of simple, unobtrusive beauty.”*

*We’ve gone back to nature’s drawing board, embracing botanically-rich color care that is safe, ethical, and beautiful. Beyond clean beauty, a new level of conscious color care is redefining what it means to be “beautiful”.*



*color  
care*



*sulfate  
free*



*gluten  
free*



*cruelty  
free*



*paraben  
free*



*vegan*



*phthalate  
free*

*“Shibui is built upon 7 elements. These are uncompromising rules that hold us accountable to you and the products we make.”*

*EVERYDAYNESS*

*IMPLICITY*

*MODESTY*

*NATURALNESS*

*SIMPLICITY*

*IMPERFECTION*

*SINCERITY*



## *CLEAN, UNOBTRUSIVE BEAUTY*

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Inner beauty doesn't fade and is always beautiful, even when we aren't feeling it on the outside.

Shibui has an unwavering "do no harm" mantra that prohibits harmful ingredients in our formulas.

These "no-no's" include:

Ammonia • Animal by products • Benzalkonium Chloride • Butylated Hydroxyanisole & • Butylated Hydroxytoluene • Carcinogens • Ethanolamines (MEA, DEA, TEA) • Formaldehyde (DMDM Hydantoin + Urea) • GMO's • Heavy Metals • Hydroquinone • Methylisothiazolinone & • Methylchloroisothiazolinone • Mineral Oil • Nano Particles • Oxybenzone • Parabens • Phthalates • Sodium Chloride • Sodium Lauryl Sulfate & Sodium Laureth Sulfate • Triclosan and Triclocarban • Wheat Proteins (Gluten)

# SCIENCE & CARE FOR COLOR TREATED HAIR

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RICE SEED PROTEIN



VEGAN TRIPEPTIDES

BAMBOO EXTRACT



OAT OIL



## CORE 4 COLOR COMPLEX™

- Shibui's high-performance formulas are powered by the Core 4 Color Complex.
- All Core 4 ingredients work together to enhance, preserve, and maintain the integrity of color-treated hair.
- It's not just about preserving your shade—it's about keeping your hair looking and feeling its healthiest, every day.



## SAFE FROM SODIUM CHLORIDE

- Heat, UV exposure, sulfates, and sodium chloride can all contribute to premature color fading.
- Sodium chloride (salt), often used as a thickener, strips natural oils and accelerates color loss.
- Shibui's formulas are safe from sodium chloride to help preserve moisture and protect your hair's hue.

# THE POWER OF PEPTIDES



TREATMENT

## PEPTIDE PRIMER™ LEAVE-IN TREATMENT

This treatment repairs damage caused by bleach, color, and chemical services. This remarkable solution provides long-lasting results, rejuvenating the feel of your hair by helping to restore its strength, softness, smoothness, and shine. The best part? All of these incredible transformations are achieved in just 3 minutes!

Botanical highlights :

- pea peptide
- chia seed extract
- tripeptide-29

-for all hair types-  
5 fl oz/1.7 fl oz

### When to add into your hair routine

Shampoo  
(do not condition)



Towel dry



Peptide Primer™  
Leave-In Treatment



Let sit for 3 minutes



Apply any other  
Shibui stylers



TREATMENT

## PEPTIDE POLISH™ ANTI-HUMIDITY TREATMENT

This featherweight treatment is essential for fighting humidity while preserving and bringing vibrancy to color. Elevates shine and smoothness for a beautiful finish. This treatment lasts in the hair for up to three washes.

Botanical highlights :

- arginine
- karanja oil
- tripeptide-29

-for all hair types-  
6.5 fl oz

### How it works



- Spray liberally from roots to ends on clean towel-dried hair.  
\*Do not apply other styling products\*



- Comb product through hair to ensure complete saturation for best results.



- Using a brush to keep hair taut, blow dry section by section until each section is completely dry.  
\*Heat activation is required for best results\*



### EVERYDAYNESS

#### EVERYDAYNESS SHAMPOO & EVERYDAYNESS CONDITIONER

These everyday shampoos and conditioners gently cleanse and condition, reinforcing the hair matrix with botanical extracts for exceptional shine & softness with prolonged beautiful color.

Botanical highlights :

- rose water, saké (shampoo)
- peach oil, babassu (conditioner)

-for fine to medium hair-  
2 fl oz/12 fl oz/33.8 fl oz/100 fl oz



### VOLUMIZING

#### VOLUMIZING SHAMPOO & VOLUMIZING CONDITIONER

These volumizing shampoos and conditioners gently cleanse and condition for enhanced body, lift, and fullness—while maintaining exceptional shine, softness, and long-lasting color.

Botanical highlights :

- spirulina, cucumber extract (shampoo)
- raspberry seed oil, hydrolyzed quinoa (conditioner)

-for fine to medium hair-  
12 fl oz/33.8 fl oz/100 fl oz



### ULTRA HYDRATING

#### HYDRATING SHAMPOO & HYDRATING CONDITIONER

These ultra hydrating shampoos and conditioners cleanse and infuse hair with a rich blend of hydrating botanical extracts for softer, healthier-looking hair, and reduced breakage with prolonged color.

Botanical highlights :

- camellia, lemongrass (shampoo)
- shea, hyaluronic acid (conditioner)

-for medium to coarse hair-  
2 fl oz/12 fl oz/33.8 fl oz/100 fl oz



### TONING

#### VIOLET TONING SHAMPOO

Bid farewell to unwanted brassiness as the purple pigments work harmoniously to neutralize yellow undertones in your hair. This will reveal a beautiful spectrum of cool, captivating hues while revitalizing the appearance of your locks.

Botanical highlights :

- acai oil
- hibiscus flower extract

-for all hair types-  
12 fl oz/33.8 fl oz



TREATMENT

CLARIFYING SHAMPOO

Specially formulated to help remove stubborn build-up, excess oils, trace minerals & impurities, this shampoo offers a rejuvenating cleanse that leaves your hair feeling light, airy, & full of life.

Botanical highlights :

- apple cider vinegar
- rosemary extract

-for all hair types-  
12 fl oz/33.8 fl oz

TREATMENT

PRIME REJUVENATION™  
SCALP SERUM

This lightweight serum absorbs quickly without buildup to support a calm, comfortable scalp and an ideal environment for healthy hair.

Botanical highlights :

- white tea leaf extract
- quinoa extract

-for all hair types-  
1.9 fl oz



EVERYDAYNESS

EVERYTHING SPRAY™

Your hair's best friend, this versatile spray smooths and eliminates frizz while restoring shine and enhancing color. Boosts hair's natural body while providing thermal protection.

Botanical highlights :

- grape seed oil
- yuzu

-for all hair types-  
8 fl oz/16 fl oz

EVERYDAYNESS

REPLENISHING HAIR OIL

This weightless oil melts into the hair fighting frizz, smoothing, and adding a beautiful, healthy sheen all while preserving and enhancing your color.

Botanical highlights :

- squalane oil
- acai oil

-for all hair types-  
2 fl oz



EVERYDAYNESS

### THERMAL PROTECTION MIST

Embrace heat styling without compromising the health and beauty of your hair, while adding a touch of silkiness & shine to your locks and preserving & enhancing your color.

key ingredients :

- panthenol
- avocado oil

-for all hair types-  
6.5 fl oz



EVERYDAYNESS

### SCULPTING PASTE

A medium-hold defining paste that offers control, texture, and subtle shine while allowing versatile styling on all hair types & lengths.

Botanical highlights :

- passionflower extract
- jojoba oil

-for all hair types-  
3.4 fl oz



EVERYDAYNESS

### AIR DRY CREME

This multi-functional and lightweight creme is designed to help tame frizz, nourish your locks, and amplify shine. All while imparting a touch of heat-free hold to accentuate your natural texture & wave.

Botanical highlights :

- moringa seed oil
- apricot extract

-for fine to medium hair-  
6 fl oz



EVERYDAYNESS

### NOURISHING WORKING SPRAY

Preserve your color and add thermal protection with this versatile and buildable hair spray. Perfect for creating volume and lasting hold while infusing hair with shine.

Botanical highlights :

- echinacea flower extract
- seaweed extract

-for all hair types-  
10 fl oz





#### EVERYDAYNESS

### CREME GEL ELIXIR

Weightlessly style and build structure with texture and control. This color care creme gel also infuses hair with nutrition and thermal protection for style with substance.

Botanical highlights :

- watermelon seed
- rosehip oil

-for all hair types-  
6 fl oz



#### TEXTURE

### TEXTURIZING MIST

This lightweight yet buildable mist helps you achieve a variety of hairstyles. It's fantastic at enhancing texture or creating texture in hair that might need a little extra styling support.

Botanical highlights :

- camellia leaf extract
- pequi oil

-for all hair types-  
8 fl oz



#### SMOOTHING

### TAMING LOTION

Smooth and tame frizz & flyaways for a satiny, silky finish. This advanced color care lotion is perfect for blowouts, providing superior thermal protection with softness and shine.

Botanical highlights :

- coconut oil
- pomegranate seed

-for all hair types-  
6 fl oz



VOLUME

### VOLUMIZING MOUSSE

This ultralight styling mousse provides weightless lift and volume to hair while also nourishing hair for a healthy shine and vibrancy.

Botanical highlights :

- kiwi fruit extract
- algae extract

-for fine to medium-  
7 fl oz



## WE SUPPORT ALL HAIR COLOR

We love your color. From rich, bold brunettes to radiant reds, beautiful color evokes happiness & confidence. This is why Shibui's main goal is to help protect, prolong, and enhance every hue under the sun.

VOLUME

### THICKENING VOLUME MIST

Instantly adds effortless & flexible volume and lift from root to end. The lasting medium hold with heat protection makes this an ideal blow dry companion.

Botanical highlights :

- black castor oil
- pea protein

-for fine to medium-  
6.5 fl oz





## *FOLLOW US!*

Shibui is built on the foundation of community through blogs, education, and relationships among stylists. We want to hear from you and are just a click away— Follow us on Instagram and subscribe on our website to receive exclusive updates and information regarding education, products, & trends in the industry.



 @shibui.hair

shibuihair.com



# shibui.

CONSCIOUS COLOR CARE

Feel free to reach out to us with any inquiries, comments, or questions  
– we're always eager to connect!

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