



HQ
PROFESSIONAL



SCAN ME

ORGANIC LUXE



ORGANIC LUXE

HQ PROFESSIONAL

HQ PRO Organic Luxe Professional Shampoo

Organic Luxe Professional Shampoo has actives such as Lotus flower and Collagen, that cleanse the hair strands preparing them to receive the next products of the line. **How to use:** Initiate the procedure applying Organic Luxe Professional Shampoo. Massage it evenly on the hair strands and rinse it off. Repeat the procedure until it forms a dense foam. Make sure the hair strands are well clean. Rinse it thoroughly. **Precautions:** Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.



HQ PRO Organic Luxe Professional Brazilian Protein

HQ PRO Organic Luxe Professional Brazilian Protein provides cuticles sealing, hair rejuvenation, replacement of amino acids and lipids, toning, conditioning and strands hydration. It can be used on all hair types, offering highly effective results. How to use: Apply the product uniformly along the whole fiber extension, massaging the hair wick and rinse. Precautions: Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.



HQ PRO Organic Luxe Professional Masque

To finalize the service, HQ PRO Organic Luxe Professional Masque is indispensable to pH stabilization; its action provides nutrition and improves hair elasticity, providing a lot of shine to the hair. How to use: After rinsing the hair, apply the product throughout the hair length spreading it using a comb. Leave on for 3 minutes and rinse thoroughly. Finalize as desired. Precautions: Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.





SCAN ME

HOME CARE

ORGANIC LUXE



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HQ PRO Organic Luxe Maintenance Shampoo

HQ PRO Organic Luxe Maintenance Shampoo purifies the hair strands with gentle cleansing providing softness and healthy-looking hair. It has in its composition the hydration action from Lotus flower and Collagen. How to use: With damp hair, apply the product throughout length. Massage it gently from the root to ends and repeat it if it's necessary. Rinse it thoroughly.



HQ PRO Organic Luxe Maintenance Hair Repair Masque

To finalize the service, HQ PRO Organic Luxe Maintenance Hair Repair Masque is indispensable to pH stabilization; its action provides nutrition and improves hair elasticity, providing a lot of shine to the hair. How to use: After rinsing the hair, apply the product throughout the hair length spreading it using a comb. Leave on for 3 minutes and rinse thoroughly. Finalize as desired.



HQ PRO Organic Luxe Maintenance Conditioner

HQ PRO Organic Luxe Maintenance Conditioner has an enhanced formula with emollients and proteins agents. How to use: With damp hair, apply the product throughout length, massage and comb it. Avoid the contact of it on the scalp. Rinse it thoroughly.



HQ PRO Organic Luxe Maintenance Leave-in

HQ PRO Organic Luxe Maintenance Leave-In is an external thermal protectant. Its presence helps facilitate combing brushing, keeping the strands disciplined. It helps deflect thermal energy away from the strand when activated by the use of dryer or flat iron. The hair remains protected while shine illuminates throughout hair. How to use: With hair still damp, apply a portion of the product on the surface and gently comb. Do not rinse.



SCAN ME

PRO-LISS



PRO-LISS

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HQ PRO Professional Shampoo Pro-Liss

A formula developed with Sericin + Collagen, containing highly regenerative compounds. Pro-Liss Professional Shampoo optimizes internal hair structure, eliminating impurities that prohibit restructuring and hair fiber alignment agents from acting. It is indicated for all hair types. For professional use only. How to use: On damp hair, apply the product throughout hair length and gently massage. Rinse and repeat the application, letting it set if necessary.



HQ PRO Nanoplastia Pro-Liss

The Pro Liss Nanoplastia System is a formaldehyde-free professional smoothing ritual designed for modern salons. Using advanced amino acid technology, this three-step system smooths and strengthens the hair without harsh chemicals, fumes, or damage. Infused with bioactive ingredients like Coconut Oil, Sericin, Lactic Acid, Hydrolyzed Collagen, and Cysteine HCl, Pro Liss restructures the hair fiber from the inside out—delivering ultra-straight, silky results while protecting the natural integrity of the hair.



HQ PRO Professional Masque Pro-Liss

A formula developed with a building complex containing Sericin + Collagen, highly regenerative compounds. HQ Pro Professional Masque Pro-Liss balances the hair pH, restoring elasticity and shine, replenishing essential nutrients and amino acids. For professional use only. How to use: With damp hair, apply a generous portion of the product throughout hair. Let it set for 5 minutes and rinse thoroughly.





SCAN ME

HOME CARE

PRO-LISS HOME CARE



PRO-LISS HOME CARE



HQ PRO Maintenance Shampoo Pro-Liss

Maintenance Shampoo Pro-Liss is a formula developed with Sericin complex + collagen, highly regenerative compounds. It gently cleanses the strands, regenerating and reorganizing the cuticles while maintaining natural moisture. It decreases the static load of the hair while providing frizz control, making the hair soft and disciplined. It is suitable for all hair types. How to use: With damp hair, apply a generous amount of the product and massage well into scalp and till the hair end. Rinse thoroughly and repeat the application if necessary.



HQ PRO Maintenance Leave-in Pro-Liss

The formula was developed with the sericin + collagen complex, highly regenerating compounds. It protects the hair and facilitates brushing the strands. It protects from the daily aggressions and with an efficient thermic protection, creating a film around the strand preventing the release of nutrients, therefore avoiding the evaporation of amino acids. Maintenance Leave-In Pro-Liss strengthens the surface of the hair promoting anti-frizz action.



HQ PRO Maintenance Masque Pro-Liss

Maintenance Masque Pro-Liss is a deep conditioning mask for damaged hair with volume. It is a complex formula developed with Sericin + Collagen, containing quality regenerative compounds. It acts on the internal structure of the strands, resetting the proteins and amino acids, leaving it shiny, soft and disciplined. How to use: After washing hair, remove some moisture with a towel and apply the mask throughout hair to length and ends. Let it set for 5 minutes and rinse thoroughly.

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MAXI PLEX



MAXI PLEX

HQ PROFESSIONAL

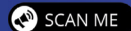
HQ Pro Maxi-Plex - Hair Conditioning Fortifier

Maxi-Plex Hair Conditioning Fortifier was made to restructure and fortify the hair from the inside out, interrupting the process of the hair fiber breakage. Its formula is rich in keratin and collagen microfilaments, providing greater elasticity, shine and softness to the hair. **How to use:** Apply a sufficient amount of the product over the whole fiber extension. Leave on for 10 minutes. Rinse off thoroughly, removing all excess product. **Precautions:** Keep away from children. Keep it in a cool, dry place and away from light. In case of eye contact, rinse immediately. External use.

HQ Pro Maxi-Plex - Hair Restructurer

Developed with an intelligent system of internal and external reconstruction of the hair fiber, plus with extra protection against future mechanical, thermal and oxidative damage. Returns the mass lost during chemical processes to the hair fiber. The result is hair with shine and natural softness. **How to use:** After applying Maxi-Plex Hair Conditioning Fortifier, apply a portion of Maxi-Plex - Hair Restructurer, lock by lock, along the entire length of the fiber. Leave on for 10 minutes. Rinse off completely, removing all excess product. **Precautions:** Keep away from children. Keep it in a cool, dry place and away from light. In case of eye contact, rinse immediately. External use.





HQ PRO Botox Treatment

HQ Pro Botox Treatment offers an exclusive complex of nutrients, amino acids and a blend of rich oils. It fills the hair fiber with mass replacement, allowing complete recovery of damaged hair caused by chemical and mechanical damages. It acts in areas where hair needs the most care to form a protective layer, maintaining the hydration and sealing the cuticle. Furthermore the complete care, it provides strand realignment with a natural appearance and a rich fortifier of lipid replacement found in Murumuru. The visual result is silky hair, full of shine. It is ideal for all hair types.

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THE HAIR MASK

INTENSIVE MASQUE

WITH WEB EFFECT



HQ Professional The Hair Mask

HQ Professional's The Hair Mask is a deeply restorative mask formulated for dry, damaged, and chemically treated hair. Designed for use in both professional salon settings and home rituals, this intensive treatment features a unique "web effect" texture that ensures even distribution and maximum absorption into the hair fiber. Infused with Ojon Oil + Shea Butter + Marine Algae Extracts + Grape Seed Oil, it rebuilds the cuticle, restores elasticity, and delivers long-lasting hydration.

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SCAN ME



flawless

FIX8.D

HAIR SPRAY

HQ Professional Fix8.d Hairspray

HQ Professional's flawless Fix8.d Hairspray is your ultimate finishing touch for perfect hair days. This professional-grade formula delivers powerful hold to keep your look locked in place, while enhancing each strand with a luminous shine. Whether you're creating sleek updos or voluminous waves, this lightweight mist offers invisible, flake-free control that resists humidity and frizz — all without stiffness or buildup. Ideal for all hair types.

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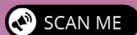


MAGICSPRAY

HQ PRO Magic Spray Leave In Conditioner

It is a biphasic conditioner for daily use, suitable for all hair types. Its formula is enriched with keratin, panthenol, carob and soy. This combination of actives works together increasing hair's resistance and providing a protective barrier to the strands. How to use: Shake well to mix the two phases. Remove excess moisture from the hair with a towel, spray it over the hair. Do not rinse off. Let it dry naturally or by blow-drying and use it as a finisher to provide shine and protection. It can be reapplied as many times as you like.

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HQ Pro Serum

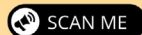
HQ Pro Serum was developed for a complete finishment. It forms a protective film around the strands against high temperatures. Repairs split and damaged ends, making the blow-drying process easier, as well as finishing hairstyles.

How to use: After washing your hair, finish with a sufficient amount of the Serum over the entire length of the fiber. Do not rinse off. Finish as you wish.

Precautions: Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.

SERUM

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HAIR NECTAR

Luxurious Smooth & Shine Treatment For All Hair Types

ARGAN OIL



HQ Pro Hair Nectar

Rich in Argan Oil which ensures restored, protected, moisturized hair. **How to use:** After washing your hair, apply a sufficient amount of the product over the whole fiber. Do not rinse off. Finish as you wish. **Precautions:** Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.

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THE ACTIVATED *charcoal* RANGE

HQ
PROFESSIONAL

CHARCOAL

HQ
PROFESSIONAL



HQ Professional Activated Charcoal Shampoo

The HQ Professional Activated Charcoal Shampoo deeply cleanses and exfoliates the scalp for an instant lightweight effect on the hair. It revives lifeless locks and unclogs pores in the scalp to help hair grow better. **How to use:** Apply a small amount to damp hair and massage well. Rinse and repeat, follow with HQ Professional The Charcoal Cream Treatment.

Sulphate free. Paraben free.



HQ Professional The Charcoal Cream

HQ Professional's The Charcoal Cream effectively cleanses scalp build-up of excess oils, toxins and pollutants. It soothes irritated scalps and helps to reduce inflammation caused by eczema and psoriasis. It also stimulates hair follicles to improve hair growth and restore shine and strength back to damaged and stressed hair. **How to use:** Use twice weekly, after shampoo. Apply to scalp and hair, massage thoroughly for 2 minutes then rinse and condition if necessary. For a more intense treatment, apply once a month for 20 minutes.



HQ Professional The Charcoal Leave-In Mask

HQ Professional's The Charcoal Leave-In Mask uses activated charcoal to detoxify hair from impurities, add volume, soothe the scalp and prevent dryness. It allows for better absorption of key nutrients and is great for all hair textures, including dry hair and coloured hair. It won't strip colour from the hair and will increase shine and appearance of the overall style.

BENEFITS

- ✂ Promotes hair strength and growth
- ✂ Soothes red, itchy scalp
- ✂ Removes oil and dandruff
- ✂ Unclogs pores and follicles
- ✂ Exfoliates and cleanses hair and scalp
- ✂ Adds volume and shine
- ✂ Does not stain on blonde hair



THE ACTIVATED CHARCOAL **LEAVE-IN MASK**

12 POWERHOUSE BENEFITS

1. It nourishes dry and damaged hair
2. It controls frizz
3. It protects the hair from heat damage
4. It adds volume and body
5. It detangles the hair for easy combing
6. It prevents split ends
7. It makes the hair silky and smooth to the touch
8. It allows hair styling to last longer
9. It adds shine to the hair
10. It gives hair a pleasant scent
11. It gives hair and scalp the benefits of activated charcoal
12. The size is 200ml – more generous than comparable products in the market!



MAXI
PLEX

CHARCOAL **BLEACH POWDER**

MAXI-LIFT UP TO 10 TONES

ANTI-YELLOW
PLEX TECHNOLOGY
DUST FREE
PLATINUM BLONDE



HQ
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ANTI-YELLOW

extreme blonde shampoo



HQ Professional Anti Yellow Shampoo **500ml/1000ml**

HQ Professional Anti Yellow Shampoo contains a precious anti-yellow agent that tones yellow out of white and grey hair and makes the capillary fibre soft. It is particularly indicated for hair with more than 50% white hair, or in case of bleached and highlighted hair, to give shade and shine back. **How to use:** Apply as second shampoo on wet hair, gently massage and rinse with warm water. For a more intense anti yellow effect, have an exposure time of about 5/6 minutes.



FINE OR WEAK

ARGAN OIL + CUCUMBER + CAFFEINE
Revitalises the scalp and restores hair health
without weighing it down.

Also available in BASIN SIZE (3.7L)



BRITTLE & FRIZZY

ROSEMARY OIL + PEPPERMINT EXTRACT + CITRUS EXTRACT
Refreshes and detoxifies oily scalps
and revives dull hair.

Also available in BASIN SIZE (3.7L)



DRY & DAMAGED

AVOCADO OIL + COCONUT OIL + VITAMIN E
Cleanses while delivering intense moisture
to dry, damaged or coarse hair

Also available in BASIN SIZE (3.7L)



SENSITIVE SCALP

VANILLA EXTRACT + SHEA BUTTER OIL + OATS EXTRACT
Cleanses and calms sensitive scalps
while gently refreshing hair.

Also available in BASIN SIZE (3.7L)

GET ME

A RITUAL OF REFINED BOTANICALS.

COLOURING AGENTS



HQ Professional OxyColor Peroxide 1000ml

Available in Zero Lift, Activator, 10 Vol, 20 Vol, 30 Vol, 40 Vol

HQ Oxy Color Peroxide is a high-performance developer designed to meet the full spectrum of hair colour processing needs. Its rich, creamy texture ensures smooth, effortless blending with both permanent and demi-permanent colour, allowing for even pigment distribution and long-lasting vibrancy.



HQ Professional OxyColor Peroxide

ALSO AVAILABLE IN BASIN SIZE - 5L



HQ Professional Bleaching Powder 500g

Available in White, Blue and Violet.

The HQ Professional Bleaching Powder has been made from a range of effective ingredients to guarantee an excellent result every time. It combines easily with any type of peroxide so is great for any lightening procedure. For best results, see table.

TYPE OF LIGHTENING	PEROXIDE	TIME-ON-HAIR
Normal - 3/4 tones	20vol	30min
4/5 tones	30vol	30-40min
6 tones or more	40vol	45min



HQ Professional Luxe Lift Bleaching Cream (Crème)

A powerful, high-lift cream designed for consistency and performance. Its rich, creamy texture allows for even application and superior control—ideal for both on-scalp and off-scalp techniques.

Achieve up to 9 levels of lift with reliable tone clarity and professional results.



HQ Professional Luxe Lift Bleaching Powder (Ammonia Free)

Engineered for stylists who demand both power and care, Luxe Lift delivers up to 9 levels of lift with exceptional gentleness. This high-performance formula is 100% ammonia-free, offering a safer and more comfortable lightening experience for both scalp and hair.

HQBLISS



HQ Professional Bliss Shampoo

HQ Professional Bliss Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size – 5L



HQ Professional Bliss Conditioner

HQ Professional Bliss Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size – 5L

HQHERBAL



HQ Professional Herbal Shampoo

HQ Professional Herbal Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size – 5L



HQ Professional Herbal Conditioner

HQ Professional Herbal Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size – 5L

HQPEARL



HQ Professional Pearl Shampoo

HQ Professional Pearl Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size – 5L



HQ Professional Pearl Conditioner

HQ Professional Pearl Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size – 5L

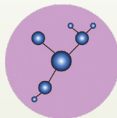
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ACTIVE INGREDIENTS

Arginine

AMINO ACID THAT MAKES UP CAPILLARY KERATIN, WHICH IS THE PROTEIN THAT MAKES UP THE HAIR STRAND. ITS REPLACEMENT ACTS TO STRENGTHEN THE STRANDS AND RESTORE FIBRE RESISTANCE, LEAVING THEM STRONG AND REDUCING BREAKAGE AND HAIR LOSS.



Argan oil

IS RICH IN FATTY ACIDS SUCH AS OMEGA 9, ESSENTIAL FOR HAIR HEALTH. PROMOTES HYDRATION AND DEEP NUTRITION OF THE FIBRES SCALP, LEAVING THEM MUCH BRIGHTER, SOFTER AND WITHOUT SPLIT ENDS.



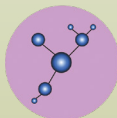
Murumuru Butter

BUTTER RICH IN LAURIC, MYRISTIC AND OLEIC ACIDS, MURUMURU BUTTER DEEPLY HYDRATES, NOURISHES, RESTORES AND SOFTENS THE HAIR FIBRE.



Cysteine

IMPORTANT AMINO ACID THAT MAKES UP HAIR KERATIN, ESSENTIAL FOR HAIR HEALTH. HELPS IN THE FORMATION OF COLLAGEN, PROMOTING ELASTICITY, SILKINESS AND VITALITY OF THE HAIR.



Silk Protein

HYDRATES AND IMPROVES THE ELASTIC STRENGTH OF THE HAIR FIBRE, FORMING A FILM ON THE HAIR, PROTECTING IT AGAINST AGGRESSIVE EXTERNAL AGENTS.



Blend of Organic Acids

(HYALURONIC ACID, LACTIC ACID, TANNIC ACID)

ORGANIC ACIDS WITH SIMULTANEOUS ACTION IN SEALING THE CUTICLES, SMOOTHING, MOISTURISING, SOFTNESS AND SILKINESS OF THE HAIR.



Coconut Oil

POWERFUL NUTRITION AND HYDRATION ACTIVE. DEEP HYDRATION OF THE FIBRES, REDUCES FRIZZ, FIGHTS SPLIT ENDS, PROMOTES SOFTNESS AND INTENSE SHINE.



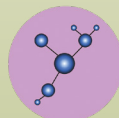
Grape Seed Oil

POWERFUL CAPILLARY MOISTURISER, HELPS PREVENT THE APPEARANCE OF SPLIT ENDS, FRIZZ, AS WELL AS PREVENTS THE BREAKAGE AND FRAGILITY OF THE HAIR STRANDS.



Glycine

IS PART OF THE CHAIN OF AMINO ACIDS IN THE HAIR, WHICH IN TURN PROMOTES RESISTANCE TO THE HAIR FIBRE, PREVENTING BREAKAGE AND HAIR LOSS, LEAVING THE HAIR STRONGER AND MORE RESISTANT.



Keratin

HAS ANTI-RUBBER ACTION, STRENGTHENS THE HAIR STRANDS, PROVIDES MALLEABILITY AND INTENSE SHINE.



Noble Silicones

FILM-FORMING ACTION ON THE HAIR STRANDS, ENSURING PROTECTION AGAINST EXTERNAL AGENTS, SOFTNESS, SHINE AND SILKINESS.



Lanolin

RESTORES LIPIDS TO THE HAIR FIBRE, CONSEQUENTLY INCREASES RESISTANCE, PROMOTES SOFTNESS, CONDITIONING AND SILKINESS TO THE HAIR.



Cationic Polymers

CATIONIC POLYMERS HAVE A POSITIVE CHARGE, HAIR IN TURN HAS A NEGATIVE CHARGE. THESE POLYMERS ACT ON THE SURFACE OF THE CAPILLARY FIBRE NEUTRALISING THE CHARGES, THEREBY ENSURING THAT THE CUTICLES ARE WELL ALIGNED, RESULT OF SOFT, HEALTHY AND SHINY STRANDS, FRIZZ REDUCTION AND EASY COMBING.



Sericin

SERICIN NANOPARTICLES, HAS A HIGH AFFINITY WITH HAIR KERATIN, BINDING STRONGLY TO IT, SEALING DAMAGED CUTICLES, CONSEQUENTLY PROMOTING PROTECTION, RECONSTRUCTION AND HYDRATION OF THE HAIR FIBRE.



Abyssinian Oil

PROVIDES DEEP NUTRITION TO THE HAIR, SEALING THE CUTICLES AND REDUCING FRIZZ, FACILITATES BRUSHING AND ENHANCES SHINE.



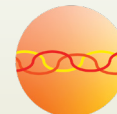
Aloe Vera Extract

KNOWN AS ALOE VERA, THIS ACTIVE IS CAPABLE OF STRENGTHENING HAIR FROM ROOT TO TIP, HELPING TO PREVENT HAIR LOSS, AS WELL AS STIMULATING COLLAGEN PRODUCTION. ACTIVE RICH IN MINERAL SALTS AND WATER, WHICH HELP STRENGTHEN THE THREAD, MAKING IT MORE RESISTANT.



Collagen

HAS A STRENGTHENING ACTION ON THE HAIR, STIMULATING THE GROWTH OF STRONG, THICK, HEALTHY AND SHINY HAIR. IT ALSO GUARANTEES THE ELASTICITY AND SOFTNESS OF THE HAIR STRANDS, BY BALANCING THE LEVELS OF HYDRATION AND NUTRITION.



Lotus Extract

MOISTURISING AND REGENERATING ACTION. PROMOTES CONDITIONING AND VITALITY TO THE HAIR.



Açaí Extract

AÇAÍ IS A FRUIT RICH IN POLYPHENOLS AND ANTIOXIDANTS WHICH IN TURN HAS A PROTECTIVE ACTION ON THE HAIR AGAINST EXTERNAL AGENTS, THUS ACTING AS AN ANTI-AGING HAIR FIBRE BY FIGHTING FREE RADICALS. IT ALSO PROMOTES NUTRITION AND CONDITIONING TO THE HAIR.



Pro Vitamin B5

(PANTHENOL)

FUNDAMENTAL ASSET FOR HAIR HYDRATION. IT HAS THE POWER TO ATTRACT AND RETAIN MOISTURE, IN ADDITION TO FIGHTING FREE RADICALS. BECAUSE IT HAS A MOISTURISING AND RESTORATIVE ACTION, PANTHENOL FOR HAIR HELPS IN HEALTHY HAIR GROWTH, IMPROVING TEXTURE AND SOFTNESS.



