



maxibrasil
cosmética

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Active in the Brazilian market since 2000, Maxibrasil's central mission is to provide hair care solutions that act as references in the national cosmetics market.

With a diverse variety of hair products available, Maxibrasil has a solution for all types of hair:

Authentic Brazilian hair care treatment



Plant-based active ingredients



Sustainable packaging



Colorful mix



Remarkable fragrances



Delivers professional results at home

The product line possesses a wide array of high-tech, multifunctional products, which generate effective and proven results, while offering personalized hair care treatments for every client.

Our industrial plant is 1200 m² and our logistics center is 1800m². Together, they were built to produce superior products under rigid quality controls, while simultaneously delivering excellent services. In addition to Maxibrasil's production processes, our 120 employees are constantly improving upon our products in order to market the best that Brazilian beauty has to offer.



maxiline professional

Maxiline is a renowned brand in Brazil by its wide and high quality mix of professional products. The products carry the latest technology with effective and proven results.

Trattabrasil

Trattabrasil is a premium cosmetics experience. Our products were developed based upon the association between sensory experiences and design. Our customized hair care products form an integral part of the everyday beauty secrets of satisfied women everywhere.

Come get to know our products and truly experience





Genuine
Brazilian
straightening

maxiline
professional

GREEN CAVIAR LUXURY

One of the world's most coveted delicacies

Maxiline presents its exclusive Green Caviar Luxury line, crafted using one of the world's most coveted delicacies - green caviar - which works to repair and straighten your hair. This marine luxury is derived from algae, and is known to regenerate hair vitality, while providing immediate hair restoration.

Green Caviar Luxury, absolute straightening



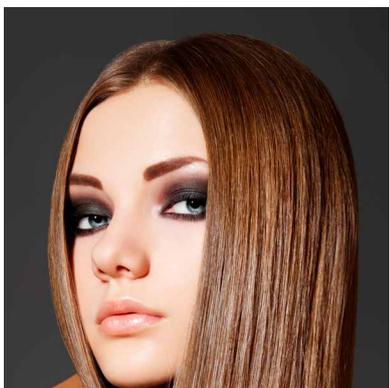
The Pro Filler action, in conjunction with the amino acids, increases the diameter of aged strands, replacing strand mass and redensifying hair.



GOLDEN PROTEIN PLUS

Perfect combination of Protein blends, Green coffee, and Biotin

Utilizing a reconstruction and thermal sealing system with intensive volume control, Golden Protein Plus is a perfect combination of protein blends, active ingredients, green coffee, and biotin. When activated via flat-iron heat, it produces volume reduction and an anti-frizz effect. Golden Protein Plus promotes the replacement of nutri-lipids restoring strand elasticity, brightness, softness, and hydration, while simultaneously straightening them.



Benefits:

- Reconstruction
- Thermal sealing system
- Volume reduction
- Anti- frizz
- Prolonged hair straightening
- Formaldehyde-free



SPLENDOUR

Increases the strand's natural movement

The Splendour Bio Capillary Care line provides hair fibers with deep hydration, shielding, and protection against oxidative processes, while also stimulating their vitality and repairing them. It is formulated using hyaluronic acid, organic silicon, baobab seed oil, proteins, and organic acids that promote thermal realignment and volume reduction, in addition to hydrating and restoring the strands.

Benefits:

- Volume reduction system
- Thermal realignment
- Formaldehyde-free



The multiple functional benefits include hair reconstruction, enhanced brightness, strength, and straightening, closing split ends, and increasing the strand's natural movement.

MEGA BRAZILIAN PROTEIN

With real Brazilian Protein

Exclusive system enriched with real Brazilian protein, which allows for structural changes in the hair, providing volume and frizz reduction, while improving the strands' softness, brightness, hydration, strength, protection and natural movement

Benefits:

Protection, resistance, and strength

Pro-fiber technology

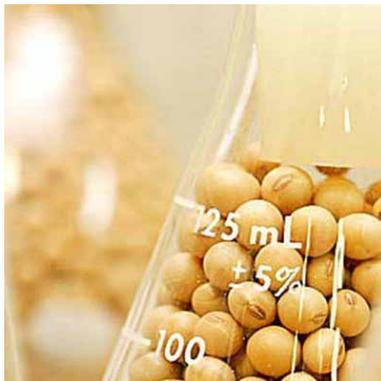
Capillary realignment

Volume reduction

Anti-frizz

Hydration

Anti-breakage



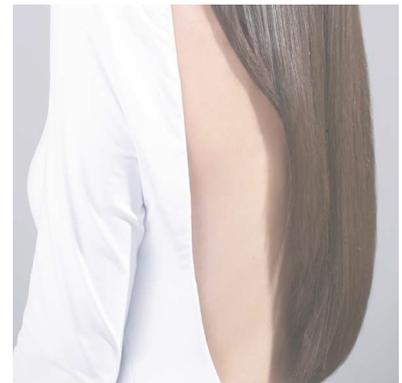
PROTEIN SYSTEM

True Brazilian Keratin and Protein

The Protein System line was developed to offer a unique system of keratin and protein recharge designed to recuperate capillary health to reconstruct hair strands, following its first application. The Protein System delivers high performance straightening, revitalizing hair fibers and recovering their strength and elasticity, while also restoring their structure. It protects and strengthens the hair

Benefits:

- Amino Protein Keratin Technology
- Amino acids
- Formaldehyde-free
- Volume reducer
- Thermal realignment
- True Brazilian Keratin



PKC ULTIMATE

Hair with extraordinary and natural smoothness

The PKC Ultimate micro-particles penetrate the hair fibers' cortex, acting as a complex replenisher, providing hair with strength, softness, and radiance. Within minutes PKC is naturally absorbed by the hair fiber. After sealing the fibers with iron particles, the PKC particles fuse with the cortex proteins, shielding the strands and fully closing the cuticles. Through this process, PKC provides hair with extraordinary and natural smoothness.



Benefits:

- Perfect straightening of hair strands
- Extreme volume reduction
- Natural smoothness
- Anti-frizz



LISSTOX

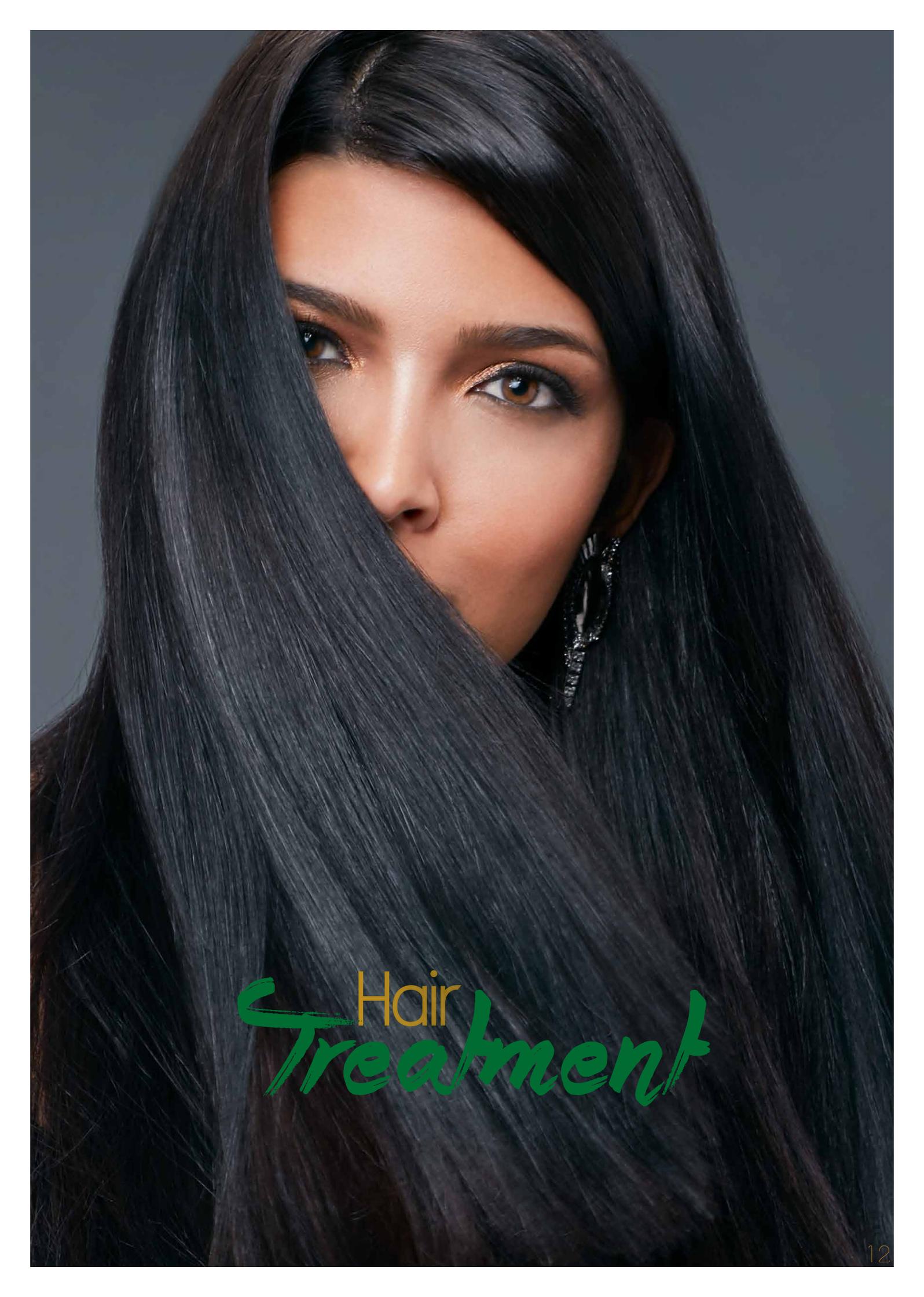
Realign and reduce hair volume

LissTox is composed of a combination of ingredients, such as keratin, proteins, collagen, carbocisteine, and acids, and was developed to realign and reduce hair volume. With a highly hydrating composition, LissTox replaces essential amino acids inside the capillary fiber, providing hair restoration, natural movement, softness, and strand control.

Benefits:

- Capillary Bioplasty augmentation
- Contains protein, keratin, and collagen
- Thermal Realignment
- Volume Reduction
- Formaldehyde-free





Hair
Treatment

TRENDS

Repairs hair fibers that were exposed to external damage

Using advanced technology that creates a tridimensional layer in the capillary fiber to improve its structural integrity and avoid fiber breakage. The line Trends After Care repairs hair fibers that were exposed to external damage, improving their elastic properties and preventing capillary aging. It is ideal for straightened, dyed, and bleached hair due to its ability to aid in the replacement of hair mass and its highly moisturizing properties.

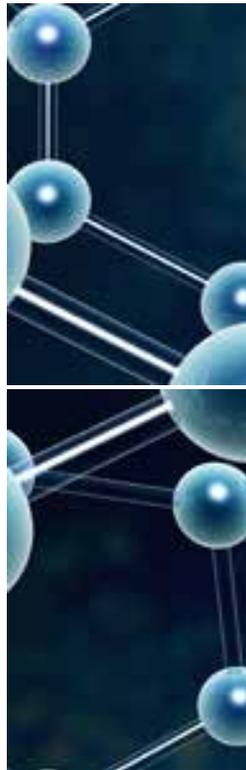
Benefits:

Mass Replacement System

Reconstructs hair fibers from the cuticles to the cortex.

Protective tridimensional system

Highly moisturizing



MAXIPLEX

Healthy straightening and perfect blond color

Maxiplex is an innovative technology used to prepare and treat hair before, during, and after the bleaching and coloring processes. This technology provides healthy straightening and a perfect blond color, without damaging hair strands.



Benefits:

BEFORE CHEMICAL APPLICATION

Safety

Protection

Shielding

DURING CHEMICAL APPLICATION

Anti-breakage effect

Instantaneous action

Anti-elastic effect

AFTER CHEMICAL APPLICATION

Fiber integrity

Strength and resistance

Healthy hair



LEAVES

Keratin & Collagen Recharge

The Leaves product line promotes keratin and collagen recharge, rebuilding fiber structure and restoring moisture, softness, and flexibility to damaged hair. This line contains low molecular weight vegetable keratin favoring the penetration of moisturizing active ingredients into hair fibers. The vegetable collagen restores hair to its ideal elasticity, ensuring healthy, smooth, and elegant hair

Benefits:

- Keratin Filling System
- Replenishment of amino acids
- Softness and flexibility
- Elasticity restoration



ANDIROBA

The forces from the Amazon Rainforest

The best hair treatments are derived from the forces from the Amazon Rainforest. The active ingredients of this product line intensively work to create a film that protects capillary fibers and prevents water loss, while promoting moisturization and deep hydration. The Andiroba line combines the effectiveness of many natural treatments in one product in order to provide intensive revitalization .



Benefits:

Anti-frizz

Occlusive Hydration

Increases hair strands' natural softness and brightness



MEGA PROTEIN

Increases hair diameter

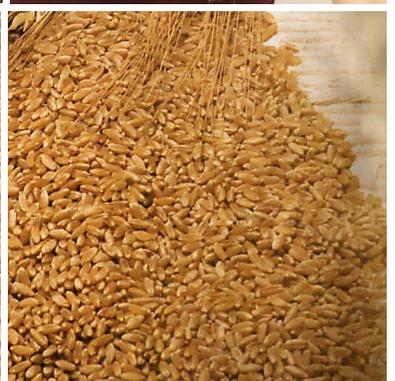
Mega Protein was developed based on the concept of molecular adhesion, which constructs an amino-structural matrix designed to increase the aged strand's diameter and repair damaged hair after its first use.

Mega Protein uses technology that is able to considerably increase hair strength and resistance.

Benefits:

- Increases hair diameter
- Pro-filler and wheat protein technology
- High-impact hydration
- Hair regeneration
- Anti-breakage action
- Total protection, resistance, and strength
- Increases hair thickness
- Instantaneous recovery

- Strand reversal repair
- Occlusive hydration
- Long-lasting hydration



MATIZ BLOND

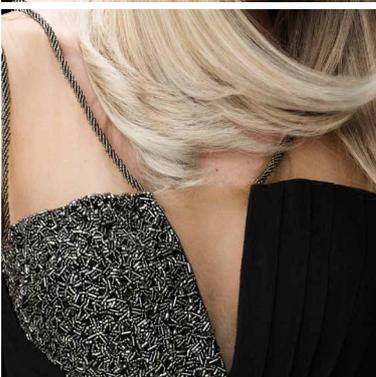
Anti Yellow

Matiz Blond neutralizes golden or orange tones in blonde or gray hair. It accentuates the hair's original color, enhancing its glow and platinum appearance. The violet pigment in its formula gradually reduces the dreaded yellow tone of gray hair.

Benefits:

Neutralizes dreaded orange or yellow tones

Improves brightness



HAIR SERUM

MaxiBrasil offers a variety of high quality products to protect and care for your hair your hair on a daily basis, while also providing a glossy finish. Rich in active ingredients that provide thermal and UV protection, Maxiline Hair Serum minimize damage caused by high temperatures and facilitate straightening during brushing.

Come and see which of our products provides the best results and which product most effectively highlights the beauty of each particular hairstyle.

SERUM PROTECTOR

Protects hair from thermal and solar action by strengthening the strands. Its base conditioner uses silicon to strengthen the external layer of the strand facilitating brushing, while also providing a silky feeling, and hair repair and protection.

Benefits:

- More resistant strands
- Conditioning and film-coating action
- Thermal and sun protection
- Leave-in conditioner



BB MAXI 10 in 1

Balm with multiple functional benefits for the capillary fiber, including thermal and UV protection and anti-frizz properties, all while providing hair with increased silkiness, strength, revitalization, brightness, softness, repair, conditioning, and easier brushing.

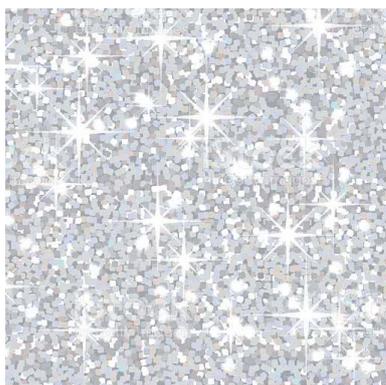
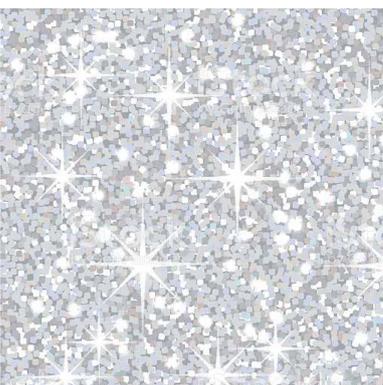
Benefits:

- Thermal and UV protection 01
- Anti-frizz 02
- Silkiness 03
- Strength and resistance 04
- Revitalization 05
- Brightness 06
- Softness 07
- Repairing 08
- Conditioning 09
- Facilitates brushing 10



BB BLUR SERUM

BB Blur is a cuticle-smoothing serum with an ultra-light texture, which provides a temporary straightening effect, while instantly covering-up imperfections. The new generation of BB Cream and BB Blur utilizes an instantaneous optical effect also known as the Photoshop effect to reflect light on the strands, providing hair with a silky feeling. The anti-frizz and anti-moisture agents also promote a long-lasting straightening effect.



Benefits:

- Serum
- Blur effect
- Long-lasting straightening effect
- Cuticle smoothing
- Instant action
- Anti-frizz and anti-moisture agents
- Silky feel
- Ultra-light texture

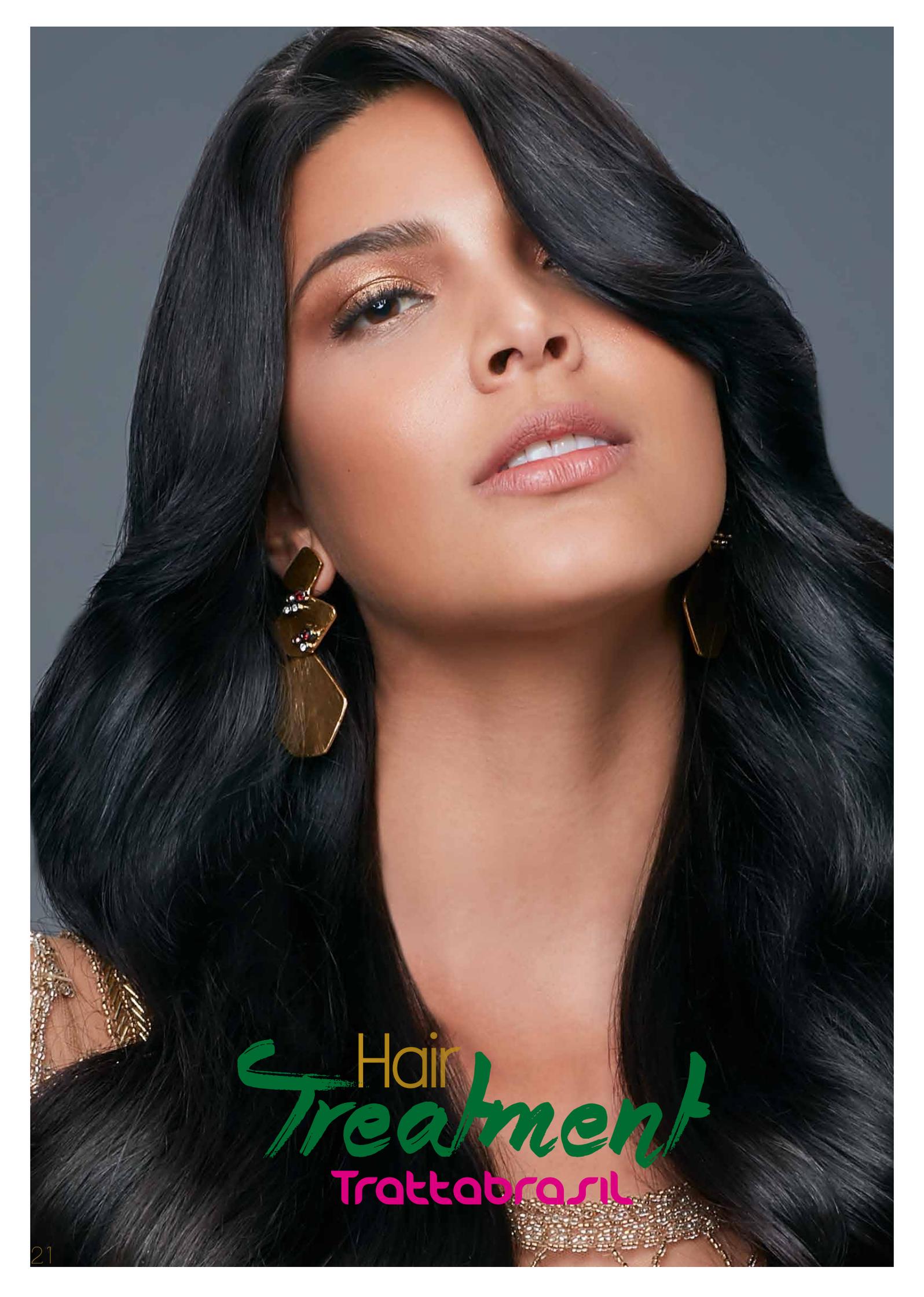
SHINE GLOSS 3D

Shine Gloss promotes intense brightness, closing of cuticles and reduction of split ends. The conditioning and repairing action in the silicone system eases combing and leaves hair silkier.

Benefits:

- Hair Perfume
- Split End Repair
- Anti frizz
- Tridimensional
- Brightness





Hair
Treatment
Trattabrasil

BIOPOWER

Strengthened and more resistant strands

Trattabrazil's Bio-strengthening product line was exclusively developed to provide strand recovery and strengthening for weak and damaged hair. Its technology combats and reduces the damage caused by mechanical environmental, heat, humidity, and chemical exposure by combining high performance active ingredients that work directly on the strands. The Bio-strengthening line nourishes and rebuilds damaged strands. Its formula is composed of biotin, wheat protein, vitamin B5, and omega, which help create a protective shield around the strand structure, stimulating the strands' resistance and a healthy growth.

Benefits:

Pro-nutrient technology

Improves hair strength, resistance and elasticity

Stimulates healthy hair growth

Enhanced nourishment and revitalization

Thermal and color protection



THERMAS

Hair SPA

Trattabrazil's Thermas line combines the best technology in hair care. The line was inspired by the pure waters and clays of thermal spas and contains essential mineral salts with soothing properties. Its exclusive formula is composed of minerals and natural clay, which capture and eliminate impurities like a magnet. This process provides perfectly clean, highly conditioned, and moisturized hair, without harming it, and while also preserving the physiological balance of hair strands.

Benefits:

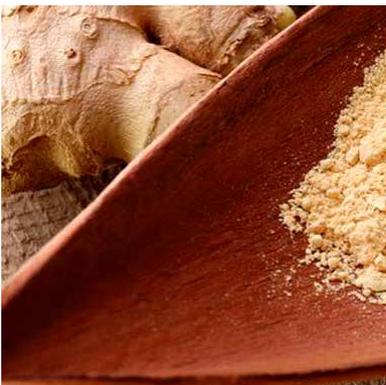
- Anti-aging properties
- Mineral nourishment and replacement
- High performance hydration
- Balances strand porosity
- Grease reduction



PRO DETOX

Anti-pollution

Pro-Detox was developed to provide a detoxification activating the removal of impurity from the strands. With the exclusive Pro detox capillary complex, marine algae, green tea and ginger, the line acts in the removal of pollutant residuals, heavy metals and chemicals that damage the capillary health. The result is a refreshing cleaning, balanced strands and oxygenation of the scalp



Benefits:

- Capillary detox
- Purifying and anti-pollution action
- Hair loss and oiliness control
- Contains marine algae, green tea, ginger and menthol



COLOR RESCUE

Bright and radiant beauty

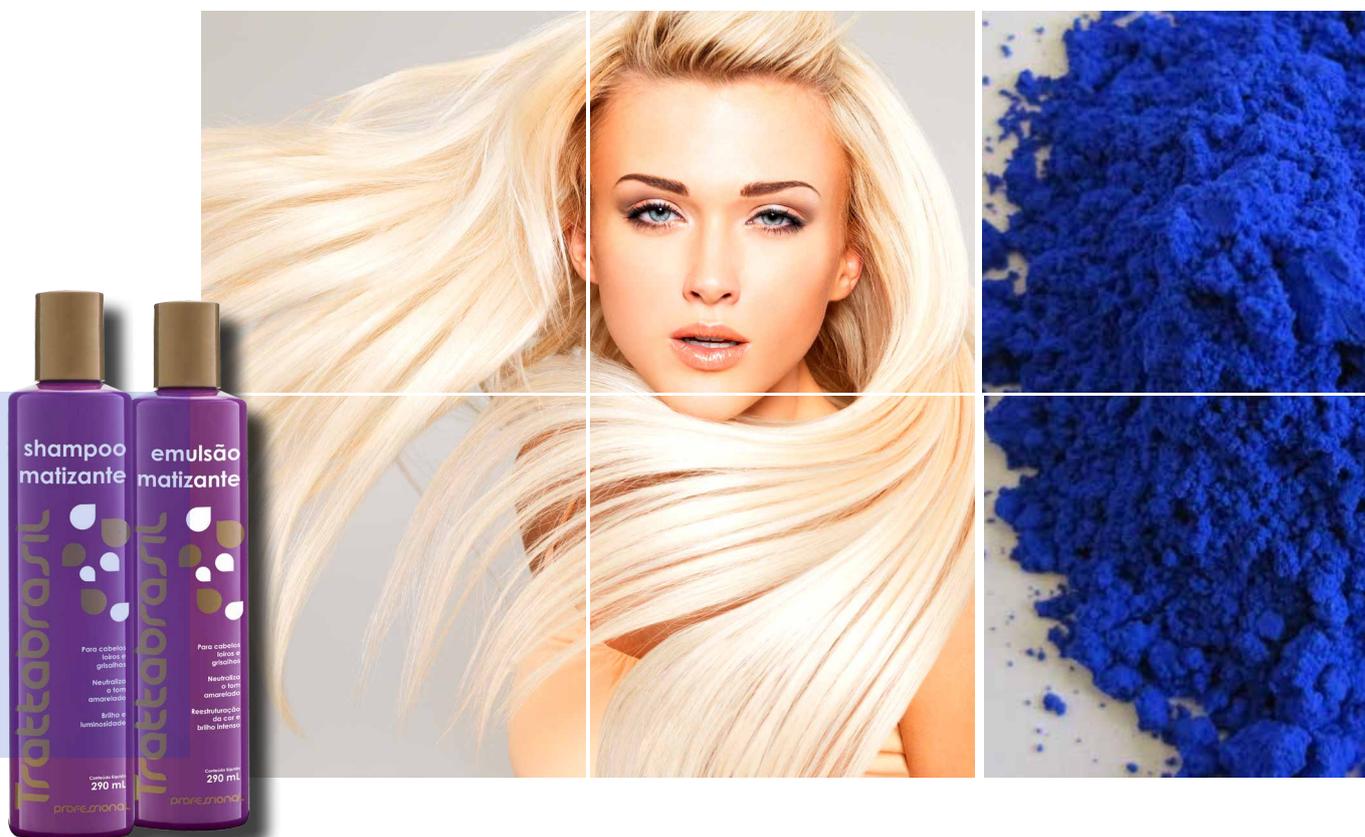
Anyone who has blonde or gray hair knows that brassy hair, yellowish tones, or that dull grayish-white color are undesirable. Thus, one must neutralize these tones, while highlighting the hair's luminous and platinum color, allowing the strands to always look beautiful. To achieve this goal, Trattabrazil created its Color Rescue line. Its amino acid complex, in association with its active color pigments and nourishing oils, give dyed hair greater brightness and protection, while maximizing its ideal color.

Benefits:

Neutralizes brassy hair and yellowish tones

Enhances platinum hair color and provides more brightness and protection

The association of the active color pigments, silicone, and nourishing oils promotes multiple benefits such as hydration, brightness, color correction, restructuring, and strand protection



PLATINUM EXPRESS MASK

Hair platinum-like color in five minutes

Formulated to give blonde hair a platinum-like color in just five minutes. In addition, the hydrolyzed protein in its formula provides multiple benefits such as fiber restructuring and the reinforcement of damaged hair, while also enhancing strands' natural flexibility.



Benefits:

Platinum-like hair color after the first application

Special dyeing technology

Restoration and protection

3D brightness



PRO-FIO

High impact hydration

Trattabrazil's Pró-fio high impact hydration was developed by our specialists to provide an intensive treatment for hair frequently exposed to the sun, hairdryers, and hair straighteners, as well as unwanted coloration and discoloration. Its formula uses the exclusive Pro.FILLER® technology and an amino structural matrix, which increase the diameter of aged strands and repair damaged hair. In addition, its formula contains an array of vitamins, proteins, and lipids, which immediately recondition extremely dried-out and weak strands. The high moisturizing impact and regenerative action of Pró-fio rejuvenates, strengthens, and shields the hair after only one application. Trattabrazil Pró-fio, high performance hydration within your grasp.

Benefits:

- Hair regeneration, repair, and healthy growth
- Protein replacement
- Intense hydration and brightness



HAIR CURE

Post-Chemical Shock Recovery

Trattabrazil's Hair Cure is a capillary S.O.S. designed to help with the immediate reconstruction of strands under stress due to exposure to chemical processes. It provides extraordinary hair restoration, sealing, and moisturizing, while simultaneously strengthening the strands. Its formula's exclusive amino structural matrix protects the strands from oxidative processes, prevents chemical cut, and restructures the cuticles. Hair Cure, a post-chemical processes cosmetics revolution.

Benefits:

- Sealing, shielding, and strand reconstruction
- Strand resistance
- Balances strand porosity
- Strand cortex restoration
- Prevents chemical cut



BEAUTY BALM

Intensifying hair strands' fragrance, brightness, and protection.

Inspired by the charm and resourcefulness of women everywhere, Trattabrazil created a multifunctional 10-in-1 hair serum, which enhances hair protection, care, and beauty following the first application. Beauty Balm provides 10 instant benefits encompassing every part of a woman's day. Whether at work, outdoors, or at home, Beauty Balm provides protected, luminous and fragrant strands.



Benefits:

- Leave-in conditioner
- Thermal and UV protection
- Anti-frizz action
- Strength and resistance
- Revitalization
- Remarkable fragrance
- Brightness
- Daily defense
- Softness
- Repair



S.O.S BLOND

Astonishingly beautiful, healthy, and impeccable blond hair

Developed for discolored or dried-out blond hair, Trattabrazil's S.O.S Blond is an exclusive CC Cream containing high performance active ingredients that combine 15 benefits in a single product. It cares for and maintains blond hair's color, in addition to perfecting its brightness and shine. With a remarkable scent inspired by modern and dynamic women, Trattabrazil's 15-in-1 leave-in CC Cream provides color care, protection, and maintenance for blond hair following its first use.

Benefits:

- Finalization
- Contains anti-oxidant
- Thermal protection
- UV protection
- Prevents hair from drying-out
- Anti-discoloration
- Soft to the touch

- Untangles hair
- Color protection
- Enhances hair brightness and brilliance
- Mass replacement
- Strength
- Anti-frizz
- Unique fragrance
- Restructuring

COLORTRATTA

Brightness of the color

Colortratta is the result of the technology of conditioning basis with special colorants, which tone the hair at the same time it intensifies and revives the color hair. The rice hydrolyzed protein existing in the formulation acts on the capillary fiber with color restoring and protecting effect.

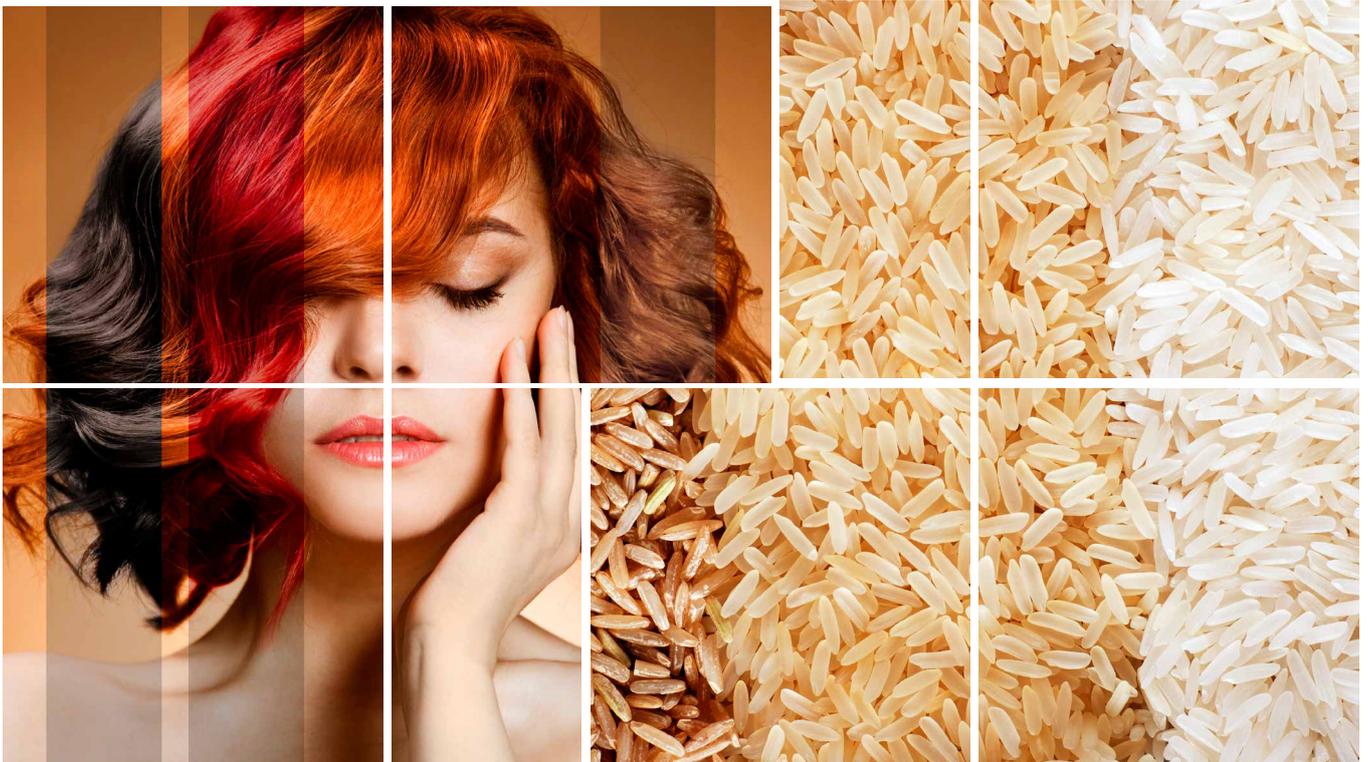
Benefits:

Durability

Brightness of the color

Luminosity

Softness.



DOs & DON'Ts

DO

- Perform a Hair Test
- Hydrate before and after sealing
- Bleach your hair after 15 days
- Tone hair color
- Correct hair color using toners
- Reapply after 30 days
- Straighten up to 10 times
- Dye your hair after 10 days
- Wash with shampoo two times
- Can alter hair color up to two shades
- Use hair finishers
- Rinse and remove the hair sealant
- Apply to healthy hair
- Use a hair dryer

DON'T

- Test Apply the sealant without performing a Hair Test
- Apply to fragile, porous, or damaged hair
- Use a straightener heated above 200 degrees
- Straighten the same lock of hair more than 10 times
- Use in very light blond hair
- Bleach your hair using OX 40 vol
- Straighten your hair using ammonia
- Dye your hair the same day you apply the sealant
- Apply to unwashed hair
- Apply more frequently than recommended by the time limits
- Apply in a mixture with other products
- Leave any product residue in your hair
- Use metallic hair coloring

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