

AUROLA[®]

BEAUTY

PRODUCT GUIDE



AURORA
BEAUTY

MOISTURE INFUSION
SHAMPOO

Softens & Moisturizes
No Parabens, Sulfates or Sodium Chloride.
Safe on Color, Keratin and Extensions.
UV & Thermal Protection

8 fl oz / 236 ml

AURORA
BEAUTY

MOISTURE INFUSION
CONDITIONER

Softens & Moisturizes
No Parabens or Sodium
Chloride. Safe on Color, Keratin
and Extensions. UV Protection.

8 fl oz / 236 ml

AURORA
BEAUTY

VOLUMIZING ELIXIR

Body, Lift & Medium Hold
No Alcohol, Parabens
or Sodium Chloride.
UV Protectant.

8 fl oz / 236 ml

AURORA
BEAUTY

ROOT BOOSTING
HAIRSPRAY

Root Boost Volumizer
& Hairspray
No Parabens
UV Protectant.
Humidity Resistant.

net wt. 10 oz / 284 g

AURORA
BEAUTY

FRESH START
DRY SHAMPOO

Adds Volume & Neutralizes
No Parabens, Sulfates or Sodium
Chloride. Color and Keratin Safe.
Thermal Protectant

net wt. 3 oz / 85 g

AURORA
BEAUTY

HYDRA SCULPT
STYLING CREAM

Curl Defining & Smoothing
No Alcohol,
Parabens or Sodium Chloride.
UV & Thermal Protectant.

4 fl oz / 118 ml

AURORA
BEAUTY

SHEER MIST
ANTI FRIZZ SPRAY

With Brilliant Shine
No Alcohol,
Parabens or Sodium Chloride.
UV & Thermal Protectant.

4 fl oz / 118 ml

AURORA
BEAUTY

TACKED

Instantly Creates Sexy, Textured
Texture On Any Hair Type
No Alcohol, Parabens or
Sodium Chloride.
net wt. 2 oz / 57 g



MOISTURE INFUSION SHAMPOO

Softens & Moisturizes

No Parabens, Sulfates or Sodium Chloride. Safe on Color, Keratin and Extension. UV & Thermal Protection

DESCRIPTION

Moisture replenishing shampoo helps repair and renew dry hair while reducing frizz and fly -aways. Its especially formulated moisture - preserving ingredients infused with keratin and moroccan oil to penetrate deeply and gently cleansing and conditioning dry damaged hair.

HOW TO APPLY

Apply Moisture Infusion Shampoo to wet hair and massage into a rich lather, rinse and repeat if necessary . Follow with Moisture Infusion Conditioner.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Polyquarternium-59 - UV absorber designed to protect hair and prevent fading of color

Silicone Quaternium-16 - A cationic micronized silicone that gives superior wet and dry combing, smoothing and heat protection

Guar Hydroxypropyltrimonium Chloride - Natural guar gum derivative that adds volume, conditions hair without build-up, smoothes and de-frizzes hair

INGREDIENTS

Water/Aqua/Eau, Sodium Lauryl Sulfoacetate, Disodium Laureth Sulfosuccinate, Sodium Lauroyl Sarcosinate, Cocamidopropylamine Oxide, Sodium Cocoyl Isethionate, Propylene Glycol, Sodium Lauroamphoacetate, Argania Spinosa Kernel Oil, Acrylates Copolymer, Glycol Stearate, Silicone Quaternium-16, Sodium Methyl Cocoyl Taurate, Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride, Fragrance/Parfum, Panthenol, Guar Hydroxypropyltrimonium Chloride, Citric Acid, PEG-55 Propylene Glycol Oleate, Undeceth-11, Butyloctanol, Undeceth-5, Polyquaternium-59, Butylene Glycol, Methylisothiazolinone, Orange 4/CI 15510, Red 40/CI 16045, Limonene.



MOISTURE INFUSION CONDITIONER

Softens & Moisturizes

No Parabens or Sodium Chloride. Safe on Color, Keratin and Extensions. UV Protection.

DESCRIPTION

Helps replenish and rebalance hairs moisture level, without weighing it down. Rich in vitamins and antioxidants to help strengthen dry, brittle hair. Its formula is enriched with morrocan oil and keratin to give hair smooth, soft, shiny frizz free look.

HOW TO APPLY

Distribute conditioner from scalp to ends. Rinse and repeat if necessary. For more deep conditioning, leave on for 5 to 10 minutes before rinsing.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Phospholipids - Hair and skin conditioner that attracts water to hair to maintains long-lasting moisture

Amino Acids (Betaine, Sorbitol, Glycine, Alanine, Proline, Serine, Threonine, Arginine, Lysine, Glutamic Acid) - Amino acids are the building blocks of proteins and are used to strengthen, repair and condition the hair shaft

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Retinyl Palmitate - Increase moisture and hair body, suppleness and sheen, and improves texture that has been damaged by chemical treatment

Ascorbyl Palmitate - Functions as a hair nutrient, conditioner and antioxidant

Chamomilla Recutita (Matricaria) Flower Extract - Scalp conditioning and soothing

Achillea Millefolium (Yarrow) Extract - Helps tone and heal dry or damaged scalp by reducing flaking and restoring suppleness while helping to promote hair growth

Rosa Canina Fruit Extract - Nutrient and scalp conditioner

Melissa Officinalis (Lemon Balm) Leaf Extract - Helps maintain a healthy scalp by adding extra nutrients and conditioners

Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

Quercus Alba Bark Extract - Natural astringent that has anti-inflammatory and anti-irritant properties that is beneficial for skin and scalp conditions. Helps condition scalp while adding extra shine to hair

Geranium Maculatum Extract - Soothing

Symphytum Officinale (Comfrey) Extract - Great for the scalp and prevents dryness, stimulates hair growth and adds moisture

Salvia Officinalis (Sage) Leaf Extract - Helps maintain a healthy scalp while strengthening and conditioning hair

Aloe Barbadensis Leaf Juice - Saturated with essential vitamins and minerals that help heal scalp, add sheen, luster and shine while fighting frizz and restoring hair back to proper health

Hamamelis Virginiana (Witch Hazel) Extract - Hair and skin conditioning, soothing and stimulating

Hydrolyzed Wheat Protein - Helps repair and condition hair

Dicetyldimonium Chloride - Conditioning and detangling agent that helps smooth hair, while helping to protect it from damage during styling

INGREDIENTS

Water/Aqua/Eau, Cetyl Alcohol, Dicetyldimonium Chloride, Stearyl Alcohol, Argania Spinosa Kernel Oil, Cetrimonium Chloride, Dimethicone, Fragrance/Parfum, Panthenol, Phospholipids, Tocopheryl Acetate, Retinyl Palmitate, Ascorbyl Palmitate, Chamomilla Recutita (Matricaria) Flower Extract, Achillea Millefolium Extract, Rosa Canina Fruit Extract, Melissa Officinalis Leaf Extract, Cymbopogon Schoenanthus (Lemongrass) Extract, Quercus Alba Bark Extract, Geranium Maculatum Extract, Symphytum Officinale Extract, Salvia Officinalis (Sage) Leaf Extract, Aloe Barbadensis Leaf Juice, Hamamelis Virginiana (Witch Hazel) Extract, Sodium PCA, Sodium Lactate, Aspartic Acid, Glycine, Alanine, Proline, Valine, Isoleucine, Histidine, Serine, Threonine, Arginine, PCA, Phenylalanine, Methyl Gluceth-10, Hydrolyzed Wheat Protein, PEG-90M, Citric Acid, Triethanolamine, Methylisothiazolinone, Methylchlorisothiazolinone, Hydroxyethylcellulose, Glycerin, Red 40/CI 16035, Orange 4/CI 15510. Limonene, Linalool, Sodium Benzoate.



VOLUMIZING ELIXIR

Body, Lift & Medium Hold

No Alcohol, Parabens or Sodium Chloride. UV Protectant.

DESCRIPTION

Reach new heights with this weightless spray that gives limp, lifeless hair voluminous body. Lifts hair at the root while plumping each strand to create touchable, long lasting body.

HOW TO APPLY

Apply to damp hair starting at the root and working your way to the ends for ultimate all over volume.

KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Hydrolyzed Rice Protein - Helps strengthen hair fibers while repairing and conditioning hair

Arctium Lappa (Burdock) Extract - Rich in phytosterols and essential fatty acids to help promote hair growth while maintaining a healthy scalp by alleviating grease and oil

Hedera Helix (Ivy) Extract - Works with Burdock to aid in cleansing and conditioning scalp while controlling oil

Trigonella Foenum Graecum (Fenugreek) Extract - Helps stimulate the follicle for healthier hair

Hydrolyzed Algae Extract - Hair nutrient that moisturizes and conditions

Benzophenone-4 - UV-absorber to protect hair from the sun

INGREDIENTS

Water/ Aqua / Eau, Polysorbate 20, PVP, Sodium Polystyrene Sulfonate, Disodium Lauroamphodiacetate, Glycerin, Fragrance/Parfum, Butylene Glycol, Panthenol, Sodium Benzoate, Panthenyl Hydroxypropyl Steardimonium Chloride, Hydrolyzed Rice Protein, Arctium Lappa (Burdock) Extract, Hedera Helix (Ivy) Extract, Trigonella Foenum-Graecum (Fenugreek) Extract, Hydrolyzed Algae Extract, Benzophenone-4, Methylisothiazolinone, Red 4 / CI 14700, Yellow 6 / CI 15985, Benzyl Benzoate, Citronellol, Coumarin, Linalool, Hexyl Cinnamal, Alpha-Isomethyl Ionone, Butylphenyl Methylpropional, Limonene, Phenoxyethanol, Potassium Sorbate



ROOT BOOSTING HAIRSPRAY

Root Boost Volumizer & Hairspray
No Parabens. UV Protectant. Humidity Resistant.

DESCRIPTION

Resist humidity and create big volume by plumping up hair at the root and to secure body to your all over finish. Hair is left visibly thickened and noticeably more voluminous with a healthy shine.

HOW TO APPLY

Spray at the base and between layers to build volume. Can also be applied to damp hair at the root to achieve phenomenal lift or to dry hair to activate textural volume. Great for all hair textures.

CAUTION FLAMMABLE

Avoid spraying in eyes. Contents under pressure. Do not puncture or incinerate. Do not store in temperatures above 120°F. Keep out of reach of children.

KEY INGREDIENTS

Panthenol - Form of Vitamin B5 that penetrates through the cuticle of the hair and acts as a powerful humectant that helps hair maintain moisture in the cortex and on the surface, leaving it more pliable, shinier, stronger and thicker

Lanolin - Moisturizes and conditions hair and scalp

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Benzyl Salicylate - UV-absorber to help protect hair from the sun

Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer - Provides hair with humidity protection

INGREDIENTS

SD Alcohol 40 (Alcohol Denat), Hydrofluorocarbon 152a, Butyl Ester of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Panthenol, Lactamide MEA, PEG-75 Lanolin, Glycerin, Aminomethyl Propanol, Dimethyl Lauramine Isostearate, Linoleamidopropyl Ethyldimonium Ethosulfate, Fragrance (Parfum), Ethylhexyl Methoxycinnamate, Hydroxycitronellal, Linalool, Benzyl Salicylate, Amyl Cinnamal, Geraniol, Butylphenyl Methylpropional, Citronellol, Hexyl Cinnamal, Alpha-Isomethyl Ionone.



FRESH START DRY SHAMPOO

Adds Volume & Neutralizes

No Parabens, Sulfates or Sodium Chloride. Color and Keratin Safe. Thermal Protectant

DESCRIPTION

The ultimate neutralizing quick-fix product for skip days. Part dry shampoo part volumizer. Its unique formula soaks up oils and gives your flattened, blown-out coif an instant dose of attitude. All without the powdery residue that some dry shampoo's leave behind. This specialty shampoo is great for all hair types and extensions. Safe for colored, straightened and chemically-treated hair.

HOW TO APPLY

Hold the can 4 to 5 inches away from your root and spray generously from root to ends. Give your hair a quick tousle to maximize the texture. Then style as desired.

CAUTION FLAMMABLE

Do not expose to temperatures exceeding 120°F. Contents under pressure. Do not puncture or incinerate. Not to be used near fire or flame. KEEP OUT OF REACH OF CHILDREN.

KEY INGREDIENTS

Aluminum Starch Octenylsuccinate - Starch-derived ingredient to help absorb excess oil

Stearalkonium Hectorite - Natural clay used to help absorb excess oil

Cyclopentasiloxane - Silicone that adds shine without weight, helps control frizz and provides hair with heat protection

INGREDIENTS

Propane, Alcohol Denat., Butane, Isobutane, Aluminum Starch Octenylsuccinate, Cyclopentasiloxane, Isopropyl Myristate, Stearalkonium Hectorite, Propylene Carbonate, Fragrance/Parfum.



HYDRA SCULPT STYLING CREAM

Curl Defining & Smoothing

No Alcohol, Parabens or Sodium Chloride. UV & Thermal Protectant.

DESCRIPTION

A deeply nourishing styling cream that eliminates frizz by blocking humidity and smoothes the hair strand. Leaving hair shiny yet never greasy or heavy. Enhances and defines curls providing a natural hold.

HOW TO APPLY

Scrunch throughout damp hair, targeting denser curls for ultimate conditioning. Use on dry hair for individual curl definition. Also great for smoothing and refreshing day old styles.

KEY INGREDIENTS

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Polyquaternium-59 - UV absorber designed to protect hair and prevent fading of color

Benzyl Salicylate - UV-absorber to help protect hair from the sun

INGREDIENTS

Water/Aqua, Cetyl Alcohol, Cetearyl Alcohol, Glycerin, Di-PPG-2-Myreth-10-Adipate, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Behentrimonium Methosulfate, Hydroxyethylcellulose, Polyquaternium-59, Butylene Glycol, Amodimethicone, Fragrance/Parfum, Tocopheryl Acetate, Propylene Glycol, Disodium EDTA, Octoxynol-40, Isolaureth-6, Sodium Benzoate, Methylisothiazolinone, Benzyl Benzoate, Limonene, Benzyl Salicylate, Butylphenyl Methylpropional, Alpha Iso-Methyl Ionone.



SHEER MIST ANTI FRIZZ SPRAY

With Brilliant Shine

No Alcohol, Parabens or Sodium Chloride. UV & Thermal Protectant.

DESCRIPTION

Get intense smoothing and shine. Made with ultra-smoothing argan oil from Morocco. It soaks deeply into frizzy, dry, chemically-treated hair without feeling greasy or oily. Speeds up drying time. Locks out frizz all day even in intense humidity. Dramatically transforms frizzy, fried ends, and dries without a trace.

HOW TO APPLY

Spray on wet or dry hair. Starting at the ends and working your way up the hair shaft. Best to avoid the root area. Dry and style as desired. Can also be sprayed on your styled hair to add even more shine.

CAUTION FLAMMABLE

Keep away from fire or flame. Do not use while smoking. Avoid spraying near eyes. Keep out of reach of children.

KEY INGREDIENTS

Betula Alba Bark (Birch) Extract - Stimulates hair growth, strengthens roots and prevents dandruff while adding shine

Cymbopogon Schoenanthus (Lemongrass) Extract - Scalp conditioning and soothing

Simmondsia Chinensis (Jojoba) Seed Oil - Deep penetrating oil that softens and conditions

Carthamus Tinctorius (Safflower) Seed Oil - Emollient for softening hair and conditioning

Tocopheryl Acetate - Antioxidant that conditions hair and protects against damage

Ethylhexyl Methoxycinnamate - UV-absorber to help protect hair from the sun

Cyclopentasiloxane - Silicone that adds shine without weight, helps control frizz and provides hair with heat protection

Dimethiconol - A silicone used for added shine, conditioning and heat protection

INGREDIENTS

Cyclopentasiloxane, Isopropyl Palmitate, Fragrance/Parfum, Dimethiconol, Ethylhexyl Methoxycinnamate, Cymbopogon Schoenanthus Extract, Betula Alba Bark Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Tocopheryl Acetate, Benzyl Alcohol, Benzyl Benzoate, Limonene, Linalool.



TACKED

Instantly Creates Sexy, Tousled Texture On Any Hair Type
No Alcohol, Parabens or Sodium Chloride.

DESCRIPTION

This medium hold, pliable, molding tac is ideal for creating a wide variety of hairstyles. from textured and choppy layered looks to short and sassy pixies. Also, great for many men's styles as well. Infused with argan and coconut oils to help repair, moisturize and add shine to all hair types giving the hair a semi-matte finish.

HOW TO APPLY

Can be applied to damp or dry hair for a wide variety of textured styles.

KEY INGREDIENTS

Argania Spinosa Kernel (Argan) Oil - Deep penetrating oil that instantly absorbs into hair producing incredible shine, helps control frizz, softens and aids in curl definition, and conditions hair

Ilex Paraguariensis (Mate) Leaf Extract - Powerful nutrient and antioxidant, rich in vitamins and amino acids that helps condition and protect hair and scalp

Cocos Nucifera (Coconut) Oil - Conditions and softens hair while adding great shine

INGREDIENTS

Water/Aqua/Eau, Ceteth-20, Glycerin, Cetearyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Tribehenin, Bis-Diglyceryl Polyacyladipate-2, Argania Spinosa Kernel Oil, Cocos Nucifera (Coconut) Oil, VP/VA Copolymer, Dimethicone PEG-8 Meadowfoamate, Fragrance/Parfum, Dimethicone, Phenoxyethanol, Caprylyl Glycol, Ilex Paraguariensis Leaf Extract, Ethylhexylglycerin, Hexylene Glycol, PEG-90M, Limonene, Linalool, Citral, Geraniol, Citronellol, Farnesol, Hexyl Cinnamal.