




™  
“me&my”  
hair care



“me&my” is an  
Australian story  
and concept  
created from  
earth’s elements  
to enhance inner  
beauty from  
the outside

**Australian Owned & Made**  
**Natural, Nourishing Actives**  
**Affordable**  
**Sustainable**  
**Ethical**  
**Cruelty Free**  
**Exceptional Customer Service**

“Committed to creating products with a focus on sustainability, eco-friendliness, ethics, honesty and integrity.”

Read more at [www.memyhair.com/our-commitment-to-earth](http://www.memyhair.com/our-commitment-to-earth)



**silky soul :**  
**DAMAGE REVERSAL**  
**CLEANSER {v} AND CONDITIONER {v+}**

A luscious creamy, moisturising cleanser and conditioner for NORMAL/DRY/DAMAGED/COLOURED hair types with natural orchid extract for condition and shine.

Damage Reversal Cleanser and Conditioner assist in strengthening and nourishing hair to reverse the signs of damage caused by the environment, heat styling, colouring, perming and straightening.

- Orchid extract for softer, stronger locks
- Cehami extract for sun protection
- Light illuminators for opalescence
- Low sodium and protein levels to enable use on extensions
- Colour safe
- SLS & Paraben free

**TIP :**

Damage Reversal Cleanser is ideal for use as a body wash too!



**silky soul :**  
**BLONDES AND ALL**  
**SHAMPOO {v} AND CONDITIONER {v+}**

A violet shampoo and conditioner ideal for BLONDE, GREY, BRUNETTE AND BLACK HAIR to neutralise unwanted yellow/gold/brassy hues for a clean/neutral tone. Enriched with orchid extract for condition, shine and strength. Best results will be achieved on natural, bleached, highlighted or grey/white hair and will assist in maintaining cool fashion shades.

- Intelligent auto-stop for controlled deposit
- Orchid extract and light illuminators for softer, stronger locks that shine
- Cehami extract for sun protection
- Can be used on extensions
- Colour safe
- SLS & Paraben free

**TIP :**

For a stronger tone apply Blondes and All Shampoo to dry hair on the first wash, leave for 1-2 minutes and then lather and rinse.

Follow with Blondes and All Conditioner.



**Common Hair Mistake #1:** Incorrectly shampooing.

**Easy Fix:** To correctly cleanse your scalp shampoo at least twice using fingertips to work product into the scalp.

**Common Hair Mistake #2:** Blondes overloading on toning product.

**Easy Fix:** Every 4 or 5 shampoos use a shampoo with no colour pigments.

**free soul :**  
**EXTRAVAGRANCE VOLUMISING**  
**SHAMPOO {v} AND CONDITIONER {v+}**

Give hair a little boost with this volumising shampoo and conditioner best suited to FINE/FLAT/OILY hair types. Containing natural orchid extract for condition, shine and strength as well as a plumping polymer for volume, body and bounce. The oil-free Extravagance Volumising System assists in creating thicker, fuller locks with its weightless formula.

- Plumping polymer to increase body and bounce
- Orchid extract and light illuminators for softer, stronger locks that shine
- Cehami extract for sun protection
- Oil free for weightless results
- Can be used on extensions
- Colour safe
- Sulfate & Paraben free

**TIP :**

Follow with BB Foam, a round brush and a blow dryer for a smooth, volumised finish.



**Common Hair Mistake #3:** Not using a conditioning product on fine hair after cleansing.

**Easy Fix:** Use Extravagance Conditioner/Angel Magic Moisture/Power Shot Energy Treatment to close the cuticle and lock in colour and increase shine.



“inspired by all  
that we are and  
all that we can be”

## **silky soul :** **ANGEL MAGIC MOISTURE {v+}**

A luxurious lotion for ultimate hydration of ALL hair types. Use as a heat protector, cuticle sealer, detangler and moisturiser to smooth, soften and reduce frizz/flyaway. Its lightweight revolutionary formula allows for daily use on wet or dry hair. Use immediately after cleansing and/or conditioning to protect from wet combing, heat styling, colour fade and split ends.

- Orchid extract for softer, stronger locks
- Cehami extract for sun protection
- Light illuminators for opalescence
- Low sodium and protein levels to enable use on extensions

### **TIP :**

Ideal for use as a conditioner replacement on fine hair. Apply immediately prior to swimming to avoid sun, salt water and/or chlorine damage.



## **silky soul :** **POWER SHOT ENERGY TREATMENT {v+}**

Accelerate your hair's repair with liquid shine and smoothness in a bottle! Power Shot Energy Treatment delivers Caffeine and Guarana in an instant energy boost for ALL hair types to revive hair's soul and lock in colour.

- Instant results
- Colour lock
- Caffeine and Guarana low pH provide condition
- Orchid extract to enhance strength
- Light illuminators for opalescence

### **TIP :**

Don't drink it, bathe in it!

### **AVOID OVERDOSING BY FOLLOWING THESE GUIDELINES:**

Hair length	Average number of applications per bottle
Short	8-12
Medium	4-8
Long	2-4

(guide only, actual amount may vary depending on porosity and thickness)

### **TIME SAVER:**

For best results do not use a conditioner before application. Leave in, don't rinse.



**Common Hair Mistake #4:** Not using daily sun protection.

**Easy Fix:** Use a daily UV protector (like Angel Magic Moisture) to prevent hair becoming rough, dry and faded.

**Common Hair Mistake #5:** Expecting your shampoo and conditioner to do it all.

**Easy Fix:** Be sure to use a system of products including our quick fix instant Power Shot Energy Treatment.

**silky soul :**  
**COCO FUSION**  
**MASQUE TREATMENT {v+}**

A weightless cream masque treatment for ALL hair types Coco Fusion is infused with Cocoa and Coconut to smooth and soothe. With results in 30 seconds you can indulge in a chocolate treat for the senses with zero fat!

- Cacao Bean extract (Cocoa) soothes the senses and aids relaxation, increases elasticity and provides anti-oxidant properties to help prevent further damage
- Coconut Oil softens, smooths and helps repair
- Orchid extract for softer, stronger locks
- Cehami extract for sun protection
- Light illuminators for opalescence
- Safe for use on extensions

**TIP :**

Dry hair lightly with a towel before applying to ensure an intense long lasting result.



**silky soul :**  
**KISSSS**  
**CONTROLLING GLOSS {v+}**

KISSSS Controlling Gloss is ideal for ALL hair types as an anti-humectant to seal and smooth hair for a lustrous, silky finish without frizz and flyaway. Contains a built-in heat protector for increased protection from heat styling. Use KISSSS on damp and/or dry hair.

Love your hair with KISSSS and Keep It Soft, Silky, Smooth and Shiny.

- Orchid extract and light illuminators for softer, stronger locks that shine
- Oil free for weightless results
- Safe for use on extensions

**TIP :**

For hair that requires extra control and smoothing apply a small amount to wet hair, style as usual and then also apply a small amount once dry.



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**Common Hair Mistake #6:** Poor diet.

**Easy Fix:** Eat a balanced diet. Anything that goes into your body shows up in your hair. A healthy diet = healthier hair.

**Common Hair Mistake #7:** Applying moisture based products too close to the scalp.

**Easy Fix:** When applying any finishing product start with the mid-lengths and ends first.



“discover your mojo  
with orchid flower  
extract”

**mojo :**  
**BB FOAM**  
**HAIR PERFECTOR {v}**

Achieve perfect hair in 1 step with BB Foam, designed for ALL hair types. It's a revolutionary foam with both care and styling to help you achieve perfect hair every time. Can be applied wet (apply as a foam) or dry (apply in a lotion consistency which is achieved by emulsifying the product between hands for a few seconds).

- ① HYDRATE FOR UP TO 24 HOURS
- ② HEAT PROTECTION
- ③ UV PROTECTION
- ④ SMOOTH
- ⑤ SHINE
- ⑥ FINISH
- ⑦ STYLE
- ⑧ CORRECT IMPERFECTIONS
- ⑨ CONTROL OR CREATE VOLUME
- ⑩ NOURISH AND REVITALISE

Ideal uses for BB Foam:

- ALL Heat styling
- Scrunch and go for natural curls
- Up-styles
- Add texture and control or increase volume
- Men's light styling

**TIP :**

Use after Angel Magic Moisture for a softer hold or mixed with a small amount of KISSSS for increased smoothness and shine.

You can find more tips & tricks for BB Foam on our social media channels.



**Common Hair Mistake #8:** Heat styling with no protection.  
**Easy Fix:** Before heat styling apply a heat protector such as BB Foam (with light hold) or Angel Magic Moisture (no hold).

# key ingredients :

Our unique combination of key ingredients has been selected specifically to protect your hair in our harsh Australian climate.

**NATIVE AUSTRALIAN ORCHIDS :**  
(Dendrobium phalaenopsis)

Increases condition, moisture and shine. Orchids are highly prized amongst many cultures and have been used for centuries as a hair and skin conditioner and moisturiser. Taken from the flower of the orchid this extract has been known to be used to reduce the appearance of fine lines and wrinkles. Its anti-oxidant and humectant properties moisturise, soothe and condition skin and hair enabling a healthy scalp.

**NATIVE AUSTRALIAN CEHAMI EXTRACT :**  
Protects from UV light with a natural SPF 20.

**CAFFEINE AND GUARANA :**

Help strengthen and protect with their naturally low pH and anti-oxidant properties.

**LIGHT ILLUMINATORS :**

Are utilised to work much like an opal with the 'play of light' enhancing the spectrum of colours.

**CACAO BEAN EXTRACT (COCOA):**

Soothes the senses and aids relaxation, increases elasticity and provides anti-oxidant properties to help prevent further damage.

**COCONUT OIL :**

A natural wonder that softens, smooths and helps repair dry, damaged hair strands by penetrating beyond the hair's surface, working from the inside out.

{v} **Vegetarian friendly ingredients**

{v+} **Vegan friendly ingredients**

## me&my : THE CONCEPT



This is me, Sara, mum of 2 girls & 2 fur-babies. I like to think I'm pretty normal, albeit with a hair obsession, and I wanted to share my passion with you and in doing so created ME&MY! In 1997 my hair care story began with my first position working in the hair industry. With a desire for knowledge I worked my way through the ranks of 2 major salon professional brands and developed a love for product creation.

After having my second child and coming to terms with 'mum life' I knew my focus had to be on designing products that were beautiful, affordable, did what they said but that were also made with honesty, integrity and ethics

– everything I would want in a product I was buying. Being raised in Brisbane and now living in Redlands (Queensland, Australia), I have a strong Australian focus and support other local businesses wherever possible.

A desire for a gorgeous hair care product that is all mine and just for “me” was the beginning of this amazing journey. The problem was that we want equally gorgeous products for those precious others – the “my’s” – in our lives (my partner, my children, my mum etc). And so, the “me&my” concept was born with the launch of Silky Soul, a range of products designed to immerse your hair’s heart and soul in the fragrant, soothing oasis and luxury of orchids.

By taking our inspiration from the natural beauty that surrounds us in Australia “me&my” have created products that include precious elements such as Native Australian Orchid (*Dendrobium Phalaenopsis*), Cehami, Caffeine, Guarana and light illuminators (which work just like Opals) to provide ultimate condition, shine and luminosity. These untapped wonders combined with a completely Australian owned and made product form part of the “me&my” core beliefs.

“me&my” strongly believes everyone should be able to afford a quality salon product to enhance their natural (and cosmetic) beauty – because we all feel like a little boost every now and then.

We love feedback of all kinds (the good kind makes us smile and the bad kind just helps us improve), so don't be shy about letting us know what you think.

*Sara x*



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HAIR: RUBY BLUE HAIR BOUTIQUE / MUA: PRIMP HAIR & MAKEUP  
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