

DESIGNME



WE DESIGN THE PRODUCT,
YOU DESIGN THE BEAUTY.

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**WE DESIGN THE PRODUCT,
YOU DESIGN THE BEAUTY.**

WELCOME TO ***OUR WORLD***

DESIGN

Design is as much an art as it is a science. A complex yet subtle process and it is the driving force behind everything that we do. From behind the chair to your at-home beauty routine, our products are designed to nurture confidence and authenticity.

ME

ME stands for every single one of you. Each person has their own unique haircare needs and their own definition of beauty.



DESIGNME was founded in 2015 in Canada by a group of hair enthusiasts – a hairstylist, colorist and educator, and veterans of the professional haircare industry. Their mission? To both simplify and energize the approach to making every individual feel like the best version of themselves. To achieve this, they created beautiful, convenient, performance hair products that awaken the imagination and nurture individuality. Through carefully crafted proprietary formulas, **DESIGNME** dishes innovative hair care & styling products that ignite confidence and inspire all to design their own beauty.

Their first product, the first EVER - **PUFF.ME** volumizing powder (in a pump) – was not just innovative in its talc-free formula, but specifically in its first-to-market packaging. Unlike other volumizing powders which needed to be sprinkled on the roots (often leading to messy, uneven or ineffective application), the **PUFF.ME** volumizing powder provides instant root lift with just one measured spray – or **PUFF** – of product, thanks to its ingenious precision pump and (adorably pink) compact spray packaging. The product quickly went viral on social media, and is the brand's undisputed bestseller to date amongst both hair professionals and consumers.

Intrigued to see what they came up with next? Read on!

ABOUT THE PRODUCTS

Today, **DESIGNME** consists of six unique product collections, each targeting a specific creative hair goal, such as to add big volume, high shine, wave & curl definition, or even a “quick” fix for those days in between washes. Each collection has its own persona, color, fragrance, and packaging experience, BUT, the products are meant to be mixed across collections so that each user can find their perfect customized hair care and styling recipe.



PETA CERTIFIED



VEGAN



CRUELTY FREE



GLUTEN FREE



PARABEN FREE



SULFATE FREE





PUFF.ME VOLUME & TEXTURE

For those days when you want to make a statement
with big, voluminous texture.

THE COLOR STORY

PUFFTINI, commonly known as millennial pink, is the main color to this collection that will transport you back to the Y2K.

BACHELORETTE evokes confidence and is sure to catch anyone's attention.

PANTONE®
PUFFTINI

PANTONE®
BACHELORETTE

THE FRAGRANCE

Bring out that confident side with a candy-like scent of black cherry, almond and tonka bean.



PUFF.ME VOLUME & TEXTURE



fullness & body



volume



talc-free



volumizing
shampoo

volumizing
conditioner

volumizing
treatment whip

volumizing
mousse

dry texture
spray

light
volumizing
powder

PUFF.ME VOLUMIZING POWDER WHY OVER 2 MILLION HAIRDRESSERS LOVE IT



I swear by **PUFF.ME**! Since getting a pixie cut, I have literally tried 100 different products and this is by far my favorite go-to!

— Lisa Marie

I LOVE this product! Gives me just the right amount of volume in my own hair which I've never had before!

— @cw.beauty94



GLOSS.ME HYDRATION & SHINE

For the trailblazer within us all, that is unapologetically ambitious. The one that will find a way, not an excuse – with not a single hair out of place.

THE COLOR STORY

Two minty fresh tones are used not only to aligning with today's hottest trend, but as well with the key ingredient in this collection: cannabis.

PANTONE®
MINTY FRESH

PANTONE®
BERMUDA

THE FRAGRANCE

This floral woody fragrance evokes a fresh sensation through a combination of musky ambrette, sandalwood, magnolia and violet.

GLOSS.ME HYDRATION & SHINE



cannabis sativa
seed oil



argan
oil



moringa
seed oil



rice
bran oil



adds
shine



hydrating
shampoo



hydrating
conditioner



hydrating
treatment mask



hair serum



KEY INGREDIENTS

CANNABIS SATIVA SEED OIL

Moisturizes and strengthens

ARGAN OIL

Locks in moisture leaving hair stronger, smoother and shinier

MORINGA SEED OIL

Nourishes and mends split ends

RICE BRAN OIL

Nourishes leaving hair dazzlingly shiny and silky soft

HYDROLYZED SOY PROTEIN

Strengthens, enhances manageability and boosts shine. Improves scalp health, eliminates frizz and locks in moisture.



BOUNCE.ME CURL & DEFINITION

For those who want to celebrate their natural texture, by enhancing, defining, and refreshing their curls or waves.

THE COLOR STORY

PINEAPPLE CUSTARD is soft, happy, cheering and sunny, which perfectly aligns with a feeling of joy.

MANGO MOJITO is nourishing, sun-baked and tropical.

PANTONE®
PINEAPPLE
CUSTARD

PANTONE®
MANGO
MOJITO

THE FRAGRANCE

Much like an endless summer, this warm and spicy scent will bounce you into a solar, sensorial journey with hints of floral, amber, and coco-de-mer.



BOUNCE.ME CURL & DEFINITION



kukui seed oil



argan oil



mango



passionfruit



frizz control



curl
enhancer

curl
shampoo

curl
conditioner

curl
balm

curl spray
gel

KEY INGREDIENTS CURL ENHANCER

GINGER ROOT EXTRACT
Prevents breakage

LAVENDER OIL
Helps promote hair growth

POMEGRANATE FRUIT EXTRACT
Strengthens and anti-frizz

CHAMOMILLA EXTRACT
Helps promote hair growth

GRAPE EXTRACT
Soothing properties

KEY INGREDIENTS CONDITIONER

SUNFLOWER OIL
Nourishing and rich in vitamin E

SHEA BUTTER
Moisturizes and adds softness

KEY INGREDIENTS SHAMPOO, CONDITIONER, & SPRAY GEL

KUKUI NUT SEED OIL
Cleanses and moisturizes

MANGO EXTRACT
Conditions while maintaining elasticity.
Rich in vitamin A & E

BURITI SEED OIL
Strengthens and protects

PASSIONFRUIT SEED OIL
Helps hair grow strong

KEY INGREDIENTS CURL BALM

ARGAN OIL
Locks in moisture leaving hair
stronger, smoother and shinier





FAB.ME STRENGTHEN & PROTECT

Protect and restore hair & color for healthy, strengthened hair.

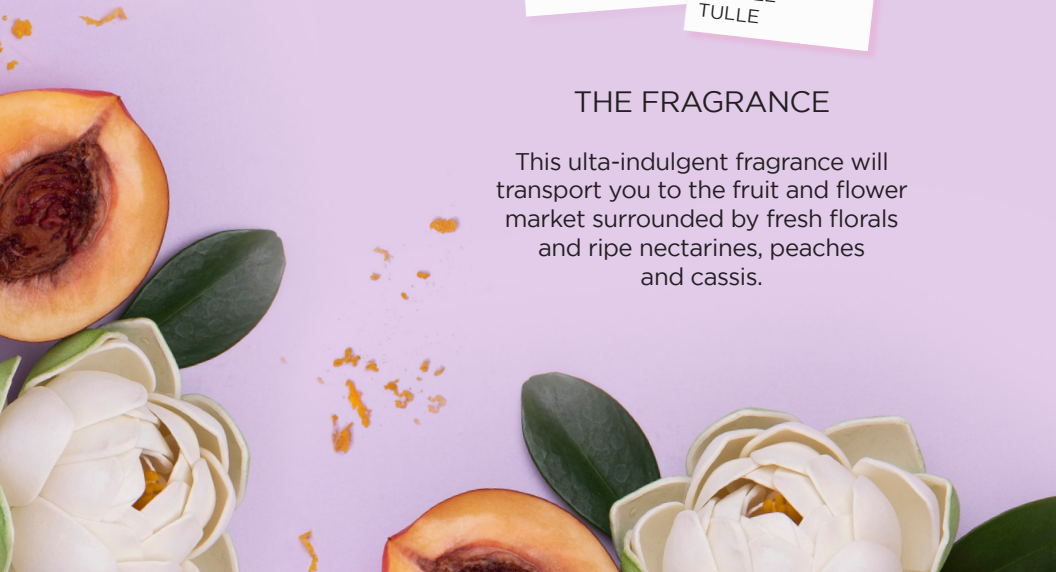
THE COLOR STORY

While catching anyone's eye, this pairing of violets not only evoke a feeling of nostalgic prestige, but are on trend with this color palette.



THE FRAGRANCE

This ultra-indulgent fragrance will transport you to the fruit and flower market surrounded by fresh florals and ripe nectarines, peaches and cassis.



FAB.ME STRENGTHEN & PROTECT



UV protection



strengthens



protects



anti-frizz



detangle



multi-benefit
leave-in treatment

blonde fortifying
purple shampoo

KEY BENEFITS

PROTECTS HAIR COLOR FROM FADING • FRIZZ & STATIC CONTROL
SHINE • HYDRATION • STRENGTHENING • BREAKAGE PREVENTION



ALL HAIR TYPES
BLONDE TONES 7 TO 10

- FORTIFYING PURPLE SHAMPOO
- NEUTRALIZE YELLOW TONES
 - PLUMP
 - FORTIFYING
 - ENHANCE DEFINITION
 - PROMOTES SCALP HEALTH
 - SOFTEN HAIR FIBRES

ALL HAIR TYPES
AND COLORS

- LEAVE-IN TREATMENT
- DETANGLES
 - REDUCES BLOW-DRYING TIME
 - FRIZZ & STATIC CONTROL
 - POROSITY BALANCING
 - SPLIT END MENDER
 - HEAT & UV PROTECTION





QUICKIE.ME FAST & REFRESHED

For the one who is balancing it all while still taking time for themselves.

THE COLOR STORY

The blues of this collection not only evoke calmness, which is something that person reaching for **QUICKIE.ME** is looking for. The brighter blue is ironically reminiscent of water, as this is a waterless refresh.

PANTONE®
SUNNY SKY

PANTONE®
AQUA
SPLASH

THE FRAGRANCE

This replenishing fragrance will reinvigorate your senses with fresh, fruity aromas of cut herbs and blackcurrant, cocktailed with delicious lychee.



QUICKIE.ME FAST & REFRESHED



instant refresh



waterless



rice starch



oil absorbing



dry shampoo
spray for
dark tones

dry shampoo
spray for
light tones

dry shampoo
foam



RICE STARCH

Absorbs oils, leaving hair looking and feeling clean and refreshed.



HOLD.ME STYLE & CONTROL

Lock in any look with a firm, yet touchable hold.

THE COLOR STORY

This pairing offers a sense of nurturing, soft, embracing and tactile; giving one the feeling of warmth and comfort.

PANTONE®
SUNBURST

PANTONE®
CORAL
REEF

THE FRAGRANCE

This fresh and elegant fragrance of tuberose will carry you away to a secret garden.



HOLD.ME STYLE & CONTROL



flake free



flexible hold



humidity control



no crunch



styling
stick

three-way
hairspray

KEY BENEFIT THREE-WAY HAIRSPRAY

MULTI-HOLD LEVELS

Light - 2/10
Medium - 5/10
High 8/10



KEY INGREDIENTS STYLING STICK

CASTER SEED OIL

Moisturizes and adds shine

CANDELILLA WAX

Protective barrier & prolongs style

JOJOBA ESTERS

adds vitality and rich in nutrients





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LEARN MORE!



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