



product
training
handout

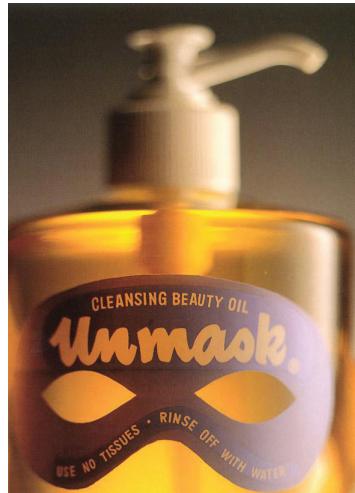
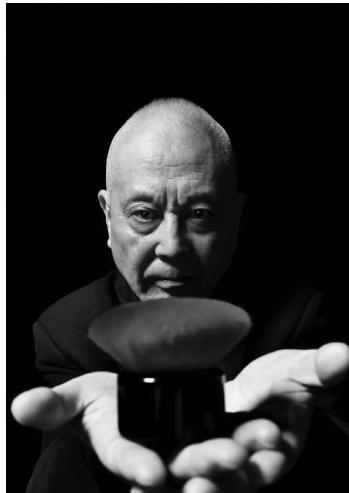
shu uemura
art of hair



driven by one mission

it all starts with mr. shu uemura:
japanese makeup artist creating his
own beauty brand after his success in
hollywood. driven by an innovative spirit
and a unique philosophy, the talented artist
has revolutionized the world of cosmetics
and hair.

history



50s

60s

80s

00s

20s

hollywood

thrilled by the glamour of hollywood, in 1955 mr. shu uemura moves to the us and launches his career backstage. his big break comes in 1964 as the makeup artist for the film "my geisha," transforming the actress shirley maclaine into a japanese courtesan. for the first time, beauty artistry is elevated to an art form itself.

oil removes oil

in 1967, inspired by the philosophy that "oil removes oil," mr. shu uemura introduced the first oil cleanser (and shu uemura product) to the market: "unmask cleansing beauty oil." this now famous product became the origin of shu uemura's iconic art of oils collection.

the first atelier

in 1983 the brand opened its first shu uemura beauty boutique in tokyo, revolutionizing the appearance and function of the cosmetic boutiques. it was the first of its kind to offer experiential shopping, where makeup artists and consumers alike could trial products and discover beauty artistry together.

from cosmetics to hair

in 2007, the brand extended its professional expertise and dedication to women's beauty with the creation of shu uemura art of hair.

present

in 2020, shu uemura continues to drive the artistry of hair through the science and innovation of rare and precious, high performing ingredients.

4 core brand values

they encapsulate our heritage and drive all our actions



rare precious
ingredients



professional
artistry



sleek
luxury



japanese
flair

love | know | act

inspiration



appropriation



embodiment



- tokyo beat
- brand history
- brand vision

- the shu time diagnosis
- products
- tools

- service & attitude
- grooming
- retail expression

the shu time diagnosis

3 questions + 3 gestures = 3 minutes

3 questions

(2 minutes)

what are your main hair concerns?

it is important to know if your client has ongoing issues with her hair or scalp.
encourage her to talk about her current regimen.

what is your dream hair?

does she want to change the texture or feel of her hair?
does she want to change her hairstyle?

how do you feel today?

this question allows you to know her daily rhythm. is she tired? is she stressed? is she always on the go? her lifestyle will speak to the health of her hair.



3 gestures

(1 minute)

touch a strand of hair to evaluate the quality.
ask her permission to touch her hair.

brush the hair with a shu uemura brush.

this will allow you to see if the hair is easy to detangle, is static, moves easily, etc...

move the scalp with the palms of your hands.

if the scalp is rigid, that may mean that your client is stressed and needs relaxation. if the scalp is dry, she needs nutrition, etc...



3
minutes

6 different pillars

1 pillar = 1 solution = 1 color = 1 key ingredient

each pillar contains a shampoo, conditioner, and treatment masque.
some pillars also contain leave-in products.

nourishment



urban
moisture
moringa

volume



muroto
volume
depsea water

smoothing



shusu
sleek
black
cumin oil

restoration



silk
bloom
argan tree

extreme repair



ultimate
reset
rice extract

color treatment



color
lustre
musk
rose oil



color lustre

musk rose oil + goji berries

the **musk rose tree** originated in asia. in the 16th century, after spreading throughout europe, it was introduced to south america. today it is mainly found growing in chile. **musk rose oil** is extracted from the seeds of the **musk rose** for its inherent healing properties.

goji berries are renowned in asia as the most concentrated natural source of anti-oxidants. they are so delicate that they must be harvested carefully by shaking them free from the trees so as not to crush them. **goji berry extract** helps protect the hair from oxidation and color fade.

color lustre

for normal to color-treated hair



features

- **musk rose oil**, rich in fatty acids that boost color radiance
- **goji berry extract**, most concentrated natural source of antioxidants
- **vitamin a**, an anti-oxidant that offers color-protecting properties
- **refining lipids**, mimics the hair's natural protective varnish to insulate the cortex from water and other external stress factors
- **scalp respect complex**: moisturizes and revitalizes the scalp – glycerine + gentian extracts
- **sulfate-free**, paraben-free

benefits

- restores the hair's natural varnish
- delicately preserves color
- adds a vibrant polished shine

color lustre brilliant glaze thermo-milk

features

- **musk rose oil**, rich in fatty acids—deeply nourishes the hair fiber and boosts color radiance.
- **goji berry extract**, helps protect the hair from oxidation and color fade
- **refining lipids**, mimic the hair's natural protective varnish to insulate the cortex from water and other external stress factors

benefits

- leave-in heat protectant
- protects hair color from external factors
- imparts a vibrant shine and polished finish
- provides all-day shape memory

how to use

1. on towel-dried hair, apply a quarter-size amount evenly from mid-lengths to ends.
2. comb through for even distribution.
3. section hair and blow dry section-by-section from roots to ends.

color lustre

dry cleaner: micro-fine powders + water free conditioning
for normal to color-treated hair



don't just wash your hair. dry clean it. just as the finest fabrics require the most delicate cleansing to preserve color and touch, hair requires superior care to maintain pristine condition.

features

- **2-in-1 dry shampoo**
- **translucent micro-fine powders**, absorb oil and impurities at the root
- **unique water-free conditioning base**, revives hair color and texture
- **fragrance-free**

benefits

- cleanses hair by gently absorbing oils and impurities at the roots; quick dry cleansing efficiency
- moisturizes dry lengths and ends
- hair color is revitalized
- weightless bounce, shine, and salon fresh feel
- zero residue

why a water free formula? water's impact on color-treated hair



how to use

1. create a part on dry hair
2. shake well before use
3. spray 8-10 inches from roots. repeat gesture on multiple sections as desired
4. brush on or use fingers to distribute product evenly

color lustre

shades reviving balm: linseed oil + musk rose oil
for color-treated hair



reviving balm cool blonde



reviving balm golden blonde

linseed oil, used since the renaissance by master painters to revive and prolong the durability of their paints. musk rose oil, extracted from the musk rose tree since the 16th century for its inherent healing properties.

features

- **linseed oil**, provides an evenness of shade revival along the hair fiber.
- **musk rose oil**, is rich in fatty acids and anti-oxidants which nourish the hair and help prevent the oxidation and fading of color.

benefits

keeps blonde color from fading between salon visits

- refreshes blonde highlights
- deeply nourishes and adds vibrancy
- no chemical reaction or modification of permanent color

for cool blonde tones

before



after



for golden blonde tones

before



after



color lustre

shades reviving balm: linseed oil + musk rose oil
for color-treated hair

in-salon application

wear gloves and perform allergy skin test as indicated on instruction leaflet



01.
start application where the color is most faded.

work rapidly.



02.
with the hands, ensure even distribution on each fiber.

uneven application results in uneven color.



03.
refrain from applying onto the scalp to avoid staining.



04.
once **color lustre** is applied all over, gather lengths together to ensure even distribution.



05.
leave on for 5 to 10 minutes, depending on hair porosity.

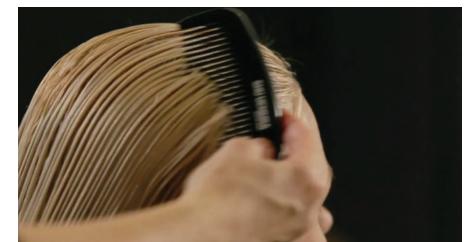


06.
perform a visual check after 3 minutes.

by squeezing the product off a section of the hair between the fingers.



07.
add water and emulsify, rinse thoroughly.



08.
comb through.

color lustre

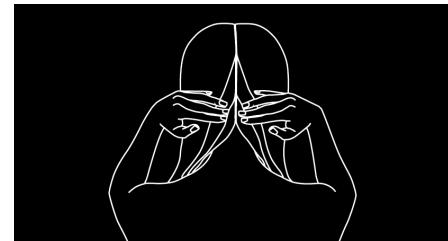
shades reviving balm: linseed oil + musk rose oil
for color-treated hair

at-home application

a skin allergy test must be carried out 48 hours before each application of color lustre, as indicated on the instruction leaflet



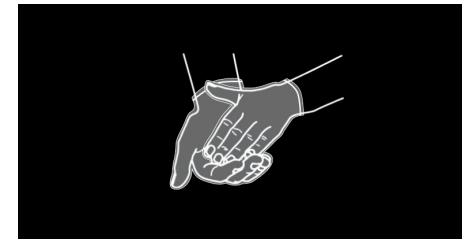
01.
having rinsed out your shampoo,
gently squeeze most water out of
hair until it is just damp.



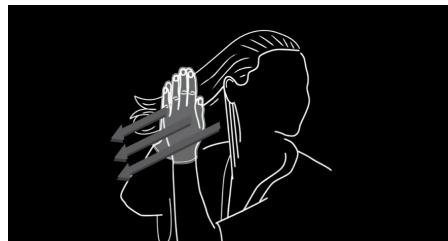
02.
divide hair into two parts.



03.
put gloves on.



04.
squeeze out 2 to 3 tablespoons
of **color lustre** (depending on hair
length) into the hands. lightly work
into palms to facilitate application.



05.
quickly apply **color lustre** one
section at a time from roots to ends.
make sure to spread the balm in
all your layers. avoid applying on
your skin.



06.
put up the two sides together and
fix your hair on top.



07.
leave for 5 to 10 minutes. reduce
time if your hair is chemically treated
or bleached.



08.
rinse very thoroughly.

*Best practice: start with area that needs most revival, mid-lengths to ends first, if needed.



urban moisture

moringa extract & red micro-algae extract

also known as the “miracle tree”, the **moringa tree** is one of the most nutrient-dense plants in the world and has been used over the centuries in traditional medicines. highly concentrated in nutrients, vitamins, and antioxidants, the extract deeply hydrates while offering intense purifying properties that catch pollutants, cure illnesses, and purify water.

known for centuries for its healing properties, **red micro-algae** fights free radicals and the damaging oxidation process. the extract is rich in vitamins, minerals and amino acids that all help to protect the hair.

urban moisture

for normal to dry hair



features

- **moringa extract** to offer moisture and gentle nourishment
- **red micro-algae extract** to provide protection against urban aggressors

benefits

- rebalances the moisture levels of dry hair
- creates a soft and smooth texture that is supple from roots to ends
- hair is purified and protected against dust, pollution and hard water
- hair is left with a healthy glow
- safe on color-treated hair

hydro-nourishing double serum

features

- **anhydrous colorless phase:**
 - moringa extract – to offer moisture and gentle nourishment
 - red micro-algae extract – to provide protection against urban aggressors
- **aqueous orange phase:**
 - caring agents – act as a shield and add a healthy glow to strands
 - UV filter – protects against the sun's rays

benefits

- leave-in serum that instantly adds intense moisture
- shields the hair's surface from urban aggressors, such as dust, pollution, and hard water
- imparts a healthy glow
- creates a soft and smooth texture that is supple from roots to ends
- safe on color-treated hair

how to use

1. shake the bottle to mix the two phases before use.
- 2.on damp hair: spray 4-8 pumps to washed and towel-dried hair from the mid-lengths to ends.
- 3.on dry hair: spray 2-3 pumps and massage onto mid-lengths and ends.
- 4.section hair and blow dry section-by-section from roots to ends.



silk bloom

argan oil

the argan tree grows in an extremely arid environment in north africa and produces precious [argan oil](#) recognized for its reparative and regenerative properties. it has been used by berber women for centuries for its exceptional reparative qualities.

combined with ceramide and vitamin e, [argan oil](#) helps repair the structure of damaged hair fibers and the bonds between the hair cuticle. thus, the anatomy of each fiber is restored for hair that has a firm and silky feel.

silk bloom

for damaged hair



features

- **argan oil** repairs and replenishes the hair fiber
- **ceramide** reinforces the hair fiber's intercellular cement and cohesion of the hair cuticle
- **scalp respect complex:** moisturizes and revitalizes the scalp – glycerine + gentian extracts

benefits

- repairs the structure of the hair fiber
- reinforces the fiber, leaving a substantial touch from roots to ends
- safe on color-treated hair



ultimate reset

japanese-sourced rice extract

for millennia, japanese women have looked to rice as a source of beauty and strength. renowned for its powerful protecting and moisture-retaining virtues, it even gave way to the saying “nuka bijin”, meaning “beautiful by the rice”. combined with shu uemura’s [co-emulsion](#) and [ultima-6](#) technologies, ultimate reset boasts a restorative formula of groundbreaking strength.

- sustainably sourced in kyogo, japan
- harvested using a traditional cultivation system which preserves local ecology
- traditional duck cultivation
- ensures purity and richness of nutrients in the rice

ultimate reset

for ultra-damaged hair



features

co-emulsion

- new generation of shampoo + conditioner
- extreme repair for lasting results
- weightless feel
- adapts to all hair types

ultima-6

- low-charge amino complex to provide maximum repair
- light molecular weight actives for lasting repair
- protection from future damage and breakage

benefits

- provides intense, high level of care
- will not weigh the hair down
- brings softness, suppleness, and strength
- most advanced formula in hair repair
- long-lasting shine

extreme restoration duo-serum

features

stimuli responsive styling

- allows optimum hair styling that can be reactivated by a low-temperature heat
- thermo-responsive bees wax and thermoplastic elastomer

benefits

- perfect balance between care and styling
- strengthens weekend hair fiber while maintaining shape

how to use

1. apply to midlengths and ends on damp or dry hair.
2. style for desired look.



muroto volume

infused with rare, precious depsea water

drawn from 200 meters beneath the [seas of japan](#), far secluded from bacteria and pollutants, [depsea water](#) matures over hundreds of years.

this precious ingredient remains a pure and rich source of essential minerals and nutrients, providing ultimate purity and hydration.

muroto volume

weightless body for fine hair



features

- **depsea water** delivers lasting volume and weightless body
- **sea salt** enhances natural movement, texture, and volume

benefits

- weightless body
- long-lasting volume
- soft, touchable texture
- pure hydration
- sensorial fragrance

hydro-texturizing mist

how to use

1. shake to activate and spray two or three pumps onto damp hair
2. allow to air dry or blow-dry for volume



shusu sleek

black cumin oil

at the origin of **black cumin oil** is a mysterious flower, *nigella sativa*, which grows in oasis under optimal conditions. a precious oil, known as “the oil of the pharaohs,” can be drawn from its dark and fragrant seeds.

a key ingredient in remedies and beauty secrets for thousands of years, **black cumin oil** is legendary throughout the eastern world. the oil conceals a complex structure of over one hundred elements, together with a nourishing, optimal balance of omegas 3, 6 and 9. it also contains rare, healing nigellone, one of the most powerful natural antioxidants.

shusu sleek

for coarse and unruly hair



features

- **black cumin oil:** high concentration of the powerful antioxidant, nigellone and omegas 3, 6 and 9
- **paraben-free and silicone-free**
- **scalp respect complex:** moisturizes and revitalizes the scalp – glycerine + gentian extracts

benefits

- deep nourishment, fluid touch
- disciplines hair fiber, instantly tames the most rebellious hair
- creates a satin texture: light, smooth and resplendent
- safe on color-treated hair

challenge your knowledge!

connect the ingredient and its definition with the associated **shu range**

musk rose oil



depsea



black cumin oil



moringa extract



argan tree



japanese-sourced
rice extract



example

highly concentrated in nutrients, vitamins, and antioxidants, the extract deeply hydrates while offering intense purifying properties that catch pollutants, cure illnesses, and purify water.

rich in fatty acids & vitamin a, it has shine-enhancing and protective properties.

growing in the most arid regions of the world, it produces a very precious oil known for its restoring & replenishing properties.

japanese woman's oldest beauty secrets, rice extract is renowned for its protecting & moisture retaining benefits.

it is a precious oil used for thousands of years in beauty secrets. contains a high concentration of the powerful natural anti-oxidant, nigellone & omegas 3, 6 & 9, essential fatty acids.

this precious ingredient remains a pure and rich source of essential minerals and nutrients, providing ultimate purity and hydration.

color lustre



urban moisture



silk bloom



ultimate reset



muroto volume



shusu sleek



answer key

musk rose oil



rich in fatty acids & vitamin a, it has shine-enhancing and protective properties.

color lustre



depsea



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muroto volume



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moringa extract



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argan tree



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silk bloom



japanese-sourced rice extract



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ultimate reset





art of oils

art of oils

gently cleanse
scalp & hair

cleansing oil shampoos

- all hair types
- dry scalp & hair



gently smoothes
away impurities

essence absolue

- cleansing milk



detangles
& softens

cleansing oil conditioner

- conditioner



nourishes
& protects

essence absolue

- nourishing taming overnight serum
- nourishing oil-in-cream



nourishes
& softens

essence absolue oil

- all hair types
- nourishing protective oil



hair &
skin

essence absolue

- universal balm
hair & skin



nourishing &
shaping spray

all-in-oil-milk

- softens
- controls frizz



new essence absolue

multi-purpose all-in-oil milk
nourishing and shaping spray



multi-purpose all-in-oil milk

features

- **camellia oil** the ultimate beauty secrets of geisha versatile and multi-purpose by nature, with absolute smoothness and moisture.
- **coconut oil** technology combined with camellia to go even further with glowing hair and nourishment without weight

benefits

- detangles
- softens
- heat protection
- prevents breakage
- nourishes
- adds shine
- controls frizz

how to use

for stylists in-salon....

- **hair cutting lotion:** to detangle, enhance glide for cutting tools, and treat hair during the haircut
- **primer:** to maintain moisture, reduce frizz, and increase shine
- **blow dry aid:** to prevent damage and breakage
- **style finisher:** to creates a soft, smooth finish

for clients at-home....

- **on damp hair:** for easy detangling
- **blow dry prep:** to prevent damage and breakage
- **style refresher:** to smooth 2nd day fly-aways, improve manageability, and enhance shine
- **conditioner for fine hair, lightweight formula:**
for nourished softness

new essence absolue

universal balm

for hair & skin, the ready-to-go remedy



universal balm

for over two centuries, camellia flower seeds have been harvested from the [japanese island of toshima](#), where each seed is handpicked and transformed into a nourishing oil

features

red camellia oil

- sourced from toshima island in japan
- naturally rich in essential lipids, one of the most nourishing,
- rapidly absorbed oils

benefits

hair

- nourishes & softens
- detangles
- adds shine
- treats dry lengths

skin

- moisturizes
- protects from dryness
- for hands, skin, and cuticles
- with non-sticky lightweight texture

how to use

hair

- **dry lengths:** to treat, apply on damp or dry hair
- **shape definition:** for separation and shine, use fingertips to define a style
- **beard:** to soften, gently smooth over facial hair
- **eyebrows:** for control, smooth over and shape

skin

- **eyebrows:** to moisturize, rub over dry skin
- **hands & cuticles:** to protect from dryness, massage onto hands

essence absolu

nourishing taming overnight serum
advanced night care for dry hair



features

- **japanese red camellia oil**, 100% solidarity sourced in japan
- only first-pressed oil for the purest quality
- family craft dating back 200 years

benefits

- instant nourishment & repair with a lightweight finish
- discipline & frizz control
- repairs damage while you sleep
- tames frizz for 24h even under the most humid conditions

how to use

1. apply a coin size or 2 pumps at night to damp or dry hair from mid-lengths to ends
2. comb to spread the product evenly
3. style as desired, there is no need to wash hair the morning after due to the product's lightweight texture

cleansing oil shampoo

gentle radiance cleanser
for normal hair



features

- **onsen-inspired ferment** known for its purifying qualities to cleanse and nourish the hair

benefits

- cleanses scalp and hair
- moisturizes and softens
- radiant and light finish

how to use

1. formulated for daily use.
2. massage through wet hair and rinse.

cleansing oil shampoo

moisture balancing cleanser
for dry scalp and hair



features

- **neroli essential oil** – extracted from the bitter orange tree, neroli essential oil is an emollient known to maintain the right moisture and oil balance in the skin and hair.
- the **anti-oxidant properties** of this concentrated oil encourage healthy cell growth, which boosts and revitalizes dry, dull-looking hair.

benefits

- cleanses scalp and hair
- deeply purifies; removes oil and buildup
- calms and regenerates itchy scalp
- rejuvenates dry hair and scalp with the precise dose of moisture, leaving hair supple and cashmere soft
- improves condition every time you cleanse

how to use

1. formulated for daily use.
2. apply to wet hair, massage, and rinse thoroughly.

cleansing oil conditioner

radiance softening perfector
for dry hair and scalp



conditioner

produced on the coast of the ionian sea, **bergamot essential oil** is named after the turkish princes who carefully extracted it for centuries for its unique soothing and oil-balancing properties on the skin. in haircare, it helps maintain the delicate oil balance of the hair and scalp.

the unique, lightweight **translucent gel texture** offers ultimate spreadability and absorption for a truly effortless conditioning experience. offers gentle detangling and weightless finish.

features

- **bergamot essential oil**

benefits

- detangles gently and smoothly
- offers ultimate softness and smoothness
- magnifies shine and radiance
- airy and weightless finish

how to use

1. formulated for daily use.
2. after shampooing, massage into damp hair and rinse thoroughly.

essence absolue

nourishing protective oil
for all hair types



features

- **camellia oil** to smooth and soften hair
- **multi-use oil** that can be used as a conditioner, blow dry serum and a finisher
- **petal-light finish**

benefits

- rebalances the moisture level
- rapid absorption into hair
- supple touch with high shine
- uv protection of hair fiber

how to use

1. apply mid-shaft to ends
2. pre-treat before shampoo
3. leave in for added shine
4. blow dry serum
5. finishing serum
6. use during color application for high-gloss shine and conditioning

essence absolue

oil-in-cream

for thick, coarse, and unruly hair



features

- **camellia oil** to smooth and soften hair
- **petal-light finish**

benefits

- ultimate smoothness
- nourishes and softens
- high gloss shine
- frizz control
- heat protective & humidity resistant

how to use

1. apply to damp hair, mid-lengths to ends.
2. blow dry for smooth finish or diffuse for defined/controlled curls.

essence absolu

nourishing cleansing milk
for normal to very dry hair



features

- **camellia oil** to smooth and soften hair
- **cationic and amphoteric** [sulfate-free] surfactants that offer an extremely soft cleansing and a gentle, mild lather.

benefits

- gently cleanses without detergents
- deeply moisturizes without weighing down
- enhances body
- adds softness and shine
- smoothes away impurities
- tames frizz

how to use

1. apply to wet hair, massaging into the scalp to produce a mild lather.
2. leave in 5 minutes and rinse (thicker hair: rinse and repeat).
3. replaces both shampoo and conditioner 1-3x per week.
(coarse, thick hair may need a conditioner for ultimate hydration.)



new the art of styling

professional formulas crafted for
endless creativity

"creating something that is universally
beautiful, that is art."

Shu uemura.



shu uemura
art of hair

returning to the essence of the brand
& its powerful art foundations



reflecting the brand's dna through the art of styling

sleek luxury

pro artistry

japanese heritage

1



2



3



iconography &
packaging

haigo
blends

art of
minimalism

new professional collection of luxury hair styling products

purposely formulated for blending and layering to achieve
any hairstyles and unleash artistic creativity

textures



fragrance



formulas



we optimized the platform,
kept the best sellers...

&



introduced key
performers

the new shu uemura professional styling collection



two new blow dry essentials to create a flawless finish

tsuki shape

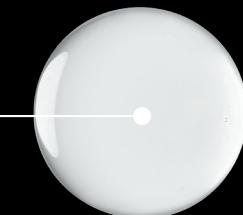
blow dry spray



benefits:

- shape memory, reactivated by heat
- adds body and lift at the root
- provides hold with a lightweight feel

galenic liquid



looks:

bouncy curls & wavy hairstyles,
volume, root lift

netsu design

blow dry cream



benefits:

- heat protection up to 450°F
- frizz protection
- reworkable for versatile looks

galenic cream



looks:

sleek blow dry,
effortless blow dry

new shu uemura styling collection

rediscover your professional hair styling favorites
with a new sleek look and exclusive fragrance

hold & control



moya hold
finishing
hair spray



kaze wave
curl
mousse



umou hold
hold
cream



nendo definer
matte
clay



ishi sculpt
sculpting
paste



uzu cotton
definition
cream



wata wave
texture
spray



awa volume
volumizing
mousse



tsuki shape
blow dry
spray

smooth & sleek



tsyu sleek
blow dry
oil



shiki worker
blow dry
serum



netsu design
blow dry
cream

discontinuations



blow dry
beautifier
thin hair



blow dry
beautifier
thick hair



satin
design



fiber
lift



master
wax



volume
maker

a powerful, minimalist & sleek design



minimalist design

ultra sleek & graphic

embracing luxury codes
of less-is-more

only the essential

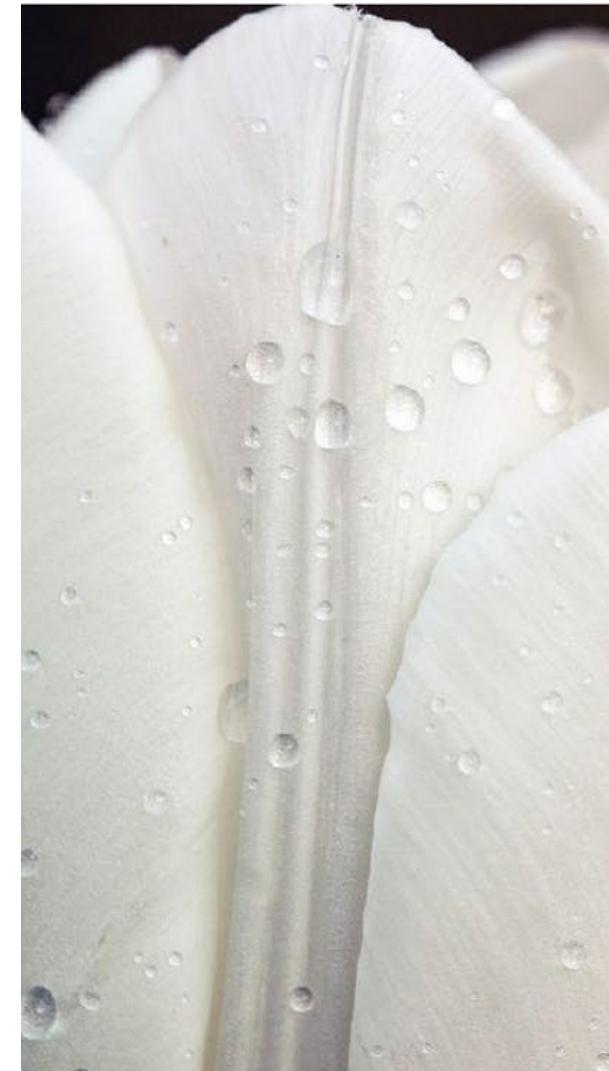
inspired from our japanese heritage

graphics inspired from Japanese
character meaning art アート

new names inspired by our Japanese heritage and the

art of wabi わびの芸術

finding beauty and inspiration in natural surroundings



luxurious textures in the purest form
that deliver elevated professional looks

signature products

awa volume
bubble



umou hold
feather



moya hold
haze



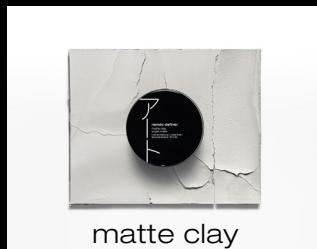
shiki worker
four seasons



ishi sculpt
stone



nendo definer
clay



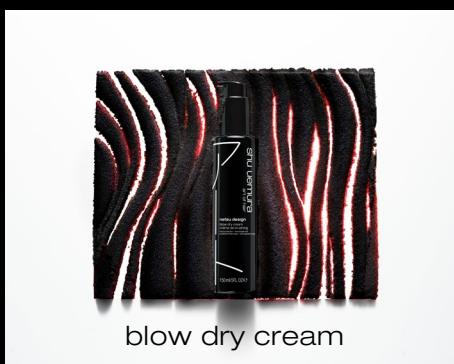
new star products

tsuki shape
moon



blow dry spray

netsu design
heat



blow dry cream

fragrance: a musky, subtle & polished scent

a fresh musky scent that is immediately entrancing with a clean, sleek feel.
a soft and enveloping universe with a calming blend of amber and
creamy musk, relaxing florals with a surprising dash of red pepper



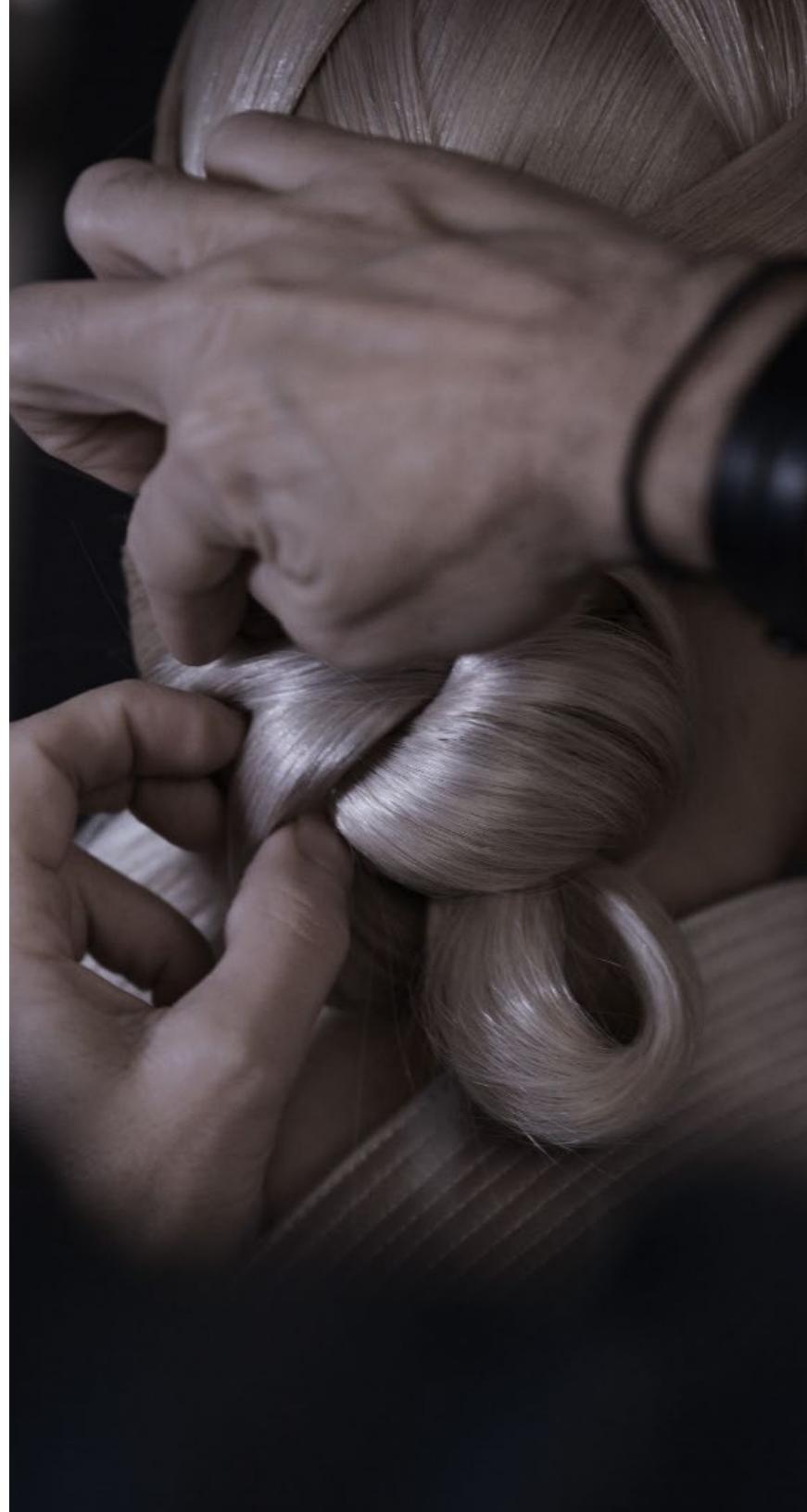
the art of haigo



shu hair artists



formulas
become **art** through
the hands of hair artists



haigo ノヴァック blends

expertly crafted formulas
with compatible textures
for blending and layering
with sensorial fragrance



mousse

serums

creams

clay

blending & layering with super star sku essence absolue oil



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videos featuring the new art of styling collection

1

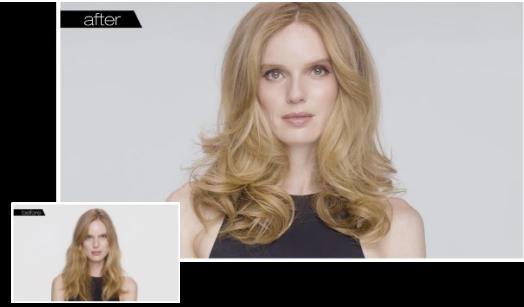
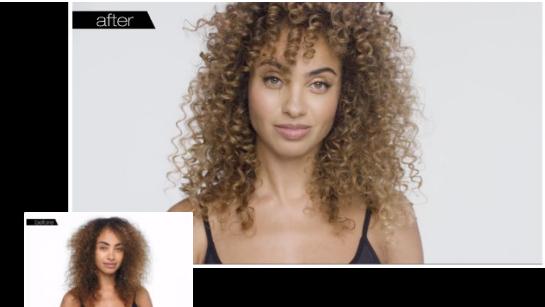
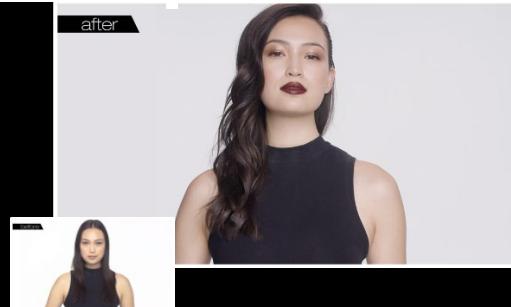
textured waves with
sleek side part

2

defined &
natural curls

3

voluminous
blowout

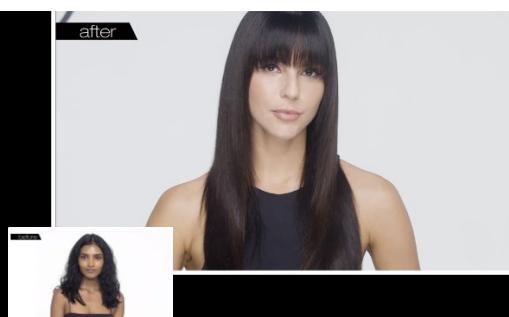


4

sleek & supple
flawless blowout

5

high sleek
ponytail



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professional styling collection product knowledge

shu uemura
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moya hold

finishing hairspray
flexible lasting hold



benefits

- defines flawless styles with a weightless micro-fine finish
- perfect for slicked back styles, high hold updos and texturized blowouts
- provides long-lasting buildable hold

how to use

- apply to dry, styled hair or before iron work
- spray 8-12 inches from hair
- layer for increased control

inspired by the japanese art of minimalism,
moya [moy-ah] - haze in japanese

Similar to haze, moya hold finishing hairspray has a weightless, micro-fine mist.

haigo - layer moya hold, finishing hairspray over any shu uemura styling products to hold shape and add shine



if you loved
sheer lacquer



you will love

227g/8oz, \$42

kaze wave

curl mousse

weightless curl definition



if you loved
kaze wave



you will love



150ml/5oz, \$41

benefits

- perfect for smooth waves and defined curls
- tames frizzy hair with a creamy texture, heat protection and humidity resistance
- long-lasting flexible hold, leaves hair with a soft weightless finish

how to use

- apply on towel-dried hair
- scrunch the product into your curls
- style or let air dry naturally

inspired by the Japanese art of minimalism,

kaze [kahzé] - wind in Japanese

The name **kaze wave** represents the curl mousse's soft and weightless finish.

haigo - blend kaze wave, curl mousse with awa volume, volumizing mousse for fuller curls and more hold

hold & control

umou hold

hold cream
maximum control

benefits

- provides long-lasting strong hold
- adds subtle dimension, smoothness and natural shine
- perfect for polished, controlled & slicked-back styles

how to use

- emulsify a small amount of product in your hands to warm
- softly smooth the cream through damp or dry hair
- let dry naturally, brush through, or define shape

inspired by the Japanese art of minimalism,
umou [ou-moh] - feather in Japanese

The name umou hold represents the styling cream's strong hold that is lightweight and soft in finish.

haigo - blend umou hold, hold cream with essence absolue nourishing protective oil for a softer hold and more shine



if you loved
kengo feather



you will love

100ml/3.4oz, \$41

nendo definer

matte clay
texture and separation

benefits

- use to create a tousled look or smooth, controlled finish
- defines hair, adds workable hold and builds texture
- leaves hair with silky matte finish

how to use

- apply on towel-dried hair or dry hair for textured, unruly style
- layer with other products of this range to create unique textures and resultslet dry naturally, brush through, or define shape
- let dry naturally, brush through, or define shape

inspired by the Japanese art of minimalism,

nendo [nen-dow] - clay in Japanese

Similar to clay, nendo definer hair pomade adds workable hold, builds texture, and provides a matte finish.

haigo - layer nendo definer, matte clay on the ends of hair before wata wave, texture spray for an undone, textured look



if you loved
clay definer



you will love

75ml/2.5oz, \$42

ishi sculpt

sculpting paste

workable, structured looks

benefits

- sculpting hair pomade that adds medium hold and texture to create a piecey, workable, demi-matte finish
- perfect for sculpted or roughed-up frizz-free styles
- creamy formula, which is neither stiff or sticky, offers subtle shine

how to use

- apply on towel-dried hair or dry hair to sculpt strong, structured style
- haigo and layer with other products of this range to create unique textures and results

inspired by the Japanese art of minimalism,
ishi [e-shee] - stone in Japanese

The name ishi represents the hair pomade's lasting hold, texture, and semi-matte finish.

haigo - blend ishi sculpt, sculpting paste with netsu design, blow dry cream for a more pliable finish



if you loved
shape paste



you will love

75ml/2.5oz, \$42



hold & control

uzu cotton

definition cream

flexible hold and soft touch

benefits

- perfect for smooth waves and defined curls
- offers flexible hold and soft, but controlled touch
- tames frizzy hair, with a lightweight finish and natural shine

how to use

- apply on towel-dried hair or dry hair for a textured defined style
- air dry or blow dry
- haigo or layer with other products to create unique textures and results

inspired by the Japanese art of minimalism,

uzu [ou-zou] - swirl in Japanese

The name **uzu cotton** represents the hair pomade's lightweight finish and creamy texture that is perfect for wavy or curly hair.

haigo - layer **uzu cotton**, definition cream over **kaze wave**, curl mousse to sculpt curls once hair is almost dry



if you loved
cotton uzu



you will love

75ml/2.5oz, \$42



hold & control

wata wave

texture spray

buildable texture and movement

benefits

- provides buildable texture and long-lasting flexible hold with a soft matte finish
- builds volume and movement in hair
- extends your hairstyle and refreshes second or third day hair by enhancing body and definition

how to use

- spray 8-10 inches from dry hair
- work into the hair with fingers: tousle, tease, or scrunch

inspired by the japanese art of minimalism,
wata [wah-ta] - cotton in japanese

Similar to cotton, wata wave provides hair with buildable texture and a soft, matte finish.

haigo - spray tsuki shape, blow dry spray at the roots, once hair is dried, add **wata wave, texture spray** for added height and hold



if you loved
texture wave



you will love

202g/7.1oz, \$42

awa volume

volumizing mousse

maximum volume and root lift



if you loved
ample angora



you will love

150ml/5oz, \$41

benefits

- adds maximum volume and long-lasting body
- delivers a silky finish, with a smooth touch and natural shine
- medium hold, flexible, with long-lasting control

how to use

- apply generously on towel-dried hair
- distribute mousse on roots, midlengths and ends
- style for desired results

inspired by the Japanese art of minimalism,
awa [ah-wah] - bubble in Japanese

The name **awa volume** represents the hair mousse's maximum volume and soft, lightweight finish.

haigo - apply awa volume, volume mousse to roots and layer netsu design, blow dry cream on midlengths and ends for volume and shape memory

new

tsuki shape

blow dry spray

shape memory and added body



190ml/6.4oz, \$42

benefits

- heat-activated spray gives shape and memory to the hair
- enhance your blow dry by adding volume, body, and definition
- lightweight finish with a soft hair texture and natural feel

how to use

- spray liberally all over towel-dried hair
- lift the roots as you blow-dry or using rollers for added volume
- style for desired results

inspired by the japanese art of minimalism,
tsuki [tsou-kee]- moon in japanese

Inspired by the soft textures on the moon, the name **tsuki shape** represents the blow dry spray's ability to add shape memory and definition to the hair with a lightweight and natural feel.

haigo - after spraying **tsuki shape**, blow dry spray at the roots, layer **netsu** design, blow dry cream over midlengths and ends for lasting body and shape

volume & body

tsuyu sleek

blow dry oil

sleek blowouts with extra shine

benefits

- invisibly coats each hair strand delivering smooth, sleek, shiny hair
- tames frizzy hair, perfect for sleek blowouts and second-day looks
- delivers a 2x faster blow dry*

how to use

- apply on towel-dried hair & spray along the lengths
- comb though to spread evenly
- section hair and blow dry section by section from roots to ends

*based on professional usage and observation of 75 stylists in a 4-week study

inspired by the japanese art of minimalism,
tsuyu [tsou-you] - dew in japanese

Similar to dew, tsuyu sleek invisibly coats each hair strand for a smoother, sleeker, shinier hair look.

haigo - after blow drying tsuyu sleek, blow dry oil into hair, layer moya hold, finishing spray over midlengths and ends and lightly pass flat iron over hair



if you loved
straight forward



you will love

200ml/6.8oz, \$42

smooth & sleek

new

netsu design

blow dry cream
reworkable frizz-free looks



benefits

- protects against heat up to 450 °F
- tames frizzy hair for a smooth finish
- reworkable for versatile looks with a natural feel and long-lasting hold

how to use

- apply to damp hair
- blow-dry and heat style to set shape
- reactivate by reapplying heat

inspired by the japanese art of minimalism,
netsu [net-sou] - heat in japanese

The name **netsu design** represents this blow dry cream's protection against heat from styling and the repositionable designs that it enables in the hair.

haigo - after styling hair with netsu design, blow dry cream layer **essence absolue**, nourishing protective oil on midlengths and ends for added shine and nourishment

150ml/5oz, \$41

smooth & sleek

shiki worker

blow dry serum

instant moisture and easy detangling

benefits

- multiple benefits to prepare any style
- instantly hydrates | detangles | smooths | conditions | boosts radiance | tames frizz | adds silkiness
- damp hair: this primer locks in moisture, boost radiance & tames frizzy hair for a smooth finish
- dry hair: the formula detangles, smooths, and conditions, boosts radiance, tames frizz and adds silkiness

how to use

- apply on towel-dried hair & spray along the lengths
- comb though to spread evenly
- scrunch through or twist spray into strands for better distribution
- style as desired

inspired by the japanese art of minimalism,

shiki [she-kee] - four seasons in japanese

The name **shiki worker** represents the multi-purpose spray's diverse and unique benefits that it offers to all hair types.

haigo - mist shiki worker, blow dry serum all over damp hair and layer kaze wave, curl mousse on midlengths and ends to enhance natural body



if you loved
wonder worker



you will love

150ml/5oz, \$42

smooth & sleek



get inspired by our Japanese heritage
to elevate your professional artistry and
showcase your unique looks

let's get social#artofstyling



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