

our stake in the ground



nature-derived, non-GMO and biodegradable breakthrough for durable hair styling in any weather

styleze™ es-dura ingredient

unique sustainable guar hair styling technology provides outstanding all-weather style durability naturally flawless styles and curl definition

lightweight feel that doesn't weigh down the hair

nature-derived, non-GMO guar-based polysaccharide technology

biodegradable















Imeets ISO 16128-2:2017 50% - 99% natural origin content standard PHas attained a sufficient level of biodegradation that meets the requirements for tready' or 'inherent' according to OECD or related methods such as, 301, 302, or 306. Or product has been assessed as being biodegradable based on a read-across to a chemical with similar structure or the product components have been analyzed for biodegradation potential.



learn more



efficacy usability allure integrity profitability™



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