

# AMERICAN CREW® CITRUS MINT STYLING

A conversation with American Crew Education  
Theri DeJoode, Technical Director



## Citrus Mint Paste

The Citrus Mint Paste encourages hold that remains touchable.

Use a small amount of Citrus Mint Paste and run your palms over the surface of dry hair for control of texture and to seal the shape.

Use a moderate amount of Citrus Mint Paste in damp hair to increase separation and carry the texture to the root.

Citrus Mint Paste has a reliable hold that lasts and a low shine for a natural look.



## Citrus Mint Gel

Citrus Mint Gel offers strong hold and great shine with a light, refreshing fragrance.

Citrus Mint Gel has great fluidity and spreads through the hair very easily.

Use Citrus Mint Gel on dry hair for the ultimate hold or use on damp hair for hair that needs only moderate hold.

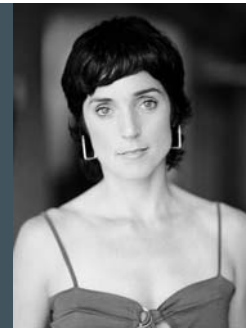
Citrus Mint Gel is great for classic haircuts with longer tops. Comb back for a formal style or run your fingers through it to make it more casual.

If you brush out the Citrus Mint Gel, you will notice a lot of bulk without flaking.

Citrus Mint Gel is a placement product with great memory.

# AMERICAN CREW® CITRUS MINT STYLING

A conversation with American Crew Education  
Dominique Rohde, Artistic Director



## Citrus Mint Paste

Use Citrus Mint Paste on towel dried hair, the results are a natural shine and great separation.

One of the key benefits when using Citrus Mint Paste is that it is incredibly easy to apply with great hold results.

Citrus Mint Paste encourages body and fullness and is ideal on short to medium length hair.

With Citrus Mint Paste the finished result is hair with a textured lived-in appeal.

Citrus Mint Paste is a natural progression for the Citrus Mint line with its conditioning properties, easy application and hair texture with sex appeal. This is a great styling product!



## Citrus Mint Gel

Citrus Mint Gel is a great overall product for the guy who wants to groom his hair without looking too styled.

Great no-flake, no alcohol formula doesn't dry hair.

Citrus Mint Gel works great in damp or dry hair and can be finger styled or combed through depending on look desired.

Citrus Mint Gel provides great hold and control, begins very pliable and ends with superb placement.