

MUK HAIRCARE

WHO IS MUK

MUK IS 100% AUSTRALIAN BORN AND OWNED

MUK IS 100% COMMITTED THAT OUR PRODUCTS DO WHAT THEY SAY

MUK IS 100% NOT TESTED ON ANIMALS

MUK IS 100% YOU

MUK KERATIN

MUK KERATIN SMOOTHING TREATMENT FORTE - THE MAGICAL BEFORE AND AFTER'S

MUK BLOW

NEW MATTE BLACK SERIES - THE ULTIMATE TOOL FOR DRYING AND CREATING BEAUTIFUL HAIR

MUKHAIR.COM

MUKHAIR.COM YOUR ONLINE RESOURCE FEATURING NEW LAUNCHES, PRODUCT INFORMATION AND EDITORIAL CONTENT

AHIA 2019

HARD MUK WINS BEST STYLING PRODUCT FOR MEN

EDUCATION

STARTING THE YEAR OFF RIGHT WITH MUK EDUCATION... WHAT ARE YOU WAITING FOR?

ONE: WHO IS MUK?

“There’s the old saying ‘let he who shouts the loudest be heard first’. I don’t necessarily believe that. Our philosophy has been to work quietly and diligently and with pin point accuracy and focus 100 per cent on whatever we’re doing at the time. I would hope and believe and what I know, is that the industry would see us as someone who has flown under the radar for a few years, quietly working on creating great products. Our coming of age is when we launched muk Hybrid Cream Hair Color. That probably came as a surprise for many in the industry.” says Mark Gariglio, Co-Founder of muk Haircare.

“I think what’s happened now is we’ve gone from being a casual brand, we’ve had a coming of age to where we are now considered a serious contender and a serious business proposition for a salon, and something salons do take quite seriously as a viable option when looking at a new brand or new colour,” - Janelle Reynolds, Co-Founder.

You know our products, history and ethos of the brand, but there is so much more to muk Haircare than product. During our most recent conference in January, we came together as a global team with the overall consensus from the three Co-Founders as follows: ‘In our ideal world, we would hope everyone walked away from here with a real sense of belonging and being part of a global community with a global extended family, that would be our dream. It’s just not about product with us.’

TWO: MUKHAIR.COM YOUR RESOURCE

We have been busy working behind the scenes to update mukhair.com with our most recent product launches and updating blog content to keep you up to date and inspired. What’s new? We have added Vivid muk Direct Dye and Keratin Smoothing Treatment Forte and under our Blog section, ‘Style Steps’ for each of our Inception models, created by Clive Allwright, Global Artistic Director. Get inspired to style with our wetline and electrical products.

Our media page is constantly updated, so you can see where our products have been featured in the media both locally and overseas. It’s pretty impressive so hop on some time to take a look.

Visit www.mukhair.com

muk.TM
HAIRCARE

The conference continued to go beyond product. It persisted in educating the importance of not just successful sales, but valuable, truly good sales, born from the trust, likeability and humanity that may get lost in the modern age. This human factor extends out to salons and clients, but is also vital in the connections made with the brand as well, as it grows internationally.

Scott Reynolds, Co-Founder says, “What we’re doing now is that everything from online presence to marketing, imaging and branding, the perception we want is the reality, we want everyone to know that we are one global synergistic brand. What will be happening is that the benchmark for the model will be set high in terms of how we do things and with our education and support packages, that’s the benchmark that will be adopted and rolled out to each country.”

As muk continues to make leaps from an intimate brand to an unstoppable international juggernaut, from contender to bona fide champion, its’ initial and pervasive DNA remains critical. Members of its brand family described this ethos at the conference as one that is big enough to support you but small enough to hear you, and with a mentality that, if they can’t do something right – and better – they won’t do it at all. Next time you ask ‘why Muk?’... Well, that’s why.

(Copy extracted via interview with Shannon Gaitz, Instyle Magazine)



STYLE STEPS 5. SULTRY WAVES

1. Prepare the hair with Fat Muk Volumising Shampoo & Conditioner.
2. Apply Deep muk Ultra Soft Leave In Conditioner into damp hair.
3. Apply Fat muk Volumising Blowout Mousse to damp hair liberally to the roots and mid lengths.
4. Blow-dry with muk Blow 3900-IR professional hairdryer and a smoothing brush.
5. Using the muk Curl Stick and Hot muk 6 in 1 Working Spray as a foundation, loosely create soft waves into the mid lengths.
6. Apply Hot muk 6 in 1 Working Spray to lightly hold the style.

THREE: *INTRODUCING THE NEW MUK BLOW 3900-IR MATTE BLACK SERIES*

muk Haircare have set the benchmark in the professional hairdryer market with the launch of the muk Blow 3900 IR 2300 Watt Professional Hair Dryer in matte black.

The ultimate tool for drying and creating beautiful hair, the muk Blow 3900 IR utilises revolutionary infrared lights imbedded in the dryer's barrel to infuse a gentle heat deep inside the hair shaft. The end result is hair dries gently and quickly, whilst at the same time infusing hair with amazing shine, moisture balance and protection from thermal damage.

Following on from the success of the rose gold launch, the new matte black body is enhanced with black metallic finishes and nozzle. **RRP \$179.95**

Available now!

Talk to your sales representative for further information



FOUR: *HARD MUK STYLING MUD WINS BEST MEN'S STYLING PRODUCT AT THE 2019 AHIA AWARDS.*

When the co-founders of muk Haircare decided to launch the brand with just one product in 2006 – Hard muk Styling Mud – never in their wildest dreams did they envisage the product winning awards 13 years later! One of the best-selling styling muds in the market today, Hard muk Styling Mud recently won BEST MEN'S STYLING PRODUCT at the AHIA Awards 2019. This is the 5th award the product has won since it launched.

What makes it so popular? It does what it says. Hard muk Styling Mud is the ideal product to create enduring texture, resilient definition and a matte texture for truly 'hard' styles. It is the ultimate styling product for men that like their hair a little rough, with brutal hold.

If you want to know more about this product talk to your sales representative or call us on 1300 768 264

WINNER

AHIA

2018 AUSTRALIAN HAIR INDUSTRY AWARDS

muk.TM
HAIRCARE



FIVE: KERATIN SMOOTHING TREATMENT FORTE THE MAGICAL BEFORE AND AFTER'S

The new Keratin Smoothing Treatment Forte is now available and hairdressers are experiencing amazing results. The 100% formaldehyde free smoothing system smooths hair from the inside out providing maximum curl reduction, frizz free, shiny hair, resistant to humidity.

We are loving seeing the end results, especially this outstanding transformation by Lizzie Liros.

Haven't seen it yet? Interested to know more? Call your Sales Representative or muk Haircare on 1300 768 264.



MUK KERATIN SMOOTHING TREATMENT FORTE IS HERE...



SIX: MUK EDUCATION UPDATE

Our Education Experts have started the year off with sold out look and learn seminars and workshops. Brent Bennett set the benchmark with his innovative and informative sessions, Colouring Outside the Lines. Sharing his key skills, techniques and expertise with muk Hybrid Cream Hair Color, Brent expanded the colour horizons of attendees and pushed their creative boundaries. Here is what they had to say:

Brent was great, loved everything he had to offer. The session was done very well and I'd definitely recommend it. **Emily Pearce – Davison Hair**

I learnt a lot around techniques and also feel alot more confident about creatively mixing and playing with different colours and formulas. The session was very engaging, as well as entertaining. **10/10 Jess Morris – Paper Rokk**

Clive Allwright, Global Artistic Director, has started his tour of Specialist Long Hair + Short Hair Cutting Workshops. A master with the scissors and styling, Clive is arming students with the confidence and techniques to master precision cutting techniques which can be implemented in salon with their clientele.

Clive is an amazing educator. His classes are always so much fun and inspiring with so many tips, tricks and techniques to take straight back to the salon floor. **Christie Lo Giudice**

I've been in the industry for a number of years and cutting was not my strength however after attending Clive's workshop I am now confident to use my new skills in my salon. **Natalie Axiotis Bridal**

Talk to your sales representative or technician about upcoming education with Lizzie Liros and Razor Dolls.

