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Hair, Skin & Scalp Conditioners



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 • 0-77315-00013-1
14 oz • 0-77315-00014-8



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 • 0-77315-00054-4
7.5 oz • 0-77315-00055-1
14 oz • 0-77315-00052-0



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 • 0-77315-00058-2
14 oz • 0-77315-00059-9



Petroleum Jelly

Premium quality, pure white all-purpose conditioner. Ideal for application on burns, skin irritations and chapped hands. Great for makeup removal.

14 oz • 0-77315-01004-8



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 • 0-77315-00910-3



Kocatah Plus

Fortified with Coconut Oil, Camphor Oil and Menthol Oil. Effective treatment for dry scalp, dandruff, itching and reducing breakage and split ends.

7.5 oz • 0-77315-00048-3
14 oz • 0-77315-00049-0



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 • 0-77315-00029-2
14 oz • 0-77315-00084-1



Kocatah

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

3.5 oz • 0-77315-00104-6
7.5 oz • 0-77315-00204-3
14 oz • 0-77315-00304-0



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 • 0-77315-00901-1



Super Lanolin

Enriched with 100% Pure Lanolin to help moisturize, soften and condition. Non-gummy, non-sticky formula protects against hair breakage. For excessively dry hair that is brittle, breaking or splitting.

3.5 oz • 0-77315-00601-0
7.5 oz • 0-77315-00602-7
14 oz • 0-77315-00603-4

Create & Condition

- **Pompadours**
- **Slickbacks**
- **Waves**
- **Dreadlocks**

- **Twists**
- **Locs**
- **Slicked Back PonyTails**
- **Spikes**

DAX®

Style to the Max™

Proudly made in the USA

Product Brochure

OUR ROOTS:

The Imperial DAX Company was founded over half a century ago in a garage in Brooklyn, NY, by entrepreneur, Herman Bley, a man who dedicated much of his life to creating high-quality hair products. To date, DAX is still proudly made in the USA and now operates 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.

WHO WE MAKE THEM FOR:

DAX's full suite of first-rate products can be utilized by all genders and all hair and skin types. DAX items that cater specifically to the POC /African American community include: Marcel Curling Wax, Kocatah and DAX's Pressing Oil.

WHERE TO BUY:

DAX products are marketed and distributed online and through more than 10,000 drug, beauty and mass-merchant retail stores in the United States, and in 73 countries worldwide.

WHOLESALE:

Options are available for Barbers, Salons, and other Retailers by visiting:

www.daxwholesale.com

www.daxhaircare.com



We proudly make all
DAX products in the USA

Style & Control



Wave and Groom

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

3.5 oz • 0-77315-00904-2



Green and 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 • 0-77315-00005-6



Hair Wax

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

3.5 oz • 0-77315-00057-5



Super Light Pomade

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

**7.5 oz • 0-77315-00099-5
14 oz • 0-77315-00100-8**



Ideal Edge Control

Tame unruly edges and flyaways. Black Jamaican Castor Oil helps strengthen, hydrate and prevent hair breakage. Superior shine, no flaking.

4 oz • 0-77315-00079-7



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 • 0-77315-00053-7



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 • 0-77315-00015-5



High and 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 • 0-77315-00042-1



Pomade

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

**3.5 oz • 0-77315-00101-5
7.5 oz • 0-77315-00201-2
14 oz • 0-77315-00301-9**



Edge Pro

Refine edges for a smooth look. Strong hold, non-sticky, no flaking. Fortified with Natural. Beeswax and Shea Butter.

4 oz • 0-77315-00086



Short and 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 • 0-77315-00905-9



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 • 0-77315-00004-9



High and 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 • 0-77315-00043-8



Marcel Curling Wax

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

**3.5 oz • 0-77315-00103-9
7.5 oz • 0-77315-00203-6
14 oz • 0-77315-00303-3**



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 • 0-77315-00102-2
7.5 oz • 0-77315-00202-9
14 oz • 0-77315-00302-6**

DAX^{FOR}NATURALS



Protein Treatment

Broccoli Seed Oil & Black Jamaican Castor Oil

7.5 oz • 0-77315-00081-0

Dax for Naturals Protein Treatment is a revitalizing, nutrient-rich mask for your hair. It helps strengthen, reduce breakage and adds moisture. Enriched with Broccoli Seed Oil, Black Jamaican Castor Oil and a special blend to help enhance shine, soothe dry scalp and protect hair from free radicals.



Combing Cream

Broccoli Seed Oil

7.5 oz • 0-77315-00082-7

DAX for Naturals Combing Cream does it all! The combination of Broccoli Seed Oil, (natural alternative to silicone), Olive Oil and our own special blend, softens, smoothes, detangles, defines, moisturizes and adds shine to dry, dull and unruly curls.



Styling Pomade

Broccoli Seed Oil & Passion Fruit Oil

7.5 oz • 0-77315-00083-4

DAX For Naturals Styling Pomade uses our vitamin-rich, moisturizing and strengthening ingredients to help nourish your hair. Our Styling Pomade is lightweight, formulated with Shea Butter, Mango Butter, Broccoli Seed Oil and Passion Fruit Oil to hydrate, moisturize and add shine to your hair. Perfect for styling all hair types.



Curling Cream

Broccoli Seed Oil & Monoi Oil

7.5 oz • 0-77315-00080-3

DAX for Naturals Curling Cream is the perfect curling cream for frizzy, dry curls. Made with NaturalAtum to help define, moisturize and lock in curls for all-day perfection! Enriched with Broccoli Seed Oil, Kokum Butter, Shea Butter and Monoi Oil to keep hair hydrated, frizz free and shiny.