

BOB™
BACK OF BOTTLE™
HAIR CARE
innovative
high-performance
clean beauty

36pgs e

BOB



TM

TM
**HI-HYDRATING
HAIR MASK**
sunflower seed oil
jojoba oil
pracaxi oil

*MASQUE POUR CHEVEUX
HAUTE HYDRATATION*
huile de graine de tournesol
huile de jojoba
huile de pracaxi

150 mL e 5 fl oz



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ABOUT BOB™

Back Of Bottle™ brings the ingredient space to the forefront by making it the name of the line.

26 Shampoo + Condition + Styling + Treatment Products

High Performance

Innovative formulations crafted with new-to-industry, scientifically proven ingredients and technology.

Designed for customization and personalization.

Enhances the health and well-being of scalp and hair.

Meticulously tested and refined by our community of expert hair stylists for optimal performance.

Clean

Back of Bottle™ features consciously selected ingredients, avoiding known toxins to individuals and the environment.

Green

Active plant-derived ingredients powering exceptional product performance- promoting balanced scalp and healthy hair.

Sustainable

Packaged in kind to the earth, highly sustainable materials: Glass, Aluminum, 100% PCR plastics and 100% PCW cardboard.



PHILOSOPHY

Identity, Not Accessory

Own your identity, your individuality

Hair is not superficial, it goes beyond looks

Hair evolves with you.

Inclusive + diverse products for a personalized approach to hair



INGREDIENT STORY

**BACK OF BOTTLE™/ BOB™ IS PETA CERTIFIED
VEGAN + ANIMAL TEST-FREE**

100% NATURAL AROMAS

SILICONE FREE*

*Exception Hold On Hairspray

We have taken “made without” lists that major retailers use to define “clean beauty” and expanded on them.

Ingredients you will never find in our products:

Parabens

Sulfates (SLS, SLES)

Petrolatum

Mineral oil

Palm Oil

Phthalates

Animal byproducts

Chemical sunscreens

Microbeads

Formaldehyde-releasing agents

BPA



BOB

**STAY & PLAY
LEAVE-IN CONDITIONER**

moringa seed extract
coconut oil
rosemary seed extract

**APRÈS-SHAMPOOING
SANS RINÇAGE
APPLIQUEZ, DÉMÊLEZ, PARTEZ**

extrait de moringa
huile de noix de coco
extrait de graines de romarin

200mL e 6.7fl oz



LEAVE
IN
CONDITIONER
SANS
RINÇAGE
APRÈS
SHAMPOOING
200 mL / 6.7 FL OZ
BOB

SUSTAINABILITY

Sustainability looks past what is in our bottle and takes a look at the bottle itself. We use more sustainable packaging wherever possible, taking each component past single use.

100% PCR PLASTIC

PCR is an acronym for Post Consumer Recycled, meaning all the plastic used is recycled from previous applications. PCR produces less waste in our landfills and water sources. We have chosen to use 100% PCR plastic for our shampoo and conditioner bottles, tube caps, sprayers, pumps and dip tubes. All of the 100% PCR plastic in these components is fully recyclable.

50% PCR PLASTIC

PCR is an acronym for Post Consumer Recycled. Using plastic packaging with PCR content produces less waste in our landfills and water sources. Our squeezable product tubes used for Free Rein Curl Cream and Hi-Hydrating Mask are constructed with 50% PCR resin. At the time of manufacturing, this was the highest percentage of PCR available for use in a malleable packaging component that would endure normal usage and not break down in a short period of time. 50% PCR plastic is fully recyclable after use.

ALUMINUM

Aluminum is one of the most recycled -and recyclable- materials in use today. A recycled aluminum item is often recycled directly back into itself, and this process can happen infinitely. Our aluminum tub for Copy/Paste Styling Clay and our three aerosol components are fully recyclable.

GLASS

Glass originates from natural resources and is said to be infinitely recyclable, which is why we chose to use it for many of our products. Glass containers include Shore Thing Texture Spray, Lifted Root Volumizer, Shining Armor Serum, and our Hi-Hydrating Oil.

PET PLASTIC

PET stands for Polyethylene Terephthalate, and is a BPA-free plastic that is highly recyclable. While many plastics degrade in quality when recycled and can only be recycled once or a handful of times, PET may be recycled many times, increasing applications' potential beyond single use. We have used PET for our Overtime dry shampoo packaging.

100% RECYCLED CARDBOARD

PCW is an acronym for Post-Consumer Waste. The cardboard for our outer cartons is FSC certified PCW. Our shipping boxes are also made from paper that is 100% PCW and are fully recyclable after use.



SCALP HEALTH

The scalp needs the **same care that skin does**: requiring **gentle cleansing**, respect for **pH balance**, and **hydration**

BOB shampoos have **NO sulphates** or other **harsh surfactants** that may strip natural oils and irritate skin.

BOB shampoos + conditioners have **NO silicones** which can build up on scalp and skin, causing issues.



BOB™ COMMUNITY

Created by industry pioneers, BOB is an inclusive community founded in professional expertise, and driven by the **desire to connect** with others.

Sustainability and **transparency** are at our core, and something we always strive for. With products empowering performance, paired with the sharing and exchanging of knowledge, we believe in **building our community** beyond retail, and beyond the salon.

To **get involved** with the BOB professional community, whether that's sharing in our education offerings, looking to sample products or talking to someone about having BOB as part of your business, please give us a call, or send us a message at:

1(833)-882-0919
contact@backofbottle.com
backofbottle.com

Connect with us on our social media channels
@backofbottle on Instagram, TikTok and Facebook.



BOB

**FREE REIN
CURL CREAM**
pequi oil
shea butter

**CRÈME POUR
LES BOUCLES
LIBRE COURS**
huile de piqui
beurre de karité

200 mL e 6.7 fl oz



BOB

**LIFTED
ROOT VOLUMIZER**
vitamin E
red clover flower

**VAPORISATEUR
VOLUMÉTEUR
SOULÈVE-RACINES**
vitamine E
trèfle rouge

125 mL e 4.2 fl oz



BOB

**STAY & PLAY
LEAVE-IN CONDITIONER**
moringa seed extract
coconut oil
rosemary seed extract

**APRÈS-SHAMPOING
SANS RINÇAGE
APPLIQUEZ, DÉMÊLEZ, PARTEZ**
extrait de moringa
huile de noix de coco
extrait de graines de romarin

200 mL e 6.7 fl oz



BOB



BOB

**OVERTIME
DRY SHAMPOO**
micronized powders
oil absorbing minerals

**SHAMPOING SEC
PROLONGATION**
poudres micronisées
minéraux absorbants
de sébum

50g e 1.76oz





SHAMPOO + CONDITIONER



HI-HYDRATING SHAMPOO

moisturizing

Apple Fruit Extract Vitamin E Provitamin B5

250mL e 8.4 fl oz

Deeply hydrates hair

Leaves hair free of build up

Made with rejuvenating Apple Fruit Extract, strengthening Vitamin E and hydrating Provitamin B5

Delivers a light scent of moss and floral undertones of Rose, Jasmine and Heliotrope

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



HI-HYDRATING CONDITIONER

moisturizing

Moringa Seed Extract Avocado Oil

200mL e 6.7 fl oz

A lightweight conditioner that hydrates as it detangles hair

Nourishes split ends and provides much needed moisture

Won't weigh down hair

Formulated with strengthening Moringa Seed Extract and nourishing Avocado Oil

Delivers a light scent with moss and floral undertones of Rose, Jasmine and Heliotrope

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



ID SHAMPOO

routine

Avocado Oil Jojoba Oil Provitamin B5

250mL e 8.4 fl oz

A lightweight shampoo

Perfect for every time you shampoo your hair

Formulated with conditioning Avocado and Jojoba Oils and hydrating Provitamin B5

Delivers a light citrus blend of aroma accented with uplifting Grapefruit and Mint, Orange, Lime and Tangerine oils

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



ID CONDITIONER

routine

Provitamin B5 Argan Oil Jojoba Oil

200mL e 6.7 fl oz

A lightweight daily conditioner

Helps moisturize and detangle without weighing down hair

Formulated with Provitamin B5 and nourishing Argan and Jojoba Oils

Delivers a light citrus blend of aroma accented with uplifting Grapefruit and Mint, Orange, Lime and Tangerine oils

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



SHAMPOO + CONDITIONER



TRUE HUE SHAMPOO

color protect

Moringa Seed Oil Sugarcane Extract

250mL e 8.4 fl oz

Specially formulated for color-treated hair

Gently cleanses and hydrates while protecting and extending the life of color

With strengthening Moringa Seed Oil and conditioning Sugarcane Extract

Delivers a light floral scent accented with Clove buds, Cedarwood, Lemon, Rose and Lily Of The Valley

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



TRUE HUE CONDITIONER

color protect

Moringa Seed Oil Sugarcane Extract

200mL e 6.7 fl oz

A lightweight conditioner

Hydrates as it detangles hair

Formulated with strengthening Moringa Seed Extract and conditioning Sugarcane Extract

Delivers a light floral scent accented with Clove buds, Cedarwood, Lemon, Rose and Lily Of The Valley

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.

SHAMPOO + CONDITIONER



FREE REIN SHAMPOO

curl | texture enhance

Rosemary Leaf Extract Jojoba Oil Coconut Oil

250mL e 8.4 fl oz

Gently cleanses and hydrates

Helps define and enhance curls, texture and coils

Leaves hair free of build up

Made with soothing Rosemary extract and nourishing Jojoba and Coconut Oils

Delivers a fruity, floral aroma with oil harvested from the Mango seed. Accented with Violet, Vanilla and Orange oils

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



FREE REIN CONDITIONER

curl | texture enhance

Provitamin B5 Pea protein Avocado Oil

200mL e 6.7 fl oz

A luxe, yet lightweight conditioner

Hydrates as it detangles hair

Nourishing curls, texture and coils without weighing them down

Helps control frizz, enhance curls and add shine

Formulated with strengthening Provitamin B5, protective Pea Protein and nourishing Avocado Oil

Delivers a fruity, floral aroma with oil harvested from the Mango seed. Accented with Violet, Vanilla and Orange oils

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



SHAMPOO + CONDITIONER



REFINE INTERVENTION SHAMPOO

smoothing

Argan Oil Avocado Oil Vitamin E

250mL e 8.4 fl oz

A lightweight, yet luxurious shampoo

Cleans without drying or stripping hair of essential oils

Helps control frizz for smoother styling

Formulated with nourishing Argan and Avocado Oils and strengthening Vitamin E

Delivers a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



REFINE INTERVENTION CONDITIONER

smoothing

Shea Butter Jojoba Oil Coconut Oil

200mL e 6.7 fl oz

A luxe, yet lightweight conditioner

Deeply moisturizes as it detangles and smoothes hair

Seals and smooths the cuticle

Provides extra TLC where needed without weighing down hair

Formulated with moisturizing Shea Butter and Jojoba and Coconut Oils

Delivers a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



VIOLETS ARE TRUE SHAMPOO

purple toning

Shea Butter Moringa Seed Extract Avocado Oil

250mL e 8.4 fl oz

A Violet-pigmented shampoo

Gently cleanses as it tones color

Formulated to be gentle on color-treated or grey hair and keeps brassiness in check

Made with moisturizing Shea Butter and nourishing Moringa and Avocado Oils

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.



VIOLETS ARE TRUE CONDITIONER

purple toning

Shea Butter Moringa Seed Extract Avocado Oil

200mL e 6.7 fl oz

A Violet-pigmented conditioner

Formulated specifically for color-treated or grey hair to keep brassiness in check

Made with moisturizing Shea Butter and nourishing Moringa and Avocado Oils

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



SHAMPOO +
CONDITIONER**RESTORE & AFTER
SHAMPOO**

repair

Bayberry Fruit Wax Pea Protein Provitamin B5

250mL e 8.4 fl oz

Gently cleans hair and helps repair damage from heat styling and chemical processing

Deeply hydrates hair while smoothing and sealing the cuticle

Formulated with revitalizing Bayberry Fruit Extract, moisturizing Pea Protein and strengthening Provitamin B5
Scented with a balancing aroma of citrus and Sage essential oils, accented with Eucalyptus, Basil and Lemon

DIRECTIONS OF USE: Massage through wet hair and scalp. Lather well and rinse thoroughly.

**RESTORE & AFTER
CONDITIONER**

repair

Bayberry Fruit Wax Provitamin B5

Moringa Seed Extract

200mL e 6.7 fl oz

A luxurious conditioner

Helps repair damage from heat styling and chemical treatments

Moisturizes and smoothes hair without weighing it down

Formulated with revitalizing Bayberry Fruit Extract and strengthening Provitamin B5 and Moringa Oil

Scented with a balancing aroma of citrus and Sage essential oils, accented with Eucalyptus, Basil and Lemon

DIRECTIONS OF USE: Massage through wet hair. Rinse thoroughly.



SHINING ARMOR FRIZZ & HEAT PRIMER

Pequi Oil Vitamin E

200mL e 6.7 fl oz

A lightweight, silicone-free styling primer that helps protect hair while heat styling

Layer under other styling products for added frizz control and definition

Made with moisturizing Pequi Oil and protective Vitamin E to help smooth and control frizz while styling

Offers extra conditioning to leave hair feeling soft to the touch

Crafted with a luminous, floral aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense

DIRECTIONS OF USE: Apply through damp hair, style your way.



LIFTED ROOT VOLUMIZER

Vitamin E Red Clover Flower

125mL e 4.2 fl oz

Volumizing spray designed specifically for the root area

Adds weightless, long-lasting, maximum lift

Formulated with protective Vitamin E and stimulating Red Clover Flower

Delivers a luminous, fresh aroma with Lavender and Verbena and accents of Lemon, Grapefruit and Frankincense

DIRECTIONS OF USE: Lightly mist damp, sectioned roots. Massage product in and style your way.





FREE REIN CURL CREAM

Pequi Oil Shea Butter

200mL e 6.7 fl oz

Luxe, yet lightweight curl cream

Silicone free

Defines curls, tightens coils, enhances texture, controls frizz

Formulated with moisturizing Pequi Oil and softening

Shea Butter

Effective on all curl types

Delivers a fruity floral aroma with oil harvested from the Mango seed and accented with Violet, Vanilla and Orange oils

DIRECTIONS OF USE: Apply cream to wet or damp hair, style your way.



GRIP & GRACE TEXTURE FINISHING SPRAY

Provitamin B5 Sunflower Seed Extract

258mL e 7.9 oz net wt.

A texture-enhancing finishing spray

Ideal for adding lightweight body and fullness to dry or already styled hair

Formulated with hydrating Provitamin B5 and shine-

enhancing Sunflower Seed Extract

Delivers buildable texture with grip for long-lasting, flexible hold

Scented with a mellow aroma accented with Eucalyptus and Camphor tinged with Lavender and Vanilla

DIRECTIONS OF USE: Shake well before use. Hold can vertically. Spray on dry or styled hair. Layer for added texture and body.



PLENTI-FULL STYLING SPRAY

Vitamin E

258mL e 9 oz net wt.

Create beautiful styles with this volumizing spray

Formulated with strengthening Vitamin E

Adds volume, body and lift

Holds hair without it feeling stiff or sticky

Perfect on all hair types from fine to thick

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla

DIRECTIONS OF USE: Shake well before use. Hold can vertically. Spray into towel dried hair, style your way. Focus application on roots for volume.



HOLD ON HAIRSPRAY

Pea protein Provitamin B5

258mL e 7.7 oz net wt.

A lightweight setting and finishing spray

Delivers flexible hold and a touchable, brushable, satin finish

Layer for firm hold, or use as a medium hold working spray

Dries quickly, yet remains flexible

No stiffness, stickiness or residue on the hair

Formulated with protective Pea Protein and hydrating Provitamin B5

Delivers a mellow aroma with accents of Eucalyptus and Camphor tinged with Lavender and Vanilla

DIRECTIONS OF USE: Shake well before use. Hold can vertically. From arm's length, spray with a sweeping motion. Layer for more hold.



BOB
SHORE THING
TEXTURIZING SPRAY
citrus extract
citrus extract
BOB
MORCIBATEUR
TEXTURISANT
VAGUES GARANTIES
extrait d'agrumes
extrait de limette
125 mL e 4.2 fl.oz



SHORE THING TEXTURIZING SPRAY

Citrus and Lime extracts

125mL e 4.2 fl oz

A non-aerosol, medium hold spray

Creates separation and piece-y texture

Can be diffused into wet hair

Apply as a texturizer to dry/finished styles

Formulated with scalp stimulating lemon extract

Delivers a light floral scent of Lily Of The Valley and Rose, accented with Clove buds and Cedarwood

DIRECTIONS OF USE: From arm's length, lightly mist in sections on damp or dry hair. Style your way.

COPY/PASTE STYLING CLAY

Bayberry Fruit Wax Amazonian White Clay
Coconut Oil

80g e 2.8 fl oz

A creamy-smooth styling clay

Provides flexible hold while creating texture and definition in hair

Made with oil-absorbing Amazonian white clay, nourishing Bayberry fruit wax and reparative Coconut oil

Delivers a light aroma formulated with Cedarwood, Sandalwood, Bergamot and Patchouli with undertones of Lavender and Orange oils

DIRECTIONS OF USE: Apply to dry or towel dried hair. Style your way.







OVERTIME DRY SHAMPOO

Micronized Powders Oil-Absorbing Minerals

50g e 1.76 oz

Refresh hair in just a few minutes

A dry shampoo that doubles as a styler

Formulated with ultra-fine micronized powders and minerals that absorb oils

Adds fullness and freshness to hair

Delivers an uplifting scent with a Grapefruit heart accented with Mint, Orange, Lime and Tangerine oils

DIRECTIONS OF USE: Shake before using. Placing bottle upright, pump down on dispenser to lightly apply product to the roots.



STAY & PLAY LEAVE IN CONDITIONER

Moringa Seed Extract Coconut Oil

Rosemary Leaf Extract

200mL e 6.7 fl oz

A luxurious yet lightweight leave-in conditioner

With reparative Coconut Oil, strengthening Moringa Seed and soothing Rosemary Extract

An excellent detangler that adds moisture and shine to hair

Helps smooth flyaways and calm frizz

Scented with moss and floral undertones of Rose, Jasmine and Heliotrope

DIRECTIONS OF USE: Spray evenly through towel dried hair before detangling or styling.



HI-HYDRATING MOISTURIZING OIL

Avocado Oil Argan Oil

75mL e 2.5 fl oz

An ultra-lightweight moisturizing oil

100% silicone free

Penetrates the cuticle for deep, hydrating moisture

Won't weigh down hair

Formulated with hydrating Avocado and Argan Oils

Adds luminous shine

Delivers a light aroma of moss and floral undertones of Rose, Jasmine and Heliotrope

DIRECTIONS OF USE: Apply 1-2 drops to damp or dry hair, focusing on mid-lengths to ends.



HI-HYDRATING HAIR MASK

Sunflower Seed Oil Jojoba Oil Pracaxi oil

150mL e 5 fl oz

A luxe hair mask

Hydrates and smooths

Instantly leaves hair feeling soft and moisturized

Made with Sunflower Seed, Jojoba and Pracaxi Oils

Accented with a sensuous aroma of citrus and Sage accented with Eucalyptus, Basil and Lemon

DIRECTIONS OF USE: After shampooing, apply a generous amount on damp hair from roots to ends. Leave on for up to 10 minutes, rinse well. Use weekly or as needed.



RAY CIVELLO is a creative visionary within the beauty and wellness industries and the founder of Back Of Bottle™ / BOB™.

He is a successful entrepreneur, salon owner, master stylist, photographer, inspirational public speaker, and educator.

BOB™ was created with a collaborative spirit to **positively influence beauty culture** to seek cleaner and greener high-performance products.

“Whether it’s staying true to a natural state, or crafting whoever you want to be, we wanted BOB™ to reflect that hair is made to be malleable, and that versatility offers opportunities to be playful and explore what identity can mean- but most importantly, it’s about feeling good and using quality ingredients to create and refine the look that’s you.”

-Ray Civello

IDENTITY, NOT ACCESSORY
BEAUTY WITHOUT TOXIC ATTITUDES
PREMIUM INGREDIENTS WITHOUT MYSTERY
TOP SHELF WITHOUT THE BS
BEAUTIFUL PACKAGING WITHOUT EXCESS

BACK OF BOTTLE™