



REUZEL®

**PRODUCT
KNOWLEDGE**



**CREATED
BY BARBERS,
USED BY
EVERYONE.**



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PINK POMADE GREASE

STRONG HOLD • MEDIUM SHINE • OIL-BASED

HOLD: 9/10 • SHINE: 5/10

REUZEL® Pink Pomade Grease, formulated with beeswax, allows product to glide through the hair without clumping, while encouraging moisture retention. Pink Pomade Grease has a unique formula that provides excellent hold, perfect for the thickest and curliest of hair.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Classic formula
- Great for pompadours, quiffs, and contours
- Perfect for the thickest and curliest of hair
- Creates a look that will stay in place all day
- Apple salsa fragrance

APPLICATION

Remove 1 knuckle full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to dry hair starting at crown and working toward front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.
- **Silica:** Smooths the hair cuticle, promoting shine and making hair appear healthier.



TIPS & TRICKS

Mix with Green Grease Pomade for a softer, more pliable hold.

GREEN POMADE GREASE

MEDIUM HOLD • MEDIUM SHINE • OIL-BASED

HOLD: 5/10 • SHINE: 5/10

REUZEL® Green Pomade Grease, formulated with beeswax, allows product to glide through the hair without clumping, while encouraging moisture retention.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Anti-humectant
- Soft/pliable hold
- Works well with normal to thick textured hair
- Great to cocktail/layer with other products
- Apple peppermint fragrance

APPLICATION

Remove 1 knuckle full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to dry hair starting at crown and working toward front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.
- **Tea Tree:** Helps remove excess oil and buildup, leaving the scalp feeling clean and refreshed.



TIPS & TRICKS

Doubles as a finishing product to polish and refine styles such as up-styles and braids.

BLUE POMADE

STRONG HOLD • HIGH SHINE • WATER SOLUBLE

HOLD: 9/10 • SHINE: 9/10

REUZEL® Blue Water Soluble Pomade includes a unique combination of ingredients which allows pomade to easily wash from the hair without leaving residue or buildup.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Ideal for most hair types
- Super concentrated formula
- Great for highly textured hair
- Vegan
- Warm vanilla wood fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Castor Oil:** Fatty acids penetrate the hair strand, nourishing and strengthening it.
- **Caprylyl Glycol:** Helps soften and smooth hair, enhancing shine and texture.



TIPS & TRICKS

Great for slick-backs, curly and wavy hair that needs a little extra to hold it in place.

RED POMADE

MEDIUM HOLD • HIGH SHINE • WATER SOLUBLE

HOLD: 5/10 • SHINE: 9/10

REUZEL® Red Water Soluble Pomade includes a unique combination of ingredients which allows pomade to easily wash from the hair without leaving residue or buildup.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Ideal for most hair types
- Great for highly textured hair
- Keeps high shine and flexible hold all day
- Vegan
- Vanilla cola fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Castor Oil:** Fatty acids penetrate the hair strand, nourishing and strengthening it.
- **Caprylyl Glycol:** Helps soften and smooth hair, enhancing shine and texture.



TIPS & TRICKS

Can be used as a base under REUZEL® Pink or Green grease for easier removal. Great for most hair types and textures.

CLAY MATTE POMADE

MEDIUM/PLIABLE HOLD • NO SHINE • WATER SOLUBLE

HOLD: 6/10 • SHINE: 1/10

REUZEL® Clay Matte Pomade creates a touchable, medium hold with a matte finish and is used to shape the hair into any style.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Ideal for fine to medium hair
- Won't weigh hair down
- Medium/pliable hold from natural clay
- Adds texture and definition
- Vanilla mint fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Kaolin Clay:** Gently removes excess oil, dirt, and impurities from the scalp and hair.
- **Quinoa:** Essential fatty acids help hair maintain moisture, thus making hair smoother.
- **Aloe Vera:** Anti-inflammatory properties that help to soothe the scalp.
- **Vitamin E:** Helps support hair strength and flexibility, reducing the risk of breakage.



TIPS & TRICKS

Blow dry into fine hair to build texture.

SEVERED HEAD CLAY POMADE

STRONG HOLD • NO SHINE • WATER SOLUBLE

HOLD: 8/10 • SHINE: 0/10

REUZEL® x Liquid Deaths' collaboration of Severed Head Clay Pomade infused with Liquid Death Mountain Water. This formula provides a workable strong hold to create piecey, roughed-up texture. Leaves hair with a matte finish.

3.38OZ/95G

DETAILS

- Works on most hair types
- Infused with Liquid Death Mountain Water
- Adds roughed-up texture
- Workable, strong hold clay
- Apple salsa fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape.

KEY INGREDIENTS

- **Bentonite Clay:** Can absorb oil from hair and scalp, leaving it feeling clean and non-greasy.
- **Glycerin:** Attracts and binds water molecules, drawing moisture from the air into the hair.
- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.



TIPS & TRICKS

Once hair is dry, layer Green Pomade Grease on top of Severed Head Pomade giving the comb-ability of grease and the texture of a clay.

FIBER POMADE

FIRM/PLIABLE HOLD • LOW SHINE • WATER SOLUBLE

HOLD: 8/10 • SHINE: 3/10

REUZEL® Fiber Pomade creates textured definition with a firm yet pliable hold and low shine finish.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Works on most hair types
- Easy to rework hair after styling
- Washes easily from the hair
- Great for texturizing and increasing fullness
- Vanilla mint fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Quinoa:** Essential fatty acids help hair maintain moisture, thus making hair smoother.
- **Aloe Vera:** Anti-inflammatory properties that help to soothe the scalp.
- **Vitamin E:** Helps support hair strength and flexibility, reducing the risk of breakage.



TIPS & TRICKS

Use on short curly hair to enhance natural texture.

CONCRETE HOLD MATTE POMADE

STRONG HOLD • NO SHINE • WATER SOLUBLE

HOLD: 10/10 • SHINE: 1/10

REUZEL® Concrete Hold Matte Pomade provides a strong hold without weighing the hair down.

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Medium to coarse hair
- Adds definition and structure
- Water-based formula washes out easily and won't leave buildup behind
- Vanilla cola fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.
- **Castor Oil:** Fatty acids penetrate the hair strand, nourishing and strengthening it.



TIPS & TRICKS

Cocktail with Surf Cream to soften hold and create messy texture.

EXTREME HOLD MATTE POMADE

EXTREME HOLD • NO SHINE • WATER SOLUBLE

HOLD: 11/10 • SHINE: 1/10

REUZEL® Extreme Hold Matte Pomade provides our strongest hold and a matte finish. Water-based formula washes out easily and won't leave buildup behind. It's better than 10, it's an 11!

1.3OZ/35G | 3.38OZ/95G

DETAILS

- Works well on medium to coarse hair
- Creates dry, messy-textured looks
- Strongest hold
- Flexible
- Creates a look that will stay in place all day
- Sugary rum fragrance

APPLICATION

Remove 1 to 2 knuckles full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to towel-dried or dry hair starting at the crown and working toward the front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.
- **Castor Oil:** Fatty acids penetrate the hair strand, nourishing and strengthening it.



TIPS & TRICKS

Once hair is dry, layer Pink Pomade Grease overtop Extreme Hold Matte Pomade for maximum hold.

SURF CREAM

LIGHT HOLD • NO SHINE • WATER SOLUBLE

HOLD: 2/10 • SHINE: 0/10

REUZEL® Surf Cream is a texture-enhancing cream that recreates a day-at-the-beach look. For added texture, lift, and definition, this mattifying formula can be used on its own or cocktailed with other creams and pomades.

*Note: Not intended to use with any Fiber products.

3.38OZ/95G

DETAILS

- Creates beachy texture
- Matte finish
- Ideal to be layered with most REUZEL styling products (except Fiber)
- Weightless formula
- Vegan
- Fragrance-free

APPLICATION

Remove 1 knuckle full from can and emulsify in palms. Spread evenly across hands until fully covered. Apply to dry hair starting at crown and working toward front. Work from scalp to ends and liberally cover hair. Finish by combing hair into desired shape. Apply more if necessary.

KEY INGREDIENTS

- **Coconut Oil:** Helps soothe and calm the scalp.
- **Caprylic Triglyceride:** Nourishes and protects hair while providing a lightweight, non-greasy feel.
- **Kaolin Clay:** Gently removes excess oil, dirt, and impurities from the scalp and hair.



TIPS & TRICKS

Cocktail with Clay Matte Pomade for a rougher, lived-in texture.

STYLING

REUZEL®

FIBER GEL

STRONG/FLEXIBLE HOLD • MEDIUM SHINE • WATER SOLUBLE

HOLD: 6/10 • SHINE: 5/10

REUZEL® Fiber Gel is an alcohol-free, non-flaking gel with a strong/flexible hold and medium shine.

3.38OZ/100ML

DETAILS

- All day firm holding power
- Adds fullness and texture to the hair
- Non-sticky, flake-free formula
- Alcohol-free formula
- Maintains the characteristics that appeal to the avid gel user
- Vegan
- Sugary rum fragrance

APPLICATION

Use a small amount (add more depending on hair length and density) on towel-dried hair, work through evenly and allow to dry naturally or blow dry.

KEY INGREDIENTS

- **Copolymer Blend** : A naturally derived ingredient that provides a strong hold and a smooth, defined feel.
- **Glycerin**: Attracts and binds water molecules, drawing moisture from the air into the hair.
- **Vitamin E**: Helps support hair strength and flexibility, reducing the risk of breakage.



TIPS & TRICKS

For extra support and volume on fine hair, blow dry with Fiber Gel.

STYLING

REUZEL®

FIBER CREAM

MEDIUM / PLIABLE HOLD • LOW SHINE • WATER SOLUBLE

HOLD: 5/10 • SHINE: 3/10

REUZEL® Fiber Cream adds texture, has a medium/pliable hold and leaves hair with a low shine finish.

3.38OZ/100ML

DETAILS

- Most hair types including fine
- Adds fullness and texture
- Easy to rework hair after styling
- Works well on short to medium length hair
- Vegan
- Sugary rum fragrance

APPLICATION

Apply a small amount to hands and distribute evenly from scalp to ends on towel-dried or dry hair, style as desired.

KEY INGREDIENTS

- **Glycerin:** Attracts and binds water molecules, drawing moisture from the air into the hair.
- **Vitamin E:** Helps support hair strength and flexibility, reducing the risk of breakage.



TIPS & TRICKS

Cocktail with Grooming Tonic
Texture Cream to provide more
texture and definition.

STYLING

MATTE STYLING PASTE

MEDIUM/PLIABLE HOLD • NO SHINE • WATER SOLUBLE

HOLD: 6/10 • SHINE: 1/10

REUZEL® Matte Styling Paste has a medium/pliable hold for various lengths of hair, adding texture and increased definition. Matte Styling Paste leaves hair with a matte finish and washes out easily.

3.38OZ/100ML

DETAILS

- Medium/pliable hold
- Defined texture
- Rougher, drier finish
- Matte finish
- Sugary rum fragrance

APPLICATION

Apply a small amount to hands and distribute evenly from scalp to ends on towel-dried or dry hair, style as desired.

KEY INGREDIENTS

- **Glycerin:** Attracts and binds water molecules, drawing moisture from the air into the hair.
- **Vitamin E:** Helps support hair strength and flexibility, reducing the risk of breakage.



TIPS & TRICKS

Cocktail with Grooming Cream for a low shine, pliable hold.

GROOMING TONIC TEXTURE CREAM

LIGHT HOLD • LOW SHINE • WATER-SOLUBLE

HOLD: 4/10 • SHINE: 2/10

REUZEL® Grooming Tonic Texture Cream is the ultimate styling solution for effortless versatility. This lightweight formula adds texture and definition with a light hold and low shine, making it ideal for both air-drying and blow-drying. With built-in heat protection, it safeguards hair during thermal styling while delivering a natural, touchable finish. Suitable for most hair types, it enhances your style without weighing hair down.

3.38OZ/100ML

DETAILS

- Adds texture and definition
- Best "air dry" product for effortless styling
- Perfect for blow-drying with heat protection
- Great for defining curls
- Suitable for most hair types
- Vegan
- Apple peppermint fragrance

APPLICATION

Apply a small amount to hands and distribute evenly from scalp to ends on towel-dried or dry hair, style as desired.

KEY INGREDIENTS

- **Argan Oil:** Rich in fatty acids, antioxidants, and Vitamin E, it deeply moisturizes, enhances shine, strengthens hair, and provides protection against heat damage.
- **Panthenol:** Helps to prevent heat-related damage, maintain hair's natural moisture content as well as reduce frizz and static.



TIPS & TRICKS

Layer on top of Grooming Tonic or Spray Grooming Tonic for a start to finish Grooming Tonic family style.

STYLING

REUZEL®

GROOMING CREAM

LIGHT HOLD • LOW SHINE • WATER SOLUBLE

HOLD: 2/10 • SHINE: 3/10

REUZEL® Grooming Cream provides a light hold and works well for most hair types, especially finer hair where increased definition is desired. Tames hair while leaving a low shine finish.

3.38OZ/100ML

DETAILS

- Weightless and gives hair a fuller appearance
- Water-based formula washes out easily and won't leave buildup behind
- Beeswax provides a natural/pliable hold for various lengths
- Tames frizz
- Sugary rum fragrance

APPLICATION

Apply a small amount to hands and distribute evenly from scalp to ends on towel-dried or dry hair, style as desired.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by forming a humidity-resistant barrier, keeping hair smooth and in place.
- **Castor Oil:** Fatty acids penetrate the hair strand, nourishing and strengthening it.



TIPS & TRICKS

Layer overtop of Surf Tonic on long or curly hair to control and smooth frizz.

STYLING

REUZEL®

HYDRATING STYLING CREAM

LIGHT HOLD • LOW SHINE • WATER SOLUBLE

HOLD: 2/10 • SHINE: 3/10

Hydrating Styling Cream is a versatile, lightweight styling cream that controls frizz and hydrates hair. Enriched with nourishing ingredients, Hydrating Styling Cream helps strengthen and protect hair from environmental stressors.

3.38OZ/100ML

DETAILS

- Most hair types
- Tames frizz
- Leave-In conditioner
- Softens coarse hair
- Absorbs easily
- Moisturizing
- Lightweight formula
- Vegan
- Rosemary Mint fragrance

APPLICATION

Apply a small amount to hands and distribute evenly from mid-strand to ends on towel-dried or dry hair. If needed, apply additional styling product and style hair as desired.

KEY INGREDIENTS

- **Hydrolyzed Rice Protein:** Superb vegetable protein that delivers high amounts of amino acids to the hair. These all contribute to stronger, healthier hair.
- **Rosemary Leaf Oil:** Improves scalp health. Has anti-inflammatory and antimicrobial properties that can help soothe an itchy or irritated scalp.
- **Grape Seed Oil:** Fatty acids help hydrate and rebuild the hair strands, or making it stronger and less prone to breakage.
- **Sweet Almond Oil:** Penetrates the hair strand, providing deep hydration and moisture, which is particularly beneficial for dry, damaged, or brittle hair.
- **Eucalyptus Leaf Oil:** Can help soothe dry, itchy scalp and reduce inflammation.



TIPS & TRICKS

Use as cutting lotion on thick, coarse or damaged, brittle hair.

MATTE TEXTURE POWDER

VOLUME • TEXTURE • NO SHINE

HOLD: 1/10 • SHINE: 0/10

REUZEL® Matte Texture Powder is a weightless, texturizing powder that adds volume to hair and is suitable for most hair types.

0.53OZ/15G

DETAILS

- Separation and texture
- Non-sticky formula
- Volume-building
- Reworkable
- Vegan

APPLICATION

Sprinkle through dry hair and work into roots for volume. Sprinkle through long hair for additional fullness.

KEY INGREDIENTS

- **Nylon 12:** Synthetic base powder (substitute for talc) has excellent oil absorption properties. It helps control shine and provides a matte finish.
- **Silica Silylate:** Creates the appearance of thicker and fuller hair.
- **Citric Acid:** Helps smooth the hair cuticle and reduce frizz.



TIPS & TRICKS

Use before teasing for extra support.

STYLING

REUZEL®

GROOMING TONIC

LIGHT HOLD • LOW SHINE • WATER-BASED

HOLD: 3/10 • SHINE: 2/10

Ideal for most hair types, REUZEL® Grooming Tonic creates a long lasting, natural-feeling hold. Perfect for blow-drying and protects hair from all types of thermal styling.

3.38OZ/100ML | 11.83OZ/350ML | 16.9OZ/500ML

DETAILS

- Blow dry tonic
- Prestyler
- Ideal for volume and lift
- Thermal protection
- Vegan
- Apple peppermint fragrance

APPLICATION

Less is more! Dispense into the palm of the hand and rub hands together. Apply to towel-dried hair then blow dry.

KEY INGREDIENTS

- **Argan Oil:** Rich in fatty acids, antioxidants, and Vitamin E, it deeply moisturizes, enhances shine, strengthens hair, and provides protection against heat damage.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Add a small amount to hands and glide over styled hair as a finishing polish.

SPRAY GROOMING TONIC

LIGHT HOLD • LOW SHINE • WATER SOLUBLE

HOLD: 2/10 • SHINE: 2/10

REUZEL® Spray Grooming Tonic creates long lasting, natural feeling hold with ease of application in a spray bottle! Perfect for blow-drying and protects hair from thermal styling. 30% lighter than Grooming Tonic, this formula is ideal for finer textured hair.

3.38OZ/100ML | 12OZ/355ML

DETAILS

- Prestyler
- Blow dry tonic
- Thermal protection
- Weightless volume
- Adds lift and texture when lighter hold is desired
- Vegan
- Apple peppermint fragrance

APPLICATION

Spray onto towel-dried hair from scalp to ends, then blow dry as usual.

KEY INGREDIENTS

- **Argan Oil:** Rich in fatty acids, antioxidants, and Vitamin E, it deeply moisturizes, enhances shine, strengthens hair, and provides protection against heat damage.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Spray onto comb and comb through to smooth fly aways and rogue hairs.

HAIR TONIC

NO HOLD • LOW SHINE • CLASSIC FRAGRANCE

HOLD: 0/10 • SHINE: 2/10

REUZEL® Hair Tonic is modeled after a classic tonic, right down to its fragrance, and is an extremely versatile product.

11.83OZ/350ML | 16.9OZ/500ML

DETAILS

- Can be used as a cutting lotion on wet hair
- Breaks down existing product on dry hair prior to a cut
- Oil-free formula won't weigh hair down
- Soothing
- Scalp refreshing
- Vegan
- Nostalgic barbershop fragrance

APPLICATION

Apply directly to towel-dried or dry hair. Apply and style hair as desired.

KEY INGREDIENTS

- **REUZEL'S Proprietary T-4 Tonic Blend:**
- **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
- **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
- **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
- **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Add a small amount to an empty spray bottle. Fill with water and shake to blend. Add more or less Hair Tonic to your preference. Use as a cutting lotion to keep hair wet longer. The scent also enhances the client experience.

SURF TONIC

LIGHT HOLD • NO SHINE • WATER SOLUBLE

HOLD: 1/10 • SHINE: 0/10

REUZEL® Surf Tonic spray adds grip and volume that exaggerates the hair's natural texture, leaving hair with a matte finish.

3.38OZ/100ML | 12OZ/355ML

DETAILS

- Salt spray for beachy texture
- Adds texture and volume
- Can be layered with virtually any other REUZEL® product
- Lightweight
- Enhances definition
- Encourages existing waves and curls
- Vegan
- Fragrance-free

APPLICATION

Spray onto towel-dried or dry hair from scalp to ends. Scrunch to define natural waves and enhance texture. Air dry or blow dry to finish.

KEY INGREDIENTS

- **Copolymer Blend:** A naturally derived ingredient that provides a strong hold and a smooth, defined feel.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
- **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
- **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
- **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
- **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Spray on dry hair and diffuse for extra texture and definition.

CLAY SPRAY

LIGHT HOLD • NO SHINE • WATER SOLUBLE

HOLD: 3/10 • SHINE: 0/10

REUZEL® Clay Spray adds texture and definition and leaves hair with a matte finish and light hold. Helps achieve a dry, lived-in look.

3.38OZ/100ML | 12OZ/355ML

DETAILS

- Dry, gritty, lived-in look
- Works well on most hair types
- Definition
- Texture
- Light hold
- Adds volume
- Vegan
- Fragrance-free

APPLICATION

Shake well before use. Spray into towel-dried or dry hair from scalp to ends. Air dry or blow dry to finish.

KEY INGREDIENTS

- **Kaolin Clay:** Gently removes excess oil, dirt, and impurities from the scalp and hair.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Apply Clay Spray on damp hair, blow dry and style as desired. Layer Clay Matte Pomade overtop for more defined texture.

FLASHDRY DRY SHAMPOO

RINSE FREE • REFRESHES SCALP • MOST HAIR TYPES

HOLD: 0/10 • SHINE 0/10 • AVAILABLE OCTOBER 2025

This innovative liquid to dry shampoo works on contact and instantly absorbs oil, sweat, odors and product buildup all without water. Hair is left feeling fresh, lightweight and voluminous. As a pre-styler, FLASHDRY adds texture and lift and is infused with nourishing ingredients that help maintain scalp health.

DETAILS

- Removes oil, sweat, odors and buildup
- Adds texture and volume
- Extends style
- Refreshes scalp
- Vegan
- Rosemary Mint fragrance

APPLICATION

Working in sections, apply a generous amount, focusing on the scalp. Massage in thoroughly with fingertips. Work through ends if needed.

KEY INGREDIENTS

- **Tapioca Starch** : Helps absorb excess oil and adds texture, providing a natural lift to hair without weighing it down.
- **REUZEL'S Proprietary T-4 Tonic Blend**:
 - **Witch Hazel Extract**: Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt or product buildup.
 - **Nettle Leaf Extract**: Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract**: Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract**: Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Great on curly hair that's been blown out. Won't revert the curl.

CLEANSE &
CONDITION

REUZEL®

DAILY SHAMPOO

NOURISHES • IDEAL FOR DAILY USE • MOST HAIR TYPES

REUZEL® Daily Shampoo is infused with our Proprietary T4 Tonic Blend of Witch Hazel, Nettle Leaf, Rosemary, and Horsetail Root and is ideal for most hair types and frequent use.

3.38OZ/100ML | 11.83OZ/350ML | 33.81OZ/1000ML

DETAILS

- Effectively cleanses the hair and scalp without over-drying
- Step 3 of Degreasing Formula
- Cools and stimulates scalp
- Vegan
- Fresh, clean peppermint fragrance

APPLICATION

Massage into wet hair, then rinse. Follow with conditioner.

KEY INGREDIENTS

- **REUZEL'S Proprietary T-4 Tonic Blend**
- **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
- **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
- **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
- **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Step 3 of the REUZEL Degreasing Formula.

CLEANSE &
CONDITION

REUZEL®

3-IN-1 TEA TREE SHAMPOO, CONDITIONER, & BODY WASH

CLEANSES & CONDITIONS • HYDRATING • MOST HAIR TYPES

REUZEL® 3-in-1 Tea Tree Shampoo, Conditioner, and all over body wash is perfect for cleaning from head to toe.

3.38OZ/100ML | 11.83OZ/350ML | 33.81OZ/1000ML

DETAILS

- Ideal for overall scalp health
- Moisturizes
- Soothes skin
- Vegan
- Spearmint and tea tree fragrance

APPLICATION

Massage into wet hair, then rinse. Follow with conditioner if needed. For the body, apply to washcloth, sponge, or loofah, then rinse.

KEY INGREDIENTS

- **Tea Tree:** Antifungal and antibacterial properties help combat yeast and bacteria, reducing flakiness and itching. Tea tree oil can help cleanse the scalp of excess oil, dirt, and product buildup, leaving it refreshed and healthy.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Keep as a staple in your bag for after the gym, travel, or anytime you are on the go!

CLEANSE &
CONDITION

REUZEL®

SCRUB SHAMPOO

EXFOLIATES • REMOVES BUILDUP • MOST HAIR TYPES

REUZEL® Scrub Shampoo is perfect for maintaining a healthy scalp. This invigorating and exfoliating formula is ideal for the heavy product user and infrequent shampooer to remove excess product and buildup from hair.

3.38OZ/100ML | 11.83OZ/350ML | 33.81OZ/1000ML

DETAILS

- Deeply cleanses
- Exfoliates
- Removes product buildup and excess oils
- Step 2 of our Degreasing Formula
- Vegan
- Clean spearmint fragrance

APPLICATION

Apply Scrub Shampoo to damp hair and massage into scalp. Rinse and follow with REUZEL® Daily Shampoo. Use 1-2 times a week.

KEY INGREDIENTS

- **Tea Tree:** Antifungal and antibacterial properties help combat yeast and bacteria reducing flakiness and itching. Tea tree oil can help cleanse the scalp of excess oil, dirt, and product buildup, leaving it refreshed and healthy.
- **Synthetic Wax and Hydrated Silica:** Create “beads” to deep clean and remove buildup and oils.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Can be used as a body scrub. Apply Scrub Shampoo to cloth and gently massage the entire body to leave skin feeling fresh & clean!

CLEANSE &
CONDITION

REUZEL®

DAILY CONDITIONER

MOISTURIZING • DETANGLING • MOST HAIR TYPES

REUZEL® Daily Conditioner is infused with our Proprietary T4 Tonic Blend of Witch Hazel, Nettle Leaf, Rosemary, and Horsetail Root and is ideal for most hair types and frequent use.

3.38OZ/100ML	11.83OZ/350ML	33.81OZ/1000ML
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DETAILS

- Conditions hair
- Great for detangling
- Leaves scalp feeling cool and refreshed
- Step 1 in our Degreasing Formula
- Vegan
- Fresh clean peppermint fragrance

APPLICATION

On freshly shampooed hair, apply evenly from mid-strands to ends. Let sit for at least 1 minute then rinse thoroughly.

KEY INGREDIENTS

- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Natural astringent properties help to cleanse and clarify the scalp, removing excess oil, dirt, or product buildup.
 - **Nettle Leaf Extract:** Adds shine and has anti-inflammatory properties that can reduce inflammation of the scalp.
 - **Rosemary Extract:** Moisturizing while providing antimicrobial properties that can help soothe an itchy or irritated scalp.
 - **Horsetail Root Extract:** Rich in silica, a mineral that plays a crucial role in collagen production, which is essential for the strength and elasticity of hair.



TIPS & TRICKS

Step 1 of the REUZEL Degreasing Formula

CLEANSE &
CONDITION

REUZEL®

DEGREASING FORMULA

FOR REMOVAL OF OIL-BASED POMADES
OR HEAVY PRODUCT APPLICATION

STEP 1

THOROUGHLY SATURATE

- Saturate dry hair with REUZEL® Daily Conditioner
- Leave on 3-5 minutes
- Comb through with a fine-toothed comb
- Rinse

STEP 2

SCRUB

- Apply REUZEL® Scrub Shampoo
- Lather & rinse

STEP 3

CLEANSE

- Apply REUZEL® Daily Shampoo
- Lather & rinse



SHAVE BUTTER

CLEAR FORMULA • ULTRA SLICK • MOISTURIZING

REUZEL® Clean & Fresh Shave Butter is a translucent, ultra-slick formula that naturally conditions and moisturizes your skin. Shave Butter softens the hair for an easy glide and super close shave.

3.38OZ/100ML

DETAILS

- Rich, moisturizing formula
- Easy application
- Ideal for most skin types, especially drier skin
- Leaves skin feeling smooth and moisturized
- Vegan
- Clean & Fresh fragrance of orange peel, eucalyptus and mint

APPLICATION

Apply a thin layer onto wet skin. Shave as usual.

KEY INGREDIENTS

- **Glycerin:** Draws water into the outer layer of the skin, creating a barrier that locks in moisture. This hydration helps soften the hair and prepares the skin for a smooth shave.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Apricot Oil:** Can act as a lubricant, allowing the razor to glide smoothly over the skin, reducing friction and the risk of nicks and cuts. Rich in fatty acids which help lock in moisture and soften the skin.
- **Shea Butter:** Hydrating properties soften the hair making it manageable and provides a gentle, calming effect to the skin.



TIPS & TRICKS

Great for line ups on cheeks and neck when shaping the beard.

SHAVE CREAM

BRUSHLESS • REDUCES IRRITATION • MOISTURIZING

REUZEL® Shave Cream is a highly concentrated, rich and super-slick formula that helps give a nick-free, smooth-skin shave.

3.38OZ/95.8G

DETAILS

- Soothing
- Provides a close, comfortable shave
- Old school shave cream
- Leaves skin soft and smooth
- Vegan
- Fresh sandalwood fragrance

APPLICATION

Apply a thin layer onto wet skin. Shave as usual.

KEY INGREDIENTS

- **Quinoa:** Moisturizing and soothing properties may also help to reduce redness and inflammation caused by shaving.
- **Aloe Vera :** Anti-inflammatory properties that can help reduce redness and inflammation caused by shaving.
- **Sorbitol :** Provides a smooth, slippery surface, reducing friction between the blade and the skin, minimizing nicks and cuts.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Naturally astringent and soothing, helps reduce puffiness, calm itching, and refresh the skin after shaving. It also cleanses pores and seals in moisture, promoting a smoother, more even-toned complexion.
 - **Nettle Leaf Extract:** Packed with anti-inflammatory compounds, helps calm sensitive or irritated skin, making it ideal for reducing razor burn, redness, and post-shave discomfort.
 - **Rosemary Extract:** Anti-inflammatory and antimicrobial properties, that help minimize redness and irritation and can aid in preventing ingrown hairs by reducing inflammation around hair follicles.
 - **Horsetail Root Extract:** Rich in Vitamin B5 and silica, acts as a powerful humectant, drawing moisture into the skin and keeping it hydrated and supple—ideal for combating dryness caused by shaving.



TIPS & TRICKS

Massage residual Shave Cream into the skin post shave for added moisturizing benefits.

ASTRINGENT FOAM

SOOTHING • REFRESHING • PORE-TIGHTENING

REUZEL® Astringent Foam soothes, tones and tightens pores while promoting smooth, balanced skin. Non-drying, oil-free Astringent Foam removes residual grime and oil without removing essential moisture.

DETAILS

- Designed for most skin types
- Witch hazel & aloe soothes tender skin
- Self-foaming bottle
- Refreshes skin while closing pores
- Vegan
- Peppermint fragrance

APPLICATION

Do not shake. Turn bottle upside down, dispense foam into hand. Apply to skin.

KEY INGREDIENTS

- **Aloe Vera:** Anti-inflammatory properties that can help reduce redness and inflammation.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Naturally astringent and soothing, helps reduce puffiness, calm itching, and refresh the skin after shaving. It also cleanses pores and seals in moisture, promoting a smoother, more even-toned complexion.
 - **Nettle Leaf Extract:** Packed with anti-inflammatory compounds, helps calm sensitive or irritated skin, making it ideal for reducing razor burn, redness, and post-shave discomfort.
 - **Rosemary Extract:** Anti-inflammatory and antimicrobial properties, that help minimize redness and irritation and can aid in preventing ingrown hairs by reducing inflammation around hair follicles.
 - **Horsetail Root Extract:** Rich in Vitamin B5 and silica, acts as a powerful humectant, drawing moisture into the skin and keeping it hydrated and supple—ideal for combating dryness caused by shaving.



TIPS & TRICKS

Finish your men's haircut service with Astringent Foam where you have used a razor or edger on the skin.

AFTERSHAVE

COOLING • REFRESHING • TONING

With a crisp and defined formula, REUZEL® Aftershave leaves your skin feeling refreshed and smooth.

3.38OZ/100ML | 6.76OZ/200ML

DETAILS

- Cools and exhilarates skin
- Perfect way to finish off any shave on the face, throat, and nape
- Vegan
- Available in Original and Wood & Spice Scent

APPLICATION

Apply to palms and press into freshly shaven skin.

KEY INGREDIENTS

- **Glycerin:** Draws water into the outer layer of your skin, creating a barrier that locks in moisture.
- **REUZEL'S Proprietary T-4 Tonic Blend:**
 - **Witch Hazel Extract:** Naturally astringent and soothing, helps reduce puffiness, calm itching, and refresh the skin after shaving. It also cleanses pores and seals in moisture, promoting a smoother, more even-toned complexion.
 - **Nettle Leaf Extract:** Packed with anti-inflammatory compounds, helps calm sensitive or irritated skin, making it ideal for reducing razor burn, redness, and post-shave discomfort.
 - **Rosemary Extract:** Anti-inflammatory and antimicrobial properties that help minimize redness and irritation, and can aid in preventing ingrown hairs by reducing inflammation around hair follicles.
 - **Horsetail Root Extract:** Rich in Vitamin B5 and silica, acts as a powerful humectant, drawing moisture into the skin and keeping it hydrated and supple—ideal for combating dryness caused by shaving.



ORIGINAL SCENT
BERGAMOT, LAVENDER, NEROLI & LEATHER

WOOD & SPICE
LEMON ZEST, CEDARWOOD & CLOVE

TIPS & TRICKS

Layer on top of Astringent Foam at the end of a service to impart an old school barbershop fragrance.

BEARD FOAM

CONDITIONING • DEODORIZING • MOISTURIZING

REUZEL® Beard Foam is a leave-in beard conditioner. Deodorizes beard hair and absorbs quickly, helping to tame and control rogue hairs.

2.36OZ/70ML

DETAILS

- Formulated to reduce itch and beardruff
- Great for blow drying beards
- Deodorizes
- Keeps beard moisturized
- Tames rogue hairs
- Instantly makes beard appear fuller
- Softens coarse hair
- Vegan
- Available in Wood & Spice, Clean & Fresh, and Original Scent

APPLICATION

Dispense 1-2 pumps (depending on beard length) into palms and distribute evenly through a dry or towel-dried beard and mustache. Rub foam into the skin and spread through the beard.

KEY INGREDIENTS

• REUZEL'S Proprietary T-4 Tonic Blend:

- **Witch Hazel Extract:** Helps reduce puffiness, soothe itchiness, and tone the skin, keeping the beard area fresh and balanced. Its natural astringent properties help control excess oil and reduce irritation without over-drying.
- **Nettle Leaf Extract:** Rich in anti-inflammatory compounds that help calm irritated skin, reduce beard itch, and support a healthy, beardruff-free base for strong beard growth.
- **Rosemary Extract:** Promotes a healthier beard by reducing inflammation around follicles, helping to prevent ingrown hairs and maintain a comfortable, irritation-free beard line.
- **Horsetail Root Extract:** High in Vitamin B5 and silica, strengthens beard strands and acts as a natural humectant, drawing moisture into both the hair and skin to keep the beard soft, hydrated, and more manageable.



TIPS & TRICKS

Use with a round brush and blow dryer to get a smooth, straight, well-groomed beard.

BEARD BALM

HYDRATING • CONTROL • TAMING

HOLD: 4/10 • SHINE: 2/10

REUZEL® Beard Balm is a specifically formulated conditioning and styling product designed to keep facial hair soft, moisturized and in shape.

1.3OZ/35G

DETAILS

- Like a pomade for the beard
- Formulated for your beard and the skin underneath
- Tames rogue hairs
- Softens coarse hair
- Formulated to reduce
- Available in Wood & Spice, Clean & Fresh, and Original Scent

APPLICATION

On a dry beard, use a pea-sized amount (more if needed). Emulsify in fingertips and work through beard.

KEY INGREDIENTS

- **Shea Butter** : Anti-inflammatory and hydrating properties soften the beard, making it manageable while offering a gentle, calming effect to the skin.
- **Argan Oil** : Rich in fatty acids, antioxidants, and Vitamin E, it deeply moisturizes the beard and skin underneath, reducing itchiness and dryness.
- **Vitamin E** : Hydrate and nourishes the beard and skin, relieving itchiness and beardruff.
- **REUZEL'S Proprietary T-4 Tonic Blend**:
 - **Witch Hazel Extract**: Helps reduce puffiness, soothe itchiness, and tone the skin, keeping the beard area fresh and balanced. Its natural astringent properties help control excess oil and reduce irritation without over-drying.
 - **Nettle Leaf Extract**: Rich in anti-inflammatory compounds that help calm irritated skin, reduce beard itch, and support a healthy, beardruff-free base for strong beard growth.
 - **Rosemary Extract**: Promotes a healthier beard by reducing inflammation around follicles, helping to prevent ingrown hairs and maintain a comfortable, irritation-free beard line.



TIPS & TRICKS

Layer on top of Beard Serum for extra conditioning on very dry beards.

- **Horsetail Root Extract**: High in Vitamin B5 and silica, strengthens beard strands and acts as a natural humectant, drawing moisture into both the hair and skin to keep the beard soft, hydrated, and more manageable.

BEARD WASH

DEEP CLEANSING • SOFTENING • MOISTURIZING

REUZEL® Beard Wash is a creamy conditioning cleansing wash for the beard and face. Gently removes residue and oil while cleansing and moisturizing the beard and skin underneath.

6.76OZ/200ML

DETAILS

- Cleanses and conditions beard
- Keeps beard moisturized
- Won't clog pores
- Rinses clean
- Softens coarse hair
- Vegan
- Clean & Fresh fragrance of orange peel, eucalyptus and mint

APPLICATION

Apply a small amount of beard wash to wet hands and massage into facial hair and skin. Lather and rinse thoroughly.

KEY INGREDIENTS

- **Shea Butter:** Anti-inflammatory and hydrating properties soften the beard, making it manageable while offering a calming effect to the skin.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Apricot Oil:** Helps retain moisture during washing, leaving both the beard and skin feeling soft—not dry or tight. Rich in Vitamin E and essential fatty acids, it soothes irritated skin, reduces itchiness, and helps combat beardruff.



TIPS & TRICKS

Lather and firmly massage the skin underneath your beard, to exfoliate the skin resulting in a healthy, itch-free face.

REFRESH NO RINSE BEARD WASH

FOAMING • SOFTENING • LIGHTWEIGHT FORMULA

REUZEL® REFRESH – No Rinse Beard Wash is a rinseless beard wash to freshen the beard for anyone who wants to quickly refresh their beard. Allows barbers and stylists, to wash clients' beard with REFRESH before doing a beard trim.

3.38OZ/100ML | 6.76OZ/200ML

DETAILS

- Instantly freshens beard
- Rinse free
- Softens coarse hair
- Keeps beard moisturized
- Self-foaming bottle
- Vegan
- Clean and Fresh fragrance of orange peel, eucalyptus and mint

APPLICATION

Do not shake. Turn the bottle upside down. Squeeze 1–2 pumps into palms. Apply to dry beard, rub foam into the skin and work through the beard.

KEY INGREDIENTS

- **Shea Butter:** Anti-inflammatory and hydrating properties soften the beard, making it manageable while offering a calming effect to the skin.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Apricot Oil:** Helps retain moisture during washing, leaving both the beard and skin feeling soft—not dry or tight. Rich in Vitamin E and essential fatty acids, it soothes irritated skin, reduces itchiness, and helps combat beardruff.



TIPS & TRICKS

Use as an emergency shower in a bottle.

BEARD SERUM

WEIGHTLESS OIL • HYDRATING • SOFTENING

HOLD: 2/10 • SHINE: 4/10

REUZEL® Beard Serum is a perfect blend of moisturizers for a weightless oil that will not weigh the beard down, leaving a natural, non-greasy finish.

2OZ/50G

DETAILS

- Non-greasy formula
- Softens beard
- Formulated for your beard and skin underneath
- Vegan
- Clean & Fresh fragrance of orange peel, eucalyptus and mint

APPLICATION

Pump 2-3 drops (more if needed) into hands. Emulsify in fingertips and work through beard.

KEY INGREDIENTS

- **Shea Butter:** Anti-inflammatory and hydrating properties soften the beard, making it manageable while offering a calming effect to the skin.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Apricot Oil:** Rich in oleic and linoleic acids, it penetrates the skin to relieve dryness, flakiness, and itchiness. Deeply moisturizes without being greasy, helping to soften coarse or wiry beard hair, making it more manageable and easier to style.
- **Argan Oil:** Rich in fatty acids, antioxidants, and Vitamin E, it deeply moisturizes the beard and skin underneath, reducing itchiness and dryness.
- **Vitamin E:** Hydrate and nourishes the beard and skin, relieving itchiness and beardruff.



TIPS & TRICKS

REUZEL® Beard Serum can also be used as an excellent pre-shave or shave oil.

THE "STACHE" MUSTACHE WAX

MEDIUM HOLD • NO SHINE • BEESWAX BASED

HOLD: 5/10 • SHINE: 1/10

REUZEL® Mustache Wax is perfect for any style. Whether you like your mustache groomed and combed, or prefer a more eccentric style, our versatile formula allows you to create your signature mustache style.

10Z/28G

DETAILS

- Shapes and tames coarse hair
- Ideal for handlebar mustaches
- Clean & Fresh fragrance of orange peel, eucalyptus and mint

APPLICATION

Scoop a pea-sized amount with back of fingernail, warm between fingertips, and press into mustache. Shape as desired.

KEY INGREDIENTS

- **Beeswax:** Helps moisturize and tame frizz by creating a barrier against humidity, keeping mustache in place.
- **Geraniol:** Helps improve the texture and appearance of hair, leaving it soft, smooth, and hydrated.



TIPS & TRICKS

Blow dry mustache into shape using Beard Foam & enhance the look by finishing with Mustache Wax.

HYDRABALM REVITALIZE & REPLENISH

NOURISHING • PROTECTIVE • HYDRATING

Hydrabalm hydrates and protects your tattoos (and skin)! Made with Orchistem™ Orchid Stem Cell Extract for visible results.

1.3OZ/35G

DETAILS

- Daily use
- Preserves vibrance
- Enhances tattoos
- Locks in moisture
- Aftercare balm for fresh ink
- Free of sulfates, parabens, silicones and gluten
- Vegan

APPLICATION

Lightly swipe across the top of product and apply directly to tattoo. Use daily on fresh ink and as desired on healed tattoos.

KEY INGREDIENTS

- **Orchistem™ Orchid Stem Cell Extract:** Helps improve skin radiance and firmness. Supports recovery from environmental stressors like sun exposure and pollution, while helping to calm and hydrate.
- **Papaya Extract:** Rich in enzymes, vitamins, and antioxidants that condition the skin and reduce hyperpigmentation.
- **Shea Butter:** Anti-inflammatory and hydrating properties offer a calming effect to the skin, while softening and hydrating.
- **Baobab Seed Extract:** Rich, conditioning antioxidant that contains omega fatty acids that help maintain the skin's natural barrier function, preventing moisture loss and promoting healing.



TIPS & TRICKS

Step anytime of the TAT Routine. Great for ink of any age, from fresh to healed.

TAT

REUZEL®

BUFF EXFOLIATING WASH

GENTLE • EXFOLIATING • BRIGHTENING

Exfoliates and rinses away dead and dying skin cells, making your tattoos look new again.

3.38OZ/100ML

DETAILS

- Use once a week
- For use on healed tattoos only
- Free of sulfates, parabens, silicones and gluten
- Vegan

APPLICATION

On healed tattoos only, dispense a small amount into the hands. On wet skin, massage in a circular motion then rinse clean. Follow with Hydrabalm.

KEY INGREDIENTS

- **Bamboo:** Contains antioxidant properties and helps exfoliate and moisturize the skin.
- **Papaya Extract:** Rich in enzymes, vitamins, and antioxidants that condition the skin and reduce hyperpigmentation.
- **Aloe Vera:** Anti-inflammatory properties that help to soothe and cool the skin.
- **Mandelic Acid:** A gentle type of alpha-hydroxy acid (AHA) that can improve skin texture and clarity, working to brighten, smooth, and improve uneven skin tones.



TIPS & TRICKS

Step 1 of the TAT Routine.

TAT

REUZEL

VIVID GEL INSTANT COLOR BOOST

INTENSIFIES • HYDRATING • RESTORING

VIVID GEL is made with powerhouse ingredients that work together to restore, hydrate, and soothe. Keeping your tattoos vibrant, massage a little VIVID GEL often to make your lines sharp, and make your colors pop.

3.38OZ/100ML

DETAILS

- Use often
- Revitalize old ink
- Absorbs quickly
- Lightweight gel
- Free of sulfates, parabens, silicones and gluten
- Vegan

APPLICATION

Massage over clean, dry, unbroken skin and let absorb.

KEY INGREDIENTS

- **Aloe Vera:** Fatty acids found in the aloe plant have anti-inflammatory properties, helping soothe and cool the skin.
- **Baobab Seed Extract:** Rich, conditioning antioxidant that contains omega fatty acids that help maintain the skin's natural barrier function, preventing moisture loss and promoting healing
- **Orchistem™ Orchid Stem Cell Extract:** Helps improve skin radiance and firmness. Supports recovery from environmental stressors like sun exposure and pollution, while helping to reduce inflammation and improve hydration.
- **Quinoa:** Contains vitamins, minerals, and antioxidants that can help brighten, nourish and protect the skin. Niacinamide content can soothe irritated skin and even out skin tone.



TIPS & TRICKS
Step 2 of the TAT Routine.

TAT

REUZEL

SHINE TATTOO SPRAY

NON-GREASY • FAST ABSORBING • VIBRANT

SHINE Tattoo Spray absorbs fast, reveals definition, and makes your colors pop, without leaving a greasy residue.

3.38OZ/100ML

DETAILS

- Daily use
- Gives tattoos and skin a nice natural glow
- Color brightener (including black ink)
- Works great on "inkless" skin
- Free of sulfates, parabens, silicones and gluten
- Vegan

APPLICATION

Spray onto clean, dry hands. Massage into (healed) tattoos. Let fully absorb before putting on clothes. Layer over Vivid Gel for perfect shine and ultimate vibrancy.

KEY INGREDIENTS

- **Orchistem™ Orchid Stem Cell Extract:** Helps improve skin radiance and firmness. Supports recovery from environmental stressors like sun exposure and pollution, while helping to reduce inflammation and improve hydration.
- **Papaya Extract:** Rich in enzymes, vitamins, and antioxidants that condition the skin and reduce hyperpigmentation.
- **Shea Butter:** Anti-inflammatory and hydrating properties offer a calming effect to the skin, while softening and hydrating.
- **Castor Oil:** Moisturizing properties help soften and hydrate the skin.



TIPS & TRICKS
Step 3 of the TAT Routine.

TAT

REUZEL

THE TAT ROUTINE

FOR HEALED TATTOOS

STEP: ANYTIME

Use HYDRABALM on both fresh ink and healed tattoos, anytime or all the time for intense hydration and healing benefits!

(Be sure to follow your tattoo artist's instructions).

STEP 1: EXFOLIATE

Use BUFF EXFOLIATE as often as once a week to exfoliate dead skin cells, & increase skin/tattoo radiance.

STEP 2: HYDRATE

Use VIVID GEL to restore, hydrate and create a protective moisture barrier from elements.

STEP 3: SHINE

Use SHINE SPRAY to enhance definition and vibrant colors, without leaving greasy residue.



SOLID COLOGNE

LONG LASTING • PORTABLE • TRAVEL FRIENDLY

REUZEL® Solid Cologne Balm is a solid, wax-based fragrance that can be easily applied with your fingertips. Our Solid Cologne Balm features the Wood & Spice fragrance, with notes of lemon zest, cedarwood & clove.

1.30OZ/35ML

DETAILS

- Wax-based formula
- Easy to apply
- Subtle fragrance lasts all day
- Wood & Spice fragrance of lemon zest, cedarwood and clove

APPLICATION

Lightly swipe finger across the top of product and apply to pulse points.

KEY INGREDIENTS

- **Beeswax:** Keeps the product soft and malleable so that you can easily scoop out with a finger.
- **Glycerin:** Helps lock in moisture and enhance fragrance retention, allowing the scent to last longer.



TIPS & TRICKS

Keep this as a staple in your dopp bag for after the gym, travel, or anytime you are on the go!

CLEAN & FRESH SOLID FACE WASH STICK

CLEANSING • HYDRATING • ANTIOXIDANT

REUZEL® RR Solid Face Wash Stick is a sulfate and paraben free face wash stick. Perfect at home or throw in your gym or work bag for whenever your skin needs a quick and easy cleanse.

1.7OZ/50G

DETAILS

- Easy for on-the-go usage
- Clean & Fresh fragrance of orange peel, eucalyptus, and mint
- Rinses clean
- Won't clog pores

APPLICATION

Apply the solid face wash stick across your dry forehead, cheeks, chin and nose. Wet your hands, lather, and rinse.

KEY INGREDIENTS

- **Caffeine:** Reduces Puffiness and dark circles.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Shea Butter:** Anti-inflammatory and hydrating properties offer a calming effect to the skin.
- **Apricot Oil:** Rich in fatty acids, particularly linoleic and oleic acid, which help to nourish and hydrate the skin.



TIPS & TRICKS

For a closer shave, cleanse with Solid Face Wash before applying REUZEL® Shave Cream or Shave Butter.

RR SKINCARE
& FRAGRANCE

REUZEL®

HYDRATING FACE MOISTURIZER

HYDRATING • CALMING • BRIGHTENING

REUZEL® RR Hydrating Face Moisturizer is a lightweight, non-greasy moisturizer that will leave your skin feeling hydrated while keeping pores free of buildup.

3.38OZ/100ML

DETAILS

- Works on most skin types
- Won't clog pores
- Non-greasy formula
- Fragrance-free

APPLICATION

Apply a small amount to your face after cleansing with Solid Face Wash Stick.

KEY INGREDIENTS

- **Caffeine:** Reduces Puffiness and dark circles.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Shea Butter:** Anti-inflammatory and hydrating properties offer a calming effect to the skin.
- **Apricot Oil:** Rich in fatty acids, particularly linoleic and oleic acid, which help to nourish and hydrate the skin.



TIPS & TRICKS

Best used once in the morning and once at night. For more moisture, use following your everyday shave routine.

RR SKINCARE
& FRAGRANCE

REUZEL®

INTENSIVE CARE EYE CREAM

HYDRATING • LIGHTWEIGHT • FRAGRANCE FREE

REUZEL® RR Intensive Care Eye Cream is a lightweight, quick drying, fragrance-free formula that helps reduce the appearance of puffiness and dark circles.

1OZ/30ML

DETAILS

- Non greasy formula
- Won't clog pores
- Helps reduce the appearance of dark circles

APPLICATION

Apply a thin layer under and around the eyes, pat lightly to absorb into skin.

KEY INGREDIENTS

- **Caffeine:** Reduces Puffiness and dark circles.
- **Calendula Extract:** Soothes and calms irritated skin, making it ideal for sensitive or problematic skin types.
- **Shea Butter:** Anti-inflammatory and hydrating properties offer a calming effect to the skin.
- **Apricot Oil:** Rich in fatty acids, particularly linoleic and oleic acid, which help to nourish and hydrate the skin.



TIPS & TRICKS

For deeper lines, apply a thin layer underneath the eyes in the morning and before your bedtime routine.

RR SKINCARE
& FRAGRANCE

REUZEL®

RR FINE FRAGRANCE

FINE FRAGRANCE • LONG LASTING

REUZEL® RR Fine Fragrance is a light and refreshing fragrance with an uplifting, citrusy scent.

1.69FL.OZ/50ML

DETAILS

- Subtle citrus fragrance that lasts all day
- Light, refreshing fragrance
- Unisex, uplifting, citrus-mint scent

FRAGRANCE NOTES

- Top: Spearmint, Orange Peel
- Mid: Eucalyptus, Mimosa Blossom
- Bottom: Cinnamon, Sandalwood



TIPS & TRICKS

Spray, delay and walk away!



REUZEL