



Styling + Finishing Product Chart

Welcome to our comprehensive guide on styling + finishing hair products. As you explore the options available, please remember that there may be subtle differences in the hold factor, characteristics, application methods, and recommended amounts across different brands + specific products. While we aim to provide a broad understanding of what you might anticipate from each product category, we encourage you to refer to individual product labels for the most accurate + tailored information.

PRODUCT	CHARACTERISTICS	APPLICATION	HOLD FACTOR
MOUSSE/FOAM	Ultimate control Creates volume Body + bounce Sunscreen Alcohol free	Use on wet hair for body + volume Finger comb through dry hair to control shape + define ends	Light to medium
STYLING LOTION	Creates longer lasting finish Gives body + volume Thermal protector	Use to create wet looks or sets Foundation for blow drying Use on straight hair for control + movement	Medium
STYLING GEL	Provides holding power Shine + body	Apply on wet hair Great for curly hair; dry naturally A small amount on dry hair for textural interest	Firm
LEAVE-IN CONDITIONER	Helps detangle hair Provides "comb"-ability Leaves hair conditioned Adds shine	Spray on wet hair Use for cutting lotion	None
STYLING CREAM	Provides soft feel Adds moisture to dry hair	Use on wet hair or dry hair Use for detailing hair	Light to firm hold
FRIZZ CONTROL	Controls frizz Thermal protector	Use on wet hair	None
NON-AEROSOL THERMAL SPRAY	Thermal protector Humidity resistant Adds sheen	Use on wet or dry hair Sculpt, mold, create lift, direction	Light to extra firm hold
HAIR SPRAY	No chlorofluorocarbons Humidity resistant Workable + brushable	Use lightly for support + control Use heavier for firm hold	Light to extra firm hold

PRODUCT	CHARACTERISTICS	APPLICATION	HOLD FACTOR
SHINE SPRAY	Creates shine Breaks down hairspray Great for up-dos + organic styles	Use on dry hair Increases shine + pliability	None
POMADES, WAX, PASTE	Different degrees of hold factor Adds sheen or matte	Can be used alone or intermixed with other styling products	Light to firm hold
VOLUMIZING SPRAY	Adds lift + body	Spray onto roots of damp hair + blow-dry for maximum volume	Light to medium
DRY SHAMPOO	Absorbs oil, adds texture	Spray at roots + work through with fingers for a refreshed look	Light to medium
HEAT PROTECTANT	Shields hair from heat damage	Apply on damp hair before using heat styling tools	None
TEXTURIZING SPRAY	Creates a tousled look	Spray on dry hair + scrunch for a beachy texture	Light
CURL DEFINING CREAM	Enhances natural curls	Apply to damp hair, scrunch, and either air-dry or diffuse	Medium
HAIR SERUM/OIL	Nourishes, smoothens Adds shine	Work a few drops through damp or dry hair, focusing on ends	None
ROOT LIFTING SPRAY	Targets flat roots for volume	Spray directly on roots of damp hair then blow-dry	Medium
SEA SALT SPRAY	Texturizing, beachy effect	Spray onto damp or dry hair + scrunch	Light to medium
ANTI-HUMIDITY SPRAY	Protects style from frizz	Spray over finished style to shield from humidity	Light to medium
HAIR POWDER/DUST	Adds grip + volume	Sprinkle onto roots + rough up with fingers	Medium to strong
SHINE SERUM	Concentrated glossiness	Work through the ends of dry hair	None
BLOWOUT SPRAY	Aids in blow-dry styling	Spray on damp hair + blow-dry for a sleek finish	Medium

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