



~~DARE~~
CARE
TO BE
DIFFERENT

FEELING **BROKEN?**

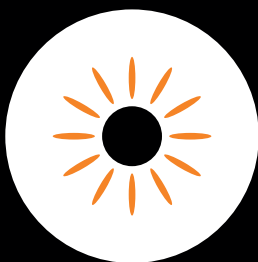
WHY?

- DAILY BRUSHING
- CHEMICAL PROCESSING
- DAMAGE FROM HEAT APPLIANCES
- ENVIRONMENTAL DAMAGE
- GENERAL AGEING

HAIR BECOMES WEAK,

BRITTLE AND

PRONE TO BREAKAGE!

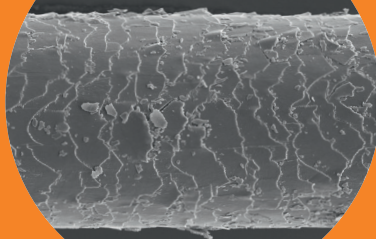


LET'S BOND!

DAMAGE CAUSES GAPS
IN EACH STRAND'S
CUTICLE, LEAVING HAIR
FEELING COARSE.

HAD ENOUGH
OF FEELING
ROUGH?

DAMAGED HAIR



INTRODUCING!

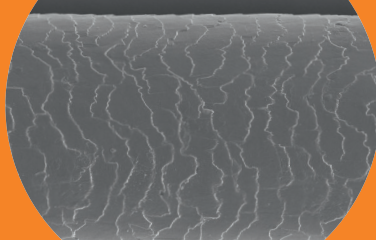
Fudge's repairing hair hero:
Opti-Plex™ Technology.

Our unique bond-building complex:

1. Settles into the gaps
in your cuticles
2. Builds new bonds inside
the core of the hair
3. Repairs hair's natural
protective shield
4. Regenerates and smooths
each and every strand

#SMOOTHOPERATOR

REPAIRED HAIR



DON'T FADE AWAY!

COLOURING YOUR HAIR LEAVES HAIR
CUTICLES OPEN, ALLOWING COLOUR
MOLECULES TO ESCAPE!

THE SOLUTION?

Lock it up and throw away the key for
30 washes! Fudge's unique Colour Lock
technology smooths the cuticle trapping
your colour in.

COLOUR IS LOCKED
FROM FADING
FOR 30 WASHES



CLEAN BLONDE
DAMAGE REWIND

BANISH BRASSINESS

SULFATE
FREE

BE YOUR WHITEST,
BRIGHTEST BLONDE!
ERASE DAMAGE &
UNWANTED YELLOW
TONES IN 1 WASH

24 HR FRAGRANCEFUSE™

Each strand is enveloped in a
fragrance infusion lasting 24 hours

BRASSY TONES INSTANTLY ERASED

90% STRONGER HAIR AFTER 1 USE

OPTI-PLEX™ TECHNOLOGY REVERSES DAMAGE

DRAMATICALLY SMOOTHER, DOUBLE THE SOFTNESS



BEFORE



AFTER



NOT GOING ANYWHERE...

CLEAN BLONDE VIOLET TONING SHAMPOO

250ml



CLEAN BLONDE DAMAGE REWIND SHAMPOO

250ml

This dual-force shampoo contains our max-strength violet micro-pigments that instantly knock out brassy tones, whilst our unique Opti-PLEX™ technology penetrates deep into the hair's core to reconstruct bonds after chemical, styling and environmental damage, as well as weightlessly smoothing the cuticle.



CLEAN BLONDE DAMAGE REWIND CONDITIONER

250ml

For hair that's blonder, stronger and smoother. This dual-force conditioner also contains our max-strength violet micro-pigments that instantly knock out brassy tones, whilst our unique Opti-PLEX™ technology reconstructs bonds and the specialised HairGuard™ complex targets cuticles to seal them shut in just ONE wash!

SAME GREAT FORMULA, NEW FRAGRANCE.
THAT'S IT!
INSTANTLY REMOVES YELLOW TONES FROM
BLONDE HAIR WITH HYDRATING GUARANA

COOL BRUNETTE

RED & ORANGE
TONES. BE GONE

SULFATE
FREE

BE YOUR
COOLEST,
DEEPEST
BRUNETTE

24 HR FRAGRANCEFUSE™

Each strand is enveloped in a
fragrance infusion lasting 24 hours

INSTANTLY ERASES RED & ORANGE TONES

85% STRONGER HAIR AFTER 1 USE

OPTI-PLEX TECHNOLOGY REVERSES DAMAGE

FORMULATED WITH OUR MAXIMUM STRENGTH BLUE MICRO-PIGMENT
FOR BRUNETTES THAT ARE COOLER, DEEPER & STRONGER



BEFORE



AFTER



COOL BRUNETTE BLUE-TONING SHAMPOO

250ml

Cool Brunette Shampoo contains our max-strength blue micro-pigments that instantly knock out unwanted red and orange tones from brunette hair, whilst our unique Opti-PLEX™ technology penetrates deep into the hair's core to reconstruct bonds after chemical, styling and environmental damage, as well as weightlessly smoothing the cuticle.



COOL BRUNETTE BLUE-TONING CONDITIONER

250ml

For hair that's cooler, deeper and stronger! This dual-force conditioner contains our max-strength blue micro-pigments that instantly knock out unwanted red and orange tones from brunette hair, whilst our unique Opti-PLEX™ technology penetrates deep into the hair's core to reconstruct bonds after chemical, styling and environmental damage, as well as weightlessly smoothing the cuticle.

TONE AND REPAIR

IN JUST ONE WASH!

DAMAGE REWIND

DAMAGE CONTROL

SULFATE
FREE



COLOUR IS
LOCKED FROM
FADING FOR
30 WASHES

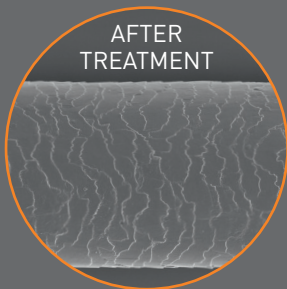
24 HR FRAGRANCEFUSE™

Each strand is enveloped in a
fragrance infusion lasting 24 hours

90% STRONGER HAIR INSTANTLY
WITH REPAIRING OPTI-PLEX™ TECHNOLOGY
DRAMATICALLY SMOOTHER AND DOUBLE THE SOFTNESS



BEFORE
TREATMENT



AFTER
TREATMENT

HAIRGUARD™

The more damaged and brittle the hair, the rougher the cuticle becomes. Hair Guard™ works to fill and smooth all those nasty gaps, helping your hair back to its original virgin condition!



DAMAGE REWIND RECONSTRUCTING SHAMPOO

250ml

SOS emergency, Damage Rewind to the rescue. Give your tired, broken hair a lifeline with our advanced Damage Rewind Reconstructing Shampoo. Our unique Opti-PLEX™ technology penetrates deep into the hair's core to reconstruct bonds after chemical, styling and environmental damage, as well as weightlessly smoothing the cuticle.



DAMAGE REWIND RECONSTRUCTING CONDITIONER

250ml

Stop damage in its tracks with our advanced Damage Rewind Reconstructing Conditioner. Our unique Opti-PLEX™ technology reconstructs bonds throughout the hair, whilst our specialised HairGuard™ complex targets cuticles and seals them shut in just ONE wash!

90% STRONGER HAIR,
INSTANTLY

XPANDER

BIGGER IS
BETTER

SULFATE
FREE



BULK UP
YOUR BODY
FOR DOUBLE
THE BOUNCE!

24 HR FRAGRANCEFUSE™

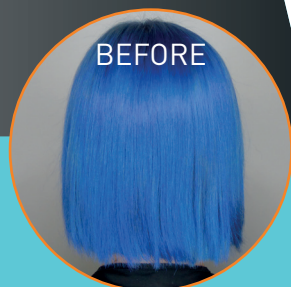
Each strand is enveloped in a
fragrance infusion lasting 24 hours

INSTANTLY DENSIFIES HAIR BY 180%*

WITH WEIGHTLESS FIBRE-DENSE TECHNOLOGY

85% STRONGER HAIR WITH DOUBLE THE BOUNCE

OUR MOST DETOXIFYING FORMULATION EVER



XPANDER GELÉE SHAMPOO

250ml

Bulk up your body in an instant! Our Xpander Gelée Shampoo leaves your hair instantly airy and volumised all day long. Infused with Caffeine and Ginseng to help stimulate scalp and hair follicle growth, whilst our unique Opti-PLEX™ technology strengthens the hair from the inside out for touchably soft fullness.



XPANDER WHIP CONDITIONER

250ml

Our Xpander Whip Conditioner creates 180% visibly thicker, denser hair with style that lasts all day long. Infused with Fibre-Dense Technology that coats each strand to boost volume without the frizz, whilst Opti-PLEX Technology™ strengthens the hair from the inside out for touchably soft densification.

TURN UP THE VOLUME

FOR WEIGHTLESS BODY,

INSTANTLY

LUMINIZER

HYDRATE &
ILLUMINATE

SULFATE
FREE



COLOUR IS
LOCKED FROM
FADING FOR
30 WASHES

24 HR FRAGRANCEFUSE™

Each strand is enveloped in a
fragrance infusion lasting 24 hours

INSTANT ILLUMINATION WITH LIGHTWEIGHT
MICELLAR OIL COMPLEX

SMOOTHING-SWISH™ TECHNOLOGY

85% STRONGER HAIR WITH DOUBLE THE SHINE

48 HOUR WEIGHTLESS HYDRATION



LUMINIZER MOISTURE BOOST SHAMPOO

250ml

Hydration so light, all you will feel is great h-AIR. Our Luminizer Moisture Boost Shampoo is specially formulated with our featherlight micellar oil complex that gently cleanses, moisturises and illuminates each strand, whilst the unique Opti-PLEX™ technology strengthens hair from the inside out for contoured perfection.



LUMINIZER WEIGHTLESS CONDITIONER

250ml

Our Luminizer Weightless Conditioner contains our superior Smoothing-Swish™ Technology that binds to each strand of hair to keep hair soft, full of life and frizz-free for 48 hours, whilst our unique Opti-PLEX™ technology strengthens hair for contoured perfection.

WEIGHTLESS HYDRATION

WITH SWISH-TECHNOLOGY

TREATMENT
TIME MACHINE

PRESS
REWIND



TURN BACK TIME
AND ERASE HAIR'S
DAMAGE HISTORY

START FUTURE

PROOFING

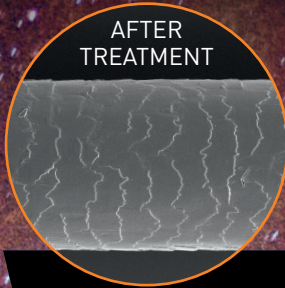
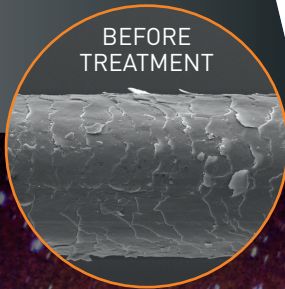
HAIR TODAY

Our 3-step strengthening system uses Plex Technology to reprogram hair's inner and outer structure for demi-permanent results, delivered instantly in-salon and extended at home for continuous protection for up to 10 weeks.

**REVERSES
DAMAGE
FOR 180%
STRONGER HAIR***

**REPAIRS
SPLIT ENDS
IN ONE USE***

**5X SOFTER
& SMOOTHER
FOR UP TO
10 WEEKS***



IN SALON



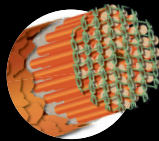
STEP 1

REWIND
FUEL

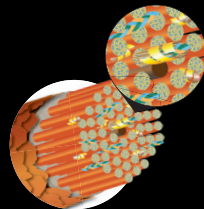


REPAIR

KERABIND
Builds inner core
and moisture shield
for cellular renewal



KERALINK
Penetrates, strengthens and
repairs internal suspension system



IN SALON



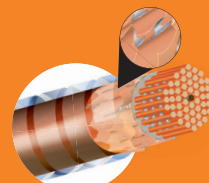
STEP 2

SEAL &
ARMOUR



SHIELD

KERAGUARD
Regenerates and replaces
hair's natural protective
shield



AT HOME



STEP 3

TOP
LOCK



MAINTAIN

KERALOCK
Locks the salon actives
inside the hair for
demi-permanent results



*When used as part of the 3-step Treatment Time Machine regime



FUDGE
PROFESSIONAL

FIND YOUR NEAREST STOCKIST AT:
FUDGEPROFESSIONAL.COM
FUDGEHAIR   