


amika:







The name amika is derived from Latin and means “girlfriend” or “friend” in a number of the Romance languages. amika lives up to its name as hair’s best friend.

Infusing the latest technology with a creative edge, amika tools and hair care are born to perform and live to impress.

amika is an independently-owned boutique company that encourages a dynamic culture where creativity can flow freely.

We create the style, products and packaging; take our own photographs and make our own films. We write our own copy and we do our own marketing, sales, finance and education.

We love what we do.



# fashion

amika fills the void for high performing products that encourage ingenuity and originality. Founded in New York City, amika's design and development teams take inspiration from the city's vibrant fashion, art and music scenes, infusing the line with an iconic, creative edge. With an increasing demand for customization, we strive to create tools that match personal style.

# innovation

Pioneering is engrained in our DNA. The release of our Obliphica hair care collection in Summer 2010 sparked a new generation of single-ingredient-powered products while our multi-piece curling wands shook up the styling tools category. From revolutionary formulas to groundbreaking technology, amika is endlessly reinventing and further differentiating the brand.

# artistry

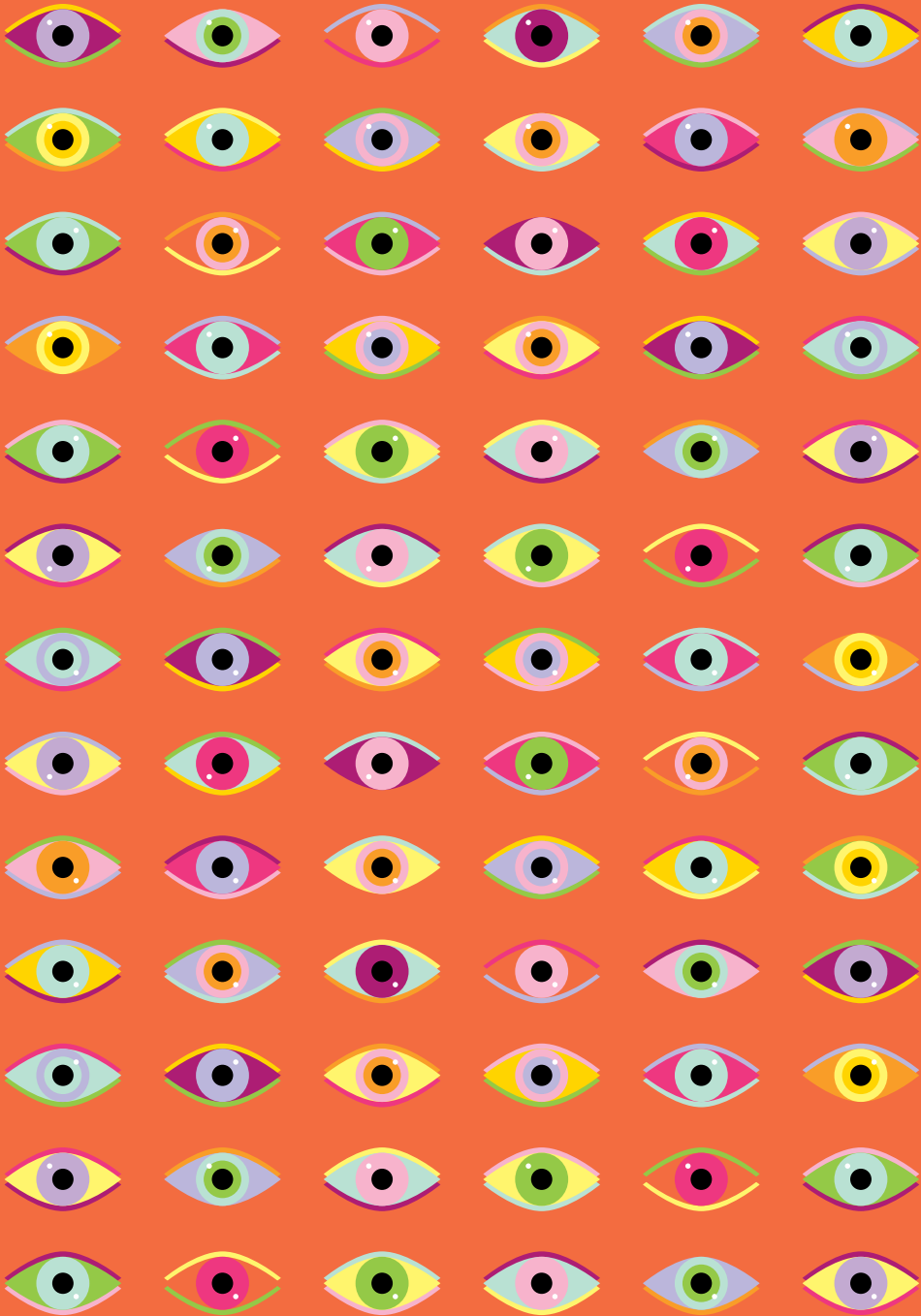
Collaborating with cutting-edge stylists, amika's education program is distinctively designed to bring the world of session styling to your fingertips. Balancing self-expression with precise technical understanding, amika's transformational education sessions aspire to enhance timeless techniques, empower artistic expression, and encourage creative exploration.

# 100% salon commitment

You will never find an amika product at the drugstore or mass market chain down the street. Our salon-exclusive Obliphica Hair Care products are guaranteed only when purchased from a salon professional.

All of our appliances are developed by stylists, for stylists, to meet the strenuous demands of the professional salon setting. A very limited assortment of our styling tools can be found in prestige retail outlets, such as Sephora, to drive brand awareness and build brand credibility.

Look for the Salon Exclusive marking.



looking out for you

try a new look this year!

What you do and how you do it are what set you apart from the rest. All you have to do is look like you did when you were in the fashion house limelight.

**PUNKY GLAM**

**New York**

**NYC**

Power

rock falls latest trends sleek and smooth

**Power**

**Low Pony**

**Low Pony**

Low pony is the hottest trend... it's the perfect power look for the fall. It's a sleek, straight, low ponytail that's easy to do and looks like you're a professional. It's the perfect power look for the fall. It's a sleek, straight, low ponytail that's easy to do and looks like you're a professional.

Get Selena's Waves

Yes, mere mortals can have them too with this step-by-step from celeb hair pro Robert Vetica.

**Your Tool Kit**

1. Curling Wand  
2. Curling Iron  
3. Hairbrush  
4. Hair Oil



**WHAT'S HOT IN COOL TOOLS**

**OK! MAGAZINE**

**GLAMOUR**

**Los Angeles Times**

**OK! MAGAZINE**

**GLAMOUR**

**1 Prep hair by applying oil...**

**2 For back sections...**

**3 Twist the hair as you curl...**

**4 For the front sections...**

**5 Switch to counter-clockwise...**

**6 Repeat steps four and five...**

**JUST LIVE LIFE**

**GLAMOUR**

**GLAMOUR**

**Style**

**Morning-After Emergency Kit**

Stack up on these desk supplies—for when a weeknight date turns into an all-nighter. (They work for a midday pick-me-up too.)

**ELLE.COM**

**Star**

**NYLON**

**SHAPE**

**EXTRA**

**Daily Makeover**

**Pink Power**

**People StyleWatch**

**ESSENCE**

your voice, your style, your life

**ESSENCE**

**STYLE.COM**

**Director's Chair**

**Out With a Bang!**

**YOU'RE READY FOR BANGS!**

**ESSENCE**

**ESSENCE**

**ESSENCE**

**ESSENCE**

**STYLE.COM**

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**Out With a Bang!**

**YOU'RE READY FOR BANGS!**



**Work**  
Expressly  
KMS California  
LOREAL  
NEXUS

# Spray Day

Pressed for time? Grab one of these dry shampoos and hit refresh

**ma:ca**  
DRY UP DRY AMPOULE  
Cleanse, refresh, revive. With Sea Buckthorn Berry Oil types.

**FRUCTIS**  
VOLUME  
FRUCTIS

**TRESemmé**  
FRESHSTART  
FRESHSTART

**Aveeno**  
PURE RENEWAL  
PURE RENEWAL

# BAZAAR

## THE HAIR-PERFECTING SHOWER

Before you get into a pool fills the cuticle with water so that much more water can be absorbed. But the effect of slicking on conditioner before going in, and use chlorine-eliminating formulas once you're out.

**REFINERY29**

What's the difference between hot rollers and a hot iron besides...heat? Turns out, quite a lot. New York City hairstylist Wai Pagan explains.

**Curling Irons**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand). Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

**Hot Rollers**  
Who they're for: Those who prefer to let their hair curl naturally or who want to get a soft, bouncy curl without using heat.  
Why they're awesome: They're a great alternative to curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

# YOUR MOST TWEETED HAIR SOLVED!

Handbook

Who thought all your biggest red, color, and hair-care concerns—the frizz, the flyaways, the breakage—were all solved? Turns out, in this new book, there are 100+ characters to solve. #YourHairSolved

By Maria Toppa

**Who thought all your biggest red, color, and hair-care concerns—the frizz, the flyaways, the breakage—were all solved? Turns out, in this new book, there are 100+ characters to solve. #YourHairSolved**

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By Maria Toppa

# Time Out New York

**VANIT**  
e claire

**BRIDES**

1. **DRY SHAMPOO**  
Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy.

2. **CURLS**  
Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy.

3. **FLAT IRON**  
Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy.

4. **WAXED BRISTLE FACIAL BRUSH**  
Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy. Use on your crown to keep the roots from getting greasy.

**Style on the Fly**  
To add a little bit more heat, try the Link System. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

**A Twist for Every Texture**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

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# MODERN SALON

**Advice Column**  
The bloggers' best tips from their years of testing, testing, testing.

**BE A BEAUTY MUGGIVER**  
If you're not of love, get your hair going on a clean, moisture and break through your hair. And lucky number is a fabulous dry shampoo, especially for brunettes. —Sharon Jay

**TAQ-TEAM SELF-TANNER**  
Use the tanner after a shower. Use the tanner after a shower. Use the tanner after a shower.

**PRENE YOU'RE BROWN**  
The tanner will really define the skin. Instead of going to bed, filling in the middle of the brows and beautifully defining out.

# SELF

**People**

**WWD**

21. **HYDRATING CREAM COMPLEX**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

22. **INTENSE HYDRATING MASK**  
Who they're for: Those who prefer to let their hair curl naturally or who want to get a soft, bouncy curl without using heat.  
Why they're awesome: They're a great alternative to curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

23. **AMBIENT MAKEUP**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

24. **WAXED BRISTLE FACIAL BRUSH**  
Who they're for: Those who prefer to let their hair curl naturally or who want to get a soft, bouncy curl without using heat.  
Why they're awesome: They're a great alternative to curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

25. **DRY SHAMPOO**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

26. **HAIR OIL**  
Who they're for: Those who prefer to let their hair curl naturally or who want to get a soft, bouncy curl without using heat.  
Why they're awesome: They're a great alternative to curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

# Lucky magazine

**allure**

**Off-Duty Mod**

**Rock Goddess**  
Who they're for: Women with long, thick, or coarse hair.  
Why they're awesome: Curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

**Let Me Be Bitch**  
Who they're for: Those who prefer to let their hair curl naturally or who want to get a soft, bouncy curl without using heat.  
Why they're awesome: They're a great alternative to curling iron after curling. You can adjust the temperature and circumference of the barrel with either adjustable barrels (like the CHI Air Freedom) or rollers (like the CHI Curling Wand).

# allure

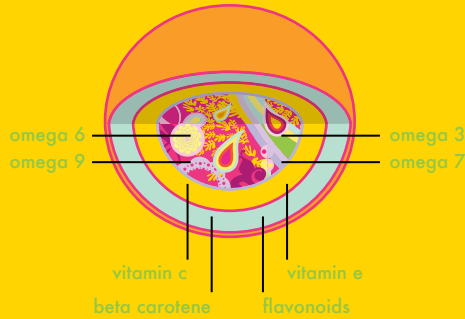
**Translators Runway Report**

**Off-Duty Mod**

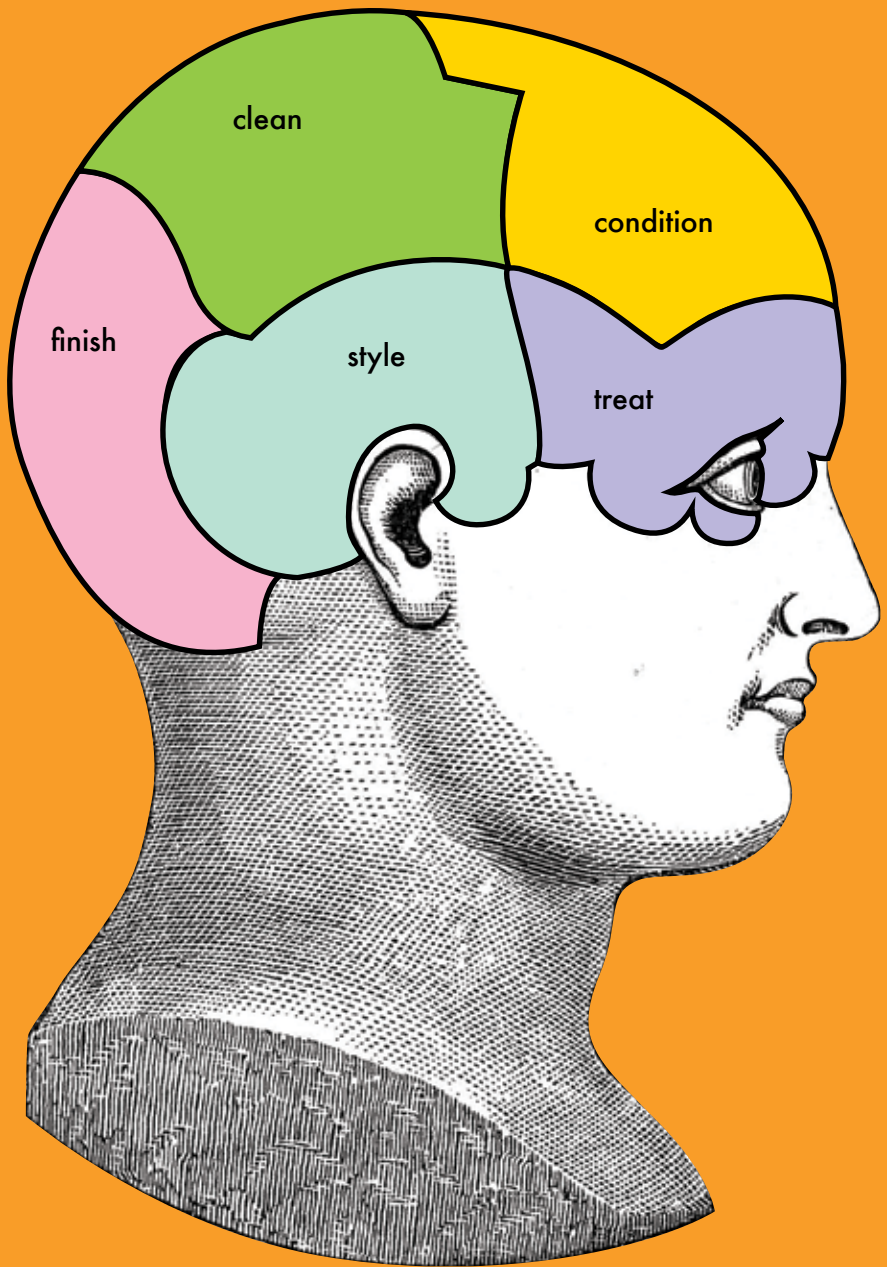
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o·blih/fée/'kah



feed your  
hair with  
the  
"super fruit"  
—Dr. Oz



Pseudoscience aside, these five steps are all you need to get your hair in the game.

# the magic berry

The Obliphica line of hair care gets its power by harnessing the unique properties of the “super fruit,” Sea Buckthorn Berry (also known as Obliphica).

Native only to Siberia and parts of the Himalayas, the berry protects itself against some of the harshest environmental conditions on Earth with an unprecedented amount of vitamins and nutrients.

The Obliphica berry is rich in antioxidants, essential amino acids, vitamin E, rare Omega 7 and 190 other bioactive compounds. Being a food source, and not a chemically-based product, the body instantly absorbs the berry’s nutrients.

vitamin

C

Obliphica contains 15 times more vitamin C than an orange! Vitamin C is an antioxidant that reduces free radical formation that can damage your hair.

omega

3

Omega 3 is an essential fatty acid because it is not generated by the body and can only be taken from elsewhere—like the Obliphica berry. Omega 3 adds luster, sheen and elasticity to your hair. It can help restart hair growth and help hair grow quicker and stronger—even prevent or reverse hair loss!

omega

6

Omega 6 fatty acids stimulate hair growth, according to the University of Maryland Medical Center. It also improves flaky, dry scalp and helps your hair retain its moisture.

omega

7

The Obliphica berry contains high concentrations of the rare Omega 7 (it's 40% of the berry!). Omega 7 keeps free radicals at bay and aids in the production of collagen. Typically found only in fish oil, Omega 7 provides key building blocks for skin, hair and nails.

vitamin

E

Vitamin E has been shown to help with stimulating hair growth as well as preventing hair loss. Vitamin E helps with split ends and also keeps your color vibrant!

omega

9

Omega 9 aids in faster development of hair and prevents hair loss. It also locks in moisture leading to softer, more pliable hair.

vitamin

A

Beta-carotene is converted into Vitamin A in the body. Vitamin A is essential for the health of all of the cells in your hair follicles. Because of its antioxidant properties, beta-carotene helps to protect your hair from the free radicals that can damage it.

flavonoids

F

Flavonoids are another powerful antioxidant found in foods such as grapes, chocolate, citrus, red wine and tea. They are also believed to suppress enzymes that can lead to hair loss.

compounds

190

The Obliphica Berry miraculously boasts over 190 bioactive compounds.

balancing shampoo

1 L  
33.81 fl oz

300 mL  
10.1 fl oz

100 mL  
3.83 fl oz



### Purify, Infuse and Balance

Cleanse hair with the Obliphica Balancing Shampoo. This ultra-mild formula relieves your hair of impurities while directly infusing hair with essential fatty acids, anti-oxidants and a myriad of vitamins and nutrients.

### Pump Up The Volume

Perfect for daily use and every hair type, this creamy formulation helps repair stressed hair leaving it soft, manageable and incredibly voluminous.

### Clarify

This gentle, sudsy shampoo provides the ultimate deep clean.

Ingredients: Aqua (water), ammonium laureth sulfate, hippophae rhamnoides oil (obliphica), olea europaea (olive) fruit oil, propylene glycol, sodium chloride, cocamidopropyl betaine, glycol distearate, glycerin, persea gratissima (avocado) oil, phenoxyethanol, tocopheryl acetate, fragrance, myrtus communis oil, ethylhexyl methoxycinnamate

Free of parabens and artificial colors.

clean

## color pHerfection shampoo

1 L  
33.81 fl oz

300 mL  
10.1 fl oz

100 mL  
3.83 fl oz

10 mL  
0.34 fl oz



### Gently Cleanse And Indulge Dry Locks

Drench parched tresses while gently cleansing your hair with the Obliquica Color pHerfection Shampoo.

### Sulfates

This breakthrough sulfate-free formula combines Obliquica Oil, Wild Cherry Bark extract and Silk Amino Acids to deliver a luxurious lather and infuse strands with increased manageability and elasticity.

### Shine Brighter

UV filters, pH range 4.5–5.5, and antioxidants protect color from fading and leave strands insanely radiant and shiny.

Ingredients: Water/Eau/Aqua, Sodium Methyl-2 Sulfolaurate, Disodium 2-Sulfolaurate, Sodium Lauryl Sulfoacetate, Cocamidopropyl Betaine, Decyl Glucoside, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Hippophae Rhamnoides (Sea Buckthorn) Oil, Prunus Serotina (Wild Cherry) Bark Extract, Arnica Montana Flower Extract, Sodium Chloride, Glycol Distearate, Laureth-4, Polyquaternium-7, Benzophenone-4, Polysorbate 20, Citric Acid, Polyquaternium-10, Tetrasodium Edta, Methylchloroithiazolinone, Methylisothiazolinone, Fragrance (Parfum)

Free of sulfates, silicones and artificial colors.

clean

triple Rx shampoo

1 L  
33.81 fl oz

300 mL  
10.1 fl oz

100 mL  
3.83 fl oz



### Repair, Restore, Revitalize

Specially formulated to strengthen and soften weak locks, the Obliphica Triple Rx Shampoo is the ultimate remedy for dry and damaged hair.

### Protein Power

This highly concentrated formula combines the Omega 7-enriched Sea Buckthorn Berry and reconstructive keratin and wheat proteins to restore elasticity, manageability, and moisture.

### Come One, Come All

The sulfate-free, sodium chloride-free formula invites all hair types to take part. Safe for color-, Brazilian-, and Keratin-treated hair.

Ingredients: Water/Eau/Aqua, Sodium C 14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Glycerin, Disodium Cocoamphodiacetate, PEG-7 Glyceryl Cocoate, Glycol Stearate, Fragrance/Parfum, Sodium Methyl Cocoyl Taurate, Hippophae Rhamnoides (Seabuckthorn) Fruit Oil, Persea Gratissima (Avocado) Oil, Hydrolyzed Keratin, Hydrolyzed Wheat Protein, Chamomilla Recutita (Matricaria) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract, Butylene Glycol, Polyquaternium-10, PEG-12 Dimethicone, Polysorbate 20, PEG-150 Distearate, Citric Acid, Disodium EDTA, Methylchloroisothiazolinone, Methylisothiazolinone

Free of sodium chloride, parabens and artificial colors.

clean



hydrate conditioner

1 L  
33.81 fl oz

300 mL  
10.1 fl oz

100 mL  
3.83 fl oz



### For Everyday Conditioning

Gently detangle and revitalize hair with Obliphica Hydrate Conditioner. Infusing hair with essential fatty acids, proteins, anti-oxidants, vitamins and nutrients, this lightweight conditioner gently detangles and reconstructs.

### Weightless

Detangle and moisturize your locks without weighing them down.

### Arm Your Hair

Keep free radicals at bay with the unusually high concentration of Vitamin C (15 times greater than an orange) naturally produced by the Sea Buckthorn Berry.

Ingredients: Aqua (Water), Cetyl Alcohol, Olea Europaea (Olive) Fruit Oil, Hippophae Rhamnoides (Obliphica) Oil, Tocopheryl Acetate, Phenoxyethanol, Dimethicone, Panthenol, Cetrimonium Chloride, Parfum (Fragrance), Myrtus Communis Oil, DMDM Hydantoin, Citric Acid, Ethylhexyl Methoxycinnamate, Limonene, Linal, Hydroxycitronellal, Lyral

Free of parabens and artificial colors.

condition

## nourishing mask

500 mL  
16.9 fl oz

250 mL  
8.5 fl oz

60 mL  
2.0 fl oz

20 mL  
0.7 fl oz

6 mL  
0.2 fl oz



### Profound Hydration And Total Indulgence

For ultimate repair and deep conditioning, the Obliquica Nourishing Hair Mask intensely moisturizes and strengthens hair.

### Choose Your Use

Intense enough for a weekly treatment, but light enough to use as a repairing daily conditioner. For extra moisture, mix with Obliquica Oil Treatment.

### Soak Up The Goodness

The natural molecules in the formula directly penetrate the cuticle and deliver nutrients deep to the cortex, sealing split ends while providing nourishment, shine and improved elasticity.

Ingredients: Aqua (Water), Cetyl Alcohol, Cetearyl Alcohol, Simmondsia Chinensis (Jojoba) Seed Oil, Panthenol, Behentrimonium Chloride, Dimethicone, Phenoxyethanol, Hippophae Rhamnoides (Obliquica) Oil, Propylene Glycol, Cetrimonium Chloride, Isopropyl Alcohol, Parfum (Fragrance), Ascorbic Acid, Citric Acid, Linal, Limonene, Hydroxycitronellal, Lyral

Free of parabens and artificial colors.

condition

leave in cream

500 mL  
16.9 fl oz

250 mL  
8.45 fl oz

100 mL  
3.83 fl oz



### For Sustained Hydration, Control & Shine

Fight frizz and regain control of your tresses with the Obliphica Leave In Cream. This weightless, leave in conditioner provides conditioning to soothe and smooth locks—resulting in increased manageability and soft definition.

Ingredients: Aqua (Water), Cetyl Alcohol, Dimethicone, Phenoxyethanol, Parfum (Fragrance), Hippophae Rhamnoides (Obliphica) Oil, Citric Acid, Linal, Limonene, Hydroxycitronellal, Lyral, Citronellol, Coumarin

Free of parabens and artificial colors.

### Split Ends, No More

Vitamins and nutrients break through the surface of the hair, penetrating the cortex to provide extra shine and repair split ends.

### Daily Treatment

Use Leave In Cream on a daily basis to give your hair the hydration it deserves.

condition

obliphica oil treatment

100 mL  
3.83 fl oz

30 mL  
1.01 fl oz

10 mL  
0.34 fl oz

3 mL  
0.1 fl oz



**The Styling Multi-Vitamin**

The Obliphica Oil Treatment deeply nourishes hair while eliminating frizz, renewing shine and improving hairs elasticity without an oily or greasy residue.

**Soothe And Style**

Perfect for treating damaged tresses and delivering all-day sheen, this versatile treatment can be used to revamp, prep and finish your look.

**Keep It Vibrant**

Perfect for dry, chemically-processed or color-treated hair, the Obliphica Oil treatment naturally contains Vitamin E, keeping hair lustrous and vivacious.

Ingredients: Dimethicone, Cyclopentasiloxane, Hippophae rhamnoides (Obliphica) Oil, Perfume (Fragrance), Simmondsia Chinensis Seed Oil, Triticum Vulgare (Wheat) Germ Oil, Panthenol, Aqua, Linal, Limonene, Hydroxycitronellal, Lyral, Citronellol

Free of parabens and artificial colors.

treat

triple Rx mask

500 mL  
16.9 fl oz

20 mL  
0.7 fl oz

coming soon!



**Sweet, Sweet Lovin’ For Your Hair**

An intensive treatment specially formulated to repair, restore and revitalize dry, damaged and overstressed hair.

**You Can’t Outsmart Mother Nature**

Taking advantage of Mother Nature’s conditioner, West African Raw Shea Butter, this highly-concentrated formula provides extraordinary moisture and protection.

**Twinkle, Twinkle**

Used for centuries, gamma-Linolenic acid-rich Borage (aka Starflower) reinforces hair to make it stronger, shinier, softer and easier to comb.

Ingredients: Water/Eau/Aqua, Cetyl Alcohol, Behentrimonium Chloride, Cetrimonium Chloride, Dimethicone, Isopropyl Myristate, Glycerin, Vitellaria Paradoxa (Shea Butter), Cetearyl Alcohol, Fragrance/Parfum, Borago Officinalis (Borage) Seed Oil, Hippophaea Rhamnoides (Sea Buckthorn) Seed Oil, Panthenol, Tocopheryl acetate, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone

Free of sulfates, sodium chloride, parabens, petrochemicals & artificial dyes.

treat

curl defining cream

500 mL  
16.9 fl oz

250 mL  
8.45 fl oz

100 mL  
3.83 fl oz



**Restore Ringlets Without Crunch**

The Obliphica Curl Defining Cream is specially formulated to condition curls while smoothing hair into wavy to curly styles, minus the extra crunch. Add a beneficial boost of Vitamin E and Omega fatty acids for long-term, healthier hair.

Ingredients: Aqua (Water), Prunus Amygdalus Dulcis Oil, Petrolatum, Cetearyl Alcohol, Cetyl Alcohol, Palmitic Acid, Stearic Acid, Phenoxyethanol, Hippophae Rhamnoides (Obliphica) Oil, Triethanolamine, Parfum (Fragrance), Cetrimonium Chloride, Panthenol, Polyquaternium-7, Lilial, Limonene, Hydroxycitronellal, Lyral, Citronellol, Coumarin

**Calling All Curls**

Designed not to curl hair, but to do exactly what the bottle says it will—define pre-existing curls.

Free of parabens and artificial colors.

**Frizz No More**

Curl Defining Cream was specially formulated to give smooth, frizz-free styles of all kinds—from beachy waves to a head full of ringlets.

style

heat defense serum

50 mL  
1.7 fl oz



**Fight Heat Damage**

The Obliphica Heat Defense Serum shields hair from heat styling and blow drying, protecting against overheating and damage to the delicate hair fiber.

**Freedom From Frizz**

While styling, this nutrient-packed elixir revitalizes hair and forms a protective layer around the cuticle for a frizz-free, smooth finish.

**Anti-Breakage**

The intensive strengthening ingredients found in the Heat Defense Serum repair the cuticle and boost elasticity for ultimate anti-breakage benefits. The result is naturally soft, smooth hair that is protected against humidity.

Ingredients: Cyclopentasiloxane, Dimethicone, Hippophae Rhamnoides (Obliphica) Oil, Parfum, Linal, Limonene, Hydroxycitronellal, Lyral, Citronellol, Coumarin, Geraniol

Free of parabens and artificial colors.

style

**bombshell blowout spray**

237 mL  
8 fl oz

59.14 mL  
2 fl oz



**Warning: Insane Volume Ahead**

Make your hair the envy of all others. For the ultimate blowout, spritz the ultra-lightweight Bombshell Blowout Spray and add incredible volume and shape to your look without build up or a stiff hold.

**The Light Choice**

Bombshell Blowout Spray uses lightweight polymers to plump hair and provide body, minus the extra weight.

**Double Duty**

Use Bombshell Blowout Spray on damp hair for texture and volume or on dry hair as a re-styler for light hold. We should just call it the "All You'll Ever Need" Spray.

Ingredients: Water (Aqua), Octylacrylamide/Acrylates/ Butylaminoethyl Methacrylate Copolymer, Hippophae Rhamnoides (Sea Buckthorn) Extract, Panthenol (Vitamin B5), Glycerin, PEG-12 Dimethicone, Fragrance (Parfum), Aminomethyl Propanol, Benzophenone-4, Propylene Glycol, Imidazolidinyl Urea, Methylisothiazolinone, Yellow 5 [CI 19140], Blue 1 [CI 42090]

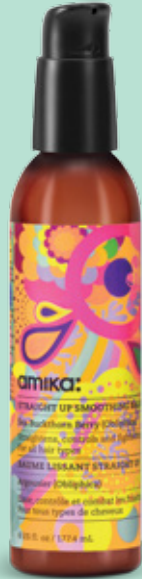
style



straight up smoothing balm

177 mL  
6 fl oz

59.14 mL  
2 fl oz



**Smooth, Straight Hair Coming Right Up**

Straight Up is a temporary, heat-activated straightening balm that provides unrivaled defense against humidity and delivers silky smooth, frizz-free styles.

**The Heat Is On**

Straight Up gets to work when the dryer turns on. The heat activates the smoothing ingredients, providing pin-straight hair.

**Bye, Bye Chemicals!**

Give the look of a chemically-treated straightening process without the chemicals.

Ingredients: Water/Eau/Aqua, Cyclotetrasiloxane, Cetyl Alcohol, Cetearyl Alcohol, Peg-40 Castor Oil, Stearalkonium Chloride, Emulsifying Wax NF, Hippophae Rhamnoides (Seabuckthorn) Oil, Panthenol, Prunus Serotina (Wild Cherry) Bark Extract, Arnica Montana Flower Extract, Silk Amino Acids, Fragrance, Cinnamidopropyltrimonium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone, Triethanolamine, Citric Acid

style

perk up dry shampoo

232.46mL  
5.3 fl oz

29.57 mL  
1 fl oz

### **Refresh Your Dirty Hair**

Our best-selling styling product! Freshen dirty hair, create extra volume, and extend a beautiful blowout with a touch of amika's Perk Up Dry Shampoo.

Ingredients: Butane, Propane, SD Alcohol 40-B, Oryza Sativa (Rice) Starch, Fragrance, Disteardimonium Hectorite, Cyclopentasiloxane, Hippophae Rhamnoides Extract, Water.

### **No Aluminum Or Talc = No Residue**

The only dry shampoo on the market with no aluminum and no talc, Perk Up uses a natural rice starch to absorb excess oil and dirt, leaving hair refreshed and residue-free. Once you try it, you'll never go back to your old stuff.

### **Va Va Volume**

Massage the lightweight formula into roots for soft volume.

finish



5 in 1

cleanse  
refresh  
transition  
volumize  
extend

touchable hairspray

334.7 mL  
10 fl oz

59.6 mL  
1.5 fl oz



### Strong-Flexible

Touchable Hairspray provides a strong-flexible hold without the typical hairspray crunch. This amazing hairspray tames tresses while giving a brushable hold.

### Extra Dry

Touchable Hairspray dries incredibly fast leaving hair exactly as wanted for hours on end.

### Spritz Of Sheen

Obliphica berry extract does more than impart vitamins and nutrients into your hair; it also gives your hair a hint of shine.

Ingredients: Hydrofluorocarbon 152a, SD Alcohol 40-B, Butyl Ester of PVM/MA Copolymer, Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer, Water, Aminomethyl Propanol, Glycerin, Tocopheryl Acetate, Hippophae Rhamnoides Extract, Fragrance, Lactamide MEA, Butylphenyl Methylproponial, Limonene, Hydroxycitronellal, Hydroxyisohexyl 3-Cyclohexene, Citronellol

finish

un.done texture spray

232.46mL  
5.3 fl oz

29.57 mL  
1 fl oz



### Extreme Texture And Volume

For that undone look that's all the rage

### No-Salt Spray

Simply shake and spray the salt-free aerosol formula wherever you want to build incredible, lasting texture without drying out hair.

### Naturally Beautiful

Un.Done Texture Spray uses zeolite, a natural mineral, to build unbelievable volume for full-on glamorous hair.


Ingredients: Hydrofluorocarbon 152A, Butane, Alcohol Denat., Disiloxane, Alcohol, VP/VA Copolymer, Oryza Sativa (Rice) Starch, Zeolite, Isobutane, Fragrance/Parfum, Triethyl Citrate, Glycerin, Hippophae Rhamnoides (Sea Buckthorn) Extract, Water/Aqua/Eau, PEG/PPG-18/18 Dimethicone, Isopropyl Alcohol, Butylphenyl Methylpropional, Limonene, Hydroxycitronellal, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Citronellol

finish

**say it  
with style**







With the amika Digital Titanium Styler you can create silky smooth strands, tousled waves, or retro curls with ease. Ultra-smooth titanium plates allow hair to glide easily without any tugging for silky hair that shines.

### **Titanium Plates**

Titanium is the newest and most advanced technological development used and preferred by professional stylists. This lightweight material offers superior heat conductivity and microscopically smoother plates for the fastest and smoothest styling in one effortless pass.

### **Speed Styling**

Energy efficient MCH ceramic heaters feature immediate heat recovery from 200°F to 450°F (93°C to 232°C). MCH heaters guarantee one-pass styling for the wildest hair, yet are gentle enough for the finest.

### **Gentle And Safe**

MCH heaters emit far-infrared heat that instantly penetrates the cortex of the hair cuticle, heating from the inside out. The hair is heated evenly and in half the time of conventional heat, reducing the risk of damage.

### **Digital Interface**

The digital interface allows for precise setting and monitoring of temperature, the most important element for getting consistent and effective results. The auto-shutoff feature means no power will be wasted when not in use.

### **Floating Plates**

Intelligent floating plates adjust to tension and eliminate snagging for an easy glide, whether styling straight, curly or wavy looks.

### **Feather-Light**

Titanium has the highest strength to weight ratio. The lightweight styler is incredibly durable and stands up to the toughest of professional conditions.

### **Ready And Able**

An easy grip, 9 foot 360° swivel cord and a professional hook makes use and storage simple. Dual Voltage 110-240 V makes the styler ready for use anywhere in the world.

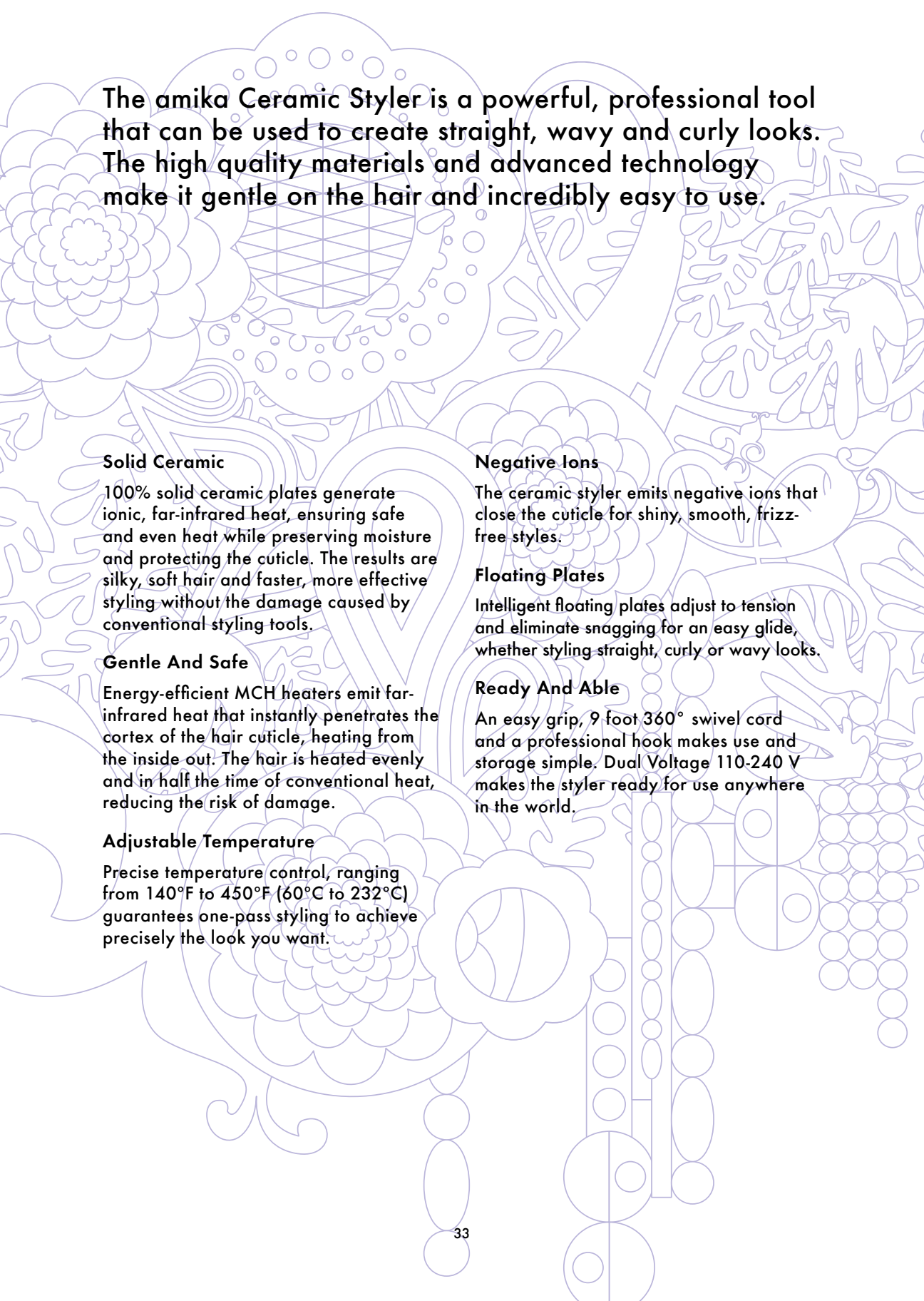


digital titanium styler

# smoothest styling ever

available in Obliphtica. A Night at the Disco. Coming soon in Black & Bronze Obliphtica





The amika Ceramic Styler is a powerful, professional tool that can be used to create straight, wavy and curly looks. The high quality materials and advanced technology make it gentle on the hair and incredibly easy to use.

#### **Solid Ceramic**

100% solid ceramic plates generate ionic, far-infrared heat, ensuring safe and even heat while preserving moisture and protecting the cuticle. The results are silky, soft hair and faster, more effective styling without the damage caused by conventional styling tools.

#### **Gentle And Safe**

Energy-efficient MCH heaters emit far-infrared heat that instantly penetrates the cortex of the hair cuticle, heating from the inside out. The hair is heated evenly and in half the time of conventional heat, reducing the risk of damage.

#### **Adjustable Temperature**

Precise temperature control, ranging from 140°F to 450°F (60°C to 232°C) guarantees one-pass styling to achieve precisely the look you want.

#### **Negative Ions**

The ceramic styler emits negative ions that close the cuticle for shiny, smooth, frizz-free styles.

#### **Floating Plates**

Intelligent floating plates adjust to tension and eliminate snagging for an easy glide, whether styling straight, curly or wavy looks.

#### **Ready And Able**

An easy grip, 9 foot 360° swivel cord and a professional hook makes use and storage simple. Dual Voltage 110-240 V makes the styler ready for use anywhere in the world.

the original 100% ceramic styler

# love at first glide

available in Obliphica





**one size  
does not  
fit all**



5P titanium interchangeable curler

# five barrels— unlimited styling



Single-barrel clip-free curlers also available in digital titanium Obliphica (25-18mm) and tourmaline black (19mm, 25mm, 32mm)

The amika 5P Titanium Interchangeable Curler has five interchangeable titanium barrels (32mm, 25mm, 19mm, 25-18mm, and 13mm root lifter) that easily create curls of any size and shape. In the mood for voluminous full curls one day, loose beach waves the next, or tight curls the following? Well, you can have it all with our interchangeable curler set that allows you to switch up your look in the snap of a barrel.

### **Titanium Barrels**

Titanium is the newest and most advanced technological development used and preferred by professional stylists. This lightweight material offers superior heat conductivity and an ultra-smooth surface that allows hair to curl easily for silky curls that shine.

### **Gentle And Safe**

MCH heaters emit far-infrared heat that instantly penetrates the cortex of the hair cuticle, heating from the inside out. The hair is heated evenly and in half the time of conventional heat, reducing the risk of damage.

### **Feather-Light**

Titanium has the highest strength to weight ratio. The lightweight styler is incredibly durable and stands up to the toughest of professional conditions.

### **Curls For Days**

Negative ionic technology seals the cuticle for shiny, long-lasting curls that hold for days without any styling products.

### **Au Naturele**

The clip-free design achieves fast and easy natural-looking curls and waves without creases.

### **Digital Interface**

The digital interface allows for precise setting and monitoring of temperature up to 430°F (221°C), the most important element for getting consistent and effective results. The auto-shutoff feature means no power will be wasted when not in use.

### **Love That Glove**

Each curler comes with a heat-resistant glove so you can protect your hand while you love your hair.

### **Ready And Able**

An easy grip, 9 foot 360° swivel cord made of heat-proof, up to 450°F (232°C), fabric and a professional hook makes use and storage simple. Dual Voltage 110-240 V makes the curler ready for use anywhere in the world.


digital titanium pro curler

anything  
but  
ordinary

available in Obliphica 25 mm and 32 mm







**The Digital Titanium Pro Curler is a powerful professional tool that harnesses the latest technology and innovative materials to deliver professional results.**

### **Titanium Barrels**

Titanium is the newest and most advanced technological development used and preferred by professional stylists. This lightweight material offers superior heat conductivity and an ultra-smooth surface that allows hair to curl easily for silky ringlets that shine.

### **Gentle And Safe**

MCH heaters emit far-infrared heat that instantly penetrates the cortex of the hair cuticle, heating from the inside out. The hair is heated evenly and in half the time of conventional heat, reducing the risk of damage.

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**whatever  
blows your  
hair back**



Utilizing some of the most ground breaking technology on the market, the Power Cloud Repair + Smooth dryer is the professional choice. With the flick of a switch, positive or negative ions are produced—deepening treatments and repairing hair or sealing the cuticle and smoothing hair—bringing the health back to your hair.

### let's talk numbers

Clinical observation studies show how the Power Cloud Repair + Smooth dryer dominates the competition.



77% reduction in frizz



82% increase in shine



82% increase in style retention



85% increase in comb-ability



82% overall reduction in drying time

### Positive Ions "Repair"

Positive ions are the key differentiating feature of the Repair + Smooth dryer. Positive ions open the hair cuticle, giving treatments deeper and more effective penetration to the cortex. They also cut down on drying time by up to 70%.

### Negative Ions "Smooth"

Generating thousands more negative ions than any other ionic dryer on the market, your results will be softer, healthier hair with less static.

### Tourmaline-Infused Ceramic

Tourmaline components emit negative ions and far-infrared heat for gentle heat styling and frizz-free results.

### AC-1875

The powerful 1875-watt AC motor is more durable and gives you the power of two dryers-in-one! The AC motor lasts up to three times as long as a DC motor, providing up to 3,000 hours of in-salon use.

### Faster And Hotter

Two speed and three heat settings offer extreme versatility, perfect for all hair types and lengths.

### Extra Concentration

Catering to the preferences of all stylists, each Repair + Smooth dryer comes with a large and small concentrator.

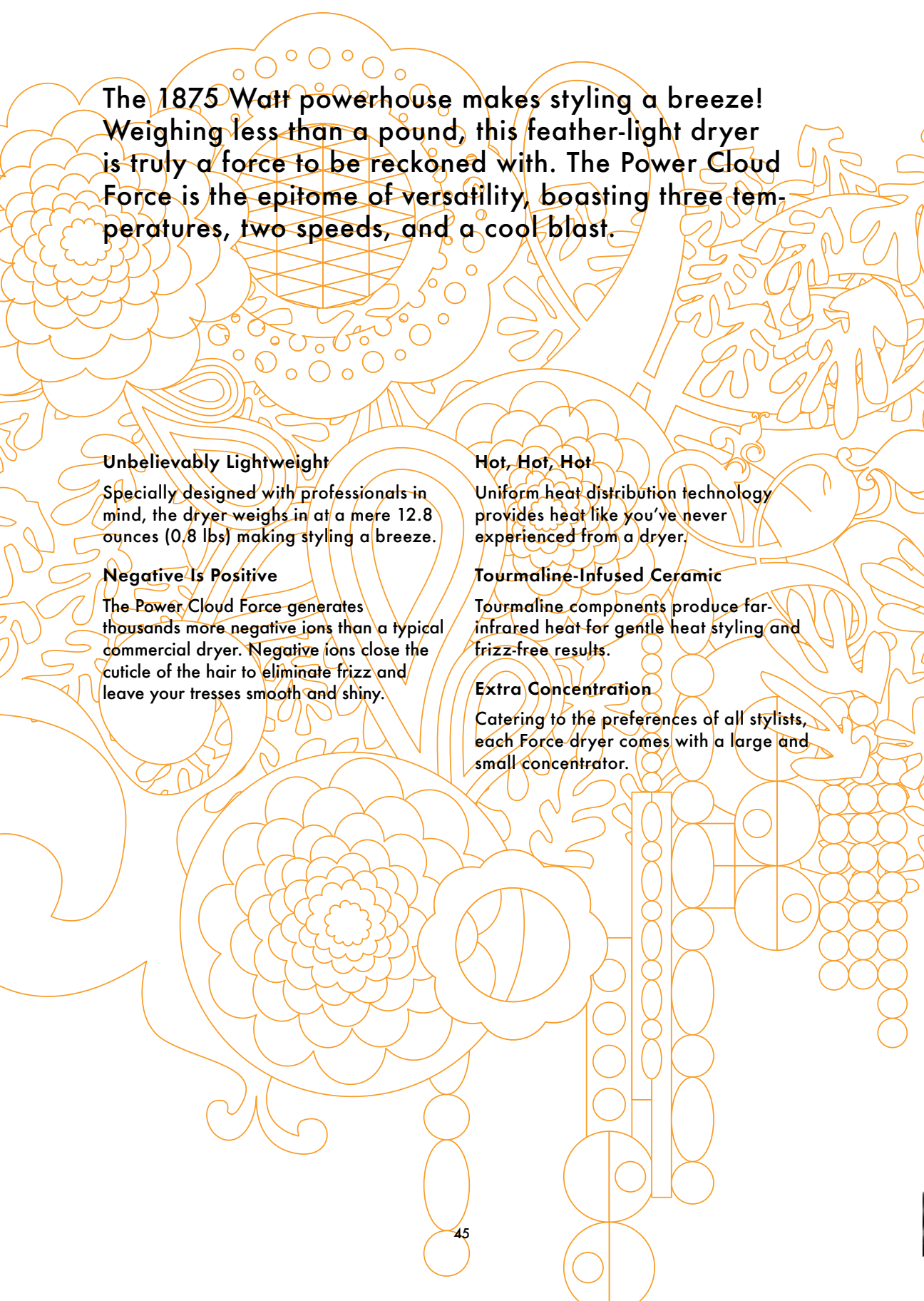
power cloud repair + smooth



power  
never looked  
so good



available in: Obliphica, Matte Black & Bronze Obliphica, White & Orange Obliphica, Matte Black Obliphica, Midnight Black



The 1875 Watt powerhouse makes styling a breeze! Weighing less than a pound, this feather-light dryer is truly a force to be reckoned with. The Power Cloud Force is the epitome of versatility, boasting three temperatures, two speeds, and a cool blast.

#### **Unbelievably Lightweight**

Specially designed with professionals in mind, the dryer weighs in at a mere 12.8 ounces (0.8 lbs) making styling a breeze.

#### **Negative Is Positive**

The Power Cloud Force generates thousands more negative ions than a typical commercial dryer. Negative ions close the cuticle of the hair to eliminate frizz and leave your tresses smooth and shiny.

#### **Hot, Hot, Hot**

Uniform heat distribution technology provides heat like you've never experienced from a dryer.

#### **Tourmaline-Infused Ceramic**

Tourmaline components produce far-infrared heat for gentle heat styling and frizz-free results.

#### **Extra Concentration**

Catering to the preferences of all stylists, each Force dryer comes with a large and small concentrator.

power cloud force

# lightweight powerhouse

available in Matte Black & Bronze Obliquica, Matte White & Orange Obliquica, Matte Black-Obliquica, Midnight Black, Graffiti



**born to perform.**



**live to impress.**

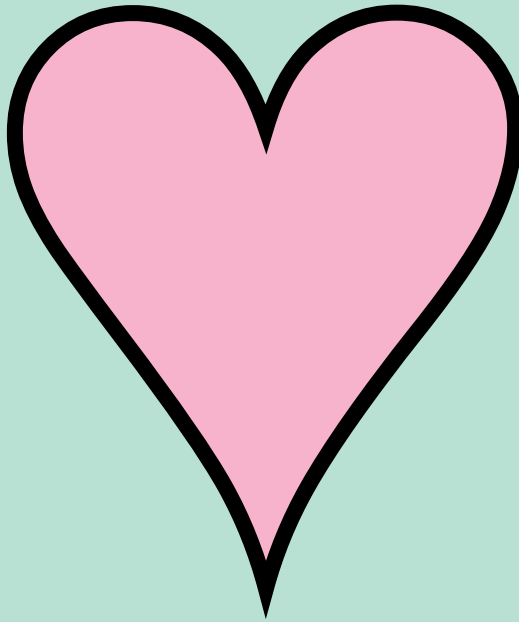


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2



your hair