



**ILES
FORMULA**

PARIS
NEW YORK

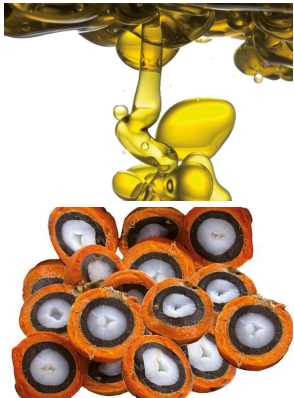
ILES FORMULA HAUTE PERFORMANCE HAIRCARE

As one of the most sought after hair stylists in the industry today, **Wendy Iles** has become internationally acclaimed for mastering the art and science of hair and beauty.

During her years of work on some of the most prestigious beauty campaigns in the hair industry and serving as a go to hairstylist to top celebrities, Wendy identified early on that she needed super charged high-performance hair care that could provide instant hair repair and visible results for celebrity clients walking the red carpet or models on global beauty campaigns.

Wendy's passion for hair – combined with her tireless quest to find formulas to boost hair recovery and health – led her to create Iles Formula.

Wendy spent a decade scouring the globe to find powerful ingredient blends and complexes that would provide instant results for her high profile clientele. What began as an onset hair secret has now launched to the public. Iles Formula is a 3 step high performance hair care system. It's unique blend of proprietary high grade repair and care ingredients are the secret behind the Iles signature spun silk hair finish.



CLEANSE



**ILES
FORMULA**

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NEW YORK

1

HAUTE
PERFORMANCE

SHAMPOO

e 200ml / 6.8 fl. oz.

ILES FORMULA signature SHAMPOO was created by selecting the most exclusive, high performing antioxidant-rich ingredients to work for all ages and hair types. It immediately detangles + repairs + protects hair while providing manageability and a luscious silky texture. This delicate formula cleanses without ever stripping colour or drying out your hair. You will immediately feel the goodness of ILES FORMULA by the bounce and lustre you'll have after just one shampoo. For the final touch, silk proteins will nourish the hair resulting in sumptuous volume and body.

SULFATE FREE + PARABEN FREE + SILICONE FREE

DIRECTION FOR USE:

Thoroughly wet your hair before applying our shampoo. This also goes for regular shampoo but it's even more important for sulphate-free shampoos. Add more water not more product, which will activate the ingredients to create a more sumptuous lather. Rinse hair thoroughly. Repeat if necessary.

REPAIR



**ILES
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PARIS
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2

HAUTE
PERFORMANCE

CONDITIONER

e 200ml / 6.8 fl. oz.

The jewel of the ILES FORMULA haircare line is the CONDITIONER. It is the *raison d'être* for the entire collection. This paraben free formula instantly transforms damaged, straw like hair into sumptuous spun silk perfection. Put to the test on today's biggest celebrities and on the sets of prestigious directors and photographers - ILES FORMULA repairs and revitalizes even the most damaged hair instantly. Knots and tangles slide away leaving hair beautifully healthy, with a delicate perfume of white flowers. Silk Proteins from Japan create an immediate voluptuous effect on the hair. The addition of high technology aids to instantly close down the hair cuticles to create a beautiful smooth surface. Tucuma Palm and the seeds of the Macrobola Tree are sourced from the Amazon rain forest in Brazil, as well as 16 other propriety ingredients including Vitamin E and B5 for total hair rejuvenation.

INSTANTLY REPAIRS ALL HAIR TYPES

DIRECTIONS FOR USE:

After using the Iles Formula shampoo apply the Iles Formula conditioner. Apply the conditioner to mid length and ends of the hair, then comb through for even distribution. The comb is the vehicle that will deliver to the roots precisely what is needed. Rinse.

Think of this conditioner as nutrition for the hair, a little residue left in the ends of brittle dry hair won't harm, it will feed the hair with nothing but goodness.

PROTECT



**ILES
FORMULA**

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NEW YORK



HAUTE
PERFORMANCE

FINISHING SERUM

e 200ml / 6.8 fl. oz.

There's no better way to protect all hair types from environmental assaults than with ILES FORMULA FINISHING SERUM. Hand-picked, custom-blended ingredients including vitamins, nut oils, silk, and ceramide, feed hair with nothing but goodness without ever weighing the hair down. This paraben-free formula is your hair's best protector against heated tools, against UV rays, humidity, and free-radicals - strengthening hair + helping repair split ends + preventing colour fade. Lightly scented with white flowers.

HEAT PROTECTION + UV PROTECTION + COLOUR SAFE + HUMIDITY PROTECTION

DIRECTIONS FOR USE:

Apply the Iles Formula Finishing Serum to mid lengths and ends of wet hair as blow drying. Once dried smear a small amount over the outer finished surface. The finishing serum can be used daily on dry hair, without ever weighing the hair down.

Frizzy curly hair customers that like to let their curly hair dry naturally - we advise to use more quantity of serum. Comb through for even distribution and allow your curl to dry naturally or with a diffuser. Do not disturb the hair until dry. The curl will dry with a beautiful form and will feel soft like silk and have much less frizz.

STRENGTHEN



**ILES
FORMULA**

PARIS
NEW YORK

e 180g / NET WT 6.4 oz.

HAUTE PERFORMANCE HAIR MASK - MASQUE CHEVEUX

The ILES FORMULA haute performance MASK was developed to strengthen and nourish. Selected raw ingredients make up the most sumptuous cocktail for hair and scalp without weighing the hair down. Tucuma butter and pracaxia extracts are sourced from the Amazon, silk proteins from Japan, nut oils from Australia as well as vitamin E, panthenol and B5. For premium results apply between the ILES FORMULA shampoo to prepare the hair and scalp and the ILES FORMULA conditioner to seal in the goodness that this mask delivers.

VITAMIN INFUSED + COLOR SAFE

DIRECTIONS FOR USE:

The Iles Formula Hair Mask is best applied after the Iles Formula shampoo.

Remove excess water and apply the mask liberally throughout the mid lengths and ends of the hair, comb through for perfect distribution. The comb will deliver to the roots the good quantity of product needed. Indulge for 5 to 20 minutes. Rinse, then finish with Iles Formula conditioner.

This nourishing + strengthening hair mask can be used weekly in the case of brittle, dry and damaged hair or as a monthly hair spa for all others hair types.

VOGUE

Iles Formula, the revolutionary new hair care line by celebrity hair stylist Wendy Iles. We love it!

InStyle

Now you can use the very same shampoo and conditioner as Gigi Hadid and Alexa Chung. Vitamin E-rich products from hairstylist Wendy Iles include a shampoo, conditioner and serum Iles Formula.

Iles Formula performs on all hair types.

allure

Products Allure's Senior Beauty editors can not live without, Iles Formula.



This Iles Formula shampoo might change your life!

LINDSAY

★★★★★

After 5 weeks of sunshine, sand and seawater, my hair was totally dried out. So I couldn't wait to test the product. It's really amazing! Already after the first treatment with Iles Formula my hair was silky and shiny again, as if I came straight from the hairdressers. I would recommend this product to anyone!

RUEN

★★★★★

I love the smell and the fact that it is so lightweight, I have fine hair and it doesn't weigh my hair down. This is the first conditioner I have found that I could use every day. I love it!

LANGLE

★★★★★

I have very thick hair, and this shampoo and conditioner combination is a game changer. Excellent fragrance!

PAULINE

★★★★★

Amazing product for hair repair. I'm addicted to all formulas of this brand Iles Formula. I'm a client for life!

ROXANNE

★★★★★

I love serums and this one is light and left my hair glossy and soft. This is the best one I've found and I'm thrilled.

ROWE

★★★★★

I don't know what's its secret, this serum doesn't leave my hair greasy. I was worried in the beginning because I have an oily hair type but I was mistaken, it penetrates hair quickly and leaves it very soft without being greasy. You just need a small amount and you see immediately the result.

E WIFFEN

★★★★★

I don't ever do reviews, but this stuff is GOLD!!!! I was hesitant when I purchased this because of the price. But it only takes a pea size amount and goes so far! This stuff will last forever. It made my hair feel silky soft. Smells great too!



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PARIS
NEW YORK

€ 180g / NET WT 6.4 OZ.

HAUTE PERFORMANCE HAIR MASK - MASQUE CHEVEUX



ILES
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HAUTE PERFORMANCE SHAMPOO • CONDITIONER • FINISHING SERUM



**ILES
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1

HAUTE
PERFORMANCE

SHAMPOO

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**ILES
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2

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CONDITIONER

☞ 200ml / 6.8 fl. oz.



**ILES
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3

HAUTE
PERFORMANCE

FINISHING SERUM

☞ 200ml / 6.8 fl. oz.



**ILES
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PARIS
NEW YORK

DISCOVERY PACK

HAUTE PERFORMANCE
SHAMPOO + CONDITIONER
+ FINISHING SERUM

Instant
Repair for all hair types.

Wendy Iles

www.ilesformula.com