



ELEVATE
SALON + SPA

ELEVATE FLORA LINE

Botanical. Restorative. Plant-powered.



ELEVATE FLORA

Created in collaboration with a woman-owned lab specializing in natural, organic, and plant-derived ingredients, our Flora Line blends modern cosmetic science with nature's most restorative elements. These formulas are designed to support scalp health and replenish moisture using clean, plant-derived ingredients — free of sulfates, parabens, PEGs, artificial dyes, and synthetic fragrances.

Every product is handcrafted in small quantities with thoughtfully chosen ingredients to support healthy, beautiful hair.



Detoxifying Charcoal Shampoo

Sulfate-free cleanser containing activated charcoal to absorb impurities and remove product buildup—without stripping or drying the hair.

- **Charcoal-powered** to deeply cleanse scalp + remove buildup
- **Botanical moisture** support from aloe, chamomile, and almond oil
- **Strengthens and softens hair** while maintaining natural shine
- **Gentle, sulfate-free cleanse** suitable for all hair textures
- **Grounded subtle scent** with soft oakmoss and sandalwood



Deep Moisture Shampoo

A gentle, oil-infused shampoo that deeply hydrates, softens, and restores shine while supporting scalp health. Designed to smooth frizz, detangle curls, and bring life back to dry or dull hair—without weighing it down

- **Oil-infused moisture balance** for hydration without heaviness
- **Frizz-smoothing, curl-loving formula** for elasticity and control
- **Strengthens and supports scalp health** with aloe and botanicals
- **Restores softness and shine** to dry or dull hair
- **Gentle, color-safe cleanse** for all hair textures



Silkening Hair Mask

A smooth, creamy deep conditioning mask that restores moisture, strengthens the hair, and enhances shine. Infused with aloe vera, mango butter, keratin protein, and botanical oils to soften, detangle, and protect dry or textured hair.

- **Deeply nourishing moisture** for dry, coarse, or textured hair
- **Strengthens and protects** with keratin protein to reduce breakage
- **Silkens and smooths strands** while improving softness and shine
- **Rich, creamy slip** for easy detangling and curl definition
- **Botanical-infused repair** with aloe, mango butter, and floral oils



Dead Sea Hair Mask

A mineral-rich deep conditioning mask designed to restore strength, elasticity, and shine to hair compromised by chemical processing or environmental stress. Infused with Dead Sea minerals, aloe vera, and nourishing botanical oils to soothe the scalp, reduce breakage, and revive dry or damaged hair.

- **Mineral-rich repair** to restore strength and elasticity
- **Scalp-soothing treatment** with Dead Sea minerals and rosemary
- **Deep hydration and shine** without heaviness
- **Helps reduce breakage and flaking**
- **Clean, essential-oil scent** with rosemary and lemongrass



Hydrating Leave In Conditioner

A lightweight, milky leave-in conditioner that smooths, detangles, and restores shine without weighing hair down. Infused with keratin protein, botanical oils, and vitamins to strengthen strands, seal in moisture, and protect against heat and frizz.

- **Lightweight moisture and slip** for smooth, manageable hair
- **Strengthens and protects** with keratin protein to reduce breakage
- **Heat-protective and frizz-smoothing** for blow-drying and styling
- **Seals in hydration while detangling** and softening strands
- **Weightless shine and smoothness** for all hair textures



Blow Dry Cream

Rich and creamy formula made to combat frizz while protecting against heat damage. Lightweight and non-oily formula that adds body, shine and movement. Prolongs the life of your blow-dry style.

- **Frizz-smoothing and polishing** for sleek, controlled styles
- **Heat-protective support** for blow-drying and thermal styling
- **Lightweight, non-greasy formula** that adds body and movement
- **Enhances shine and softness** without weighing hair down
- **Helps extend blow-dry longevity** for smoother styles that last



Curl Defining Custard

A moisture-rich styling custard that defines, softens, and nourishes curls while controlling frizz and enhancing natural shine. Infused with mango butter, castor oil, and aloe vera to create soft, bouncy curls with flexible hold—never crunchy or sticky.

- **Defines and enhances curls** with flexible, touchable hold
- **Hydrates and softens** to reduce dryness and frizz
- **Strengthens and supports elasticity** for healthier curls
- **Lightweight, non-sticky formula** with natural movement
- **Adds shine and moisture** without buildup



Argan Oil Styling Gel

A lightweight, non-flaking styling gel that provides flexible hold while nourishing and strengthening the hair. Infused with argan oil, aloe vera, and wheat protein to enhance shine, control frizz, and define styles without crunch or residue.

- **Strong yet flexible hold** with touchable control
- **Hydrates and conditions** to prevent dryness and brittleness
- **Strengthens and supports elasticity** for healthier strands
- **Nourishing, non-drying formula** with argan oil
- **Flake-free finish** with natural shine



Silkening Heat Protectant

A lightweight, non-greasy heat protectant serum that smooths, protects, and enhances shine while shielding hair from thermal damage. Infused with hydrolyzed silk protein to create a protective barrier that leaves hair silky, luminous, and frizz-free.

- **Heat-protective shield** to reduce damage from thermal styling
- **Enhances shine and smoothness** for a glossy, polished finish
- **Lightweight, non-greasy formula** that absorbs quickly
- **Silkens and softens** strands with silk protein
- **Frizz-smoothing finish** without heaviness



Curl Defining Foam Mousse

A lightweight foaming mousse that delivers medium-to-firm hold, enhanced curl definition, and lasting volume without crunch or stickiness. Designed to support wash-and-go styles, roller sets, and modern curl looks while keeping curls soft, bouncy, and full of life.

- **Defines and enhances curls** with medium-to-firm, flexible hold
- **Lightweight, non-crunchy formula** for soft, touchable curls
- **Adds volume and lift** without heaviness
- **Controls frizz and flyaways** while boosting shine
- **Ideal for wash-and-go** and roller sets



Curl Revitalizing Spray

A lightweight curl-refreshing spray that hydrates, softens, and redefines curls between wash days. Infused with rose water, gotu kola, and kakadu plum extract to revive tired curls, reduce frizz, and restore natural bounce—without buildup.

- **Instant curl refresh** to revive second-day curls
- **Lightweight hydration** without weighing hair down
- **Reduces frizz and dryness** for softer curls
- **Supports curl health** with botanical extracts
- **Soft, touchable finish** with natural movement



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ELEVATE SIGNATURE LINE

Luxurious. Performance-driven. Salon-grade results.





Volume & Shine Shampoo

A gentle, apple cider-based clarifying shampoo that removes dulling deposits while boosting body, shine, and manageability. Formulated with apple pectin and fruit acids to demineralize buildup and support volume—especially ideal for finer hair textures or those who shampoo less frequently.

- **Dissolves buildup and dulling deposits** for brighter, shinier hair
- **Boosts body and fullness** with apple pectin and fruit acids
- **Gentle demineralizing cleanse** without stripping or dryness
- **Rich, concentrated lather** that leaves hair soft and manageable
- **Clean, minimalist formula** free of sulfates, salts, parabens, and petrochemicals



Moisture & Shine Shampoo

A color-preserving shampoo that delivers rich moisture and lasting shine without added salts or sulfates. Formulated to smooth the cuticle, enhance softness, and control frizz while protecting color vibrancy and maintaining healthy, manageable hair.

- **Color-safe, salt-free** cleanse to prevent fading and cuticle damage
- **Weightless moisture** and shine for all hair types
- **Smooths and softens** strands with marula and grapeseed oils
- **Long-lasting frizz control** with argan oil
- **Clean, concentrated formula** free of sulfates, parabens, and petrochemicals



Highlights Shampoo

A lightweight, color-safe shampoo designed to brighten highlighted hair and keep color looking fresh without dryness. Gently removes dulling deposits to enhance shine, restore vibrancy, and maintain soft, healthy-looking highlights.

- **Enhances brightness of highlights** for a fresh, luminous finish
- **Gently removes dulling deposits** without stripping moisture
- **Boosts shine and clarity** for reflective, healthy-looking hair
- **Lightweight, non-drying** cleanse ideal for highlighted hair
- **Color-safe formula** to help maintain tone and vibrancy



Anti-Fading Shampoo

A low-pH, sulfate-free shampoo designed to gently cleanse while protecting color vibrancy and moisture levels for red, caramel, and brunette tones.

- **Low-pH formula** that respects the cuticle and protects color
- **Helps extend color vibrancy** with ongoing color support
- **Increases moisture levels** in dry or color-treated hair
- **Gentle, non-drying cleanse** without salts or harsh thickeners
- **Clean, concentrated formula** that is vegan, cruelty-free, and sulfate-free



Daily Indulge

A lightweight, everyday conditioner that restores moisture and softness without weighing hair down. Designed to improve manageability—especially for longer hair—while replenishing emollients lost during chemical services and daily styling.

- **Lightweight daily hydration** without heaviness
- **Replenishes moisture** after chemical services
- **Improves manageability** for longer hair
- **Enhances softness and shine** with nourishing botanical oils
- **Antioxidant-rich conditioning** from noni berry



Elixir 11

A lightweight, multi-benefit leave-in treatment designed to protect, repair, and perfect the hair in one simple step. This all-in-one elixir smooths frizz, seals color, strengthens fragile strands, and protects against heat, sun, and environmental stress while enhancing shine, softness, and manageability.

- **Seals color and enhances vibrancy**
- **Smooths frizz and repairs** visible damage
- **Helps prevent split ends** and breakage
- **Moisturizes dry hair** while strengthening fragile strands
- **Protects from heat, sun, and pool damage** while improving texture and manageability



Brilliance Spray

A lightweight finishing spray designed to speed up blow-drying while protecting the cuticle during thermal styling. This multi-use formula helps reduce heat exposure, enhance shine, and leave hair smooth, polished, and protected.

- **Speeds up blow-drying** by dispersing excess water
- **Seals and protects** the cuticle during flat ironing
- **Reduces heat stress** for healthier-looking hair
- **Enhances shine and smoothness** without weight
- **Lightweight, non-greasy finish**



Straight & Smooth

A humidity-resistant smoothing cream designed to control frizz, enhance smoothness, and support sleek, straight styles. Ideal for coarse or curly hair textures, this formula helps tame flyaways, improve manageability, and keep hair polished and controlled throughout the day.

- **Eliminates frizz and flyaways** for smoother styles
- **Smooths and controls texture** for sleek, straight finishes
- **Humidity-resistant formula** to help styles last
- **Ideal for coarse or curly hair** needing extra control
- **Clean, vegan formula** free of petrochemicals



Moroccan Miracle Oil

A lightweight, nourishing oil that heals, strengthens, and moisturizes the hair while enhancing softness and shine. Designed to smooth frizz, calm flyaways, and shorten drying time without feeling greasy or heavy.

- **Heals and strengthens hair** while restoring moisture
- **Smooths, softens, and enhances shine**
- **Helps shorten drying time** for faster styling
- **Tames frizz and flyaways** with a lightweight finish
- **Clean formula** free of gluten, parabens, and petrochemicals



Structure Spray Gel

A humidity-resistant spray gel that delivers flexible hold, added body, and lasting style support without stickiness or flakes. This quick-drying, mess-free formula allows for hands-free styling while maintaining natural movement and control.

- **Humidity-resistant hold** for longer-lasting styles
- **Builds body and structure** without stiffness
- **Non-sticky, non-flaking formula** for clean finishes
- **Quick-drying control** with flexible movement
- **Mess-free spray application** for easy, even styling



Texturizing Gelle

A lightweight, lotion-like styling gelée that builds volume, fullness, and definition without crunch or stiffness. Designed especially for naturally curly hair, this formula smooths frizz, enhances body, and protects against heat while keeping curls soft, bouncy, and touchable.

- **Enhances natural curls** for diffusing or blow-drying
- **Builds volume and fullness** without crunch or stiffness
- **Smooths frizz** while maintaining soft, flexible movement
- **Heat-protective support** during blow-dry styling
- **Lightweight, non-sticky formula** that never feels heavy or drying



Defining Curl Creme

A lightweight curl cream that defines and holds curls while keeping them soft, supple, and frizz-free. Designed to enhance natural curl shape and shine without crunch, tackiness, or grease for smooth, touchable results.

- **Defines and holds curls** without crunch or stiffness
- **Completely smooths frizz** for polished curl definition
- **Softens and enhances shine** without greasiness
- **Lightweight, touchable finish** for natural movement
- **Ideal for frizz-prone curl patterns**



Volume Infusion

A lightweight volumizing spray that builds lift, fullness, and curl definition without stiffness, crunch, or a wet finish. Designed to enhance softness and shine while protecting color and maintaining natural movement for airy, touchable styles.

- **Infuses volume and lift** without stiffness or heaviness
- **Defines curls naturally** without a wet or crispy feel
- **Enhances softness and shine** with weightless control
- **Color-protective support** with UV and cuticle protectors
- **Clean formula** free of parabens, sulfates, petrochemicals, and gluten



Making Waves

A lightweight, mineral-infused texture spray that creates natural, touchable beach waves while adding volume and movement. Designed to activate curl in straight or slightly wavy hair, boost second-day styles, and protect against humidity without heaviness.

- **Creates natural beach waves** with soft, flexible texture
- **Activates curl** in straight or slightly wavy hair
- **Adds volume and grip** to fine or thin hair
- **Humidity-resistant formula** for longer-lasting styles
- **Perfect for refreshing second-day hair**



Creative Volumizing Foam

Humidity resistant for maximum style retention. Medium hold for smooth, long lasting curls. Build extra body and volume. Contains sunscreen. No petrochemicals. No animal testing. Gluten-free.

- **Humidity-resistant hold** for maximum style retention
- **Long-lasting curl support** with smooth control
- **Builds body and volume without heaviness**
- **Color-and style-protective** with added sunscreen
- **Clean, lightweight formula** free of petrochemicals and gluten



Design Foam

A lightweight, non-sticky volumizing foam designed to build body, texture, and lift without flakes or stiffness. Ideal for fine, limp hair and versatile enough for blowouts, roller sets, or enhancing natural curl patterns.

- **Builds big volume and body** without stickiness or crunch
- **Adds texture and fullness** to fine or lifeless hair
- **Flake-free, lightweight formula** for clean finishes
- **Buildable control** ideal for round brushing and roller sets
- **Curl-friendly** for scrunching and defining natural texture



Blow Out Styling Serum

A multi-functional smoothing serum that controls frizz while providing thermal protection, light hold, and polished smoothness. This cream-gel formula supports blowouts with lasting control, softness, and shine—without heaviness or residue.

- **Controls frizz and flyaways** for smooth, polished blowouts
- **Provides thermal protection** during blow-drying and heat styling
- **Light style support** to improve longevity and shape
- **Enhances smoothness and shine** without weighing hair down
- **Cream-gel texture** that absorbs easily and layers well



Shape & Hold Spray

A fast-drying, water-free finishing spray that delivers reliable hold while keeping hair touchable and natural. Designed to lock in styles without stiffness, residue, or buildup—while helping protect color and maintain a clean, polished finish.

- **Fast-drying, water-free formula** for immediate style hold
- **Touchable, flexible finish** that's never crispy or hard
- **Residue-free and shampoo-soluble** for clean wear and easy removal
- **Color-protective support** with added sunscreen
- **Non-clogging spray nozzle** for consistent, even application



Dry Texturizing Spray

A light-to-medium hold dry shampoo and volumizing finishing spray designed to deliver instant body, texture, and fullness. This super-dry formula refreshes hair while adding lift and support—never wet, sticky, or heavy.

- **Instant fullness and texture** for added body and lift
- **Super-dry, weightless feel** that's never sticky or wet
- **Dual-purpose formula** works as dry shampoo and finishing spray
- **Creates volume and support** without buildup
- **Perfect for anytime style refresh**



Paste Wax

A pliable paste wax designed to create definition, texture, and structure with a flexible, touchable finish. This moldable formula adds control and shape without stiffness, making it ideal for emphasizing textured cuts and lived-in styles.

- **Flexible hold with structure** for controlled styling
- **Enhances texture and separation** in layered or short cuts
- **Pliable, reworkable finish** that never feels stiff
- **Semi-matte** look for natural definition
- **Gluten-free formula**

Not sure which product is right for you?
Ask your stylist—we'll guide you.

