



*Dark
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ASK
YOUR
BARBER



THE DARK STAG RANGE

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BARBERS ARE THE EXPERTS... AND BARBERS ARE OUR HEROES!

Meticulously refined in conjunction with a team of 16 top barbers, Ask Your Barber is an exclusive range designed for and dedicated to the global barber community. Proudly made in England.



NEW IMPROVED
SOFTER
FORMULA



LIGHT SHINE POMADE

NEW! Now softer scoop from the pot with improved firm reworkable hold. Some styles demand respect. Our Pomade answers that call with a medium to firm hold and perfectly balanced shine. Vastly versatile with excellent distribution in the hands, this pomade is ideal for making sure classic styles look and stay sharp. Long lasting with an addictive black pomegranate. Fragrance and water soluble for easy wash out.



Medium-Firm
Hold



Perfect Shine
Finish



Black
Pomegranate



100g/3.5oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Provides professional shine and style with a medium-firm hold. Create and hold sleek traditional styles, slickbacks, side parts and more - whilst delivering a subtle and intriguing masculine fragrance.

 Permet d'obtenir une brillance et une finition professionnelles, avec une fixation moyenne à forte. Créez une coiffure lisse et brillante classique qui tient toute la journée, plaquez vos cheveux en arrière, sur le côté et bien plus, tout en dégageant un parfum masculin subtil et intrigant.

 Proporciona un estilo y brillo profesional con una sujeción de media a firme. Crea y mantiene estilos tradicionales elegantes, gomena hacia atrás, los lados y más, al mismo tiempo que proporciona una fragancia masculina sutil e intrigante.



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CREATES A BARBERSHOP
MOMENT



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NEW - 2026!

NECK FRESH

Dark Stag Neck Fresh is a unique professional finishing spray that enhances barbershop service. It features a distinctive fragrance that is both spicy and fresh, along with a light cooling sensation. Applied after a haircut or neck shave, it leaves the client feeling refreshed. Contains essential oils to nourish the skin. A memorable finishing ritual, Neck Fresh creates a barbershop moment.



Pump Spray



A Barbershop
Moment



Fresh and Spicy



Light cooling
effect



5 essential oils



200ml/7oz



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Refreshes the back of the neck after a haircut or neck shave. Delivers a distinctive spicy, fresh fragrance with a light cooling sensation to create a memorable barbershop moment.

 **Rafrâichit** la nuque après une coupe de cheveux ou un rasage de la nuque. Diffuse un parfum distinctif, frais et épicé, accompagné d'une légère sensation de fraîcheur. Crée un moment mémorable chez le barbier.

 **Refresca** la nuca después de un corte de pelo o un afeitado de la nuca. Aporta una fragancia distintiva, fresca y especiada, con una ligera sensación refrescante. Crea un momento memorable en la barbería.



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NEW - 2026!

PRO CURL CREAM

Enhance curls and waves with Dark Stag Pro Curl Cream, formulated to deliver lasting hydration, definition, and control. Its lightweight formula brings out natural texture without adding weight, while allowing you to choose between a defined or softer matte finish. Infused with soothing notes of sage, violet leaf, and patchouli for a refined, calming fragrance. Pro Curl Cream is enriched with high-quality natural essential oils.



Enhance and control all types of curls & waves



Hydrates and defines



Weightless Control



Choose from a Defined or Softer Matte Finish



Sage, Violet Leaf, Patchouli



High-quality essential oils



125ml/4.2 fl oz



Water Soluble



Cruelty Free



Not Tested on Animals



Suitable for Vegans

WHAT DOES IT DO?

Enhances and controls curls and waves. Hydrates and defines to bring out natural texture without weight. Can Create a defined look or softer matte finish.

 Améliore et contrôle les boucles et les ondulations. Hydrate et définit pour révéler la texture naturelle sans alourdir. Peut créer une finition définie ou un aspect mat plus doux.

 Realza y controla los rizos y las ondas. Hidrata y define para resaltar la textura natural sin aportar peso. Puede crear un acabado definido o un aspecto mate más suave.



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NEW - 2025!

FULL FIBRE PASTE

Enhance hair with Dark Stag Full Fibre Paste, designed to add instant thickness, body, and volume. Its reworkable medium hold gives you flexible control, while the natural finish ensures effortless style. Infused with a refreshing eucalyptus and cedarwood scent.



Reworkable
Medium Hold



Add volume



Natural Finish



Eucalyptus and
Cedarwood



100ml/7oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Thickens hair for added body and control. Work through dry hair and rework as needed. Ideal for shaping, texturising, and finishing.

 Épaissit les cheveux pour plus de volume et de contrôle. Appliquer sur cheveux secs et retravailler si nécessaire. Idéal pour structurer, texturiser et finaliser.

 Engrosa el cabello para aportar cuerpo y control. Aplicar sobre el cabello seco y reestilizar cuando sea necesario. Ideal para dar forma, texturizar y definir el peinado.



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NEW - 2025!

HAIR PREP TONIC

Dark Stag Hair Prep Tonic has been developed to condition hair and boost manageability for a smoother, more precise cutting experience and enhanced final styling results. The sprayable formula, when used on damp hair pre-cut, or pre-dry enhances both cutting and final styling result. Rich tobacco-inspired scent adds a refined touch.



Pump Spray



Supremely
Conditioned



Rich Tobacco



200ml / Toz



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Conditions hair for enhanced cutting and styling. Apply to damp hair. Spray and work in from root to tip. Effective pre-cut, pre dry and pre-styling.

 Revitalise les cheveux pour une coupe et un coiffage améliorés. Appliquer sur cheveux humides. Vaporisez et travaillez de la racine aux pointes. Prédécoupe, pré-séchage et pré-coiffage efficaces.

 Acondiciona el cabello para mejorar el corte y el peinado. Aplicar sobre el cabello húmedo. Rocíe y aplique desde la raíz hasta las puntas. Eficaz precorte, presecado y prepeinado.



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NEW - 2025!

SEA SALT CREAM

Our long-awaited innovative Sea Salt Cream excels at delivering long-lasting light hold and amplifying texture in short and mid-length styles. Featuring a natural reworkable finish for a low-key, lived-in look. Infused with a premium Sandalwood and Vanilla fragrance. Water soluble formula for easy wash out.



Light,
reworkable



Natural, Textured



Sandalwood &
Vanilla



100g/3.5oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Provides long-lasting light hold with a reworkable natural finish. Boosts texture, smells premium, and is ideal for short to mid length styles like textured quiffs, blowout tapers, messy french crops.

 Fournit une tenue légère longue durée avec une finition naturelle retravaillable. Améliore la texture, sent bon et est idéal pour les styles courts à mi-longs comme les quiffs texturés, les cônes éclatants, les coupes françaises en désordre.

 Proporciona una fijación ligera y duradera con un acabado natural reelaborable. Aumenta la textura, huele excelente y es ideal para estilos de longitud corta a media, como tupés texturizados, cortes franceses desordenados.



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NEW IMPROVED
SOFTER
FORMULA



MATTE CLAY

NEW! Now softer scoop from the pot and more matte than ever! Amazingly adaptable, our carefully honed Matte Clay excels at delivering a natural, zero-shine look that can be restyled throughout the day. Perfect for creating texture and adding definition. Firm Hold. Scented with an exotic coconut fragrance. Water soluble formula for easy wash out.



Firm Hold



Matte Finish



Coconut



100g/3.5oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Provides the perfect reworkable matte finish and definition without stickiness or clumping. Smells appealing and firmly holds styles like textured quiffs, tapered fades, messy french crops, and more.

 Permet d'obtenir une finition mate et nette parfaite, retravaillable à volonté, qui ne colle pas et sans résidus. D'une odeur séduisante, fixe fermement les coiffures telles que les texturisées, les dégradés effilés, les French crops décoiffés et bien plus.

 Proporciona la definición y el acabado mate perfectos y remodelables sin viscosidad ni mechones desmadejados. Con un aroma atractivo, mantiene los peinados firmemente, como tupés con relieve, degradados en punta, rapados franceses y más.



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SEA SALT SPRAY

Effective as a pre-styler in combination with other products, or used solo for building and enhancing texture, this Sea Salt Spray is Neptune's gift. With a winning formula, this can be spritzed and blow dried, or left to air dry for a back-from-the-beach finish. Works like a dream on longer styles or refreshing curls and instantly powers all hair types beyond that just-shampooed state. Light but lasting hold. Smells like summer holidays. Water soluble for easy wash out.



Light Hold



Natural Finish



Beach Fresh



200ml/7oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Provides a rough and ready look or a foundation for finishing touches with gritty texture and boosted volume. Smells fresh and prepares or enhances styles like modern mullets, any textured or long styles, and more.

 Permet d'obtenir une finition « sortie du lit » ou une base pour ensuite travailler les cheveux afin de leur donner un aspect grossier et du volume. D'une odeur rafraîchissante, ce spray permet de préparer ou d'améliorer certaines coiffures comme les mulets modernes, ainsi que toutes les coiffures texturisées ou longues, entre autres.

 Proporciona un aspecto y preparado o una base para los toques finales con una textura y un mayor volumen. Huele fresco y prepara o mejora estilos como el corto con melena, cualquier peinado con texturas o largo y más.





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STYLING POWDER

Our superior powder means sculpting with maximum precision. Boost volume and enhance style with ease - just shake and shape. We acted on barber feedback to nail the perfect particle size... so, no clumping! Can be applied in stages to dial up the hold from medium to strong. Star performer against current category leaders with long lasting, natural, and reworkable results. Unscented and water soluble for easy wash out.



Medium - Strong
Hold



Textured Matte
Finish



Unscented



20g/0.7oz



Water Soluble



Cruelty Free



Not Tested on
Animals



Suitable for
Vegans

WHAT DOES IT DO?

Provides weightless volume with matte finish for a reliable and controllable medium/strong hold with enhanced texture. Reworkable formula allows detailed styling for the perfect finish. Ideal for many short to medium length styles, and more.

 Permet d'obtenir du volume tout en légèreté avec une finition mate, pour une fixation moyenne à forte fiable et modulable et une texture intensifiée. Sa formule permet de retravailler les cheveux à volonté, pour une coiffure précise et une finition parfaite. Idéale pour de nombreuses coiffures courtes à mi-longues, entre autres.

 Proporciona un volumen ligero con un acabado mate para una sujeción media/fuerte confiable y controlable con mejor textura. La fórmula remodelable permite un peinado detallado para el acabado perfecto. Ideal para muchos peinados de cortos a medios y más.





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PROMOTIONAL MATERIAL

Matériel promotionnel
Material promocional

Dark
Stag



Strut
Cards



T-Shirts



Display



Cape



Shelf
Talkers



Stickers





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