



BRITISH BARBERS'
ASSOCIATION

AUTHORITY GROOMING FOR MEN

A background image showing three men in dark suits and light-colored shirts sitting on a white sofa. The man on the left is looking towards the other two. The man in the middle is looking down. The man on the right is looking forward. The image is semi-transparent, allowing the text to be overlaid.

straightforward. intuitive to use.
backed by experts

THE VOICE OF THE INDUSTRY

The British Barbers' Association is the voice of barbers, male grooming salons and men's hairdressers. *A tribe of trailblazers shaping the future of the industry.*

The BBA provides the highest level of training and education to its members, pioneers initiatives to raise industry standards and nurtures a community of passionate experts.

straightforward. intuitive to use.
backed by experts

PRODUCTS WITH AUTHORITY

The BBA product range is a response to the need for a complete product offering with superior functionality. A range created with **integrity** and **authority** with each and every product tested extensively by the association and their members.

The concise range is diagnostic and results based, providing solutions to every male grooming need. Deceptively sophisticated formulations deliver functional excellence with minimum fuss.



BRITISH BARBERS'
ASSOCIATION

HAIR CARE



BBA Thickening Shampoo & Stimulating Conditioner

These two products have been formulated to provide not only ultimate functionality but also to bring a sense of experience back to the men's daily shower.



BRITISH BARBERS'
ASSOCIATION

The Prep / Shampoo

BBA Thickening Shampoo

Containing Amino Acids and wheat protein this shampoo is designed to add strength to hair without stripping it of its natural oils.

Caffeine has also be added to promote micro stimulation at the root level

For best results dispense a quarter size amount for first shampoo followed up with half as much for the second cleanse.





BRITISH BARBERS'
ASSOCIATION

The Prep / Condition

BBA Stimulating Conditioner

This treatment is packed with extremely balancing and nourishing ingredients like Jojoba oil and Shea Butter.

This treatment should be massaged into the scalp as it contains English Peppermint which can help reduce hair loss due to scalp conditions like dandruff and Psoriasis. It also packs a strong cooling sensation to the scalp with promotes micro circulation and encourages growth.

For best results dispense a quarter size amount, distribute directly on scalp and proceed with deep massage. Leave on five minutes and rinse well.





BRITISH BARBERS'
ASSOCIATION

STYLING



BBA Moulding Cream /
Texturizing Clay / Defining
Gel / Finishing Pomade

The four styling products have been selected and formulated to be able to confidently deliver any type of hairstyle on all different types of hair, either being used separately or in combination.

All styling products contain a protein complex.



BRITISH BARBERS'
ASSOCIATION

The Style / Mould

BBA Moulding Cream

Achieve a light non greasy, flexible and natural hold for both casual and sophisticated occasions.

It also provides treatment and conditioning for the hair.

This product can be blow dried into the hair to add structure and can also be used as a finishing product.





BRITISH BARBERS'
ASSOCIATION

The Style / Mould



For Extra Grip When Blow Drying





BRITISH BARBERS'
ASSOCIATION

The Style / Mould



For Blow Drying for soft effect





BRITISH BARBERS'
ASSOCIATION

The Style / Texture

BBA Texture Clay

Containing volcanic ash this product creates minimum or maximum texture and volume as desired.

This product can be blow dried into the hair to add structure and can also be used as a finishing product to achieve a medium matt hold.





BRITISH BARBERS'
ASSOCIATION

The Style / Texture



Applied to roots for volume





BRITISH BARBERS'
ASSOCIATION

The Style / Texture



For matt Finish





BRITISH BARBERS'
ASSOCIATION

The Style / Texture



For separation and natural movement





BRITISH BARBERS'
ASSOCIATION

The Style / Texture



to bring out texture and disconnection





BRITISH BARBERS'
ASSOCIATION

The Finish / Pomade

BBA Finishing Pomade

Provides a strong glossy styling hold.

Easy to wash out.

Work quickly to achieve your desired look.





BRITISH BARBERS'
ASSOCIATION

The Finish / Pomade



to bring out shine and control





BRITISH BARBERS'
ASSOCIATION

The Finish / Pomade



to emphasize shine and give volume





BRITISH BARBERS'
ASSOCIATION

The Finish / Define

BBA Defining Gel

Create texture and definition with a strong glossy hold. Easy to wash out.

This product can be blow dried into the hair to add structure and can also be used as a finishing product.





BRITISH BARBERS'
ASSOCIATION

Combination Cocktails



Defining Gel prior
to blow drying

Texturizing Clay to
separate top and
sides





BRITISH BARBERS'
ASSOCIATION

Combination Cocktails



Molding Cream prior to blow drying

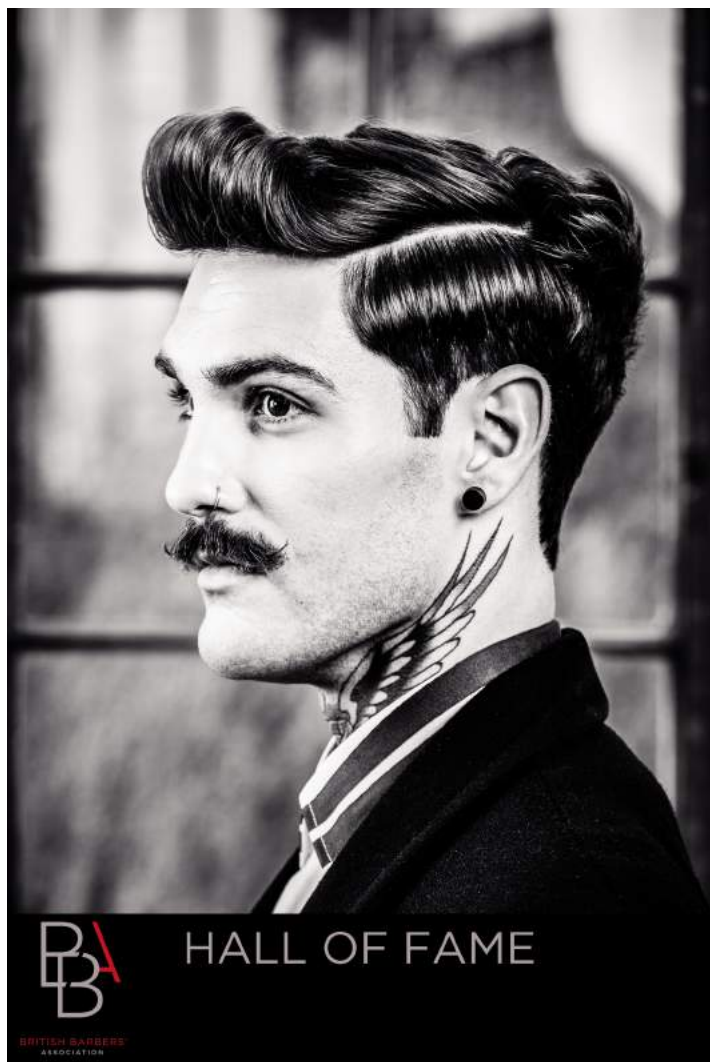
Texturizing Clay to add movement to finish





BRITISH BARBERS'
ASSOCIATION

Combination Cocktails



Defining Gel prior to blow drying

Moulding cream to soften and add shine

Texturizing Clay for the natural finish

Finishing Pomade to give shine and smooth out sides and blend the top



HAIR CARE

This powerful duo address the most common issues in male hair care – thinning hair and scalp sensitivity.

THICKENING SHAMPOO

Boosts hair volume with proteins, rich vitamins, minerals and amino acids.

Wheat Protein strengthens and moisturizes, adding volume and thickness.

Caffeine stimulates micro circulation and Amino Acids strengthen hair promoting healthy growth.



STIMULATING CONDITIONER

A nutrient packed treatment that nourishes the hair and highly stimulates the scalp.

English Peppermint pleasantly cools whilst encouraging micro circulation and a healthy scalp.

Jojoba Oil hydrates and strengthens the hair. Shea Butter' helps to calm scalp conditions whilst it reduces hair breakage and adds shine.

HAIR STYLING

A concise yet versatile collection of styling products providing the tools to perfect any look for any hair type.



DEFINING GEL

This easy to wash out gel creates texture and definition with a strong hold.



MOULDING CREAM

Achieve a light non greasy, flexible and natural hold whilst conditioning the hair.



TEXTURISING CLAY

A versatile styling clay that can create minimum or maximum texture and volume as desired with a medium matt hold.



FINISHING POMADE

Provides a strong, glossy styling hold.



BRITISH BARBERS'
ASSOCIATION

BBA refines generations of
British Barber expertise into
a concise and highly
effective product offering.



BRITISH BARBERS'
ASSOCIATION

FOR MORE INFORMATION CONTACT:

BBAPRODUCTS@BRITISHBARBERS.COM

OR VISIT BBAMENSGROOMING.COM