

HAIR
TO *go*

YOUR UNIVERSE. YOUR SHAPES. YOUR LIFE

L
LENDAN

New design... new products.
For your new lifestyle

CHANGING TOGETHER

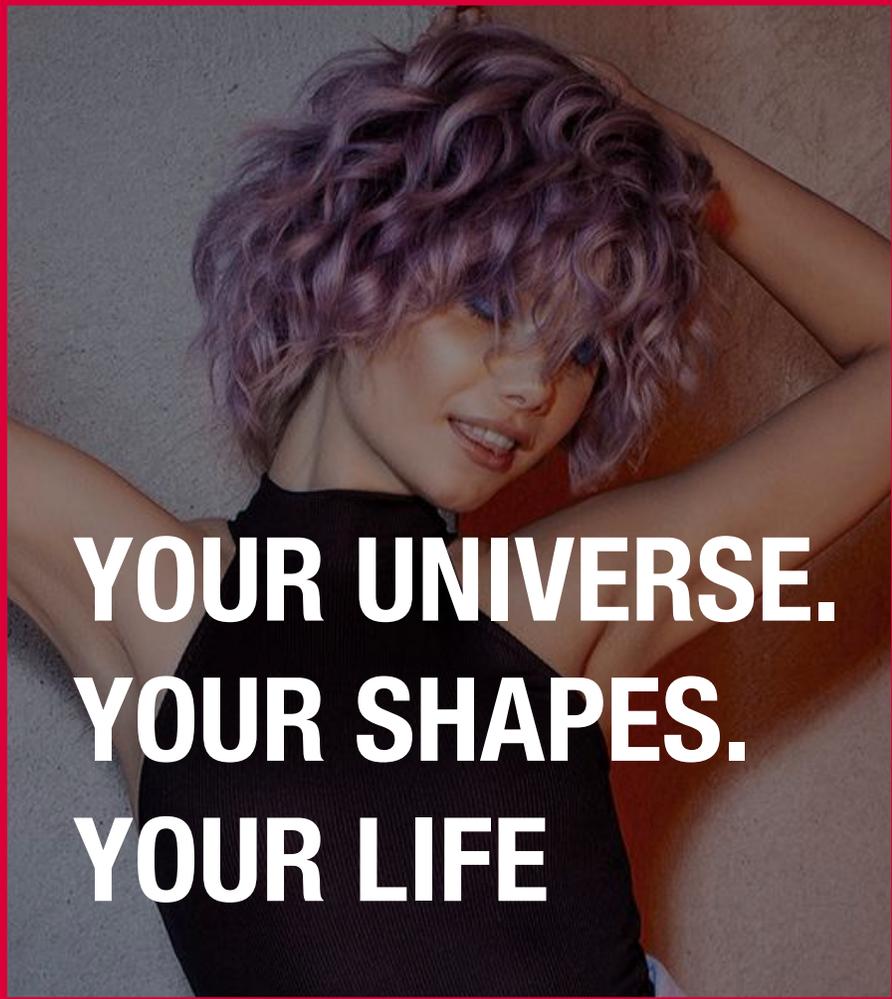
The world changes very fast. Everything around us is in constant evolution. We live in the era of the data revolution which has shaped the way we live.

Your style changes and the way you style your hair does too.

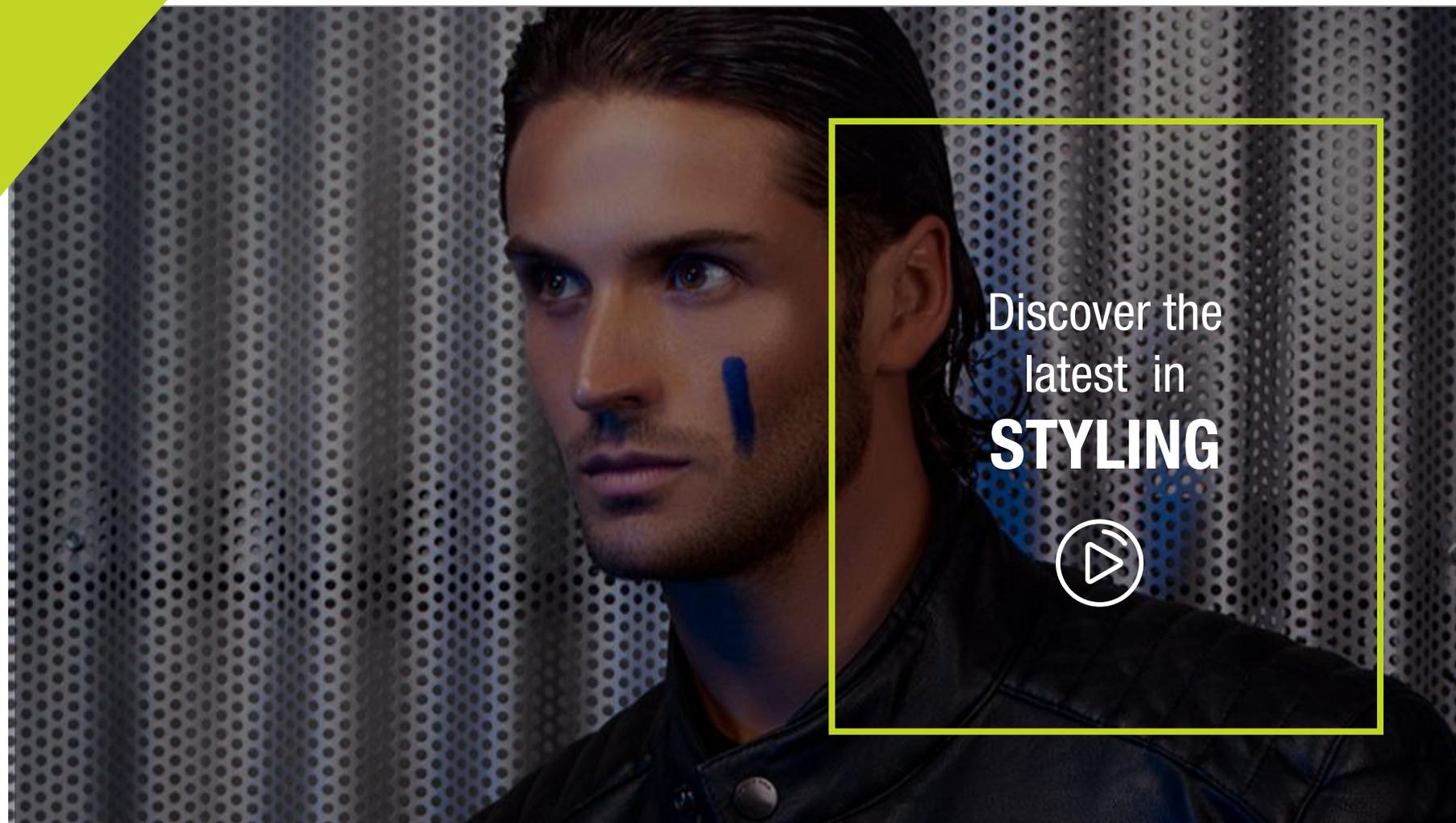
With **Hair to Go** we're changing with you to make sure you have the products that adapt to your universe, shapes and life.

Whatever you're like and however you wear your hair, you'll always have a **Hair to Go** product ready to give you **everything you expect** to meet your **daily hairstyling needs**.

VOLUME • STRAIGHT • CURLS • TEXTURES • HOLD • SHINE



**YOUR UNIVERSE.
YOUR SHAPES.
YOUR LIFE**



Discover the
latest in
STYLING



<https://youtu.be/RMkrS3egeH4>

R + D IMPROVEMENTS

Created for and by stylists

New products and design

We've analyzed your needs to create a complete range that adapts to what you want. Don't worry! Your favorites are still there, with the same formula, just with an updated look.

Hair care

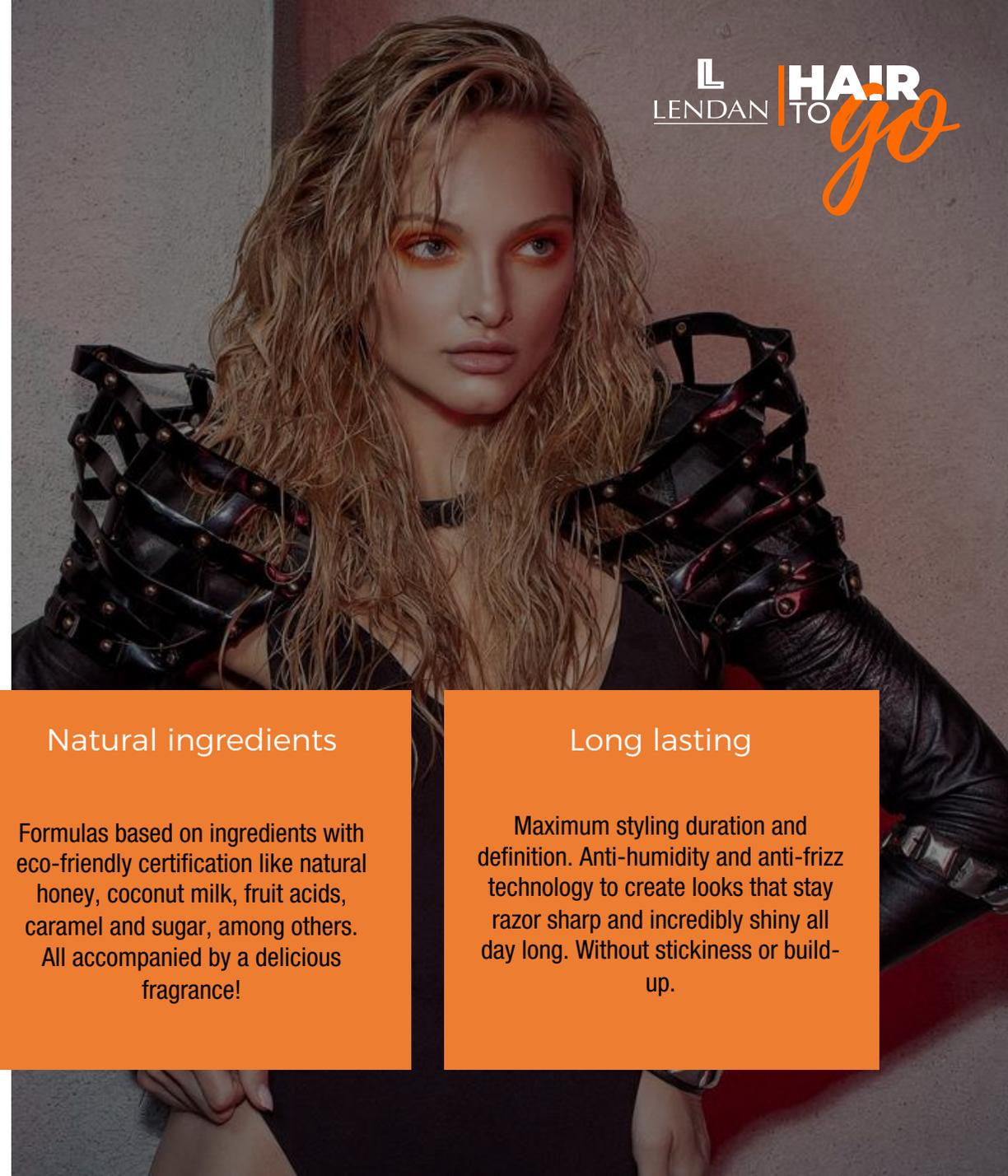
Our research and development department is constantly searching for the latest in hair care technology so it can be incorporated into our formulas. We give you *Hair Cover* technology with sun filter and high-efficiency heat protection.

Natural ingredients

Formulas based on ingredients with eco-friendly certification like natural honey, coconut milk, fruit acids, caramel and sugar, among others. All accompanied by a delicious fragrance!

Long lasting

Maximum styling duration and definition. Anti-humidity and anti-frizz technology to create looks that stay razor sharp and incredibly shiny all day long. Without stickiness or build-up.



VOLUME

Extraordinary volume with movement and protection

PRODUCTS

U Rock • Sugar Spray • Refresh N Reset

BENEFITS

Long-lasting • Shine and movement • Sun filter • Heat defense

Instant cleaning and volume

UV FILTER – 0% ALUMINUM & ALCOHOL



Ref. LHTCSEC
200 ml.

Beach Wave 

LENDAN | HAIR TO go

• Refresh 'n Reset •

Anti-pollution dry shampoo

Dry shampoo that absorbs any build-up of excess oils, contaminants and residues thanks to tapioca powder (obtained from yucca), which can be easily brushed out. Formulated with lime extract which hydrates hair and enhances shine. With sun filter. Revolutionary formula containing no alcohol which is generally the main component of dry shampoos. This prevents drying out of skin and hair. Be surprised by the absorbing and regulating action of this new dry wash system!

How to use

Shake well before use and spray from a distance of around 8 inches (20cm). Don't use water. Work the product in with your fingers then wait two minutes for the product to absorb any oils before brushing through.

Recommendations

If you have oily hair, use this product like a primer, before your styling routine, to prolong the results thanks to its regulatory effect. Ideal for keeping bangs in perfect shape for 24 hours. Gives added volume to fine hair.

Hair shaping that doesn't weigh hair down

LONG-LASTING – SMOOTH TOUCH



Ref. LHTROCK
300 ml.

Kiwi - Melon 

LENDAN | HAIR TO GO

• u Rock •

Flexible volume mousse

Flexible styling mousse with long-lasting memory effect, body and extreme softness. Create flexible shapes and styles, with volume and natural shine. Controls frizz and provides highly effective heat protection.

How to use

Shake the product before use.
With the nozzle facing down, squirt the mousse into your hand. Style and shape with your fingers to make sure the product is distributed evenly then dry as desired.

Recommendations

For added volume, apply the mousse close to the roots and less on lengths and ends. Tip your head upside-down and blow dry. Apply small amounts to specific areas of dry hair to define and shape the zone and boost volume.

Natural, laid-back bouncy waves

FRUIT JUICE – ANTI-FRIZZ



Ref. LHTSPRIZ
200 ml.

Beach Wave 

LENDAN | HAIR TO go

• Sugar Spray •

Texturizing spray

Sugar spray, with caramel and fruit acids to give waves a boost. Innovative formula with ingredients and setting agents of natural origin. Reduces frizz, protects from humidity and gives hair shape and shine.

Contains **sun filter**. Doesn't contain salt and won't dry hair out.

How to use

Apply to damp or dry hair.
Leave to dry naturally or use
a diffuser.

Recommendations

For natural results, use on damp
hair. For a more striking result
use on dry hair.

Activate your hairstyle's
memory. Restore styling shape
with a few short bursts the
following morning.

STRAIGHT

**Long-lasting and protected
straight effects**

PRODUCTS

Liss Keeper

BENEFITS

**Long-lasting • Heat protection
250°C/482°F • Anti-humidity
Anti-frizz • Hair Cover technology**

Long-lasting and protected straight effect

HAIR COVER SYSTEM – COCONUT MILK



Ref. LHTSPLIS
200 ml.

Coconut Milk 

LENDAN | HAIR TO go

• Liss Keeper •

Straight hair spray

Spray that keeps straight **hair looking that way for longer**. Doesn't weigh hair down and boosts shine and nourishment. Formulated with coconut milk and incorporating Hair Cover technology, which preserves and protects hair's health. Resists temperatures of up to 250°C/482°F for a **straight result with less reliance** on a styling iron. With sun filter for hair color protection. **Anti-frizz effect**, protection from humidity and split ends.

Key ingredients

Hair Cover System: innovative system developed by our laboratories that **protects hair from the extreme heat** of irons and hair dryers (up to 250°C/482°F) and **protects color and shine. It also reduces salon drying time** by allowing the moisture to evaporate so controlling the hair's inner temperature.

Sun filter: helps prevent the harmful effects of UV rays.

Coconut milk: intense nutrition without sticky build-up.

How to use

Spray onto the hair and comb through from root to ends then blow dry and/or use a flat iron to finish.

CURL

Bouncy and cared-for curls

PRODUCTS

Curl Up

BENEFITS

Elasticity • Anti-humidity

Long-lasting • Maximum hair care

Activates curls and controls humidity

UV FILTER – ROYAL JELLY



Ref. LHTRIZ
150 ml.

Sweet Honey

LENDAN | HAIR TO go

• Curl Up •

Natural, conditioned and bouncy curls

Cremigel amplifies **natural curls** and keeps them **hydrated, soft and elastic all day long**. Contains eco-friendly certified honey and royal jelly for maximum hair care.

Controls humidity and frizz. With sun filter for heat defense.

How to use

Apply a small amount onto (preferably) damp hair. Leave to dry naturally or use a diffuser for greater curl definition.

Recommendations

Ideal for chemically treated or badly damaged hair (e.g. after long periods of sun exposure like vacation periods) thanks to the incorporation of eco-friendly certified honey and royal jelly. Styling that offers genuine hair care.

TEXTURES

Long-lasting hold for no limits styling

PRODUCTS

Citrus Wax • Boomerang

BENEFITS

**Ingredients of natural origin
Long lasting • Made-to-measure styling hold**

High hold flexible styling

ORGANIC ORANGE - ANTIPOLLUTION



Ref. LHTSPCERA
200 ml.

Fresh Lemon

LENDAN | HAIR TO GO

• Citrus Wax •

Liquid wax spray

A cutting-edge concept; a **liquid wax**. Texturizes and offers flexible and long-lasting styling hold. Formula containing **100% natural orange concentrate** for a nourishing, protecting and antioxidant boost. Combats environmental stress. Soluble and easy to remove with no sticky build-up. Shine finish.

How to use

Spray onto hair and use your hands and a dryer to create the desired shape.

Damp hair with a little water to reactivate. Can also be used on damp hair.

Recommendations

The way this wax dries allows you to shape hair the way you want with a natural finish. Use with a dryer when you want to set the wax in a specific position to create directional style and volume, ideal for medium to long hair.

Create the unruliest finishes

LONG LASTING – STRONG HOLD



Ref. LHTBOOM
100 ml.



• Boomerang •

Fibrous pomade

Strong hold, long-lasting fibrous pomade **to define and accentuate** hairstyling shapes. Matte finish.

Directs, texturizes and adds a touch of fantasy to your hairstyle.

How to use

Take a small amount of the product, rub between your hands and smooth over your hair. Use your hands to give shape and definition to your creative styling ideas.

Recommendations

Work the fibrous pomade between your hands to warm it and make application easier.

HOLD

Definition for the most creative styles

PRODUCTS

**Chic Fix • Fix 'N Move • Twister
Nature Fix • Superglue**

BENEFITS

**Particle micro-diffusion
Heat defense • No build-up**

Creative hairstyling expression

ELASTIC HOLD – FAST DRY



Fix 'n Move
super hold flexible hairspray
fija de alta fijación flexible
CONT. 341 g NET WT. 12.0 OZ.

LENDAN

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Ref. LHTFIX650 / LHTFIX75
650 ml. / 1000 ml.

Wooden atmosphere 

LENDAN | HAIR TO go

• Fix 'n Move •

Flexible hairspray

Flexible and long-lasting progressive hold hairspray.
With particle micro-diffusion system for even application.

Can be brushed out without leaving residues.

How to use

Apply after styling or use to create the desired shape and movement. Spray from around 30cm (12 in) away. Can be removed by brushing.

Recommendations

Apply to roots to volumize fine hair without losing natural feel and movement. Ideal for daily use. Reapply freely with no residue build-up and progressive hold.

Defined styles and elaborate updos

NO RESIDUE – 3D RESIN STRUCTURE



Ref. LHTCHIC / LHTCHIC1000
650 ml. / 1000 ml.

Wooden atmosphere 

LENDAN | HAIR TO go

• Chic Fix •

Extra-strong hairspray

Extreme hold long-lasting hairspray. With micro-diffusion system for even distribution.

Can be brushed out without leaving any build-up.

How to use

Apply after styling or use to create the desired shape and movement. Spray from around 30cm (12 in) away. Can be removed by brushing.

Recommendations

Defy gravity and build hairstyles that require fast-drying strong hold without stickiness. Ideal for dominating thick or rebellious hair.

Aerosol-free hold with exceptional shine

STRONG HOLD – UV FILTER



Ref. LHTLAC300
300 ml.

Wooden atmosphere 

L | **HAIR**
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• Nature Fix •

Aerosol-free hairspray

Anti-humidity aerosol-free hairspray. Maximum styling definition, duration and naturally shiny results.

With sun protection filter.

How to use

Apply from a distance of
around 30cm (12 in).
Reshape before the product
takes effect.

Recommendations

The perfect ally for finishing off
the most complex and intricate
styles. Don't let even one hair
get away! Maximum long-lasting
hold that can stand up to even
the most extreme conditions.

Give your hair the “rizzi” shape

STRONG HOLD - ENERGIZER



Ref. LHTTWIS
300 ml.

Piña colada 

LENDAN | HAIR
TO GO

• Twister •

Extra-strong mousse

Extreme hold long-lasting styling mousse.

Energy and scope from the root. The perfect definition for textured and curly hair

How to use

Shake the product well before use. With the nozzle facing down squirt the mousse into the palm of your hand. Comb or use your fingers to design your style and make sure the mousse is evenly distributed. Follow up with your preferred drying technique.

Recommendations

If you're looking for maximum curl definition then we recommend separating hair into small sections, rolling them up and leaving them to dry naturally.

Design, sculpt and fix the most casual styles

NO LIMITS – STRONG HOLD



Ref. LHTSUPER
150 ml.



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• Superglue •

Extra-hard styling gel

Instant effect styling gel. Extra-strong, flexible and long-lasting styling hold. Defines and accentuates structures, separates or blends sections, controls opposing directions.

Perfect for short to medium hair.

How to use

Place a small amount of the product in the palm of your hand. Spread evenly over dry or damp hair depending on the desired finish or form.

Recommendations

It's a mistake to apply the gel only on the ends because it gives hair an unfinished or irregular appearance. Rub the product between your hands then apply from root to ends for more uniform results.

SHINE

Instant flash effect

PRODUCTS

Polish

BENEFITS

**Instant shine • Long-lasting
Accentuates color • Seals and protects**

The finishing touch to styling creativity

FLASH EFFECT – COLOR ENHANCE



Ref. LHTPOL
210 ml.

Tiramisu 

LENDAN | HAIR TO go

• Polish •

Shine spray

Finishing spray for instantaneous spectacular shine. Long-lasting. Seals the cuticle and protects from the atmosphere.

Emphasizes color tone and reflects.

How to use

Spray onto dry hair from around 20 cm (8 in) away. Spray in a circular motion paying special attention to damaged and dull areas.

Recommendations

Use on any hairstyle for a finishing touch of spectacular shine. You use filters on your photos to make them look better so why not give your hairstyles the same star treatment. Ideal to seal and finalize any salon treatment.

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TO go

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COMING SOON...

Carbon Full Force • Up Wax • 3 in 1 • Warrior Defense • Dust 'N Rock

MERCHANDISING

Hair to Go Universe

POSTER 50x70 HTG ESP / ENG

HAIR TO GO BODEGÓN - LM25

HAIR TO GO CHICA – LM26

HAIR TO GO MEN – LM27



DESKTOP POSTER A5 HTG
ESP / ENG

LM22



CATALOGUE HAIR TO GO

LM28

KIT PROMOCIONAL

13307



HTG BAG

LM21



MERCHANDISING

Visual Product

1. Curl Up + Citrus Wax + Boomerang
2. U Rock + Sugar Spray
3. Twister + Polish + Refresh 'n Reset + Liss Keeper
4. Superglue + Nature Fix
5. Fix 'n Move + Chic Fix

RECOMMENDED
POSITION

L LENDAN | HAIR TO *go*



x3

units deep

HAIR
TO *go*

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