

NEW!

# Living proof.®

## introducing...

Perfect hair Day™ weightless mask

restore repair mask

frizz® intense moisture mask

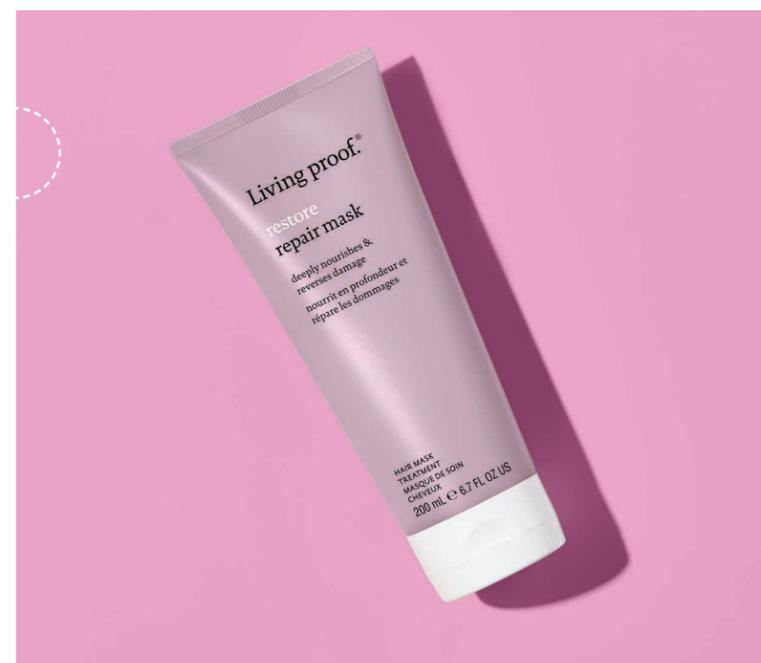
silicone  
free





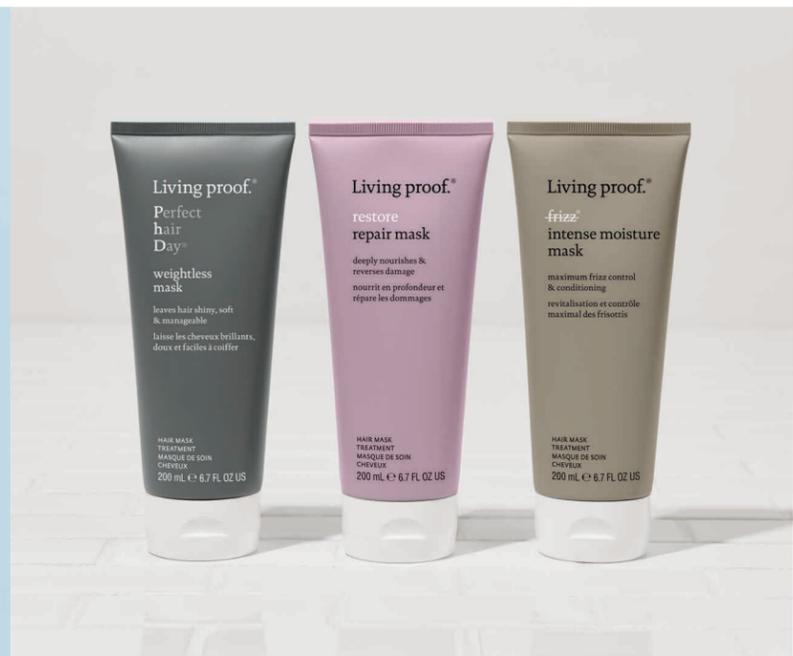
get stronger, healthier hair  
in just five minutes.

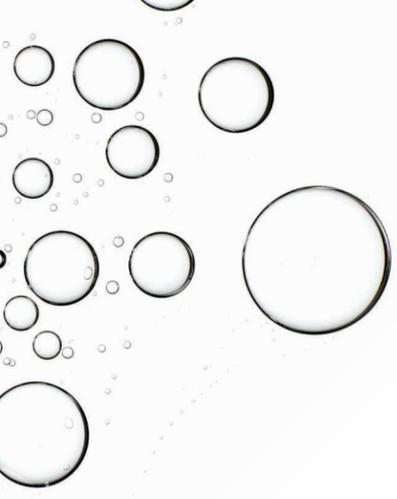
three silicone-free masks that reduce breakage by up to 70%.



*Your goal: to have healthy hair that's easy to style without it falling flat, looking damaged, or frizzing up (and sure, maybe even score a few compliments along the way).*

*And when your hair needs a pick-me-up, you want results—fast. So we challenged our in-house team of biotech leaders and haircare specialists to come up with a quick fix that actually works.*





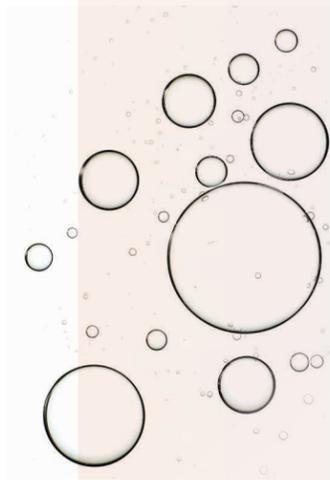
## the problem

WITH OTHER MASKS ON THE MARKET:

## heavy silicones.

Everyone's always looking for solutions for their specific hair concerns—whether it's dullness, damage, or frizz. With jam-packed schedules and less "me-time", many of us turn to masks for a quick fix for our everyday hair challenges.

What we don't realize is that most masks contain heavy silicones, which literally *mask* hair problems after use. The silky, smooth "slip" that you feel right after using a silicone mask is only temporary, and with continued use, heavy silicones can build up, weigh hair down, and cause it to look and feel greasy, which leads you to wash your hair more often (and you guessed it, brush and heat style more, too). Over time, this exacerbates the hair concerns you were looking to solve in the first place and perpetuates the cycle of damage.



## the solution.

Self-care for *your* hair, with three silicone-free masks that revive, repair, and fight frizz. In just five minutes, you will get stronger, healthier hair—without trade-offs.

We found a way to address your biggest hair challenges while reducing breakage by up to 70% after one use and keeping hair cleaner, longer. These masks are quick fixes that also deliver stronger, healthier hair over time. Our secret? Swapping heavy silicones for our patented **Healthy Hair Molecule**, for an approach that corrects – rather than masks – the root cause of your concerns. Now you can revive, repair, and fight frizz, fast—without weighing hair down.

new + improved



### RESTORE REPAIR MASK

nourishes **dry, damaged hair**, reversing damage for a transformative look and feel.

*from straw-like to soft*

curious why our team of scientists created three masks?

### PERFECT HAIR DAY™ WEIGHTLESS MASK

weightlessly hydrates **fine or normal hair** for healthier-looking hair.

*from dull to shiny*



### NO FRIZZ INTENSE MOISTURE MASK

deeply conditions **thick, coarse hair** for maximum frizz protection straight from the shower.

*from frizzy to frizz-free*



Every day, your hair is exposed to external aggressors, such as washing, mechanical damage (like brushing), heat, and UV rays. Even when hair is perceived to be healthy, daily aggressors are impacting the condition of your hair in small ways that become more noticeable over time. Damage can show up in different ways. Depending on your natural hair type and your hair regimen, it can cause hair to look damaged, dull, or frizzy—or it can even exacerbate existing hair problems. Our scientists knew that tailored solutions for specific hair challenges were needed, and that's why we created three masks.



# unmask your potential.

Three silicone-free masks that revive, repair, and fight frizz—without the weight.

## key benefits.

- Up to 70% reduction in breakage after one use
- Replenishes healthy hair's natural protective layer
- Helps hair stay cleaner, longer (so you can wash less and do less damage to your hair)
- Creates visibly healthier hair over time

<p>Free Of: silicones parabens sulfates phthalates</p>	<p>cruelty-free</p>	<p>safe for chemically treated hair</p>	<p>color-safe</p>
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	Perfect hair Day™ weightless mask	restore repair mask	frizz™ intense moisture mask
What it is	A weightless silicone-free mask that delivers the 5 benefits of healthy hair: smoothness, volume, conditioning, strength, and polish.	A powerful silicone-free conditioning treatment that mends dry, damaged hair and protects against future damage.	A deep-conditioning, silicone-free mask that provides maximum frizz control, conditioning, and smoothness.
Benefits	<ul style="list-style-type: none"> <li>• Delivers 5 key benefits of healthy hair: smoothness, volume, conditioning, strength, and polish</li> <li>• Revives dull, lifeless hair in minutes</li> <li>• Has no heavy buildup</li> </ul>	<ul style="list-style-type: none"> <li>• Repairs damage and protects hair against future damage</li> <li>• Restores your hair's moisture levels to be more like healthier, undamaged hair</li> <li>• Restores damaged cuticles without weighing hair down</li> </ul>	<ul style="list-style-type: none"> <li>• Intensely conditions to smooth even the coarsest hair, without weighing it down</li> <li>• Provides maximum frizz protection</li> </ul>
Conditioning Level	Light	Medium	Rich

## usage.

After shampooing, apply generously from roots to ends. Leave on for five minutes and rinse. Use 1-2 times per week as needed as a conditioner replacement.

Perfect hair Day™ weightless mask

BEFORE      AFTER ONE USE      AFTER ONE MONTH OF USE

restore repair mask

BEFORE      AFTER ONE USE      AFTER ONE MONTH OF USE

frizz™ intense moisture mask

BEFORE      AFTER ONE USE      AFTER ONE MONTH OF USE

# the science.

It all starts with the F-layer. The F-layer is the outermost lipid layer of the hair surface and is your hair's natural protective defense. It's responsible for making hair hydrophobic – or, water repellent – which means it prevents your hair from absorbing too much water from the environment (and getting frizzy) and provides hair with softness, lubricity, and shine (read: healthy-looking hair that's easy to brush).

The F-layer can be damaged easily by what we do every day—brushing, UV exposure, and everyday heat styling—not to mention damaging color or chemical treatments. When the F-layer is damaged, the cuticle is exposed and hair is susceptible to frizz, breakage, tangling, and increased dryness.

If the F-layer is damaged, how do we fix it?

## innovative ingredients.

To address F-layer damage, our scientists created a base for all three masks powered by our patented Healthy Hair Molecule and other high-performance ingredients.

### HEALTHY HAIR MOLECULE: our answer to silicones

- Protects hair by forming a lightweight uniform shield around each hair strand, which helps to reduce damage and frizz
- Evenly polishes and protects without the weight
- Keeps hair cleaner, longer

### BIOMIMETIC EMOLLIENT BLEND

- Reinforces your hair's F-layer to make it more hydrophobic
- Acts as a lubricant between hair fibers so it tangles less and shines more

### AMINO ACID COMPLEX

- Improves hair strength
- Helps to keep cuticles sealed down

## tailored formulas.

From there, our scientists tailored each formula with specific ingredients to address your most troubling hair problems.



	Perfect hair Day™ weightless mask	restore repair mask	frizz® intense moisture mask
Problem	Dullness	Dryness + damage	Frizz
Solution	<ul style="list-style-type: none"> <li>• <b>Natural hair moisturizer</b> makes dull hair feel more conditioned and manageable</li> <li>• <b>Murumuru butter</b> leaves hair feeling soft and shiny</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Functionally active meadowfoam seed oil</b> conditions hair and prevents future damage</li> <li>• <b>Tucuma butter</b> revitalizes damaged hair, leaving it feeling soft and shiny</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Surface active conditioning agent</b> improves the hair's F-layer, which reduces friction and smoothes even the most unruly hair</li> <li>• <b>Shea butter</b> conditions hair and makes the mask feel extra smooth during your shower</li> </ul>

# find YOUR mask match.

Already using Living Proof shampoos and conditioners?  
Here are our recommendations for perfect pairings.



*if you use:*

**PERFECT HAIR DAY™ (PhD)**

**FULL**

*match with:*

PhD weightless mask



*if you use:*

**RESTORE**

**COLOR CARE**

*match with:*

restore repair mask



*if you use:*

**NO FRIZZ**

*match with:*

frizz® intense moisture mask

## better together.

PhD shampoo +  
PhD weightless mask +  
PhD in-shower styler

*To add softness and manageability to air-dried styles.*

PhD shampoo +  
PhD weightless mask +  
PhD night cap™ overnight perfecter

*To build strength after just one use, and maintain shine and vibrancy throughout the week.*

restore shampoo +  
restore repair mask +  
restore repair leave-in

*To replenish damaged hair and split ends for silky results.*

restore shampoo +  
restore repair mask +  
restore smooth blowout concentrate

*To repair dry, damaged hair and protect during the heat styling process.*

frizz® shampoo +  
frizz® intense moisture mask +  
frizz® leave-in conditioner

*To provide maximum frizz protection and extra care for your ends.*

love notes from our test salon.



My hair is less frizzy even if I don't straighten it or use less products. And on days that are humid or rainy. My hair feels really soft and hydrated. The product itself is really nice feeling, it almost feels like lotion in my hands but doesn't feel heavy on my hair.

BRIDGET | No Frizz Intense Moisture Mask

*I think my hair definitely feels softer & it's a lot easier to style now. It's less frizzy, I used to have a lot of frizz on top of my head but it has definitely gone down using the No Frizz mask. It's a win-win for me.*

JADA | No Frizz Intense Moisture Mask



Just wanted to let you know that when I finally washed my hair after the mask half-head, I flipped my hair upside down to scrunch in the conditioner in the shower (to make it curly), and the difference between the two sides was INSANE. The curls on the Living Proof side formed nice and neat and the ones on the competitor side were a frizzy mess. 3 days later! Thanks for making good masks happen! 😊

SUAD | No Frizz Intense Moisture Mask  
(half head vs. competitor)

I find a lot of conditioning masks very heavy for my very fine hair. I think weightless is the perfect word.

JESSICA | Perfect hair Day™ Weightless Mask

The mask made great improvements to my hair after a holiday week of chlorine, salt, and sun - it's definitely perfect for helping out after exposure and damage.

JESSICA | Perfect hair Day™ Weightless Mask



My hair feels so soft after using the Perfect hair Day™ shampoo and mask. It dries to sleek and straight now. It's soft and flowy, I love it!

BREE | Perfect hair Day™ Weightless Mask

The mask hydrates and restores hair and leaves it feeling soft and less dry!

JACKI | Restore Repair Mask

*My hair feels great after having used the treatment. Having used the old Restore product line, I find this new formula to make my hair feel even softer.*

JENNIFER | Restore Repair Mask  
(was an existing Restore Mask Treatment user)

make the most of  
your mask knowledge.

*Recommending to a client or customer?  
Start here.*

Quick fix for hair—  
without trade-offs

Up to 70% less breakage  
in five minutes

Replenishes hair's  
healthy protective layer

Revives dull hair  
in just minutes

Strength and  
smoothness, without  
compromising volume

Even healthy hair  
needs self-care

Reverses and  
prevents damage

Created with dry,  
damaged hair in mind

Restores hair's cuticles  
(without weighing it down)

Maximum moisture for  
maximum frizz protection

Luxurious conditioning  
—without the weight

Fights frizz, straight  
from the shower



# questions? we have answers.

## If someone is using a competitive silicone-based shampoo and conditioner, will they see results with our masks?

Yes, but we recommend using Living Proof shampoo and conditioner with our masks for optimal results.

## Are there additional benefits if I leave the mask on for more than the recommended 5 minutes?

Leaving the mask on longer than 5 minutes can provide some additional conditioning, but we recommend using no longer than 10 minutes.

## Will I see immediate results with the masks?

Yes, you will see immediate results from the masks, but with multiple uses, you will see even better results.

## Can I sleep with the mask in?

We do not recommend sleeping with the mask in your hair. These masks were formulated to be applied and rinsed.

## How often should I use the masks?

We recommend using the mask in place of your conditioner 1-2 times per week as needed, while continuing to use your regular conditioner on other wash days.

## Can I use the masks daily?

Most hair masks, like ours, are not formulated for daily use, so we recommend using your regular conditioner in between mask uses.

## Should I still use my conditioner when I'm using a mask?

You don't need to use your conditioner when you are using a mask, the masks are meant to replace your conditioner 1-2 times per week as needed. If you prefer to use both your mask and conditioner together, you can.

## Can I use a mask and shampoo from different franchises?

Yes, you can use a shampoo and mask from different franchises.

## What is the difference between a mask and a leave-in conditioner?

Masks are formulated to provide deep conditioning root to tip. They are meant to be rinsed out and used in place of traditional rinse out conditioners 1-2 times a week, as needed. They make hair stronger while reinforcing hair's hydrophobic layer, leaving it smoother and more aligned. Leave-in conditioners are intended to be applied to specific areas (like ends or dry areas) for an extra boost of conditioning for benefits such as smoothness, alignment, and frizz protection.

## Should the masks be used before or after a color service?

If you want to use a mask during a color service, you should use the mask after.

## Can I use the masks on my hair extensions?

Yes, you can use the masks on hair extensions.

### PERFECT HAIR DAY™ (PhD) WEIGHTLESS MASK

#### How much PhD Weightless Mask should I use?

The amount of PhD Weightless Mask is very dependent on your hair and how thick it is. When you use it, make sure to coat your hair from roots to ends.

#### How is PhD Weightless Mask different from PhD Conditioner?

PhD Weightless Mask revives dull hair, in just minutes compared to PhD Conditioner. This mask is an intense weekly weightless hair maintenance treatment powered by our patented Healthy Hair Molecule, an innovative biomimetic emollient blend, a natural hair moisturizer and Murumuru butter. This new complex only found in this mask combine to enhances strength, manageability and natural polish.

#### How is PhD Weightless Mask different than PhD Night Cap™ Overnight Perfector?

PhD Mask was formulated to be a deep conditioning, rinse out mask treatment. It makes hair stronger while reinforcing hair's hydrophobic layer, enhances natural movement, and conditions without compromising volume. PhD Night Cap Overnight Perfector was formulated to be applied to dry hair and left in. It features a lightweight, softening conditioning base, with a high emollient level, for ease of spreadability and absorption into dry hair. It provides up to one week of more vibrant hair.

#### How is PhD Weightless Mask different than PhD 5-in-1 Styling Treatment?

PhD Weightless Mask and PhD 5-in-1 Styling Treatment are very different products. PhD Weightless Mask is a weekly treatment for when your hair is looking dull and feeling lifeless, while PhD 5-in-1 Styling Treatment is a styling product that also conditions your hair. PhD 5-in-1 Styling Treatment contains both our Healthy Hair Molecule and our Thickening Molecule so it will keep hair cleaner longer and make your hair look and feel thicker.

#### THE PROOF



competitive mask

heavy + dull

PhD  
weightless mask

shiny + has body

### RESTORE REPAIR MASK

#### How much Restore Repair Mask should I use?

The amount of Restore Repair Mask is very dependent on your hair and how thick it is. When you use it make sure to coat your hair from roots to ends.

#### How is Restore Repair Mask different from Restore Conditioner?

Restore Repair Mask transforms hair, in just minutes compared to Restore Conditioner. This restorative mask is an intense weekly hair maintenance treatment powered by our patented Healthy Hair Molecule, an innovative biomimetic emollient blend with functionally active Meadowfoam Seed Oil and Tucuma butter. This new complex only found in this mask transforms dry, damaged hair to look and feel healthier, all while reversing damage and protecting it from future damage.

#### Can I still use Restore Repair Leave-In if I used the Restore Repair Mask?

Yes, you can use Restore Repair Mask in the shower and then apply Restore Repair Leave-in to damp hair to make your hair stronger, silkier and to prevent split ends.

#### My hair is very damaged but is also fine.

Will Restore Repair Mask weigh my hair down?

No, Restore Repair Mask won't weigh down your hair.

#### How is Restore Repair Mask different than Restore Mask Treatment?

Restore Repair Mask is a new and improved version of Restore Mask Treatment. It contains new additives, such as an innovative biomimetic emollient blend, an amino acid complex and functionally active Meadowfoam Seed Oil, which all work together to replenish your damaged F-layer (hair's natural protective defense), enhance slip in use, and support repair of damaged hair. In addition, Restore Repair Mask is vegan and MIT-free.

#### Why did the packaging change from a jar to a tube?

We decided to change the packaging from a jar to a tube with the relaunch of Restore Repair Mask because we wanted to make it an easier product to use in the shower. Now you don't need to use both hands to close the product.

#### THE PROOF



competitive mask

dull, flyaways + split ends

restore  
repair mask

smooth, soft + shiny

### NO FRIZZ INTENSE MOISTURE MASK

#### How much No Frizz Intense Moisture Mask should I use?

The amount of No Frizz Intense Moisture Mask is very dependent on your hair and how thick it is. When you use it make sure to coat your hair from roots to ends.

#### How is No Frizz Intense Moisture Mask different from No Frizz Conditioner?

No Frizz Intense Moisture Mask delivers an enhanced boost of frizz protection in just minutes compared to No Frizz Conditioner. This mask is an intense weekly hair maintenance treatment powered by our patented Healthy Hair Molecule, an innovative biomimetic emollient blend, a surface active conditioning agent, and Shea butter. This new complex only found in this mask combine to fight frizz, add strength and conditioning, all while delivering a luxurious feel during application.

#### If I use No Frizz Intense Moisture Mask can I use No Frizz Leave-In Conditioner?

Yes, you can use No Frizz Moisture Mask in the shower and rinse and then apply No Frizz Leave-In Conditioner to damp hair to give your hair more conditioning.

#### If I have fine, frizzy hair, can I use No Frizz Intense Moisture Mask?

No Frizz Intense Moisture Mask was designed for the most resistant frizzy hair, it is the most conditioning of our three masks. If you are looking for your hair to be very smooth and still have body, then you should try PhD Weightless Mask.

#### THE PROOF



competitive mask

frizz + flyaways

no frizz  
intense moisture mask

smooth + aligned, root to tip





@LIVINGPROOFINC #YOURBESTHAIR

