

Introducing



The Professional Hair Care System

JHIRMACK shampoos and conditioners have been used and sold by professional hairdressers for over 8 years. Each product has been specially designed for a different hair care need. Now JHIRMACK offers its complete hair care collection with a system of products that will provide the right selection of shampoo and conditioners for your own particular kind of hair and the shape it may be in.

Shampoos - JHIRMACK shampoos are each formulated for a different need, and are all gentle enough for everyday use.

E.F.A. Shampoo - FOR DRY HAIR. Delicate cleansing and corrective conditioning.

GELÁVE® Shampoo - FOR NORMAL HAIR. With gentle cleansing agents and conditioning factors that help prevent dryness and split ends.

GELÁVE® Shampoo - FOR OILY HAIR. Specially formulated to help remove excess oils and to provide natural bounce and shine.

Instant Hair Conditioners - These new products from JHIRMACK are designed for frequent use following shampooing. Fast-acting, these will provide the right conditioning for any need.

E.F.A. Instant Hair Conditioner - Fast action remedy for dry hair. Ends brittleness and fly-away. Gives easy combability and body.

GELÁVE® Instant Hair Conditioner - Protection for normal or oily hair, easy manageability, body, bounce and natural shine.

Special Conditioners - JHIRMACK offers unique concentrates for special needs or problem hair.

MOISTURPHLEX® - A London Fog of moisturizer for dry, brittle, frizzy hair.

PHINALE™ - Protection for healthy hair. For easy manageability and easy combing of thick or highly bodied hair.

N.C.A. - For damaged hair and split ends. Restores shine and smoothness.

NUTRI - PAK® - Creme conditioner for highly damaged hair. Also adds body to fine and thin hair.

These professionally formulated JHIRMACK products can provide a system specially tailored for your unique hair needs. Simply use one of the systems on the reverse side — for Dry, Normal or Oily hair — to find the shampoo and conditioners that will give you the proper cleansing and the right kind of conditioning.

For Dry Hair

If you have dry hair that is:

- ✓ Unmanageable, with static fly-away
- ✓ Coarse and rough, difficult to comb
- ✓ Brittle with split ends, or damaged by bleaching, other chemical treatments or blow drying

THEN YOU NEED A JHIRMACK DRY HAIR SYSTEM DESCRIBED BELOW.

Hair Description

Products to Use

	<u>Products to Use</u>		
	<u>Shampoo</u>	<u>Instant Conditioner</u>	<u>Special Conditioners</u>
Healthy looking, but fine or thin	E.F.A.	E.F.A.	MOISTURpHLEX®
Healthy looking and thick or highly bodied	E.F.A.	E.F.A.	pHINALE™
Slightly damaged, some split ends, color treated, permed	E.F.A.	E.F.A.	MOISTURpHLEX®
Damaged or unusually dry	E.F.A.	E.F.A.	N.C.A. or MOISTURpHLEX®
Very damaged and dry or brittle	E.F.A.	E.F.A.	NUTRI - PAK®

For Normal Hair

If you have normal hair and want:

- ✓ Manageability, easy combing, no fly-away
- ✓ To protect your hair against blow dryer or curling iron damage
- ✓ To add bounce and shine
- ✓ The right amount of conditioning without overdoing it

THEN YOU NEED A JHIRMACK NORMAL HAIR SYSTEM DESCRIBED BELOW.

Hair Description

Products to Use

	<u>Products to Use</u>		
	<u>Shampoo</u>	<u>Instant Conditioner</u>	<u>Special Conditioners</u>
Healthy looking, but fine or thin	GELÁVE®-Normal	GELÁVE®	MOISTURpHLEX®
Healthy looking and thick or highly bodied	GELÁVE® - Normal	GELÁVE®	pHINALE™
Hard to comb or manage	GELÁVE®-Normal	GELÁVE®	pHINALE™
Permanent waved, bleached	GELÁVE®-Normal	GELÁVE®	MOISTURpHLEX®
Damaged, weak hair with split ends	GELÁVE® - Normal	GELÁVE®	NUTRI - PAK® or N.C.A.

For Oily Hair

If you have oily hair and you want a system that will:

- ✓ Clean beautifully without drying
- ✓ End that heavy, limp look
- ✓ Add body and shine without over - conditioning
- ✓ Ensure manageability and easy combing
- ✓ Protect your hair against damage from blow dryers or curling irons

THEN YOU NEED A JHIRMACK OILY HAIR SYSTEM DESCRIBED BELOW.

Hair Description

Products to Use

	<u>Products to Use</u>		
	<u>Shampoo</u>	<u>Instant Conditioner</u>	<u>Special Conditioners</u>
Healthy looking, but fine or thin	GELÁVE®-Oily	GELÁVE®	MOISTURpHLEX®
Healthy looking and thick or highly bodied	GELÁVE® - Oily	GELÁVE®	pHINALE™
Waved, bleached or heat processed hair	GELÁVE® - Oily	GELÁVE®	pHINALE™ or MOISTURpHLEX®
Damaged weak hair, with split ends	GELÁVE® - Oily	GELÁVE®	N.C.A., pHINALE™ or NUTRI-PAK®