



The **Fekkai Advanced** collection redefines the original Fekkai product families, elevating them with new technologies, textures and fragrances for an experience like never before. Combining select ingredients and advanced technologies in every facet of development, the Fekkai Advanced line is the latest that Fekkai has to offer. Comprised of three of Fekkai's best selling product families; Brilliant Glossing, Salon Technician Color Care and Full Blown Volume, Fekkai Advanced delivers salon-proven results through a blending of luxury and science.

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- **Brilliant Glossing:** For women with normal to dry, dull hair or for those that seek moisture and radiant reflective shine.
- **Full Blown Volume:** For women with fine/thin hair who seek effortlessly luxurious, voluminous hair.
- **Technician Color Care:** For women with weakened, color-treated hair who wish to keep the condition of their hair as fresh as the day they left the salon.

About Fekkai Advanced Technology:

- **Brilliant Glossing:** Takes inspiration from nature and science with new micro-encapsulation technology which allows finer olive oil droplets to target and cover the hair for even distribution and brilliant shine.
- **Technician Color Care:** Infused with South East Asian cultivated galanga root, a known powerful natural UV shield that works in conjunction with Fekkai's intensive, Anti-Fade Color Complex to add protection benefits. Utilizing a unique combination of nature and science, Quarternized complex targets damaged hair and seals the cuticle with a conditioning layer.
- **Full Blown Volume:** Each Full Blown Volume product is infused with Baobab Leaf extract which binds and infuses each hair strand while plumping agents deliver visible amplifying volume. Weightless polymers coat each individual strand to increase the diameter resulting in a voluminous hair network that is full of body.

Availability:

Fekkai.com, Fekkai Salons, Neiman Marcus, Saks Fifth Avenue, Nordstrom, Bloomingdale's, Lord & Taylor and other select fine beauty retailers.



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