

GENETIX  
reborn *fx*

Combining the best of

SCIENCE + INNOVATION + QUALITY

to create

INFINITELY HEALTHY HAIR HABITS ENHANCED BY NATURE



A naturally derived, luxurious, performant and professional haircare range with rejuvenated formulas promising to deliver performance - GENETIX REBORN FX.

## SCALP *fx*

GENETIX REBORN SCALP<sup>FX</sup>  
FOR DANDRUFF HAIR



SULPHATE  
FREE

## FREED *fx*

GENETIX REBORN FREED<sup>FX</sup>  
FOR FRESH HAIR



*Eliminate  
& Deter*

A brilliantly complex formula containing ingredients that will lift the flake while treating and moisturising the scalp to eliminate dandruff.

*Perfectly  
Luxurious*

A Sulphate Free shampoo paired with an equally magical conditioner that is the absolute ultimate in quality. This duo will cleanse and rejuvenate your hair while restoring vitality, moisture and lustre for a softer, smoother and healthier finish.

## TAMED *fx*

GENETIX REBORN TAMED<sup>FX</sup>  
FOR CURLY HAIR



*Ultimate  
Curl Control*

Infused with nourishing and reparative botanical extracts to cleanse, tame and revive unruly, dry or damaged curly hair for ultimate curl control and manageability. This trio relaxes the state of the hair, opening your world to a versatility of hairstyles previously only dreamed about.

## GUARDED *fx*

GENETIX REBORN GUARDED<sup>FX</sup>  
FOR THINNING HAIR



*Thicken  
& Protect*

Packed with moisturisers and proteins that cleanse impurities clogging the hair follicle while bolstering each individual strand of hair. The result is maximised volume and thickness to the hair to help slow down and often stop hair loss.

## TONED *fx*

GENETIX REBORN TONED<sup>FX</sup>  
FOR BLONDE HAIR



*Brass Free  
Brilliance*

Enriched with blended conditioning actives and violet pigments to counteract brassy tones for brighter, more brilliant BOMBSHELL blonde hues. Both Shampoo and Conditioner include this highly performant toner. Effective on grey, silver and blonde hair.

## LOCKED *fx*

GENETIX REBORN LOCKED<sup>FX</sup>  
FOR COLOURED HAIR



*Longer Lasting  
Colour*

Containing a colour-locking compound to repair and care for chemically treated or coloured hair while deterring fade for a long-lasting 'born that way' POP of colour. This duo will bring back lustre by rebuilding and stabilising the hair shaft for beautifully manageable hair with vivid strands of colour.

## PUMPED *fx*

GENETIX REBORN PUMPED<sup>FX</sup>  
FOR FINE HAIR



*Maximise  
Volume*

An innovative formula bursting with nutrients and proteins to thicken hair to maximum fullness leaving it visibly volumised, bolder and revitalised. This trio will increase the texture of fine hair opening the door to a new world of hairstyles previously unachievable to those with naturally fine, limp or thin hair.

All Shampoos and Conditioners are available in 300ml and 1 Litre sizes.



RECYCLABLE  
PACKAGING



PARABEN  
FREE



pH  
BALANCED



NATURALLY  
DERIVED



NO ANIMAL  
TESTING



CRUELTY  
FREE



AUSTRALIAN  
MADE & OWNED



VEGAN  
FRIENDLY



GENETIX  
reborn *fx*

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# GENETIX reborn



An Australian  
born haircare range  
crafted by nature and  
bursting with botanical  
ingredients in rich and  
performant levels that WILL  
achieve results.

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