



PRODUCT CONVERSION CHART

2017

Find Products with Similar Benefits

Refer to this tool to help guests select or identify comparable products to match their needs.

Salons may not carry all products listed.

REGIS CORPORATION
franchise
product
sales

SHAMPOO

VENDOR	IT'S A 10	JOICO	KENRA	MATRIX	NIOXIN	PAUL MITCHELL
DAILY	Miracle Moisture Miracle Daily	Fine/Normal Daily Care Balancing	Platinum	Normalizing Fiberstrong	Cleanser #1,2,3,4	Shampoo One Awapuhi Neon Sugar Cleanse
MOISTURIZING	Silk Express	Moisture Recovery	Moisturizing	Hyrasource Ultra Hydrasource R.A.W Nourish		Instant Moisture Tea Tree Lavender Mint
CLARIFYING		Purify Cleanse K-Pak Clarifying	Clarifying		Clarifying Cleanser	Shampoo Three
COLOR TREATED	Keratin Miracle Volumizing	K-Pak Color Endure K-Pak Color Therapy	Color Maintenance	Colorlast Exquisite Oil Keratindose TR Color Obsessed	Cleanser #3 Cleanser #4	Color Protect Shampoo One
SCALP THERAPY		K-Pak Color Therapy	Dandruff	Anti-Dandruff	Medicating Cleanser	Tea Tree Tea Tree Lavender Mint
VOLUME/THICKENING	Miracle Volumizing	Thickening	Volumizing	Volumebloom Full Density R.A.W Uplift TR High Amplify	Cleanser #1,2,3,4	Extra Body Daily Anti-Thinning Tea Tree Lemon Sage
STRENGTHENING	Keratin	K-Pak K-Pak Color		Fiberstrong Keratindose Repair Inside R.A.W Recover		Super Strong Daily
CURLY	Keratin	Smooth Cure	Platinum	SmoothProof TR Mega Sleek		Spring Loaded
TONING		Violet Shampoo		TR So Silver TR Hello Blondie		Platinum Blonde Forever Blonde
DRY SHAMPOO	Miracle Dry Shp. & Cnd	Instant Refresh	Volume Dry Shampoo	Clean & Recharge		Dry Wash

SHAMPOO CONTINUED...

VENDOR	PUREOLOGY	REDKEN	REGIS DESIGNLINE	SEXY HAIR	TIGI
DAILY	Hydrate	Clear Moisture	Color Care Moisture	Big Sexy Vol Double Duty	Re-Energize
MOISTURIZING	Hydrate	All Soft Extreme Frizz Dismiss	Moisture Ultimate Radiance Texture Balance	Big Sexy Vol Healthy Soy Smoothing	Recovery Resurrection
CLARIFYING	Purify	Cleansing Cream	Clarify	Detox	
COLOR TREATED	All Pureology Shampoos include Antifade Complex	Color Extend Color Extend Magnetics Blonde Idol	Color Care Enchanted Midnight	Big Sexy Vol Healthy Soy Blonde Vibrant	Dumb Blonde
SCALP THERAPY		Dandruff Control	Olive Oil Tea Tree		
VOLUME/THICKENING	Fullfyl Pure Volume Pure Vol. Extra	High Rise Beach Envy	Expandability	Big Sexy Vol	
STRENGTHENING	Strength Cure	Extreme	Cashmere Mend the Ends Triple Effects		Serious
CURLY	Curl Complete Super Smooth	Curvaceous Frizz Dismiss	Moisture Olive Oil Texture Balance	Curl Defining	
TONING	Perfect 4 Platinum	Blonde Idol	Super Silver	Blonde Violet	
DRY SHAMPOO	Fresh Approach	2-Day Extender	Dry Shampoo	Volume Dry H2No	Dirty Secret

CONDITIONER

VENDOR	IT'S A 10	JOICO	KENRA	MATRIX	NIOXIN	PAUL MITCHELL
DAILY	Miracle Daily	Daily Care Balancing	Daily Provision	Detangling Solution Sugar Shine	ScalpTherapy #1,2,3,4	The Conditioner Tea Tree Special Neon Sugar Rinse
MOISTURIZING	Miracle Silk	M.Recovery K-Pak	Moisture	TR Moisture R.A.W Nourish		Instant Moisturizer TT Lavender Mint
STRENGTHENING	Miracle Keratin	K-Pak K-Pak Color		Keratindose R.A.W Recover Repair Inside TR Damage		Super Strong Daily Super Strong Treatment
COLOR TREATED	Miracle Keratin Miracle Silk	Color Endure K-Pak Color	Color Maint. Platinum	Colorlast TR:Color Care	ScalpTherapy #3 ScalpTherapy #4	Color Protect Daily Forever Blonde
TONING	Miracle Leave-in For Blondes	Color Endure		TR Hello Blondie		Forever Blonde
VOLUME/ THICKENING		Body Luxe	Volumizing Platinum Fine	Volumebloom Full Density R.A.W Uplift TR High Amplify	ScalpTherapy #1,2,3,4	Extra Body Rinse Anti-Thinning
HYDRATING	Silkin10sives	K-Pak		Hydrasource Ultra Hyrda		The Detangler
CURLY		K-Pak Moisture Recovery		Condition Balm Smoothproof		Full Circle Leave-in Treatment
TREATMENT						
PROTEIN	Keratin	K-Pak Reconstruct		Flash Filler Keratindose Renewal Spray	Hair Booster	FB: Dramatic Repair Keratin Intensive
DEEP CONDITIONER	Miracle Hair Mask		Platinum Recovery Mask	Hydrasource Mask Colorlast Mask	Deep Repair Hair Masque	Super-Charged Moisturizer
LEAVE-IN CONDITIONER	Miracle Leave-in Miracle Lite Miracle Keratin Miracle Blonde Miracle silk	Detangler		ExquisiteOil TR Moist Cure TR Break Fix TR Miracle Treat 12	Treatment Oil Treat Oil Lite	Full Circle Leave-in

CONDITIONER CONTINUED...

VENDOR	PUREOLOGY	REDKEN	REGIS DESIGNLINE	SEXY HAIR	TIGI
DAILY	Hydrate Hydrate Light	Clear Moisture Genius Wash C.C (med, coarse or unruly)	Moisture Olive Oil		
MOISTURIZING	Hydrate Precious Oil	All Soft Diamond Oil High Shine	Olive Oil Texture Balance	Healthy Soy	Recovery Resurrection
STRENGTHENING	Strength Cure	Real Control	Cashmere Ultimate Radiance		Serious
COLOR TREATED		Color Extend C.E. Magnetics	Color Care Enchanted Midnight	Vibrant Big Sexy Color	Dumb Blonde
TONING		B.I. Gold B.I. Violet	Super Silver		Dumb Blonde
THICKENING	Pure Volume	Hi Rise	Expandability	Big Sexy Color	
HYDRATING	Hydrate Hydrate Light	Extreme Frizz Dismiss	Ultimate Radiance Tea Tree		Resurrection
CURLY	Super Smooth Curl Complete	Curvaceous Beach Envy	Cashmere Texture Balance	Curl Defining	Curlesque
TREATMENT					
PROTEIN	Fabulous Lengths	Extreme CAT Length Primer	Mend the End Sealer	Keratin Hair Filler	
DEEP CONDITIONER	Precious Oil Masque Reconstruct Hydra Whip Softening Hair	Heavy Cream Rebel Tame Strength Builder Plus	Olive Oil Mask Hydrate Balm	Top Coat Clear Color Guard CC Treatment Reinvent Treatment	
LEAVE-IN CONDITIONER	Miracle Filler Colour Fanatic Split End Salve	Length Sealer Supple Touch Curl Refiner	Olive Oil Triple Effects Lx-in Ultimate Radiance	Soy Tri Blonde Soya Want it All	After Party

STYLING

VENDOR	IT'S A 10	JOICO	KENRA	MATRIX	PAUL MITCHELL
SMOOTHING					
LIGHT	Smoothing Balm Keratin Oil	JOILOTION	Blowdry Mist Silkening Gloss	Shine Milk S.proof Serum TR Mega Varnish	Gloss Drops Styling Treat Oil
MEDIUM	Styling Cream	Super Shine	Blowdry Serum Smoothing Cream	Iron Tamer Blowout Tamer	Super Skinny Serum
FIRM				TR Blow Down	Relaxing Balm Straight Works
TEXTURE					
LIGHT		Crème Wax Texture Boost	Matte Texture Putty Texturizing Mist	Souffle	Quick Slip Texturizing Spray
MEDIUM	Texture Fiber	Matte Grip	Styling Cream Dry Texture Spray	TR Sea Salt Spray	Fast Form Super Sculpt
FIRM	Firm Hold Gel	Flex Control Style Reform	Firm Hold Gel Texture Taffy	Gelee	Dry Wax Thickening Glue
VOLUME					
LIGHT		JOILOTION	Thickening Mousse Thickening Spray Volume Dry Shampoo	Hydro Foaming VB Rootlifter OW Rose Mousse	Thicken Up The Cream
MEDIUM	Blowdry Volumizer		Volume Mousse Root Lifting Spray	Volume Mousse WB Root Lift	Daily Boost Sculpting Foam
FIRM	Styling Mousse	Joiwhip Firm Power Whip	Volume Mousse Ex Volume Spray	Gelee VAV Vol. Foam	Sculpting Gel TT Firm Hold Gel
THERMAL PROTECTION					
LIGHT	Keratin Oil Shine Spray	JOILOTION		TR: Iron Smoother	Triple Rescue
MEDIUM	Keratin Potion Styling Cream			Thermal Active Repair Cream	Hot Off The Press
FIRM		Power Gel	Thermal Styling Spray Hot Spray	Thermal Active Setting Spray	
CURLY					
LIGHT			Curl Defining Cream Curl Spray		Twirl Around Round Trip
MEDIUM	Styling Cream	Joigel Medium	Curl Glaze Mousse	Curl Elixir TR: Defrizz	Ultimate Wave TT Styling Gel
FIRM	Firm Hold Gel	Joigel Firm	Hot Spray Styling Gel	Gelee VAV Form Gel	Sculpting Gel TT Firm Hold Gel

STYLING CONTINUED...

VENDOR	PUREOLOGY	REDKEN	REGIS DESIGNLINE	SEXY HAIR	TIGI
SMOOTHING					
LIGHT	Anti-Split Blow Dry	Outshine Pillow Proof	Midnight Oil Shine Mist	Smooth and Seal Shaping Cream	Ego Boost S Factor
MEDIUM	Relaxing Serum Contour Shine Gel	Align	Silk Drops Figi Therapy	Soy Renewal Smooth Encounter	Headrush
FIRM	Lustrous Volumizer Smoothing Cream	Shatterproof Shine	Press It Straight		After Party Blowout
TEXTURE					
LIGHT	Anti-Breakage Twist Sea Kissed Texturizer	Water Wax Rewind Beach Envy Styler	Sculpting Mud Finishing Wax MineralSalt Text Paste Texture Cream	Pliable Shape Crème Soy Beach Spray Not So Hard Up Gel	Hard to Get Joyride
MEDIUM	Texture Twist Density Definer	Rough Paste Mess Around	Interrupt Clay Texture Touse Pomade Whipped Wax	Powder Play Molding Paste	TIGI Stick Wax
FIRM	Control Twist Wax Piecing Sculpt	Hardware Wax Blast	Ultimate Matte Clay Held Up Texture Paste Molding Glue	Hard Up Frenzy	HH Mowhawk Gel Manipulator
VOLUME					
LIGHT	Bodifying Luminizer Thickening Spray	Thickening Lotion Powder Grip	Soft Sculpting Glaze Powder Boost	Blowout Spray Blow Dry Gel	Superstar Lotion
MEDIUM	Silk Bodifier Nourishing Nectar Color Fanatic Mousse	Full Frame Aerate Duo Volumizer	Root Boost Volume Foam Expandability Thickener	Root Pump Powder Play Full Bloom	Big Head Volume Boosting Foam
FIRM	Fortify RootLift	Guts Contour Shaping Hi Rise Volumizer	Volume Gel Expand BlowDry Gel Volume Foam	Root Pump Plus Blow it Up Gel Foam Big Altitude	YH Root Boost
THERMAL PROTECTION					
LIGHT	Fortifying Heat Spray Relaxing Serum	Anti-Snap Satinwear	Top Seal	Blowdry Vol. Gel Weatherproof	Superstar Lotion
MEDIUM	Fortifying Heat Spray	Iron Shape Blow Dry Cream	Get It Pressed	Headset Spray Hot Tools Spray	Superstar Lotion
FIRM	Lustrous Volumizer	Hot Sets	Hot Stop		Superstar Lotion
CURLY					
LIGHT	Cuticle Polisher Curl Extender	Full Swirl Soft Spin	Frizz Primer Dream Mousse	Curl Reactivator Frizz Eliminator	Curl Spray Ego Boost
MEDIUM	Nourishing Nectar Taming Butter	Ringlet Wind Up	Curl Lock Leave-in Wave Catcher	Curly Cocktail	Contour Cream Curl Mousse
FIRM	Illuminating Curl	Wave Ahead Curl Refiner	Curl Lock Cream	Hard Up Curling Crème	Curl Amplifier On The Rebound

HAIRSPRAY

VENDOR	IT'S A 10	JOICO	KENRA	MATRIX	PAUL MITCHELL
LIGHT		Humidity Blocker	Design Spray Fast Dry Artformation Dry Texture Spray	OW Volume Rose Spray	Super Clean Light Soft Spray
MEDIUM	Finishing spray	Joimist Medium	Perfect Medium Working Spray Hi Def Spray	Comp. Control TR High Amplify HS High Amplify Proforma HS	Hot Off The Press Worked Up
FIRM		Joimist Firm Joifix Firm Flip Turn	Volume Spray P. Finishing Spray Ultra Freeze	Freeze Fix HS Finishing Spritz	Stay Strong Hold Me Tight

VENDOR	PUREOLOGY	REDKEN	REGIS DESIGNLINE	SEXY HAIR	TIGI
LIGHT		WindBlown Fashion Work	Hold Everything	Soy Touchable Weatherproof	Flexi Head
MEDIUM		Quick Tease Quick Dry	Freeze Spray Texture Touse	Spray & Play Get Layered Vibrant Color Lock	Masterpiece Full Of It
FIRM	Strengthen Control Supreme Control	Control Addict Forceful Triple Take	Volumizing Spray Finishing Spray Stand Still	Spray & Play Harder Spray & Stay	Maxxed Out Hard Head

MENS

VENDOR	AMERICAN CREW	PM/MITCH	REDKEN	REGIS DESIGNLINE	OTHER
SHAMPOO					
DAILY	3-IN-1 Daily Shampoo	Double Hitter PM Tea Tree	Go Clean	Tea Tree Moisture 2 IN 1 Shp+Body Wash	Woody's Daily
MOISTURIZING	Daily Moisturizing	Double Hitter		Moisture Olive Oil	
CLARIFYING	PM Shampoo Three		Clean Brew Extra	Clarify	PM Shampoo Three Style Sexy Detox
COLOR TREATED	Precision Blend			Color Care	Healthy Sexy Soy
SCALP THERAPY	Tea Tree Anti-Dandruff	PM Tea Tree	Mint Clean	Tea Tree	Tea Tree Scalp Therapy
THICKENING	Thickening Shampoo	PM TT Scalp Care	Densify	Expandability	Nioxin Systems 1,2,3,4
CONDITIONER					
DAILY	3-In-1 Daily Moisturizing	Double Hitter	Finish Up	Tea Tree/ Moisture	Healthy Sexy Soy Woody's Daily
MOISTURIZING	Stimulating Conditioner Tea Tree Calming	PM TT Conditioner	Cool Finish	Moisture Olive Oil	
STYLING & FINISHING					
LIGHT	Light Hold Texture Lotion Light Hold Styling Gel	Barber's Classic Construction Paste	Maneuver Dishevel	Pomade Slick Whip Thickening Cream	SH Molding Paste SH Curl Reactivator
MEDIUM	Defining Paste Forming Cream	Clean Cut Steady Grip	Grip Tight Gel Pomade	Interrupt Texture Cream Definition Paste	Bed Head Stick Bed Head Manipulator SH Not So Hard Up Gel
FIRM	Fiber Grooming Cream	Matterial Reformer PM TT Firm Hold Gel	Stand Tough High Rise	Held Up Texture Paste Volumizing Gel Fiber Paste	Joico Spiker Ice Nioxin Thickening Gel Sexy Hair Hard Up Gel Woody's Mega Hold Gel
MATTE	Fiber Boost Powder	Reformer	Work Hard Wool Shake	Ultimate Matte Clay Matte Pomade	Woody's Web
HAIRSPRAY					
LIGHT		PM Super Clean HS	Work Force	Hold Everything Spray	Nioxin Spray Regular Hold
MEDIUM	Grooming Spray (Damp Hair)	PM Super Clean Extra	Quick Dry	Freeze Spray	Sexy Hair Stay & Play
FIRM	Grooming Spray (Dry Hair)	PM Stay Strong HS PM Freeze and Shine	Control Addict	Volumizing Spray Finishing Spray	Nioxin Spray Extra Hold