

STYLIST
TIPS INSIDE

JOHN FRIEDA®
COLLECTION
LONDON PARIS NEW YORK

NEW!



luxurious VOLUME

instantly boosts volume in
3 dimensions for up to:

110% more fullness*

50% more thickness*

90% more lift*

up to **110% more fullness***

Your Hair Challenge:

Limp locks need a boost of energy and root-to-tip strength training.

Luxurious Result:

Full Splendor™ shampoo and conditioner, formulated with patented technology, strengthen from the inside out and plump up strands, giving you visibly fuller hair.

up to **50% more thickness***

Your Hair Challenge:

Skinny strands need major plumping up.

Luxurious Result:

Weightless styling products wrap individual strands to visibly increase your hair's overall thickness.

up to **90% more lift***

Your Hair Challenge:

Hair falls flat and needs a serious pick-me-up.

Luxurious Result:

Styling products lift your hair up from the roots and improve hair firmness for greater all-over lift.

NEW!

luxurious VOLUME

LIFT HAIR TO NEW DIMENSIONS

Now the **John Frieda®** hair care experts have created the new **Luxurious Volume** line that gives you a boost of **fullness, thickness and lift** for noticeably thicker, more full-bodied hair and high style.

*Luxurious Volume system usage
vs. normal shampoo and conditioner

13534-0-350

JOHN FRIEDA®
COLLECTION
LONDON PARIS NEW YORK

GET OUR COVER
LOOK WITH EXPERT
STYLIST TIPS



RISE
TO
EVERY
OCCASION

Prep For Volume

Start with a shampoo like Luxurious Volume Full Splendor™ which begins volumizing in the shower. Gently massage your scalp to remove styling residue. Follow with our lightweight Luxurious Volume Full Splendor™ conditioner for hair that's silky, shiny and ready to rise.



GIVE
YOURSELF
A LIFT

Stylist Tips For High Style

Casual Style: Towel dry, turn your head upside down, spray Lavish Lift™ root booster on the underside of your hair and blow-dry for a few minutes with warm heat for volume from underneath. Lift your head, spray a little Lavish Lift™ Root Booster at the sides for more fullness and go!

High-Style Glamour: Lift your hair with your fingers, spraying Lavish Lift™ root booster deep into roots. Curl individual sections of hair upwards around a medium-sized round metal brush. Blow-dry each strand with hot air for a minute to curl hair, then dry that same strand with cool air to set your style. Full glamour!



MAKE
THE
MOST OF
MOUSSE

Stylist Tips For Light-As-Air Styles

Casual Style: Hold your head upside down. Cover your hair with Bountiful Body™ mousse. Pull evenly through individual strands and scrunch to “fluff up hair.” Blow-dry and go!

High-Style Glamour: Follow the tip above, add a little Bountiful Body™ mousse at the roots, then place a few Velcro rollers at the front and crown of your head. Blow-dry rollers with hot air for a minute, then with cool air to set. Remove rollers, run your fingers through your hair and show off that body!



Hold Every Style

Casual or glamorous, for more fullness, spray any style from underneath with All-Out™ hairspray.



Highest Style Tips

Layered hairstyles are easiest to lift – try long layers! For true glamour, gently backcomb your hair where needed, especially at the crown.