

"Within every man there's a thoughtful husband, a loving father and an honest friend. There's a man of respect, confidence and determination who deserves to look as good as he feels. Within every man, there's a hero." Eufora Hero



Courtesy of Eufora

### Putty in Your Hands

Achieving strong style memory sans crunch, petrolatum-free **Eufora Hero Texture Putty** with proprietary ProAmino Peptide Complex, promotes healthy hair and scalp and delivers pliable styling results. Key ingredients: vitamin E, neem seed oil, licorice root extract and avocado. Bonus! Inhibits 5-alpha reductase, an enzyme that contributes to premature hair loss. ([EuforaHero.com](http://EuforaHero.com))

### Rock Hard

New! Give him the gorilla hold that he craves with **Eufora Men Firm Hold Gel**, which resists flaking and maintains styles until rinsed from hair. Contains strengthening and moisture-gathering panthenol; super-antioxidant CoQ10; a proprietary blend of scalp health ingredients to help inhibit hair thinning; and more! Intel: Great for short styles and shiny wet looks. ([EuforaHero.com](http://EuforaHero.com))

### Stuck-up Styles

He'll be inches taller in no time with **Redken High Rise Hard Wax**, a pliable styler that will effortlessly elevate his hair from ground-level to skyscraper status. Excellent for mohawks, faux-hawks and even old-fashioned butch cuts. ([Redken.com](http://Redken.com))

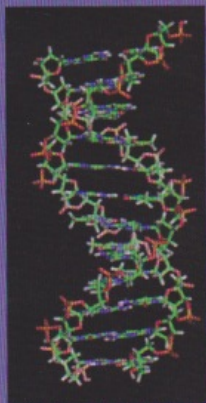


## Piece Offering

Relying on nature's finest fixatives—vegetable waxes, extracts and seed oils—**Eufora Pieceworks Defining Paste** provides long-lasting, pliable hold without sticky, stubborn residue. Vegetable proteins and keratin deliver healthy hair benefits; natural colorants and essential oils create an eco-chic styling experience! ([Eufora.net](http://Eufora.net))

## Personality Order

New! Make curls define who your clients are, and not the other way around with **Gkhair CurlsDefineHer**, a brand-new pre-styler that creates smooth, defined movement while banishing frizz to the hinterland. Contains a concentrated dose of Juvexin—a protein derived from sheep's wool—which forbids hair from reverting to its wicked, wicked ways between shampoos. Extra! Leaves strands soft smooth and finished. ([Gkhair.com](http://Gkhair.com))



## Curl Medicine

*Turning spiral curls into straight strands and visa-versa might one day be as simple as popping a pill.*

Always wanting what is not, curly-haired clients dream of straight strands, while straight-haired gals crave more curl action. Now, it appears, both may one day have their wishes granted. Australian scientists at the Queensland Institute of Medical Research have discovered that the trichohyalin gene, which influences the development and configuration of hair follicles, ultimately determines the texture of hair, whether it's super-curly, ultra-straight, or somewhere in-between. With gene modification, it's conceivable that in the not-so-distant future, changing curly or straight hair could be as easy as filling a prescription.