

Fekkai

“Your hair is your most powerful fashion accessory”, says Frédéric Fekkai. “That’s why I developed this wardrobe of fashion stylers for incredibly sexy hair that makes your own personal statement.”

Frédéric Fekkai introduces **Coiff™**, a collection of seven multi-functional stylers that allows you to say volumes with your hair from precisely polished to deliberately undone. Firmly anchored in the art and ease of styling, this collection of perfection in hair care returns to the roots of Frédéric’s heritage. It makes the most of a great cut and the woman who wears it. Whether worn alone or layered limitlessly, the sheer, ultra-lightweight formulas texturize, mold, and hold without fear of product buildup. Comprised of three categories (pre-style, style and finish) designed to provide fabulously fashionable hair.

Created with Fekkai’s new exclusive technology, **All Day Style-Memory Complex** to maintain that “just styled” look from morning to night.

**Key ingredients include:**

- Hibiscus Protein to strengthen and condition each strand.
- Weightless Polymers for memory and durable hold.
- Panthenol (Pro-Vitamin B5) for deep penetrating conditioning.
- Rice and Jojoba Proteins restore and maintain the hair’s natural moisture balance.

**Product features include:**

- Multi-effect styling that maintains its shape and lasts throughout the day.
- Sheer, versatile formulas perfect for mixing and layering.
- Broad spectrum UV and environmental protection with Sunflower Seed Extract and Moringa Seed Extract.
- Infused with an elegant, light tea and violet leaves scent.
- Ideal for all hair types..

**COIFF PRE-STYLE**

**Fekkai Coiff™ Défense Pre-Style Thermal/UV Protectant** A heat-activated leave-in conditioner that helps prevent damage from thermal styling and harmful UV rays. This milky fine mist with wheat protein and high levels of panthenol (Pro-Vitamin B5) coats each strand evenly to detangle and defend. Color-safe and alcohol-free formula.

**Suggested Retail Price: \$25.00, 5 fl. oz. Bottle**

**Fekkai Coiff™ Perfecteur Anti-Frizz Silkening Crème**

A sheer silky formula that lets you control your hair and keep it that way all day. Apply to damp hair to dehumidify and defrizz under any weather and styling condition for silky, smooth hair.

**Suggested Retail Price: \$25.00, 3.4 fl. oz. Bottle**

**COIFF STYLE**

**Fekkai Coiff™ Contrôle Ironless Straightening Balm**

A miraculous, non-chemical balm that provides weightless straightening while you blow dry. This creamy balm contains special featherweight silicones for sleek, chic hair that resists frizz and flyaways. Delivers a salon blow-out, sans stylist.

**Suggested Retail Price: \$25.00, 3.4 fl. oz. Bottle**

**Fekkai Coiff™ Bouffant Lifting & Texturizing Spray Gel**

A lightweight lifting stycler that adds height at the roots or all over for maximum mane. Lift a little or a lot with this alcohol-free water-soluble texturizing spray mist that offers medium, touchable hold.

**Suggested Retail Price: \$23.00, 5 fl. oz. Bottle**

**Fekkai Coiff™ Oceanique Tousled Wave Spray**

A lightweight styling mist that creates tousled, wavy locks. “Touchable” polymers help form and rejuvenate loose curls with flexible control and zero stickiness.

**Suggested Retail Price: \$23.00, 5 fl. oz. Bottle**

**COIFF FINISH**

**Fekkai Coiff™ Magnifique Ultra-Light Finishing Crème**

This airy soufflé-like formula floats through layers to add definition and style. Simply “rake” crème through the hair concentrating at the ends to whip hair into its softest, sexiest shape.

**Suggested Retail Price: \$23.00, net wt. 1.7 oz. Jar**

**Fekkai Coiff™ Nonchalant Piecing & Forming Wax**

A free forming wax that texturizes and creates hair that is deliberately undone with all-day, sexy, flexible hold. Luxurious shea and illipe butters, provide lasting, touchable hold and shine. Provides that “next-day hair” look, today.

**Suggested Retail Price: \$23.00, net wt. 1.69 oz. Jar**

Available at Frédéric Fekkai Salons, Neiman Marcus, Sephora, Saks Fifth Avenue, Nordstrom, Bloomingdale’s, Lord & Taylor, C.O. Bigelow and other select fine beauty retailers.

**For further information contact:**

Public Relations  
Frédéric Fekkai & Co.  
212.583.3232

**About Frédéric Fekkai & Co.**

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons.

For more information visit: [www.fekkai.com](http://www.fekkai.com)