



**MIZANI**<sup>®</sup>  
TEXTURE LOVE SINCE 1991

*brand book*



# OUR ROOTS

It all began in the **South Side Chicago** basement of the entrepreneurial **Gardner family** household.

In 1991, **MIZANI** was born under the leadership of **Terri Gardner, daughter** of Chicago's first political influencer, Edward Gardner, **MIZANI's** reason for being is the **professional stylist**.

Learning from her father, Terri listened to the stylists in her community and **identified** the **need gap** for a **premium** haircare brand that offers them the tools needed to **transform textured hair** without compromise.

As such, Terri created a love-brand with the community as its heartbeat. Her goal was to produce **high quality performing products** born from the insights of **professional texture experts**; tested with every level of curl and coil in mind and designed to support style chameleons across the world.

And today, **MIZANI** defines this as **#TextureLove**.



# OUR CALLING

MIZANI believes in the **style shifter**.

We are the style shifter.

We have the appetite to wig it, sleek it, braid it, twist it, wash ‘n’ go it or freestyle it.

And only we can love on our **texture** with the perfect balance of **moisture and strength** every time we choose to transform.



#TEXTURELOVE

# OUR TRUTHS



**MIZANI** means **Balance**.

Because we celebrate our hair’s heritage, we know its need for balance. More than just **moisture** to quench, **strength** is what gives our fabric of hair its definition. So our texture is never thirsty and always strong.



**Designed by texture experts.**

We call ourselves Texperts. Creative and highly-skilled in all things texture. Tested on every level of coil, curl, and wave. Committed to consultations behind the chair to personalize every style journey. And prepared to advise the most caring and effective at-home regimen.



Expect **kind ingredients**.  
Care for your texture and the Earth.



Bring on the **unlimited style possibilities**.  
Wig it, sleek it, braid it, twist it, wash ‘n’ go it or freestyle it. We’ve got you covered.



**#TextureLove**

Our unrelenting drive to love on every style choice and elevate our haircare experience. Our fabric of hair deserves it. #TextureLove



# OUR CONSUMER



**Style Shifter. Trend Conscious. Fashion Forward.**  
The **MIZANI** woman changes her style as often as every 3 weeks so she needs to do it with ease and without sacrificing the health of her hair. With **MIZANI**, she knows that her hair is always ready for the next look.



# OUR ARTISTS

## Passionate. Talented. Texperts.

**MIZANI Artists** are texture warriors, sharing their advanced skills to create the latest trends and looks. Using their creativity and **MIZANI's** innovative solutions, they flawlessly enhance and transform textured hair **without compromise.**





# OUR HEART



**I Stay True to who I am.**

I **Believe** in the unlimited possibilities to **Transform** beyond the here and now.

I Identify with goals that **Empower** and **Protect** my identity by inviting me to **Indulge** in the power of my versatility, again and again.

Some call me **Resilient** but the truth is, I remain **Calm** and **Relaxed** in my authenticity. And all this is only possible because,

**MIZANI.**



# OUR FAMILIES

A dedicated collection designed to arm our texture warrior professionals and style conscious consumers with the tools to support **all her style choices** and all her care needs **without compromise**.

**Tested** for every level of curl and coil and **formulated** with a precise balance of protein moisture needed to keep textured hair happy and thriving.





# believe

## 25 MIRACLE

Making **miracles** spray by spray and one **nourishing** drop at a time. Now you can hydrate, nourish and beautify all textures, **with love.**

# stay true

## TRUE TEXTURES

**Stay true** to the **natural texture** you were born with  
and give your curlfriends something to talk about.  
For all textures, **with love.**

#TEXTURELOVE





#TEXTURELOVE

# indulge

## MOISTURE FUSION

Bye-bye build-up. **Hello intense moisture.**

Reset without stripping and hydrate without the weight.  
Because quenched curls should always look and feel this good.

For all textures, **with love.**

# Transform

## STYLING

Free your inner **style chameleon** and **transform** your style with confidence. Wig it, sleek it, braid it, twist it or wash 'n' go it. For all textures, **with love.**

#TEXTURELOVE





#TEXTURELOVE

# Calm

## SCALP CARE

Be **cool, calm** and **refreshed**. Beat dry, itchy and irritated. **Happy hair** begins with a **healthy scalp**. So start here and get your scalp health in formation. For all textures, **with love**.

# achieve

## THERMASMOOTH

Lock out humidity and **achieve** those **sleek** goals.  
For thermal styling that works and a smooth **blowout** that lives.  
Without compromise and **with love**.

#TEXTURELOVE





empower

## STRENGTH FUSION

Now you can support your clients and your bottom line with a treatment that **strengthens** and **repairs** after every service. Designed with technology that **recovers** damaged hair for **4x less breakage. We've got you covered.**

# relax

## BUTTER BLEND

**Relax!** Let **Butter Blend** give hair life, body and movement goals. Body **straight, customized** texture and curl **reshaping** is now within your reach. **We've got you covered.**

#TEXTURELOVE





#TEXTURELOVE

# resilient

## BOND pHORCE

Discover **relaxed** hair's new normal for **healthy, stronger** and **longer** hair. **We've got you covered.**

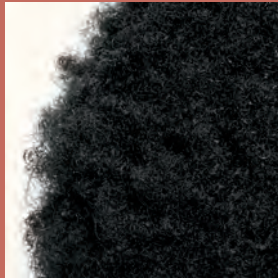
# OUR EXPERTISE

No matter the texture, no matter the #hairgoal, we've got you covered.

## MIZANI TEXTURE KEY



**TEXTURE TYPE 8**  
Zig-Zag Coiled  
4C



**TEXTURE TYPE 7**  
Very Coiled  
4B



**TEXTURE TYPE 6**  
Coiled  
4A



**TEXTURE TYPE 5**  
Very Curly  
3C



**TEXTURE TYPE 4**  
Curly  
3B



**TEXTURE TYPE 3**  
Wavy  
2C-3A



**TEXTURE TYPE 2**  
Open Waves  
2A-B



**TEXTURE TYPE 1**  
Straight to Minimal Wave  
1A-B

## RECOMMENDED HAIR CARE

|                                          |  |
|------------------------------------------|--|
| TRUE TEXTURES® — For texture types 8-3   |  |
| THERMASMOOTH® — For texture types 8-3    |  |
| MOISTURE FUSION® — For all texture types |  |
| SCALP CARE — For all texture types       |  |
| STRENGTH FUSION® — For all texture types |  |

## RECOMMENDED RELAXER

|                                                                                                         |                                                                                                    |  |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--|
| To loosen texture types 8-4, texturize with <b>ALL RELAXERS</b> except Sensitive Scalp Kits             |                                                                                                    |  |
| To straighten texture types 8-5, relax with: <b>BUTTER BLEND FINE/NORMAL or SENSITIVE SCALP RELAXER</b> | To straighten texture types 5-4, relax with: <b>BUTTER BLEND NORMAL or SENSITIVE SCALP RELAXER</b> |  |

## BOND PROTECTION

|                                                                                                                                               |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>BOND pHORCE®</b> — For use with every relaxer service. Restores hair's healthy pH, reduces breakage and damage, and helps hair grow strong |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--|

# OUR EXPERTISE

No matter the texture, no matter the #hairgoal, we've got you covered.

25 MIRACLE



25 Miracle Milk  
Leave-In  
8.5 oz



25 Miracle Milk  
Leave-In  
13.5 oz



25 Miracle  
Nourishing Oil  
4 oz

TRUE TEXTURES®



Moisture Replenish  
Shampoo  
33.8 oz



Moisture Replenish  
Shampoo  
16.9 oz



Moisture Replenish  
Shampoo  
8.5 oz



Moisture Replenish  
Conditioner  
33.8 oz



Moisture Replenish  
Conditioner  
16.9 oz



Moisture Replenish  
Conditioner  
8.5 oz



Cream Cleansing  
Conditioner  
16.9 oz



Moroccan Clay  
Steam Mask  
16.9 oz



Perfect Coil Oil Gel  
11 oz



Curl Enhancing Lotion  
5 oz



Curl Define Pudding  
8 oz



Twist and Coil Jelly  
8 oz

THERMASMOOTH®



Shampoo  
33.8 oz



Shampoo  
16.9 oz



Shampoo  
8.5 oz



Conditioner  
33.8 oz



Conditioner  
16.9 oz



Conditioner  
8.5 oz



Sleek Guard  
5 oz



Smooth Guard  
3.4 oz



Shine Extend  
3.4 oz

STYLING



Lived-In  
Finishing Spray  
9 oz



Lived-In Texture  
Creation Cream  
150 ml



Lived-In  
Sculpting Paste  
50 ml



Foam Wrap  
8.5 oz



HD Shyne  
9 oz



Thermostrength  
5 oz



HRM Humidity  
Resistant Mist  
9 oz



Edge Taming  
Gel  
1.7 oz

HAIRDRESS



Coconut  
Soufflé  
Hairdress  
8 oz



Rose H2O  
Hairdress  
8 oz

MOISTURE FUSION®



Gentle Clarifying  
Shampoo  
33.8 oz



Gentle Clarifying  
Shampoo  
16.9 oz



Moisture Rich  
Shampoo  
33.8 oz



Moisture Rich  
Shampoo  
16.9 oz



Intense  
Moisturizing  
Mask  
16.9 oz

SCALP CARE



Exfoliating  
Pre-Treatment  
13.5 oz



Anti-Dandruff  
Shampoo  
16.9 oz



Anti-Dandruff  
Conditioner  
16.9 oz



Soothing  
Serum  
4 oz



Cooling  
Serum  
4 oz



Deep  
Conditioner  
16.9 oz



Calming  
Scalp  
Lotion  
4 oz

STRENGTH FUSION®



Strengthening  
Shampoo  
33.8 oz



Salvage Shot  
6ml dose/10-pack



Recover Mask  
16.9 oz



Ultra Sealer  
8.5 oz



Intense  
Night-Time  
Treatment  
5.1 oz

BOND pHORCE®



Salon Kit



Fortifying  
Treatment  
16.9 oz



Fiber  
Maintenance  
Conditioner  
8.5 oz

BUTTER BLEND



Butter Base  
Scalp Protector  
16.9oz



Balance Hair Bath  
33.8 oz



PerpHecting Crème  
33.8 oz



Honey Shield  
33.8 oz



Fine/Color-Treated  
Original Relaxer  
4 lbs



Fine/Color-Treated  
Original Relaxer  
30 oz



Medium/Normal  
Relaxer Kit  
4-pack



Medium/Normal  
Original Relaxer  
4 lbs



Medium/Normal  
Original Relaxer  
30 oz



Sensitive Scalp  
Relaxer Kit  
4-pack

CLASSIC RHELAXER



Moisturfuse  
Conditioner  
30 oz



Fine/Color-Treated  
Relaxer  
30 oz



Fine/Color-Treated  
Relaxer  
4 lbs



Medium/Normal  
Relaxer  
30 oz.



Medium/Normal  
Relaxer  
4 lbs



Sensitive Scalp  
Relaxer Kit  
4-pack

ACCESSORIES



Cape  
1 pc per polybag



Locers  
24 pcs  
per polybag

FOR THE LOVE OF

Texture

#TEXTURELOVE





# MIZANI®

TEXTURE LOVE SINCE 1991

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