



# URBAN ALCHEMY

*Alchemist -  
a person who  
transforms  
things for the  
better*

Born out of a mission and passion to go beyond the ordinary. Urban Alchemy dismantles rigid salon standards and disrupts the industry.

Every hair is different and has unique needs.

Customization gives alchemists the freedom of choice and the freedom to create.

*prescription care  
professional customized haircare*





URBAN ALCHEMY

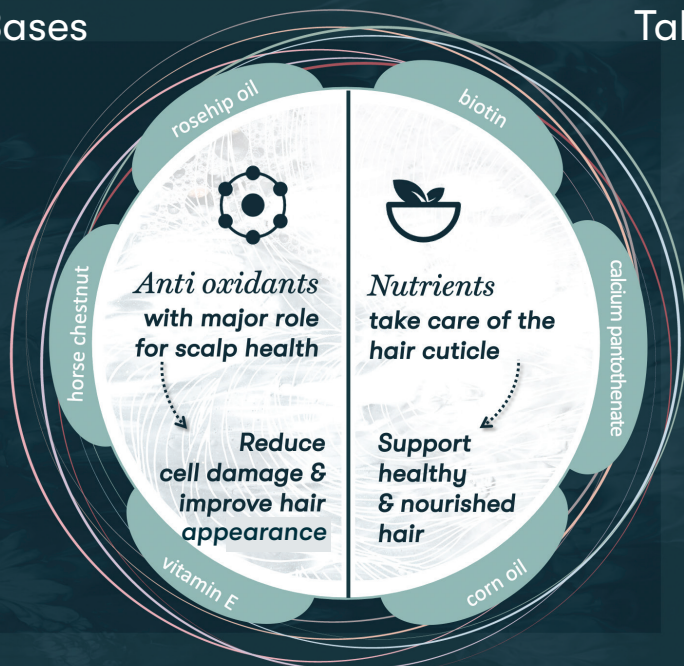
# Products - Bases



Back Bar Bases



Take-Home Bases





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## Products - Alchemies

### REPAIR

The Repair Alchemy helps to prevent hair damage and split ends with nutrient rich Argan Oil and helps to increase strength and elasticity.



### MOISTURE

The Moisture Alchemy gives a double dose of moisture and restores hydration levels using Hyaluronic Acid while sealing in water.



### SHINE

The Shine Alchemy contains Abyssinian Oil which helps to add a natural shine to the hair without weighing it down.



### VOLUME

The Volume Alchemy contains Hydralized Rice protein which gives your hair a voluminous look.



### COLOR LOCK

The Color Lock Alchemy helps to hydrate your hair color with Hydralized Quinoa protein, promoting more luminosity and shine.



### SCALP CARE

The Scalp Care Alchemy is formulated with Aloe Vera extract known for its great skin protecting properties. Echium Oil and Sunflower Oil help protect sensitive skin.



### HAIR DENSITY

The Hair Density Alchemy contains a unique Caffeine Complex and helps to boost hair appearance for naturally fuller looking hair.





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## How to mix - back bar



### *in salon how to use*

*pumps per  
1L base bottle*



2 pumps  
2 pumps  
2 pumps

*pipettes  
per alchemy*



1 alchemy = 1.5 pipettes  
2 alchemies = 0.75 pipettes  
3 alchemies = 0.5 pipettes



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# How to mix - take-home



**STEP 1.**  
choose your  
take home  
base product



**STEP 2.**  
choose your  
alchemies



**STEP 3.**  
use for  
take home

## *take home how to use*

*alchemies per 210ml  
base bottle*



1

18 pumps



2

9 pumps  
each



3

6 pumps  
each

*pumps per alchemy for take home*



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## Alchemist's favorite recipes

### *Alchemist's Signature Blend*



Helps to prevent hair damage and hydrate the hair for the ultimate shine.

### *Brilliant Hydration*



Helps to hydrate and add natural shine without weighing down hair.

### *Healthy Glow*



Nurtures the scalp and nourishes the skin to help promote healthy hair.

### *Healthy Volume – Fine Hair*



Helps nourish and hydrate to give your hair a voluminous look.

### *Color Radiance*



Hydrolyzed Quinoa protein helps to promote luminosity and shine on colored hair.





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## Alchemist's favorite recipes

### *Hydration Revitalizer - Thick & Curly Hair*



Helps to prevent hair damage while deeply hydrating and nourishing the skin.

### *Scalp Volumizer*



Hydrates and nourishes the scalp to help boost hair appearance and add volume.

### *Color Revitalizer*



Helps to promote more luminosity and shine on color treated hair while preventing hair damage.

### *Scalp Moisturizer*



Nourish and hydrate hair while promoting scalp care.

### *Double Density*



Helps boost naturally fuller hair by hydrating and nourishing damaged hair.

