

PLATINUM




PLATINUM



HAIR IS A WORK OF ART

Juan Juan, celebrity stylist and founder of J Beverly Hills, believes all hairdressers are artists.

With this belief in mind, he created J Platinum, a line of hair care products designed to help fulfill the hairdresser's creativity. J Platinum's performance allows complete freedom of expression, the result is a line that transforms hair into art.



HYDRATE

HYDRATE SHAMPOO | 32oz | 12oz | 3.4oz

Formulated to infuse the hair with moisturizing agents to achieve smooth and healthy results. Its formula thoroughly cleanses while repairing split ends, restoring manageability, and adding shine. Suitable for both natural and colour-treated hair. Colour-safe and Sulfate-free.

HYDRATE CONDITIONER | 32oz | 12oz | 3.4oz

Formulated to infuse the hair with moisturizing agents to achieve smooth and healthy results. Its formula helps restore manageability while adding shine. Colour-safe and Paraben-free.

MAINTENANCE





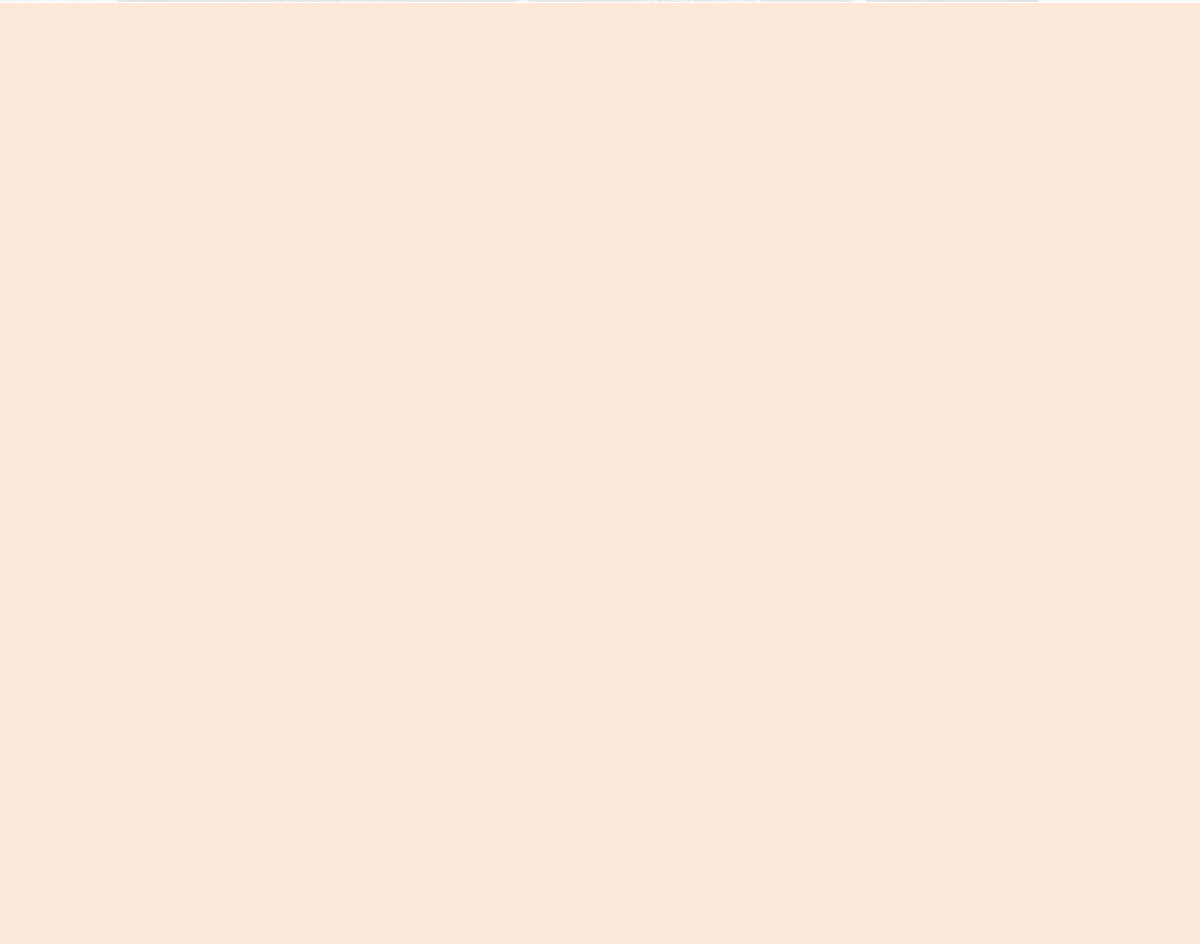
VOLUME

VOLUME SHAMPOO | 32oz | 12oz | 3.4oz

Formulated with hydrolyzed silk protein and pro vitamin B-5 to promote weightless volume while moisturizing and gently cleansing. Colour-safe and Sulfate-free.

VOLUME CONDITIONER | 32oz | 12oz | 3.4oz

Platinum Volume Conditioner is infused with hydrolyzed silk protein and pro vitamin B-5 to strengthen while boosting volume. Colour-safe and Paraben-free.



TREATMENT

NOURISHING MASQUE | 16oz | 6oz | 2oz

Formulated with moisturizing extracts to provide a replenishing deep moisture treatment for the hair. It protects against damaging elements and contains antioxidants to keep hair healthy and smooth. This paraben-free formula is perfect for both natural and colour-treated hair.

REPAIR TREATMENT | 4pk - .68oz

Formulated with vitamin E, shea butter, coconut, and olive extracts to maximize hair health, neutralizing past and future damage, as well as restoring shine and vitality.

REVIVE COCONUT OIL | 8oz | 3.4oz | .33oz

Formulated with coconut, argan and grape seed oil to help strengthen the hair's elasticity while retaining moisture to better protect from heat, resulting in smooth and shiny hair.

STYLE





5 IN 1 | 8oz | 3.4oz

A leave-in styling cream offering the five benefits of shine, moisture, strength, de-frizz, and heat protection. It helps improve the hair's manageability with increased conditioning while protecting it against heat, humidity and the effects of ultra-violet light. Hair will feel silky smooth and luxurious. Suitable for all hair types.

MOUSSE | 9oz

Give hair instant volume with Platinum Mousse, ideal for medium to fine hair. This weightless volumizer gives body and lift without any stickiness.





CLEAN | 4.2oz

Platinum Clean Dry Shampoo cleanses hair by absorbing excess oil, dirt, and product build-up. Its ultra-light formula enhanced with tea tree, rosemary leaf extract, and lavender extract works by removing odors and leaving hair soft and manageable between shampoos. Suitable for normal and colour-treated hair.

MATTE | 4.22oz

Platinum Matte Texture Spray gives you that sexy, tousled, undone look. The invisible, dry formula uses natural minerals to build unbelievable volume for full glamorous hair. Our exclusive polymer blend bonds to the hair for incredible texture without a sticky feel.



PERFECT BODY | 8oz

A weightless, heat activated style revitalizer and volume primer for beautiful voluminous hair. This nutrient-rich volume conditioning spray builds Perfect Body while improving the health of hair.



PLATINUM

PERFECT BODY

volume primer
primer volumisant

237ml 8 Fl. Oz. Liq e

DETAIL | 2oz

This new lightweight texture paste offers brushable hold with a semi-gloss finish. Reactivate your style all day with this pomade's reworkable hold. Detail is great for creating texture on short or medium length clients.

CLAY | 2oz

Take control with this part styling clay, part dry shampoo. Create a strong hold when applied to dry hair, or for added volume. Use with a blow dryer to create heat activated volume.



FINISH

SHAPE | 8oz | 3oz

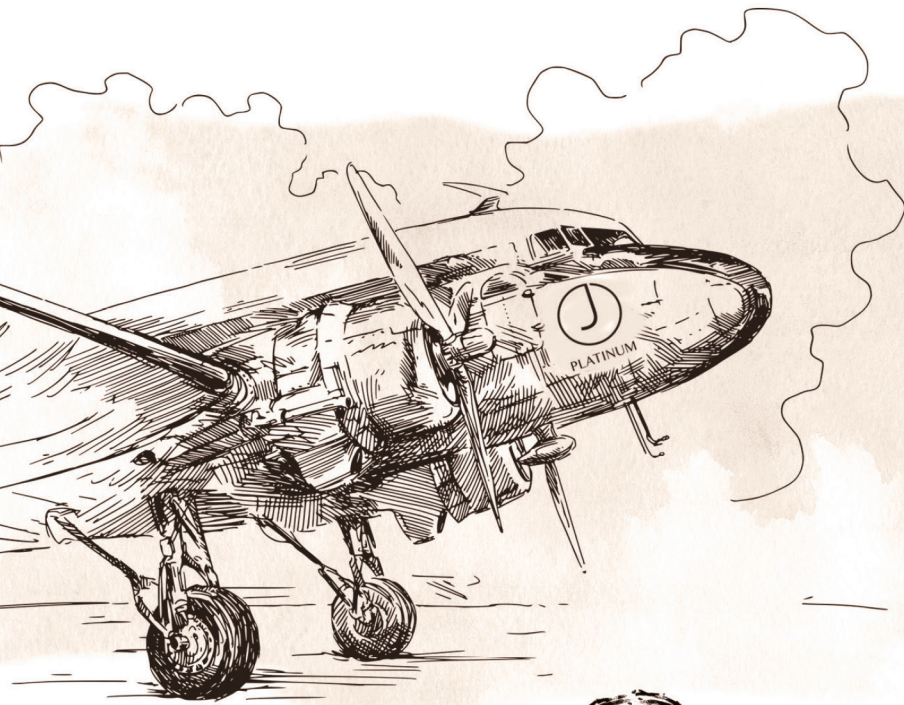
Shape Finishing Spray is formulated with walnut, almond, and vanilla extracts to protect against free radical damage. This medium hold working hairspray with remarkable high shine adds volume and control with a dry finish.

SHINE | 5oz

Shine Reflective Spray produces a weightless, mirror-like shine on your hair, instantly revealing glamorous healthier looking locks. Sunflower and Argan oil help protect against damage as it replenishes moisture and creates that coveted lustrous finish.







La Beauté
en Voyage

THE BEAUTY IN TRAVEL

Platinum travel sizes will keep your hair
checked in across time zones

“Hair is your canvas,
and you are the
artist.”



JUAN JUAN