

STOCKHOLM SWEDEN

REF



PRODUCT CATALOGUE

ABOUT REF

REF is a globally renowned Swedish hair care brand that creates hair products for professionals. At the heart of REF is a true passion for creativity, innovation, and high-quality products that really make a difference.

Our Swedish origin is known for our sense of design and sustainability. REF offers high-performing products that never compromise on the concern and care for animals and love for the environment.

A refined journey since 2004. Where nature meets science, bringing out the uniqueness, individuality, and natural beauty in all hair types.





REFINE YOUR HAIR
REFINE YOUR STYLE
REFINE YOUR BEAUTY

JOIN OUR WORLD



OUR PROUD HERITAGE

Family owned Swedish company in a global market - 40 markets and counting.

OUR LOVE FOR THE ANIMALS

We proudly promote vegan & cruelty-free products.

OUR OBSESSION WITH RESULTS

We are obsessed with high quality and performance in everything we do.

OUR PASSION FOR NATURE & SCIENCE

We promote products with organic ingredients made with the latest technology.

OUR LOVE FOR AESTHETICS

We keep up with the latest trends and live and breathe for all things beautiful.

ALWAYS

STRENGTHENING QUINOA PROTEIN

Strength is the secret behind beautiful hair that doesn't lose its healthy glow over time. Your hair gets its strength from the natural building block keratin: a strengthening protein with a highly concentrated amount of different amino acids. All REF products contain protein derived from the South American superfood: Quinoa. This vegan Quinoa Protein is very similar to the keratin of hair, which can provide the right strength that the hair needs in order to be healthy and beautiful. In addition to building strength, Quinoa Protein repairs, protects, and adds shine to the hair.



COLOUR PRESERVE SYSTEM

REF provides vibrant hair colour that is full of life through our signature Colour Preserve System. The system protects hair colour, both natural and treated. The System is composed of a unique mix of Sunflower Seed extract and a high-performing polymer that together form a natural source of protection. The System also works as an environmental shield providing great anti-fade protection. It not only protects against UV rays but also free radicals which both damage hair quality and colour over time. Since our Colour Preserve System is included in all REF products, you can be sure your colour is in good hands, no matter which product you select.

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CARE ALWAYS

- ✓ Sulphate free
- ✓ UV-Protection
- ✓ 100% Vegan



WEIGHTLESS VOLUME

A bodifying series that leaves hair with superior volume. The series contain a nourishing mixture of organic Grapefruit Oil and Jojoba Oil. Together these oils create radiant shine and generously hydrate hair, while keeping it light and airy. The hair's fullness and body are intensified while softness is enhanced thanks to revitalizing and detangling properties.

KEY INGREDIENTS:
 Organic Grapefruit Oil
 Organic Jojoba Oil
 Strengthening Quinoa Protein
 Colour Preserve System

RECOMMENDED FOR:
 All hair types, especially fine and thin hair.



SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and boost structure of fine or thin hair. Revitalizing properties intensify fullness, density and shine. Seals in volume for long-lasting lift and flexibility while protecting coloured hair from fading.

pH 5.5
 100 ml / 3.38 fl.oz
 285 ml / 9.63 fl.oz
 1000 ml / 33.81 fl.oz



CONDITIONER

Lightweight conditioner with botanical extracts specially chosen to protect, strengthen and detangle fine or thin hair. Intensifies fullness, density and shine. Seals in volume for long-lasting lift and flexibility while protecting coloured hair from fading.

pH 3.5
 100 ml / 3.38 fl.oz
 245 ml / 8.28 fl.oz
 1000 ml / 33.81 fl.oz



MASQUE

Volumizing treatment with specifically chosen botanical extracts and active ingredients. New product with the latest cutting-edge technology and rich formula with minimal amount of water to protect, strengthen and boost structure in fine, thin hair strands.

pH 4.0
 250 ml / 8.45 fl.oz
 500 ml / 16.90 fl.oz



MOUSSE

A brand new innovation in REF's Weightless Volume series - a unique mousse that gives volume and shine to every hair strand while absorbing oils from the roots. Nourishing formula that strengthens the hair-roots. Leaves the hair feeling refreshed between washes, without weighing down the hair or leaving any product residue.

250 ml / 8.45 fl.oz



INTENSE HYDRATE

A series of intensely hydrating products that soften the hair without ever weighing it down. A hydrating cocktail of organic Coconut Oil and Bergamot Oil nourishes each hair strand. Their smoothing properties increase hair's manageability. The fatty acids from the organic Coconut Oil deeply hydrate, while richly nutritious Bergamot Oil leaves hair with a radiant shine.

KEY INGREDIENTS:
 Organic Coconut Oil
 Organic Bergamot Oil
 Strengthening Quinoa Protein
 Colour Preserve System

RECOMMENDED FOR:
 All hair types, especially dry and dull hair.



SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and hydrate hair. Results create a smoother, more manageable, nutrient dense, colour safe shine. Antioxidant and vitamin rich formula penetrate the hair to deliver long-lasting moisture and reduce flyaways.

pH 5.5
 100 ml / 3.38 fl.oz
 285 ml / 9.63 fl.oz
 1000 ml / 33.81 fl.oz



CONDITIONER

Conditioner with botanical extracts specially chosen to protect, strengthen and hydrate hair while protecting hair colour. Penetrates quickly, saturating the hair with abundant moisture and shine. Increases smoothness as well as manageability.

pH 3.5
 100 ml / 3.38 fl.oz
 245 ml / 8.28 fl.oz
 1000 ml / 33.81 fl.oz



MASQUE

Hydrating treatment with specifically chosen botanical extracts and active ingredients. New improvement with the latest cutting-edge technology and a richer formula with less water. Protects, strengthens and adds moisture to dry and dull hair.

pH 4.0
 250 ml / 8.45 fl.oz
 500 ml / 16.90 fl.oz



ULTIMATE REPAIR

KEY INGREDIENTS:
Organic Murumuru Butter
Strengthening Quinoa Protein
Colour Preserve System

RECOMMENDED FOR:
All hair types, especially dry,
damaged or chemically treated
hair.

The Ultimate Repair series contains organic Murumuru Butter, which promotes moisture retention, restores sheen and softness to the hair while improving its flexibility. Amino acids from an enhanced dose of Strengthening Quinoa Protein create an impermeable barrier that prevents moisture loss. Helps protect, build, and condition hair to preserve its natural strength.



SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and reconstruct dry, damaged hair from chemical services and thermal styling. Protein strengthening, hand-selected natural extracts soften and smooth, while providing illuminating brilliance and colour protection.

pH 5.5
100 ml / 3.38 fl.oz
285 ml / 9.63 fl.oz
1000 ml / 33.81 fl.oz



CONDITIONER

Conditioner with botanical extracts specially chosen to protect, strengthen and reconstruct dry, damaged hair from chemical services and thermal styling. Proteins strengthen while the cocktail of natural extracts detangles and protects fading.

pH 3.5
100 ml / 3.38 fl.oz
245 ml / 8.28 fl.oz
1000 ml / 33.81 fl.oz



MASQUE

Intensive treatment with specifically chosen botanical extracts and active ingredients. New improvement with the latest cutting-edge technology and a richer formula with less water. Protects, strengthens and reconstructs dry, damaged hair from chemical or thermal use.

pH 4.0
250 ml / 8.45 fl.oz
500 ml / 16.90 fl.oz



ILLUMINATE COLOUR

KEY INGREDIENTS:
 Organic Acai Oil
 Strengthening Quinoa Protein
 Colour Preserve System

RECOMMENDED FOR:
 All hair types, especially
 coloured hair.

The Illuminate Colour series contains nutritious oils from organic Acai and Jojoba. The Masque also contains Sweet Almond Oil for extra sheen. The oils are rich in vitamins, Omega 3 and Omega 6, which smooth out and help to protect each strand, leaving hair with enriched colour reflex and a glossy lustre. The series works to illuminate both treated and untreated hair.



SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and infuse illuminating shine to natural and colour treated hair. This unique formulation contains enhancing colour preserving nutrients to help revitalize while providing luminescent shine and eliminating flyaways.

pH 5.5
 100 ml / 3.38 fl.oz
 285 ml / 9.63 fl.oz
 1000 ml / 33.81 fl.oz



CONDITIONER

Conditioner with botanical extracts specially chosen to protect, strengthen, nourish and detangle. Infuses brilliant and illuminating weightless shine to both natural and colour treated hair. Adds reflective, enhanced colour shine and manageability.

pH 3.5
 100 ml / 3.38 fl.oz
 245 ml / 8.28 fl.oz
 1000 ml / 33.81 fl.oz



MASQUE

Protective treatment with specifically chosen botanical extracts and active ingredients. A redeveloped formula of the latest cutting-edge technology to protect, strengthen and infuse illuminating shine to natural and colour treated hair. Has a richer formula with less water.

pH 4.0
 250 ml / 8.45 fl.oz
 500 ml / 16.90 fl.oz



COOL SILVER

A pigmented series that neutralizes yellow and orange hair tones. Organic Blueberry Oil and Linseed Oil add extra shine while delivering nutrients and hydration. Organic Blueberry Oil is rich in vitamins and protective antioxidants, which enhance the colour reflection and add lustrous shine to hair. Our high concentrations of violet and blue pigments aid to neutralize warm tones leaving hair with a beautiful, cool tone colour.

KEY INGREDIENTS:
Organic Blueberry Oil
Organic Linseed Oil
Strengthening Quinoa Protein
Colour Preserve System

RECOMMENDED FOR:
For all naturally blonde, white or bleached hair types. Suitable for a level 8 or higher.



SHAMPOO

Sulphate free shampoo with botanical extracts, along with violet and blue pigments, specially chosen to protect, strengthen and neutralise unwanted warm tones caused from minerals or oxidation. Gently tones lightened, natural or sun bleached hair and protects against colour fading. Adds a hint of silver to grey hair.

pH 5.5
100 ml / 3.38 fl.oz
285 ml / 9.63 fl.oz
1000 ml / 33.81 fl.oz



CONDITIONER

Conditioner with botanical extracts and violet pigments specially chosen to protect, strengthen and neutralise unwanted yellow tones caused from minerals or oxidation. Gently tones lightened, natural or sun bleached hair and protects against colour fading.

pH 3.5
100 ml / 3.38 fl.oz
245 ml / 8.28 fl.oz
1000 ml / 33.81 fl.oz



HAIR & BODY

A unique product that cleanses both hair and body with a refreshing yet relaxing scent. A blend of organic oils from Almond, Montana and Camelina provide key nutrients to the skin, while protecting the hair colour reflection. Contains moisturizing and deeply soothing properties from Arnica Extract and is suitable for sensitive skin and scalp.



SHAMPOO

Sulphate free shampoo with botanical extracts specially chosen to protect, strengthen and add moisture to both hair and skin. Healing oils and proteins soothe the skin and protect hair from colour fading.

pH 7.0
100 ml / 3.38 fl.oz
285 ml / 9.63 fl.oz
1000 ml / 33.81 fl.oz

KEY INGREDIENTS:
Organic Almond Oil
Soothing Arnica Extract
Strengthening Quinoa Protein
Colour Preserve System

RECOMMENDED FOR:
All hair and skin types. Excellent duo product to bring to the gym or when travelling.



LEAVE-IN PRODUCTS

Our brand new Signature Collection consist of three leave in products that will hydrate, detangle, and give your hair shine. This range provides a solution for any hair struggle you might have - it is the collection that you have been waiting for.



DETANGLING SPRAY

The new smoothing and moisturizing Detangling Spray has a weightless formula that conditions your hair and leaves it with healthy shine. It contains organic Peach Extract that hydrates and treats a dry scalp while also preventing hair breakage. Detangling Spray is the perfect product to use as a cutting lotion because it detangles and keeps the hair neat.

175 ml / 5.91 fl.oz



LEAVE-IN SERUM

Our new Leave-In Serum has caring and repairing properties that will make your hair strong, healthy and beautiful. It has a gentle formula of Organic Coconut Oil that provides hair with deep moisture and hydration. Leave In Serum gives your hair that smooth feel that you need.

125 ml / 4.22 fl.oz



SHINE ELIXIR

The new glossing oil, Shine Elixir is lightweight and intensely glossing. It makes hair feel soft and leaves it with silky shine. It contains Rosemary Oil and Camelia Oil that hydrates and moisturizes every hair strand. This oil will give your hair the shine of your dreams.

80 ml / 2.70 fl.oz



COLOUR BOOST MASQUE











Masques with a quick, hydrating enhancement that breathes life into the hair colour. The Masques are composed of strong yet gentle pigments that gradually fade over the course of 2-5 washes. To ensure that hair is cared for, organic Shea Butter softens hair while a combination of Avocado Oil and Argan Oil hydrate and provide incredible lustre.



MASQUE

Nourishing colour pigmented masques for quick refreshing, colour enhancement and weightless conditioning shine. Recommended for colour treated hair.

AVAILABLE IN 10 COLOURS

- | | |
|---|---|
|  Dark Blonde |  Vivid Turquoise |
|  Cool Chocolate |  Intense Copper |
|  Platinum Blonde |  Radiant Red |
|  Golden Blonde |  Ash Blonde |
|  Brilliant Pink |  Ash Brown |

pH 3.5
200 ml / 6.76 fl.oz

HOW TO USE:

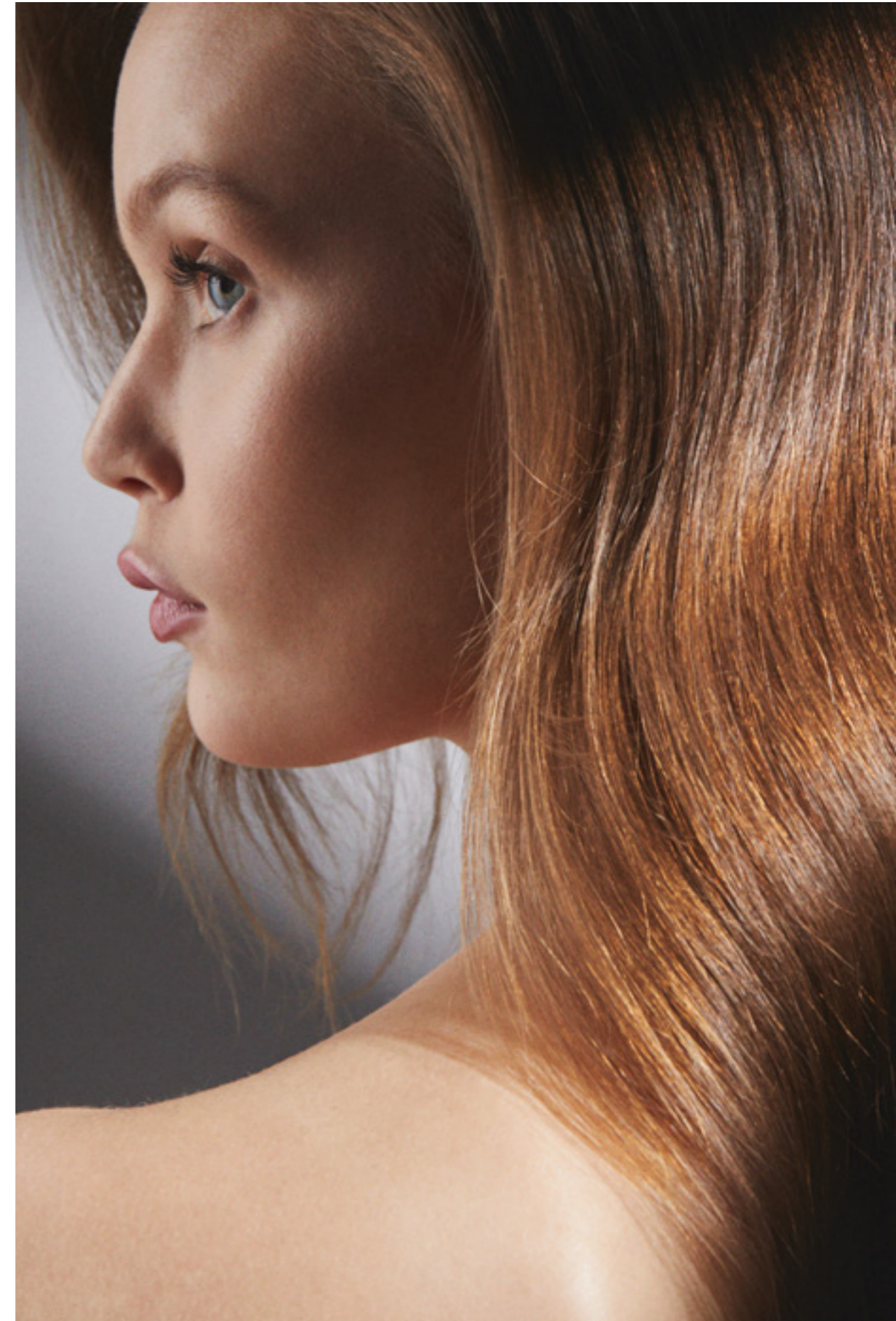
Apply to washed, towel dried hair. Spread the Masque using a comb/fingers. Leave on for 3-10 min, depending on desired intensity. Rinse off and finish with conditioner.

KEY INGREDIENTS:

Organic Shea Butter
Strengthening Quinoa Protein
Colour Preserve System

RECOMMENDED FOR:

All hair types. Light hair will get a more vibrant result while the colour reflex and shine will be enhanced on darker hair.



NUMBER SYSTEM

REF styling products have a unique numerical performance system. Stylists and consumers will instantly recognize what appropriate REF styling product to use for each hair need and style. The numbers will help you choose the right product for your needs.



HOLD	0	1	2	3	4	5	
SHINE	0	1	2	3	4	5	—————→
VOLUME	0	1	2	3	4	5	

N°303

PROTECT & PREPARE

100% Vegan products that protect and prepare the hair for heat styling and blow dryers. They give a natural, workable hold and ensure beautiful shine – the best primer for any hairstyle.



HEAT PROTECTION N°230

Prepares hair for the use of thermal styling, and provides hair with a protective shield which prevents damage from heat up to 450 °F / 230 °C, while adding natural shine and light hold.

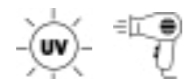


100 ml / 3.38 fl.oz
175 ml / 5.91 fl.oz



GET IT STRAIGHT N°241

Smooths out frizz while providing an anti-static effect – creating a silky, straight look. It additionally protects against humidity, helping to protect your hair style in every type of weather.



125 ml / 4.22 fl.oz



VOLUME & BODIFYING

100% Vegan products with bodifying effects that build weightless volume, leaving the hair fuller while never weighing it down. Our Volume & Bodifying products are all designed to give the exact amount of hold, shine and volume that you wish for. They all contain UV-protection and Blow-dry protection.



**FIBER MOUSSE
N°345**

A unique, soft mousse that gives hair body, texture and volume. Makes hair feel fuller from root to tip through fibers that become activated through heat contact.



75 ml / 2.54 fl.oz
250 ml / 8.45 fl.oz



**MOUSSE
N°435**

Our classic, volume building mousse that adds structure and long-lasting hold to any hairstyle. With a workable texture, it creates buildable, airy volume.



75 ml / 2.54 fl.oz
250 ml / 8.45 fl.oz



**ROOT TO TOP
N°335**

A spray mousse that provides maximum volume exactly where you need it, with long-lasting hold. Perfect for building weightless volume with an innovative spray mousse format.



250 ml / 8.45 fl.oz



**THICKENING SPRAY
N°215**

This light hold spray leaves hair with a flexible, touchable texture - formulated especially for fine and thin hair. Protects against humidity, making this a great all-weather companion.



300 ml / 10.14 fl.oz



STYLING & FINISH

100% Vegan products that will perfect your hairstyle with a beautiful finish. Choose your favourite product based on how much shine and flexibility you desire. The end result with these products is always flawless and shiny without weighing your hair down. All of the products contain UV-protection.



EXTREME HOLD SPRAY N°525

Provides strong, long-lasting control. This quick-drying formula controls hair without ever making it appear stiff. Hair stays strong through both humidity and wind.



75 ml / 2.54 fl.oz
300 ml / 10.14 fl.oz



HOLD & SHINE SPRAY N°545

Strong hold hair spray that provides a gorgeous, glossy finish without ever weighing it down. Hold & Shine is easy to brush out when you are ready to change your hairstyle.



75 ml / 2.54 fl.oz
300 ml / 10.14 fl.oz



FLEXIBLE SPRAY N°333

A spray with brushable and weightless formula. It creates a touchable and moveable style. Gives a natural, soft finish. With anti-static and humidity resistant properties.



300 ml / 10.14 fl.oz



SHINE SPRAY N°050

A lightweight shine spray that leaves hair with a radiant lustre. This spray maximizes glow and adds an elegant finishing touch to hair without weighing it down.



150 ml / 5.07 fl.oz



STYLING & FINISH

Products with smoothing, sculpting and controlling properties. These styling & finish products will keep your hairstyle in place, eliminate frizz and give definition.



FIRM HOLD SPRAY
N° 545

Non-aerosol pump spray that provides maximum hold, which helps create a multitude of looks - from classic updos to modern, creative looks. This fine spray dries slowly, allowing you to style to perfection at your own pace.



175 ml / 5.91 fl.oz



SCULPTING GEL
N° 433

Multitasking gel that provides flexible hold, texture and natural shine. Gives definition to hair.



150 ml / 5.07 fl.oz



ROUGH PASTE
N° 404

Strong hold, workable paste with a matte finish. Gives structure and fullness to all hair types. Contains beeswax.



75 ml / 2.54 fl.oz
150 ml / 5.07 fl.oz



FRIZZ TAMER
N° 130

Keeps unwanted flyaways, babyhairs and frizz in place. It gives a natural finish with shine, without grease. Contains Organic Coconut Oil and Shea Butter that both are very moisturizing ingredients.



20 ml / 0.67 fl.oz



STYLING & FINISH

Our waxes have the ability to redefine your hairstyle and are essential tools in any hair routine. Through a wide range of waxes you are able to find the amount of hold, shine and volume that you desire. With our revolutionary polymer technology, each wax is able to provide reliable control while being extremely user friendly.



POMADE N°550

Long-lasting, strong hold pomade for a classic, sleek look. Gives hair high shine for an elegant finish. Perfect for when you want to your hairstyle to stay on and look shiny all day. Suitable for all hairtypes.



85 ml / 2.87 fl.oz



ROUGH WAX N°505

Maximum hold wax with a cream texture for easy application. The wax has a formable formula with very strong hold that stays intact throughout the day. Leaves hair with a matte finish. Suitable for all hairtypes.



85 ml / 2.87 fl.oz



STYLING WAX N°534

Strong hold with maximum control. A powerful product that gives a natural shine and ensures extra long-lasting hold. Formula is easy to work with into any look that needs to stay in place. Suitable for all hair types.



85 ml / 2.87 fl.oz



SHAPER WAX N°424

Medium hold shaping cream that remains pliable and gives enhanced body and texture with natural shine. Easy to re-apply and style throughout the day. Gives your hair a naturally, glossy finish. Suitable for all hair types.



85 ml / 2.87 fl.oz



FIBER CREAM N°323

Medium hold cream with fibers that gives volume and definition. Easy to use formula that provides hair with natural shine. The wax contains fibers that gives your hair a defined style without leaving any residue. Suitable for shorter hairstyles.



85 ml / 2.87 fl.oz



DRY SHAMPOO PASTE N°205

Reworkable paste that gives hair a fresh lift and second-day texture. Leaves hair with a matte finish and flexible hold without leaving any residue. Perfect to use when it is washing day since it absorbs oils and grease. Suitable for longer and shorter hairstyles.



85 ml / 2.87 fl.oz



TEXTURE AND FORM

100% Vegan products with texturizing effects that shape hair leaving it with matte or glossy texture. No matter which product you choose, each provides a natural, effortless look – with a weightless feel. They define and enhance your curls and give your hair a natural looking hairstyle that can easily be modified after your preference.



OCEAN MIST N°303

Mineral-rich sea salt spray that creates a natural, after-beach look. This effortless styling product leaves hair with workable body and a matte finish.

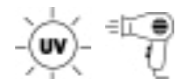


100 ml / 3.38 fl.oz
175 ml / 5.91 fl.oz



CURL POWER N°244

Gel cream formula that defines and enhances natural curls, leaving them bouncy, flexible and gorgeously glossy. It provides an anti-static effect ensuring curls are perfectly refined.



125 ml / 4.22 fl.oz



DRY SHAMPOO N°204

Refreshes hair in-between washes by absorbing excess oil from the hair. Leaves a matte finish while adding an extra boost of volume and texture to hair. Comes in Clear and Brown colour pigments.

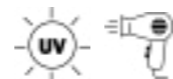


75 ml / 2.54 fl.oz
200 ml / 6.76 fl.oz



CURL CREAM N°244

Our new formable curl cream enhances curls and has a barrier that protects from heat. It contains Bamboo Extract that treats your scalp and prevents it from drying. Gives soft, defined and hydrated curls. Lightweight formula that fits great for thin to fine hair.



150 ml / 5.07 fl.oz



ROOT CONCEALER

A pigmented spray with 100% Vegan ingredients that effectively and temporarily camouflage hair regrowth and unwanted grey roots. Root Concealer comes in four colours and contains unique pigments that effectively cover the surface of the hair strand to seamlessly hide regrowth. The formula dries quickly and stays in place until your next hair wash.



ROOT CONCEALER

Spray designed to cover grey root growth temporarily with just one quick spray. Dries fast and stays until next wash.



125 ml / 4.22 fl.oz

DARK BLONDE
LIGHT BROWN
BROWN
BLACK



HOW TO USE:

Use on dry, styled hair. Shake container well. Hold can 10-15 cm / 3-6 inches from hair and spray roots in a light steam.



REF X FURRY FAMILY

Furry Family offers healthy dog food with nourishing ingredients, and is produced in Sweden. REF x Furry Family is a collaboration where expertise within product development meets the passionate love for animals and sustainability. The 100% Vegan fur cleansing products are based on REF's Nature + Science concept which gives pet owners the absolute best care for their furry friends.



NATURAL PET SHAMPOO

Formulated with a special blend of botanical extracts and vegetable proteins, along with moisturising Aloe Vera and ProVitamin B5. Gently cleanses while soothing dry skin and coats. Massage a small amount into damp fur, avoiding eyes and ears.

500 ml / 16.91 fl.oz



NATURAL PET CONDITIONER

All-natural ingredients that untangle and nourish the coat. Contains Avocado Oil which moisturizes dry skin and gives the coat a soft feel. Massage a small amount into damp fur and rinse with cool, clear water.

500 ml / 16.90 fl.oz



NATURAL PET SPRAY CONDITIONER

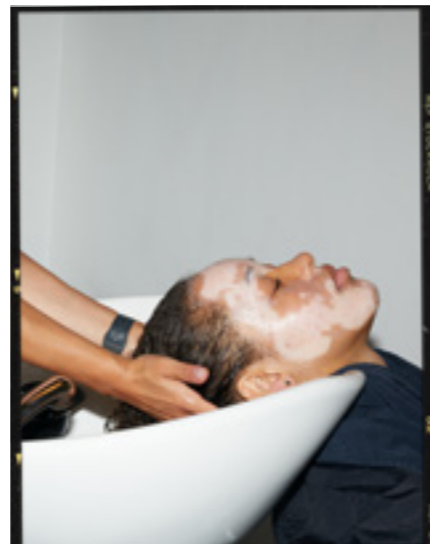
Contains detangling properties which make brushing and combing easy. Avocado Oil nourishes while Almond Oil softens the coat. Spray on dry fur and comb.

250 ml / 8.45 fl.oz



COMMUNITY

Our extensive global experience within the hairdressing industry is shared through our education platform, REF Professional, where we inspire a worldwide network of hairdressers, stylists, and beauty advisors. We provide hands-on classes showing the latest techniques and inspirations on how we bring out natural beauty in all hair types.



Share your best creations of colours, cuts and styling on Instagram. Share imagery and make sure to tag our professional Instagram account @refprofessional for a chance to be featured: @refstockholmofficial @refprofessional #refstockholm #refprofessional

At REF we care about our community of hairdressers. Be a part of our development and help us inspire each other! Share your thoughts on product development, feedback, and ideas via email to: info@refstockholm.com



OUR VALUES

- ✓ Sustainable & Vegan
- ✓ Global network of professionals
- ✓ High-quality products
- ✓ Creativity & innovation
- ✓ User friendliness

The highest quality & efficacy in products that simply work.

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