

Phil Smith

Strapline: Be Gorgeous

Extended Strapline: *Feel* gorgeous and you'll *look* gorgeous. This salon professional range by celebrity hairdresser Phil Smith helps every woman to *Be Gorgeous*.

Main Name: Bombshell

Italics Name: *Blonde Radiance Shampoo*

Benefit: Brighter, fresher tones

Hair type: With chamomile extract for natural, coloured or highlighted blonde hair

Product statement: This gentle cleanser brightens and refreshes blonde shades and highlights, creating a mega-watt golden shine. Channel your inner bombshell!

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Bombshell Blonde Radiance Conditioner.

Main Name: Bombshell

Italics Name: *Blonde Radiance Conditioner*

Benefit: Luminous colour and gloss

Hair type: With chamomile extract for natural, coloured or highlighted blonde hair

Product statement: This revitalising conditioner leaves hair bright, light and your highlights shimmering, without a trace of build-up. Blonde perfection – bottled!

Directions: For best results, first use Bombshell Blonde Radiance Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Wow! Brunette

Italics Name: *Colour Illuminating Shampoo*

Benefit: Glossy, glowing colour

Hair type: With fennel extract for natural, coloured or highlighted brunette hair

Product statement: This moisture-rich shampoo will restore the rich, dark beauty of your hair, with a liquid shine that brings your colour alive. Way to glow!

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Wow! Brunette Colour Illuminating Conditioner.

Main Name: Wow! Brunette

Italics Name: *Colour Illuminating Conditioner*

Benefit: Lustrous colour and shine

Hair type: With fennel extract for natural, coloured or highlighted brunette hair

Product statement: This nourishing conditioner enhances the natural brilliance of brunette tones and creates a head-turning glaze of shine. Instant wow factor!

Directions: For best results, first use Wow! Brunette Colour Illuminating Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Big It Up

Italics Name: *Volume Boosting Shampoo*

Benefit: Instant natural volume

Hair type: With soy proteins for fine, flat or fly-away hair

Product statement: This body-building shampoo recreates the natural body and bounce of thicker hair for the ultimate volume fix. Limp locks be gone...

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a light lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Big It Up Volume Boosting Conditioner.

Main Name: Big It Up

Italics Name: *Volume Boosting Conditioner*

Benefit: Weightless body and bounce

Hair type: With soy proteins for fine, flat or fly-away hair

Product statement: This lightweight conditioner delivers seriously irresistible volume and fullness with a fabulous healthy sheen. The fast-track to big hair.

Directions: For best results, first use Big It Up Volume Boosting Shampoo. Massage conditioner through lengths and ends of the hair, avoiding the roots. Rinse thoroughly to remove all traces of residue. Gently towel dry and style as usual.

Main Name: Hello Moisture
Italics Name: *Nourishing Repair Shampoo*

Benefit: Supple, silky texture

Hair type: With wheat proteins for dry, frizzy or heat-damaged hair

Product statement: This rich shampoo drenches hair in moisture, giving it a feel-good slip and shine that makes styling a breeze. Say hello to happy hair!

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Moisture Rich Nourishing Repair Conditioner.

Main Name: Hello Moisture
Italics Name: *Nourishing Repair Conditioner*

Benefit: Soft, sleek smoothness

Hair type: With shea butter for dry, frizzy or heat-damaged hair

Product statement: This deeply nourishing conditioner locks moisture into dry hair, leaving it silky-soft to the touch. We're talking officially blissed-out hair.

Directions: For best results, first use Moisture Rich Nourishing Repair Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Glam Shine
Italics Name: *Ultimate Glossing Shampoo*

Benefit: Reflective, glossy shine

Hair type: With milk proteins for all hair types

Product statement: This luxurious shampoo smoothes the cuticles of the hair shaft so they reflect the light perfectly. The result? Luminous, movie-star shine.

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Glam Shine Ultimate Glossing Conditioner.

Main Name: Glam Shine

Italics Name: *Ultimate Glossing Conditioner*

Benefit: Luxurious liquid shine

Hair type: With avocado oil for all hair types

Product statement: This rich glossing conditioner transforms dull hair with an infusion of fluid shine. Work the luxe look with seriously glossy hair.

Directions: For best results, first use Glam Shine Ultimate Glossing Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: SOS Rescue

Italics Name: *Damage-Protection Shampoo*

Benefit: Healthy, protected hair

Hair type: With provitamin B5 for frazzled, frequently-styled hair

Product statement: This strengthening shampoo helps hair win the daily styling war. It helps to shield from heat damage while adding a killer shine.

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with SOS Rescue Damage-Protection Conditioner.

Main Name: SOS Rescue

Italics Name: *Damage-Protection Conditioner*

Benefit: Perfect protection and repair

Hair type: With provitamin B5 for frazzled, frequently-styled hair

Product statement: This intensive conditioner delivers top-level pampering for heat-stressed hair. Protection, repair, shine, softness – it ticks every box.

Directions: For best results, first use SOS Rescue Damage-Protection Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Oh So Straight

Italics Name: *Luminous Smoothing Shampoo*

Benefit: Sleek, glossy straightness

Hair type: With wheat protein for unruly, frizzy hair

Product statement: This straightening shampoo is your fiercest weapon against kinks and frizz. It helps to shine and straighten for a born-with-it polish.

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Oh So Straight Luminous Smoothing Conditioner.

Main Name: Oh So Straight

Italics Name: *Luminous Smoothing Conditioner*

Benefit: Satin-smooth straightening

Hair type: With wheat protein for unruly, frizzy hair

Product statement: This deeply-penetrating conditioner delivers super-sleek perfection. Make an entrance with straight and silky hair in tip-top condition.

Directions: For best results, first use Oh So Straight Luminous Smoothing Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Oh So Straight

Italics Name: *Frizz Smoothing Serum*

Benefit: Instant frizz-free polish

Hair type: With light silicone for frizzy hair

Product statement: This is one serious de-frizzer. Lightweight yet powerful, it transforms wiry, frizzy hair into high-gloss silkiness.

Directions: Work a small amount evenly through wet hair, avoiding the roots. Use sparingly, adding more as required. Do not rinse out and style as usual.

Main Name: Age Less

Italics Name: *Intensive Vitality Shampoo*

Benefit: Youthful body and shine

Hair type: With keratin active for lacklustre, mature hair

Product statement: This revitalising shampoo turns back the clock on tired, thinning hair. Rediscover healthy bounce and shine with the ultimate pick-me-up.

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a light lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Age Less Intensive Vitality Conditioner.

Main Name: Age Less

Italics Name: *Intensive Vitality Conditioner*

Benefit: Youthful strength and gloss

Hair type: With keratin active for lacklustre, mature hair

Product statement: This restorative conditioner is like a face-lift for hair. Look ten years younger with hair that swings and shines with all the vitality of youth.

Directions: For best results, first use Age Less Intensive Vitality Shampoo. Massage conditioner through lengths and ends of the hair, avoiding the roots. Gently towel dry and style as usual.

Main Name: SOS Rescue

Italics Name: *Heat Protection Cream*

Benefit: High temperature shield

Hair type: With wheat protein for heat-styled hair

Product statement: This heat defence cream is a must-have for blow-dry and straightener addicts. It forms a protective shield, leaving hair shiny and frizz-free.

Directions: Apply a small amount to towel-dried hair before styling. Smooth evenly through mid-lengths and ends, avoiding the roots. Do not rinse out and style as usual with hairdryer, ceramic irons or tongs.

Main Name: Hot Stuff

Italics Name: Heat Defence Spray

Benefit: Smooth, protected hair

Hair type: With wheat protein for heat-styled hair

Product Statement: You can turn up the heat with this multi-tasking protective spray. It shields against heat damage, controls frizz and leaves hair silky-smooth. Job done!

Directions: Lightly spray over towel-dried hair before blow-drying. For total protection, spray on to dry hair from a distance of 20cm before using hair straighteners or tongs.

Main Name: Glam Shine

Italics Name: Glossing Serum

Benefit: High impact polish

Hair type: With grapeseed oil for dull, frizzy hair

Product statement: This intense shine serum is the saviour of many a bad hair day. Just a couple of drops will transform frazzled hair into groomed, glossy perfection.

Directions: Rub a pea-sized amount in your palms and run hands through damp or dry hair from mid-lengths to ends, avoiding the roots. Use sparingly, adding more as required. Do not rinse out and style as usual.

Main Name: Curly Locks

Italics Name: Curl Control Cream

Benefit: Silky, flexible curls

Hair type: With silicone polymer for frizzy, curly or wavy hair

Product statement: This curl cream has enough styling muscle to hold the most rebellious hair in check. Kinks and frizz are tamed into sleek, glossy submission.

Directions: Rub a pea-sized amount in your palms and run hands through wet hair from mid-lengths to ends, avoiding the roots. Use sparingly, adding more as required. Do not rinse out and style as usual.

Main Name: Curly Locks

Italics Name: *Curl Perfecting Shampoo*

Benefit: Sleek, frizz-free curls

Hair type: With provitamin B5 for frizzy, curly or wavy hair

Product statement: This rich shampoo will give your friends a serious case of curl envy. Untameable frizz is smoothed into beautifully defined, silky curls.

Directions: Apply shampoo to wet hair from roots to ends. Gently massage and work into a rich lather, then rinse thoroughly. Repeat if necessary. For best results, follow with Curly Locks Curl Perfecting Conditioner.

Main Name: Curly Locks

Italics Name: *Curl Perfecting Conditioner*

Benefit: Glossy, defined curls

Hair type: With grapeseed oil for frizzy, curly or wavy hair

Product statement: This nourishing conditioner is a fabulous fix for out-of-control curls and frizz. Reveal sleek, shiny curls that really mean business.

Directions: For best results, first use Curly Locks Curl Perfecting Shampoo. Massage conditioner through the hair, working from root to tip. If you have time, leave on for two minutes before rinsing thoroughly. Gently towel dry and style as usual.

Main Name: Curly Locks

Italics Name: *Curl Perfecting Spray*

Benefit: Protected, polished curls

Hair type: With grapeseed oil for frizzy, curly or wavy hair

Product statement: This moisturising, multi-tasking spray keeps frizz and flyaways under control, protects against heat and holds curls in check. Genius!

Directions: Lightly spray over towel-dried hair before blow-drying or styling. Do not rinse out.

Main Name: Big It Up

Italics Name: *Volume Boosting Spray*

Benefit: Luxurious, instant volume

Hair type: With meadowfoam extract for fine, flat or fly-away hair

Product statement: Feeling flat? This volumising spray gives maximum oomph to your style. Fine limp hair is immediately revitalised into glossy bounciness.

Directions: Spray over towel-dried hair, combing through from roots to ends. For ultimate volume, spray liberally on to roots and blow-dry upside down.

Main Name: Shape up

Italics Name: *Extreme Cream Wax*

Benefit: Definition and shape

Hair type: For short, choppy styles

Product statement: This firm-hold cream wax is a must-have for short hair. Shape it, define it, sculpt it - rock the hottest looks with this versatile styling hero.

Directions: Rub a pea-sized amount in your palms and run hands through towel-dried or dry hair. Use sparingly, adding more as required. For extra definition, give a quick blast with the hot setting on your hair dryer.

Main Name: Big It Up

Italics Name: *Thickening Volume Cream*

Benefit: Texture and volume

Hair type: With date fruit extract for short to medium-length styles

Product statement: Kick-start your style with this thickening cream. It creates long-lasting texture, definition and volume to take your look to a new dimension.

Directions: Rub a pea-sized amount in your palms and run hands through towel-dried hair from roots to ends. Use sparingly, adding more as required. Do not rinse out and style as usual. Blow-dry with a round-barrel brush for maximum root lift.

Main Name: SOS Rescue

Italics Name: *Hot Iron Mist*

Benefit: Extreme heat protection

Hair type: With panthenol for hair styled with straightening irons

Product statement: This high-performance heat shield gives you poker-straight hair without the risk of damage. Finally – guilt-free straightening!

Directions: Divide hair into sections and spray liberally before using straightening irons. Add a few drops of serum afterwards to tame any flyaways. Avoid contact with eyes. Should this occur, rinse immediately with clean warm water.

Main Name: Glam Shine

Italics Name: *Gloss Finishing Spray*

Benefit: Luminous shine and hold

Hair type: For all hair types

Product statement: This definitive glossing spray belongs in your bag of beauty tricks. It holds with the lightest touch and delivers an OTT shine that oozes luxury.

Directions: Lightly spray over dry, styled hair from a distance of 20cm. To reduce static, apply Glam Shine Glossing Serum first. Avoid contact with eyes. Should this occur, rinse immediately with clean warm water.

Main Name: Long Locks

Italics Name: *Intensive Lengths Conditioner*

Benefit: Healthy, shiny finish

Hair type: With moringa seed extract for longer hair

Product statement: This ‘intelligent’ intensive conditioner targets the dry areas of long hair and drenches them with moisture. Complete pampering from root to tip.

Directions: For best results, first use Phil Smith Be Gorgeous Shampoo. Massage conditioner through the hair, working from roots to ends. If you have time, leave on for three minutes before rinsing thoroughly. For best results, use twice a week.

Main Name: Life’s a Beach

Italics Name: *Sea Salt Spray*

Benefit: Sexy, tousled texture

Hair type: With date fruit extract for all hair types

Product statement: This texturising spray creates sexy tousled waves for instant beach babe status. Get bounce, definition and texture with a soft rather than salty feel.

Directions: Spray liberally over towel-dried hair, combing through with your fingers from roots to ends. Gently blow-dry with a diffuser or leave to dry naturally.

Main Name: Hold Tight

Italics Name: *Firm Hold Hairspray*

Benefit: Natural shine and control

Hair type: For all hair types

Product statement: This firm yet flexible hairspray has a touch of magic about it. It leaves hair super-shiny and run-your-fingers-through-it soft, without a hint of crispiness.

Directions: Lightly spray over dry, styled hair from a distance of 20cm. For a firmer hold, apply another layer once the hairspray has dried. Do not brush out.

Main Name: Big It Up

Italics Name: *Volume Boosting Mousse*

Benefit: Weightless volume and hold

Hair type: For fine, flat or fly-away hair

Product statement: This volumising mousse gives you the body you've always dreamed of. Light-as-air yet firmly in control, it delivers a voluminous, glossy finish.

Directions: Shake well and pump one or two balls into your hand, depending on the length of your hair. Apply to damp hair, combing through from roots to ends. Style as usual, or blow-dry upside down for maximum volume.

Main Name: Dry Clean

Italics Name: *Revitalising Dry Shampoo*

Benefit: Instantly clean, fresh hair

Hair type: For all hair types

Product statement: Hello low-maintenance hair! This dry shampoo blitzes oily roots and leaves hair feeling fresh, clean and full of life. Who needs water?

Directions: Shake well and direct the spray into the roots from a distance of 20cm. Massage through with fingertips, brush well and style as usual.