
ENVIRONMENT. EDUCATION. INNOVATION.
FAROUK®
CHI® | BIOSILK®
PROFESSIONAL CATALOG

FAROUK®

CHI® | BIOSILK®





WELCOME!

Farouk Systems, Inc. is a Houston-based company of hairdressers for hairdressers, known for manufacturing high-quality professional hair care products under the industry-leading brands CHI®, BioSilk®, and SunGlitz®. The company was founded in 1986 by Farouk Shami, a hairdresser whose mission is to provide the professional beauty industry with the most advanced American technology based upon "Environment, Education, and Innovation".

Dr. Shami created the world's first ammonia-free hair color and is the owner of 23 patents and counting. He was also the first to use silk proteins in the creation of the BioSilk Silk Therapy Line and invented the very first CHI Ceramic Hairstyling Iron. He is known for revolutionizing the hair industry with NASA technology while creating a safer and healthier workplace and environment for both stylists and consumers.

The company provides the beauty industry with the latest innovations to a wide range of markets through multiple successful product lines and the finest educational support to better serve hairdressers and their clients. Farouk Systems, Inc. has over 500 CHI Partner Schools as well as their own state-of-the-art facility, the CHI Lone Star College-North Harris School of Cosmetology in Houston, Texas.

Farouk Systems has entered a joint venture with LG Household and Health Care, Ltd. that will bring the latest technology and advancements to the beauty industry. It will establish a manufacturing facility in South Korea to better serve distribution channels in Asia. Each company will combine its expertise in technology and product formulations to deliver new product concepts. Farouk Systems will also distribute LG Household and Health Care's skin care brands through its worldwide distribution channels in the professional salon industry.

Farouk Systems,Inc. has a long-standing commitment to create and manufacture the finest hair care products and styling tools that are environmentally responsible and adhere to the highest ethical standards. The company has over 2,000 employees and distributes its products throughout the United States and to over 144 countries worldwide.





CHI®
CATIONIC HYDRATION INTERLINK

Aloe Vera
with Agave Nectar

CURLS DEFINED

Define, enhance and revive curls and texture with CHI Aloe Vera. Infused with Agave Nectar and a Super Hydration blend, Aloe Vera replenishes and locks-in moisture to guard against humidity and provide easier maintenance of curly hair.

Inviting your natural curl pattern to show off its shape, benefits are maximized to intensify moisture and retention and increase elasticity and definition. Used as a daily haircare staple, delicate curls go from drab to fab with improved shine and strength.

No matter if hair is fine, thick, lifeless, unruly, dry, or brittle, CHI Aloe Vera helps to create and maintain bouncy, healthy-looking curls that feel soft like silk!

KEY INGREDIENTS



ALOE VERA
Containing a vast amount of essential nutrients and vitamins, offers excellent conditioning properties and protection to delicate tresses while soothing dry skin and scalp.



AGAVE NECTAR
Helping to prevent future damage and brittleness, fortifies and strengthens weak hair strands resulting in tamed hair with lustrous, shiny tresses.



SILK
Containing 17 amino acids, silk proteins penetrate and strengthen hair while improving the structure of weakened hair strands. Silk's overall conditioning properties contribute to notable luster and shine.



SUPER HYDRATION BLEND
Unique blend of ingredients and specially selected amino acids and vitamins that provide exceptional moisture and performance benefits.



Features and Benefits

- Features Aloe Vera and Agave Nectar to reduce the loss of moisture to depleted hair strands
- Infused with a Super Hydration Blend for additional moisture and silk for added softness
- Increases elasticity and enhances natural curl pattern for shiny, bouncy and healthy-looking hair



FAROUK
CHI | BIOSILK

CHI®
CATIONIC HYDRATION INTERLINK

Aloe Vera
with Agave Nectar

CURLS DEFINED

46% SAVINGS

$99.00
Salon Intro



MSU: 639494

*OPEN STOCK

CHIAVES11	2	CHI ALOE VERA CURL ENHANCING SHAMP11.5OZ
CHIAVDC11	2	CHI ALOE VERA DETANGLING COND 11.5OZ
CHIAVLC6	1	CHI ALOE VERA LEAVE-IN COND 6OZ
CHIAVRS6	1	CHI ALOE VERA REACTIVATING SPRAY 6OZ
CHIAVMC5	1	CHI ALOE VERA MOISTURIZING CREAM 5OZ
CHIAVO3	1	CHI ALOE VERA OIL 3OZ
CHIAVCG5	1	CHI ALOE VERA CONTROL GEL 5OZ
FREE		
CHIAVES25	1	CHI ALOE VERA CURL ENHANCING SHAMP 25OZ
CHIAVDC25	1	CHI ALOE VERA DETANGLING COND 25OZ
CHIAVES1	10	CHI ALOE VERA CURL ENHANCING SHAMP 1 OZ
CHIAVDC1	10	CHI ALOE VERA DETANGLING COND 1OZ

***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

Salon Value:	$197.00
SALON PRICE:	**$99.00**
SAVINGS:	**$98.00**

CHI® Olive organics™

CHI Olive Organics is designed to bring ancient philosophies of health and beauty together with the power of certified organic extra virgin olive oil and botanical ingredients. Pure and rich in anti-oxidants, olives aid in strengthening hair by helping to protect against damage. A unique blend of botanical ingredients prevent split ends for healthy, shiny hair. This complete line of products is designed to promote wellness through the proper balance of nutrients that the hair and skin need.

KEY INGREDIENTS

Certified Organic Extra Virgin Olive Oil
Superior moisturizing agent that has the ability to deeply penetrate hair allowing moisture retention. Oil extracted from cold-pressed olives is rich in nutrients which helps to keep hair vibrant while antioxidants help to strengthen hair by protecting against damage.

- Improves hair elasticity
- Adds shine and improves manageability
- Strengthens weak strands
- Moisturizes and conditions the hair and scalp

Blend of Certified Organic Botanicals
A unique blend of botanicals that help prevent split ends for healthy, shiny hair. This blend consists of Calendula flowers, Chamomile, Comfrey root, Cucumber, Green tea and Passion fruit.



CHI® Olive organics™

COLD-PRESSED EXTRA VIRGIN OLIVE OIL

SAVE OVER 50% ON CHI OLIVE ORGANICS SALON INTRO KIT



Salon Value: $ 202.40

Salon Price: $ 99.98

SAVINGS: $ 102.42

AMLP MSU – 639320

BUY:

3 - **CHIOSB12** CHI OLIVEORGANICS SHAMPOO BODYWASH 11.5

3 - **CHIOC12** CHI OLIVEORGANICS CONDITIONER 11.5 FL. O

3 - **CHIOHB2** CHI Olive Organics- Hair & Body Oil 2 fl. oz.

3 -**CHIOHB8** CHI OLIVEORGANICS HAIR & BODY OIL 8.5 FL

3 - **CHIOM6** CHI OLIVEORGANICS TREATMENT MASQUE 6 FL.

3 - **CHIOG1**2 CHI OLIVEORGANICS STYLING GLAZE 11.5 OZ

1 - **CHIOSB25** CHI OLIVEORGANICS SHAMPOO BODYWASH 24 FL

1 - **CHIOC25** CHI OLIVEORGANICS CONDITIONER 24 FL. OZ

*OPEN STOCK

For more information, contact your Farouk Systems Distributor or call 1-800-237-9175.
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FAROUK CHI | BIOSILK

CHI LUXURY®

BLACK SEED OIL

BLACK SEED OIL—Luxurious and highly treasured oil is derived from the pressed seeds of the Nigella Sativa, a flowering plant known to thrive in severely dry conditions of the Mediterranean region by utilizing its moisture retention properties. This ancient healing oil is rich in essential fatty acids such as omega- 6 and omega-3 which help to revitalize and fortify hair. Other nourishing properties, such as multiple antioxidants and vitamins, enhance hair's overall strength, health, and luster, for gorgeous hair as it was meant to shine.

BENEFITS
- Replenishes moisture
- Protects against damage
- Thermal protectant
- Promotes healthy hair
- Strengthens hair





CHI LUXURY®

BLACK SEED OIL

REJUVENATE, REVITALIZE & FORTIFY

Salon Intro Kit

CHI LUXURY SALON INTRO KIT INCLUDES:

2 - CHIDLS5 - 5.3oz Dry Shampoo
1 - CHILS12 - 12oz Gentle Cleansing Shampoo
2 - CHILVHS12 - 12oz Flexible Hold Hair Spray
1 - CHILC12 - 12oz Moisture Replenish Conditioner
1 - CHILM5 - 5oz Revitalizing Masque
1 - CHILLC4 - 4oz Leave-In Conditioner
2 - CHILBSO03 - 3oz Black Seed Dry Oil
1 - CHILDC6 - 6oz Blow Dry Cream
1 - CHILCG5 - Curl Defining Cream-Gel

RECEIVE FREE

1 - CHILS25 - 25oz Gentle Cleansing Shampoo
1 - CHILC25 - 25oz Moisture Replenish Conditioner



SKU - 766037

		Salon
Value		$134.34
Price		**$99.98**
Savings		$34.36

FAROUK CHI | BIOSILK

For more information, contact your Farouk Systems Distributor or call 1-800-237-9175.
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Visit our website at www.farouk.com


ROYAL
TREATMENT®
WHITE TRUFFLE & PEARL
Royal Treatment features the exceptional benefits of White Truffle and Pearl, and contains Vitamin B, amino acids, proteins, and moisturizers. This sulfate and paraben-free system is a lavish line, designed to create and maintain healthy, beautiful hair with the finest ingredients, giving extraordinary results.
ROYAL TREATMENT
Rapid Shine
Oil Absorbing Refreshing Spray
Volume Shampoo
Volume Conditioner
Hydrating Shampoo
Hydrating Conditioner
Body Wash
Intense Moisture
Shine Gel
Brilliance Cream
PARABEN FREE
BY CHI

CHI® HAIRCARE

ROYAL TREATMENT HAIRCARE INTRO

MSU: 639095

INCLUDED IN KIT

1 - Royal Treatment Volume Shampoo 32 oz
1 - Royal Treatment Volume Conditioner 32 oz
4 - Royal Treatment Volume Shampoo 12 oz
4 - Royal Treatment Volume Conditioner 12 oz
4 - Royal Treatment Hydrating Shampoo 12 oz
4 - Royal Treatment Hydrating Conditioner 12 oz
3 - Royal Treatment Intense Moisture Masque 8 oz

FREE

1 - Royal Treatment Hydrating Shampoo 12 oz
1 - Royal Treatment Hydrating Conditioner 12 oz
1 - Royal Treatment Pearl Complex 6 oz
1 - Royal Treatment Consumer Guide
1 - Royal Treatment Mirror Cling
1 - Royal Treatment Step-by-Step

Salon Value:	$388.94
SALON COST:	**$253.44**
Savings:	$85.50

ROYAL TREATMENT®
WHITE TRUFFLE & PEARL



***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

ROYAL TREATMENT STYLING INTRO

MSU: 639096

INCLUDED IN KIT

2 - Royal Treatment Pearl Complex 6 oz
2 - Royal Treatment Shine Gel 5 oz
2 - Royal Treatment Brilliance Cream 5 oz
4 - Royal Treatment Rapid Shine 5.3 oz
4 - Royal Treatment Dry Shampoo 7 oz
4 - Royal Treatment Ultimate Control 12 oz
4 - Royal Treatment Body Wash 12 oz

FREE

50 - Royal Treatment Pearl Complex 0.5 oz
1 - Royal Treatment Consumer Guide
1 - Royal Treatment Mirror Cling
1 - Royal Treatment Step by Step

Salon Value:	$361.46
SALON COST:	**$249.96**
SAVINGS:	$111.50



***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

CHI **HAIRCARE PREPACKS**

CHI®

CHI ROSEHIP OIL GOLD SALON INTRO

MSU:636736

INCLUDED IN KIT

4 - CHI Rosehip Protecting Shampoo 11.5 oz
4 - CHI Rosehip Protecting Conditioner 11.5 oz
4 - CHI Rosehip Repair & Shine 4 oz.
3 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
3 - CHI Rosehip Dry Shampoo 7 oz
2 - CHI Rosehip Recovery Treatment 8 oz
10 - CHI Rosehip Oil Protecting Shampoo 0.5 oz
10 - CHI Rosehip Oil Protecting Conditioner 0.5 oz

FREE

1 - CHI Rosehip Oil Shampoo 25 oz
1 - CHI Rosehip Oil Conditioner 25 oz
1 - CHI Rosehip Repair And Shine 4 oz.
1 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
1 - CHI Rosehip Dry Shampoo 7 oz
1 - CHI Rosehip Recovery Treatment 8 oz
5 - CHI Rosehip Oil Consumer Guide
1 - Poster, CHI Rosehip Oil
5 - CHI Rosehip Oil Step-By-Step

CHI® CATIONIC HYDRATION INTERLINK
Rose HipOil



Salon Value: $279.01
SALON COST: $229.99
SAVINGS: $49.02

***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

CHI® HAIRCARE

CHI ROSEHIP OIL PLATINUM SALON INTRO

MSU: 636737

INCLUDED IN KIT

7 - CHI Rosehip Oil Protecting Shampoo 11.5 oz
6 - CHI Rosehip Oil Protecting Shampoo 25 oz
7 - CHI Rosehip Oil Protecting Conditioner 11.5 oz
6 - CHI Rosehip Oil Protecting Conditioner 25 oz
7 - CHI Rosehip Oil Repair & Shine 4 oz
7 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
7 - CHI Rosehip Oil Dry Shampoo 7 oz
7 - CHI Rosehip Oil Recovery Treatment 8 oz

FREE

1 - CHI Rosehip Oil Protecting Shampoo 11.5 oz
1 - CHI Rosehip Oil Protecting Shampoo 25 oz
1 - CHI Rosehip Oil Protecting Conditioner 11.5 oz
1 - CHI Rosehip Oil Protecting Conditioner 25 oz
1 - CHI Rosehip Repair & Shine 4 oz
1 - CHI Rosehip Oil Dry UV Protecting Oil 5.3 oz
1 - CHI Rosehip Dry Shampoo 7 oz
1 - CHI Rosehip Recovery Treatment 8 oz
50 - CHI Rosehip Oil Shampoo .5 oz
50 -CHI Rosehip Oil Conditioner .5 oz
10 - CHI Rosehip Oil Consumer Guide
1 - Poster, CHI Rosehip Oil
10 - CHI Rosehip Oil Step-By-Step

CHI® CATIONIC HYDRATION INTERLINK
Rose HipOil



Salon Value:	$790.87
SALON COST:	**$649.99**
SAVINGS:	$1440.88

***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

CHI®
CATIONIC HYDRATION INTERLINK

DEEP BRILLIANCE®

DESHAUNA BARBER
MISS USA® 2016

OLIVE & MONOI

The CHI Deep Brilliance Olive & Monoi Oil Optimum Moisture line combines the rich hydration of Olive Oil with Monoi Oil's unique blend of Coconut Oil and Tiare Gardenia flowers that helps strengthen hair while reversing damage and protecting hair from future damage. Provides superior moisture and reconstruction to textured and chemically-treated hair promoting healthy, more manageable tresses.



OLIVE OIL



MONOI OIL



STYLIST TESTED, SALON APPROVED

FAROUK®
CHI® | BIOSILK®

CHI® HAIRCARE

CHI DEEP BRILLIANCE SALON GOLD KIT

SKU: 639000
PM8369

INCLUDED IN KIT

3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 12 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 12 oz
1 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
1 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
1 - CHI Deep Brilliance Olive & Monoi Smooth Edge 1.9 oz
1 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 5.3 oz
1 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spray 10 oz
5 - CHI Deep Brilliance Olive & Monoi Shine Serum .5 oz
2 - CHI Deep Brilliance Olive & Monoi Consumer Guides

FREE:

1 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
1 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
5 - CHI Deep Brilliance Olive & Monoi Shine Serum 0.5 oz
1 - CHI Deep Brilliance Olive & Monoi Poster

Salon Price:

$99.90

SKU: 639000
Value: $127.90
Savings: $28.00



CHI DEEP BRILLIANCE PLATINUM INTRO

SKU: 639002

PM8370

INCLUDED IN KIT

4 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 12 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 32 oz
4 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 12 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 32 oz
5 - CHI Deep Brilliance Olive & Monoi Deep Protein Masque 8 oz
2 - CHI Deep Brilliance Olive & Monoi Shine Serum 6 oz
4 - CHI Deep Brilliance Olive & Monoi Smooth Edge 1.9 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 5.3 oz.
2 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spary 10 oz
10 - CHI Deep Brilliance Olive & Monoi Consumer Guides

FREE:

2 - CHI Deep Brilliance Olive & Monoi Shine Serum 3 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Shampoo 2 oz
3 - CHI Deep Brilliance Olive & Monoi Optimum Moisture Conditioner 2 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Shine Sheen Spray 2.6 oz
2 - CHI Deep Brilliance Olive & Monoi Optimum Finish Flexible Hold Hair Spray 2.6 oz
5 - CHI Deep Brilliance Olive & Monoi Consumer Guides
1 - CHI Deep Brilliance Olive & Monoi Poster

Salon Price:

$295.00

SKU: 639002
Value: $414.75
Savings: $119.75





The

KEY INGREDIENTS

Redensyl®

Thickening agent designed to strengthen and increase hair's density shine and elasticity.

Vitamin E & Antioxidants

Promotes luster, shine and moisture retention. Purifies and refreshes the hair and scalp.

Keratin

Strengthens and thickens hair follicles while promoting heathy hair growth.

ProVitamin B5

Reduces the appearance of dry and brittle hair by providing moisture and improving elasticity

Blend of Extracts

Blend of active ingredients including; Saw Palmetto, Pea Sprout, Chia Seed, Eucalyptus, Ashwagandha, which promotes healthy hair resulting in stronger thicker hair.

OUD WOOD

GAME-CHANGER FRAGRANCE

HIGH-END, PRESTIGE

Esquire is the first to launch a broadscale hair care line in the men's category.

Esquire Grooming is tied together by oud oil fragrance, which is used primarily in prestige colognes

HAIRCARE

Your hair looks and feels better when it's full and balanced. This unique formula contains a blend of saw palmetto, pea sprout, chia seed, eucalyptus, and ashwagandha to make your hair look and feel fuller—all while preserving its natural balance. It gently cleanses the hair and scalp eliminates build-up and impurities while increasing hair strength and density. Concentrate on the hairline and behind your ears—the places your scalp produces the most oil. And that smell you're admiring is called *oud.*

MAN AT HIS BEST SINCE 1933

PREPACKS

Esquire GROOMING

The
GOLD SALON INTRO KIT

MSU: 638961

Included In The Kit:

3 - The Shampoo 14 oz
3 - The Conditioner 14 oz
4 - The 3-in-1 Hair & Body Wash 14 oz
2 - The Wax 3 oz
2 - The Pomade 3 oz
2 - The Forming Cream 3 oz
2 - The Shaper 3 oz
2 - The Clay 3 oz
2 - The Firm Gel 25 oz
2 - The Thickening Cream 8 oz
1 - The Defining Paste 8 oz
1 - The Textured Gel 8 oz
1 - The Firm Gel 8 oz
1 - The Grooming Spray 14oz

FREE
1 - The Wax 3 oz
1 - The Firm Gel 8 oz
1 - The Textured Gel 8 oz
1 - The Clay 3 oz
1 - Style Look Book
1 - Esquire Consumer Guide

Esquire GROOMING

^LWZY+aLW`PE	$279.01
^LLON COST:	$229.99
SAVINGS:	$71.00



***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**

Esquire GROOMING

The PLATINUM SALON INTRO KIT

MSU:638959

Included In The Kit:

4 - The Shampoo 14 oz
4 - The Shampoo 25 oz
4 - The Conditioner 14 oz
4 - The Conditioner 25 oz
5 - The 3-in-1 Hair & Body 14 oz
2 - The Wax 3 oz
2 - The Pomade 3 oz
2 - The Forming Cream 3 oz
2 - The Shaper 3 oz
2 - The Clay 3 oz
2 - The Defining Paste 8 oz
2 - The Textured Gel 8 oz
2 - The Firm Gel 8 oz
2 - The Firm Gel 25 oz
2 - The Thickening Cream 8 oz
2 - The Grooming Spray 14 oz

FREE
1 - The Shampoo 25 oz
1 - The Conditioner 25 oz
1 - The Pomade 3 oz
1 - The Clay 3 oz
1 - The Textured Gel 8 oz
1 - The Thickening Cream 8 oz
1 - The Firm Gel 8 oz
1 - Style Look Book
1 - Esquire Consumer Guide

Esquire GROOMING

SALON VALUE:	**$589.00**
SALON COST:	**$490.00**
SAVINGS:	**$108.00**



***LIMITED QUANTITIES AVAILABLE IN WAREHOUSES**