

ECRU®

NEW YORK

COSMETIC HAIRCARE

A collection of haircare products that combines quality skincare ingredients with the performance of professional haircare.

The result? Products that **TREAT** and **PERFORM**.
CLEAN. FRESH. MODERN. CLASSIC.

WE CALL THIS COSMETIC HAIRCARE.

CLEANSE

LUXE TREATMENT SHAMPOO

- Luxurious nutrient rich daily cleanser
- Moisturizes
- Cleans and hydrates



SEA CLEAN SHAMPOO

- Gentle daily cleanser for all hair types



NOURISH

PROTECTIVE SILK CONDITIONER

- 60 Second lightweight conditioner
- Normal, dry or chemically treated hair
- Improves texture and appearance



SILK NOURISHING SPRAY

- Leave-in conditioning mist that instantly conditions
- Protects and detangles hair



VOLUME

VOLUMIZING SILK MIST

- Ultra light, alcohol-free bodifying mist
- Increases volume



MARINE THICKENING BALM

- Thickening gelée
- Dramatically increase thickness
- Provides protection against damage/breakage



STYLE

SILK NECTAR SERUM

- Light serum for all hair types
- Silk protein and emollients smooth and moisturize
- Incredible shine without residue



SILK TEXTURIZING BALM

- Styling balm
- Separates, defines
- Adds pliable hold to any length or texture of hair



HOLD

SUNLIGHT HOLDING SPRAY

- Non-aerosol finishing spray
- Thermal protection for styling tools
- Firm hold



SUNLIGHT STYLING SPRAY

- Brushable styling spray
- Flexible, soft – medium hold



SUNLIGHT FINISHING SPRAY MAX

- Fast-drying finishing spray
- MAXIMUM HOLD



acacia

PROTEIN

TREATMENT COLLECTION

A collection of daily treatment products designed to repair damaged, stressed hair.

ACACIA PROTEIN SHAMPOO

- Daily treatment shampoo
- Provides moisture, strength and shine



ACACIA PROTEIN OIL

- Ultra light-weight
- Styling and treatment oil



ACACIA PROTEIN CONDITIONER

- Daily reparative conditioner
- Improves hair's strength, texture and repairs split ends



ACACIA PROTEIN BB CREAM

- Multi-purpose, styling and conditioning cream
- Detangles
- Protects against split-ends
- Enhances natural body



ACACIA PROTEIN MASQUE

- Nutrient-rich intensive treatment
- Repairs and renews dry, damaged hair
- Leaves hair silky, shiny, and strong

