



"The Professionals At Jhirmack Show You What To Do When Your Hair Won't Do Anything."

What do you do when you can't coax your stubborn hair into behaving? Here are some helpful hints from the haircare experts at Jhirmack.



Lather Twice

How to wash your hair.

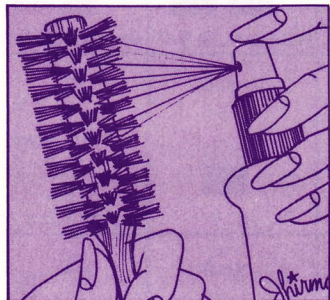
It's important to choose the correct shampoo, and Jhirmack offers four: E.F.A. for dry, Gelève for oily and Gelève for normal hair, plus Nutri-Body™ for fine, thin or limp hair. Each one is professionally formulated to help make your hair more resilient and manageable. Shampoo daily, lathering twice. The first will remove excess oils and the second lathering will enhance body and shine and prepare the hair for conditioning.



Rinse After Conditioning

How to get the most out of a conditioner.

Jhirmack's instant conditioners were designed to be used after every shampoo. E.F.A. adds softness and shine to dry hair. Gelève helps make normal or oily hair more full-bodied and bouncier. And Nutri-Body helps make fine, thin hair luxuriously full and manageable. After conditioning, rinse hair thoroughly if it is oily or normal but give it a lighter rinse if hair is damaged or dry. Once a week, give your hair an intensive treatment with one of Jhirmack's four deep conditioners. They were developed in salons to help correct damaged hair or to protect normal hair. MOISTURPHLEX® adds moisture and bounce to dry, brittle hair; N.C.A. helps restore shine and resilience to damaged hair; Nutri-Pak® helps repair split ends and adds body to highly damaged hair; and pHINALÉ helps protect healthy hair.



Spray directly on brush,
then style

How to make your hair spray work for you.

Stiff, heavily lacquered hair is a thing of the past. Jhirmack Professional Hair Spray gives your hair ample control yet leaves it soft, swingy and natural looking — so you get shakable hair with unshakable hold. You can spray it directly on your hair or spray it on your hair brush while styling. It's so light, it lets your hair's natural shine come through. With these helpful hints and Jhirmack's salon-tested shampoos, conditioners and hair sprays, your hair is sure to behave. And you'll have shiny, bouncy, healthy looking hair.

Jhirmack
Trade secret for beautiful hair



THE PROFESSIONAL HAIR CARE SYSTEM

Satisfies All Five Major Conditioning Needs

Your hair needs the proper balance of five kinds of conditioning: Moisturizing, Repairing, Body Building, Lubricating, and Cleansing. Unlike some other Shampoo and Conditioner systems, the Jhirmack Professional Hair Care System offers complete conditioning action to satisfy all five of your conditioning needs. That's because they were professionally formulated with special conditioning ingredients and salon tested to give you terrific results.

Shampoos and Instant Hair Conditioners—Compatible Shampoos and Instant Conditioners gentle enough for everyday use. In formulas for your special hair type and condition: Dry, Color Treated or Damaged; Normal; Oily; and Fine, Thin or Limp.





















Deep Conditioners—Even though you may use an Instant Conditioner everyday, your hair may need regular *special* attention too. Jhirmack Deep Conditioners should be used once per week for 5 to 10 minutes.

Hair Sprays—Jhirmack Professional Hair Sprays really hold hair, yet leave it soft and manageable, with a natural healthy look. Available in Regular and Extra Hold, Freshly Scented or Unscented. In Aerosol or Pump.

Each of the following Jhirmack Professional Hair Care Systems contains products which have been specially created and salon tested for your hair type and condition, whether your hair is Dry, Normal, Oily or Fine and Thin.

ROI-04164

THE JHIRMACK® PROFESSIONAL HAIR CARE SYSTEM

Hair Type	Shampoo	Instant Conditioner	Deep Conditioners		Professional Hair Spray
			Slightly Damaged	Severely Damaged	
Dry, Color Treated or Damaged — Needs moisturizing and repair of split ends.	 E.F.A.	 E.F.A.	 MOISTURpHLEX®	 NUTRI-PAK®	 Regular or Extra Hold
Normal Hair — Needs detangling, shine and protection.	 GELÁVE NORMAL	 GELÁVE	 pHINALÉ	 N.C.A. or NUTRI-PAK®	 Regular or Extra Hold
Oily Hair — Needs extra cleansing, fluffiness, and natural shine.	 GELÁVE OILY	 GELÁVE	 pHINALÉ	 N.C.A.	 Regular or Extra Hold
Fine, Thin or Limp Hair — Needs body and bounce.	 NUTRI-BODY™	 NUTRI-BODY™	 pHINALÉ	 N.C.A.	 Regular or Extra Hold