

LAUNCHPAD



Beauty/Hair



Available in six natural shades, the chemical-free ombré alternative offers added volume and length while keeping maintenance to a minimum. [Hotheads Ombré Extensions](http://HotheadsOmbreExtensions.com)
hotheadshairwear.com



Shield color-treated tresses and restore vibrancy; Egyptian hibiscus adds sheen and the oil's fragrance combines neroli, orange blossoms, fresh flowers and rich sandalwood. [Matrix Oil Wonders Egyptian Hibiscus Color Caring Oil](http://MatrixOilWonders.com)
mymatrixfamily.com



The 100 percent vegan duo combines antioxidants and plant proteins to unleash blondes' brilliance, whether the shade is natural, highlighted or fully bleached. [Malibu C Blondes Wellness Shampoo and Conditioner](http://MalibuC.com)
malibuc.com



Place color next to color without bleeding and without foils. Simply mix with Koleston Perfect or Illumina Color and add Welloxon Perfect Developer for a customizable, multitonal formula. [Wella Professionals Color.id](http://WellaProfessionals.com)
wellausa.com



Quinoa, vitamins and emollients untangle hair to imbue moisture and shine as it leaves in works to maintain and protect. [Framesi Color Lover](http://Framesi.com)
framesicolor.com



Product is celebrating its 25th anniversary!

Eliminating frizz and creating instant luster, the weightless serum is alcohol- and paraben-free, color-safe and infused with argan and monoi oils that ensure shades get time to shine. [Bain de Terre Recovery Complex Anti-Frizz Shine Serum](http://BaindeTerre.com)
baindeterre.com



The Color Rage Advanced Training Program is **free for SHE-certified stylists!** Visit [SHE by SOCAPUSA](http://SHEbySOCAPUSA.com) on Facebook to learn more.

The brand's Color Rage campaign showcases the possibilities for expression afforded by hair extensions (available in more than 90 shades), which can replicate haircolor trends sans chemicals. [SHE by SOCAPUSA Color Rage](http://SHEbySOCAPUSA.com)
socapusa.com



Provide additional lift without increasing processing time, thanks to this unpigmented permanent haircolor booster. [Scruples True Integrity Creme Booster](http://ScruplesTrueIntegrity.com)
scrupleshaircare.com



Sunflower extract abounds in this moisturizing shampoo, which works to stave off color-depleting UV rays. [12 Benefits Love at First Lather Moisture Balancing Mousse Shampoo](http://12Benefits.com)
12benefits.com



Bain de Terre
recovery complex®
anti-frizz
SHINE
SERUM
PARABEN-FREE
SÉRUM LUSTRANT
AVEC DES HUILES
D'ARGAN ET
DE MONOI
SANS PARABÈNES
SÉRUM DE BRILLO
WITH ARGAN
& MONOI OILS
125mL/4.2 FL. OZ. (US)