

American Crew® MATTE

Medium hold with no-shine finish



A Stylist's Guide



Theri DeJoode
Technical Director

Theri DeJoode

I really like how easy Matte is to use. It has great consistency out of the jar that attributes to its ease of application.

I like to use Matte on hair that is short to medium in length; it leaves a great no-shine finish and good definition.

Matte enhances and defines texture without looking saturated or product heavy.

When using Matte, note that light reflection fades away after product dries on hair.

Fluid application means that Matte is excellent on dry hair. Matte produces a lived-in definition of texture.

Matte is great for an urban look without being too deconstructed.



Dominique Rohde
Artistic Director

Dominique Rohde

Matte is great – this styling dream has the easiest application and pulls through damp or dry hair without any effort.

Matte provides nice variable shine from hands to hair – looks glossy in the hands and in damp hair finishes with a little shine. Dries to nice, subtle matte.

Matte doesn't overload the hair or weigh it down, but offers good support that lasts.

Matte offers pliability with a great finish. Hair is easily moldable without a stiff, crunchy finish.

I love to use Matte in dry hair because it provides a well-groomed finish rather than a clumpy or chunky look. Works well in hair of all lengths.

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