

Style Your Story — Explore the Full DAX Collection

Define. Hold. Shine. Smooth. Condition. Amplify.

DAX products are crafted with every texture in mind, designed to give you the freedom to curl, slick, twist, or shape with confidence. Whether you're adding shine, boosting volume, or locking in your style, we celebrate every strand's potential to create something extraordinary.

OUR ROOTS:

The Imperial DAX Company was founded over half a century ago in a garage in Brooklyn, NY, by Pharmacist and Entrepreneur, Herman Bley, a man who dedicated much of his life to creating high-quality hair products. To date, DAX has been in business for 70+ years and is still proudly made in the USA, operating out of its 45,000 sq ft headquarters in Fairfield, NJ.

WHAT WE MAKE:

DAX Hair Care is an international hair and skin care brand that manufactures, markets, and distributes a wide variety of products including pomades, waxes, gels, oils, styling treatments and skin and scalp conditioners. Looking to spike, slick back, create waves, moisturize, create a modern pompadour and more? Then DAX has a product for you.

WHO WE MAKE THEM FOR:

DAX has a full suite of first-rate products that can be utilized by all genders and all hair and skin types. Our commitment to quality and inclusivity means everyone can achieve their desired look with DAX products.

WHERE TO BUY:

In the United States, DAX products are marketed and distributed online at daxhaircare.com and through other mass-merchants' retail and online stores. DAX is also distributed across 6 continents worldwide, making their premium hair care products accessible to customers globally.

HIGH LIFE POMADES BY DAX:

DAX Hair Care also makes an elite line of pomades called High Life Pomades that can be found online at highlifepomades.com. High Life products are sold in barbershops across the USA and around the world. This line offers high-end wax pomades, a beard cream and a multitude of other pomade formulas including a clay, a paste, a matte paste, a cream-based, and a water-based pomade.



Bergamot Pomade

Enriched with Vegetable Oils. Daily application improves the overall condition and appearance of hair. Ideal for dry, brittle hair.

3.5 oz • 77315-00101

7.5 oz • 77315-00201

14 oz • 77315-00301



Bees Wax

Special formula of Royal Jelly and Pure Beeswax. Softens and soothes for natural shiny hair. Great for braiding, dreadlocks, twists, locs and sealing ends.

3.5 oz • 77315-00054

7.5 oz • 77315-00055

14 oz • 77315-00052



Kocatah

Essence of Tar Oil. Effective treatment for dry scalp, dandruff, itching and reducing breakage and split ends.

3.5 oz • 77315-00104

7.5 oz • 77315-00204

14 oz • 77315-00304



Super Light Pomade

Use to prevent dullness and dry hair and scalp. Daily application improves the overall condition and appearance of hair.

3.5 oz • 77315-00099

7.5 oz • 77315-00100



Black Bees Wax

Emollient fortified with Royal Jelly and Pure Beeswax. Shines, moisturizes, holds and protects hair. Great for braiding, dreadlocks, twists, locs and sealing ends.

7.5 oz • 77315-00013

14 oz • 77315-00014



Hair Food Plus 4

Beneficial hair and scalp treatment enriched with natural ingredients: Vitamin E, Panthenol and Protein. Daily application will improve and promote healthier hair and scalp.

7.5 oz • 77315-00901



Indian Hemp

Hair conditioner made of a unique blend of oils. Stimulates the scalp while soothing and calming damage done by chemical treatments. Helps lock in moisture and improve texture.

7.5 oz • 77315-00029

14 oz • 77315-00084



Marcel Curling Wax

Premium styling wax for curling and waving. Holds curls and waves in place longer.

3.5 oz • 77315-00103

7.5 oz • 77315-00203

14 oz • 77315-00303



SuperGro

Ideal hair and scalp conditioner for relaxed hair. Made with natural oils for dry textured hair. Use daily to develop soft, shiny, and naturally healthy hair and scalp.

7.5 oz • 77315-00910



Super Lanolin

Enriched with 100% Pure Lanolin to help moisturize, soften and condition. Non-gummy, non-sticky formula protects against hair breakage.

3.5 oz • 77315-00601

7.5 oz • 77315-00602

14 oz • 77315-00603



Pressing Oil

Conditions with Coconut Oil and natural Castor Oil. Special ingredients help prevent dryness, breakage and burning while using a hot comb.

3.5 oz • 77315-00102

7.5 oz • 77315-00202

14 oz • 77315-00302



DAX[®]

Hair Care

Product Brochure



Wave & Groom

Thick hair dress, with superior hold. Use for waving, sculpting and styling. Best used on short hair.

3.5 oz • 77315-00904



Hair Shaper

Versatile hair cream. Medium hold. Use to create classic, slick back looks or control any hair type. Best used on short to medium-length hair.

3.5 oz • 77315-00053



Short & Neat

Light hold hair dress, with high shine. Contains special conditioning oils for hair and scalp. Best used on short to medium-length hair.

3.5 oz • 77315-00905

Wax Pomades



Green & Gold

Beeswax and natural oil formula. Strong hold without buildup or drying of hair. Use for dreadlocks, braids, molding and sculpting. Best used on short hair.

3.5 oz • 77315-00005



Neat Waves

Infused with 100% Lanolin to moisturize and soften. Medium hold, maximum shine. Use to minimize frizz, and enhance curls, or to create a variety of styles. Best for short to medium-length hair.

3.5 oz • 77315-00015



Super-Neat

For a soft, natural look. Medium hold for all types of styles. Best used on short to medium-length hair.

3.5 oz • 77315-00004



Hair Wax

Strong hold wax for everyday styling. Used for dreadlocks, twists, and also for molding and sculpting short hair.

3.5 oz • 77315-00057



High & Tight Awesome Hold

Superior hold and strength. Locks in moisture and adds shine. Great for straight, curly, or coarse hair. Best used on short hair.

3.5 oz • 77315-00042



High & Tight Awesome Shine

Light hold hair dress, with superior shine. Softens hair and conditions scalp. Best used on short to medium-length hair.

3.5 oz • 77315-00043

Water-Based Gels



Hair Gel

Ideal for all skin and hair types. It's a non-sticky gel that provides firm hold, superior shine and is non-flaking. Infused with Jamaican Black Castor Oil to strengthen, moisturize and prevent breakage.

4 oz • 77315-00089



Braid Gel

Exceptional flake-free formula, infused with Tea Tree Oil. Provides strong hold and softness. Can be used on natural hair, weaves, wigs, or extensions. Easy to wash out and allows for perfect parting.

4 oz • 77315-00088

7.5 oz • 77315-00087



Edge Pro Gel

Superior, strong gel perfect for taming unruly edges. Infused with Beeswax, Shea Butter, Black Jamaican Castor Oil, Jojoba Oil, and other essential oils to provide nourishment and moisture. Flake-free, non-sticky.

4 oz • 77315-00086

Natural Hair



Protein Treatment

Broccoli Seed Oil & Black Jamaican Castor Oil

7.5 oz • 77315-00081



Combing Cream

Broccoli Seed Oil

7.5 oz • 77315-00082



Styling Pomade

Broccoli Seed Oil & Passion Fruit Oil

7.5 oz • 77315-00083



Curling Cream

Broccoli Seed Oil & Monoi Oil

7.5 oz • 77315-00080

DAX For Naturals Protein Treatment is a revitalizing deep conditioning protein treatment, rich in nutrients to help strengthen hair and reduce breakage. Natural oils and emollients enhance shine, soothe dry scalp and help protect hair against free radicals. Feel the difference and treat your hair to luxurious moisture and renewed strength.

DAX For Naturals Styling Pomade is a vitamin-rich, moisturizing lightweight pomade formulated with Shea and Mango Butters and Passion Fruit Oil to hydrate, moisturize, and add shine to your hair. Broccoli Seed Oil provides a silicone feel without the silicone.

DAX For Naturals Combing Cream is a hydrating moisturizer and leave-in treatment for your hair. It's enriched with Broccoli Seed Oil to help promote hair growth, strengthen hair follicles, impart luster and shine. It is also a natural alternative to silicone.

DAX For Naturals Curling Cream is formulated with Natural Atum that helps define and lock in curls. Enriched with Mango Butter, Kokum Butter, Monoi and Broccoli Seed Oil to help hydrate, defrizz, moisturize and add shine to your hair.



@daxhaircare

Follow @daxhaircare on Instagram, Facebook and TikTok for giveaways, styling tips, and behind-the-scenes content. Join our community of satisfied customers and share your DAX transformations!

Multi-Use



Coconut Oil

Enriched with Vitamin E. Can be used as a skin moisturizer, body oil, or hair conditioner. Unique formula will condition and revitalize dry hair, as well as smooth and soften rough, dry skin.

7.5 oz • 77315-00058

14 oz • 77315-00059



Petroleum Jelly

Premium quality, pure white, all-purpose lubricant. It is ideal for application on skin irritations, chapped hands, is great for make-up removal and so much more.

14 oz • 77315-01004

