



Welcome to the Ice Age

 inverse®
hair conditioning system

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A better way to condition your hair

For decades we've battled hair wars with potions, lotions and damaging heat tools. It's time to liberate ourselves from the shackles of the traditional conditioning experience... But how?

With Inverse, the world's first ice conditioner. A genius hair tool that improves the condition of your hair, every time you use it; no chemicals, no heat, no cords, no mess.

This frozen beauty locks in moisture to give you softer, stronger, shinier, healthier and more manageable hair. Open your mind, reach for the freezer door and unleash the treasure within.

As seen in:



Why is Inverse revolutionary?

After decades of heat styling and quick fixes, our hair is crying out for some love. It's time to get gorgeously strong, healthy, shiny hair without the synthetics, heat-damage, breakage and fly aways.

NO CHEMICALS

Where would we hide them? It's pretty simple really. Just ice and super smart technology. Parabens and panthenol are so last eon.

NO HEAT

Heat damage vamoose! Launch a love affair with ice and condition you hair from the inside out. Switch out brittle and tangled for soft and smooth before you can say split-ends-begone!

NO CORD

No more cord rage! Multitasking beyond the bathroom is now a reality. Go on, we dare you.

NO MESS

Later's slimy conditioner bottle! Ditch the clutter and detangle your hair without the spills, frills and big bills.



No Chemicals



No Heat



No Cord



No Mess

'I COULDN'T STOP TOUCHING MY OWN HAIR!'

- Evelien



Best Design Awards
Winner 2015



GOOD
DESIGN
AWARD



The system

Inverse's award-winning design means it's super stylish and quick and easy to use.

- ① **ICE CORES**
Seize the freeze. These bad boys are filled with a specially formulated solution, that freezes to the perfect temperature for conditioning your hair, in a new, better way that only ice can.
- ② **BODY**
No frost bite here! Your hands are looked after with the sleek Inverse handle that holds the ice cores in place with magnets.
- ③ **ICE MIST**
The nasties-free spray naturally prepares your hair for conditioning with Inverse and helps lock in your natural shine.
- ④ **CARRY BAG**
All components of the Inverse family can be stored away in the carry bag, to keep safe when travelling or when not in use. It is also the perfect place to store the body, when the Ice Cores are in the freezer.

What is Inverse?

The Inverse Hair Conditioning System has created a whole new category in the hair care world, and with this comes many questions. So here's a quick fire way to troubleshoot those questions!

INVERSE IS:

- ❄️ A conditioning system
- ❄️ Healthy for your hair
- ❄️ A way to restore your hair
- ❄️ Natural and chemical-free
- ❄️ A tool you can use anywhere

INVERSE ISN'T:

- ❌ A hair straightener
- ❌ Causing damage over time
- ❌ A quick fix
- ❌ Coating your hair
- ❌ A restricting corded device

'THE CONCEPT IS QUITE REVOLUTIONARY! IF THERE'S ANYTHING WE CAN DO TO COMBAT FURTHER HAIR DAMAGE, WE'RE ALL EARS.'

- Hypebae | Hypebeast

'HONESTLY, WHAT A CHANGE TO MY HAIR. IT FEELS LIGHTER,
HEALTHIER AND SMOOTHER.'

- Stacey



The effects of Inverse

Ready to hear something pure genius? Inverse uses the power of ice to give you naturally gorgeous, picture-ready hair. The more you use it, the better it gets. Here are some of the effects you will experience over time.

LOCKED-IN HYDRATION

High temperatures remove the moisture in your hair, stripping the goodness needed to keep it strong and healthy. Inverse conditions your hair by locking moisture deep inside each strand, keeping it in a beautiful, healthy state for longer.

SMOOTHER FEELING

Nourishing your hair from within results in a silky-smooth feel. With Inverse, hair becomes easier to brush, style and manage - giving you ultimate control.

RESTORED HEALTH

Damaged, lifeless hair can be difficult to restore to health - using sub-zero temperatures, Inverse can help restore your hair's natural lustre. Inverse repairs your hair at a micro level, giving you healthy hair from the inside out. Unlike heat treatments, the more you use Inverse, the better it gets.

STRONGER HAIR

Stronger hair, less breakage - it's that simple. Inverse directly strengthens each strand of hair with elevated hydration and deep restoration within the fibres. Your natural hair will shine and flourish.

BETTER DEFINITION

Prolonged use of the Inverse will hydrate, revitalise and heal your hair, giving you better definition and less fly-away. Colour of the hair is improved, curly hair falls naturally in groups instead of separating into thin, frizzy strands and all hair types have an increased, noticeable shine and well polished finish.

LASTING EFFECTS

Cooling down your hair straight after heat treatment can help achieve a more permanent set. Using Inverse after heat styling means you can spend less time fixing up your hair and more time enjoying your day or night.



Locked-in
Hydration



Smoother
Feeling



Restored
Health



Stronger
Hair



Better
Definition



Lasting
Effects

'PEOPLE ARE DEEP-FREEZING THEIR HAIR,
AND IT'S A GOOD THING'

- Cosmopolitan UK

Ready to roll?

Using Inverse is super easy, no matter what your hair routine; here's a quick guide to get you started.



- 1 Pop the Ice Cores in the freezer for a couple of hours.
- 2 Load your Ice Cores into the handle and wait a couple of minutes.
- 3 Spritz your hair with Inverse Ice Mist or wet in the shower.
- 4 Glide Inverse through sections of your hair – don't clamp down hard.
- 5 Air dry, brush, comb or finish as usual – it's totally up to you.

ONE INVERSE, SO MANY WAYS

Whether you use it wet, dry or as part of a deep hair mask or treatment, you'll love what you see!

Although we are sure you'll work out how Inverse works best for you, here are some treatment options to change up how you care for your hair.

QUICK TOUCH UP



PAMPER ME TIME

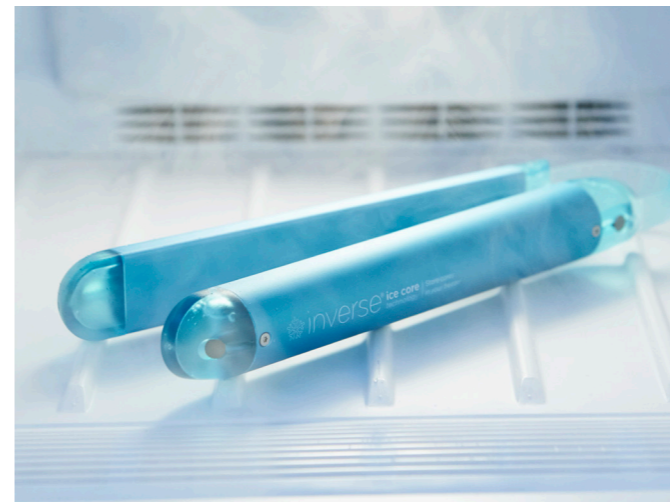


LOCKED IN STYLE



'MY HAIR HOLDS ITS CURL MAKING IT MORE MANAGEABLE AND LESS FRIZZY.'

- Louise



'INVERSE IS EXPECTED TO BE THE BIGGEST HAIR CARE MARKET DISRUPTOR SINCE HOT TONGS. WE ARE IMPRESSED WITH ITS DESIGN AND REFINEMENT.'

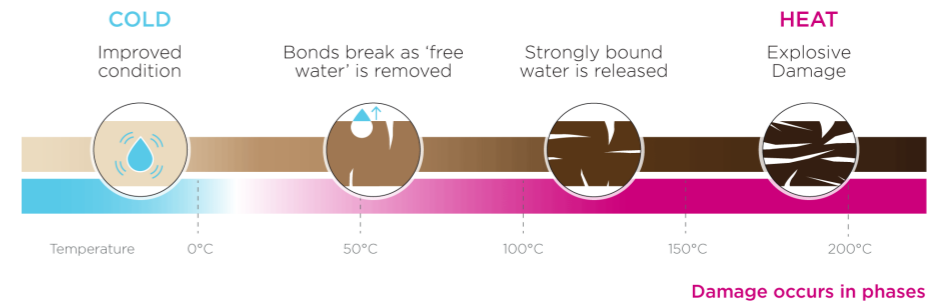
- Best Awards Judges



The science

It's no secret that high temperatures fry our hair, killing moisture and damaging it almost beyond repair.

Our behind-the-scenes team discovered that if you treat hair at icy cold temperatures, the fibre itself changes; locking in moisture improving strength and elasticity within the hair. As a result you get healthy, soft, shiny, naturally gorgeous hair. Pretty cool huh? Here's a bit of a breakdown.



HOT STUFF

At 47°C, longitudinal cracks start to appear, with lifting of the cuticle. At 95°C, multiple cracks, holes and hazy cuticle edges appear. As temperatures continue to increase, thermal degradation occurs causing white hair to yellow and bleached hair to darken. Hair then begins to toughen, as water is stripped from the hair.

Temperatures upwards of 150°C cause damage to 18-methyl eicosanoic acid 18-MEA, which is important for healthy hair! Hair that loses this will become knotted or matted more easily. Not good!

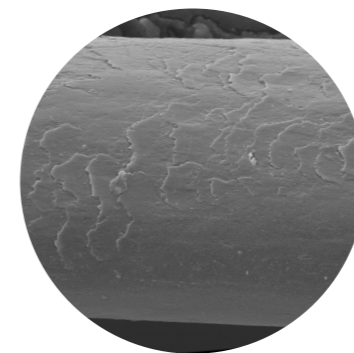
COLD MAGIC

And what happens when you use sub-zero temperatures? Between -8°C and -3°C moisture is rapidly absorbed into the hair fibre, creating an enduring elevated level of hydration in the fibre. Prolonged use of sub-zero temperatures help restore dry and damaged hair to its former glory. Welcome to hydration heaven!

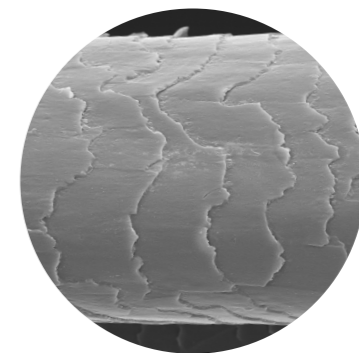
THE PROOF: BELOW

Cuticles that were once fused together have been revitalised with more definition and vibrancy. Images are taken with a 10kV scanning electron microscope at x900 magnification.

BEFORE INVERSE



AFTER 30 DAYS



Before and after

Long, short, damaged, coloured, natural, styled, straight, curly and more. We tested it all. Here's what some of the girls experienced while trialling Inverse for 30 days.



LOUISE

Louise has very curly, UV and heat damaged hair and wanted a way to manage her tight curls without using nasty chemicals. After Inverse her hair felt lighter, smoother and she found her curls much more manageable.



STACEY

Stacey's hair was damaged from constant use of heat equipment. After using Inverse, her hair had reduced frizz and stayed straight for longer after styling. She also felt it brought out the colour and highlights in her hair.



LORRAINE

Lorraine wanted a healthier way to restore her colour and heat damaged hair. Inverse made her hair feel softer, smoother and fuller. She even stopped colouring her hair because she didn't want to affect her 'new' hair.



EVELIEN

Evelien wanted to find a way to manage her hair without using heat tools. She noticed a 'massive difference' in just two weeks, with her normally dry and frizzy hair feeling soft and smooth. She even started wearing it down again!

YOU CAN LEARN MORE ABOUT THE GIRLS AND THEIR EXPERIENCES ON OUR WEBSITE [INVERSEHAIR.COM](https://www.inversehair.com)

How it all started

Inverse is the brainchild of David Roe, an innovative New Zealand hair stylist who started experimenting with ice as a conditioner.

His curiosity was sparked when his wife rinsed her curly hair with ice-cold water with surprising results; more definition and shine, soft and smooth to touch and naturally falling curls. He knew something pretty darn cool was happening.

BREAKING TRADITION

Heat styling causes damage and quick fixes just aren't enough. Our hair is crying out for some love; there has to be a better way to repair your hair without wasting chemicals, time and money. Why create barriers to the damage, when you can stop it all together? What if we could restore highly damaged hair in a natural way? What if frizzy, uncontrollable hair became soft and smooth?

After being inspired by ice's transformative power, we committed ourselves to discover a way to restore your hair's natural beauty in a way that fits seamlessly into your daily haircare routine. We dove deep into scientific research to find the optimal temperatures to treat hair and prototyped, tested and redesigned a device to deliver sub-zero benefits to your hair.

And so Inverse was born. Harnessing the power of ice, our ground-breaking pioneering product gives you beautiful hair without the synthetics, heat-damage, breakage, and fly aways. Inverse is the cool new way to irresistibly healthy hair - and the more you use it, the better it gets.



