

We deliver:  
Healthy Hair  
Every Day.



find us on  
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blendawide

sudzzfx<sup>®</sup>

ARTFUL DESIGN  
INNOVATIVE SCIENCE™  
SINCE 2002

# FORMULATION PHILOSOPHY

We believe that hair should reinforce and complement your personal style, make a statement and express who you are.

Since 2002, SUDZZfx has been driven by science & focused on fashion, serving up premiere blends that help make a styling statement. Founded by J. Aris Koroyan, SUDZZfx provides stylists advanced haircare solutions with premium performance - in every drop. Each product has been crafted to protect, nourish and reconstruct every strand of hair leaving it better than it was found.

As the new innovators of SUDZZfx, **Beauty Concept Group** is dedicated to continuing to exceed the highest standards & expectations of the industry with quality, color-safe formulations, cutting-edge technology, education resources, service & design.

As we look to the future, our commitment is supporting your artistry. Your canvas awaits...

BCG



high quality ingredients  
no sulfates, no hidden sulfates



# AMAZING HAIR SCIENCE IN EVERY PRODUCT



## 3-D REPAIR COMPLEX™

Powerful hair repair for everyday and any day, that tackles the only three main levels of damage:

### 1: Interior

Replenishes missing proteins to strengthen and add structural stability.

### 2: Exterior

Nourishes the surface of hair & normalizes pH for luminous and mirror-like shine.

### 3: Moisture

Restores essential moisture levels to hair & scalp with liquid crystallized honey for healthier hair.



## COLOURFIX<sup>3</sup>™ COMPLEX

Protects, locks-in and sustains hair colour...longer!

### What It Does:

Protects and preserves colour treated hair from indoor and outdoor exposure.

### The Results:

Colour remains brighter, stronger and deeper for longer periods of time.



## CERTIFIED ORGANIC EXTRACTS

100% natural oils & extracts that offer powerful hair & scalp benefits.

*Asparagus + Parsley  
Sandalwood + Cucumber*

Mixed in homeopathic percentages, these natural hair healers work to help stimulate a regeneration of cells while transforming the process of colour preservation.

*Ideal for:*

- Hair that has been colour treated or with any type of damage
- Hair extension friendly & safe!

Science and Beauty



# CLEANSING SHAMPOOS

Skincare-grade ingredients, 3x the lather...  
Perfectly cleansed hair...ready for anything.



## Cashmere™ Hydrating Shampoo

Hydrates - creates shine - tackles dry hair

A rich hydrating shampoo that delivers a strong dose of moisture while creating shine, silkiness and manageability. It's richly hydrating and perfect for hair that tends to be dry. Lather this incredibly creamy shampoo into wet hair and rinse thoroughly for the sophisticated feel of cashmere. Follow with any SUDZZfx® conditioner.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 4.5 - 5.5



## Whipped Crème & Honey™ Volumizing Shampoo

Adds volume & body - great for fine hair

A volumizing shampoo to strengthen hair as it works to pump up each individual strand, adding body and bounce. It's an ideal shampoo for finer hair textures. Lather this volumizing shampoo into hair daily and rinse thoroughly. Leaves hair as sweet as can be. Follow with any SUDZZfx® conditioner.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 4.5 - 5.5



## Nyrvana™ Purifying Shampoo

Removes minerals & product buildup

A purifying shampoo to remove excess styling and environmental buildup, remove mineral deposits such as chlorine without disrupting hair. Lather this clarifying shampoo into wet hair and leave on for one minute before rinsing thoroughly. Leaves your hair in an enhanced state of Nirvana. Follow with any SUDZZfx® conditioner.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 5.5 - 6.5



## BlondeAmbition™ Luxury Brightening Shampoo

Eliminates brassiness and yellow tones on blonde, gray or silver hair

A luxurious brightening shampoo specifically designed to eliminate brassiness and yellow tones while improving hair inside & out. FXulites® Complex helps restore hair & defend against environmental stresses while ColourFix® Complex® helps provide maximum protection against colour loss. Follow with any SUDZZfx® conditioner.

>> Available In: 10.1 fl.oz./300 mL >> pH: 4.5 - 5.5



## NEW! SmoothIT!™ Frizz Taming Shampoo

Helps to stop frizz before it starts...any day, every day

This anti-frizz smoothing shampoo cleanses completely and tames flawlessly. A luxurious sulfate-free formula, enriched with apple & sweet cherry, smooths straight, wavy, curly or coarse hair and leaves it more manageable with mirror-like shine. Exclusive CortexShield+ delivers nourishment to the root, creating a hydrophilic & hydrophobic humidity barrier to keep frizz OUT and hair health IN. Designed for use in combination with SmoothIT! Frizz Taming Conditioner.

>> Available In: 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 4.5 - 5.5





# NOURISHING CONDITIONERS

*complete hair & scalp nourishment  
universally repaired and healthy hair  
no matter what condition it is in!*



## AquaFix® Hydrating Conditioner

Rehydrates - smooths - soothes - protects

The ultimate hydrating conditioner for extremely dry, moisture-starved hair. It smooths and soothes while defending against daily environmental stress. After shampooing, work through the hair, roots to ends. Leave on for up to two minutes depending on dryness, and rinse thoroughly with warm water.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 4.5 – 5.5



## Enhance™ Weightless Conditioner & Detangler

Rehydrates - detangles - protects

An ultra-light daily conditioner for all hair types to detangle for easier combability. It surrounds hair with all-day protection without adding weight. Work through freshly shampooed hair. Leave on for one minute before rinsing thoroughly with warm water.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L >> pH: 3.5



## Moxee™ Reconstructing Conditioner

Reconstructs - repairs - rebuilds

A reconstructing conditioner for weak, lifeless, critically damaged hair. After shampooing, massage through the hair, roots to ends, paying special attention to ends. Leave on for up to two minutes, depending on damage, and rinse thoroughly with warm water.

>> Available In: 2 fl.oz./60 mL(travel), 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L

>> pH: 4.5 – 5.5



## ColourFix<sup>3</sup>™ Leave-In Conditioner

Restores - protects - adds silkiness

An ultra-light formula rich in FXulites® that helps restore hair and defends against daily environmental stresses. After shampooing, spray onto towel-dried (damp) hair and comb through to distribute evenly. Blow dry & style as desired.

>> Available In: 2 fl.oz./60 mL(travel) & 8.5 fl. oz./250 mL

>> pH: 4.0



## NEW! SmoothIT!™ Frizz Taming Conditioner

Tame even the most unruly hair and offers long lasting humidity control!

This anti-frizz smoothing conditioner delivers a rich dose of essential daily hydration. A luxurious sulfate-free formula, enriched with apple & sweet cherry, smooths all hair types and leaves it with mirror-like shine. Exclusive CortexShield+ delivers nourishment to the root, creating a hydrophilic & hydrophobic humidity barrier that blocks frizz, protects from thermal damage and keeps moisture in. Designed for use in combination with SmoothIT! Frizz Taming Shampoo.

>> Available In: 10.1 fl.oz./300 mL & 33.8 fl. oz./1 L

>> pH: 4.5 – 5.5





no.10

# gels & powders

## FINISHING & STYLING

*Cocktail, combine & blend  
For a customized look to love!*



### BlowOut™ Volumizing Spray Gel

Adds body, volume & shine

An alcohol-free spray gel specifically designed to add body, volume and shine while maintaining hair's vital moisture balance. Spray into damp hair. Air dry and finger style for crisp hold.

volume factor: ●●●●○

>> Available In: 2 fl.oz./60 mL(travel), 8.5 fl. oz./250 mL & 33.8 fl. oz./1 L

hold factor: ●●●●○



### Chizel® Hard Rock Gel

Extreme, rock hair hold

A styling gel for extreme hold and control that allows for dramatic spike and slicked-back looks. Apply to wet or dry hair for rock hard hold. Do not blow dry unless cocktailing with other SUDZZf® styling tools.

hold factor: ●●●●●

>> Available In: 8.5 fl. oz./250 mL



### Zephyr® Volumizing Gel

Creates volumes & curl enhancement

An alcohol-free, medium hold gel to create volume and hold, or to provide exceptional body, smoothness and thickness without flake. Apply to damp hair and work through. Blow dry for volume and thickness. Air dry for texture and hold.

volume factor: ●●○○○

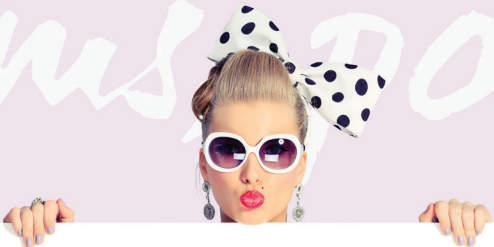
>> Available In: 8.5 fl. oz./250 mL & 33.8 fl. oz./1 L

hold factor: ●●●○○





# Creams, Pomades & potions



no.12



## Lemonade Dreamzz™ Volume & Shaping Crème

Adds volume - holds styles - natural finish

A lightweight, concentrated cream for styling and finishing. Includes styling memory with a natural finish. Emulsify a small amount in hands and distribute evenly through hair. Blow dry, diffuse, piece or spot-style.

>> Available In: 2 oz./57 g

volume factor: ●●●○○○  
hold factor: ●●●○○○



## Marmalade Jazz™ Dri-Jel Texturizing Pomade

Adds shine & texture - defines curls

A unique high-shine, flexible pomade to design and define soft curls, or style and finish with texture and bold hold. Emulsify a small amount in your hands and work through damp hair. Diffuse or blow dry. Use on dry hair for shine, separation and texture.

>> Available In: 2 oz./57 g

hold factor: ●●●○○○



## RowdyPaste™ Matte Texture Finish

Adds matte texture - highly movable

A lightweight movable sculpting paste that provides flexibility for shaping and styling damp or dry hair. Excellent for rowdy or choppy looks. Emulsify a small amount onto fingertips and apply to medium to short dry hair a circular motion to create texture and shape.

>> Available In: 2 oz./57 g

hold factor: ●●●●○○



## Level Strait™ Straightening Potion

Straightens - blocks humidity - eliminates frizz

A humidity resistant, alcohol-free formula successfully straightens both wavy and extremely curly hair. Apply to towel dried hair and comb through to distribute evenly using a large, round brush, blow dry from roots to ends. For added frizz protection add more to resistant or stubborn areas.

>> Available In: 8.5 fl. oz./250 mL

smoothing factor: ●●●○○○  
hold factor: ●○○○○○



## LiquidLuxe™ Luxury Mist

Adds shine - improves combability - conditions

A lightweight leave-in treatment adding brilliant shine that protects and improves texture. Spray into damp hair for improved combability; use section by section with flat or curling irons for added conditioning. Mist on dry hair for lightweight brilliance or to freshen hair in between shampoo's.

>> Available In: 4 fl. oz./118 mL

shine factor: ●●●○○○  
hold factor: ○○○○○○



## Zenyth® Frizz Eliminator

Adds shine - eliminates frizz

A polishing, smoothing serum that's alcohol-free for brilliant shine and frizz elimination. Humidity resistant. Apply a small amount to damp hair, working through to reduce flyaways and frizz, and add shine. Can be mixed with other SUDZfx® styling tools to add shine & control humidity.

>> Available In: 4 fl. oz./128 mL

shine factor: ●●●●○○  
hold factor: ○○○○○○



### PowerFoam™ Styling Soufflé Non-Aerosol Mousse

Creates airy lift - lustrous shine - never flakes!

A rich, creamy, non-aerosol mousse that amps up the volume from root to ends. Apply to damp hair for volume, body & shine. Use at the base of any section of hair or distribute throughout to build extra-volume.

>> Available In: 8.5 oz./250 ml

volume factor: ●●●○○○  
hold factor: ●●●○○○



### AirPlay™ Designing Spray

Adds soft hold - block humidity - sets style

An ultra-fine, dry working spray that provides soft, touchable hold. Works great with a curling or flat iron to create humidity resistant, lasting styles. Spray evenly over dry hair and style with hot tools. Spray again to finish.

>> Available In: 10 oz. US/284 g

hold factor: ●●●○○○



### AeroFixx™ Working & Finishing Spray

Builds & finishes - adds hold & support

A hairspray in a gel-base, this one-of-a-kind working spray helps to build and then finish style. Spray evenly and work into hair. Re-apply for hold and support. Spray section by section when using with heat styling tools.

>> Available In: 10 oz. US/284 g

hold factor: ●●●●○○



*& ask your hairdresser for a custom hair cocktail!*

Your hair is subjected daily to damage from the environment, heat-styling and chemical services. CPR will reverse the damage giving your hair new and ageless life.

Our complete in-salon treatment is the only personalized repair system. It enables your stylist the ability to meet the specific needs of YOUR hair and YOUR lifestyle. From lacking strength & moisture to various types of damage. One hair cocktail does it all!

- 1. Clarify your locks*
- 2. Add protein back in*
- 3. Bring it back to life*

