

SAVING ORDINARY HUMANS FROM THEMSELVES™

evo®

this book contains:

TRUTH + BEAUTY + JUSTICE

THE JUICE, THE HIGHS,
THE WAAHHH,

and

the MIRACLE PRODUCTS.





ABOUT EVO®

evo® is an innovative, professional hair and beauty product manufacturer with individuality and integrity; a manufacturer that speaks the truth.

inside bottles of evo® that are bursting with personality, you'll find luxurious products that are sulphate, paraben and propylene glycol free; products that give professional results while respecting the environment.

you won't find unnecessary, over-marketed ingredients; no imaginary technology, no myths, no gimmicks. all ingredients in evo® formulations are active; nothing is added only to make claims on the label.

evo® is a concept, a way of thinking, a lifestyle choice. we don't follow short term trends; our inspirations aren't the catwalk and glamour. evo® is about real everyday life.

evo® = TRUTH + BEAUTY + JUSTICE





more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO

more volume™
volumizer
EVO





evo[®]/hair

evo[®] hair products are luxurious formulations made from the finest globally-sourced ingredients.

they are divided into 5 product families, catering for different hair needs and distinguished by colour-coded packaging (to make it easier on you lot).

– it's because... *we care for your hair**:

- 1 **care** love is in the hair
- 2 **volume** fat & happy
- 3 **curl** twisted for life
- 4 **straight** tame the strays
- 5 **style** great sculptors don't use tofu

evo[®]/body


evo[®] body care products were created in line with evo[®]'s mission to make innovative, gimmick-free products that are honest and give great results. they are easy-to-use, bollox-free, effective skin care systems.

evo[®]/face

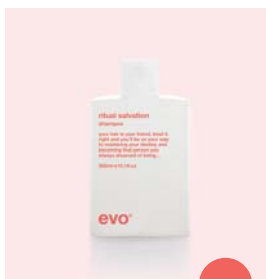
evo[®] face care provides gimmick-free formulas without harsh surfactants, preservatives and fillers, and no unnecessary, over-marketed ingredients put there only to make claims on labels.

evo[®]/tools

evo[®] creates innovative, professional tools designed to complement evo[®] products and make your life that little bit easier.



care love is in the hair cares for chemically afflicted, dry and coarse hair



**ritual salvation
shampoo**

concept.

a gentle, moisturising shampoo,
transforms dry, damaged hair

results.

hair is gently cleansed; texture
is replaced. strength, moisture
and shine are restored

recommended for.

coloured, chemically-afflicted,
dry and damaged hair



**ritual salvation
conditioner**

concept.

a rich conditioner to physically
repair hair, encouraging shiny,
healthy hair

results.

strengthened, detangled,
colour-protected hair

recommended for.

coloured, chemically-afflicted,
dry and damaged hair



**mane prescription
protein treatment**

concept.

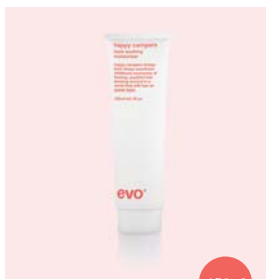
an intense protein reconstructor.
the more it's used, the stronger
hair becomes

results.

strengthened, healthy hair

recommended for.

coloured, chemically-afflicted,
dry and brittle hair



**happy campers
hard-working moisturiser**

concept.

a lightweight, leave-in moisturiser
with added sun protection

results.

soft, smooth, moisturised hair that
is protected from solar damage

recommended for.

all hair types, especially dry,
chemically-treated brittle
hair. those lucky enough to be
spending time at the beach
in the next couple of days

volume fat & happy **volume adding products for fine and lifeless hair**



300ml

gluttany
shampoo

concept.
a shampoo gorged with protein and film formers to penetrate and coat the hair

results.
hair is gently cleansed.
a mass of volume is imparted

recommended for.
all hair types, especially fine, brittle hair



300ml

bride of gluttany
conditioner

concept.
a light conditioner to physically fatten the hair

results.
fat & happy hair with loads of volume and shine

recommended for.
all hair types, especially fine, brittle hair



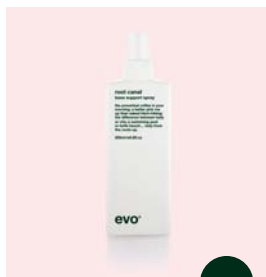
200ml

day of grace
leave-in conditioner

concept.
a lightweight leave-in conditioner to prepare hair before styling

results.
natural feeling, bouncy hair

recommended for.
any hair length or texture, especially normal to fine hair



200ml

root canal
base support spray

concept.
a root lift spray that builds body and texture

results.
controlled lift and overall volume

recommended for.
all hair types, especially fine, brittle hair

hold factor



shine factor



volume factor



200ml

shape vixen
body giving juice

concept.
a weightless lotion that adds body and provides long-lasting style support

results.
massive volume and style support

recommended for.
all hair types, especially fine, brittle hair

hold factor



shine factor



volume factor





150ml

end doctor
smoothing sealant

concept.
a strand-strengthening crème to enhance curls, protect from heat damage and bring into line the strays breaking away from the pack

results.
strengthened, enhanced curls and waves

recommended for.
curly, wavy hair and dry, chemically-treated hair



200ml

liquid rollers
curl balm

concept.
a styling balm that holds curls together and protects against frizz

results.
controlled, humidity-proofed curls

recommended for.
curly, wavy hair

hold factor



shine factor



straight tame the strays smooths the strands and controls the frizz



200ml

easy tiger smoothing fluid

concept.
a luxurious balm that tames curls and flyaways with weighted conditioning

results.
smooth, straight hair

recommended for.
all hair types

hold factor



shine factor



200ml

icon welder hot tool shaper

concept.
a thermal spray to protect hair from hot tools

results.
smooth, straight hair that holds its shape

recommended for.
all hair types needing protection from hot tools and humidity

hold factor



shine factor



50ml

love perpetua shine drops

concept.
a glossing liquid that seals the cuticle, polishing hair smooth and creating amazing shine

results.
frizz-free, smooth, polished hair that shines

recommended for.
dry, coarse hair

hold factor



shine factor



100ml

love touch shine spray

concept.
a weightless finishing spray that adds incredible surface shine and protects styles from humidity

recommended for.
all hair types

hold factor



shine factor





normal persons shampoo

concept.
a deep cleansing, sulphate-free shampoo

results.
thoroughly-cleansed hair and scalp

recommended for.
normal to oily hair

300ml



normal persons conditioner

concept.
a light, daily conditioner combining moisturisers, protein, an anti-sebum agent and scalp stimulating ingredients

results.
a healthy, oil-free coat and scalp

recommended for.
normal to oily hair

300ml



water killer dry shampoo

concept.
a 2-in-1 dry shampoo and styling spray

results.
clean, bouncy hair that feels and smells fresh again

recommended for.
any hair length or texture

300ml

hold factor



shine factor



salty dog cocktail beach spray

concept.
a sea-esque mist designed to give you salty, beach-based texture and a matt finish

results.
fresh from the beach malleability, salty texture and fullness with a soft matt finish

recommended for.
all hair types

200ml



haze styling powder

concept.
a styling powder to add volume and texture when hair is suffering from the flop

results.
body and texture with a matt finish

recommended for.
any hair length or texture, especially fine, limp hair

50ml

hold factor



shine factor



mister fantastic texture spray

concept.
a spray to add fullness and texture or to secure styles

results.
texture and fullness is added to the hair while being protected from heat damage

recommended for.
curl sets; waving and blow-drying for thermal protection and to add texture; securing styles and defying humidity

200ml

hold factor



shine factor



hold factor



shine factor





mister fantastic
your tool for creation

concept.
a tool for creation

results.
an endless array of hairstyles

recommended for.
dressing and holding long,
thick hair; ponytails, buns,
dishevelled looks, messy up
doos, style with soft movement
and volume, waved looks

available for.
black, brown and blonde hair

contains.
1 x mister fantastic texture
spray 200ml/e6.8fl.oz
1 x mister fantastic hair
bungee 6 pieces



100gm

casual act
moulding paste

concept.
a paste for adding light hold
and texture with a soft matt finish

results.
lightly textured hair with
malleable hold

recommended for.
all hair types

hold factor

shine factor



100gm

crop strutters
construction cream

concept.
a shaping cream for texture,
support and separation

results.
separation with low shine and
medium, malleable hold

recommended for.
all hair types

hold factor

shine factor



100gm

cassius
cushy mud

concept.
a styling clay that provides
strong, pliable hold with
a medium matt finish

results.
added volume and a raw,
thicker texture with a matt finish

recommended for.
all hair types

hold factor

shine factor



100gm

box o' bollox
life changing paste

concept.
dry texture, bulk with ultra-strong hold and
an extremely matt finish

results.
dry texture, bulk with ultra-
strong hold and a matt finish

recommended for.
all hair types

hold factor

shine factor



200ml

gangsta grip
bonding resin

concept.
a gel that generates strong
control and hold or adds
wave and structure

results.
a reinforced shape with extremely
strong holding power that can be
reactivated with water

recommended for.
all hair types

hold factor

shine factor

style great sculptors don't use tofu **styling and finishing options for all hair types**



400ml

builder's paradise
working spray

concept.
a light weight, fast drying,
strong hold working spray
that rinses out with water

results.
adds flexible control, shine
and strong hold even in
humid conditions

recommended for.
all hair types

hold factor



shine factor



300ml

helmut
finishing spray

concept.
a strong hold finishing spray
designed to provide maximum
control to finished styles

results.
a very strong finish with
medium shine

recommended for.
all hair types

hold factor



shine factor





THE '5 STEPS'

the '5 steps' is a basic hairstyle maintenance program from the evo® labs of truth. we've made it so simple, it makes cheese look complex.

step 1. clean

shampooing, even more than getting up, is the essential start to daily hair maintenance (evo® shampoos have a low foaming action and are gentle on hair and scalp).

step 2. condition

without conditioner, your hair is but a dandelion in the wind (evo® conditioners seal the cuticle, moisturise and strengthen hair).

step 3. treat

this is first aid for your hair; without this step no realistic future can be achieved (treat hair at least weekly, condition afterwards).

step 4. style

the all-important meat in the sandwich; everything leads up to this moment (intermix the products to give endless styling possibilities).

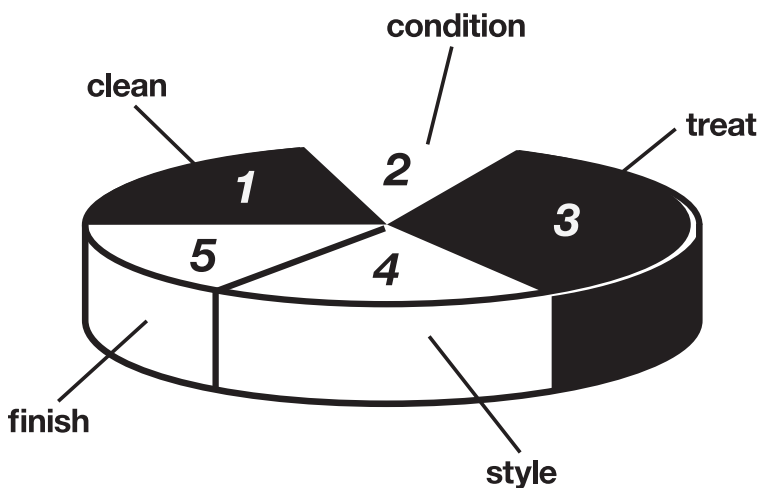
step 5. finish

it's the garnish; the hold and shine required to leave the house (enhance the hold and shine of the style you've created).



~~~~~

**“WE’VE MADE IT  
SO SIMPLE, IT  
MAKES CHEESE  
LOOK COMPLEX.”**



**for styling techniques  
visit [evohairproducts.com](http://evohairproducts.com)**

~~~~~



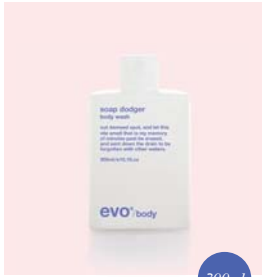
310gm

**cake
cleanser of pores**

concept.
a ph neutral, triple-milled soap
that gently cleanses the body

results.
clean, moisturised skin with
an odour so delightful you'll want
to stay at home with yourself

recommended for.
normal to dry skin types



300ml

**soap dodger
body wash**

concept.
a non-drying shower gel
that gently cleans with
sulphate-free cleansers

results.
natural, clean skin

recommended for.
all skin types



200ml

**self indulgence
body crème**

concept.
a lightly-scented body crème
enriched with plant oils to
soothe and soften skin

results.
healthy glow, silky smooth
and moisturised skin

recommended for.
all skin types

evo®/face gimmick-free, gentle face care



150ml

überwurst shaving crème

concept.
a rich shaving crème that transforms into a cushioning mousse on the skin, no pre-shaving products are necessary

results.
clean cut. as smooth as a baby sausage

recommended for.
all skin types



150ml

winners face balm

concept.
a lightweight, oil-free face moisturiser designed to be used post shaving or anytime the skin needs hydration

results.
silky smooth and moisturised skin

recommended for.
all skin types

evo®/tools innovative, professional tools



6 pcs

mister fantastic hair bungee

concept.
a hair tie that is ideal for dressing and holding long, thick hair and can be removed without ripping or pulling the hair

results.
hair is quickly held in position at preferred tightness

recommended for.
dressing and holding long, thick hair. use for ponytails, half-knots and braids

available for.
black, brown and blonde hair

MY EVO® PRESCRIPTION

stylist _____

next appointment _____

evo®/hair

step 1. clean

- ritual salvation gluttony
- normal persons water killer

step 2. condition

- ritual salvation bride of gluttony
- normal persons

step 3. treat

- mane prescription happy campers
- day of grace end doctor

step 4. style

- root canal shape vixen liquid rollers
- easy tiger icon welder love perpetua
- salty dog haze mister fantastic spray
- mister fantastic tool casual act
- crop strutters cassius box o' bollox
- gangsta grip builders paradise

step 5. finish

- helmut love touch



MY EVO® PRESCRIPTION

evo®/body

- cake
- soap dodger
- self indulgence

evo®/face

- überwurst
- winners

evo®/tools

- mister fantastic bungee





shape vision
body giving gel

shape vision is "the essential" as it is proven in the profession to be the most effective body giving gel. The ingredients of all body giving gels are the same, but shape vision is the only one that is proven to be the most effective.

300ml / 10.1 fl. oz.

evo



day of grace
leave-in conditioner

day of grace is the only leave-in conditioner that contains argan and jojoba oils. It is the most effective leave-in conditioner that is proven to be the most effective.

300ml / 10.1 fl. oz.

evo

gluttony
shampoo

who ate all the pies? who ate all the pies? your hair ate all the pies. It's a fat buster.

1L / 33.8 fl. oz.

bride of gluttony
conditioner

a married bloke bring on the bride? who needs a bride when you can have the world under your feet? go on, take the extra olive, gluttony is back and another skin treat.

300ml / 10.1 fl. oz.

evo



A black electric hair clipper with a power cord lies on a green, worn floor. In the upper left, the legs of a white plastic chair are visible. The floor is scattered with small clumps of hair and debris. The overall scene suggests a hair salon or a place where hair is cut.

for styling techniques
visit evohair.co.uk

FOUND WHEREVER GOOD HAIRDRESSERS ARE STOCKED™
SAVING ORDINARY HUMANS FROM THEMSELVES™