

U R B A N L A S A L O N

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RETAIL
KNOWLEGE

KNOW WHAT IS GOING ON YOUR HAIR/**WHAT IS**
BEST FOR YOUR HAIR/**WHAT** PRODUCTS SUIT YOU

How the magic of Paul Mitchell began....

The creation of Paul Mitchell was established in 1980 when two friends, John Paul Mitchell and John Paul DeJoria came together with a vision to change and innovate the industry while providing a better place for people to live.

When Paul Mitchell was founded, the company established a key principle that set them apart from others: they committed to never testing on animals. This was a significant stance, especially at a time when most companies relied on animal testing. Additionally, Paul Mitchell established an innovative product center in Santa Clarita, California. This facility, equipped with 12 salon chairs and staffed by expert chemists, serves as the hub where chemists and technicians collaborate to formulate, test, and perfect every product before it reaches salons.

Paul Mitchell is committed to making the earth a better place to live. They have committed to repackaging all of their products to using less virgin petroleum based plastic throughout all their operations and manufacturing of products. Their bio-based packaging is 90% derived from farmed Brazilian sugarcane. Growing sugarcane for use in bio-plastic offsets carbon dioxide which is a leading cause of global warming.

Paul Mitchell has created a culture of inclusivity, and belonging. They stand against racism, violence and hate. They strive to make the world a more beautiful place by establishing relationships with life-changing organizations that contribute to strengthening communities, helping children, and caring for the planet.

PURCHASING OVER THE COUNTER VS. BUYING FROM YOUR STYLIST

Today, everything we need is easily accessible with just a few taps. We're surrounded by countless options whenever we want something, and convenience seems to be the norm. You might overlook the importance of choosing quality hair products while browsing for new hairstyle ideas on Instagram or Pinterest. You might think it's fine to just pick up inexpensive products from the grocery store or to buy what you see at Ulta or Sephora that seems to scream "quality." However, there are several reasons why it's beneficial to purchase products from your salon, or from the brand's website.



CONSIDER PRODUCT QUALITY

Professional products that are sold directly from the salon have a higher concentration of ingredients ensuring better performance and long lasting results. For several reasons, it is advisable not to purchase your preferred professional salon products, such as those from Paul Mitchell, from unauthorized retailers like grocery stores, Target, or Amazon. These products may have been compromised in various ways, including tampering, dilution, being outdated and less effective, or even contamination with bacteria. Additionally, buying from unauthorized sources means you forfeit any manufacturer guarantees. While some retailers might offer refunds or store credit for defective products, it is crucial to consider the potential risks of using compromised items on your hair and body. Ultimately, the risk is not worth it. Don't gamble with your money- purchase from your trusted stylist.

LEGAL OR ILLEGAL?

Major hair care brands, such as Paul Mitchell, have been advocating for legislation to make the sale of their products through unauthorized retailers illegal. However, the absence of legal prohibitions does not justify the practice. Furthermore, Paul Mitchell has directly requested that Target cease selling their products, but Target has declined to comply with this request.



KEEPING THE BUDGET REAL

Budgeting is a an important regime in day to day decisions. Paul Mitchell understands the struggle of the ideology that “expensive means better.” It might be surprising, but the professional salon products available at stores like Target, Walmart, and Amazon often cost more for consumers than if you purchase them directly from your favorite salon. Authorized salons typically offer better prices because they buy directly from brands like Kérastase and Paul Mitchell.

THE RELATIONSHIP WITH YOUR STYLIST

Typically, you have a relationship with your stylist who is familiar with your hair type and any challenges you face. As a professional, your stylist is trained to recommend products that will maintain the health and vibrancy of your hair, tailored specifically to your hair type and needs.

At Urban LA, we are dedicated to both the well-being of your hair and the value of your financial investment in hair care. Utilizing salon-quality products for your hair treatments offers significant long-term benefits, ensuring that your hair remains healthy and vibrant over time. In contrast, while over-the-counter products might offer an enticing fragrance and temporary improvements, they often come with hidden risks. These products can lead to cumulative damage that compromises the integrity of your hair, potentially resulting in more extensive and expensive corrective treatments in the future. By choosing professional-grade products, you are making a wise investment in the enduring health and quality of your hair.

Wash contains thickening agents that boost volume, while panthenol strengthens every strand. Add volume, while lightweight conditioners protect hair and add shine. Uplifting lemon, soothing sage, tingly peppermint and tea tree energize mind, spirit and hair.



TEA TREE LEMON SAGE

Best used for fine hair.



TEA TREE LAVENDER MINT

Cleanses, soothes and replenishes dry and textured hair. Dreamy scent of lavender, mint and tea tree.

Best used for curly hair.

TEA TREE SPECIAL



Wash away impurities for a scalp with
a fresh, clean feeling and hair that
looks full of vitality and luster.
Moisturize with a botanical blend that
helps to soften, smooth and tackle
tangles for instant manageability.

Best used for all hair types.

TEA TREE SPECIAL DETOX



This clarifying rinse exfoliates and removes buildup with a probiotic-rich blend of kombucha and apple cider vinegar. Leaves hair polished and scalp feeling soothed, clean and refreshed with an invigorating fresh scent.

An antioxidant-rich blend of volcanic ash, Himalayan pink salt and French green clay exfoliates the scalp to eliminate product buildup, dead skin flakes and excess oils. Leaves scalp feeling smooth, refreshed and renewed.

Best used for all hair types to promote hair growth and strengthen the hair at the root. It can help cut down on the amount of hair shedding.



**TEA TREE FOAMING
SALT SCRUB**



**TEA TREE SCALP
CARE**

Color-safe shampoo features a botanical blend of Kakadu plum, pea peptides, clover flower, turmeric and ginseng to revitalize the scalp and help hair look thicker and fuller. Light conditioner features a blend of Kakadu plum, pea peptides, clover flower, turmeric and ginseng to help prevent breakage and add volume for fuller, thicker-looking hair.

Best used for all hair types.

Gently cleanse hair while replenishing moisture with this color-safe, sulfate-free, hydrating shampoo. The HydraTriplex™ blend of amino acids, vegetable protein and nourishing oils deeply hydrates, binds and seals the hair.



AWAPUHI HYDROSOFT SHAMPOO



AWAPUHI HYDROSOFT CONDITIONER

Condition and replenish hair while providing optimal moisture with this hydrating conditioner. The HydraTriplex™ blend of amino acids, vegetable protein and nourishing oils deeply hydrates, binds and seals the hair.

AWAPUHI HYDROSOFT GLOSSING TREATMENT



Transform hair with softness and shine without the weight. The HydraTriplex™ blend of amino acids, vegetable protein and nourishing oils deeply hydrates, binds and seals the hair. Hyaluronic acid, vegan collagen and plant extracts add lightweight moisture. Balances porosity from roots to ends for a silky smooth finish.

Infused with organic, cold-pressed argan oil and succulent aloe vera, it gently cleanses hair and scalp with a refreshing, sulfate-free (without SLS, SLES, ALS) lather that results in shinier, bouncier, healthier-looking hair.



CLEAN BEAUTY EVERYDAY SHAMPOO



CLEAN BEAUTY EVERYDAY CONDITIONER

Softens, conditions and leaves hair smooth and manageable. Infused with organic, cold-pressed argan oil and succulent aloe vera, it improves elasticity to give hair a healthy look and feel.



CLEAN BEAUTY REPAIR SHAMPOO

Reparative shampoo helps to repair and protect strands while it washes away dirt and buildup with a gentle sulfate-free (without SLS, SLES, ALS) lather. Made with organic amaranth extract and vegan pea protein, it helps strengthen damaged, brittle hair while helping to protect strands from further damage.

Nurture fragile, damaged hair with nature. Made with organic amaranth extract and vegan pea protein to help strengthen and balance moisture, this reconstructing conditioner gently conditions and helps protect hair from physical and chemical damage.



CLEAN BEAUTY REPAIR CONDITIONER

CLEAN BEAUTY REPAIR LEAVE-IN TREATMENT

Reparative leave-in conditioning cream is made with organic amaranth extract and vegan pea protein to help strengthen the hair fiber and restore hair back to health.

Slather on the creamy goodness to help repair weakened hair leaving strands soft, shiny and easy to comb.





CLEAN BEAUTY ANTI-FRIZZ SHAMPOO

Anti-frizz shampoo gently cleanses textured and frizzy hair with a sulfate-free (without SLS, SLES, ALS) lather that's powered by plants and science. Enriched with organic, cold-pressed almond oil and hyaluronic acid, it helps smooth the hair cuticle and calms frizz for silkier, more manageable strands.

Enriched with organic, cold-pressed almond oil and hyaluronic acid, this ultra-rich conditioner helps nourish, hydrate and smooth the hair's surface for silkier strands.



CLEAN BEAUTY ANTI-FRIZZ CONDITIONER

Enriched with organic, cold-pressed almond oil and hyaluronic acid, this rich leave-in conditioning cream helps to smooth textured hair, prevents frizz and protects against humidity.



CLEAN BEAUTY ANTI-FRIZZ LEAVE-IN TREATMENT

Gently cleanses with a sulfate-free (without SLS, SLES, ALS) lather that leaves hair soft and healthy-looking. Infused with organic olive and oat peptide to nourish scalp and hair, it helps to restore moisture balance

Best used for all hair types to help strengthen the hair.



CLEAN BEAUTY HYDRATE SHAMPOO



CLEAN BEAUTY HYDRATE CONDITIONER

Intensely nourishing conditioner hydrates and restores parched hair, adds manageability and rich shine. Infused with organic olive and oat peptide, it helps maintain hair health and protects from damage.

CLEAN BEAUTY SCALP THERAPY DROPS



Relieve discomfort from a dry, oily or sensitive scalp. Infused with grapevine sap and chamomile extract to help soothe and nourish the scalp, and zinc to help rebalance sebum and gradually restore the scalp. Can be used daily on wet or dry scalp for a targeted leave-in treatment.

Shampoo cleanses and smooths hair, making strands softer and more manageable. The color-safe formula contains mild surfactants that cleanse hair without stripping or plumping.

Conditioner smooths frizz and softens strands while heat-activated conditioners and thermal protectants help repair hair and prevent surface damage.



SUPER SKINNY SHAMPOO AND CONDITIONER



SUPER SKINNY SERUM

Blowout primer helps speed up drying, so you get silky-smooth results faster. The humidity-resistant formula contains lightweight silicones that condition and seal the cuticle, leaving hair frizz-free in any weather.

EXTRA-BODY SHAMPOO AND CONDITIONER



Shampoo's super body-building formula gently cleanses and adds volume to hair. It contains panthenol to boost body and help repair damage while wheat-derived ingredients help protect strands and leave hair silky-smooth. Conditioner's super body-building formula gently conditions, detangles and adds volume to hair. It contains panthenol to boost body and help repair damage.



PLATINUM BLONDE SHAMPOO AND CONDITIONER

Violet tint banishes unwanted
brassy tones in naturally light hair
colors and chemically lightened hair
while conditioning ingredients add
hydration and intensify shine.



Instantly tone blonde, highlighted, gray or silver hair with customizable toning drops powered by concentrated purple pigments. Cool warmth and banish brass. Use several pumps, until you reach the desired level of toning.



**PLATINUM PLUS
TONING DROPS**



**PLATINUM PLUS
SHAMPOO**

Powerful toning for medium to dark blondes or highlighted blondes. This deep purple shampoo instantly tones and corrects yellow, brassy tones and brightens highlights. For best results, use weekly.

Cleanse and strengthen fragile hair with this lightweight sulfate-free (without SLS, SLES, ALS) shampoo that creates a rich, creamy lather. Bond Rx Technology maintains bonds and helps protect chemically treated hair.

Best used for all hair types.



**BOND RX
SHAMPOO**



**BOND RX
CONDITIONER**

Strengthen chemically treated and damaged hair with Bond Rx Technology. This lightweight conditioner restores strands for hair that's softer and more manageable.

Repair, condition and fortify damaged hair with instant softness and frizz control. This leave-in treatment is infused with Bond Rx Technology to help repair and reinforce hair. Formulated with heat protection to help prevent further damage.



BOND RX LEAVE-IN TREATMENT



BOND RX REPARATIVE OIL

Repair dry, damaged hair while restoring softness and shine. This reparative oil is infused with Bond Rx Technology to help strengthen the hair and seal the cuticle for a smooth, frizz-free finish.

BOND RX TREATMENT



Deep conditioning hair
mask transforms
chemically treated and
damaged strands, making
hair feel soft, healthy and
more manageable.



Ultra-calming and color-safe, it gently cleanses curls without roughing up the cuticle to fight frizz from the start. The rich lather leaves hair soft and manageable so curls always look their best.



SPRING LOADED FRIZZ-FIGHTING SHAMPOO



SPRING LOADED FRIZZ-FIGHTING CONDITIONER

Made especially for curly hair, it tackles tangles to make combing wet hair a breeze. The hydrating formula replenishes moisture with jojoba and natural extracts, leaving curls smooth, soft and frizz-free.

Dual formula of hydrating cream and smoothing gel creates soft, touchable, frizz-free spirals that won't get crunchy or stiff. Helps curls retain their shape and bounce all day long.



TWIRL AROUND

COLOR GLOSS



Give color-treated hair a refreshing boost of sheer color and tone in between salon visits, while adding extra softness and shine. Easy to apply at home—in just three minutes.

AVAILABLE IN SIX SHADES



Violet | Cool Brassy Tones
Light cool violet tone reduces
brassiness in blonde hair.



Natural | Enhances Natural Tones
Medium natural tone enhances
blonde to light brown hair.



Blue Violet | Enhances Beige Tones
Light beige tone balances and refines
blonde hair.



Ash | Neutralizes Warm Tones
Light blue tone neutralizes warmth in blonde hair.



Pearl | Neutralizes Yellow Tones
Light cool pearl tone refines yellow tones in blonde hair.



Red | Enhances Red Tones
Medium red tone boosts red to auburn hair.