

gummy

PROFESSIONAL

Men's Universe



HAIR GEL - HAIR WAX - STICK WAX - HAIR SPRAY - HAIR MOUSSE - HAIR CREAM - POWDER WAX -
SHAVING CREAM - CURL CREAM - SHAVE GEL - HAIR SHAMPOO - HAIR TONIC - HAIR SEA SALT SPRAY -
FACE CLAY MASK - FACE SCRUB - FACE TONIC - FACE CLAY MASK - HAIR MASK - BEARD CONDITIONER -
BEARD SHAMPOO - BEARD WAX - BEARD BALM - BEARD OIL - BEARD SERUM - BUMP REPAIR

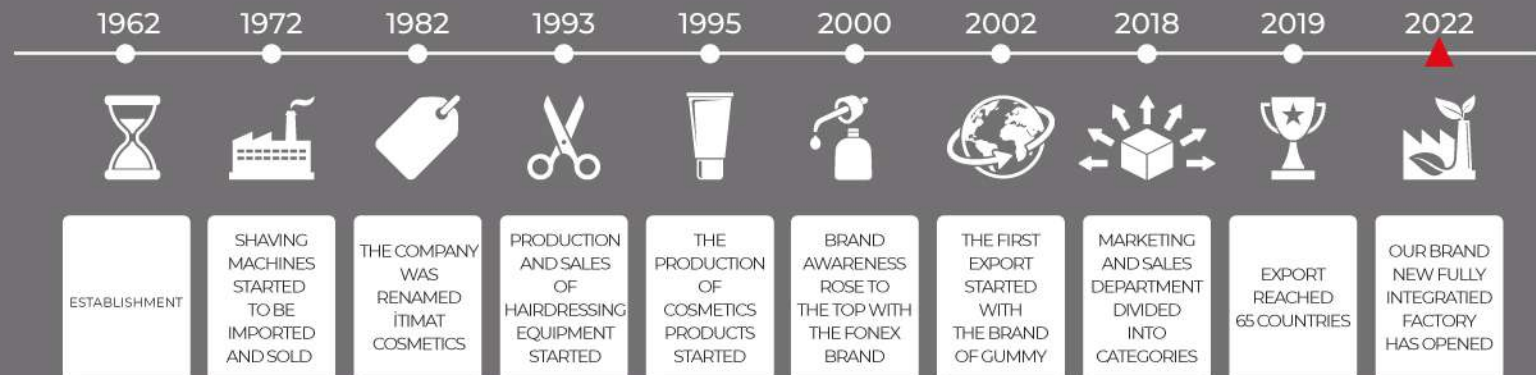


to the Present Day

over 60 years
FONEX
COSMETICS



As Fonex Cosmetics, with a rich heritage spanning over 60 years. As a strong company in hair care and personal care in the most modern way, carrying the tradition of hairdressers and barbers from the past to the present, we continue on our way with our new goals and projects that will make an impact in the cosmetics industry.





GREEN FACTORY

- Solar Roof System
- %30 Energy Saving
- Renewable energy sources
- Daylight controlled lighting systems
- Storing rainwater for production and incoming use
- Carbon filters in the ventilation of the production area

FONEX FACTORY



QUALITY STANDARDS



HAIR **GEL** MAXIMUM HOLD



MOISTURIZING
EFFECT WITH
PROVITAMIN B5

VIVID &
BRIGHT

WET
LOOK

MAXIMUM
STRONG HOLD



220 ml



500 ml



700 ml

NO
RESIDUE

FREE PARABEN
ALCOHOL



HAIRGEL KERATIN



WET
LOOK



MOISTRUZZING
EFFECT WITH PROVITAMIN B5



ULTRA
STRONG HOLD



VIVID &
BRIGHT



220 ml



500 ml



700 ml

FREE PARABEN
ALCOHOL

**NO
RESIDUE**

HAIRGEL PLUS

MOISTRUZZING
EFFECT WITH PROVITAMIN B5

WET
LOOK

VIVID &
BRIGHT

STRONG HOLD

FREE PARABEN
ALCOHOL

**NO
RESIDUE**



220 ml



500 ml



700 ml

EXTREME LOOK

HAIR GEL

MAXIMUM HOLD

New

100 ml



FREE PARABEN
ALCOHOL

MOISTURISING
EFFECT WITH
PROVITAMIN B5

WET
LOOK

MAXIMUM
STRONG HOLD

VIVID &
BRIGHT

NO
RESIDUE



150 ml



HAIR GEL

HAIR GEL

MOISTURISING EFFECT
WITH PROVITAMIN B5

MAXIMUM
HOLD



NO TOUCH

New

EXTREME LOOK

MAXIMUM
STRONG HOLD



VIVID &
BRIGHT



WET
LOOK



FREE PARABEN
ALCOHOL

NO
RESIDUE



98 ml

HAIR STYLING AQUA WAX

PROVITAMIN B5



EXTRA GLOSS

REPAIRING



HARD FINISH

NATURAL
LOOK



ULTRA HOLD



BRIGHT FINISH

SOFT
FORMULA



150 ml

77

KERATIN COMPLEX

HIGH
BRIGHT

FREE
PARABEN
ALCOHOL



HAIR STYLING MATTE WAX



KERATIN COMPLEX

MATTE

NATURAL &
MATTE LOOK



MATTE &
CREAMY TEXTURE



PROVITAMIN B5



MATTE FINISH

SOFT
FORMULA



STRONG HOLD



CASUAL LOOK

FREE PARABEN
ALCOHOL

150 ml

SPIDER WAX



NATURAL &
MATTE LOOK



SOFT
FORMULA

PROVITAMIN B5

REPAIRING

150 ml



FREE PARABEN
ALCOHOL

New



New

STICK WAX



KERATIN
ENRICHED



NO VISIBLE RESIDUE



STRONG HOLD



EASY STICK
APPLICATION



**MATTE POWER
IN A STICK**



40 g

LUMINOUS HAIR

SHINER CREAM



PERFECT
BRILLANCY



INNOVATIVE

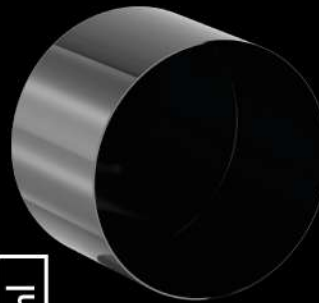
Functional and hygienic usage feature without touching on airless package

NO TOUCH WAX



GÜÇLÜ
YUMUŞAK
& BESLENMİŞ
SAÇLAR

PROVITAMIN
B5



98 ml

PARABEN
&ALKOL
İÇERMEZ

SU BAZLI
ŞEFFAF
YAPI



MAX HOLD
MATTE FINISH



HIGH HOLD
FLEXIBLE & SHINY

HAIR CREAM

New

HAIR & SCALP CARE



nourishes & moisturises
the hair and scalp.



Prevents
hair loss



Provides softness and
shine to the hair

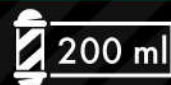


NO RINSE



Enriched with a special nourishing blend of fermented oils, ceramide and creatine, Gummy Hair Cream moisturises and nourishes the scalp. Helps repair and strengthen weak and damaged hair. Prevents frizz and frizziness in the hair. It is used in daily hair styling and keeps the hair under control at the same time. It offers all the care your hair needs with its special formula containing Fermentoil Hair Complex (Almond Oil, Argan, Sunflower, Camellia, Green Tea).

Take the desired amount of cream in the palm of your hand. Massage the hair and scalp. No rinsing required.



200 ml

CREAMY AND
NON-STICKY TEXTURE

HAIR STYLING AQUA WAX

PROVITAMIN B5



EXTRA GLOSS

REPAIRING



HARD FINISH



50 ml

NATURAL
LOOK



ULTRA HOLD



CASUAL LOOK

SOFT
FORMULA



KERATIN COMPLEX

BRIGHT

FREE PARABEN
ALKOL



New



STYLING WAX MASTER **MATTEST**

NO
RESIDUE



MATT LOOK



POWERFUL
BUILDING



NATURAL
LOOK



100 ml

THE DULLEST MAT OF ALL TIME

WAX MATTE

MAXIMUM HOLD

KERATIN
ENRICHED



NO VISIBLE RESIDUE



STRONG HOLD



EASY STICK
APPLICATION



New



KERATIN COMPLEX



ULTRA STRONG



HAIR SPRAY

Provides extra strong hold with fast drying effect.



HAIR MOUSSE

PROVIDES
FLEXIBILITY

VOLUMINOUS
& BRIGHT LOOK

STRONG
HOLD



ULTRA HOLD

It gives the hair a voluminous and shiny look while providing flexibility that facilitates styling.



NON-FOAMING
TRANSPARENT GEL
TEXTURE

PREVENTS
REDNESS &
IRRITATION



Thanks to its transparent gel structure -
that does not foam during shaving;
you can shape your beard while seeing it.



SHAVE **GEL**



FRICTION
MINIMISING
SYSTEM

PROTECTS
& CARE
YOUR SKIN

SMOOTH,
COMFORT &
EASY SHAVE

EAU DE COLOGNE

LONG
LASTING
FRAGRANCE



50 ml



REFRESHING



EASY
TO USE



COOLING



400 ml



LEMON GRASS

AMBER

AMETHYST

QUARTZ

TIGER EYE





FACE
TONE
FACE
FACE

FACE TONIC

ALOE VERA EXTRACT

PROVIDES ENERGY &
STRENGTH TO
YOUR FACE

MORE WELL-GROOMED
& VIBRANT FACE

MENTHOL
EXTRACT

FRESHNESS
& VITALITY



250 ml

CİLDİ
TEMİZLER



▶▶▶▶
MAT, PÜRÜZSÜZ
& AYDINLIK

◀◀◀◀
TAZE & CANLI
GÖRÜNÜM

NEW

CHARCOAL FACE CLAY MASK



 350 g

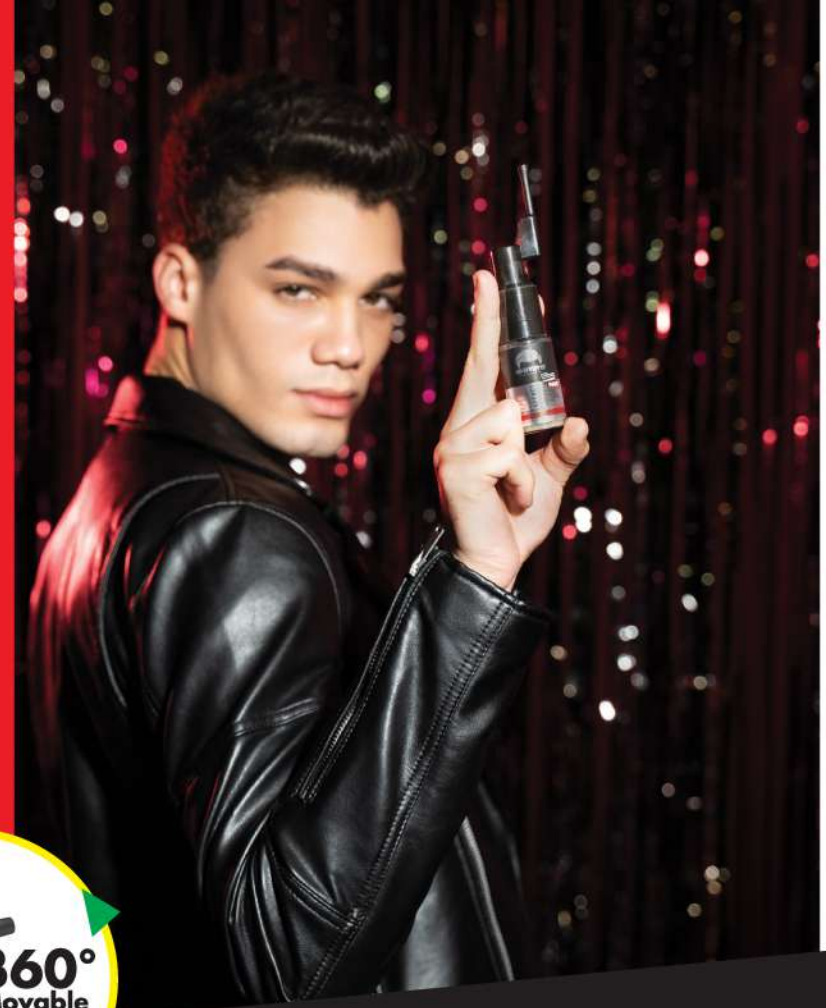
DERİNLEMESİNE
ARINDIRICI





**MAGIC STYLING
POWDER**

**MATTE
UP**



**MAGIC
STYLING
POWDER**
with **CREATINE**



POWDER HAIR WAX

New

3
effects

MATTE EFFECT
NATURAL LOOK
LASTING HOLD



20 gr



VOLUME EFFECT
DRYNESS
STYLING





CURL CREAM

COCONUT & SHEA BUTTER

New

CURL DEFINING CREAM

Heat Protection
Anti-frizz
Detangles & Conditions

WEIGHTLESS FEEL



SHAMPOO ANTI HAIR LOSS

HAIR EXPERT



With Garlic
Enriched Formula



MOISTURISING
FORMULA

STRENGTHENS
HAIR FROM
ROOT TO TIP

STRONG, SOFT
& STRENGTHENED
HAIR

REVITALISES
HAIR & SCALP



HAIR TONIC HERBAL COMPLEX



DEEP CLEANING

REMOVES DIRT,
OIL & RESIDUES

BRIGHT CLEAN
& VIBRANT LOOK

MOISTURISING
& CLEANSING

250 ml



BEARD SERUM



BEARD OIL

ANTI HAIR
LOSS



SPECIAL FOR
BEARD & MOUSTACHE

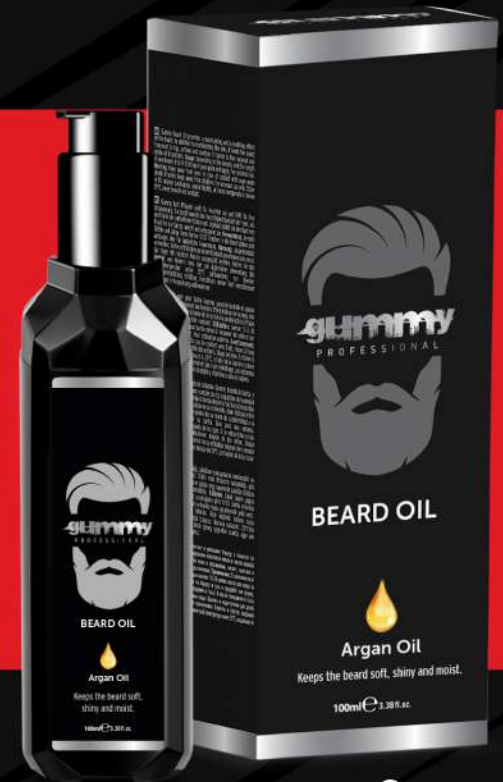


VITAMIN
COMPLEX



MOISTURISING
EFFECT

NOURISHES
& STRENGTHENS
MIRACULOUS
OILS



NATURAL
HERBAL EXTRACTS

SPECIAL
FORMULA

DEEP CLEANSING

SOFT &
NOURISHED



SPECIAL FOR
BEARD & MOUSTACHE

100 ml

2^{IN}1

BEARD
SHAMPOO &
CONDITIONER





BEARD CARE

BEARD& MOUSTACHE
WAX

BEARD& MOUSTACHE
BALM

BRIGHT &
HEALTHY



SPECIAL
BEARD & MOUSTACHE



SPECIAL
FORMULA





BUMP REPAIR

Reduces the appearance of razor bumps, ingrowns and redness caused by shaving, waxing and epilation.

NATURAL
HERBAL EXTRACTS

SPECIAL
FORMULA



REDUCES
REDNESS

SMOOTH
LOOK

New

Natural Waves



Gummy salt hairspray is ideal for creating a natural look when styling your hair. It gives a voluminous, matte, naturally curly and messy look like the pre-shower look. It contains natural sea salt. Creatine content, which forms the building block of keratin, helps to nourish and moisturise the hair.

Sea Salt

HAIR SPRAY

NATURAL SEA SALT



NATURAL WAVES



CONTAINS KERATIN



SOFT FORMULA



VOLUMINOUS & SEMI-MATTE



New



TEA TREE OIL

HAIR & SCALP



ROSEMARY



PEPPERMINT OIL



Formulated specifically for braiders and enriched with rosemary, Gummy Scalp & Hair Straightening Oil revitalizes hair and scalp, promoting healthier, stronger, longer hair while providing weightless moisture and shine. Ideal for low-pores hair, including silk-pressed hairstyles and braids, and protective styles.



STRAIGHTENING



FERMENTED OIL COMPLEX



BRAID CONTROL



SCALP & HAIR OIL
STRENGTHENING
Ferment oil hair complex
Rosemarry - Ceramide



BRAID CONTROL



with MARULA OIL

NO WAX, NO GREASE,
NO ALCOHOL, NO FLAKING

Gummy Huge-hold hair gel, specially designed for braiders, provides the strongest hold on your hair while giving it the perfect shape and look. It's ideal for gravity-defying hairstyles and those requiring hold. Thanks to the marula oil it contains, it adds shine and nourishes the hair.



New

FERMENTED
OIL COMPLEX



FOR KNITTING



MARULA
OIL

BRAID CONTROL



ARGAN
OIL



STYLE &
BRIGHTNESS

MOISTURIZING
FORMULA



FOR KNOTTING

Gummy Style & Shine Foaming Mousse, specially designed for braiders, is a uniquely formulated liquid golden mousse for styling natural hair. Containing world-renowned Moroccan Argan Oil, this nourishing formula moisturizes and nourishes hair, while reducing frizz and adding shine.

BRAID CONTROL



STYLE & SHINE FOAMING MOUSSE

CREATES SOFT WRAPS, DEFINES CURLS,
PREVENTS FRIZZ

For Braiders



BRAID CONTROL



with MARULA OIL



Gummy Edge Control Wax plays a major role in controlling, fixing and styling baby hair or unruly hair. It controls flyaway and frizzy hair and leaves no residue. It keeps your hair nourished, moisturized, soft and smooth while styling. With its strong hold and long-lasting, it secures the edges of your hair without greasiness, flaking and residue. Thanks to its beeswax content, it traps moisture in the hair and prevents moisture from leaving the hair. Suitable for all hair types



FERMENTED OIL COMPLEX



MARULA OIL

FOR KNITTING

BRAID CONTROL