# BS STYLING

"Texture impact"enhance the quality of a hair design

“Texture impact” enhance the quality of hair design.

BS STYLING series takes your finishing touch to the next level.

## Make the texture more free, more powerful

There are as many styling methods as there are styles customers want.
Versatile and flexible styling products support professional techniques
and enhance the quality of hair design.

## The ideal texture and form created by the product combination and staggered styling

Professional styling skills and staggered styling create a variety of hairstyles.

## Restore your hair to its natural, vibrant state

Enhance moisture, making it easier to style.
Protect hair from damage caused by sunlight and other environmental factors.




## A design inspired by the essence of texture and form

The finesse of professional techniques is expressed through dots, highlighting their refined strength.
The simple design symbolizes the professional-grade quality.




# BS STYLING SPRAY

## Gloss smoothness SHINING SPRAY

A weightless shine spray that reduces fly-aways.

<How to use> Spray from about 15-20cm away from the desired area.

## Piecey texture WAX SPRAY

Weightless and light texturizing wax spray.
Creates movements and dimension.

<How to use> Spray from about 15-20cm away from the desired area.

## Elasticity BOUNCY SPRAY

Keeps the style with medium hold,
gives bounce and volume even to the fine hair.

<How to use> To create volume on the top, spray closer to the hair.
To set the entire hair, spray form about 15-20cm away.

## Firm hold FREEZEKEEP SPRAY

Ideal for updo styles. Keeps the style with strong hold
even in humid weather and strong wid.

<How to use> To hold specific areas, spray closer to the hair.
To set the entire hair, spray from about 15-20cm away.




# BS STYLING FOAM

Gloss smoothness

## SHINING FOAM

Creates soft-touch curls and adds smoothness and shine.

<How to use> After towel-dry, spread throughout the hair, blow dry and style. ※Can be used on dried hair.

Piecey texture Defined curl

## WAX FOAM

Creates soft and defined curls with piecey texture.

<How to use> After towel-dry, spread throughout the hair, blow dry and style. ※Can be used on dried hair.

Elasticity Bounce

## BOUNCY FOAM

Gives bounce and volume, creates light wavy styles.

<How to use> After towel-dry, spread throughout the hair, blow dry and style. ※Can be used on dried hair.




# BS STYLING CREAM &DROP

## Piecey texture smoothness NUANCE CREAM

Moisturizes the hair and gives it smoothness and movements with light hold.

<How to use> Spread product on the palms and apply to damp or dried hair, style.

## Piecey texture softness NUANCE DROP

Non-sticky, mild serum provides a soft and light finish.

<How to use> Spread product on the palms and apply to damp or dried hair, style.




# BS STYLING MIST

## Heat protection Elasticity HEAT SHAPE MIST

For styling with thermal tools.
Gives hair elasticity and keeps the hairstyle.

<How to use> Spray on the areas where thermal tools will be used, and then style with thermal tools.
※For curling iron, spray on damp hair, blow-dry and style.
※For hot rollers, spray on dried hair.

## Firm hold FREEZEKEEP MIST

Ideal for point styling.
Keeps the hairstyle firmly with hard hold.

<How to use> Spray on the dried hair. Spray on the areas where you want to set the hairstyle, the style.
※For a stronger hold, apply heat with a blow dryer after spraying.
※To lift the hair around hairline, spray the mist onto a comb and comb through the hair.

# BS STYLING GEL

Wet look Firm hold

## FREEZEKEEP GEL

Creates a wet-like glossy look with strong hold.

<How to use> Spread product on the palms and apply to damp or dried hair, style.




# BS STYLING BASE WATER

Airy bounce

## BOUNCY BASE WATER

Creates volume at the roots and s soft, bouncy finish.

<How to use> After towel-dry, spread product on the palms and apply to the entire hair. Then, Blow-dry the hair while lifting the roots.

※Can be used on dried hair.

# BS STYLING WAX

Piecey texture Movement

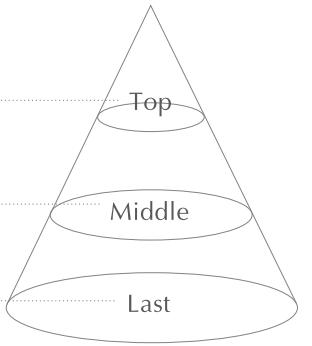
## WAX

Creates light and flexible movements with non-sticky.

<How to use> Spread product on the palms and apply to the entire hair, style.

## FRAGRANCE

Elegant, gentle citrus tea aroma for unisex




### Top



Earl grey tea　Lemon　Green

### Middle

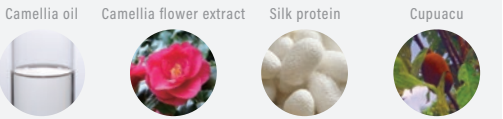


Rose　Jasmin　Freesia

### Woody

The fragrance is centered around citrus notes, such as lemon and bergamot, with aromatic herbs and leafy greens as accents. It is further enhanced with a vibrant floral note, centered around rose, crearing a refined and elegant scent.

### Common ingredients



Camellia oil — Moisturizing
Camellia flower extract — Moisturizing
Silk protein — Moisturizing
Cupuacu — Sun care Moisturizing

(Photos are for illustrative purposes)

# POSITIONING MAP




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