





HAWAIIAN HERITAGE, TRANSFORMATIVE TECHNOLOGY

For centuries, Hawaiian natives have used the fragrant juice of the awapuhi ginger plant to moisturize skin and hair. Captivated by the plant's healing benefits, John Paul DeJoria, Paul Mitchell and friends established a sustainable, solar-powered awapuhi farm in Hawaii in 1980.

Today, tradition meets technology with a proven hair care system that uses awapuhi to transform hair at the deepest levels. Our unique extraction method allows the most lipid-rich part of the awapuhi root to bind to the hair shaft, leaving hair softer and more manageable with intense shine.

- 01. Co-founders John Paul DeJoria and Paul Mitchell
- 02. The original Awapuhi Shampoo®
- 03. The solar-powered awapuhi farm
- 04. Paul Mitchell drinking the juice of an awapuhi plant

01



02



03



04





TREAT EVERY STRAND

with luxury products that revolutionize hair care.

The entire Awapuhi Wild Ginger® collection features indulgent ingredients in performance-driven products that guarantee results. From repairing to smoothing and styling, our innovative system and advanced technologies are proven to repair damage from heat styling, chemical processing and aging. Hair is instantly revived, replenished and restored to its healthy, hydrated self.



SULFATE-FREE
SHAMPOOS WITH
RICH, CREAMY
LATHER

ENTIRE SYSTEM
IS COLOR-SAFE

MODERN
STYLING PRODUCTS
THAT REPAIR
AND SMOOTH



KERATRIPLEX® TREATMENT

FOR DAMAGED HAIR

Repair years of damage in minutes.

80%

Reduced
breakage*





HYDRATRIPLEX™ TREATMENT

FOR DRY HAIR

Restore moisture with a single shot.

82%

Softer, more
manageable hair**



*Compared to untreated hair, results may vary.
**Compared to untreated hair. Product was tested by
an established, independent third-party laboratory.



REPAIR YEARS OF
DAMAGE IN MINUTES.

KERATRIPLEX[®] TREATMENT

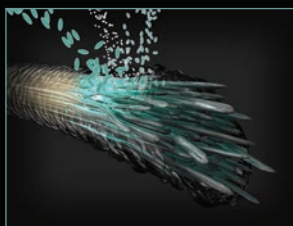
Transform broken, brittle strands into pillars of strength while protecting hair from future damage. This liquid formula of isolated proteins is virtually identical to the keratin found in human hair. A single ampoule of KeraTriplex[®] Treatment rebuilds fragile locks while Keratin Intensive Treatment[®] restores their super-soft texture.

REDUCES BREAKAGE UP TO 80%*

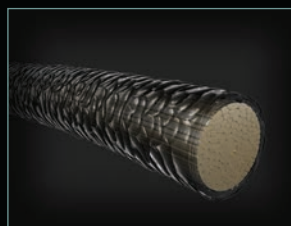
IDEAL FOR COLOR-TREATED AND
CHEMICALLY TREATED HAIR



1 Daily stress can damage hair from the cuticle to the cortex. Keratin fibers within the cortex are joined by peptide bonds—when those bonds are broken, hair becomes fragile and weak.



2 KeraTriplex[®] is a blend of three proteins with targeted molecular weights that penetrate into the cortex, rebuild disrupted bonds and reinforce the cuticle.



3 Hair is healthier-looking and instantly restored. A long-lasting sacrificial shield smoothes the cuticle and protects it from further damage.

*Compared to untreated hair, results may vary.



RESTORE MOISTURE
WITH A SINGLE SHOT.

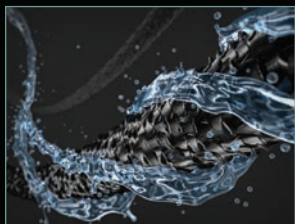
NEW

HYDRATRIPLEX™ TREATMENT

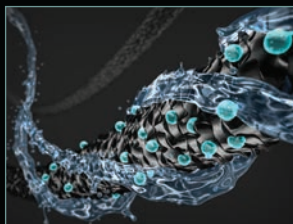
Revive dry, frizzy hair with a rich, concentrated blend of amino acids, vegetable proteins and nourishing oils. A single shot of HydraTriplex™ Treatment works on three levels to instantly nourish and soften parched strands, as well as improve hair manageability. The cream formula penetrates the hair to hydrate, bind and seal every cuticle for a long-lasting silky-smooth feel.

MAKES HAIR 82% SOFTER AND
MORE MANAGEABLE*

IDEAL FOR DRY AND FRIZZY HAIR



1 HYDRATE
This luxurious formula includes moisture-rich humectants and awapuhi to hydrate parched hair.



2 BIND
Eleven carefully selected amino acids and vegetable proteins penetrate and bind deep into the cortex to help retain moisture.



3 SEAL
Jojoba oil, high oleic macadamia oil and avocado oil provide nourishment that helps create a seal over the cuticle to retain moisture and leave hair silky, shiny and manageable.

*Compared to untreated hair. Product was tested by an established, independent third-party laboratory.



REPAIR & REPLENISH

Exclusive KeraTriplex® technology repairs and rebuilds dry, fragile strands. Awapuhi extract balances moisture for shiny, manageable and healthy-looking locks.



MOISTURIZING LATHER SHAMPOO®

Sulfate-free shampoo gently protects and repairs brittle strands.



KERATIN CREAM RINSE®

Daily conditioner turns tangled, troubled tresses into silky, healthy hair.



KERATIN INTENSIVE TREATMENT®

Weekly deep conditioner repairs vulnerable hair and delivers intense hydration and shine.



SMOOTH & SOFTEN

Unique KeraReflect™ blend features Abyssinian oil, awapuhi extract and keratin protein to transform frizzy, lackluster locks into soft strands with a MirrorSmooth finish.



MIRRORSMOOTH® SHAMPOO

Sulfate-free shampoo with rich foam restores hair's optimal moisture balance and leaves locks silky-smooth.



MIRRORSMOOTH® CONDITIONER

Hydrating conditioner instantly detangles and creates a shiny, reflective finish.



MIRRORSMOOTH® HIGH GLOSS PRIMER

Provides thermal protection and primes the hair's surface cuticle for a polished look.



HYDRATING STYLE

Modern, high-performance styling products feature our hydrating and protective KeraTriplex® technology.



TEXTURIZING SEA SPRAY®

Creates tousled beach waves and adds lush volume with touchable movement.



STYLING TREATMENT OIL®

Quenches parched strands, smoothes frizz and creates silky, shiny hair.



HYDROCREAM WHIP®

Hydrates and smoothes thirsty hair while delivering a long-lasting, crunch-free hold.



HYDROMIST BLOW-OUT SPRAY®

Style amplifier with a weightless hold preps hair for a flawless blow-dry.



SHINE SPRAY™

Fine, lightweight mist transforms dull strands with reflective shine.



FINISHING SPRAY™

Locks in your style with a humidity-resistant, firm hold.



EDUCATION



Learn how to treat, style and finish hair with the complete Awapuhi Wild Ginger® collection. This two-hour class features live demonstrations on models, as well as business tips to help increase your service upgrades.

WHAT YOU'LL MASTER

BUSINESS OPPORTUNITIES AND UPGRADES USING PROFESSIONAL-ONLY TREATMENTS: REPARATIVE KERATRIPLEX® TREATMENT AND MOISTURIZING HYDRATRIPLEX™ TREATMENT

IN-DEPTH BRAND AND PRODUCT KNOWLEDGE ABOUT AWAPUHI WILD GINGER®, MIRRORSMOOTH®, KERATRIPLEX® TREATMENT AND HYDRATRIPLEX™ TREATMENT

HOW TO CREATE THE MIRRORSMOOTH® LOOKS BELOW





MARKETING & BUSINESS BUILDING SUPPORT

Expand your professional expertise and increase service revenue with Awapuhi Wild Ginger®.

1 PROFESSIONAL TREATMENTS

KeraTriplex® Treatment and HydraTriplex™ Treatment offer customized solutions for every guest's hair type and concern.

- Offer quick service upgrades (10-15 minutes) with immediate results.
- Spark conversations by placing marketing signage, POPs, service menu boards and mirror clings in key salon areas.
- Develop business skills with *The Art of the Upgrade*, 10 business-building tips to grow salon service revenue with Awapuhi Wild Ginger® professional treatments.



2 MERCHANDISING

Use upscale product displays to create a luxurious Take Home™ area in your salon.

3 GUEST SAMPLING

Entice guests to pamper their hair at home with Awapuhi Wild Ginger® products.

4 STYLIST RECOMMENDATION SHEET

Download the Awapuhi Wild Ginger® prescription pad on paulmitchellpro.com/stylist-station.php to create a unique hair care regimen for every guest.

5 TAKE HOME™

Recommend Awapuhi Wild Ginger® care, styling and finishing products for every guest's specific needs.

6 SOCIAL MEDIA

E-blasts and online posts generate millions of digital impressions to drive traffic to your salon.

7 PUBLIC RELATIONS

Fashion Week coverage and major magazine placements and awards highlight, support and increase the popularity of Awapuhi Wild Ginger®.

8 ADVERTISING

Consumer and trade placements in national publications increase brand awareness.



