

SUPERCHARGED  
STRAIGHT FOR  
98% HUMIDITY  
RESISTANCE

STRAIGHTEN OUT

**For supercharged  
straight hair**

Get seriously straight hair for  
48 hours, even in 98% humidity.

The thermo-setting polymers,  
Bed Head's new heat-powered  
technology, work with the heat from  
hot irons providing humidity-proof  
smooth, straight hair.



SUPERCHARGED  
CURLS WITH JUST  
ONE TOUCH

ON THE REBOUND

**For supercharged curls**

Reshape and reform curls  
with just one touch.

On The Rebound supercharges  
the limpest curls with innovative  
curl recall technology, reshaping  
and reforming curls. Just one  
scrunch and the curl instantly  
springs back, recalling your style.



# FOR HIGH OCTANE SHINE RECHARGE SHAMPOO AND CONDITIONER

## For supercharged shine

This anti-oxidant rich shampoo and conditioner removes pollutants, sweat and build-up to reveal super reflective shine and dazzling results.



# FOR FLEXIBLE, ELASTIC STRENGTH ELASTICATE SHAMPOO AND CONDITIONER

## For supercharged strength

Take your hair strength to the next level with this breakage resistance shampoo and conditioner. Packed with protein and elastin for strong, flexible anti-snap hair.

