

Bumble and bumble.

The Straight Line ships week of September 20, 2011

Concen-straight Pro Treatment

\$150.00 1 litre (backbar only)

WHAT A breakthrough in gentle, non-damaging, customizable hair straightening. The in-salon Concen-straight Pro Smoothing Treatment with Concen-straight Technology,™ done by a stylist, will safely straighten, smooth and soften hair to let clients see straight for up to 30 shampoos.

WHEN Concen-straight Pro Smoothing Treatment is an in-salon, paid service for professional use only. Please note that service should not be administered within two weeks of a haircolor service.

WHO Appropriate for all hair types. Formaldehyde free. Cysteine free. Lye free. Paraben free.



Straight Shampoo

\$29.00 8.5 fl oz. (retail only)
\$9.00 2 fl oz. (limited edition)

Straight Conditioner

\$32.00 8.5 fl oz. (retail only)
\$10.00 2 fl oz. (limited edition)

WHAT Straight Shampoo is our first-ever sulfate-free cleanser and starts hair soft, smooth and reduces frizz. Straight Conditioner adds shine and encourages body and movement. With Concen-straight Technology,™ they work together to help maintain the benefits of Concen-straight Pro Treatment.

WHEN Whenever you shampoo, followed by Straight Conditioner.

WHY Ultra-mild, sulfate-free cleansing; frizz and flyaway reduction; smoothing, softening and detangling; color safe.



Straight Blow Dry

\$28.00 5 fl oz. (retail only)
\$12.00 2 fl oz. (limited edition)

WHAT Straight Blow Dry is a lightweight, heat-activated styling balm with Concen-straight Technology™ that helps deliver straight, smooth, healthy-looking styles with movement – until your next shampoo.

WHEN Anytime for smooth, straight styles, especially after using Straight Shampoo and Conditioner.

WHY Frizz and flyaway reduction; heat-styling and humidity protection; conditioning; lightweight, non-greasy formula; color safe.

