

HoldingPattern®

Finishing Pomade



Positioning Statement

A water-soluble finishing pomade to sculpt and finish hairstyle.

Concept

Make your style statement. This finishing pomade will give you instant texture and shine as it sculpts hair into a glossy polished look. Featuring a water-soluble formula, HoldingPattern® won't leave hair feeling sticky or greasy. Provides maximum nourishment and natural environmental protection with quinoa and sunflower seed extract. Easily washes out.

Target Audience

For men and women who desire a texturizing pomade for sculpting and finishing.

Product Claims

- Gives shine and texture to finished style.
- Water-soluble formula won't leave hair greasy or sticky.
- Nourishes and strengthens hair shaft.

Key Ingredients

- **Quinoa**—a protein-rich grain that helps supplement the hair's protein content to help prevent and repair damage.
- **Ceregen®**—an exclusive wheat complex of conditioning protein molecules bonds to the hair fiber, creating a protective network to improve the mechanical properties of hair. Penetrates the shaft to support inside and also fortifies outside to strengthen and repair damaged hair.
- **Grape leaf extract and sunflower seed extract**—fight hair dryness and protect against damage caused by harmful free radicals.

Usage/Application

To complete your style and achieve a finished look, work a small amount of HoldingPattern® into the palm of your hand. Finger comb through hair evenly to achieve desired finished style.

Complementary Products

Use the shampoo and conditioning products best suited for your hair type or situation. Then follow by applying FreeFall® Detangling Conditioner to prepare hair for smooth styling.

- **DailyKind® Mild Shampoo & DailyKind® Mild Conditioner**—gentle shampoo and conditioner for everyday use.
- **HydraKind® Moisturizing Shampoo & HydraKind® Moisturizing Conditioner**—hydrating formulas to cleanse and condition dry, damaged, and chemically treated hair.
- **MakeAmends® Clarifying Shampoo & MakeAmends® Deep Conditioning Treatment**—remove excess build-up on hair and treat damaged hair with these intense clarifying and deep conditioning hair treatments. Use once a week or as hair needs extra treatment.
- **VolumeKind® Volumizing Shampoo**—gives volume, movement, and manageability to fine hair.
- **4-in-1™ Shampoo, Condition, Hydrate, Protect**—use 4-in-1™ on any hair type when it's more convenient to take just one product.
- **FreeFall® Detangler**—convenient spray for lightweight leave-in conditioning to detangle and prepare hair for other styling products. Spray on clean damp hair and comb through before using styling products.

OTHER STYLING PRODUCTS TO USE WITH HOLDINGPATTERN® FINISHING POMADE:

- **StylinGel™**—alcohol-free, firm-holding gel that imparts incredible hold and stylability without flaking or stickiness.
- **StylinFoam™**—nonaerosol, firm-holding mousse that creates volume and manageability. Controls flyaways and helps prevent dry ends.
- **StrongHold™ Hairspray**—alcohol-free, firm-hold formula that locks in style and shine while nourishing your hair. Use as a final touch to hold your style.

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Frequently Asked Questions

What are the benefits of using HoldingPattern™ Pomade?

In addition to its beneficial ingredients, HoldingPattern™ Pomade is an effective finishing product. It helps complete your style and achieve a finished look. Pomade helps separate and texturize the hair, and helps control frizz and fly-aways. HoldingPattern® Pomade helps achieve the most up-to-date hairstyles for both men and women. Whether you want to create a curly, straight, or short spiky do, HoldingPattern® Pomade can help you achieve the desired look.

How is HoldingPattern® different than StylinGel™?

HoldingPattern® gives a texturing hold to the hair that is re-shape-able, whereas StylinGel™ gives a firm hold that is fixed. Also, HoldingPattern® is generally used on dry hair while StylinGel™ is generally used on wet hair.

Ingredients

Water (Aqua), Ceteareth-25, PEG-7 Glyceryl Cocoate, Butylene Glycol, PVP, Phenyl Trimethicone, Dimethicone Copolyol, Hydrolyzed Quinoa, Helianthus Annuus (Sunflower) Seed Extract, Structured Wheat Hydrocolloid Complex, DL-Panthenol, Tocopherol, Chamomilla Recutita (Matricaria) Flower Extract, Calendula Officinalis Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Vitis Vinifera (Grape) Leaf Extract, Aloe Barbadensis Leaf Extract, Sodium PCA, Ethylhexyl Methoxycinnamate, Benzophenone-4, Glycerin, PEG-7 Hyrogenated Castor Oil, Sodium Chloride, Phenoxyethanol, Chlorphenesin, Methylparaben, Benzoic Acid, Fragrance (Parfum).