ARROJO PRODUCT
WHETHER YOUR TAKE ON BEAUTY IS CONTEMPORARY, CREATIVE, VINTAGE, CLASSIC OR COOL, CLAIM THE FREEDOM TO CLEANSE, CARE FOR, AND CREATE WITH ARROJO PRODUCT.
WE USE KIND INGREDIENTS THAT NURTURE THE HAIR TO LOOK AND FEEL GREAT. OUR PRODUCTS ARE VITAMIN-RICH, PROTEIN-PACKED, AND INFUSED WITH PRECIOUS OILS.
WE BLEND COMPONENTS PRIZED FOR COSMETIC PERFORMANCE LIKE ARGAN OIL, CHARDONNAY GRAPE SEED, JOJOBA, MACADAMIA OIL, AND ROSEMARY. ADDING LUXURY, EACH PRODUCT HAS A SIGNATURE FRAGRANCE.
FROM REVITALIZING RHUBARB TO SOOTHING LINDEN BLOSSOM TO MAJESTIC BLACK ORCHID, EACH SCENT IS CAREFULLY PAIRED WITH THE CHARACTERISTICS OF THE PRODUCT IT GOES WITH. DISCOVER A HAIR CARE EXPERIENCE GIVING SWAGGER, STYLE, AND CONFIDENCE.
### CLEANSE

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<th>Color Save Shampoo</th>
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<th>Daily Shampoo</th>
<th>Gentle Shampoo</th>
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<th>SHINE LUXE Shampoo</th>
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<tr>
<td>Formulated to preserve the vibrancy of color-treated hair. The vitamin-rich blend protects hair from all factors of fading, encouraging lasting luster and shine. Will also moisturize, soothe, and detangle. Fragranced with soothing linden blossom.</td>
<td>A sulfate and paraben free shampoo blended for frizzy, wavy and curly textures. With white truffle and chardonnay grape seed it calms frizz, adds moisture, strength and elasticity, putting visible spring into natural textures. Fragranced with uplifting Anjou pear and fig leaf.</td>
<td>An everyday cleanser leaving the hair feeling fresh and light. Protects and strengthens, deflects UV rays, improves body and elasticity. Great for guys, and for anyone that enjoys shampooing every day. Fragranced with revitalizing rhubarb.</td>
<td>Sulfate and sodium-chloride free and appointed with natural and organic ingredients like avocado oil and Aloe leaf this exceedingly kind cleanser offers shine and silk with a nourishing cleanse. Great for keratin-treated hair. Fragranced with fresh verbena.</td>
<td>An extra-rich formulation designed to cleanse and hydrate dry, thirsty and extra-thick hair types. Using coconut oil as a natural emollient, it’s great for creating strength, vitality, and softness while reducing split ends. Fragranced with calming berry musk.</td>
<td>A sumptuous, sulfate and paraben free shampoo to lavishly restore hair’s natural luster and luminescence. Filled with opulent oils that quench dryness, feel good, and create polish, softness and manageability with a regal touch. Fragranced with majestic black orchid.</td>
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### CONDITION

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<th>Color Save Conditioner</th>
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<td>Aside from great color protection, this conditioner gives improved body, more elasticity, and increased smoothness. The lightweight formula also makes it great for fine hair types. Fragranced with soothing linden blossom.</td>
<td>With white truffle, plum and almond oils, this hydrating sulfate and paraben free conditioner provides lightweight and lasting moisture and shine while enhancing the shape and form of waves and curls. Fragranced with uplifting Anjou pear and fig leaf.</td>
<td>The perfect partner to Daily shampoo, multi-functionality makes this conditioner distinctive. Rinse out for a great lightweight condition, or leave-in and get the conditioning benefits of extra shine and luster all-day. Fragranced with revitalizing rhubarb.</td>
<td>Made with coconut, avocado, and sesame seed oils, and with no sulfate or sodium-chloride, this conditioner is a great option for those that prefer the benefits of organic and natural ingredients. Great for keratin-treated hair. Fragranced with fresh verbena.</td>
<td>This high-hydration conditioning creme is rich in thirst-quenching vitamins, macadamia oils, and proteins. It revives and invigorates even the neediest hair types, creating softness, luster, and manageability. Fragranced with calming berry musk.</td>
<td>Sulfate and paraben free, this luxe conditioner is a rich, natural emollient that softens, soothes, and adds texture. Packed with cocoa butter and keratin, it strengthens hair, and puts back moisture and shine. Fragranced with majestis black orchid.</td>
<td>A keratin-protein-packed repair treatment for all hair types. Deep conditioning and health-giving, restoring strength, softness and luster to stressed-out strands. An intensive replenisher best used as a weekly treat. Fragranced with soothing linden blossom.</td>
<td>Long-lasting, color-saving, treatment conditioner using Shea butter and olive oil to preserve the shine, luster, and tone of applied hair colors. Makes all hair types feel softer, stronger, thicker, fuller. Comes out in a delightful, whipped texture. Fragranced with soothing linden blossom.</td>
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**FOUNDATION & STRUCTURE**

**Hydro Mist**

Using glycerin, a natural humectant, to draw moisture to the hair, **hydro mist** is a hydrating lotion and perfect styling preparation. By packing in moisture and sealing the cuticle shut it leaves the hair soft, smooth and pliable. Also great for refreshing pre-styled hair.

**Cream Whip**

For weightless leave-in conditioning, moisture, and silky smooth strands, **cream whip** makes hair easy to brush, comb, and style. Enhances waves and soft movement without adding hold. It’s great for priming hair for natural styling and for loose and playful looks. Sulfate and sodium-chloride free.

**Styling Whip**

Made with nutritious Argan oil styling whip is a versatile styler for all hair types. Provides lightweight conditioning, creates volume and hold, luster, softness and shine. Protects the hair from sun damage, smooths, calms, and fights frizz. A does-it-all, go-to product for blow-drying or finger-styling.

**Volume Foam**

Volume foam lifts, thickens and supports all hair types, especially limp or lifeless hair. An airy consistency makes it easy to apply where volume is created — at the roots. Use to create fullness, body and bounce. The more you use, the more you volumize. Also a great foundation product for styling long hair.

**Defrizz Serum**

A soft, silky, and calming no hold product that eliminates frizz, controls flyaways, and eases excess volume. Using natural proteins to neutralize static and improve elasticity, defrizz is great for creating super sleek strands, even on thick and unruly hair types.

**Shine Luxe Oil**

With precious oils & hyaluronic acid **Shine Luxe oil** is appointed with the most coveted cosmetic ingredients. By binding moisture to the hair it protects, softens and smooths. Works equally well for creating silky straight styles or polished waves and curls. Tremendously kind. Makes hair scintillate.

**CREMES & GELS**

**Hydrating Creme**

A gentle and lightweight moisturizing styler to smooth and polish all hair types. Hair creme creates ultimate smooth control when combined with a blowdry; or it can be pushed through damp hair to add back and languid, soft and sexy slept-in styles.

**Frizz Control**

Moisture-rich and anti-pudding, frizz control tames and calms hair types prone to lots of frizz. Blended with Jojoba and oat proteins it controls, untangles, smoothes and shines. Also great for straightening natural waves and curls with a soft, silky finish.

**Curl Enhancer**

Perfect for soft fine curls and wavy textures, curl enhancer tightens, unites, and enriches the hair, creating textures with shapely spring. The moisturizing creme-based formula helps to refine and boost as textures take shape.

**Curl Definer**

Curl definer is a liquid gel that adds strength and structure, hold and definition to really curly hair. Features frizz-fighting humidity defense, and uses Henna leaf extract to anti-oxidize. Leaves curls soft and flouncy, not hard and crispy.

**Texture Paste**

For unruly curls curl control creates a natural curl formation with manageability, polish, and sheen. Ideal for calming, controlling, adding polish and reducing frizz in thick and rebellious curly textures.

**Styling Creme**

A flexible, medium-hold product that’s perfect for short hair, messy, undone, and disarranged styles. Creates texture and separation with a matte finish. Recommended for the just-rolled-out-of-bed look. Gives the hair lots of grip, making it great for braids and twists.

**Styling Gel**

A volume-building base to support, thicken and hold a variety of looks, styling creme is a versatile style-shaper. Creates polish, slip and body. Deflects UV rays and bathes the hair in moisture, leaving strands soft and pliable. Great for control, hair setting, and updos.

**Curl Control**

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**Defrizz Control**

A non-sticky, firm hold modern translucent gel to slick, shape and control. A versatile style sculptor, you can apply it before you blowdry for serious (but moveable) hold and structure. Or for sleeker and more stylized looks, push it through damp hair and allow to air dry.

**Volume Foam**

Volume foam lifts, thickens and supports all hair types, especially limp or lifeless hair. An airy consistency makes it easy to apply where volume is created — at the roots. Use to create fullness, body and bounce. The more you use, the more you volumize. Also a great foundation product for styling long hair.

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WAXES

**cream wax**
Perfect for polished but disheveled, dirty but defined, off-the-hook, lived-in looks. Makes serious texture, stays gentle and flexible. Low-glow matte finish. Tousles all hair types, styles and lengths into perfectly imperfect shape. Great for men and women alike.

**defining cream**
This playful hybrid of wax and pomade is for women and men who like to add soft control, matte definition, body and texture to their look. With light to medium hold, defining cream is flake free and supple. Great for creating slip, and for reducing volume or frizz.

**pomade**
Giving definition, soft hold, and incredible refractive shine this contemporary pomade is made with beeswax and works just as well for classic cuts as it does for modern, stylized looks. Great for creating slip, and for reducing volume or frizz.

SPRAYS

**wave mist**
Made with sea salt and sea kelp, wave mist is for loose, sexy, lived-in and beach-inspired styles with playful body and texture. Reactivates wave and curl. Great for adding oomph to fine and limp strands. Fights dryness and oiliness. Improves hair texture and increases volume.

**holding spray**
A non-aerosol mist to build volume, add sheen. A fixative and finisher, use to hold styles in place, create updos, and defeat wilting. Holding spray, unlike traditional hairspray, never leaves hair flaky or stiff. Apply throughout the day to rejuvenate styles. Brushes out effortlessly.

**set & style spray**
Using vitamin E for extreme humidity resistance, set & style features a weightless formula that keeps the hair flexible and touchable with lasting shine and hold. Great for creating volume, settling hair into waves and curls, and a variety of beautiful blow-dries.

FINISHES

**ReFRESH dry shampoo**
Hydrolyzed keratin improves texture and shine. Vitamin E keeps hair feeling healthy, soft and lightweight. ReFRESH is a weightless conditioning spray for impossibly soft and silky hair. Fights frizz, static and flyaways. Restores fullness, moisture and shine, making hair irresistibly touchable.

**ReFINISH dry conditioner**
Aloe vera soothes, softens, and moisturizes. Ginger stimulates the scalp, adds sheen. Wheat proteins nourish and repair. ReFINISH cleans hair without water, soaks up excess oils, and removes buildup. It’s a miracle style rescue creating tons of texture and volume.

**PrIMP working spray**
This flexible, fashion-forward styling spray was born in the hotbed of the editorial shoot and is great for layering into the hair to creatively add body, texture, detail and grip. Dries fast for malleable hold. Makes hair responsive to heat-tools. Provides a shield of humidity protection. Shines and shines.

**healing oil**
A restorative glosser healing oil has no sulfates, parabens, or silicones — only the goodness of precious oils. It nourishes split ends, makes them smooth. It speeds up blowdrying time, and leaves a delightful patina. Adds body and softness to straighter strands, boosts shape and form of waves and curls. Also offers UV protection for the hair.

**shine spray**
Using coconut oil and wheat proteins, this no-hold mist is great for finishing styles with glistening shine. Adds moisture, strengthens fine or fragile hair, and calms flyaways.

www.arrojonyc.com
**HIGH GLOSS POLISH**

Use **SHINE LUXE shampoo** and **conditioner** for maximum hydration. Mist **Set & Style Spray** into damp hair, focusing on the roots. Finish with **SHINE LUXE oil** from mid-lengths to ends for scintillating polish and gloss.

**PSST:** To give the finish a satiny sheen (rather than reflective shine), mist **ReFRESH Dry Conditioner** from mid-lengths to ends.

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**STRAIGHT & PIECEY BOBS**

Use **Daily shampoo** and **conditioner** to gently balance and refresh. Combine a quarter-size of **Styling Creme** with a dime-size of **Defrizz Serum** to create structure, smoothness and shine. Blowdry with a **small paddle brush**.

**PSST:** For a more graphic textured finish, add a pinch of **Defining Cream** with a pulse of **ReFINISH dry shampoo**.

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**MODERN BEACHY BOBS**

Use **Curl Hydration shampoo** and **conditioner** to detangle, encourage curl, and calm frizz. Mix equat parts **Curl Definer** and **Curl Enhancer** to create shapely spring, definition and structure.

**PSST:** When diffusing, use a low speed setting with high heat to eradicate frizz, and dry the hair evenly.

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**CASCADING CURLS**

Use **Curl Hydration shampoo** and **conditioner** to detangle, encourage curl, and calm frizz. Spray **Wave Mist** liberally through the hair to nurture playful body and texture. Add **Volume Foam** at the roots to create lightweight volume and lift at the crown. Diffuse or air dry, using the fingers to tousle the shape.

**PSST:** To achieve a more uniform texture, shape artful consistent curls with the **ARROJO Curling Wand**.
TEXTURE & SEPARATION

Use Gentle shampoo and conditioner to repair and nourish long, worn, dry strands. Tousle a dime to quarter-size of Texture Paste through the shape to create texture and separation. Finish by spraying short bursts of ReFINISH dry shampoo into hair for a disheveled, “I-just-rolled-out-of-bed-and-I-look-this-good” finish.

PSST: ReFINISH not only removes excess oils, it creates great texture and volume with no weight or annoying powder marks.

STRAIGHT STYLES & EDGY FINISHES

Use Color Save shampoo and conditioner to preserve the tone and create shine in color-treated hair. Add a handful of Cream Whip to damp hair, and evenly comb through. Blowdry straight. In short bursts, spray ReFINISH dry shampoo at the crown to add a mussy, lived-in texture to straighter strands.

PSST: For a textured, high-shine finish, add a dab of Pomade.

SLEEK & SULTRY LOOKS

Use Moisturizing shampoo and conditioner for ultimate moisture hydration. Mist Protective Thickening Lotion into damp hair. Apply at the roots to give volume at the crown, and apply on mid-lengths and ends to protect against heat from hot tools. Finish with Healing Oil for sultriness, gloss and UV protection.

PSST: For even more hydration, once weekly use Whipped Treatment in place of Moisturizing conditioner for a luxurious, health and style giving deep treatment.

TUMBLING WAVES

Use Curl Hydration shampoo and conditioner to detangle, encourage texture, and calm frizz. Add a handful of Styling Whip to damp hair, combing through from roots to ends. Lightly cup curls and use a diffuser or tousle with fingers to create easy, free-flowing waves. Finish with PrIMP working spray to add shine, fight humidity, and put waves in place.

PSST: Wrap sections of hair around your index finger in a spiraling motion to promote loose natural waves.
LEARN MORE WAYS TO GET GREAT LOOKING HAIR AT STYLENOTED.COM