

Hair

natural look
AUSTRALIA
TM

The logo graphic consists of two thick, white, wavy lines that curve upwards from left to right, positioned below the text 'AUSTRALIA'.



NATURAL LOOK BEAUTY

- Body Treatments
- Professional & Self-Tanning
- Waxing
- Pre & Post Hair Removal
- Pedicure
- Manicure
- Skin Care
- Paraffin Treatments
- Ear Piercing

NATURAL LOOK HAIR

- Cleanse, Condition & Care
- Treatments
- Interval Colour Refreshments
- Professional Colour
- Styling
- Hair Extensions Care
- Anti-Lice
- Earth Friendly Hair Tools
- Professional Support



NATURAL LOOK AUSTRALIA

Hair & Beauty Care

Natural Look Australia is Artav Australia's most influential brand and represents the best of our mission: to deliver the purest, high quality standard products, to be environmentally safe and cruelty free, at competitive prices, globally.

Natural Look Australia's passion and dedication is to create ranges with naturally derived bases that deliver quality beauty and hair care solutions along with the best service and support for salons, clients and businesses. This process includes a global network of distributors based over 20 countries worldwide.

Artav Australia's story started in Adelaide, Australia, in the 1950s.

Started in the 1950s by qualified hairdresser and beautician Arturo Taverna with a salon in the city of Adelaide - developing into a group of 30 salons throughout South Australia - Artav Australia is now firmly established as a respected manufacturer and supplier of professional hair care and beauty products developed to a consistently high standard, following a natural approach and a strong sustainability commitment.

NATURAL LOOK ETHOS



Natural Look has a proud history of being a South Australian owned and operated company, bringing with them over 60 years of industry knowledge and experience in hair care and beauty treatments.

Started in the early 1950s by qualified hairdresser and beautician Arturo Taverna with market-leading salons in the city of Adelaide, Australia, the business has grown to what it is today and is still family owned and run.



Natural Look products are made with natural, organic plant-based ingredients without the use of Parabens or Sodium Lauryl Sulphate (SLS) and they are formulated using only the finest ingredients including Pro-Vitamins, Quality Herbal Extracts and Essential Oils, making them not only a sheer pleasure to use but also sure to give results that will delight.



Natural Look believes that all life is precious. That's why we are against any form of animal testing and all Natural Look products are totally cruelty free, because innocent animals should never pay the price for our beauty and feeling good.

Natural Look do not use any animal derived ingredients in the manufacture of its products. The complete range is proudly cruelty free and vegan friendly.



Natural Look Australia is committed to reducing our impact on the environment. In 2020 we initiated a Clean Energy Project, installing a 200kW Solar System, powering through 4 Invertors.

Natural Look premises now proudly houses 600 Solar Panels to capitalize on the greatest, most sustainable energy resource on the planet, sunlight, providing the company with between 50-80% of its daily consumption of energy from renewable clean sources, greatly reducing our carbon footprint and in turn our overall impact on the environment.

HAIRFOOD[®]

CLEANSE • CONDITION • CARE

Having beautiful and healthy hair is a lot easier than you would think.

Dry or oily, straight or frizzy, coloured or natural: each hair type deserves its own range of the finest professional products. Natural Look Hair Food is a complete hair care range formulated with natural ingredients to deliver superb results whilst cleansing, conditioning, protecting and styling any hair type, in the salon or at home.

- **Restores Hair Moisture Instantly**
- **Provides Lasting Style Support**
- **Ongoing Protection Against Harmful Effects of Chemical Treatments, Thermal Styling & Environmental Pressures**
- **Australian Made & Owned**



FOR DAMAGED HAIR

INTENSIVE[®]

DAMAGED HAIR THERAPY

- **Fortifying Shampoo** 60mL, 375mL, 1L, 5L
- **Silk-Enriched Conditioner** 60mL, 300mL, 1L, 5L
- **Reconstructive Treatment** 25mL, 60mL, 200mL, 1L, 5L
- **Pro-Vitamin Leave-in Treatment** 250mL
- **Intensive Hair Sheen Enhancement** 175g
- **Balsam 2.5 Finishing Rinse** 375mL, 1L, 5L
- **Concentrated Treatment** 12 x 10mL vials



Discover More



PANTHENOL



Cleanse, Condition & Care

FOR DRY HAIR

OASIS[®]

MOISTURE THERAPY



Discover More

- **Moisturising Shampoo** 375mL, 1L, 5L
- **Boost Hydrating Shampoo** 375mL, 1L, 5L
- **Moisturising Conditioner** 300mL, 1L, 5L
- **pH Hair Moisturising Cream** 200mL, 500mL



WITH
AVOCADO
OIL



FOR FRIZZY HAIR

ANTI-FRIZZ[®]

FRIZZ MAINTENANCE PROGRAM

- **Anti-Frizz Shampoo** 300mL, 1L
- **Anti-Frizz Conditioner** 300mL, 1L
- **Anti-Frizz Reconstructive Mask** 25mL, 400mL, 1L



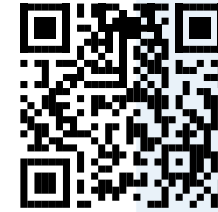
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FOR HAIR LOSS / DANDRUFF / SEBUM CONTROL

PURIFY[®]

HAIR & SCALP THERAPY

- Clarifying Shampoo 375mL, 1L
- Anti-Dandruff Shampoo 375mL, 1L
- Hair & Scalp Conditioner 300mL, 1L
- Hair & Scalp Tonic Treatment 250mL
- Anti-Hair Loss Shampoo 250mL, 500mL
- Exfoliating Scalp Scrub 125mL
- Anti-Dandruff Conc. Treatment 12 x 10mL vials
- Anti-Hair Loss Conc. Treatment 12 x 10mL vials



Discover More



Cleanse, Condition & Care

FOR COLOURED HAIR

COLOURANCE®

SHINE ENHANCING

- Shine Enhancing Shampoo 375mL, 1L, 5L
- Shine Enhancing Conditioner 300mL, 1L, 5L
- Shine Enhancing Mask Spray Treatment 250mL



Discover the Full Range

COLOUR ENHANCING SHAMPOO RANGE - 250mL

Prevent colour fade, free from SLS, Ammonia or Peroxide



FOR CURLY HAIR

CURLY BOOST®

WAVY, CURLY, COILY HAIR

- Hydrating Shampoo 375mL, 1L
- Hydrating Conditioner 300mL, 1L
- Hyaluronic Curl Activator 250mL



Discover More



FOR DAILY USE

DAILY[®]

HERBAL EXTRACTS



Discover More

- Daily Herbal Shampoo 375mL, 1L, 5L
- Daily Herbal Conditioner 300mL, 1L, 5L

DRY SHAMPOO

- Waterless Cleanser 175g

FOR FINE HAIR

EXPAND[®]

INCREASED VOLUME



Discover More

- Volumizing Shampoo 375mL, 1L
- Volumizing Conditioner 300mL, 1L
- Volumizing Leave-in Treatment 250mL



Cleanse, Condition & Care

ICE BLONDE

SILVER SCREEN

Keep your ice blonde brighter longer.

Ice Blonde Silver Screen is the ultimate Anti-Yellow haircare range designed to refresh and maintain that perfect blonde look, eliminating brassiness in both natural and colour-treated blonde hair.

Ice Blonde is enhanced with concentrated Violet/Blue pigments that help to neutralise and counteract yellow undertones, brightening blonde hair and adding tone to grey/white hair.

The complete Ice Blonde range is powered by **Iceplex Bond Builder Technology**®, Natural Look's blend of five multi-functional, scientifically-proven ingredients that allow for a deeper penetration into the hair; working in conjunction to intensely hydrate, smooth and promote stronger, healthier hair.



**COSMOS
APPROVED**

Iceplex Bond Builder Technology® is Ecocert and COSMOS compliant



ICE BLONDE RANGE

- Ice Blonde Anti-Yellow Shampoo 375mL, 1L
- Ice Blonde Anti-Yellow Conditioner 300mL, 1L
- Ice Blonde Anti-Yellow Detangler 250mL
- Ice Blonde Anti-Yellow Toning Mousse 250g
- Ice Blonde Anti-Yellow Smooth Ends 150mL
- Ice Blonde Anti-Yellow Repair Serum 120mL



Discover More



Anti-Yellow

LUMINART™

PROFESSIONAL COLOUR CREAM

Brilliant colour cream developed with a passion for a purpose. Proudly Australian owned and developed.

LuminArt Permanent Colouring System

is formulated using unique Micro Pigment Technology (MPT), which allows for maximum colour pigment absorption by the hair without altering its structure.

LuminArt Ammonia Free Colouring System

is ecologically formulated using a unique illuminating cream with protective and conditioning ingredients to create long lasting colour while also maintaining and building healthy strong hair.

The extensive palette of LuminArt colours include 102 traditionally formulated and 48 ecologically formulated, long lasting fade resistant colours.



LUMINART RANGE

- LuminArt Colour Creams 100mL
- LuminArt Violet Powder Lightener 500g
- LuminArt Blue Powder Lightener 500g
- LuminArt White Powder Lightener 500g
- LuminArt Lightening Cream Super Lift 250g
- LuminArt Oxidising Cream 950mL (5, 10, 15, 20, 30, 40vol)

LuminArt Professional Colour Cream offers the Pure Indulgence Chocolate Collection and the Cool Collection - Ash, Pearl Blonde & High Lift.

ACCESSORIES

- LuminArt Mixing Bowl
- LuminArt Mixing Brush
- LuminArt Mini Applicator Brush
- LuminArt Colour Shaker
- LuminArt Apron & Client Gown
- LuminArt Digital Timer
- LuminArt Tube Key
- LuminArt Balayage Board
- LuminArt Measuring Cup
- LuminArt Rubber Spray Bottle
- LuminArt Crocodile Sectioning Clips
- LuminArt Professional Hair Foil
- LuminArt Carbon Comb
- LuminArt Digital Scale



Discover More



Professional Colour

COLOUR★ART™

MAXIMUM COLOUR LIFE

Lock your professional colour in for brilliant, long-lasting results.

Are you looking for the best treatment for your coloured hair? Natural Look's ColourArt range contains the highest quality natural ingredients to keep your hair radiant and healthy.

The ColourArt range is specially designed with biodegradable formulas and naturally derived ingredients - including Papaya Extract, Coconut Oil and Kakadu Plum- to help maintain the vibrancy of your professional colour and reduce colour fade caused by the sun, thermal styling and environmental influences, keeping your hair beautiful for longer.

- **Australian Blend 5 Natives***
- **Biodegradable Formulas**
- **High Performance**
- **Suitable For Natural, Colour Treated or Highlighted Hair**
- **Vegan Friendly & Cruelty Free**
- **Free From SLS, Paraben & Petrochemicals**
- **Australian Made & Owned**



COLOURART RANGE

- Colour Lock Shampoo 60mL, 375mL, 1L
- Colour Lock Conditioner 60mL, 300mL, 1L
- Colour Lock Detangler 250mL
- Colour Sealer Ends Therapy - Thermal Protectant 125mL
- Colour Lock Kakadu Oil Treatment 120mL
- Colour Lock Shine Spritz 125mL
- Colour Lock Deep Mask 20mL, 60mL, 400mL, 1L



Discover More

Colour Protection

*AUSTRALIAN BLEND 5 NATIVES

*Australian Blends Natives is Natural Look's exclusive selection of our five favourite vitamin rich and antioxidant Australian Native Ingredients: Quandong, Kakadu Plum, Desert Lime, Lilly Pilly & Wattleseed.



STYLEART™

AUSTRALIAN PROFESSIONAL HAIR STYLING

Natural Look Styleart is an Australian Owned Professional Styling brand with a strong product performance focus and an exquisite minimalistic design. Designed to complement the Australian spirit, the entire range is Cruelty Free and Vegan, infused with high-quality natural ingredients to nourish the hair without build up.

The collection offers a variety of hold factors for workable styling, designed for matte, natural or high-shine finishes. Whether you want to add volume, enhance your curls, reduce frizz or increase shine, we have a product that will work for you.

- **Powerful product performance supported by 60 years of industry experience**
- **An extensive range of products formulated to suit each hair goal**
- **Sustainable packaging made from up to 50% PCR content (Post Consumer Recycled Materials)**
- **Manufactured using up to 80% solar energy**



STYLEART RANGE

- Gel Wax 100g **STRONG HOLD | 07**
- Pomade 90g **STRONG HOLD | 07**
- Fibre Cream 100g **SUPERHOLD | 09**
- Matte Mud 100g **EXTREME HOLD | 10**
- Defining Cream 150g **MEDIUM HOLD | 06**
- Extreme Hold Matte Gel 150g, 500g **EXTREME HOLD | 10**
- Freeze Frame Superhold Gel 200g, 500g **SUPERHOLD | 09**
- Flexible Hold Nourishing Mousse 250g **FLEXIBLE HOLD | 05**
- Super Hold Volumising Mousse 250g **SUPERHOLD | 09**
- Super Hold Hair Lacquer 100g, 400g **EXTREME HOLD | 10**
- Flexible Hold Hairspray 100g, 400g **FLEXIBLE HOLD | 05**
- Body Booster 250mL **STRONG HOLD | 07**
- Finishing Spray 250mL **EXTREME HOLD | 10**
- Thermal Protect 250mL **FLEXIBLE HOLD | 05**
- Surf Spray 250mL **FLEXIBLE HOLD | 04**
- Curl Enhancer 200mL **FLEXIBLE HOLD | 04**
- Straight Hero 150mL **FLEXIBLE HOLD | 03**
- Thickening Matte Foam 150g **STRONG HOLD | 07**
- Sculpting Lotion 250mL **STRONG HOLD | 08**
- Dry Shampoo 175g **FLEXIBLE HOLD | 04**
- Hair Sheen 175g **WEIGHTLESS | 01**
- Dust Powder 10g **FLEXIBLE HOLD | 05**



Discover the Full Range

Styling



STATIC FREE™

FRIZZ MAINTENANCE PROGRAM

No more broken ends or frizzy bits.

Combining natural oils, active botanical extracts and wheat amino acids, static free nourishes the hair shaft from the inside and envelops it to repel frizz-without weight or greasiness.

Enriched with Jojoba Oil, an excellent moisturiser that improves the hair texture and appearance, conditioning the hair follicles and protecting them against further damage.

- **Anti-Frizz Haircare and Styling Range**
- **SLS Free & Paraben Free**
- **Plant Based Ingredients**
- **Environmentally Responsible**
- **Cruelty Free**
- **Vegan Friendly**



STATIC FREE RANGE

- Anti-Frizz Shampoo 300mL, 1L
- Anti-Frizz Conditioner 300mL, 1L
- Anti-Frizz Reconstructive Mask 25mL, 400mL, 1L
- Smooth Operator Repairs and Seals Split Ends 60mL, 150mL, 500mL
- Hi-Fi Anti Static Revitalising Cream 250g
- Broadcast Shine Spritz 125mL
- DJ Shine Serum 50mL
- Unplugged Argan Oil 120mL

ACCESSORIES

- Brushes 25mm, 35mm, 45mm



Discover More

Anti-Frizz Styling



Complete care for all hair extensions.

X-Ten is designed by hair extension experts in conjunction with Artav Laboratories for the care of all hair extensions, extending their life whilst volumising and moisturising the natural 'host' hair.

- **SLS, Paraben & Mineral Oil Free**
- **For natural or synthetic hair extensions**
- **Extra gentle for use on keratin bonds, clip on, beads and tape joins**
- **Designed by hair extension experts**
- **Cruelty Free & Vegan Friendly**



X-TEN RANGE

- Silky•Lite Shampoo 375mL, 1L
- Silky•Lite Conditioner 300mL, 1L
- Silky•Lite Reconstructor Thermal Protectant 250mL
- Silky•Lite Shine Enhancement 100mL
- Silky•Lite Split Ends Polishing Milk 150mL
- Dissolve Liquid Bond Remover 125mL

COMPLETE CARE REGIMEN PACK

For All Hair Extensions

- Silky-Lite Shampoo 375mL
- Silky-Lite Conditioner 300mL
- Silky-Lite Split Ends Polishing Milk 150mL
- Tangle-Free Hair Extension Loop Brush



Discover More



Extension Care



PYRETHRUM CARE REGIMEN

Stop head lice and nits, gently and effectively.

Lice is the last thing you need your children to bring home with them. Protect your family against seasonal head lice outbreaks.

Natural Look Anti Lice makes controlling and preventing head lice and their nits simple.

- **Prevention and control of head lice and nits**
- **Contains Pyrethrum & Natural Oils**
- **Sulphate Free**



ANTI LICE RANGE

- Maintenance Shampoo 250mL
- Protection Conditioner 250mL
- Removal Lice Oil 100mL
- Lice and Nit Aerosol Spray 175mL
- Disinfectable Lice Removal Comb

REMOVAL PACK

- Removal Lice Oil 50mL
- Disinfectable Lice Removal Comb

MAINTENANCE PACK

- Maintenance Shampoo 250mL
- Protection Conditioner 250mL
- Detangling Comb

PYRETHRUM CARE REGIMEN PACK

- Maintenance Shampoo 250mL
- Protection Conditioner 250mL
- Removal Lice Oil 50mL
- Disinfectable Lice Removal Comb



Discover More

Anti Lice





ear piercing system

**"The world's leading Professional Ear Piercing System
as used in over 60 countries worldwide"**

Caflon ear piercing system's offer safe & easy quality ear piercing solutions.

CAFLON

blu

The Spring Loaded system with disposable cartridges offers a safe and accurate operating method.

- **Sterilised & Health Authority Approved**
- **Nickel Compliant & Hypo-Allergenic**
- **Sterilised, Safe & Easy to Use**

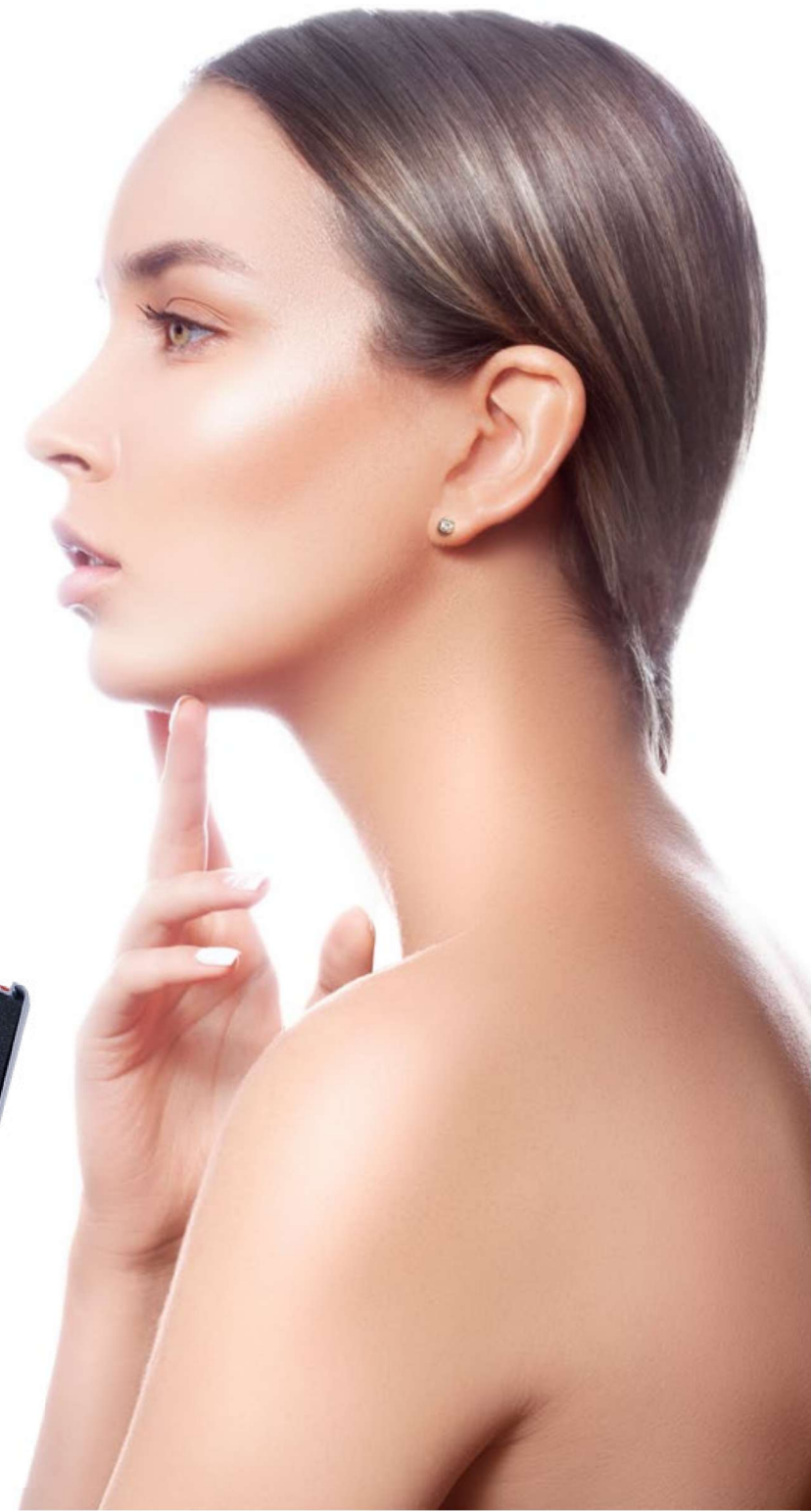
CAFLON

SafeTec®

Sterile Encapsulated Ear Piercing System

The single use encapsulated cartridge, Squeeze-Through system, offers a gentle, quiet and accurate, smooth operating method.

- **Single Use**
- **Encapsulated Disposable Cartridge**
- **Sterilised, Safe & Easy to Use**



- **PROFESSIONAL STARTER KIT INCLUDES:**

Ear piercing instrument, 2 Natural Look Ear Care Lotions 60mL, 36 pairs of studs, (12 plain gold, 12 plain silver and 12 assorted birthstone earrings), marker pen and swabs.

- **INTRO STARTER KIT INCLUDES:**

Ear piercing instrument, 1 Natural Look Ear Care Lotion 60mL, 12 pairs of assorted earrings, marker pen and swabs.

- **ROTATING COUNTER DISPLAY:**

Holds 48 pairs of studs or sleepers.

- **DISPLAY STAND:**

Holds 64 pairs of studs or sleepers.

- **MOBILE FLOOR DISPLAY ON WHEELS:**

Holds 240 pairs of earrings plus 48 Natural Look Ear Care Lotion.

- **NATURAL LOOK ANTISEPTIC SPRAY**

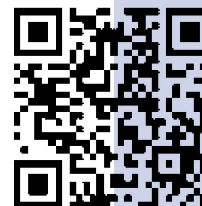
Microbiologically tested. For care of newly pierced skin 60mL, 125mL (TGA Registered - AUST R45901)

- **NATURAL LOOK BODY OF WORK**

Formulated for maintaining clean, healthy body piercings 125mL

ACCESSORIES

- Ear Piercing Gun
- Marking Pen
- Practice Ear
- Disposable Plastic Adaptor: Mini, Regular & Large
- Adaptor Remover
- Acrylic Display Board with Earrings



Discover More



Ear Piercing

TRAINING AVAILABLE
Distributed by Artav Australia



Earth friendly hair care.

Made up to from 45% naturally derived fibre, replacing the traditional synthetic materials.

- Chemical Resistant
- Anti-Static
- Recyclable
- Biodegradable



ECO FRIENDLY TOOLS RANGE

- Eco Tint Bowl
- Eco Tint Brush: Small & Regular
- Eco Balayage Board: Small & Large
- Eco Wide Tooth Comb: Straight
- Eco Detangling Comb: Large
- Eco Crocodile Sectioning Hair Clip: 4Pk



Discover More



CURL + WAVING SOLUTIONS & NEUTRALISERS

Provides permanent waves and curls. Your complete range of professional perming solutions for all hair types.

- **Spectrum Perm Solution**

100mL, 1L

- **Precision Wave Lotion**

100mL, 1L

- **Balsam Neutraliser**

100mL, 1L

- **Foam Neutraliser**

100mL, 1L



Support Products



Hospital grade sanitation for the home and business

Safe and effective, Australian Made salon sanitising products, developed and manufactured by Artav Australia since 1990. All Dispel products feature an antibacterial germ-killing action with a clean, fresh fragrance.

Kills
99.9%
of Germs
& Bacteria



Discover More

DISPEL RANGE

- **Hand & Body Sanitising Gel** 60mL, 500mL, 1L, 5L
Quick drying personal protection. Kill germs without soap and water.
- **Hand & Body Sanitising Wash** 500ml, 1L
Cleanses the skin with cooling Peppermint + Tea Tree whilst eliminating germs.
- **Hospital Grade Disinfectant** 250ml, 1L, 5L
Disinfects + Cleanses all hard surfaces - T.G.A. AUST L62446.
- **Surface + Utensils Sanitiser** 250ml, 1L, 5L
70% Isopropyl Alcohol. Kills odour causing bacteria.
- **Demineralised Water** 1L, 5L, 20L
Purified with UV sterilization.
- **Clipper Life All In One Spray** 200g
Disinfects, Lubricates, Cleans, Cools and Prevents Rust.



MOVIE TONE HUES



MOVIE TONE HUES CREAM PEROXIDE

- 5 vol 1.5% 950mL
- 10 vol 3% 950mL
- 20 vol 6% 250mL, 950mL
- 30 vol 9% 250mL, 950mL
- 40 vol 12% 250mL, 950mL
- 60 vol 18% 950mL



MOVIE TONE HUES VIOLET CREAM PEROXIDE

- 10 vol 3% 975mL
- 20 vol 6% 975mL
- 30 vol 9% 975mL
- 40 vol 12% 975mL



ICE BLONDE BLEACH

- Dust Free Blue Bleach 500g
- Dust Free White Bleach 500g
- Dust Free Violet Bleach 500g

REFRESH & PROTECTION



REFRESH TREATMENT

Hair colour stain remover assists in the removal of hair colour staining on skin.
450mL, 1L

PRO-TECTION TREATMENT

For protecting clients against skin sensitivity and colour staining during all chemical services.
250mL, 1Litre, 2L

Support Products



naturallook.com.au

ARTAV AUSTRALIA

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24/HAIRB

VEGAN / MADE IN AUSTRALIA

THIS BROCHURE IS MADE FROM RECYCLED MATERIALS
AND PAPER SOURCED FROM RENEWABLE PLANTATIONS