

SHATUSH

**Style
complex**



SHATUSH HAIR DESIGN



Shatush presents a new range of **creative styling products** with **innovative formulas**, studied for professional use in salons, **offering inspiration** and wide possibility of use.

The styling effect of Shatush Style complex products is given by natural resinous active principles: the products leave hair easy to shape without weighing it down, with a **clean, soft and dry modelling effect**.

The strength of the styling concept is based on the **shaping and protective power of the active principles**: the natural ingredients are the functional protagonists of the formulas, they are not mere “accessories”.

Each product is unique in its kind, innovative in terms of texture, possibilities of use and final result.



Shatush' research objectives always pursue **ease of application, absence of residues and elastic shaping effect.**

The Shatush style complex products are easy to use, they have pleasant fragrances and leave hair feeling soft; for this reason they are perfect also for home use.

The style achieved in the salon is now easier to repeat at home, creating **texture and movement.**

Style complex

The Shatush **STYLE COMPLEX** is a precious mix of ingredients created to **style, protect and give elasticity to hair.**

MYRRH

From classical mythology, Myrrh has become part of the history of perfumery as a precious essence, rich in symbolic meanings. In the style complex, myrrh **natural aromatic gum resin** is used for its **weightless styling effect.**

PROVITAMIN B5

The **emollient and elasticising** action of the Provitamin B5 (Panthenol) is fundamental to prevent damage caused by heat (dryness and fragility). It improves **hair shine and body.**

PECTIN

A blend of **sugars obtained from fruit** that create a natural film, **hydrate and protect** the hair fibre, making it easier to shape and more resistant.

NEW SHAPES, NEW MOVES

The new Shatush Style complex products have been studied to offer you something special compared to the traditional styling waxes or pastes. This is why **each one is unique in its kind.**

Unusual textures and performances give life to a **new concept of shape**, where **softness and hold** simply coexist.

The **styles can always be reshaped**, the hold and texture adapt to your movements and your stylistic needs: with Shatush you can explore the potential of all types of hair, keeping it always **elastic and hydrated, never oily or sticky.**



BENTONITE, STEARETH-21,
METHYL GLUCOSE
SESQUITEARATE, PARFUM
(FRAGRANCE), COMMIPHORA
MYRRHA (MYRRH) OIL,
PECTIN, PANTHENOL,
ACRYLATES/C10-30 ALKYL
SODIUM CROSSLINKER,
SODIUM HYDROXIDE,
ETHYLHEXYLGLYCERIN,
PHENOXYETHANOL.

8 032764 475260

PP
T2M

e 50 ml 1.7 fl.oz
H.I.C. S.r.l. Milano
shatushproducts.com

Style
complex

H Cera gel lucidante.
Plasma e dona corpo,
sostiene lo stile con
finish luminoso, senza
appesantire.
Definisce i dettagli con
controllo antistatico.
Usò: applicare sui
capelli asciutti o umidi
per evidenziare la
struttura delle forme.
Polishing gel wax.
Gives shape and body
with shiny finish. Defines
details and controls frizz
with no added weight.
Use: apply to dry
or damp hair to enhance
structure and shape.

INGREDIENTS: AQUA
(WATER), ISOSTEARETH-20,
LAURETH-4, C12-15 ALKYL
BENZOATE, GLYCERIN,
PARAFFINUM LIQUIDUM.

SH

Morbida crema per
definire lo stile con luce
e movimento naturali.
Texturizza con
flessibilità. Azione
idratante effetto velluto.
Usò: lavorare una piccola
quantità tra le mani e

MATT SOFT WAX

SHAPE DEFINER
semi control & texture

MATT SOFT WAX is a modelling wax created to define the style with flexible texture and support.

It has a dry consistency and it is soft and easy to shape; it is perfect for both men and women's hair styles.

It is reworkable and easy to distribute. It does not fix but controls, it defines without stiffening hair.

Applied to damp hair it offers a smooth, wet and matt effect, totally

different from the "glassy" effect of a gel. It leaves hair soft, without weighing it down or making it sticky. Following its application, the product on the hair tends to disappear leaving an unusual dry feeling without the pasty stiffness of a classic matt wax. After use you can pass your hands through your hair, therefore it is also suitable for medium-length hair.

ON SHORT CUTS
to create an all over messy effect
ON SHORT AND MEDIUM CUTS
models and defines the details of layered areas

PLUS

SHAPEABLE MATT EFFECT
TEXTURE AND SUPPORT
ON DETAILS OR ENTIRE HEAD



If worked in the opposite direction of hair growth it separates the locks. To enhance the matt effect apply a greater amount of product on dry hair.

ROOT LIFTER

TEXTURE SPRAY

volume creator

Blow-dry texture enhancer, formulated to add body and increase volume, it boosts fine hair right at the roots.

Its lightweight brushable formula gives volume and improves texture, while protecting from heat. It controls electricity, allowing style manipulation with frizz control. Suitable also for free-hand styling.

Root Lifter delivers soft and lasting body that is not stiff or sticky, with a natural shine. It gives lifeless limp hair a weightless

volume boost, providing touchable fullness with freedom of movement. Containing Pectin, it enhances elasticity and hinders moisture loss with a natural filming action.

The texturizing and natural hold effect can be increased by applying more product at the roots or in the areas where more texture is required.

APPLICATION ON DAMP HAIR

Root Lifter should be applied after shampooing on towel-dried hair, after removing excess water.

PLUS

ADDS VOLUME
STYLING WITH TEXTURE
ELASTIC HOLD

Root Lifter is suitable on all hair types and is particularly precious for styling dull thin hair; it can be used to add volume all over the hair or in specific sections.



TENDER CREAM

SLEEK MOISTURE definition & movement

TENDER CREAM is a defining cream with a flexible touch, created to style with natural movement and elegant brightness, very refined and never excessive.

It has a very cosmetic nourishing effect on the fibre and at the same time visibly adds body, giving hair impalpable volume and supreme softness.

It can be used to follow the natural movement of the waves, or on damp medium-length hair for a more

smoothing/straightening effect.

The texture is reworkable and offers flexible control and a non-sticky feel. Simply reapply to obtain a more defined look. After drying hair, light touches of product on long and straight hair eliminate any trace of static electricity even when it is very damp.

ON DRY HAIR
highlights and finishes the details
ON DAMP HAIR
compacts and polishes locks
of hair

PLUS

SOFT AND GENTLE TOUCH
SATIN HYDRATING ACTION
ADDS BODY TO FINE HAIR



Tender cream is an excellent cream for gathered hair styles, from the simplest ones to the most complex: it helps to keep short locks in shape and to tame frizzy hair, with a long lasting effect.

STYLE DESIGNER

MODELLING FLUID flexible hold

STYLE DESIGNER is a modelling fluid with a soft and touchable hold. It creates hair styles with control, definition and shine.

It delivers lasting protection by retaining moisture, improves texture and manageability for a shiny and frizz-free result without added weight.

During blow drying, it makes brushing easy and prevents hair breakage and the formation of split ends. The final result is soft and natural, with structure and

elasticity. The product is suitable on all hair types, designed to give style and protection at the same time.

It has a clean and non-sticky feel with a long lasting result even in conditions of high humidity. The fluid texture makes it easy to distribute the product on damp hair and to dose the correct quantity according to the structure of the hair.

APPLICATION ON DAMP HAIR

Apply after shampooing on towel-dried hair. Before blow drying, distribute it evenly with the hands or by combing hair.

PLUS

MOULDABLE HAIR
SOFT STYLING
ELASTIC AND LONG-LASTING HOLD

Style designer is excellent for brushing any kind of hair, from thin to medium-thick. Its styling effect remains soft, clean and never stiff. It is long lasting and resists humidity.





LISS CONTROL

SMOOTH DISCIPLINE

anti-frizz & moisture

LISS CONTROL is a smoothing moisturizing cream, formulated to get perfect smooth styles on any kind of hair, even dry and unruly.

Formulated for straight styling, it nourishes and seals the hair cuticle during blow drying, tames frizz with natural control. Suitable also on damaged hair, it hinders breakage and dullness with an elegant and shiny finish.

Its refined and soft touch is perfect for smooth styling, both for straight

and for well-designed wavy movements. Indispensable on dry damaged hair that requires protection from heat, the creamy texture of the formula gives discipline and nourishment at the same time, preventing damage and early ageing of the hair fibers.

It helps to maintain the correct moisture level. Adds body to thin hair.

PLUS

SMOOTH SOFT TOUCH
HEAT PROTECTION
ANTI-FRIZZ ACTION

APPLICATION ON DAMP HAIR

Apply after shampooing on towel-dried hair. Before blow drying, distribute it evenly with the hands or by combing hair.

The quantity of product to be applied should be adjusted to the kind and conditions of the hair. Apply and blow dry in sections to improve the liss effect.

CURL DEFINER

ELASTIC CONTROL
dynamic design

CURL DEFINER is a curl defining cream, it delivers curl control and enhances natural wavy movements with flexible hold.

It seals in moisture and protects the hair during blow-drying, tames frizz and resists humidity. It gives definition, softens and separates the curls, restoring shine and manageability.

It emphasizes shine and dynamics with natural and elastic movements, does not fix rigid shapes. It defines

and separates curls. On wavy hair, it improves the natural texture, giving hold and control. It seals ends and helps to preserve the correct moisture level. The creamy consistency makes it easy to distribute, even on thick unruly hair.

The creamy formula adds a visible soothing effect to the styling performance.

ON DAMP HAIR
enhances and controls curls

ON DRY HAIR
revitalizes and defines movements

PLUS

PERFECT WAVES
VOLUME CONTROL
ELASTIC CURLS



Curl Definer is suitable for air or blow drying with the brush or diffuser, or even for letting the hair dry the natural way with a more visible separation effect.

SHINE POMADE

STYLING POLISHER

natural hold & gloss

SHINE POMADE is a polishing gel wax. It has a medium hold and leaves a glossy finish without weighing down the hair.

It is suitable for all hair types; has an anti-frizz effect and provides excellent control of static electricity.

Shine Pomade is useful to define details or to mould and highlight the structure of the shapes. Perfect for finishing touches on fine hair; on thick and wavy hair it can be used in larger

quantities to create movement and shine.

On medium-thick hair it can also be applied along the full length of the hair before drying: it makes brushing easier and shortens drying time. Even dry and brittle hair becomes easy to shape.



PLUS

WAX-GEL FORMULA
HIGHLIGHTS DETAILS
FOLLOWS THE MOVEMENT

ON DRY HAIR
enhances layered haircuts and gives a glossy effect

ON DAMP HAIR
adds volume and compacts hair, leaving it soft and weightless

The glossy effect increases the more product is applied. On light blonde hair it leaves a mirror effect shine.

SHATUSH STYLE COMPLEX, MUCH MORE THAN A FINISHING TOUCH.

All the formulas have been studied to **style hair and at the same time protect and hydrate the hair fibre.** The natural film that envelops the hair prevents damage caused by the drying heat and by the aggression of environmental agents, including **smog.**

Shatush styling products also effectively correct **problems caused by the water** that enters in contact with the hair. The water used to wash hair accentuates the hardness and lack of lustre, often penalising the brilliance of the colours. From today, it'll be easier to keep hair beautiful and shiny.

Offer your hair the protection it needs, with **a simple touch of style.**

SHATUSH STYLE COMPLEX

Professional products formulated for the **salon** styling service.
Perfect and easy also for **home use**.

Simply, Shatush



MATT SOFT WAX
SHAPE DEFINER
semi control & texture
50 ml



TENDER CREAM
SLEEK MOISTURE
definition & movement
50 ml



SHINE POMADE
STYLING POLISHER
natural hold & gloss
50 ml



CURL DEFINER
ELASTIC CONTROL
dynamic design
150 ml



LISS CONTROL
SMOOTH DISCIPLINE
anti-frizz & moisture
150 ml



STYLE DESIGNER
MODELLING FLUID
flexible hold
200 ml



ROOT LIFTER
TEXTURE SPRAY
volume creator
200 ml

SHATUSH

is an exclusive brand, distributed
only in selected hair salons.

shatushproducts.com

