

## **Jlife a CREATIVE Systematic APPROACH to STYLING**

Product and use summary by EMAGE & Save Mor B&B  
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All Products contain sea moss – all products give shine, and improve the health of the hair. This is the overall objective of Andrew Jose line of products. All products have a defined purpose but mix well with other products in the range. The concept of J Life is simply to improve your hair, your ease, your life.

Retail Appeal, all designs are created to jump off the shelf. Even in low lights the product is designed to have an on shelf luster to draw your customer's attention. Sizes are designed to help the salon move more retail product. Maximum design is set so that the customer requirement is for a new product every time they are in the salon or every other time they visit the salon. This improves the retail sales and margins for the salon. All products are non diverted and non perverted. This is a small individually owned company – no corporate behemoth behind the line. The complete line was designed by a World renowned stylist Andrew Jose.

Andrew has been a trainer, platform artist and owns and operates one of the top salons in London England. Products were designed with a global approach the best pieces from around the world brought together and reformulated to enhance them. The sea moss base is harvested once a year from the south of France and adds the conditioning and silky appeal of the product and brings strong effects to the hair.

The concept is simple – each product has a specific usable focus – there are not hundreds of confusing alternatives for the salon or stylist and better yet it is not confusing to the stylist. Each product has the same fragrance so mixing is not a problem. The fragrance is light and dissipates quickly so there is no overpowering aroma. All products add shine and therefore add the look of expense to your final style – this in turn makes your customer feel as if they got even more for their money than they expected.

All products names are inspired by the surf and the activity around the surf. All products start with a natural base, and created element is designed to leave the hair after 12 hours. There is NO build up of product in the hair when using J life's complete offer.

Products are broken into complete families, boost, straight, curl and special care. While products cross over these lines it is the stylist who are bringing this unique cross over concept as the mix and play with the offer in various situations.

The J Life concept is multi cultural – there are true product for all hair types, including African American, Asian, Hispanic, and Caucasian.

### **Straight Ahead Family**

Dead Calm: Shampoo and conditioners in this line are designed to improve the manageable effects for people who wish to straighten their hair. The shampoo and conditioner are designed to help the hair lie evenly together and help one hair support the next as it is straightened or flattened. These products help calm the hair through their unique blend of sea moss and a light polymer that aids in styling.

Straight Ahead Serum: Use when wet, this product will help reduce dry time, improve the shine of the hair, bond the hair to each other to help in the process, and has a great ability to rid the hair of frizz, reducing in blow dry 30%

TIPS: Use only a small amount at a time and revisit the bottle as needed. Run your fingers through the hair until you find where the texture has changed. To apply put a small portion in the well of your hand and then apply to the finger tips – do not try to emulsify this serum it already is. Move from right to left around the hair gently pulling the serum through the ends – typically not needed on the root area as the natural oil and moisture is enough. Where the serum is too strong or the hair too fine, use the smoothing mousse instead for the same great results. (This mousse adds body and shine and is not a dry or drying mousse.)

In Control Mousse as noted above gives you the ability to manipulate the hair without adding oil but still adding shine. The product feels slippery and then begins to grip but will never flake. This is an added lighter touch for finer hair, but many salons use it in conjunction with boost products to give the superior finish to the hair.

TIP: Spray the mousse into your palm – do not emulsify, but instead using your comb dip into the mousse and comb through the hair – looks more creative and give the customer the feel of a more expensive treatment.

Heat Shield: this product has no hold or styling capability. Heat shield protects the hair with UV blockers and heat blockers that coat the cuticle before straightening the hair. Protection level is tested up to 400 degrees (common top end of flat irons). Use this anytime you blow dry, or straighten the hair.

### **Volume and Volumizing**

The Big One: Shampoo and Conditioners are designed to improve the volume of the hair and release the energy of the hair that can be trapped by clogged pores, or matting to the scalp. Still with a sea moss base that gives a soft gentle feel as

well as shine. This product plumps the hair by adding moisture, cleanses the scalp and releases the hair structure to rise up.

**Boost:** Designed to boost the volume of the hair without collapsing the hair structure with oil or weight. There is a slight alcohol content that keeps the scalp dry and free of oil. This is a great cross over product the complete range. This is a denatured alcohol product designed specifically for the cosmetic market. This product creates a natural look for flattening the hair; it gives control of fly away hair acts as a root lift for curls, and a total lift for volume. For curly hair this product will pull the hair up and help contract the cuticle giving strong curl definition.

**TIP:** If you are looking for a substitute for aerosol hair spray this is it. Also for customers using the PM Fast Dry this is a comparable and more effective alternative.

**New Boost Mousse:** Currently in production this offer will improve volume and lift, but it is not sticky and will have no build up.

## **CATCH A WAVE FAMILY**

**Catch a Wave:** For wavy hair with control. Shampoo and Conditioner designed to follow the natural wave of the hair and help bond the individual hairs together improving the smoothness and flow of the curl. Adds a specific conditioning agent designed for textured hair, with pro vitamin B5 added.

**Perfect Wave:** A distinct cross between a Gel and a Serum, this product is to be used on damp or wet hair and seems very runny. Perfect wave is silky to the touch and disappears into the hair easily. Over use of this product is near impossible – it will not leave an oily feel but once again it will help nurture the hair to follow the natural texture with the adjoining hair. This will help to define the curl more naturally and accentuate the curl with a little twist from the stylist.

Perfect wave is a cross over product – great for blow drying, great for sets, great for rollers, giving a great shine and hold.

## **Special Family**

**Extreme Color Protection:**

All J Life products are designed as color protection with a natural ph that helps shut the cuticle and trap the color in the hair. Extreme color protect has an added level of conditioning and adds an additional level of pearlescent shine to the hair to improve the look and reflection of the color in the hair.

Note: Most color loss (90%+) comes from the moisture used in washing your hair which in turn swells the cuticle and allows impure color molecule or non-bonded color molecules to flow down the drain. This is an issue with the color as most professional level shampoos are no longer abrasive to the hair structure. If the client is having this issue – maybe it is a good time to review your color line as many new innovations have been added to the market and many changes have been made in the more popular color lines which are not helping your clients with fade. Larger molecules and impure dye pigments are cheaper to make but do not help the stylist keep their customer.

Drench Conditioning: Drench is an intense conditioning product designed to leave your hair lively and responsive not weighted down. There are 20 full applications in a tube. This product can be used before or after color, prior to perms. Product can be used at home about once or twice a week. Leave in moist hair for 5-10 minutes and wash out with water.

Tips: Sell an intense treatment with the value of the product included in the offer in order to stimulate retail sales for the future.

Tips: Use Drench prior to color treatment let set for five minutes and color the hair wet. The wet hair swells the cuticle and when you apply color you will get better penetration of the color molecule in the hair shaft. Drench will keep the hair conditioned during and after the process for great silky smooth results.

SOS Leave In: This leave in conditioner again full of sea moss helps aid as a cutting agent, softens the hair prior to perms and as a detangle spray. Use prior to swimming to fend off the damages of chlorine. Product will not add weight to the hair so liberal use is advised.

ROCKER CLAY: Good for both men and women when you want a, pieced look, to the hair that is still flexible and manageable through the day. Great for tuxedo styles, as a workable product. There is no build up and the product is water soluble. USE ON DRY HAIR

TIP: Use inner tray to display in salon. Emulsify the product and work through the hair in the natural direction of growth then style as desired. Will not flake

GEL: No flakes, no dandruff look, No crumbling – this is a strong and professional gel product – great for mixing and matching with other offers – spray in shine spray emulsify and play with the hair to give defined looks.

**BOARD WAX STICK** – A softer creamier wax that is more manageable in your hand. Very malleable, easy to work with wont set up easy to get out of the hair and easy to use on thicker hair due to the pliability of the product.

**SHINE Spray:** Not oil based, functional shine to any hair including blondes Spray nozzle allows for the light touch to achieve the right touch. Apply from 10-12 inches from the hair.

**SUNSET SURFER** – A key product in the range and in any stylist tool bag. This product adds separation with about 20% holding power. Gives refined details, and definition to the style. The concept is to give that level of high cost hair or model hair at the end of the style – the Victoria Secret look. Controls frizz gives flexibility, helps define or elongate curls. An overall product that is a key styling tool. You can use too much so apply sparingly to your hand and go back for more as needed.

**ARFIXX Hair Spray:** Holds with a fine mist – to achieve more hold spray longer. Re work the hair and spray again as desired. Spray directly on brush to give a dryer straight look to the hair with edgy lines.

**SURFER GIRL Spray:** From the beach creates a more disheveled look in the hair with some body, some hold, and some management. There is no wax, no oil, helps in the preparation for more extreme or subdued styles. Create funky up doos, create fluff or edges. An overall product that needs to be played with to find the most interesting results for various customers. Crunch it, scrunch it and use it liberally.

**TIP:** Spray it, blow dry, spray again and blow dry the crumple, scrunch, mush, or mess the hair for interesting creative results.