



URBAN ALCHEMY

*Alchemist -
a person who
transforms
things for the
better*

Born out of a mission and passion to go beyond the ordinary. Urban Alchemy dismantles rigid salon standards and disrupts the industry.

Every hair is different and has unique needs.

Customization gives alchemists the freedom of choice and the freedom to create.

*prescription care
professional customized haircare*





URBAN ALCHEMY

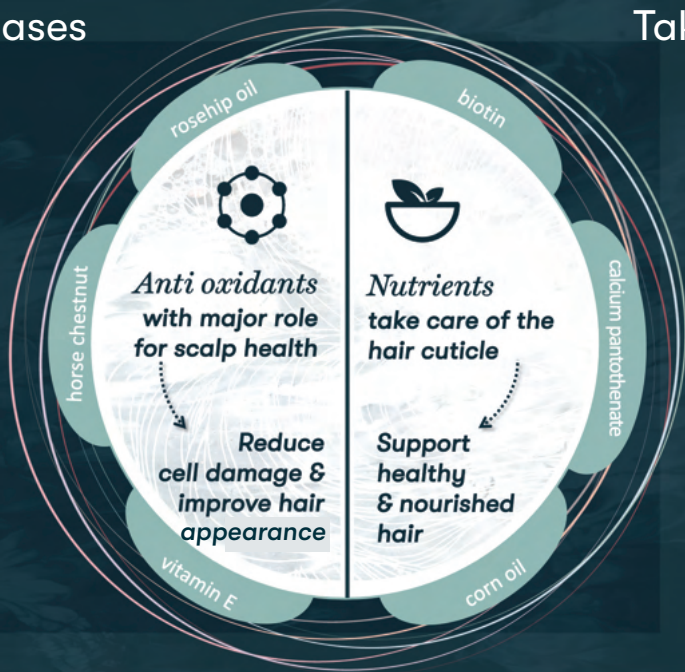
Products - Bases



Back Bar Bases



Take-Home Bases





URBAN ALCHEMY

Products - Alchemies

REPAIR

The Repair Alchemy helps to prevent hair damage and split ends with nutrient rich Argan Oil and helps to increase strength and elasticity.



MOISTURE

The Moisture Alchemy gives a double dose of moisture and restores hydration levels using Hyaluronic Acid while sealing in water.



SHINE

The Shine Alchemy contains Abyssinian Oil which helps to add a natural shine to the hair without weighing it down.



VOLUME

The Volume Alchemy contains Hydralized Rice protein which gives your hair a voluminous look.



COLOR LOCK

The Color Lock Alchemy helps to hydrate your hair color with Hydralized Quinoa protein, promoting more luminosity and shine.



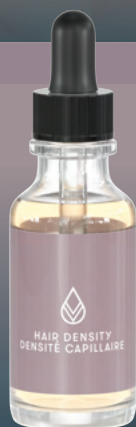
SCALP CARE

The Scalp Care Alchemy is formulated with Aloe Vera extract known for its great skin protecting properties. Echium Oil and Sunflower Oil help protect sensitive skin.



HAIR DENSITY

The Hair Density Alchemy contains a unique Caffeine Complex and helps to boost hair appearance for naturally fuller looking hair.





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How to mix - back bar



STEP 1.

choose your
back bar
base product



STEP 2.

choose your
alchemy

TIP:

Prefill your
pipette bottles



STEP 3.

use at
back bar

in salon how to use

*pumps per
1L base bottle*



2 pumps
2 pumps
2 pumps

*pipettes
per alchemy*



1 alchemy = 1.5 pipettes
2 alchemies = 0.75 pipettes
3 alchemies = 0.5 pipettes



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How to mix - take-home



STEP 1.

choose your
take home
base product



STEP 2.

choose your
alchemies



STEP 3.

use for
take home

*take home how to use
alchemies per 210ml
base bottle*



1



2



3

pumps per alchemy for take home

18 pumps

9 pumps
each

6 pumps
each



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Alchemist's favorite recipes

Alchemist's Signature Blend



Helps to prevent hair damage and hydrate the hair for the ultimate shine.

Brilliant Hydration



Helps to hydrate and add natural shine without weighing down hair.

Healthy Glow



Nurtures the scalp and nourishes the skin to help promote healthy hair.

Healthy Volume – Fine Hair



Helps nourish and hydrate to give your hair a voluminous look.

Color Radiance



Hydrolyzed Quinoa protein helps to promote luminosity and shine on colored hair.





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Alchemist's favorite recipes

Hydration Revitalizer – Thick & Curly Hair



Helps to prevent hair damage while deeply hydrating and nourishing the skin.

Scalp Volumizer



Hydrates and nourishes the scalp to help boost hair appearance and add volume.

Color Revitalizer



Helps to promote more luminosity and shine on color treated hair while preventing hair damage.

Scalp Moisturizer



Nourish and hydrate hair while promoting scalp care.

Double Density



Helps boost naturally fuller hair by hydrating and nourishing damaged hair.

