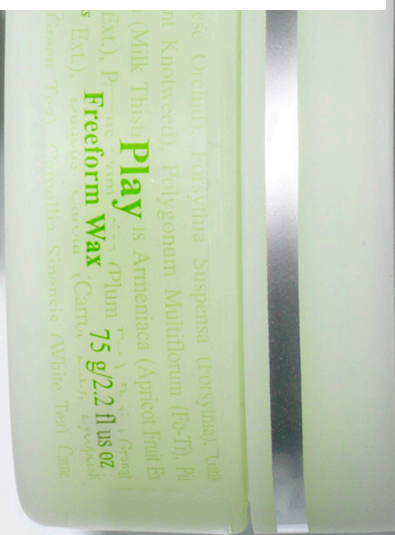


Modern Hair Wear COLLECTION

NEW TEXTILE FOR HAIR™

Style Freedom

For all hair types, textures and lengths



New Textile For Hair™

Tela Modern Hair Wear Collection
transforms hair feeling –
a totally new textile for hair.



Delicious textures and feels.
Irresistible silks, cashmeres, and velvety
rich cottons spoken through hair.

Feel how unique they feel to the touch.

Feel how responsive, and fluid
they become in your hair -
Like a Second Skin.

STYLE FREEDOM

Breathing hair, luminous, and fresh –
full of possibility

Easy to mold and style

Versatile and intuitive

For hair that moves with you

A New Kind of Hair Wear






FOR EVERYONE

Your Hair, Your Way

Each distinctive style master beholds unlimited hair possibilities, looks, moods and feels. Unique textures you can play and express through.

From polished, 'done' looks and feels to more natural, casual and 'undone' moods.

For supreme blow out style or sophisticated, chic air-dry styles.



Free form, heat-style, air wear,
define, shape, groom, curl,
quench, twist, move, make
waves, gather, de-construct,
hold, refine, grip, flex, adapt,
bounce, power-set, tame,
un-tame, make more waves,
smooth, fluid, floating, stream
of consciousness, shine from
within, your hair, your way



CASHMERE HAIR SOUFFLE

Power Blow Out

Opulent, Luxurious, Velvety Blow Outs with Probiotics, Milk Thistle & Honey

For all hair types

Cashmere Hair Souffle Power Blow Out gives luxurious texture, movement, and opulence for velvety rich blow out styles. Tela's turbo performance formula delivers end-mending hair repair plus heat-protection. Tela's Probiotic, Milk Thistle & Honey Blend strengthens hair and scalp imparting weightless moisture, gleaming shine, and irresistible cashmere feel and structure to the hair fabric.

HEAT STYLE Apply a dime to quarter size amount based on hair's length and texture to damp hair. Use a round boar bristle brush to blow dry hair into desired style. **AIR WEAR** Add texture and polish for a chic done/un-done look and feel. Apply a small amount evenly leaving hair dry naturally.



PLAY FREEFORM WAX

Transforms Hair Feeling, Style Freedom for Everyone

For all hair types

Play Freeform Wax feels like a crème and styles like a wax – a totally new textile for hair. Our unique crème wax wants to move with you while you style. Play Freeform Wax transforms hair feeling: style, re-style, done, un-done, define, edge, and play! Style freedom for everyone, creating a new textile before your eyes.

FREE FORM Apply a small amount on dry hair to express your style. For textured looks, play into hair and piece apart. For grooming, control and extra definition, finger style on target spots. **HEAT STYLE** Apply a dime size amount onto damp hair. Blow dry or diffuse style for lustrous body and shine! **AIR WEAR** Add texture and polish for a chic done/un-done look and feel. Apply a small amount evenly leaving hair dry naturally.



TAFFY MIRACLE POMADE GEL

Texture, Shape, Define. Movable Hold, Long Lasting Style

For all hair types

Taffy Miracle Pomade Gel is a hair pomade from the future. It feels like crème-gel and styles like a pomade – a totally new textile for hair. A pleasure to work with, smooth control, elastic style.

FREEFORM Finger style small amounts through hair while you mold, shape, and sculpt as desired. Awesome for making waves, defining curls and up-do looks. **HEAT STYLE** Apply a dime size amount onto damp hair. Blow dry or diffuse style for lustrous body and shine! **AIR WEAR** Add texture and polish for a chic done/un-done look and feel. Apply a small amount evenly leaving hair dry naturally.

Modern Hair Wear COLLECTION

NEW TEXTILE FOR HAIR™

Style Freedom

For all hair types, textures and lengths

Each supreme styler delivers delicious, versatile textures from the future. Creating a new textile before your eyes. Imparts weightless moisture, eliminates frizz. Keeps hair color protected. No resins or build up: water soluble, non-sticky, never ever stiff.



TELA LIQUID IN

Science Inspired Organics by Philip Pelusi

Probiotic enhanced performance and over 35 certified organics + superfruits protect hair and scalp reinventing hair into stronger, healthier hair fabric. Enhancing hair with irresistible texture, body, and movement while you style..

INTELLIGENCE™

TELA'S 35 CERTIFIED ORGANIC INGREDIENT BASE BLEND

Probiotics • Antioxidants • Superfruits • Strengthening Proteins • Anti-irritants Moisturizers • Sun & Color Protectants

TELA MILK THISTLE & HONEY BLEND

Powerful antioxidant blend strengthens hair and scalp. Delivers weightless moisture. Detoxifies and protects.

TELA HAIR IMMUNITY COMPLEX™

Tela's proprietary blend of probiotic enzymes with over 35 certified organic ingredients + super-fruits give nutrition to the scalp and follicle regions for youthful, vibrant hair health. Fermented Kelp Extract works in tandem for complete, instantaneous hydration and nutrient rich delivery.

PATENT PENDING HYDRO PELUSI CERAMIDE COMPLEX

A 'nerve center' for unsurpassed healthy hair possibility. Unleashes radiance, gleaming shine, color vibrancy, luxe texture, full body, style freedom, and health for your hair.

CERTIFIED ORGANIC QUINOA

Known as the "Mother Grain" restores strength and shine.

CERTIFIED ORGANIC PEPPERMINT, LAVENDER & ALOE

Soothing, calming, and healing benefits for hair and scalp.

TELA'S CERTIFIED ORGANIC TEA BLEND

No water in the formula. Instead, Oolong, Green and White Tea for super-charged anti-oxidant power.

VEGAN • GLUTEN FREE • PARABEN FREE • COLOR SAFE • SILICONE FREE • SULFATE FREE
FORMALDEHYDE FREE • PROPELYNE GLYCOL FREE

Tela Translates to Fabric

Tela Translates to Fabric. It is the Latin term for “woven” — an apt reflection of Philip Pelusi’s philosophy for science inspired organic hair care, innovation, and design. The Tela Vision advocates treating and cleansing hair and scalp as you would your finest fabrics. In this approach, we consider hairs’ first priority is to be authentically healthy from the inside out.

In pursuit of hair happiness,
LOVE TELA

Tela[™]
Beauty Organics
by Philip Pelusi



TelaBeautyOrganics.com 1-844-818-7373

Tela Beauty Organics is vegan, color safe, and free of gluten, parabens, formaldehyde, BHT, and sulfates