



JOE GROOMING®

LOOK GOOD. GET NOTICED.

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THE GOODS

Men's Toolbox

For guys who like to be clean, classy, neat and trim.

1 HOMME DEFINITION WAX Defines style with natural sheen, provides light control and tames hair.
L'OréalProfessionnel.com/lorealprofessionnel.com

2 PROFOL SHAVER High speed precision cutting heads and hypoallergenic titanium foil glide over skin for irritation-free shaving.
Anda.com

3 ON GUARD Conditions and softens tough beards to minimize razor bumps and ingrown.
Dermatologica.com/dermatologica.com

4 MEN'S THICKENING SHAMPOO Gentle, cleansing shampoo helps to thicken hair.
Scrubies.com/scrubieshairecare.com

5 LABOOM JAM VOLUME GEL Quick-drying gel gives hair volume and hold.
Goldwell.com/goldwell-northamerica.com

6 MATTE NAIL FINISH Designed for men, uses alcohol for natural matte effect while protecting nail from damage.
Cityofbeauty.com

7 MATTE PUTTY Soft-dry fertilizer creates touchable hold with matte finish, can be layered for shape, mold and separation.
SebastianProfessional.com/sebastianprofessional.com

8 BIG STICK STYLE STICK For styling, taming and sculpting style with control and dimension.
Woody's.com/woodysgrooming.com

9 BEING SHOCKED ADHESIVE Gives hair texture and structure. Justa and bekoval. Thickens hair while giving definition and sheen.
Bask.com

10 FACE WORKS DIPPING PASTE Workable styler. Shapes, textures, separates and defines.
Lufora.com/lufora.net

11 PROFESSIONAL CERAMIC TRIMMER Operates with or without cord and charges in eight hours.
Follica.com/follica.com

12 VOLUME RESTORE Scalp and follicle treatment for thinning hair, can be used overnight.
Allena.com/allenahaircare.com

13 THICKENING SHAMPOO For fine and thinning hair, natural sugars fill hair cuticle increasing thickness and texture.
JoeGrooming.com/joegrooming.com

14 GAZE 3/4 CREAM Firm-holding gel adds thickness, body and texture to hair.
BennieFactor.com/benniefactor.com

For October MODERN, we're looking for color enhancing/protecting products. What are your go-to products to protect and enhance color? Send me a description and photo!
stephy@modernsalon.com 847.485.4254



13 Thickening Shampoo
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