



FUDGE 
PROFESSIONAL

STYLING

ENDORSED BY EXPERTS. CRAVED BY CLIENTS.

When Fudge Professional's founder stepped in chewing gum in his home town of Sydney, Australia, it sparked the idea for a revolutionary hair product which would change the male styling market as we all knew it. Inspired by that very moment, Shaper was born. Its industry-changing texture was controversial, unexpected, but totally genius, remaining unchanged since it first launched, and ever since 1991 we've been out here Fudging The Rules of Styling.

Today, our mission is to offer a comprehensive range of unique and on-trend products which support the needs of the salon professional, and their clients who want to experiment with their style at home, on the move, or wherever they feel like it.

STYLING ISN'T JUST WHAT WE DO
STYLE IS WHAT WE BREATHE

SAVING PLANET F



Along with our iconic 'toothpaste' tubes, all our aerosol packaging is **FULLY recyclable** – when you're all out of spritz or squirt, simply chuck them straight into the recycling!

Our NEW Styling pots pack the same amount of product, but are made from **30% LESS PLASTIC**. All fully recyclable with no need to pull them apart.



WE BELIEVE IN USING RECYCLED MATERIALS
WHEREVER WE CAN – IN FACT, 76% OF OUR NEW
STYLING RANGE CONTAINS RECYCLED PLASTIC!*

*Post-Consumer Resin or Post-Industrial Resin

PREP



**NEW BLOW
DRY AQUA
PRIMER**



**NEW CURL
REVOLUTION
MIST**



**XXL
HAIR
THICKENER**



**GROOMING
PUTY**



**XPANDER
FOAM**



TRI-BLO



**VIOLET
XPANDER
FOAM**



**VIOLET
TRI-BLO**



**SALT
SPRAY**



**PUSH IT UP
BLOW DRY
SPRAY**



**ONE
SHOT**

SCULPT



**NEW MATTE
HED MOULDABLE**



**MATTE
HED**



**MATTE
HED EXTRA**



**SURF
PASTE**



FAT HED



**VINYL
POMADE**



SHAPER



**ELEVATE
POWDER**



**HAIR
GUM**

FINISH



**NEW AQUA
SHINE
SERUM**



**TEXTURE
SPRAY**



**DRY
SHAMPOO**



**MEMBRANE
GAS**



**MATTE HED
GAS**



SKYSCRAPER



**MINI
SKYSCRAPER**



**SKYSCRAPER
EXTRA**



**HED
SHINE**

A portrait of a woman with long, dark, wavy hair, looking slightly upwards and to the left. She is wearing a red top. The background is a textured, mottled brown and white surface. In the top right corner, the word "PREP" is written in a bold, white, distressed font on a dark rectangular background.

PREP

80%

AGREED THEIR BLOW DRY
HELD ITS STYLE FOR LONGER*

NEW

BLOW DRY AQUA PRIMER 150ML



The essential first step for the ultimate, long-lasting blow dry.

With heat protection up to 230°C, blow dry in for loosely defined texture and hold with natural body and volume and a non-sticky, weightless feel.

Hydrating hyaluronic acid is combined with our **WEATHER-SHIELD™** technology to create a virtual umbrella for the hair, delivering all day humidity resistance and frizz control, improved softness, smoothness and visible shine.

DIRECTIONS: Smooth through towel-dried hair and blow dry in.

*80% of 64 women agreed, June 2019

85%

SAID THIS GAVE THEM
CRUNCH-FREE CURLS*

NEW

CURL REVOLUTION MIST 150ML

Weightless curl enhancement to revolutionise the look and feel of your curls. No stickiness, no heaviness, no crispy crunch.

Quench your curls' thirst for moisture and create beautiful definition, natural volume and texture with a healthy-looking shine.

WEATHER-SHIELD™ technology delivers all day frizz control and humidity resistance to protect curl integrity and improve manageability.

HOLD FACTOR
2

DIRECTIONS: Spray liberally into hair and either air-dry or diffuse dry.



**JOIN
THE
CURL
REV
OLU
TION**



XXL HAIR THICKENER 75ML

DOUBLE YOUR HAIR'S DENSITY*

An instant transformation for those who are skinny on top. Heat-activated plumping polymers bond to hair and expand each strand to instantly create a fuller and thicker-looking head of hair.

Strengthening polymers also provide thermal protection to protect and shield fragile hair.

DIRECTIONS : Smooth through wet hair and blast with the hairdryer.



*Controlled laboratory test, 2019

GROOMING PUTTY 75G

Versatile, dual-use lightweight putty to create a groomed look with body and texture.

DIRECTIONS : Smooth through damp hair and blast with the dryer for lightweight texture and extra body or work through dry hair to help mould, smooth and control.





XPANDER FOAM 200ML

HOLD FACTOR
5

Sky-high volume with heat protection up to 230°C. This non-sticky, lightweight whip absorbs fast for touchable amplification and style memory with mega hold and natural movement. Visibly increases hair density up to 180% with **Fibre-Dense** technology to make hair look and feel fuller root-to-tip.

TRI-BLO 150ML

HOLD FACTOR
2

Triple-action blow dry prep perfection. Powered by **Invisi-Shield** technology to protect and defend against heat damage up to 230°C to improve cuticle health and leave hair feeling strong and looking smoother.

CLEAN BLONDE VIOLET XPANDER FOAM 200ML

HOLD FACTOR
5

Get your brightest and most volumised blonde in just 1 use! With thermal protection up to 230°C, this dual-force lightweight whip absorbs fast to instantly knock out brassy yellow tones, while **Fibre-Dense** technology increases hair density by 180% to make hair look and feel fuller root-to-tip.

CLEAN BLONDE VIOLET TRI-BLO 150ML

Multi-action blow dry prep for blondes. Professional strength violet micro-pigment instantly knocks out brassy, yellow tones in 1 use for hair that's blonder than blonde!

HOLD FACTOR
2



MAKE WAVES ALL YEAR ROUND

SALT SPRAY 150ML

With giant sea kelp, red algae and ocean salt minerals, Salt Spray creates raw texture and body in flat hair.

UViShield technology helps strengthen and protect your hair from damage and dryness all day long.

DIRECTIONS:
Apply to damp or dry hair and scrunch to enhance natural wave through hair and leave to dry naturally.



PUSH IT UP BLOW DRY SPRAY 200ML

TAKE YOUR HAIR TO NEW HEIGHTS

With a frizz control system this spray delivers maximum volume on full blast whilst helping to eliminate frizz and flyaways. Hydrolyzed keratin helps strengthen hair and thermal shields protect against damage from heat styling.

**HOLD FACTOR
5**

DIRECTIONS : Blow dry with a big round brush to achieve full, bouncy locks.



ONE SHOT 150ML

Helps strengthen and repair for strong and mighty hair. Ideal for coloured, damaged, or over-processed hair.

A nourishing and repairing complex of creatine, guarana, wheat and silk proteins condition and smooth the surface of the cuticle, helping to reverse the signs of damage.

Enhanced with a silicone complex that forms a shield along the length of the hair to help protect newly-coloured hair from unnecessary moisture so your colour looks fresher for longer.

DIRECTIONS : Shake well, spray on damp hair and comb through. Do not rinse. Style as desired.



**HOLD FACTOR
1**

SCULPT



77%

AGREED IT GAVE THEM A
FLEXIBLE STYLE*

NEW

MATTE HED MOULDABLE 75G

Flexible, medium hold and long-lasting matte finish in a lightweight formula, ideal for finer hair types.

Our unique clay-cream texture smooths easily through hair and won't weigh it down.

Creating texture and definition, Matte Hed Mouldable is enriched with **FLEXI-FIBRE** technology to provide flexible, medium hold.

Enhanced with a **CLIMATE-CONTROL** shield to provide all day humidity protection.

DIRECTIONS: Scoop out, apply to hands, and rub together. Smooth evenly through hair and style as desired.



*77% of 70 men agreed, June 2019

MATTE HED 85ML

Creates definition and texture with firm hold and a matte, dry finish.

DIRECTIONS: Pump to activate. Apply to hands, rub together thoroughly and distribute evenly through the hair. Style as desired.

TOP TIP: If the tube gets stuck, push up from the base to re-activate.



MATTE HED EXTRA 85ML

Our highest hold matte finish styler. Dual combination of kaolin and bentonite clays coats the hair, absorbing moisture for an extra dry, matte finish.

Polymers and waxes provide extra hold to maintain your style in high levels of humidity.

DIRECTIONS: Pump to activate. Apply to hands, rub together thoroughly and distribute evenly through the hair. Style as desired.



**MATTE
HED HOLD
FACTORS**



SURF PASTE 85ML

Rough and rugged texture paste for short, cropped or naturally wavy hair. Ocean salts and vitamin-rich Japanese sea kelp help provide texture and volume. Our unique **UVisiShield** technology combined with hydrating shea butter helps strengthen and protect your hair from damage and dryness.

DIRECTIONS: Work into damp or dry hair and style as desired.



FAT HED 75G

Medium hold lightweight styling cream. Creates shine, texture and pliable hold to define your style.

DIRECTIONS: Apply and work into dry hair with fingers or palms.



VINYL POMADE 75G

Medium hold conditioning pomade with veneer shine. Versatile pomade creates either retro or contemporary sculpted styles with a gloss finish. Infused with coconut oil for condition and shine, hair is smoothed and tamed into place.

DIRECTIONS: Apply through damp or dry hair for a slicked back, high-shine effect. To set, apply heat to hair.



SAME ORIGINAL SHAPER 30% LESS PLASTIC



SHAPER 75G

Medium hold texturising cream with semi-matte finish.

Texturise, mould, or shape it to get a lived-in look.

DIRECTIONS: Apply through hair to create desired style.



ELEVATE POWDER 10G

Perfect for adding volume and texture.

Shake it up and get extra height and root lift with this lightweight yet strong volumising powder. Instantly adds volume and texture to the finest of hair without the need to backcomb.

DIRECTIONS: Simply shake on to dry hair directly at the roots or tease through with your fingers to create your style.



HAIR GUM 150ML

Fibrous gel that delivers extreme hold to control your style. Ideal for spiky wet looks and to give extra support to longer hair.

DIRECTIONS: Apply sparingly to dry hair and work through as desired.



A close-up portrait of a woman with long, straight, black hair that falls over her shoulders. She has bright pink lipstick and is looking directly at the camera. The background is a textured, rusted metal surface. In the top right corner, the word "FINISH" is written in a bold, white, distressed font on a black rectangular background.

FINISH

74%

SAID IT WAS THE MOST LIGHTWEIGHT
SERUM THEY HAD EVER USED*

NEW

AQUA SHINE SERUM 50ML



The ultimate weightless, smoothing, glossing finish to every style.

Smooth through hair to create a virtual umbrella of protection with our **WEATHER-SHIELD™** technology that delivers all day humidity resistance and frizz control.

Infused with hyaluronic acid and our **SHINE-LOCK™** technology to envelop each strand, smoothing down cuticles for your best ever smoothness and long-lasting shine.

DIRECTIONS: Smooth through wet or dry hair to lock in all day incredible shine and softness.



*74% of 62 women agreed, June 2019

TEXTURE SPRAY 250ML

INSTANT VOLUME & TOUSLED TEXTURE

Instant volume, body and hold with a dishevelled natural style. This lightweight dry mist instantly lifts roots and adds texture, providing non-sticky all day hold. Effortlessly brushes out.

DIRECTIONS: Spray on dry styled hair working through with your finger tips to amplify. For maximum volume, turn head upside down and spray directly at the roots. Shake well before use and spray from 15cm away from the head.

HOLD FACTOR
7



DRY SHAMPOO 200ML

Refresh, revive and extend your style in-between washes. Lightweight, invisible dry shampoo with rose clay instantly absorbs oil without leaving a white residue.

DIRECTIONS: Shake well before use. Hold can 15cm from hair and spray generously targeting the roots and teasing with fingertips.

TOP TIP: Use on freshly blow-dried hair to amplify texture.

HOLD FACTOR
1

MEMBRANE GAS 200ML

Shape, texturise and lock your style in place all day. This multi-functional spray can be used in 3 ways for 3 different looks!

1. Texture - spray over hair and tease with fingers.
2. Curl - spray prior to using tongs.
3. Hold - simply spray over finished style.

Membrane Gas allows you to brush out your existing shape and re-work into a new style.



HOLD FACTOR
10

DIRECTIONS: Shake Well and hold can 25cm away head and spray evenly over finished style.



MATTE HED GAS 135ML

DIRECTIONS: Shake can well. Unlock nozzle. Hold can 15cm away from the head and spray over finished style for a super-matte finish and long-lasting hold.

HOLD FACTOR
9
MATTE





SKYSCRAPER 300ML / 100ML

HOLD FACTOR
4

Light-medium hold hairspray gives all day hold with a weather-proof, flexible finish. Controls frizz and flyaways. Lightweight, super-fine, dry mist can be built up and easily layered without overloading. Effortlessly brushes out.

DIRECTIONS: Shake well. Hold can upright 25-30cm from hair and spray evenly.

SKYSCRAPER EXTRA 300ML

Firm hold hairspray locks your style in place for hours. Super-dry fine mist controls frizz and flyaways and helps weather-proof your style, providing long-lasting firm hold, even in humid conditions. Effortlessly brushes out.

HOLD FACTOR
8

DIRECTIONS: Shake well. Hold can upright 25-30cm from hair and spray evenly.



HED SHINE 144ML

Instantly make your hair look shinier than ever before.

Weightless dry oil mist with jojoba oil and argan oil delivers all day luminising shine with no greasiness

DIRECTIONS: Shake well. Unlock nozzle. Hold can 15cm from head and spray over finished style.

HOLD FACTOR
1
SHINE





@FUDGEHAIR

FIND YOUR NEAREST STOCKIST AT
WWW.FUDGEPROFESSIONAL.COM