



MR.SM SMITH

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Design, Developed & Made
in Australia by Mr. Smith





Mr. Smith is dedicated to style, substance and simplicity: style above all else, substance of ingredients – simplicity by design.

Our vision is to create exceptional, Australian made hair care products, meticulously crafted from a selection of Australian botanicals and essential oils. Innovative use of lime, cacao seed and wheat protein, combined with mandarin, jasmine oil and rose geranium, has led to a range of products that are engineered for performance utilising only premium ingredients.

Distinguished by a refined luxury, each product has been scientifically designed and tested to deliver on this performance. Hydrating, lightweight and organically nourishing, the Mr. Smith collection provides maximum results, while retaining the hair's natural fluidity and shine.

Mr. Smith's creative team work at the cutting edge of international editorial shoots and runway shows. Working closely with our development chemists, all Mr. Smith products are conceived and refined to meet the needs of stylists working in this space. This editorial influence defines our education programs for stylists and salons alike.

Mr. Smith believes that what we leave out is just important as what we leave in. That's why we're committed to creating products that do not contain sulfates or parabens; why we've never tested on animals and why all of our products have been PETA-Certified.

Product Guide



Balancing Shampoo

Mr. Smith's Balancing Shampoo is formulated to gently cleanse the hair and scalp. Jasmine and mandarin oils soften keratin and relax stressed hair. The scalp is soothed and the hair fibre cleansed of stubborn styling product residue from waxes and sprays. The result is hair that is left feeling silky and clean.

PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO WET HAIR. GENTLY MASSAGE TO LATHER AND RINSE.





Balancing Conditioner

Mr. Smith's Balancing Conditioner invigorates and refreshes hair, with nourishment and hydration courtesy of cacao seed butter, complemented by wheat protein, which plumps and strengthens the hair fibre. Hair is moisturised but not weighed down and importantly retains its natural movement, bounce and shine.

PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO FRESHLY WASHED HAIR. GENTLY MASSAGE THEN RINSE.



Hydrating Shampoo

Mr. Smith's Hydrating Shampoo is formulated to moisturise dry and damaged hair. Myrrh oil and cupuaçu butter replenish, calm and protect, while frankincense, neem seed and marula oil contain anti-aging properties that reverse the effects of UV damage, while nourishing the hair at its roots. PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO WET HAIR. GENTLY MASSAGE TO LATHER AND RINSE.





Hydrating Conditioner

Your daily dose of hydration, Mr. Smith's Hydrating Conditioner nourishes the hair and moisturises the scalp. Cupuaçu butter and macadamia oil smooth and soften, while shea butter and frankincense condition and protect. PETA certified vegan. Sulfate and paraben free.

APPLY TO FRESHLY WASHED HAIR. GENTLY MASSAGE THEN RINSE.

MR. SMITH

300mL Volumising Shampoo, 300mL Volumising Conditioner,
150mL Texture Spray

MR. SMITH
Volumising Shampoo

MR. SMITH
Texture Spray

MR. SMITH
Volumising Conditioner

0 735204 321049

150mL / 5.1 FL OZ

0 735204 321056

300mL / 10.1 FL OZ





Stimulating Shampoo

Refreshing and revitalising, Mr. Smith's Stimulating Shampoo invigorates and awakens the hair follicles and helps to encourage new growth. Avocado and peppermint oil nourish the scalp and increase circulation, while shea butter and green tea extract replenish and strengthen the hair with nutrients. PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO WET HAIR. GENTLY MASSAGE TO LATHER AND RINSE.





Stimulating Conditioner

Rich and invigorating, Mr. Smith's Stimulating Conditioner energises the hair and helps to encourage new growth. A blend of avocado and peppermint oil increases circulation and nourishes the scalp, while horsetail and olive leaf extract cleanse and strengthen the hair. PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO FRESHLY WASHED HAIR. GENTLY MASSAGE THEN RINSE.



Volumising Shampoo

Designed to revive and strengthen damaged, bleached and coloured hair, Mr. Smith's Volumising Shampoo promotes fullness while gently cleansing. A combination of cupuaçu butter and neem seed oil fortify and protect against UV damage, while mango butter, hempseed and marula oil control, strengthen and repair the hair's roots.

PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO WET HAIR. GENTLY MASSAGE TO LATHER AND RINSE.





Volumising Conditioner

Weightless and restorative, Mr. Smith's Volumising Conditioner strengthens and repairs, while helping to promote cellular re-growth in fine and coloured hair. Cocoa butter, myrrh and marula oil prevent dryness and improve volume, while wheat protein delivers vitality.

PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO FRESHLY WASHED HAIR. GENTLY MASSAGE THEN RINSE.



The Foundation

The basis from which to build, Mr. Smith's The Foundation creates volume and body, while providing flexible hold, natural movement, heat and UV protection. A blend of organic Australian natives nourishes and protects the hair, while enhancing and maintaining style. PETA certified vegan. Sulfate and paraben free.

APPLY FROM ROOTS TO ENDS ON DAMP OR
TOWEL-DRIED HAIR BEFORE STYLING.







Texture Spray

Delivering volume and body, Mr. Smith's Texture Spray envelops the hair's shaft leaving it thick without creating excess weight. Açai berry, papaya and quandong extracts revitalise the hair's roots, providing strength, shine, heat and UV protection, while removing impurities and chemical build up. PETA certified vegan. Sulfate and paraben free.

APPLY TO DAMP OR TOWEL-DRIED HAIR FROM ROOTS
TO ENDS BEFORE BLOW-DRYING AND STYLING.







Sea Salt Spray

Creating beach hair instantly, Mr. Smith's Sea Salt Spray is a transformative styling product that delivers added heat and UV protection. A combination of sea kelp, bladderwrack and coconut extracts soothe and moisturise follicles, while restoring and revitalising hair. PETA certified vegan. Sulfate and paraben free.

APPLY TO TOWEL-DRIED OR DRY HAIR BEFORE OR AFTER STYLING.







Mousse

Mr. Smith's Mousse builds the hair by adding fullness and volume. Lightweight, it provides body without crunch or flakiness. PETA certified vegan. Sulfate and paraben free.

APPLY TO TOWEL-DRIED OR DRY HAIR AND STYLE.





Hairspray

Mr. Smith's Hairspray is strong yet weightless, offering hold without inhibiting the hair's natural movement. Hair is left brushable, without stickiness. Designed for session work and styling, it's the ultimate control and finishing tool.

PETA certified vegan. Sulfate and paraben free.

SHAKE WELL, SPRAY ONTO DRY HAIR AND STYLE AS DESIRED.





Dry Shampoo

Mr. Smith's Dry Shampoo removes impurities, odour and oil build up from the hair and scalp. PETA certified vegan. Sulfate, paraben and silicone Free.

SHAKE WELL AND SPRAY ONTO ROOTS OF DRY HAIR.
WORK THROUGH WITH HANDS OR COOL AIR TO
DISTRIBUTE EVENLY.



Crème

Providing flexible hold and natural movement, Mr. Smith's Crème utilises papaya extract and cupuaçu butter to protect, strengthen and moisturise, treating the hair while adding shine and reducing frizz. PETA certified. Sulfate, paraben and silicone free.

APPLY TO TOWEL-DRIED OR DRY HAIR AND STYLE.





Paste

Delivering a low-shine finish, Mr. Smith's Paste provides a strong, malleable hold that thickens the hair while increasing texture and body. Rich in antioxidants, Mr. Smith paste protects, moisturises and nourishes the hair. PETA certified. Sulfate, paraben and silicone free.

APPLY TO TOWEL-DRIED OR DRY HAIR AND STYLE.



Shaper

Designed to create texture and define shape, Mr. Smith's Shaper is infused with Babassu butter, Passionflower and Kakadu Plum to nourish and strengthen hair. Providing high hold and medium shine, the Shaper's enhanced antioxidants and Wattleseed extract work to replenish moisture and improve scalp health.

PETA certified. Sulfate, paraben and silicone free.

APPLY TO TOWEL-DRIED OR DRY HAIR AND STYLE.







Serum

Weightless and restorative, Mr. Smith's Serum contains argan, jojoba and hempseed oil that moisturises and nourishes, while strengthening damaged and brittle hair. This antioxidant-rich, leave-in product is specifically designed to promote stronger, healthier hair, while providing added heat and UV protection. PETA certified vegan. Sulfate and paraben free.

APPLY TO DAMP OR TOWEL-DRIED HAIR FROM MID-LENGTHS TO ENDS BEFORE BLOW-DRYING AND STYLING.





Leave In

Mr. Smith's Leave In is a versatile treatment, perfect for all hair types. Designed to smooth the hair, while enhancing shine, this weightless leave in treatment helps tame unruly hair, leaving it silky and soft. Delivering both heat and UV protection, aloe vera adds moisture and strengthens the hair, alongside vitamin rich mango butter that naturally conditions and nourishes. PETA certified vegan. Sulfate and paraben free.

USE AS DESIRED ON WET OR DRY HAIR, FROM ROOTS TO ENDS.



Masque

Rich and restorative, Mr. Smith's Masque is infused with marula oil, frankincense and mango butter that nourishes and strengthens the hair. Scientifically developed to enrich and replenish, our combination of vitamins and antioxidants target and treat damaged hair, while delivering hydration.

PETA certified vegan. Sulfate and paraben free.

GENTLY MASSAGE INTO FRESHLY WASHED HAIR,
LEAVE FOR 5-10 MINUTES AND THEN RINSE.





Blond

Mr. Smith's Blond enhances colour by removing yellow and brassy tones from bleached and coloured hair. Almond, lavender and orange peel oil calm the scalp and enrich the hair with vitamins that help repair damaged cells. PETA certified vegan. Sulfate, paraben and silicone free.

APPLY TO FRESHLY WASHED HAIR. LEAVE TO
PIGMENT HAIR AS DESIRED THEN RINSE.



Exfoliating Body Wash

Mr. Smith's Exfoliating Body Wash cleanses while invigorating the skin. Mango Butter, Acai Berry and Mandarin extracts are rich in antioxidants and vitamins which replenish moisture and rejuvenate the skin. PETA Certified vegan. Sulfate, paraben and silicone free.

APPLY TO WET SKIN. GENTLY MASSAGE TO LATHER AND RINSE.





A product by Mr. Smith

