

hh simonsen®

LET'S TALK ABOUT

THE HH SIMONSEN WETLINE AND STYLING SERIES



CROTEIN™
Hydrolyzed keratin, which
helps reconstruct hair's
naturally healthy keratin level.





WE PROUDLY PRESENT

THE HH SIMONSEN WETLINE



hh simonsen®

INTRODUCING ...

A NEW DAWN FOR HAIR EVERYWHERE

The best and most effective shampoo series ever. That was our goal. Now you can experience Wetline – an ambitious line of paraben-free shampoos, conditioners, and hair masks for professionals that make a difference for you and your hair – regardless of your hair type.

When beauty and technology come together, new opportunities for innovation arise. We collaborate with leading researchers and develop new products in our own laboratory where we test and enhance every ingredient in our products. This results in a stronger finish, specifically formulated for your hair's structure and care needs.

The secret behind Wetline is the building blocks of your hair: Keratin. With keratin as the main ingredient, you get healthier and stronger hair that rebuilds damaged ends and brings back shine to your strands. Enriched with natural-based oils for extra moisture and flexibility – and a naturally deep care for beautiful results.

Unveil an exclusive hair experience with HH Simonsen Wetline.

Made to strengthen your hair, every day.



STRONGER | HEALTHIER | SHINIER



KERATIN

THE HAIR'S OWN NATURAL WONDER

Keratin makes up about 85% of your hair and it is crucial in maintaining the hair's health and strength. So of course, keratin was also essential for us in the creation of our Wetline. It is the unique use of keratin in various compositions that makes every single shampoo, conditioner and mask something truly out of the ordinary.

WHAT IS KERATIN?

Keratin is a complex fibrous structural protein and one of the key structural materials of nails, skin, teeth and hair. Keratin is made up of amino acids that add elasticity, strength and smoothness to the hair. Hair that contains enough keratin is more capable of resisting sunlight, cold weather, the heat from styling tools and other kinds of environmental stress. A lack of keratin on the other hand makes the structure and cuticle of the hair porous and weak. This results in a cuticle unable to preserve both moisture and color molecules – and a hair that is more likely to break or have split ends.

WHO ARE THE ENEMIES OF KERATIN?

The level of keratin is among other things reduced by the heat from hair dryers, straightening- and curling irons, chemical treatments and sunlight.

THE KERATIN IN OUR WETLINE

When keratin is added to a haircare product the objective is to lend the hair a helping hand and increase the benefits of

the naturally occurring keratin. In other words, the hair will regain its natural health, strength and structure. Our Wetline products use keratin in different shapes – and most importantly of various molecular weights. The weight of the molecules decides how well they penetrate the structure of the hair and thus which part of the hair strand they affect. This way we can construct each product so that the keratin matches the type of product (shampoo, conditioner or mask) and is able to find and rebuild all damaged spots throughout the hair structure. A lower molecular weight lets the keratin penetrate deeper into the hair strand, while a higher molecular weight means that the keratin primarily helps the cuticle and outer layers of the hair strand.

HYDROLYSIS

Hydrolyzed keratin is used in a large part of our products. Hydrolysis is a chemical reaction during which a molecule absorbs water and split into two. The result is keratin molecules with moisturizing “super powers” that are able to even further increase the elasticity and moisture levels of the hair.

RETURN TO WOW

YOU BELONG THERE





REPAIR

FOR DAMAGED/DRY HAIR

It is not always easy being hair. You have to withstand UV radiation, cold weather, hair products, washing, blow drying, straightening and much more. Fortunately, there is hope in the horizon for tired and damaged hair. And this hope comes in the form of HH Simonsen's reconstructive Repair series, which contains revolutionary ingredients that set new standards for effective emergency help for your hair.



REPAIR

SHAMPOO

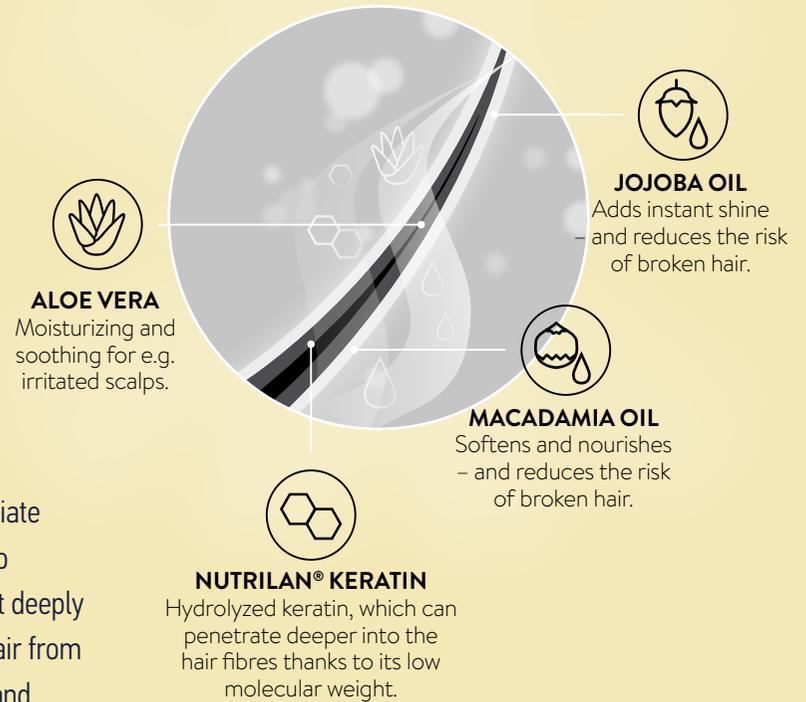
HH Simonsen Repair Shampoo provides immediate emergency help for damaged hair. The shampoo contains several keratin-rich micro proteins that deeply penetrate the hair strands and strengthen the hair from within. Wheat-based amino acids, macadamia and jojoba oil add nourishment, vitality and strength, helping to create a shampoo that will revitalize tired hair.

Contains Keratin for a healthier and stronger hair.

[Reconstructs and protects]

[Contains keratin and macadamia oil]

[Leaves hair restored, moisturized and healthy]





REPAIR

CONDITIONER

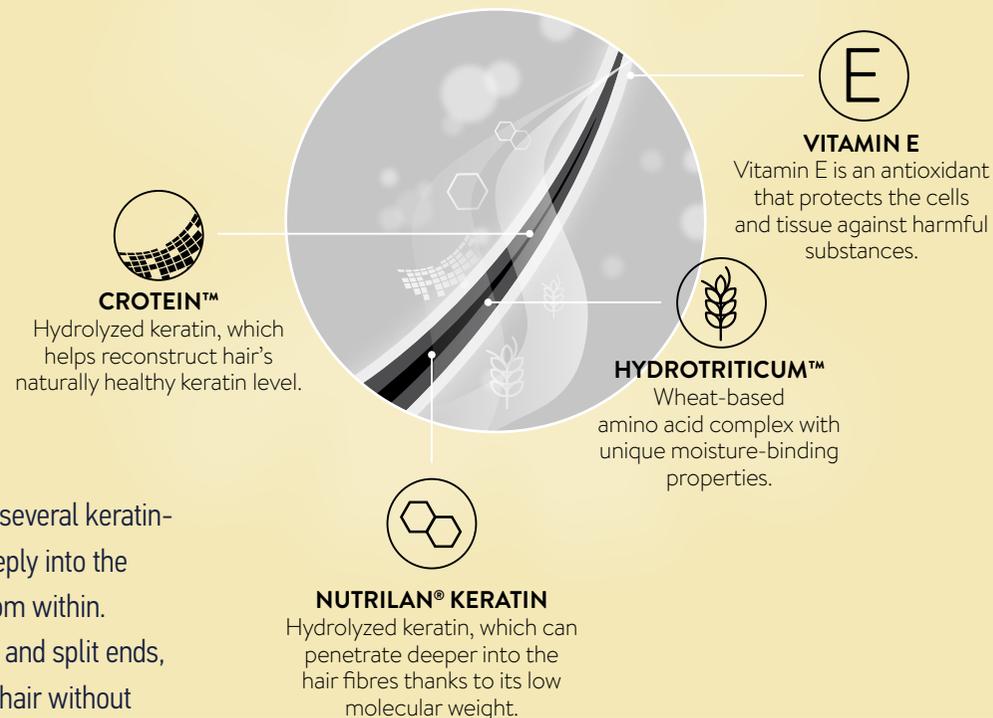
Our Repair Conditioner also contains several keratin-rich micro proteins that penetrate deeply into the hair strands and reconstruct them from within. The conditioner also prevents broken and split ends, and makes it easier to comb tangled hair without causing any damage. The composition of ingredients means the product works 30% on the inside of the hair and 70% on the cuticle. Thus effectively reconstructing the keratin's strength as well as helping provide the hair with increased bounce and flexibility.

Contains keratin for a healthier and stronger hair.

[Reconstructs and protects]

[Contains keratin and wheat-based amino acids]

[Leaves hair restored, healthy and easy to comb]





REPAIR

MASK

If you need particularly intensive help for tired and damaged hair, Repair Mask is an effective treatment. It contains a larger proportion of keratin-rich micro protein than both shampoo and conditioner, making a hair mask the most effective product for restoring the hair's strength. Furthermore, the wheat-based amino acids, shea butter and coconut and jojoba oil help to strengthen and nourish the hair – and effectively combat broken and split ends. Repair Mask works 70% on the core of the hair strands and 30% on the outer cuticles.

Contains keratin for a healthier and stronger hair.

[Reconstructs and protects]

[Contains shea butter, coconut and jojoba oil]

[Leaves hair restored, strong and healthy]



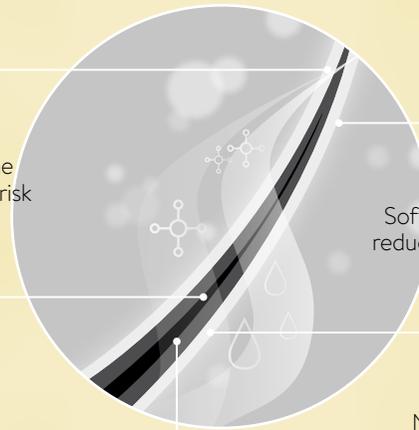
JOJOBA OIL

Adds instant shine – and reduces the risk of broken hair.



KERATRIX™

A nature-based active substance that helps to repair damage and increases hair's elasticity.



COCONUT OIL

Softens and nourishes – and reduces the risk of broken hair.



SHEA BUTTER

Natural product with a noticeable moisturizing and softening effect on your hair.



REP' HAIR®

A ceramide-like molecule that helps to reduce damage and reconstructs hair.



WHY BE DRY

WHEN YOU CAN BE FABULOUS?





MOISTURE

FOR DRY HAIR

Most people have periods of suffering from dry hair or a dry scalp. It particularly affects naturally grey or curly hair and can be caused by anything from the weather to straightening or curling at high temperatures. Your dry periods rarely produce many good hair days, so now we have raised the bar for how effectively a hair care series can combat dryness – thanks to a mixture of the best natural and man-made revolutionary ingredients.



MOISTURE

SHAMPOO

This moisturizing Moisture Shampoo contains a long list of both natural and man-made ingredients that effectively nourish and care for dry hair. Hydrolyzed protein, hydrolyzed keratin and a specially formulated Marine Complex with ingredients like seaweed and algae add moisture to the hair and scalp, and the added macadamia and jojoba oils provide strength and nourishment to the hair strands, making the hair healthier and easier to style.

Contains keratin for a healthier and stronger hair.

[Adds moisture and nourishment]

[Contains hydrolyzed pea protein and jojoba oil]

[Leaves hair moisturized, healthy and well-nourished]



PHEOHYDRANE
Intense moisturizing
Marine Complex
based on marine
biological ingredients.



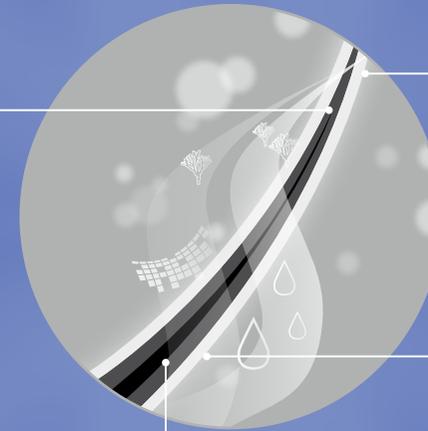
HYDROSATIVUM P
Hydrolyzed pea
protein, effectively
retaining moisture and
enhancing hair elasticity.



MACADAMIA OIL
Softens and
nourishes – and
reduces the risk of
broken hair.



CROTEIN™
Hydrolyzed keratin, which
helps reconstruct hair's
naturally healthy keratin level.





MOISTURE

CONDITIONER

Moisture Conditioner is the perfect finishing treatment for dry hair, thanks to the carefully selected moisturizing ingredients and the higher molecular weight used in the conditioner. The molecular weight helps ensure the Moisture Conditioner works 30% on the inside of the hair strands and 70% on the cuticle, which closes and seals the moisture in the hair. Wheat-based amino acids and marine ingredients add moisture, and the added keratin strengthens the hair strands.

Contains keratin for a healthier and stronger hair.

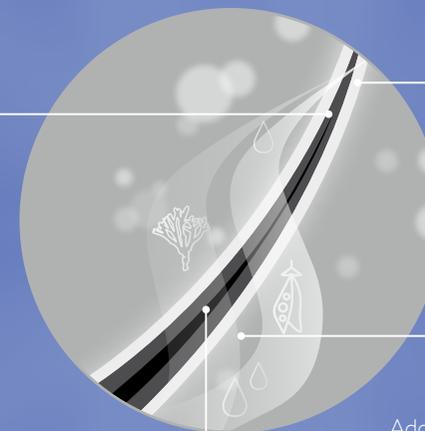
[Adds moisture and nourishment]

[Contains hydrolyzed keratin and jojoba oil]

[Leaves hair moisturized, well-nourished and easy to comb]



PHEOHYDRANE
Intense moisturizing
Marine Complex
based on marine
biological ingredients.



CROTEIN™
Hydrolyzed keratin,
which helps
reconstruct hair's
naturally healthy
keratin level.



JOJOBA OIL
Adds instant shine – and
reduces the risk of
broken hair.



HYDROSATIVUM P
Hydrolyzed pea protein,
which effectively retains
moisture and increases
hair elasticity.



MOISTURE

MASK

Moisture Mask is an intensive hair treatment for dry and lifeless hair. The mask is formulated to primarily (70%) restore moisture and keratin levels deep within the hair and secondarily (30%) treat the hair cuticle on the outside. The unique combination of hydrolyzed keratin, wheatbased amino acids, Marine Complex extract and a special molecule with ceramide properties effectively boosts and preserves the moisture in the hair and scalp.

Contains keratin for a healthier and shinier hair.

[Adds moisture and nourishment]

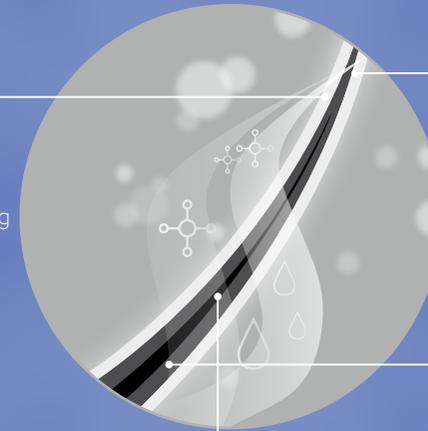
[Contains hydrolyzed keratin, jojoba oil and shea butter]

[Leaves hair moisturized, well-nourished and easy to comb]



SHEA BUTTER

Natural product with a noticeable moisturizing and softening effect on your hair.



CROTEIN™

Hydrolyzed keratin, which helps reconstruct hair's naturally healthy keratin level.



PHEOHYDRANE

Intense moisturizing Marine Complex based on marine biological ingredients.



REP' HAIR®

A ceramide-like molecule that helps to reduce damage and reconstructs hair.



DREAM BIG

AND TURN UP THE VOLUME





VOLUME

FOR FINE HAIR

Not everyone can have thick and full-bodied hair. And certainly not all of us in Scandinavia. But it should not stop you from dreaming big. We have created a Volume series with carefully selected ingredients that give fine hair the optimal conditions for growth, volume and strength. We are not talking about miracles or empty promises – it is the result of an uncompromising search to develop the perfect volume product.



VOLUME

SHAMPOO

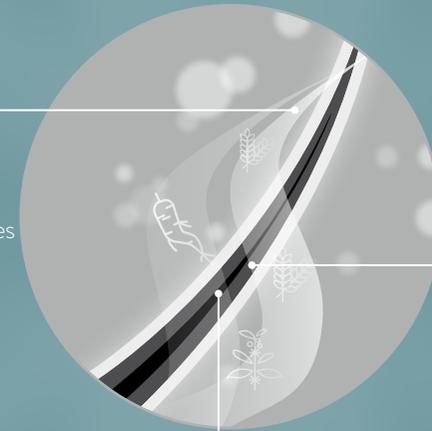
Thanks to a unique combination of natural plant extracts, our volume shampoo adds much needed body and strength to thin and fine hair. Ginseng root, psyllium and white dead-nettle flower have a synergetic effect on the hair's vitality and bounce, while the hair follicles are stimulated by fresh and cooling menthol.

Contains keratin for healthier and stronger hair.

- [Improves hair's volume]
- [Contains 3 unique and natural plant extracts]
- [Leaves hair revitalized, soft and strong]



GINSENG ROOT
Stimulates hair follicles and accelerates hair growth.



PSYLLIUM EXTRACT
Contains plant fibres that make the hair strands more robust and resilient.



WHITE DEAD-NETTLE FLOWER
Plant extract that creates natural volume.



VOLUME

CONDITIONER

The ultimate conditioner for thin and lifeless hair. We have combined the nourishing properties from a classic conditioner with effective volume-creating active ingredients. HH Simonsen Volume Conditioner contains macadamia and coconut oil, which boost your hair with nourishment, shine and moisture.

Contains keratin for a healthier and stronger hair.

- [Improves hair's volume]
- [Contains macadamia and coconut oil]
- [Leaves hair smooth, healthy and well-nourished]



MACADAMIA OIL
Softens and nourishes – and reduces the risk of broken hair.



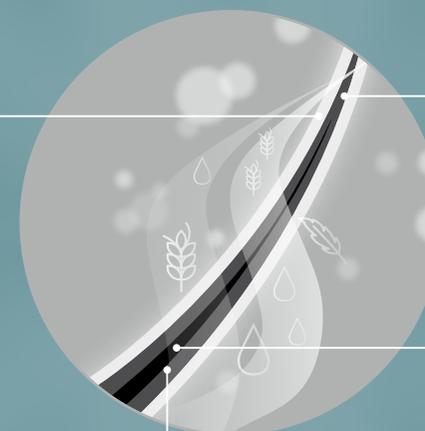
COCONUT OIL
Softens and nourishes – and reduces the risk of broken hair.



CORNING® MICROEMULSION
Makes the hair soft, lightweight, and enhances hair strength and volume.



VOLUMINIS
Specially developed co-polymer from wheat protein, developed to increase the circumference of each hair strand.



STAY VIBRANT

FIGHT THE FADE





COLOR

FOR COLOR-TREATED HAIR

Nothing lasts forever. Especially not the color in your fabulous newly color-treated hair. But you have paid good money for your look, so of course you should be able to enjoy it for as long as possible. Of course you should have the absolute best protection for both your color and hair that has ever been created!



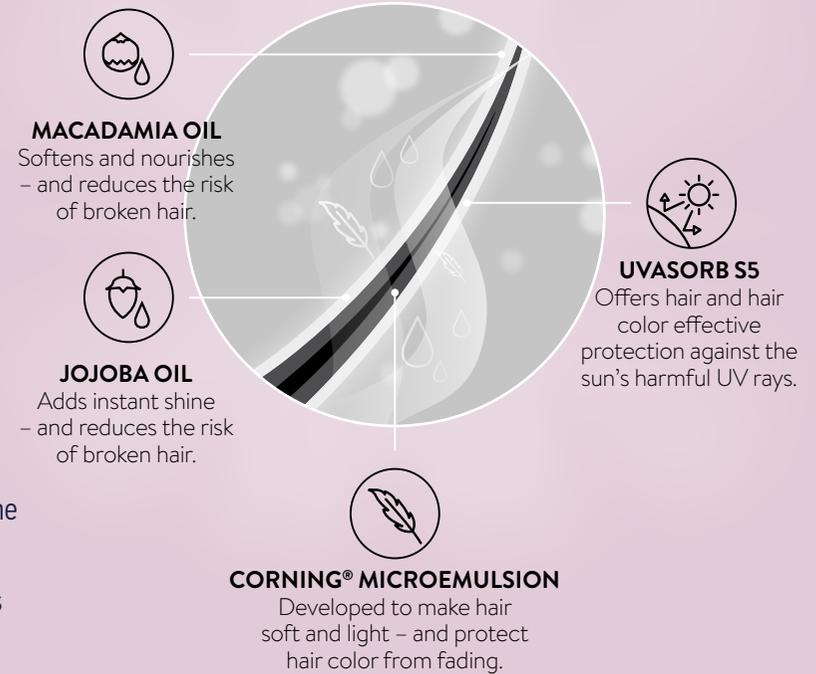
COLOR

SHAMPOO

Color Shampoo efficiently works with two of the greatest challenges with color-treated hair: That the color fades and that the hair becomes damaged by the dye. The shampoo retains the strength and shine of your hair color for longer, as well as nourishing and moisturizing your hair with the help of wheat-based amino acids, keratin, macadamia and jojoba oil.

Contains keratin for a healthier and stronger hair.

- [Effective color protection and care]
- [Contains macadamia and jojoba oil]
- [Leaves hair smooth, healthy and radiant]



WORTH KNOWING ABOUT HAIR COLOR

When you dye your hair, the cuticles of your hair open to allow the color to penetrate the hair. The color binds to the hair's keratin, but it also destroys it over time, lowering the keratin level and damaging the hair. After dyeing, the cuticles do not completely close, and the outer color molecules are therefore quickly washed away. Our Color range contains keratin that reconstructs the hair and adds new keratin molecules that the next hair color treatment can bind itself to – and oils that close the cuticles and minimize fading.



COLOR CONDITIONER

Our Color Conditioner helps you preserve optimal strength and shine in your color-treated hair for longer. Thanks to the wheat-based amino acids, jojoba oil and shea butter, it also boosts your hair with necessary moisture and nourishment. It helps protect your hair color from fading quickly and protects your hair from the damage that hair dye often causes.

Contains keratin for a healthier and stronger hair.

- [Effective color protection and care]
- [Contains jojoba oil and shea butter]
- [Leaves hair smooth, healthy and radiant]



JOJOBA OIL

Adds instant shine – and reduces the risk of broken hair.



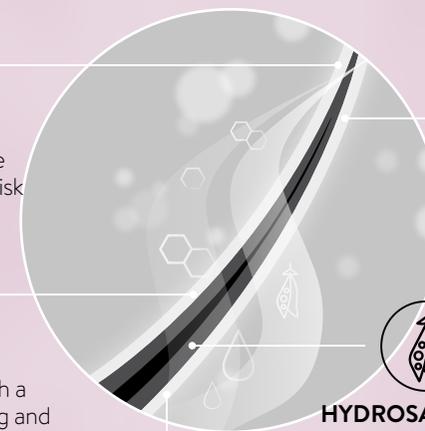
SHEA BUTTER

Natural product with a noticeable moisturizing and softening effect on your hair.



CRODABOND™

Smooths the hair fibres and helps to close the cuticles, which are often lifted with dyed hair.



UVASORB S5

Offers hair and hair color effective protection against the sun's harmful UV rays.



HYDROSATIVUM P

Hydrolyzed pea protein, which effectively retains moisture and increases hair elasticity.

SHINE BRIGHT

YOU'RE FLAWLESS





ANTI-YELLOW

FOR BLOND HAIR

When you dye your hair blonde or ice blonde, then it is with the intention of having a clean and uniform color. But many people experience problems with unwanted yellow tones in their color-treated hair or naturally grey hair, so we set ourselves the task of combatting this yellow discoloring – and we did not stop until we achieved the very best anti-yellow shampoo.



ANTI-YELLOW

SHAMPOO

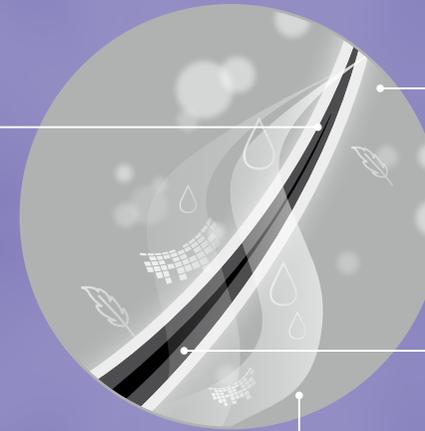
Goodbye to yellow hair! HH Simonsen Anti-Yellow Shampoo is a protective and nourishing shampoo for everyone who has dyed blonde or grey/ice blonde hair, but suffers unwanted yellow tones in their hair. A perfect harmony of blue, violet and green pigments effectively eliminate yellow tones without stressing the hair, while the shampoo also protects the hair's "real" color from the sun's UV rays. Therefore, we don't destroy the hair's quality (see under sun-damaged hair).

Most anti-yellow products focus solely on the color and can result in dry and lifeless hair, but we have prioritized nourishing ingredients like keratin, which reconstruct and strengthen the hair, and oils that restore the moisture levels and make your hair more flexible, shinier and healthier. All very needed, especially for hair that has been dyed, lightened or bleached.

Contains keratin for a healthier and stronger hair.



MACADAMIA OIL
Softens and nourishes
– and reduces the risk
of broken hair.



**CORNING®
MICROEMULSION**
Developed to make hair
soft and light – and protect
hair color from fading.



CROTEIN™
Hydrolyzed keratin, which
helps reconstruct hair's
naturally healthy keratin level.



VIOLET PIGMENT
The violet color neutralizes
warm undertones and enhances
the cool color shades.

[Eliminates yellow tones]

[Contains hydrolyzed keratin and macadamia oil]

[Leaves hair uniform, healthy and protected from UV rays]



PUT THE PAST BEHIND YOU AND

START FRESH





CLEANSING

FOR ALL HAIR TYPES

Everyone can use a fresh start once in a while – and so can your hair. Over time, remains of e.g. styling products and natural oils and grease build up in your hair, and a normal shampoo is not enough for a deep cleansing. It requires a particularly effective shampoo. And why not choose the best, which both thoroughly cleanses and protects your hair?



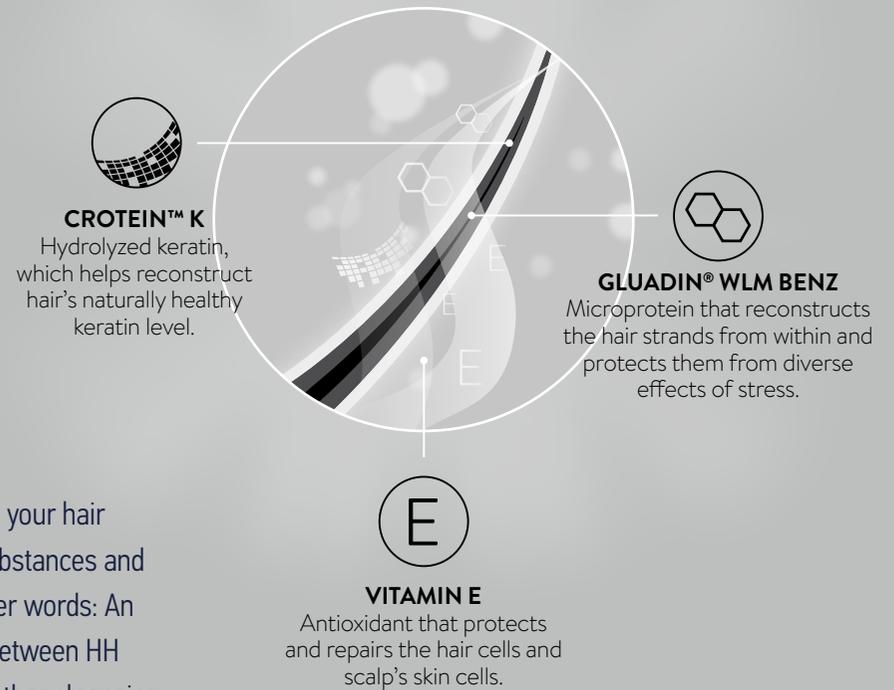
CLEANSING

SHAMPOO

HH Simonsen Cleansing Shampoo cleanses your hair and scalp and removes oils, natural fatty substances and accumulated styling product residue. In other words: An effective reset. But the greatest difference between HH Simonsen's Cleansing Shampoo and most other cleansing products on the market is the unique reconstruction of the hair's keratin and moisture levels. In other words, you get a really effective and thorough cleanse along with a dose of gentle care that will leave your hair softer than most alternatives.

The Cleansing Shampoo can be used daily in normal or greasy hair – or 2-3 times a month as an extra thorough cleansing.

Contains keratin for a healthier and stronger hair.



- [Removes oils, natural fatty substances and product residues]
- [With hydrolyzed keratin and vitamin E]
- [Leaves your hair and scalp thoroughly cleansed]



PRESS REFRESH AND
KEEP IT COOL





REFRESHING

ANTI-DANDRUFF

Say goodbye to dandruff and itchy scalp with a refreshing shampoo. Treat your hair to a rejuvenating spa scrub experience with our shampoo and enjoy the cooling and soothing sensation of calming menthol, plant extracts, crushed apricot kernels, and Tea Tree oil. The gentle scrub loosens oil and dandruff, promoting blood circulation for a thoroughly clean scalp.



REFRESHING

SHAMPOO

HH Simonsen Refreshing Shampoo soothes the scalp and reduces dandruff with cooling menthol and Tea Tree oil. Give your hair a deep-cleansing shampoo and hair scrub that loosens oil and dandruff from the scalp, increases blood circulation to the hair follicles, and reduces dandruff buildup over time.

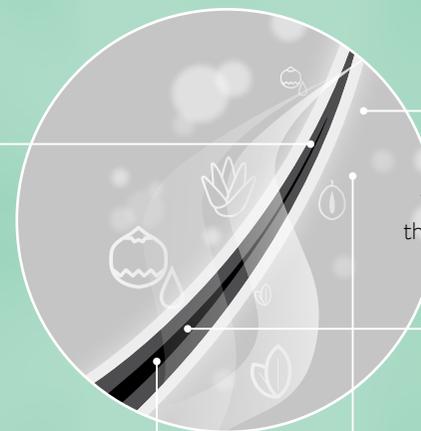
The natural, plant-based ingredient Pentavitin® and goat's rue extract DEFENSCALP™ protect, soothe, and nourish the hair while the crushed apricot kernels massage the scalp deeply. Perfect for a wonderfully fresh start to the day. Refreshing Shampoo can be used daily for dry, irritated, or oily hair.

Contains keratin for a healthier and stronger hair.

- [Cleansing and soothing effect]
- [With menthol and Tea Tree oil]
- [Apricot kernels for optimal scalp exfoliation]



MACADAMIA OIL
Softens and nourishes – and reduces the risk of broken hair.



APRICOT KERNEL
Vitamin-rich gentle scrub that nourishes and exfoliates.



MENTOL
Cooling and soothing oil that refreshes the scalp.



ALOE VERA
Moisturizing and soothing for an irritated scalp.



TEA TREE OIL
Antibacterial and itch-relieving natural oil.



THERE'S A TIME FOR EVERYTHING

Different hair care products have different properties.
That is why it is so important that you use them in the right order.



STEP 1

CLEANSING SHAMPOO

A cleansing shampoo deep cleanses your hair and should be the first product you use. If you want to use a hair treatment/mask, we recommend you always cleanse your hair with a cleansing shampoo first.



STEP 2

SHAMPOO

A "normal" shampoo for everyday use is available in special variants for all hair types, so find a variant that suits your hair and your situation.



STEP 3

MASK

When you need an extra intensive treatment for your hair, you can use a hair mask. The hair mask's ingredients typically have a low molecule weight and a lower PH value that lifts the hair's cuticles and gives the hair mask space to penetrate the inside of each hair.



STEP 4

CONDITIONER

A conditioner reconstructs the hair's moisture level and the ingredients' higher molecular weight closes the hair's cuticles, ensuring the moisture stays sealed within the hair.



HAIR GUIDE

WHAT DOES YOUR HAIR NEED?



HAIR TYPE

FINE HAIR

RECOMMENDED PRODUCTS

VOLUME SHAMPOO

... because it contains ingredients like:

- **Extract from white dead-nettle flower**, which strengthens your hair and naturally creates volume. White dead-nettle flower also contains hydroglycolic substances that have a positive effect on hair's health.
- **Psyllium extract**, which contains plant fibres that make the hair strands more robust and resilient.
- **Ginseng root**, which stimulates hair follicles and accelerates hair growth.
- **Menthol**, which cleanses the scalp and hair, and makes the hair lighter and stimulates the hair roots.

WHY?

Fine hair needs to maintain its lightness and have the diameter of each individual hair strand increased. It is therefore important to use ingredients that cleanse the scalp and thus increase the hair's lightness. Our Volume series is also developed to give hair volume and vitality. Natural plant extracts and wheat protein increase the hair's volume and resilience, and our Moisture Mask contains a specially formulated Marine Complex with ingredients like seaweed and algae, which boost the hair's moisture balance and keratin, which reduces the risk of split and broken hair.



VOLUME CONDITIONER

... because it contains ingredients like:

- **Voluminis**, which is a so-called co-polymer based on hydrolyzed wheat protein specially developed to increase the circumference of each hair strand.
- **Corning® Microemulsion**, which makes the hair soft and light, increases hair strength and volume – and protects the hair from the effects of heat.
- **Macadamia- and coconut oils**, which have a softening and nourishing effect. In addition, the oils make the hair easier to untangle and comb, thereby reducing the risk of broken hair.

HAIR TYPE

CURLY HAIR

RECOMMENDED PRODUCTS

MOISTURE SHAMPOO

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Macadamia oil**, which has a softening and nourishing effect.

WHY?

Curly hair has a tendency to appear dry and frizzy and suffer from split ends. The Moisture series contains a specially formulated Marine Complex with ingredients like seaweed and algae, which boost the hair's moisture balance and make the hair more flexible and easier to style. The keratin in the products strengthens the hair, thus reducing the risk of broken and split hair. The added oils make the hair easier to comb and act as a barrier to prevent the moisture in the hair from evaporating.



MOISTURE MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and reduces the risk of broken hair and split ends.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Shea butter**, which has a moisturizing and softening effect on the hair.

MOISTURE CONDITIONER

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Jojoba oil**, which has a softening and nourishing effect.

HAIR TYPE

COLORED HAIR

[Red, violet, medium- and dark brown tones, as well as pastel tones]

WHY?

The Color series is designed to care for your colored hair, which can often appear dull and dry and fading in color. Specially formulated ingredients bind the color molecules firmly to the hair's keratin, to reduce any fading in the color. The hair cuticles are fully closed, enabling the hair to retain its moisture level and improve light reflection (which boosts the hair's shine). The added oils are specially composed for easier detangling, greater softness and superior moisture retention. If your hair has been very damaged by dyeing, a Repair mask makes a good supplement to the Color series.

RECOMMENDED PRODUCTS

COLOR SHAMPOO

... because it contains ingredients like:

- **Corning® Microemulsion**, which makes hair soft and light, increases hair strength and volume – and protects the hair from the effects of heat. In addition, Corning® Microemulsion helps maintain hair color for longer periods of time.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Jojoba- and macadamia oils**, which have a softening and nourishing effect.
- **Uvasorb S5**, which offers effective sun protection, protecting the hair and hair color against the sun's harmful UV rays.

REPAIR MASK

... because it contains ingredients like:

- **Rep' Hair®**, d-Rep' Hair®, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair from the inside – with long-lasting effect.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Keratrix™**, which is a natural active ingredient for damaged and weakened hair, consisting of e.g. amino acids from the carob tree and biofunctional peptides. Keratrix™ helps repair damage and increases your hair's elasticity and strength.

COLOR CONDITIONER

... because it contains ingredients like:

- **Crodabond™**, which is designed to close the outer cuticles of the hair strands, which are often lifted and damaged by color treatments. Crodabond™ smooths the hair fibres and leaves the hair stronger and shinier.
- **Corning® Microemulsion**, which makes the hair soft and light, increases hair strength and volume – and protects the hair from the effects of heat. In addition, Corning® Microemulsion helps maintain hair color for longer periods of time.
- **Polyquaternium**, an active ingredient for conditioners that makes both dry and moist hair easier to penetrate, without making the hair feel greasy.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.



HAIR TYPE

DAMAGED, LIGHTENED OR BLEACHED HAIR

TIP: Use Anti-Yellow shampoo once a week

WHY?

Damaged, lightened or bleached hair is often matt, breaks easily and lacks elasticity. Repair is the series that contains the highest percentage of keratin. Keratin acts as building blocks in your hair, so the more damaged keratin that is replaced, the stronger your hair will be. It reconstructs your hair, making it feel stronger and healthier. The combination of oils softens the hair and makes it more lustrous, less frizzy and easier to style. Occasionally supplement Repair Shampoo with Anti-Yellow Shampoo to banish unwanted yellow tones.

RECOMMENDED PRODUCTS

REPAIR SHAMPOO

... because it contains ingredients like:

- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair strands from the inside – with long-lasting effect.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair strand.
- **Aloe vera**, which has a naturally moisturizing and smoothing effect. Aloe vera also has a healing effect on e.g. irritated scalps.
- **Jojoba- and macadamia oils**, which have a softening and nourishing effect.

REPAIR MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair strands from the inside – with long-lasting effect.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Keratrix™**, which is a natural active ingredient for damaged and weakened hair, consisting of e.g. amino acids from the carob tree and biofunctional peptides. Keratrix™ helps repair damage and increases your hair's elasticity and strength.

REPAIR CONDITIONER

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair strands from the inside – with long-lasting effect.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Vitamin E**, which is an antioxidant that gives the hair protection and repairs the hair cells and scalp skin cells.



HAIR TYPE

LONG, NATURAL HAIR

WHY?

The challenges with long hair can be split ends, broken strands of hair and tangles. The Moisture series contains our specially formulated Marine Complex with ingredients that significantly boost the hair's moisture balance and make the hair more flexible and easier to style. The keratin content in the products strengthens the hair and helps reduce problems with broken and split hair. The added oils make the hair easier to detangle and comb and help retain the moisture in the hair. A Repair mask is a good choice if your long hair needs extra help in restoring it to good health.



RECOMMENDED PRODUCTS

MOISTURE SHAMPOO

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crrotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Macadamia oil**, which has a softening and nourishing effect.

REPAIR MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair strands from the inside – with long-lasting effect.
- **Hydrotriticum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Keratrix™**, which is a natural active ingredient for damaged and weakened hair, consisting of e.g. amino acids from the carob tree and biofunctional peptides. Keratrix™ helps repair damage and increases your hair's elasticity and strength.

MOISTURE CONDITIONER

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crrotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Jojoba oil**, which has a softening and nourishing effect.

HAIR TYPE

SUN-/ UV-DAMAGED HAIR

WHY?

When hair is exposed to the sun, heat or cold weather, it dries out and the keratin in the hair is damaged. Therefore, the hair needs extra moisture and renewed keratin levels. Using a combination of Moisture and Repair products will give you the optimal effect. The Moisture series is developed with the focus on moisturizing properties, and the Repair series contains the highest concentration of keratin that you'll find in our Wetline series.

RECOMMENDED PRODUCTS

MOISTURE SHAMPOO

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Macadamia oil**, which has a softening and nourishing effect.

MOISTURE MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Shea butter**, which has a moisturizing and softening effect on the hair.

REPAIR CONDITIONER

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Nutrilan® Keratin**, which is hydrolyzed keratin with a low molecular weight. This means that Nutrilan® Keratin penetrates deep into the hair fibres, rebuilding and strengthening the hair strands from the inside – with long-lasting effect.
- **Hydrotritricum™**, a wheat-based amino acid complex with unique moisture-binding properties – and a low molecular weight that allows the complex to work deep within the individual hair.
- **Vitamin E**, which is an antioxidant that gives the hair protection and repairs the hair cells and scalp skin cells.



HAIR TYPE

GREY HAIR

TIP: Use Moisture Shampoo 1-2 times weekly

RECOMMENDED PRODUCTS

ANTI-YELLOW SHAMPOO

... because it contains ingredients like:

- **Violet pigment**, which is essential for avoiding unwanted yellow tones. The violet color neutralises warm undertones and enhances the cool color shades.
- **Corning® Microemulsion**, which makes the hair soft and light, increases hair strength and volume – and protects the hair from the effects of heat.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Macadamia oil**, which has a softening and nourishing effect.

WHY?

Naturally grey hair typically has problems with yellow tones and can appear dry and lifeless. Anti-Yellow Shampoo contains a unique combination of blue/green/violet pigments, which eliminate yellow pigments in the hair. Diverse oils in Anti-Yellow Shampoo and Moisture products soften the hair and make it easier to style. The series' reconstructive keratin and intensely moisturizing properties are specifically designed for grey hair.



HAIR TYPE

DRY AND LIFELESS HAIR

RECOMMENDED PRODUCTS

MOISTURE SHAMPOO

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fastacting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Macadamia oil**, which has a softening and nourishing effect.

WHY?

Dry and lifeless hair has a greater need for moisture, flexibility and shine. The Moisture series contains a specially formulated Marine Complex with ingredients like seaweed and algae, which effectively boost the hair's moisture balance and make the hair more flexible and easier to style. The keratin in the products strengthens the hair, thus reducing the risk of broken and split hair. The oils make the hair easier to comb and ensure the moisture stays in the hair and does not evaporate.



MOISTURE MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Shea butter**, which has a moisturizing and softening effect on the hair.

MOISTURE CONDITIONER

... because it contains ingredients like:

- **Pheohydrane**, which is a marine biological care complex with fast-acting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Jojoba oil**, which has a softening and nourishing effect.

MOISTURE MASK

... because it contains ingredients like:

- **Rep' Hair®**, which is a ceramide-like molecule based on two different saturated fatty acids. Rep' Hair® reduces damage, rebuilds the hair and lessens the risk of broken hair and split ends.
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MOISTURE CONDITIONER

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- **Pheohydrane**, which is a marine biological care complex with fastacting moisturizing properties. Contains polysaccharide from brown algae, amino acids from the microalgae *Chlorella Vulgaris* and minerals extracted from seawater.
- **Hydrosativum P**, which is a hydrolyzed natural pea protein, rich in amino acids and has strong moisture-retaining properties. Increases hair elasticity and reduces the risk of broken hair.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Jojoba oil**, which has a softening and nourishing effect.

HAIR TYPE

GREASY HAIR
OR SCALP

RECOMMENDED PRODUCTS

CLEANSING SHAMPOO

... because it contains ingredients like:

- **Gluadin® WLM Benz**, a wheat-based microprotein that can penetrate deep into the hair strands to rebuild and strengthen them from the inside. The formula also improves the softness of the hair and creates a protective coating that defends the hair against stress from styling, weather, air pollution, etc.
- **Crotein™ K**, a type of hydrolyzed keratin that restores the hair's natural keratin level for increased strength and optimal health.
- **Allantoin**, which is naturally found in the root of the Symphytum plant but can also be manufactured in a laboratory.

WHY?

Greasy hair and scalps require extra effective deep cleansing. Our Cleansing Shampoo is specially designed to cleanse the hair and scalp of impurities and product residue. In addition to cleansing, the shampoo adds moisture to the hair, as well as keratin, which restores the hair's strength and bounce. Volume Conditioner is a "light conditioner", which is the product containing the least amount of oil in our Wetline series. Most hair types will benefit from our Wetline series' supplementary leave-in care products that can either be used after or independently of washing.



VOLUME CONDITIONER

... because it contains ingredients like:

- **Allantoin**, has a soothing effect on delicate and irritated skin, and also helps maintain skin's moisture balance and stimulate cell renewal.
- **Sodium Hyaluronate**, or 'hyaluronic acid', which is also found naturally in the skin, but levels decrease with age. Hyaluronic acid is a very effective natural moisturizer that retains the elasticity, suppleness and softness of the hair.
- **Vitamin E**, which is an antioxidant that gives the hair protection and repairs the hair cells and scalp skin cells.
- **Voluminis**, which is a so-called co-polymer based on hydrolyzed wheat protein, specially developed to increase the circumference of each hair strand.
- **Corning®** Microemulsion, which makes the hair soft and light, increases hair strength and volume – and protects the hair from the effects of heat.
- **Macadamia- and coconut oils**, which have a softening and nourishing effect. In addition, the oils make the hair easier to detangle and comb, thereby reducing the risk of broken hair.

AFTER WASH

CARE PRODUCTS

RECOMMENDED PRODUCTS

MIRACLE SPRAY

... lives up to its name, partly thanks to the extract from brown algae and the microalgae Chlorella Vulgaris, which has an intense moisturizing effect. Miracle Spray is easily sprayed into towel-dried hair, leaving it softer, more lustrous and protected against wear and UV radiation. Perfect for detangling your hair.

WHY?

Most hair types will benefit from our Wetline series' supplementary leave-in care products that can either be used after or independently of washing.

STYLING OIL

... gives you luxury care and pampering for your hair. Distribute a couple of drops evenly through wet or dry hair and you'll be delighted to notice the instant shine. Styling Oil also prevents frizz, protects against heat damage and makes the hair easy to comb, thanks to the softening and nourishing jojoba, macadamia and argan oils.







CLEANSING SHAMPOO

Cleansing shampoo deeply cleanses your hair and is the starting product, you should use. If you intend to apply a hair treatment or mask, we recommend that you always cleanse your hair with a cleansing shampoo first.

SHAMPOO

The 'regular' shampoo for everyday use is available in special variants for all hair types. So, find a variant that suits your hair and your situation.



KERATIN BOOST

Keratin is the building block of your hair. Our Keratin Boost is specially formulated to rebuild your hair's keratin levels while providing intense care, shine, and nourishment. Use as a 2-4 minute rinse-out treatment before applying conditioner to your hair. Keratin Boost is the perfect product for salon-like hair in your daily routine.



5 STEPS TO INTENSIVE HAIRCARE AT HOME

[CURLY OR FRIZZY HAIR, COPPER OR RED COLOR SHADES]



MASK

If your hair needs extra intensive treatment, you can use a hair mask. The hair mask typically contains ingredients with a low molecular weight and a low pH value, which closes the hair cuticles, allowing the hair mask to penetrate and work on each hair individually.

CONDITIONER

A conditioner restores the hair's moisture levels, and the low molecular weight of the ingredients closes the hair cuticles, ensuring that moisture is sealed into the hair.





WE PROUDLY PRESENT

THE HH SIMONSEN STYLING SERIES



hh simonsen®

STYLING PRODUCTS

UNCOMPROMISING QUALITY AND PROFESSIONAL FEATURES
– BUILT ON 35 YEARS OF EXPERIENCE

HH Simonsen's own range of hair products has been developed with extremely high ambitions. Ambitions for creative styling, fantastic looks, and innovative ideas. But also ambitions for healthy hair that feels fantastic and is well-protected.

We have 35 years of professional experience. So we know hair. We know the challenges. We know the needs. And we know what we want. That's why we are deeply involved in every part of the creation process when it comes to our products; from the first idea to the finished product.

We believe in a close alliance between science and beauty. We research, we test,

and we improve. We find and develop the best ingredients. And we always strive for the ultimate performance in our products. The nourishing, protective, and rebuilding Brazilian nut oil in our hair wax is proof of that. Just like the extract of organic honey in our Curl Cream. And all the other important details that make each product truly special.

Now is the time to explore our universe. On the following pages, you'll find our wide range of hair products. And you can be sure to discover genuine luxury for your hair.

Because we do it for the sake of hair.
And for everyone's hair.





MIRACLE SPRAY

CARE

A true miracle for your hair. Your hair becomes silky smooth and shiny – quickly and effortlessly, without hassle or parabens. Miracle Spray revitalizes the hair and protects against wear and UV rays. Spray on towel-dried hair for a softened and well-groomed result. Perfect for detangling hair.

Give your hair an extra care boost with a naturally softening hair spray.

Contains keratin for a healthier and stronger hair.

[Intensely moisturizing]

[With softening brown and Chlorella algae]

[Leaves the hair soft, healthy, and shiny]



PHEOHYDRANE
Intense moisturizing
Marine Complex
based on marine
biological ingredients.



CROTEIN™ K
Hydrolyzed keratin, which
helps reconstruct hair's
naturally healthy keratin level.



JOJOBA OIL
Adds instant shine
– and reduces the risk
of broken hair.



STYLING OIL

STYLING & CARE

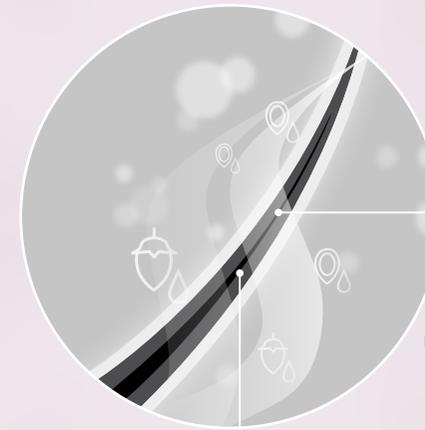
Give your hair extra luxury care and pampering. HH Simonsen Styling Oil is the styling oil's equivalent of checking into a five-star hotel in Southern France. It contains all the goodness and more. Not only does it combat frizz and provide instant shine to your hair, but it also makes it super easy to detangle with luxurious argan and jojoba oils that nourish, regenerate, and protect the hair.

Apply a few magical drops to wet or dry hair and enjoy a five-star shot of care and shine.

[Contains argan and jojoba oil]

[Nourishes and combats frizz]

[Intense shine]



ARGAN OIL

Vitamin-rich oil that moisturizes, protects, and adds shine to the hair.



JOJOBA OIL

Adds instant shine – and reduces the risk of broken hair.



DRY TEXTURE SPRAY

FINISH

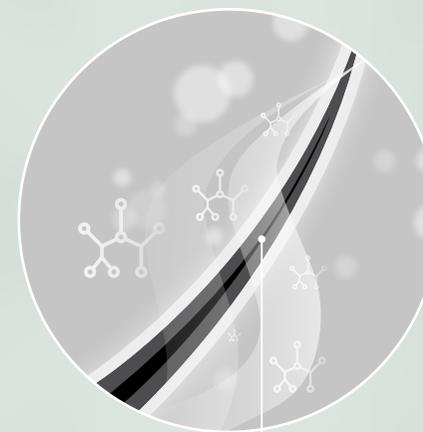
The clear and lightweight Dry Texture Spray gently blends into the hair, providing instant fullness and structure that lasts all day. Perfect for dry hair, wet hair - all types of hair that need an extra boost. For best results: Shake thoroughly, spray on dry/wet hair, approximately 20 cm away from the scalp, lift the hair in sections.

Get a feel and fullness that can be seen and felt.

[Shapes hold, texture, and volume]

[Lifts and adds air to the hair]

[Great alternative to dry shampoo]



PANTHENOL

Panthenol is a provitamin that, upon contact with the skin, converts into B5 vitamin.



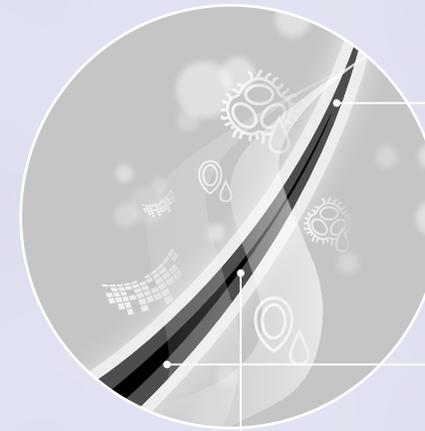
HEAT PROTECTION SPRAY

STYLING

HH Simonsen Heat Protection Spray is a fresh, gentle, and pleasantly scented spray that forms a protective barrier around each hair strand, preventing the breakdown of the hair's natural oils. The spray is enriched with argan oil, providing both heat and UV protection, adding plenty of moisture, and leaving the hair with a beautiful, natural shine.

Experience a fragrant heat protection that effectively guards against heat damage and dehydration when using styling irons or blow dryers.

- [Protects against heat damage]
- [Contains argan oil]
- [Leaves the hair soft and glossy]



CASTOR OIL

A popular classic that hydrates the scalp with healthy fatty acids.



ARGAN OIL

Vitamin-rich oil that moisturizes, protects, and adds shine to the hair.



CROTEIN™ K

Hydrolyzed keratin, which helps reconstruct hair's naturally healthy keratin level.



VOLUME MOUSSE

STYLING

Our Volume Mousse is designed to add volume and texture to any hair type while keeping the hair lightweight, airy, and protected from UV rays. The mousse contains fibers that build up around the hair, making it feel thicker and fuller, while wheat proteins protect and strengthen the hair.

A lightweight and pleasantly scented mousse that creates impressive volume and texture in your hair.

[Contains fibers for hold]

[Contains wheat proteins that protect and strengthen the hair]

[Protects your color]



SUNFLOWER SEED OIL

Healthy moisturizing treatment for dry hair with Vitamin E.



HYDROTRITICUM™

Wheat-based amino acid complex with exceptional moisture-binding properties.



ARGAN OIL

Vitamin-rich oil that moisturizes, protects, and adds shine to the hair.



KERATIN BOOST

TREATMENT

HH Simonsen Keratin Boost indulges the hair with an intensive treatment that rebuilds the keratin levels from root to tip. Keratin is the building block of hair and gets worn down by sunlight, saltwater, hair products, and heated styling tools. Our Keratin Boost is specially formulated to effectively provide care, shine, and nourishment to your hair. The product is designed for our Nourishing Styler, where it transforms into steam for an intense hair treatment – but it can also be used as a 2-4 minute rinse-out before conditioning your hair. Keratin Boost is the perfect product for salon-like hair every day.

Keratin Boost can be used as an extra luxurious treatment when your hair needs pampering.

[For use with Nourishing Styler or as a 2-4 minute rinse-out]

[Rebuilds keratin levels during styling]

[Leaves the hair strong and flexible]



ALOE VERA
Moisturizing and soothing for e.g. irritated scalps.



CROTEIN™ K
Hydrolyzed keratin, which helps reconstruct hair's naturally healthy keratin level.





HAIR SPRAY

FINISH

HH Simonsen Hairspray is a fresh aerosol spray that provides a strong hold and endless styling possibilities – all without stickiness. The spray is milder than most other hairsprays and gives the hair a beautiful shine with a silky texture. This robust spray can be used every day without drying out the hair or making it dull.

The hairspray is moisture-resistant and UV-protective, with a fresh and delightful scent that you will undoubtedly love.

[Provides a strong hold]

[Does not make the hair dull]

[Silky texture]



BEACH SPRAY

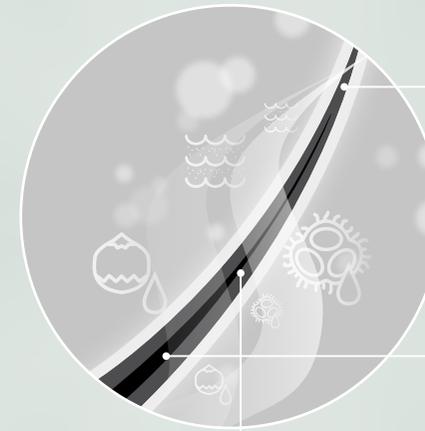
STYLING

You don't need sand or seawater to achieve beautiful beach waves. Our Beach Spray adds a matte and summery texture while providing plenty of care with nourishing macadamia oil and vitamin B5. The spray contains UV-protective ingredients, is dermatologically tested, and paraben-free. Spray on wet or dry hair and shake hair for added texture and volume.

[With macadamia oil and Vitamin B5]

[Strong hold, volume, and matte finish]

[Gorgeous beach look]



SEA SALT

For new texture, volume, and natural curls with a matte finish.



CASTOR OIL

A popular classic that hydrates the scalp with healthy fatty acids.



MACADAMIA OIL

Softens and nourishes, reducing the risk of hair breakage.





STYLING LOTION

STYLING & CARE

HH Simonsen Styling Lotion is a soft styling product suitable for both long and short hair. It has a light consistency with smoothing and nourishing castor oil wax, making it easy to tame curly and unruly hair while eliminating frizz.

Smooth out the rough texture of your hair with this gentle styling lotion.

- [Smooths frizz]
- [Light texture]
- [Suitable for all hair types]



CASTOR OIL

A popular classic that hydrates the scalp with healthy fatty acids.



CURL CREAM

STYLING

Keep your curls beautiful and healthy with this ingenious styling cream that defies gravity, providing perfectly defined curls with irresistible shine. Nourishing ingredients like macadamia oil and organic honey extract leave the hair soft and luxurious while combating frizz and dryness.

Apply to towel-dried hair and use a diffuser or let the curls air dry.

[Contains macadamia oil and organic honey extract]

[Hydrolyzed keratin, wheat protein, and Vitamin E]

[Defined curls]



MACADAMIA OIL
Softens and nourishes, reducing the risk of hair breakage.



HYDROTRITICUM™
Wheat-based amino acid complex with exceptional moisture-binding properties.



CRTEIN™ K
Hydrolyzed keratin, which helps reconstruct hair's naturally healthy keratin level.



CREATIVE GLUE

STYLING & CARE

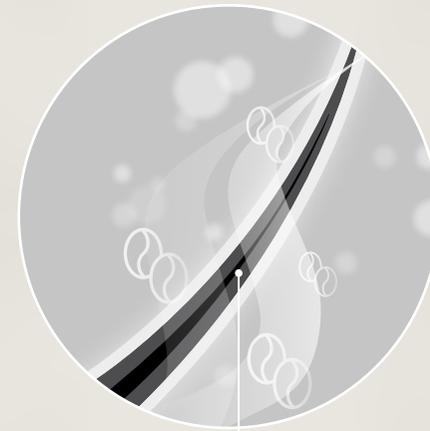
The hair gel, with its flexible yet super-strong hold, provides hair with elasticity, allowing you to style it exactly as you desire - regardless of hair type. Set your hair with the uplifting Creative Glue for a perfect finish, time after time.

Shape your hair with a hair gel that protects the hair and maintains the style.

[Provides extremely strong hold]

[Easy to style]

[Suitable for all hair types]



CAFFEINE

A proactive ingredient that prolongs hair growth and reduces hair loss.



BLOWDRY CREAM

STYLING

HH Simonsen Blowdry Cream is the perfect cream for blow-drying thick hair. It gently envelops the hair in a soft surface that protects against blow-dry heat up to 230°C and reduces the risk of breakage, frizz, or static hair. Blowdry Cream contains exquisite honey extract, making it easy to restyle even the next day.

Wrap wet hair in a soft cream for an extra nourishing blow-drying experience.

[Reduces the risk of breakage and frizz]

[Perfect for styling wet hair]

[Protects up to 230°C]



HONEY EXTRACT
Sweet hydration for natural shine and soothing skin stimulation.



CASTOR OIL
A popular classic that hydrates the scalp with healthy fatty acids.



DRY HEAT PROTECTION

STYLING

Protect your hair with a luxurious styling base. HH Simonsen Dry Heat Protection is a brilliant base for heat-protected styling up to 210°C and provides a light hold for beautiful results. The quick-drying formula reduces frizz and is suitable for all hair types.

Shake before use and spray directly onto dry or towel-dried hair – and comb through before styling for the best styling start.

[Heat-proof hairstyling]

[Gives mild hold]

[Fast-drying & frizz-free]



MAXIMIZE SPRAY

STYLING

Our Maximize Spray is a volumizing spray that breathes new life into any hair type. Perfect for adding volume and texture to all hairstyles or achieving that perfectly tousled look. Easy to use and easy to wash out. Every stylist's go-to tool for that extra lift.

Reach new heights of hair volume with a pleasantly scented dry shampoo.

[Use on wet hair to add volume, hold, and texture]

[Wet dry shampoo that turns into a fine powder]



CASTOR OIL

A popular classic that hydrates the scalp with healthy fatty acids.



HYDROTRITICUM™

Wheat-based amino acid complex with exceptional moisture-binding properties.



CROTEIN™ K

Hydrolyzed keratin, which helps reconstruct hair's naturally healthy keratin level.

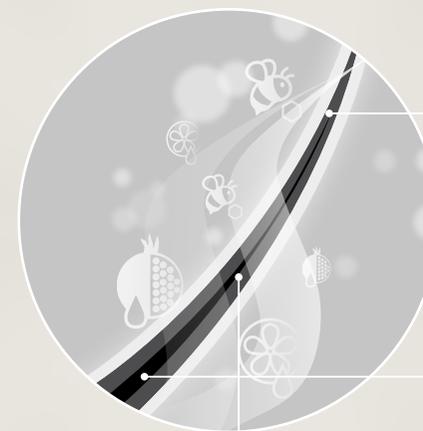
BROWN MATTE WAX

STYLING & CARE

Brown Matte is a versatile clay wax that provides maximum control while being flexible and easy to restyle and wash out. Enriched with pomegranate extract and Pequi oil for a vitamin-rich and frizz-free styling from roots to ends, giving you extremely strong hold for a tousled look.

Apply from the hair roots and out to achieve extra volume, without frizz and broken hair.

- [Matte texture]
- [Waterproof]
- [Structure and hold]



BEESWAX
A durable and protective natural wax that is rich in antioxidants.



PEQUI OIL
Brazilian softening oil that moisturizes and rebuilds curly hair.



POMEGRANATE EXTRACT
Antioxidant-rich natural extract that supports natural healthy hair growth.

BLUE EXTREME WAX

STYLING & CARE

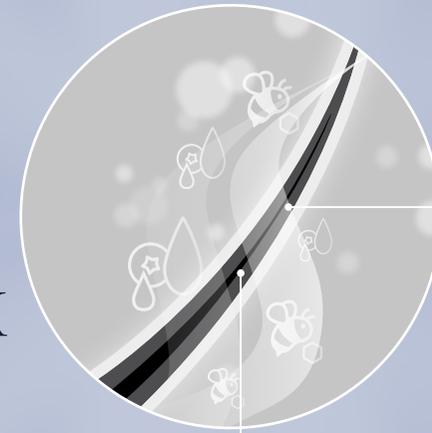
Blue Extreme is a water-based wax that provides ultra-strong hold while being flexible and easy to use. Blue Extreme contains nourishing essential Brazilian oils and Murumuru butter, which protect the hair's moisture levels.

Achieve a cool and urban look without a greasy or overly styled finish.

[Extremely strong hold]

[Matte look]

[Waterproof]



BEESWAX

A durable and protective natural wax that is rich in antioxidants.



MURUMURU BUTTER

Deeply nourishing and soothing nut butter with Vitamin A.

GREY MUD WAX

STYLING & CARE

Grey Mud is a versatile styling wax that provides hold and a cool, sleek look. With a hold factor of 3.5, the wax offers a medium/solid hold, keeping your hairstyle in place all day while being easy to restyle and wash out. Enriched with nourishing Murumuru butter and Guava extract, it boosts the skin's collagen levels and supports your natural hair growth and density.

Create a matte and elegant styling with a medium hold that enhances hair density.

[Flexible styling]

[Sleek and matte look]

[Waterproof]





STYLING PASTE

STYLING & CARE

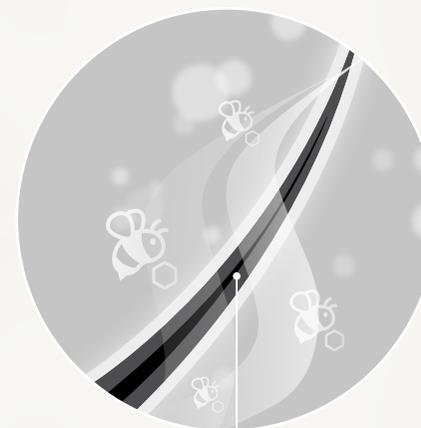
Unleash your creativity! HH Simonsen Styling Paste is a fantastic tool for styling short and medium-length hair, easily restyled the next day, providing results on both wet and dry hair. The Styling Paste is enriched with beeswax, making it easy to style your hair according to your needs.

Shape and create edgy, urban hairstyles that last all day.

[Flexible hold]

[Perfect for edgy and urban styling]

[Defines and creates a matte texture]



BEESWAX

A durable and protective natural wax that is rich in antioxidants.

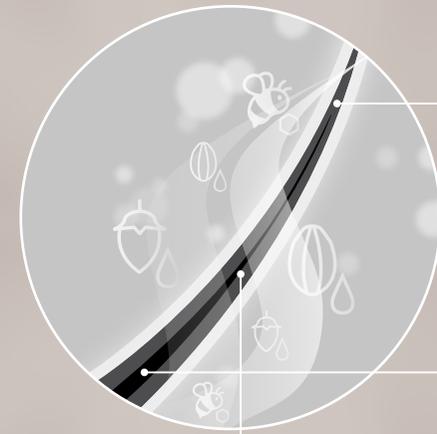
QUICKSAND

STYLING & CARE

Quicksand is a styling paste with a dry shampoo effect that creates light hold and texture with a beachy, saltwater look. Its lightweight consistency easily blends into the hair without leaving a sticky residue. Enriched with a range of natural ingredients such as thistle oil, castor oil, shea butter, jojoba oil, and green tea extract, it calms and softens your styling for a beautiful finish.

Achieve a fantastic windblown beach look with extra volume.

- [Styling paste & dry shampoo]
- [Saltwater look]
- [Provides volume & texture]



BEESWAX

A durable and protective natural wax that is rich in antioxidants.



SHEA BUTTER

Shea butter has a moisturizing and softening effect on the hair.



JOJOBA OIL

Adds instant shine – and reduces the risk of broken hair.

INGREDIENTS FOR HEALTHY AND BEAUTIFUL HAIR

ALOE VERA

The succulent plant aloe vera possesses many properties. It is rich in minerals and antioxidants, and it is nature's own moisturizer. The gel inside aloe vera leaves consists of 96% water, and as an ingredient in hair products, it contributes significantly to creating and maintaining healthy moisture and shine in the hair. Aloe vera also has a healing effect, such as on an irritated scalp.

APRICOT KERNELS

A natural and gentle scrub that delicately exfoliates the scalp. The vitamin-rich apricot kernel is abundant in Vitamin A, C, and E, as well as essential fatty acids and minerals that aid in stimulating healthy hair growth and treating dryness.

ARGAN OIL

The Moroccan argan tree harbors one of the most widely used oils in hair care today. The kernels are transformed into argan oil, which moisturizes, protects, and adds shine to the hair. Particularly thick or curly hair benefits from its vitamins, minerals, and antioxidants for a soft texture and structure.

BEESWAX

The natural beeswax we know comes from honeybees and is full of antioxidants and antibacterial properties, making it both durable and protective. Ideal for hair styling that needs to hold while remaining flexible.

CASTOR OIL

A popular classic in skincare and haircare is castor oil. It comes from the castor bean Ricinus and acts as a hydrating and strengthening ingredient, creating favorable conditions for a healthier scalp with a powerful mix of proteins, vitamins, and healthy fatty acids.

COCONUT OIL

The natural oil extracted from coconuts is an effective ingredient in hair care products, thanks to its high content of various nourishing fatty acids and the oil's unique ability to quickly penetrate the core of the hair strands. Coconut oil helps limit protein loss and effectively maintains the hair's moisture levels. Additionally, many people experience that coconut oil has a positive effect on dry scalp and dandruff issues.

CORNING® MICROEMULSION

The water-soluble silicone-based Microemulsion is primarily intended to give the hair a light and soft feel. However, it also makes the hair more resistant to heat, protects colored hair from color loss, and enhances hair strength.

CRODABOND™

Crodabond is designed to counteract open cuticles. The outermost layer of hair strands - the cuticle - consists of overlapping cells that form a protective layer around the hair, and Crodamond helps the cuticle to remain closed - or to close again after damage from processes such as coloring, bleaching, or straightening. Crodamond smooths the hair fibers, leaving the hair stronger and shinier.

CROTEIN™

Crotein is a variant of hydrolyzed keratin that, due to its slightly higher molecular weight, primarily works in the outer layers of the hair. Crotein has good moisture-retaining properties and helps improve the hair's structure and flexibility, making it easier to handle and style. See also "Hydrolyzed keratin."

GLYCERIN **G**

Glycerin is a natural component in all oils and fats. In its pure form, glycerin is a moisturizing substance that helps retain moisture, particularly in the scalp. Glycerin has a positive effect on itchiness and irritation.

GUAVA EXTRACT

The sweet guava fruit is rich in Vitamin C and helps the hair increase collagen production, ensuring thicker and longer hair. The extract contains antioxidants and cleansing properties that strengthen the roots and leave the hair silky smooth.

HONEY EXTRACT

Honey can do much more than sweeten life. It hydrates, strengthens, cleanses, and supports your hair's natural shine while soothing the scalp around the hair roots, known as epithelial skin cells. The additional amino acids also make the hair easier to detangle.

HYDROLYZED KERATIN

(Including Nutrilan® Keratin and Crotein™)
Hydrolysis is a chemical reaction where a molecule absorbs water and splits into two molecules. The "moistened" keratin can penetrate deep into the hair shaft, increasing both the moisture level and the flexibility of the hair from within. By adding hydrolyzed keratin to the hair, you improve both the health and appearance of the hair, making it easier to manage and style.

HYDROSATIVUM P

Hydrosativum P is hydrolyzed pea protein, which is 100% natural, rich in amino acids, and possesses strong moisturizing properties. Hydrosativum P can bind moisture to the hair even in low humidity,

and this increases the hair's elasticity and reduces the risk of hair breakage. Additionally, Hydrosativum P has a soothing effect on sensitive scalps, reducing irritation.

HYDROTRITICUM™



A wheat-based amino acid complex that, due to the low weight of its molecules, can penetrate the outer layers of both the scalp's skin and the hair cuticle, thus affecting the moisture levels from within and outward. Hydrotriticum is hygroscopic, meaning it can absorb moisture from the air and its surroundings. The unique moisture-binding properties of this substance contribute to increased shine and healthier hair and scalp.

JOJOBA OIL



Jojoba "oil" is actually a liquid wax extracted from the seeds of the jojoba plant. The molecular structure of jojoba oil resembles sebum - the oil naturally produced by the scalp - making jojoba particularly suitable for providing hair with shine, elasticity, and strength. Jojoba oil is extremely softening, rich in provitamin A and vitamin E, and has a soothing effect on the scalp. Additionally, jojoba helps the hair follicles to close protectively around the hair roots.

KERATIN



Keratin is a complex fibrous protein found in nails, skin, teeth, and hair. Hair consists of approximately 85% keratin. Keratin is composed of amino acids that provide hair with elasticity, strength, and smoothness. A deficiency in keratin makes the hair's structure and scales porous and open. As a result, the outermost scales of the hair cannot retain moisture and color molecules. Keratin levels are broken down by factors such as heat from blow-drying, flat irons, and curling irons, chemical treatments, and the sun's rays. The lower the keratin level in the hair, the easier the hair is to break or split.

KOFFEIN



The world's most popular psychoactive substance can do much more than impart a coffee flavor. Research has shown that caffeine can help combat hair loss by prolonging the hair's growth phase (anagen) and penetrates the hair within just 5 minutes after use - accumulating further over time.

MACADAMIA OIL



The oil extracted from macadamia nuts consists of more than 80% healthy monounsaturated fatty acids that are beneficial for hair strength and shine. Macadamia oil also contains nutrients such as calcium, iron, magnesium, and phosphorus. The natural antioxidants in the oil help maintain moisture levels in the hair and scalp. Macadamia oil is a "light" oil that has been shown to quickly and effectively penetrate the hair strands without leaving the hair feeling heavy or greasy, which can be a tendency with several other oils.

MENTHOL



Menthol has a cooling and stimulating effect on the scalp. This means that menthol is soothing for irritated and itchy scalp. In many cases, menthol can also have a positive effect in combating dandruff. Menthol cleanses and stimulates the pores and increases blood circulation, which positively affects hair growth and shine.

MURUMURU BUTTER



Deeply nourishing and soothing nut butter from the palm forests of the Amazon River. Extracted from Murumuru nuts, this ingredient contains natural Vitamin A for anti-aging and softening properties, effectively promoting healing of wounds and scalp eczema.

NUTRILAN® KERATIN



Nutrilan Keratin is hydrolyzed keratin with a low molecular weight, allowing it to penetrate deeply into the hair fibers and rebuild the hair strand from within. See also "Hydrolyzed keratin."

ORGANIC HAIR VOLUME COMPLEX



The organic Volume Complex provides the hair with renewed strength and volume. The unique combination of plant extracts from ginseng root, flea seed, and dead nettle flower has a synergistic effect on the hair's vitality, energy, and volume.

PANTHENOL



Panthenol is a provitamin that, upon contact with the skin, is converted into B5-vitamin. B5 vitamin is regenerating, protective, and moisturizing, binding easily to the hair strands, where it seals the surface and gives the hair a more glossy appearance.

PEQUI OIL



The Brazilian pequi oil is unparalleled in treating curly hair. Especially softening and rich in fatty acids, the oil is considered a powerful moisturizing treatment that reduces tangling and rebuilds fragile hair with Vitamin A and antioxidants.

PHEOHYDRANE



Pheohydrane is a marine biological care complex with fast-acting moisturizing properties. Pheohydrane consists of polysaccharides from brown algae, amino acids from the microalgae *Chlorella Vulgaris*, and minerals extracted from seawater.

Pheohydrane easily binds to the skin and hair, forming a protective and moisture-retaining barrier around the hair strands. Studies have shown that Pheohydrane has both an immediate and long-term effect on the hair's moisture level, and repeated use enhances the effect.

POLYQUATERNIUM

Polyquaternium is an active ingredient found in conditioners that makes both dry and wet hair easier to detangle without leaving it greasy or building up.

POMEGRANATE EXTRACT

Inside pomegranate seeds, there is punicalic acid that works with your hair roots, increasing blood flow to your scalp. The high content of antioxidants helps support natural hair growth and provide naturally healthy hair that feels well-hydrated.

REP'HAIR®

Rep'Hair® is a ceramide-like molecule based on two different saturated fatty acids and specifically developed for hair care. Rep'Hair® rebuilds the hair, reduces damage, and enhances hair resilience. It reduces the risk of hair breakage and split ends. Additionally, Rep'Hair® contributes to noticeably increasing hair shine.

SEA SALT

Saltwater can absorb natural oils in the hair, creating new texture, volume, and natural waves with minimal effort. Therefore, sea salt is often used in hair styling to achieve a final matte finish, enhancing the sharpness of the look.

SHEA BUTTER

Shea butter is a vegetable fat extracted from the nuts of the African shea tree. Shea butter is known for its moisturizing and softening effects on the hair. Due to the UV-B absorbing cinnamic acid naturally present in shea butter, it provides a mild natural protection against the sun's rays. Shea butter also contains small amounts of vitamins A and E, as well as essential fatty acids like omega-6 and the cell-building linoleic acid.

SILSOFT Q

Silsoft Q is a patented silicone-based terpolymer that provides the hair with a unique softness and contributes to increased volume. Upon contact with water, the substance's "slipperiness" intensifies, making detangling wet hair easy and painless.

SOLAMER™ GR8

Solamer GR8 is a unique polymeric molecule developed to provide effective protection against the sun's UV rays. Solamer GR8 is specifically designed for hair care products to offer the hair fibers optimal protection against both UV-A and UV-B radiation, both during and after exposure to the sun.

SUNFLOWER SEED OIL

A healthy remedy for dry hair. Sunflower seed oil is rich in Vitamin E, oleic and linoleic acids, and sesame oil, which contain antioxidants and nourishing properties that can soothe an irritated scalp and help the hair retain moisture and softness.

TEA TREE OIL

Pure oil from the tea tree in Australia with a particularly skin-friendly effect. This antiseptic ingredient is naturally soothing to the skin and has itch-relieving and soothing properties for an irritated scalp. It is considered an effective remedy for dandruff.

UVASORB S5

A safe and effective water-soluble sunscreen that protects the hair from the sun's harmful UV radiation.

VIOLET PIGMENT

In our Anti-Yellow shampoo, violet pigment plays a significant role in counteracting unwanted yellow tones. The violet color neutralizes warm undertones and enhances the hair color's cool shades.

VITAMIN E

Vitamin E is an antioxidant that protects the body's cells and tissues from harmful substances. When applied to the hair, Vitamin E helps repair and build hair cells and scalp skin cells.

VOLUMINIS

A specially developed co-polymer that occurs in the fusion of hydrolyzed wheat protein and a cationic monomer. Behind the technical explanation lies an ingredient that delivers extraordinary results for hair volume and moisture levels, both on the surface and deep within each hair strand.





hh simonsen®

HAVE YOU MET HH SIMONSEN?

HH Simonsen's first product was launched in 2003. But the love for haircare and -styling that made three Danish friends and hair stylists join forces and start HH Simonsen back then is still stronger than ever. And the same can be said about our ambition to offer the absolute best products for hairdressers, stylists and consumers all over Europe.

Today HH Simonsen's range includes everything from electrical appliances and scissors to brushes and hair products – and every single detail bears the mark of more than 30 years of professional hands-on experience from Danish salons and international hair shows.



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