



DIAMOH  
PROFESSIONAL

# COMPANY'S OVERVIEW

Known for their radiance, shine, and unmatched brilliance, these gems are recognized as a sign of pure luxury worldwide.

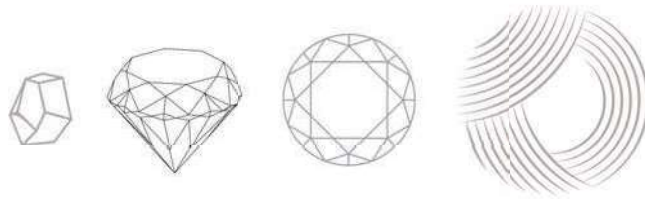
Diamonds are formed under tremendous amounts of pressure and extreme temperatures over long periods, which causes them to be the hardest known substance on earth. Yet, they are so durable that the only other mineral that can scratch a diamond's surface is another diamond. Thus, for ages and worldwide, they have been a symbol of steadfast love expressing endurance after pressure.

We believe every woman is a diamond in the making. We enjoy the transformation process because, in the end, is all worth it. Like wearing a diamond, beautiful, well-treated, shiny hair makes a statement when a woman walks into a room. Through science, technology, and sustainable innovations, Diamoh invents beauty, boosting our client's self steam by offering products in harmony with their needs, culture, and expectations.

DIAMOH









# OUR HISTORY

Diamond's founders have been active in the beauty market for decades of combined experience.

Diana and Mozhgan had industry knowledge and an influential network. Still, the most important asset they carry is a direct connection with their clients. Traveling to international beauty fairs for so many years in so many countries allowed them to see the best from all around the world: Latin America, Europe, Asia, and the Middle East. They could map what produces transformational results by paying attention, talking, listening, comparing, and analyzing. From the beginning, their goal was to revolutionize the beauty industry with its scientific findings, focusing on women's actual needs.

Seeing these women not as consumers but as people with challenges, careers, families, dreams, desires, and fears was the key to their success. In addition, they knew beautiful, healthy, strong, and shiny hair could boost these women's self-esteem. So they combined all this knowledge and years of experience with their network of outstanding researchers and product developers to create Diamoh.

Our brand name is the result of the combination of their names: Diana and Mozhgan. The name also reflects what our products do to women's hair. After our professional treatments and home care application, our clients experience the power of transformation, as it happens to a precious polished diamond.



Innovation | High



# h effectiveness

Cosmetic innovation involves technological research, brainstorming ideas, market trends monitoring, and many other aspects.

We love to surprise our clients with our high-performance hair treatments developed by our experts using Reverse Science Technology. We manufacture our products using a Brazilian haircare lab, famous for using nature as a foundation to restore and regenerate. As a result, dull hair becomes shiny after just one visit to the salon, and its maintenance at home becomes easy and uncomplicated.

Our Mission is to meet and exceed the expectations of our clients and partners, making their lives easier, more beautiful, and healthier by providing products with differentiated quality through modern technologies.

Our talented and dedicated team is not only knowledgeable; they have been "hand-picked" and prepared to carry out our brand culture and values: excellency in every aspect, empathy, honor, and care.

These are the 3 main areas that we pay special attention:

Innovation Technology = A new way of working with the power of plants;  
Capillary SKINIFICATION = High effectiveness of active ingredients;  
Bio affinity (Naturality) = Adaptability and Similarity of plants to maximize results.









# BRAZILIAN PROTEINS





# COCO BAMBOO BIO COLLAGEN PROTEIN

Gel-based hair straightening VEGETABLE PROTEIN, single-step, allergen-free, with quick absorption and reduced pause time. For thin, fragile, highlighted hair with dry ends. Strengthens the damaged cuticle and restores resistance, shine and the natural elasticity of the hair.

- It has a gel-based formula, rich in active ingredients that act intensively on the hair fibers providing immediate and long-term results. Promotes ultra hydration, emollience, repair and protection to the hair against external agents, unveiling shiny and soft hair. Enriched formula with collagen, bamboo extract, almond oil and vegetable protein complex.

#### Benefits:

- Improved hair permeation and absorption, minimizing the pause time.
- Remineralizes and conditions hair restoring a smooth and shiny texture.
- Rich in proteins, amino acids and organic acids that treat and revitalize the hair.

INDICATION:  
For thin and blonde hair

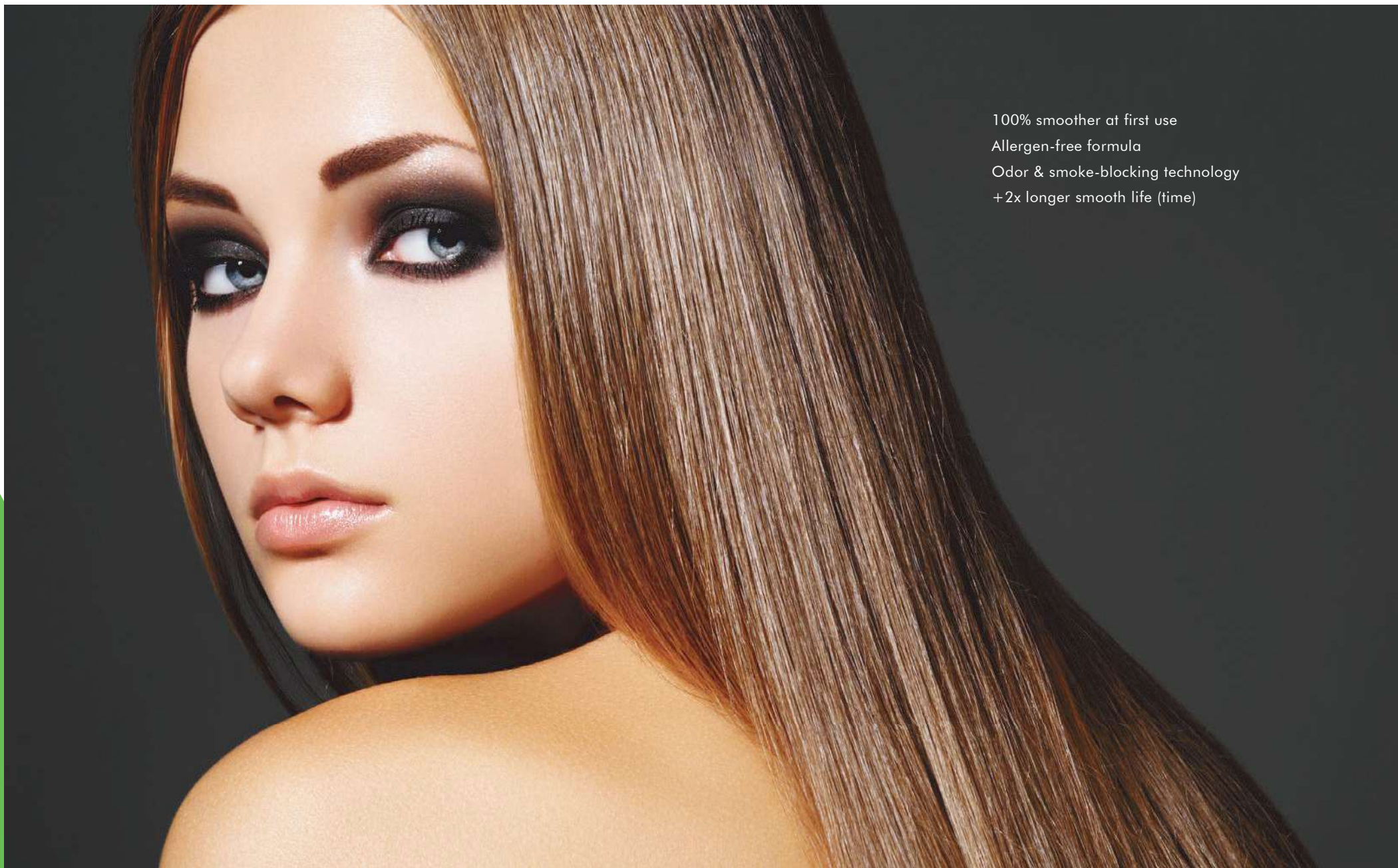
ACTIVE INGREDIENTS:  
collagen, Bamboo Extract, Almond oil,  
Vegetable Protein and coconut oil



Texture and flexibility  
Regenerative action  
Hair cuticle and cortex repair  
Texture and volume Improvement







100% smoother at first use

Allergen-free formula

Odor & smoke-blocking technology

+2x longer smooth life (time)

# NATURE GREEN COFFEE PROTEIN

Straightens the hair filling the cuticular fissures through the hyaluronic acid contained in the formula, renewing its cells and preventing split ends, color fading and hair breakage. Reinforces protection with a velvety touch (cotton extract) of the hair cuticle.

Allergen-Free with odor-blocking technology.

- Green Coffee Protein Bioestore is a straightening hair system developed with Bio-Restorative technology, foundational elements and phytonutrients for the total repair of damaged hair.
- Provides strength, resistance and color protection. An exclusive protein complex that replenishes amino acids and nutrients for a healthy hair balance. Provides shine and softness for every hair type.

Benefits:

- Doubles the straightened hair longevity.
- Protects the color of natural, dyed, or bleached hair
- Retains a protective film



INDICATION:  
For all types of hair

ACTIVE INGREDIENTS:  
Rosemary, Hyaluronic acid, Green Coffee Oil,  
Vegetable Protein, Lactic acid and Coconut oil









BRAZILIAN KERATIN

Vitamin E regenerative spheres

Split ends prevention

Treats hair cuticle

Shine restoration

Daily aggression protection

Allergen-free formula

No smoke

No smell

blocker tech

Unique Salt-free shampoo

for keratin set



# SUBLIME COFFEE KERATIN

Intense straightening with Brazilian keratin for the most difficult hair: thick, natural and resistant. With a mix of vitamins that treat and increase the longevity of hair straightening, resulting in 100% straight hair in the first application, with care and super shine.

Allergen-free formulation with odor and smoke blocking technology (making the work environment less polluting).

- It has a multifunctional formula, promoting alignment, intensive reconstruction and lasting hydration. Recommended for thick and resistant hair that requires a total alignment without damaging the hair fibers, providing intense shine and natural balance.

- The glycolic coffee extract in its formulation has properties that interact with the hair fibers, stimulating and maintaining hair integrity. The keratin assists in the reconstruction and repair of the hair fibers, promoting resistant hair with natural balance.

Benefits:

Sublime Coffee Keratin acts directly on the hair fibers, filling them with cationic actives that remain in the cortex for an extended period, promoting straight and healthy hair.

ACTIVE INGREDIENTS:  
Coffee Glycolic Extract, Coconut oil, Almond oil,  
D Panthenol, keratin and Vitamin-E Spheres



INDICATION: For thick and resistant hair



# AMAZON EXPERT

A transformation line that greets hair diversity.

With actives from Amazonian biodiversity, it promotes hair pH control and prevents the oxidative process due to its capillary bio affinity ingredients. For extremely damaged, easily tangled, colored and bleached hair, it promotes highly effective straightening with maximum thermal protection.

(Oils Recover: Concentrated Amazonian oils, with an exclusive active ingredient of maximum thermal protection and formation of nutrients and lipids, allow the client to perform straightening even with extremely damaged hair).

Active Ingredients:

Melaleuca and Mint Oil, Babassu, Annatto, Copaiba, Panthenol and Pracaxi, Keratin, Passion Fruit, Açaí and Jabuticaba


DIAMOH





Salt-Free Shampoo  
Melaleuca and Mint oil combination  
Strong hair strands  
Scalp protection





Concentrated Amazonian oils  
Exclusive active ingredient  
Maximum thermal protection  
Healthy hair straightening for extremely damaged hair.

INDICATION:  
For Dry and Extremely  
Damaged Hair

AMAZON EXPERT

# OILS REPAIR

Elaborated with hydrating and humectant active ingredients that provide a flexible and hydrated surface. It restores structure and the natural balance of the hair, deeply repairing the cuticle, making them velvety and with a silky touch.

Active Ingredients:

Melaleuca and Mint Oil, Babassu, Annatto,  
Copaiba, Pantenol and Pracaxi, Keratin, Passion Fruit,  
Açaí and Jabuticaba

2  
AMAZON EXPERT  
OILS REPAIR

Máscara Reparadora  
OILS MASK REPAIR  
Mascarilla Reparadora

Babacú | Babassu Oil  
Urucum | Annatto Oil  
Copaiba | Copaiba Oil  
Queratina | Keratin

Use Professional  
PROFESSIONAL USE

1L e| NET 33.8 fl. oz (US)

DIAMOH



AMAZON EXPERT

# MARACUJÁ SUPER MASK RECOVER

INDICATION:  
Colored and highlighted hair

Passion Fruit

For colored and/or highlighted hair, that requires pH stability, avoiding frizz and tangles after chemical treatment, providing greater hair softening and pH control. Developed with technological active ingredients that interact with the cysteine of the hair, replenishing the amino acids. Provides immediate repair resulting in healthy hair with high hydration power, silkiness and extreme shine.

Active Ingredients:

Melaleuca and Mint Oil, Babassu, Annatto,  
Copaiba, Pantenol and Pracaxi, Keratin, Passion Fruit,  
Açaí and Jabuticaba



DIAMOH

PH stability and control

Frizz and tangles support after chemical treatment

Increased hair softness

Technological active ingredients replenish the amino acids.

Immediate repair resulting in silky, shiny, healthy hair

High hydration power.







Prevents the oxidative process of blonde hair  
Repair and Protection during and after the  
straightening process  
Healthy and protected straight hair result  
Prolongs the tone of blonde hair.  
Jaboticaba glycolic extract  
The powerful antioxidant of Açai  
Intense shine



AMAZON EXPERT

# AÇAÍ & JABUTICABA

## REPAIR & PROTECT

Prevents the oxidative process of blonde hair during and after the straightening process, providing a healthy and protected straight hair result, prolonging the tone of blonde hair. Carefully elaborated with Jabuticaba glycolic extract which contains the natural active ingredients Niacin and Anthocyanin, associated with the powerful antioxidant of Açaí, which protects the hair from external conditions, maintaining the color and promoting intense shine to the hair.

Active Ingredients:

Melaleuca and Mint Oil, Babassu, Annatto, Copaiba, Pantenol and Pracaxi, Keratin, Passion Fruit, Açaí and Jabuticaba

INDICATION:  
For blond Hair



DIAMOH

# COLLAGEN CEREMIDE

## REPAIR & PROTECT

With gel-based collagen and ceramides, it recovers the elasticity of the fragile and brittle hair strands that desire a straighter look. It restores the structure and the elasticity of the hair with their use. With thermo-activated ingredients, it reduces time spent in the salon, without pausing the process. Allows coloring and straightening on the same day.

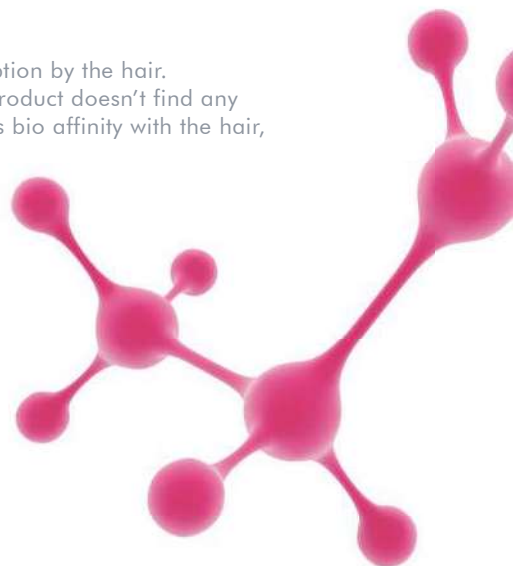
Collagen Ceramide has an innovative formula that regenerates and nourishes the hair. Its gelatinous formula promotes high performance due to Collagen that has bio affinity with the hair fibers, promoting perfect repair, and providing strong and healthy hair.

### Benefits:

- Its highly concentrated gel-based promotes quick absorption by the hair.
- No need to wait for the incursion of the actives, as the product doesn't find any barriers due to the Collagen and Ceramides that provides bio affinity with the hair, promoting resistance, elasticity and intense restoring.

### Active Ingredients:

Collagen, Ceramides, D Panthenol, Rosemary, Cotton Oil, Keratin, Aloe and Vera and Coconut Oil.



INDICATION: For fragile and brittle hairs





# *Don't Stop!*

For fragile and brittle hairs  
Same day coloring or bleaching after straightening

Allergen-free formulation  
Odor and smoke-blocking technology

BOTOX TREATMENT







Active Ingredients: Sericin, Pracaxi Oil, Green Tea, Keratin and Panthenol







# ULTIMATE BRUSH SERIES

Capillary Botox: Capillary filling takes care of the hair strands internally and externally, for all hair types. Frizzy, porous, dry, making them highly resistant and bringing their natural integrity. Reduces volume and eliminates frizz.

It has a perfect combination of the active ingredients Sericin and Keratin that promote intensive treatment and reconstruction in the membrane and cuticle.

Restores shine and returns manageability to the hair through Green Tea and Pracaxi. Recommended for all types of hair, with or without previous chemical treatments. Promotes longevity of straightening.

Benefits:

High-performance treatment and volume reduction in a single product, promoting intensive reconstruction and lasting hydration. Performs total hair repair providing intense shine, with a combination of active ingredients with properties that interact with the hair fibers from the inside out, maintaining the integrity of the hair, interacts with the intense shine and softness of the hair, assists in the reconstruction and repair of the hair fibers, promoting resistant hair with natural balance.

INDICATION: All  
hair types

# HOME CARE *element*

## CAPILLARY SCHEDULE

Home Care Capillary Schedule is the ideal ritual for hair that has undergone chemical transformation procedures or that is brittle, dry and porous.

Its powerful blend of actives restores hair elasticity, replenishes nutrients and restores strength, in addition to deeply hydrating, replacing capillary mass lost by chemical and daily aggressions. Extends the durability of Coloring, Straightening based on proteins or keratins and capillary Botox. A fine fragrance and an easy-to-apply product, it takes care of the scalp and hair. Divided into Nutrition, Hydration and Reconstruction masks, it can be used for all types of hair, as needed.

Shampoo Home Care 250ml

Nutrition Mask Home Care 250ml

Hydration Mask Home Care 250ml

Reconstruction Mask Home Care 250ml





Active Ingredients:

Tea Tree Essential Oil, Macadamia Oil,  
Argan Oil, White Clay, Cottonseed Oil,  
Shea Butter, Green Clay, Sunflower Oil,  
Aloe Vera, Panthenol, Vitamin B3, B5, B6, C  
and E and Black Clay.



THERAPY HAIR  
TREATMENT  
& METAL DETOX





# TrichoDi+

## Metal Detox & Therapy Hair Care

DIAMOH DETOX & THERAPY treatment has the exclusive TRICHODI+ technology for hair care (leather and shaft) which removes heavy metals from the strands with a remineralizing, strengthening, antioxidant and anti-pollution action, leaving your hair prepared to receive coloring, discoloration, reconstruction, nutrition and hydration treatment with total efficiency of the products.

Metal Detox & Therapy Hair Care 2 in 1 provides the best natural ingredients for professional and hair therapists.





# HOME CARE TrichoDI+

METAL DETOX  
VEGAN COMPLEX  
ANTI-POLLUTION  
SKINIFICATION



Active Ingredients:  
Probiotics, White Willow and Sage  
Macadamia Oil, Oat Oil and Quinoa-Protein  
AHA, Niacinamide, Probiotic, Green Tea  
and Vitamins E and B6

Shampoo Home Care TrichoDI+ 250ml - SALT SULFATE FREE  
Conditioner Home Care TrichoDI+ 250ml - FREE FROM MINERAL OIL PETROLATUM  
Tonic Hair Growth TrichoDI+ 120ml - NATURAL 99%

THRICODI+ HOME CARE kit for hair care (leather and shaft), was developed to maintain and enhance the Therapeutic Treatment of the TRICHODI+ DETOX & THERAPY HAIR CARE professional line.

Combines high-performance actives with anti-inflammatory action that soothes the scalp, regulates oiliness, increases microcirculation and oxygenation, naturally stimulating increased density and hair growth. Eliminates heavy metals, has a moisturizing and nourishing action, treating the hair without weighing it down.

Acts on the hair bulb through its rich natural assets, treating scalp disorders.

Benefits:

Hair Growth  
Hair with volume and shine.  
Anti Hair Loss  
Oil Balance  
Anti Dandruff





Micro, Macro and Proton Treatment line





# CONNECT 5



MPP SYSTEM  
PCA NA

CONNECT 5 use low and high molecular weight biotechnology to penetrate deeply into the hair strands, providing active ingredients that act directly on the hair core, replacing the cortex proteins, thus providing Micro, Macro and Proton Treatment, providing 5 treatments in 1 kit.

Diamoh Connect 5 Micro, Macro and Proton Treatment line developed with biotechnological active ingredients, obtained through active ingredients such as PCA NA, Keratin (amino acid sequence - Glycine, Alanine, Serine, Cysteine, Tyrosine, Aspartic Acid, Glutamic Acid, Arginine, Histidine, Proline, Phenylalanine, Valine, Lysine, Leucine, Isoleucine, Methionine, Threonine), Collagen, D'Panthenol Coconut Oil, Rosehip Oil, Murumuru Butter, Grape Seed Oil and Ojon Oil that restores and protects hair architecture, by providing a treatment with nanoparticles that act by replacing damaged proteins and amino acids, providing protection to keratin and its disulfide bonds.

Developed for 5 different treatments for care before, during and after chemical treatments such as: bleaching, coloring, straightening, perming, providing strength, resistance and elasticity to the hair, preventing breakage during the chemical process. In addition to providing body to the hair strand, increasing the performance of any hair transformation.



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[business@diamohprofessional.com](mailto:business@diamohprofessional.com)