

REFERENCE GUIDE



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ABOUT DE SIRIUS

De Sirius is a company with a green soul and a star name (Sírius: the brightest star in the sky) founded in 1998, in a 60m² space, by the entrepreneurs Flávio and Sabrina Rosa who had the desire to do something real, that could be seen in actions and felt in their results, always prioritizing transparency, respect for people, the environment and everything that is part of it.

With doors open to everyone who wants to know the company, the De Sirius values the present and does for the future. Always developing quality products that really work. An example of this is the Restoring Cream, De Sirius' first product and sales leader for over 20 years, which proves the quality of the brand. The company always renews itself with new products developed to meet the needs of new consumers, such as the ORGANKER line released for Vegans and with green packing made from sugar cane.

Through constant research, development and technological innovations, the De Sirius Cosmetics is today one of the most complete brands in Brazil with a mix of hair products with more than 300 items, managing to meet all the needs of professionals and standing out for their differentials, such as exclusive products. All of this has led the De Sirius to gain the confidence of salon professionals and the reputation of launching trends and innovative cosmetics, distributed in 11 lines: Corative Color, Tonative Color, Gloss Color, Clarium, Kerativa, K Liss, Lift Hair, Sculpt, Divine Curls, Detox Therapy and Brazilian Amazonic Haircare.

To maintain relationships with its customers, keep them updated on launches, strengthen the brand and attract new customers, the company participates in the main national and international fairs, namely: Hair Brazil (Brazil), Beauty Fair (Brazil), Cosmoprof Bologna (Italy), Beauty World Middle East (Dubai), Cosmoprof Las Vegas (USA) and Cosmoprof Hong Kong (China).

The participation in these events made the company gain international recognition, currently exporting to 18 countries. Among the export destinations we have some countries in Europe, which contain very strict regulations for the entry of foreign products into its territory, these standards followed in all company processes, both for international and national products.

De Sírius has a responsible management of resources and direct its action to the preservation of the environment and searches several solutions with a focus on the environmental issue. All the sewer vent and wash waste equipment are treated in two distinct plants, where the water comes out cleaned and can be reused.

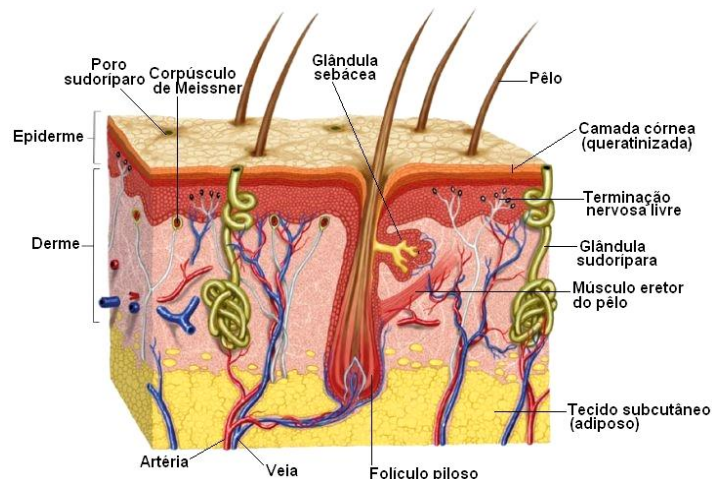
De Sírius' employees have at their disposal a green area full of fruit and native trees and a kiosk for rest and leisure.

INTRODUCTION

The DE SÍRIUS has produced this guide, with detailed information that explains how to get all the benefits of the products that are formulated with selected raw materials based on research to assess the potential and effectiveness. Throughout this informative you will learn about the advantages and benefits of working with **products that really work**.

THE BEGINNING

To treat hair it is necessary to understand the action of the products and why many of the treatments already start to act in the hair scalp that has the same structure as the skin that covers our entire body. However: it's in the skin structure that there is the highest concentration of sebaceous glands – the sebum produced by these glands lubricates the hair strands during growth. Scalp health is critical to healthy hair.



KNOWING THE HAIR

The hair is basically composed of keratin, a protein that contains about 20 different amino acids, which differs from other proteins because of its high content of disulfide bridges (S-S) from the amino acid cysteine which interact strongly with each other in various ways, resulting in the characteristic shape of each hair: straight, wavy, and curly.

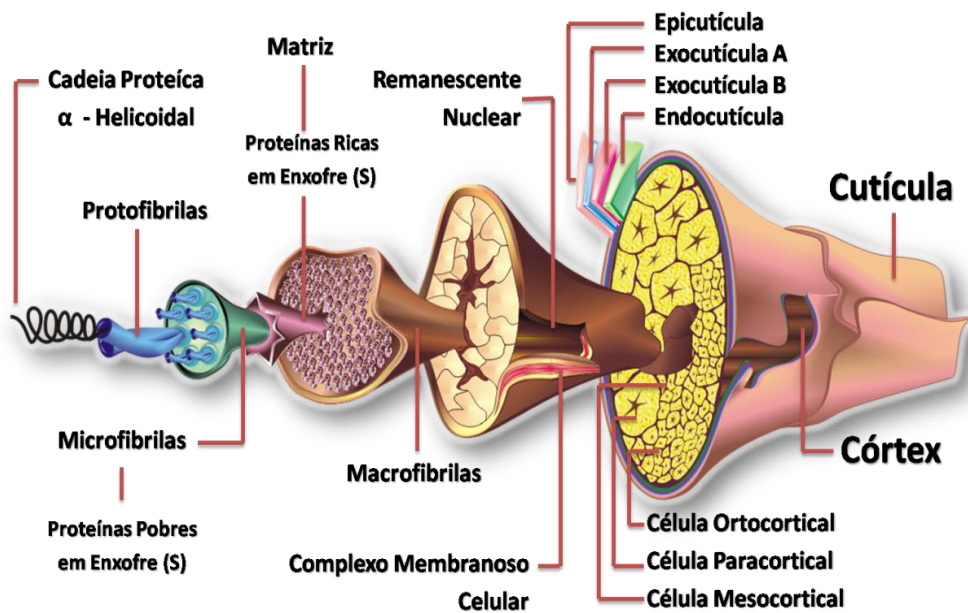
To better understand how to treat hair we will talk about the visible part and invisible parts.

- The invisible part of the hair (hair follicle), which is below the scalp, is the living part and it is irrigated by blood vessels and is constantly growing. And to grow strong, resilient and healthy it is necessary to have a healthy scalp.
- The visible part is the hair shaft (the strand), and it can be divided in three parts: cuticle, cortex and medulla.

CUTICLE: Is the outer part of the hair and it has 3 sub layers: Epicuticle, Exocuticle, and Endocuticle. It is responsible for the protection of the cortex cells and it regulates the input/output of water from the fiber;

CORTEX: Is the capillary mass and constitutes 70% to 90% of the hair weight; it is in where the melanin (the color itself) is located, in different sizes and quantities.

MEDULLA: Is the central part of the hair. It has no defined function.

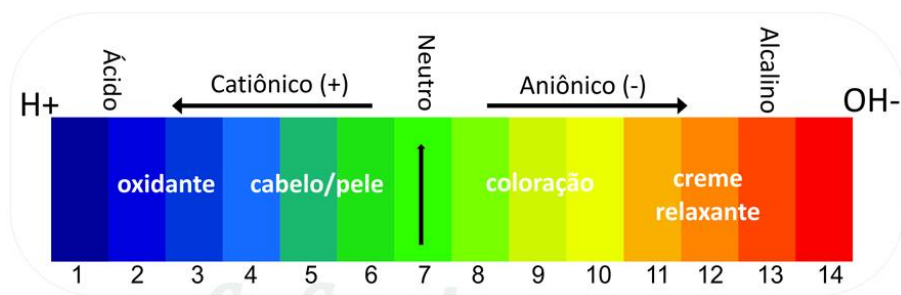


The hair strand is supported by 3 *bonds each with different function and behavior. These bonds are responsible for the beauty and strength of the hair.

- * **Hydrogen Bonds:** They are weak and disconnect in the water.
- * **Saltine Connection:** It is responsible for the hair strength and it has its effect broken during any chemical procedure that changes its pH.
- * **Sulfur or Cystine Connections:** They are very strong connections and responsible for the physical shape of the hair.

The health and beauty of the hair are also influenced by the pH of the products used, when the pH of the hair is balanced around 4.0 the cuticles align. The same occurs with the hair scalp with pH in the range of 5.0 to 6.0, for this reason all the De Sirius products have their pH described on the packing.

pH SCALE:



Let's get to know a little about the technology and differentials of De Sirius products.

DE SIRIUS SHAMPOO TECHNOLOGY

It's important to know that De Sirius Shampoos clean and treat the hair at the same time, because they have:

- The pH between 4.5 and 5.5 which is close to the physiological pH of the hair and scalp;
- Proteins that strengthen the hair;
- Silicones that improve combability and decrease frizz;
- Does not contain sodium chloride (salt);
- Does not contain parabens;
- They produce good foaming;
- Softness and Hydration.

DE SÍRIUS TREATMENT TECHNOLOGY

It's important to know that the De Sirius treatments are cationic and super nutritious because they contain:

- **High concentration of extracts, butters and vegetable oils** that deeply treat, strengthen and nourish hair and scalp;
- **Proteins and amino acids of high and low molecular weight, which increase the internal and external capillary mass.**
- **Hydric and lipid nutrients, which** guarantee STRENGTH, RESISTANCE, FLEXIBILITY AND SILKINESS.
- **Thermal protection and powerful anti-frizz action.**
- **Acid pH 3.0-4.5**, derived from **Citric Fruit acids** to align cuticles.

DE SÍRIUS FINISHER TECHNOLOGY

It's important to know that De Sirius finishers model and treat the hair because they contain:

- Vegetable waxes for fixing and styling;
- Natural waxes for styling and definition;
- Oils and butters of vegetable origin;
- Mix of silicones with different levels of action and protection;
- Proteins to strengthen and thicken;
- Polymers of high resistance to humidity and long lasting fixation.

Now that we have seen a bit about the chemistry behind the hair, let's look at De Sirius products and their differentials.



DETOX THERAPY TREATMENT



DETOX THERAPY

ORGANKER



Organker Dtox Therapy comes to fulfill your desires in a single treatment that removes toxins and pollutants that accumulate in the hair, leaving them with excess oil in the root and drying out, hindering growth and increasing the appearance of split ends.



EFFECT ACHIEVED? Removes residues of chlorine, copper, metals and accumulation of chemical agents present in the water and air, protecting the hair from the pollution-causing damages and recovering the hair fiber, avoiding the formation of split ends. In addition, it limits the formation of dandruff and itching in a natural way, without drying out the hair and the scalp. Promotes cleansing and detoxification of the hair scalp and strands.

RECOMMENDED FOR? For oily hair globally or oily at the root and dry at the ends, with hair loss, dandruff, oiliness and with difficulty in growth.

WHAT ARE THE BENEFITS? Anti-pollution action. Eliminates toxins from the hair and scalp, inhibiting odors. Creates a shield that protects the hair from pollution. Repairs the hair fiber.

EXCLUSIVE FEATURES? Totally natural line, VEGAN and NOT TESTED ON ANIMALS. Does not contain dyes, preservatives, petrolatum, salt or sulfates. Released for all hair types.

ASSETS: Moringa, juá, CIS*, soy protein, wheat, natural oils, organic tilicine, trehalose, seaweed, cucumber, lemon and apple. Exclusive CIS* System (Cuticle Interlock System) that seals the amino acids within the cuticle, increasing the capillary mass, reinforcing the fiber and returning, through bio-affinity, the essential elements for the hair.

BENEFITS:

- CERTIFIED ORGANIC ASSETS
- VEGAN
- UV PROTECTION – SUN RAYS
- ANTI-POLLUTION GUARANTEED BY MORINGA EXTRACT
- PROTECTIVE FILM, ODOR INHIBITING AND THERMAL PROTECTION
- CRUELTY FREE NO ANIMAL TESTING
- SULPHATE FREE, SALT, PRESERVATIVES AND DYES
- FIGHTING HAIR FALL OF HAIR, DANDRUF AND OLEOSITY.
- LOW AND NO POO FREE
- VEGETABLE OILS 100% NATURAL OILS

8 REASONS TO USE ORGANKER:

1. Pollution:

Our hair is a reflection of the environment. Today, 90% of the world population lives in cities where the air quality is considered to be terrible. The accumulation of heavy metals in the hair accelerates the degradation of hair fibers and enhances the damage caused by exposure to UV radiation and chemical processes.

2. Hair Loss:

Toxins found in polluted air can cause hair to stop growing, in addition to causing hair loss, dandruff and oiliness, due to the accumulation of pollution in the hair.

3. Itch:

Itchy hair scalp with dry or oily flaking, even though the hair is apparently clean, is a sign that the hair needs detox.

4. Opaque hair:

Dull hair, even with the use of products for this purpose, is an indication that the hair is without the necessary proteins and with residues of chemicals and finishers.

5. Oiliness:

Excessive oiliness, dandruff or hair loss means that your hair needs cleaning on the scalp and the length of the hair strand, in order to promote oxygenation at the root and astringent action.

6. Reconstruction:

Split ends, dry hair and no movement? Need for reconstruction with specific assets that treat the hair and promote results in the first application.

7. Hair Growth:

Your hair does not grow? Your hair follicle is blocked, in need of oxygenation and detox.

8. Weak hair strands:

Frequent use of products with mineral oils creates a film in the hair, preventing nutrients from adhering to the inner layers, leaving the hair opaque and brittle, requiring detoxification.

TECHNOLOGY

The Organker Dtox Therapy Line was developed with 3 assets: Moringa, Tilicine and Trehalose. These raw materials have a laboratory-proven result and efficiency, in addition, they are 100% plant-based. **The Detox Therapy Line is patented.**

MORINGA

The moringa is known as the tree of life. This tree was born at the foot of the Himalayas and has been in Brazil for 30 years. It is recognized as a strong ally for hair growth, in addition to having 17 times more calcium than milk, 15 times more potassium than bananas and 25 times more iron than spinach.

TILICINE

It is extracted from the Liden Tilia Tomentosa (fresh shoots) and obtained through a patented technology called CRYOEXTRACTION. The Tilicine involves the hair in a film that limits the water loss, protects the cuticle, reduces porosity and protects the hair against UV rays and pollution.

TREHALOSE

Known as the asset flower of resurrection (Myrothamnus Flabellifolia), which is very rare, it can be found in the desert. This asset promotes deep rehydration in the hair and retains moisture.

In addition to these three exclusive assets, Organker Dtox Therapy has plant assets such as Juá, which has astringent, healing, sanitizing action and combats dandruff and hair loss; and seaweed, which cleans and detoxifies.



Product	pH	Action & Results	Presentation	Approximate Yield
Dtox Shampoo	4,5 a 5,5	It removes chlorine, copper, metal residues and accumulation of chemical agents, protecting the hair from the pollution-causing damages.	300ml and 500ml	25 to 40 applications
Dtox Conditioner	3,5 to 4,5	Deeply moisturizes the hair, acting internally and externally, strengthening the hair strands and protecting from pollution.	300ml	30 applications
Dtox Repair Cream	3,5 to 4,5	Recovers the hair fiber with the help of 20 essential amino acids for the hair.	500ml	50 applications
Detox 1	6 to 7	Eliminates chlorine residues, metals, lead and chemical agents, purifying and oxygenating the scalp. Used in conjunction with Detox 2.	500ml	20 applications
Detox 2	2 to 3	Purifies and detoxifies the hair scalp and strands. It has residue removing action. Used in conjunction with the Detox 1.	500ml	20 applications
Leave-in Dtox 2 in 1	3,5 to 4,5	Acts sealing the cuticles and protecting the hair from damage caused by climatic aggressions such as salt, sea water, wind and pollution.	500ml and 300ml	40 to 80 applications
Dtox Tonic 3 in 1	5 to 6	Limits the formation of dandruff, itching and oiliness in a natural way, without drying out the hair and the scalp. Multi-action treating cause and effect.	30ml	15 applications

DTOX SHAMPOO:

This shampoo acts by contact on the hair, because assets such as MORINGA react with the toxins deposited even without friction, so it is not necessary to rub the hair excessively, but let the shampoo act for a few minutes.

- When shampoo is used for hair therapy, it is advisable to direct the application of shampoo on the hair scalp, and then spread it gently onto the hair. In cases of hair with a very oily root, the indication is to apply the shampoo on the hair scalp with dry hair, before wetting it.

- When the shampoo is used to prepare the hair for chemicals such as discoloration, coloring and others, apply the shampoo only on the hair strands, spread it gently and let it pause, without rubbing the hair scalp.
- The Dtox Shampoo also has the function of removing the green tone of blond hair, caused by contact with the pool and excess of artificial colors.

DTOX 1 + DTOX 2:

- DETOXIGATION – The mixture of DTOX generates a chemical reaction that releases OXYGEN and CARBON DIOXIDE, which act as a natural cleaning turbo, unblocking the hair follicles and activating the circulation of the hair vessels.
- In the hair scalp, they help to fight dandruff, flaking, itching, excessive oiliness, hair falling, difficulty in hair growth. It can be applied on the beard, helping to calm skin irritation.
- They can also be used on the hair in cases where there is excessive accumulation of chemicals, which cause stiffness of the hair strand, or in cases of hair with a very resistant green color from swimming pools. In these cases, apply DETOX 1 and 2 on wet hair, leaving it acting for about 5 minutes. Soon after, rinse.

REPAIR CREAM:

Powerful REPAIR action of the hair. Extremely complex and sophisticated, where different proteins are combined with lipids and mineral trace elements to form a unique structure with extraordinary properties, obtained through the knowledge of capillary proteomics with bioinformatics. This makes this treatment fix the amino acids inside the hair fiber, increasing the hair mass and reinforcing its structure, called CIS (Cuticle Interlock System).

- Can be used on all types of hair.
- Fantastic for repairing hair strands after DECOLORATION.

TONIC:

100% vegetable, does not contain alcohol and can be used on hair scalp, beard, eyebrows and even eyelashes (application with cotton swab), to combat the flaws and stimulate growth, improve hair density (more strands) and recover the healthy and strong aspect;

- The asset used to stimulate growth and fight the hair fall is known as GREEN MINOXIDIL, for having a powerful action to stimulate new hair follicles, proven tests of 30% increase in 90 days.

- Anti-irritation: it contains a natural Asset even more effective than zinc pyrithione, which in addition to fighting dandruff, thanks to its richness in saponins, is a powerful restful and calming agent. Eliminates irritation and itching. It can be used on the hair scalp sensitized by chemicals at the time of COLORING and DISCOLORING to soothe the hair scalp and fight itching.

LEAVE IN ORGANKER:

Protects hair from moisture (anti frizz) for up to 24 hours. From polished blow dries to waves and curls.

- The effect of the hair will be defined in the drying and finishing mode, WITH or WITHOUT volume, straight or curly.
- Thermal protection (100%) that offers full safety when styling with hot tools such as flat irons, babyliss, and hair dryers, which is very important for blond and colored hair in order to prevent color changes.
- Anti-odor: guarantees fragrant hair, preventing it from absorbing odors from the environment (smoke, grease, and etc.).
- Long-lasting on straight, wavy or curly hair. The protective film that fixes the modeling done, has 3x more durability.

TIP: To apply Leave-in to damp hair, practical and easy, apply in the washbasin (and you don't need to be afraid of putting product in), then for more uniformity and align the cuticles with a comb.

HOW TO USE:

STEP 1: In the washbasin, apply the Detox Therapy Shampoo directly onto the hair scalp. After application leave the Detox Therapy Shampoo on for 3 minutes and start massaging the scalp. The massage should be done with sliding, kneading, and rubbing movements all over the scalp, including the nape of the neck and the trapezium. This is a process that removes all accumulation of oiliness from the hair scalp, also known as descaling.

After the massage, take the client to the washbasin rinse with running water, from top to bottom, gently massaging the hair and scalp in the direction of the cuticle.

STEP 2: In two bowls place approximately 30 to 40 grams of Detox 1 in one and in the other 30 to 40 grams of Detox 2 and set aside. Start the application of Detox 1 with a brush directly on the hair scalp, with the hair divided in quadrants and start at the nape of the neck. Do not remove. Let Detox 1 act on scalp and apply DETOX 2 over DETOX 1 with a brush and massage scalp to activate DETOXIGENATION*, leave on for 3 minutes, rinse with plenty of water.

DETOXIGENATION the mixture of Detox 1 with Detox 2 creates an effervescent reaction that releases oxygen and carbon dioxide gas that acts like a cleansing turbo in the scalp and hair follicles and increases the vasocirculation of the hair.

STEP 3: Remove all humidity from the hair and apply the DETOX CREAM from the middle to the ends, running the hands through the hair towards the cuticles lock by lock, and wait 5 to 10 minutes for the amino acids to penetrate inside and outside the hair fiber. Rinse and remove humidity.

STEP 4: Align the hair with a comb, and divide the hair into quadrants. Start applying the 3 in 1 TONIC all over the scalp, drop by drop. Massage with the fingertips in soft movements to activate the product. Do not rinse. The tonic acts directly to control oiliness, which is the main responsible for dandruff and weakening of the hair. The tonic can be used for all hair types even those that do not have dandruff or greasiness, but want the hair to grow or become thicker, it strengthens the hair from the root.

: Apply the DETOX Leave-in from the middle to ends on very wet hair and finish as the customer wishes, Leave-in creates a protective shield around the hair, which acts as a protective shield with anti-humidity action, protects from the sun, pollution, chlorine and thermal protection. This shield surrounds the hair strands one by one, providing a different result in the hair according to the FINISH.

- If the hair dries naturally, it gets volume, ideal for people who like voluminous hair.
- If a well-molded brushing is done, it has the power to unite and seal the ends by strongly involving them with the protective shield, resulting in super aligned hair and perfect ends.
- If flat ironing is done, the result is super straight hair with high durability in the result, because the hair does not absorb humidity from the environment.

BAH

BRAZILIAN AMAZONIC HAIRCARE



BRAZILIAN AMAZONIC HAIRCARE



The strength of the Amazonian assets, now in your hair.

With a fascinating combination of assets from the Amazon Rainforest, the Brazilian Amazonic Hair line will make you enjoy the true Brazilian essence. It provides regenerated and reconstructed hair at the first application, in any season, just like the Amazon stays amazing all year long.

The purity of Murumuru butter will transform your hair from inside out, keeping it hydrated and disciplined to the right extent. The powerful combination of Açai and Guarana will give your hair back its strength, vitality, and natural elasticity, providing resistance, movement, and revealing an unique shine. The Baru oil, extracted from the Baru nut, leaves your hair soft, with no frizz, and protected against the damage caused by high temperatures.

Ideal for all hair types, with the BAH - Brazilian Amazonic Hair Line, the hair of your dreams will come true.

The true essence of Brazil is in the beauty of diversity. This is Brazil. This is Brazilian Amazonic Hair.

EFFECT ACHIEVED: For extremely damaged hair

RECOMMENDED FOR? Instantaneous hair fiber regeneration

MAIN ASSETS: Açaí, Guaraná, Murumuru and Baru

MURUMURU

It is a seed that originates the Murumuru butter. Rich in low molecular weight nutrients that penetrate deeply into the hair, it reconstructs the hair from inside out, recovering elasticity and resulting in a strong anti-breakage action, retains the hair's natural moisture, avoiding dryness, aligning the cuticle and eliminating frizz, leaving the hair super soft and restored.

AÇAÍ

The açai has a powerful antioxidant action, which protects 10 times more against hair aging. Besides, it is rich in Vitamin C, B1, B2, and B3, and promotes rejuvenation, strength, resistance, softness, and intense shine to the hair.

GUARANÁ

Guarana is rich in vitamins and caffeine, which help hair growth. In addition, Guarana is an excellent stimulant for circulation, keeping the hair bulb nourished.

BARU

Baru oil deeply nourishes the hair, leaving it strengthened, stimulating hair growth, providing protection against damage caused by heat sources. Being 3 times more powerful than Argan oil, it has instant action, repairs split ends and also reduces frizz.

BENEFITS:

- High impact treatment!
- 3X more strength and softness
- Combats premature aging of hair
- Prevents the formation of split ends

DIFFERENTIALS:

- Vegan
- 95% natural assets
- Sulfate free
- Free of preservatives and dyes
- Free of mineral oils and petrolatum
- Free of parabens and salt
- Cruelty free
-

10 REASONS TO USE BAH

1. Immediate recovery of damaged hair
2. Regeneration of hair from inside out
3. Restores natural elasticity to hair
4. Eliminates frizz and split ends
5. 3 times more stronger and resistant hair
6. Provides softness and intense shine
7. 98% natural assets
8. Promotes sun and thermal protection
9. Hair with soft touch
10. Typical Brazilian Amazonian aroma
11. The hair of your dreams will come true

ABOUT THE PRODUCTS:

BAH Reconstructor Shampoo – Feel your hair slide between your fingers, this super moisturizing and soft shampoo gently cleanses, leaving hair loose and smooth.

BAH Reconstructor Conditioner – Feeling that soft touch, light with that smooth feeling, this is the sensory of this conditioner that hydrates and renews the hair, in a balanced and long-lasting way.

BAH Reconstructor Cream – Renew the strength, increase the resistance of the hair strands feeling the hair RENEWED from INSIDE OUT, this is the result that comes from the powerful asset ingredients from the Amazon.

BAH Reconstructor Oil – HYDRATION from INSIDE OUT. Powerful disciplining moisturizer that can be used day and night, to keep the hair aligned, the ends sealed, leaving the hair super disciplined.

HOW TO USE:

Apply the Brazilian Amazonic Haircare Shampoo to wet hair, massaging in the direction of the cuticle. Rinse and repeat the process if necessary. Then apply the Brazilian Amazonic Haircare Conditioner from lengths to ends, running the hands through the hair towards the cuticles. Over the conditioner, apply the Brazilian Amazonic Haircare Treatment Cream to the ends and the areas where the hair is most damaged. Pause for 5 minutes. Rinse. To finish apply the Brazilian Amazonic Haircare Oil, from length to ends, do not rinse. Finish as desired.

Product	pH	Action & Results	Presentation	Approximate Yield
BAH Shampoo	3,0 to 4,0	3 times more strength and softness for damaged hair.	250ml and 1l	25 and 80 applications
BAH Conditioner	3,0 to 4,0	Softness for your hair and a velvety touch.	250ml and 1L	30 and 80 applications
BAH Regenerating Cream	3,0 to 4,0	Intense shine, hair with a velvety touch, an unique fragrance and a perfect alignment without frizz.	250g and 500g	50 and 80 applications
BAH Regenerator Oil	6,0 to 7,0	3 times more strength and softness. An unmistakable and unique fragrance. 95% of natural assets.	100ml	150 applications

THE INDISPENSABLE

LEAVE-IN



THE INDISPENSABLE

The Indispensable is ideal for hair that has undergone chemical processes, such as bleaching, coloring, progressive and also for those who make constant use of hair dryer and flat iron. Its composition has a high concentration of collagen, elastin and vegetable oils, a formulation free of animal testing, with 98% of natural assets, free of salt, parabens and mineral oils.

Real results, praticicity, and fast to use!



RECOMMENDED FOR: for extremely damaged hair

Ideal for hair that underwent chemical processes, such as discoloration, coloring, progressive, and also for those who constantly use hair dryers and flat irons.

MAIN ASSETS: Collagen and Elastin

BENEFITS:

- Instant Reconstruction
- Thermal and sun protection
- Untangles
- Restores hair elasticity
- Anti-frizz action
- Restores hair strength and resistance
- Anti-Breakage Action
- Promotes 2x stronger hair

EXCLUSIVE FEATURES:

- Ideal for daily use
- Free of mineral oils and petrolatum
- Paraben-free
- Salt-free
- 98% natural assets
- Cruelty-free

How to use:

After washing the hair with the S.O.S. Reconstructor Shampoo, apply The Indispensable to the lengths and ends. Do not rinse. Then apply the Conditioner or S.O.S. Reconstructor Cream, massage and rinse.

The Indispensable can also be used on damp hair, as a Leave-in for finishing, as it has thermal protection, resulting in resistant, shiny hair.

The Indispensable is versatile. Leave-in 10 in 1:

1. Promotes 2x stronger hair
2. Thermal protection
3. Anti-frizz Action
4. Anti-Breakage Action
5. Sun Protection
6. Untangles
7. Restores hair elasticity
8. Promotes strength and endurance
9. Intense and immediate shine
10. Reduces split ends

Product	pH	Action & Results	Presentation	Approximate Yield
The Indispensable	4 to 5	Immediate hair recovery	120 ml	60 applications

SUPER CHRONOGRAM

TREATMENT AMPOULES



SUPER VEGAN HAIR CHRONOGRAM

AMPOULLE TREATMENTS



The complete treatment that your hair needs: Reconstruction, Restoring, Nutrition and Hydration. 04 Ampoules for you to treat your hair in up to 4 weeks.



Exclusive Features:

- Vegan
- Ideal for the hair chronogram
- Enhances the action of the Treatment Cream
- Can be used together with the treatment cream or separately
- Rich in natural assets
- Free of salt, mineral oils and parabens

HOW TO USE YOUR SUPER CHRONOGRAM:

Week 1: Increase hair strength and resistance, with the SOS Super Reconstructor Dose;
Week 2: Feel your hair soft and silky with the Intense Restorative Super Dose;
Week 3: Eliminate frizz and give your hair movement with the Deep Nutrition Super Dose;
Week 4: Leave your hair extremely shiny and light with the Super Hydration Dose;

SUPER DOSE RECONSTRUCTOR

Indicated for extremely damaged hair



Effect Achieved: Instant hair recovery

Assets: Collagen and Elastin

Presentation: 15ml

Description: It returns to the hair fiber the nutrients lost through chemical and mechanical processes, instantly reconstructing the hair.

How to use: On clean and damp hair, distribute the entire content of the ampoule directly on the lengths and ends. Align the hair with your hands and leave it on for 3 minutes. Rinse thoroughly. To maximize the action of the Ampoule, you can mix it with your favorite treatment cream.

SUPER DOSE INTENSE RESTORATIVE

Indicated for dry and brittle hair



Effect Achieved: Ação disciplinante, redução do frizz e das pontas duplas

Assets: Coconut Oil and Wheat

Presentation: 15ml

Description: It acts on the most porous areas, resulting in healthy, soft and shiny hair. It has a strong disciplining and anti-frizz action, with IMMEDIATE results, from the FIRST APPLICATION.

How to use: On clean and damp hair, distribute the entire content of the ampoule directly on the lengths and ends. Align the hair with your hands and leave it on for 3 minutes. Rinse thoroughly. To maximize the action of the Ampoule, you can mix it with your favorite treatment cream.

SUPER DOSE NUTRITION

Indicated for thin and weak hair



Effect achieved: 2x stronger hair and extra softness

Assets: Ceramides and Keratin

Presentation: 15ml

Description: Strengthens and thickens hair. Provides softness, movement, intense shine and color protection.

How to use: On clean and damp hair, distribute the entire content of the ampoule directly on the lengths and ends. Align the hair with your hands and leave it on for 3 minutes. Rinse thoroughly. To maximize the action of the Ampoule, you can mix it with your favorite treatment cream.

SUPER DOSE HYDRATION

Indicated for dull, dry and hair without movement



Effect achieved: Deep hydration and intense shine

Assets: Lactic Acid and Panthenol

Presentation: 15ml

Description: It promotes deep hydration and brightness in your hair, providing lightness and softness to the hair.

How to use: On clean and damp hair, distribute the entire content of the ampoule directly on the lengths and ends. Align the hair with your hands and leave it on for 3 minutes. Rinse thoroughly. To maximize the action of the Ampoule, you can mix it with your favorite treatment cream.

LIFT HAIR TREATMENTS



LIFTHAIR INTENSE RESTORATIVE

Intense Restorative was the 1st line launched 23 years ago. It is rich in coconut oil, gradually restores the balance of the hair nourishing and strengthening the hair, leaving it soft, silky and healthy. The result is noticed from the first application.



EFFECT ACHIEVED? Deep fiber restoration, disciplining action and anti-frizz effect.

RECOMMENDED FOR? Hair that is dry, voluminous and thick, parched or chemically processed.

EXCLUSIVE FEATURES AND BENEFITS? Internally and externally restores the hair fiber, while strengthens the hair. Acts straight in the most damaged and porous areas, especially in the ends. Promotes immediate treatment and shine to the hair.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Extremely soft and silky hair.

MAIN ASSETS:

- **Hydrics:**
 1. Keratin (Hydrolyzed Keratin);
 2. Silk Protein (Silk Amino Acids);

• **Lipids:**

1. Coconut Oil (Orbignya Oleifera Seed Oil);
2. Wheat Oil (Triticum Vulgare Germ Oil).
3. Shea Butter (Butyrospermum Parkii Butter);
4. Vitamin E (Tocopheryl Acetate);

Product	pH	Action & Result	Presentation	Approximate Yield
Intense Restorative Shampoo	4 to 5	It gently cleanses by replenishing the proteins in the most damaged parts of the hair.	300ml and 1lt	25 and 80 applications
Intense Restorative Conditioner	3 to 4	Moisturizes the hair intensely providing immediate untangle. Replenishes the proteins in the most damaged parts of the hair.	300ml and 1lt	30 and 100 applications
Intense Restorative Blow Dry Spray	3 to 4	Creates a protective film on the hair, making blow dry easier. Thermo-activated formula. Provides elasticity and brightness.	300ml	150 applications
Intense Restorative Cream	3 to 4	Restores deeply the dry, fragile and very damaged hair. It also disciplines the hair with strong anti-frizz effect	300g/ 1kg / 3kg	30 / 100 / 300 applications

INTENSE TREATMENT:

1. Wash with **Intense Restorative Shampoo**. Repeat. Remove the excess of humidity with a towel.
2. Apply **Intense Restorative Conditioner**. Rinse the hair.
3. Apply **Intense Restorative Cream** running the hands through the hair towards the cuticles. Pause for 5 minutes. Rinse the hair.
4. Apply **Intense Restorative Blow Dry fluid (lighter effect)**. Do not rinse the hair.
5. Dry the hair as usual.

EXPRESS TREATMENT:

1. Wash the hair with **Intense Restorative Shampoo**. Repeat. Remove the excess of humidity with a towel.
2. Apply **Intense Restorative Cream** running the hands through the hair towards the cuticles. Pause for 5 minutes. Rinse the hair.
3. Apply **Intense Restorative Blow Dry fluid (lighter effect)**. Do not rinse the hair.
4. Dry the hair as usual.

HINTS:

- When the conditioner is applied before the mask, the cosmetic result is visibly better.
- The Intense Restorative Cream can be used in the lavatory for lipid replacement in porous hair, before the thermal alignment services, and after aggressive chemicals.

THERMO-ACTIVATED RECONSTRUCTION:

- Wash the hair with Intense Restorative Shampoo and remove the excess of humidity with a towel;
- Apply the blend of 10g of Cream, 10g of Reconstructive SOS Cream, 10ml of Reconstructive SOS Fluid and 10g of Absolute Illuminator Cream;
- Rinse the hair with the blend and pause for 10 to 20 minutes.;
- Rinse and blow dry the hair.

MAINTENANCE:

- Daily Use: Intense Restorative Shampoo and Intense Restorative Conditioner.

LIFTHAIR DEEP NUTRITION

The Deep Nutrition line replenishes ceramides and keratin, protecting the sensitive parts. As it is enriched with vegetable oils, it leaves hair silky and nourished in the right measure, without weighing it down. The ceramides play the role of cellular cement, covering all imperfections of the cuticle, leaving it sealed, ensuring a result of high shine and softness to the hair and color durability.



EFFECT ACHIEVED? Promotes cuticle sealing, nourishing and creating a protective film in the hair and color.

RECOMMENDED FOR? Thin, weak, misaligned, with frizz, colored and hair without movement.

EXCLUSIVE BENEFITS AND FEATURES? Penetrates in the damaged layers of the cuticle to nourish, soften and seal. Promotes intensive shine in colored hair, increasing the color intensity.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Hair with lightness, movement, shine and color protection.

MAIN ASSETS:

- **Hydrics:**
 1. Ceramides;
 2. Keratin (Hydrolyzed Keratin);
 3. Sunscreen (Cinnamidopropyltrimonium Chloride);

4. Chamomile (Chamomilla Recutita Extract);
5. Hamamelis (Hamamelis Virginiana Extract);
6. Aloe Vera (Aloe Barbadensis Extract);
7. Jaborandi (Pilocarpus Microphyllus Extract);
8. Sage (Salvia Officinalis Extract).

- **Lipids:**

1. Coconut Oil (Orbignya Oleifera Seed Oil);
2. Wheat Oil (Triticum Vulgare Germ Oil).

Product	pH	Action & Results	Presentation	Approximate Yield
Deep Nutrition Shampoo	4 to 5	Cleans and protects the hair nourishing, returning the brightness and vitality of color.	300ml and 1lt	25 and 80 applications
Deep Nutrition Conditioner	3 to 4	Enhances the brightness and prolongs the color durability. Protects and repairs the internal structure of the hair.	300ml and 1lt	30 and 100 applications
Deep Nutrition Cream	3 to 4	Penetrates the damaged layers of the cuticle to nourish, soften and seal. Provides intense shine on colored hair, enhancing color intensity.	300g and 1Kg	30 and 100 applications
DD Spray	3 a 4	Promotes exclusive hair protection during sun exposure, sea and pool with anti-frizz effect	120ml	30 and 50 applications

INTENSE TREATMENT:

1. Wash with **Deep Nutrition Shampoo**. Repeat. Remove excess of humidity with a towel.
2. Apply the **Deep Nutrition Conditioner**. Rinse the hair.
3. Apply the **Deep Nutrition Cream** running the hands through the hair towards the cuticles. Pause for 5 minutes. Rinse the hair.
4. Apply **DD Spray**. Do not rinse the hair.
5. Dry the hair as usual.

EXPRESS TREATMENT:

1. Wash with **Deep Nutrition Shampoo**. Repeat. Remove the excess of humidity with a towel.
2. Apply the **Deep Nutrition Cream** running the hands through the hair towards the cuticles. Pause for 5 minutes. Rinse the hair.
3. Apply **DD Spray**. Do not rinse the hair.
4. Dry the hair as usual.

HINTS:

- When the conditioner is applied before the cream, the cosmetic result is visibly better.
- By having UV protection, the DD Spray can be applied in a colored hair or locks before going to the pool and sea.
- The Deep Nutrition Cream, which contains ceramide fibers, has a web effect, which facilitates the distribution of the product on the hair.
- The Deep Nutrition Cream, for having a white color, can be used together with Gloss Color Black and Violine to tone yellowish hair. **Formula:** 30g of Deep Nutrition Cream + 2 pumps Gloss Color Black + 2 pumps Gloss Color Violine. Apply the formula on a lock and observe the color. If necessary make color adjustments by adding more product.
- To avoid color change in blond hair, apply DD Spray on the strands.

LIFT HAIR S.O.S RECONSTRUCTOR

Reconstructive S.O.S Line has high power and low weight on molecular reconstruction. Giving back to the hair fiber nutrients lost through chemical and mechanical processes, replacing instantly the natural strands protection.



EFFECT ACHIEVED? Instant fiber reconstruction. Immediate action on the deepest layers of the hair, reconstructs and gives back the elasticity, flexibility and resistance to the hair.

RECOMMENDED FOR? Hair chemically damaged and without elasticity.

EXCLUSIVE FEATURES AND BENEFITS? Reconstructs hair from the inside out, providing 2x more resistant hair. Powerful hair reconstruction minerals that instantly recover the hair, acting in the most damaged areas of the hair, reconstructing the intracellular cement (mass). Anti-breakage action.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? The texture of the hair becomes thicker, more resistant, and more elastic.

MAIN ASSETS:

- **Hydrics:**

1. Collagen (Hydrolyzed Collagen);
2. Elastin (Hydrolyzed Elastin);
3. Keratin (Hydrolyzed Keratin);
4. Sun Protector (Cinnamidopropyltrimonium Chloride);
5. Special Polymers;
6. Nutri DNA (Triticum Vulgare Germ Extract, Hydrolyzed Wheat Protein, Pollen Extract);
7. Wheat protein (Hydrolyzed Wheat Protein).

- **Lipids:**

1. Wheat Oil (Triticum Vulgare Germ Oil);
2. Shea Butter (Butyrospermum Parkii Butter).

Product	pH	Action & Results	Presentation	Approximate Yield
S.O.S Reconstructor Shampoo	4 to 5	Cleans, strengthens and repairs damaged hair by self-regenerating hair fiber.	300ml and 1lt	25 and 80 applications
S.O.S Reconstructor Conditioner	3 to 4	It provides strength and flexibility to the hair fiber, preventing hair degradation and damage.	300ml	30 applications
S.O.S Reconstructor Fluid	3 to 4	Self-healing action of the hair fiber. It acts on the deeper layers of the hair, giving back to the hair, elasticity, flexibility and resistance	120ml	Up to 25 applications
S.O.S Reconstructor Cream	3 to 4	It acts on the porosity of the hair fiber, reconstructing the intracellular cement. Sublime result in the recovery of brittle hair.	300g and 1kg	30 and 100 applications

INTENSE TREATMENT:

1. Wash with Reconstructor Shampoo. Repeat. Remove excess moisture with towel.
2. Apply the S.O.S. Reconstructor Fluid. Pause for 5 minutes and comb the hair. Do not rinse.
3. Apply the S.O.S. Reconstructor Cream running the hands through the hair towards the cuticles. Leave for 5 to 10 minutes. Rinse.
4. Dry the hair as usual.

EXPRESS TREATMENT:

1. Wash the hair with **Reconstructor Shampoo**. Repeat. Remove excess of humidity with a towel.
2. Apply the **S.O.S. Reconstructor Cream** covering the hair. Leave for 5 to 10 minutes. Rinse.
3. Dry the hair as usual.

HINTS:

- **Before** the procedure spray (small amount) of the Reconstructive SOS Fluid in the most porous areas and dry 100%.
- **During** the procedure spray the S.O.S. Reconstructor Fluid on the locks for protection, and to prevent possible rubber in the hair.
- **After** the chemical process (bleach and relaxation), remove the chemical product and spray the Reconstructive SOS Fluid. Wait for a few minutes and rinse the hair.
- Assists in the process of chemical transformation of the hair (bleaching and relaxation).

LIFT HAIR ABSOLUTE ILLUMINATOR

The **Absolute Illuminator** line acts through the action of tridimensional multi-silicones in its formulation. It reflects extreme shine, providing total lightness and softness to hair. Perfect for all hair types.



EFFECT ACHIEVED? It instantly transforms hair, leaving it extremely shiny, soft, flexible, and silky.

RECOMMENDED FOR? Opaque hair that needs shine.

EXCLUSIVE FEATURES AND BENEFITS? It contains multi-silicones, lactic acid, natural oils and amino acids that act aligning the hair fiber, penetrating in the 10 existing layers on the hair.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? The hair has soft effect, very light and the cuticles are super aligned revealing an extraordinary shine.

MAIN ASSETS:

- **Hydrics:**

1. Lactic Acid (Lactic Acid);
2. Phantenol (Phantenol);
3. Glutamic Acid (Glutamic Acid);
4. Sunscreen (Cinnamidopropyltrimonium Chloride).

- **Lipids:**

1. Cinnamon Oil (CINNAMOMUM ZEYLANICUM BARK EXTRACT);
2. Calamus Oil (ACORUS CALAMUS ROOT EXTRACT);
3. Myrrha Oil (COMMIPHORA MYRRHA RESIN EXTRACT);
4. Olive Oil (OLEA EUROPAEA (OLIVE) FRUIT OIL);
5. Soy Phospholipids (PHOSPHOLIPIDS, GLYCINE SOY (SOYBEAN), GLYCOLIPIDS, STEROLS);

Product	pH	Action & Results	Presentation	Approximate Yield
Absolute Illuminator Shampoo	4 to 5	Cleans the hair, promoting shine and luminosity.	300ml and 1lt	25 and 80 applications
Absolute Illuminator Conditioner	3 to 4	It moisturizes and detangles, leaving the hair soft, illuminated.	300ml and 1lt	30 and 100 applications
Absolute Illuminator Elixir 12 Benefits	3 to 4	Unique treatment with 12 benefits: Intense shine, thermal protector, color protection, sun protection, anti-frizz action, detangling effect, anti-aging, split ends reduction, soft touch, facilitates the use of blowdry and flat iron, prevents breakage and keeps the hairstyle.	120ml	60 applications
Absolute Illuminator Cream	3 to 4	Maximum hydration for dull and excessively porous hair. Instantly transforms hair, making it soft, flexible, silky and extremely shiny.	300g and 1kg	30 and 100 applications

TREATMENT:

1. Wash with **Absolute Illuminator Shampoo**. Repeat. Remove excess of humidity with a towel.
2. Apply **Absolute Illuminator Conditioner**. Rinse the hair.
3. Apply the **Absolute Illuminator Cream** running the hands through the hair towards the cuticles. Pause for 5 to 10 minutes. Rinse the hair.
4. Apply **Absolute Illuminator Elixir 12 Benefits**. Do not rinse.
5. Dry the hair as usual.

HINTS:

- The Absolute Illuminator Cream can be used to assist in reconstruction treatments, improving hair softness and shine.
- This mask provides thermal protection.
- The Absolute Illuminator Cream, for having a white color, can be used together with Gloss Color Black and Violine to tone yellowish hair. **Formula:** 30g of Absolute Illuminator Cream + 2 pumps of Gloss Color Black + 2 pumps of Gloss Color Violine. Apply the formula in a lock and observes the color. If necessary, make color adjustments by adding more product.
- Elixir 12 Benefits

LIFT HAIR SUPREME BLOND

The Supreme Blonde line is specific for yellowish blond hair that needs to neutralize the unwanted hot (orange) tone. Elaborated with violet pigments that create a pearled effect.



EFFECT ACHIEVED? Neutralizes the yellowish tone of the hair.

RECOMMENDED FOR? Yellowish and gray blond hair.

EXCLUSIVE FEATURES AND BENEFITS? Neutralizes blonds without drying them out. Contains pigments free of heavy metals that corrects the color and assets that treat the hair simultaneously.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? The hair gets renewed color and softness, enhancing the natural brightness, providing a pearled effect.

MAIN ASSETS:

- **Hydrics:**
 1. Collagen (Hydrolyzed Collagen);
 2. Elastin (Hydrolyzed Elastin);
 3. Keratin (Hydrolyzed Keratin);
 4. Sunscreen (Cinnamidopropyltrimonium Chloride);
 5. Creatine;
 6. Soybean phospholipids (Phospholipids Soy);
 7. Panthenol (Panthenol).

- **Lipids:**

1. Coconut oil (Orbignya Oleifera Seed Oil);
2. Wheat oil (Triticum Vulgare Germ Oil);
3. Shea Butter (Butyrospermum Parkii Butter);
4. Palm Butter (Elaeis Guineensis Oil).

Product	pH	Action & Results	Presentation	Approximate Yield
Supreme Blond Shampoo	4,0 to 5,0	Cleanses and corrects yellowish tones in blond and color-treated hair.	300ml and 1lt	25 and 80 applications
Supreme Blond Conditioner	3,5 to 4,5	Conditions and nourishes blond or color-treated hair through omega 6 and creatine. Provides pearled action through toner pigments.	300ml and 1lt	30 and 100 applications
Supreme Blond Cream	3,0 to 4,0	Mask of exclusive professional use, provides pearled effect. Intensive treatment. High concentration of violet pigments. Recommended for blond and color-treated hair. Enhances natural shine.	300g and 1kg	30 and 100 applications

The Supreme Blonde Cream from De Sírius brings the solution to meet the needs of blonde hair. It presents high technology that promotes health and integrity of the hair as a whole, giving back to the hair its vitality. The products are enriched with omega 6 and creatine, which for having low molecular weight, penetrates inside the cuticle, promoting the hair filling and fighting the free radicals that age the hair. It contains sunscreen and has no salt added. The blond hair becomes shiny, with revitalized and stronger color.

NEUTRALIZATION OF YELLOWISH HIGHLIGHTS:

1. Wash with **Supreme Blond Shampoo**. Repeat. Rinse and remove excess of humidity with a towel.
2. Apply **Supreme Blond Conditioner**. Run the hands through the hair towards the cuticles. Rinse.
3. Apply the **Supreme Blonde Cream**. Cover the hair until the desired shade is reached. Rinse.
4. Use the Leave in most appropriate for your hair type. Dry the hair as usual.

MAINTENANCE:

Shampoo 300ml and Conditioner 300 ml.

- Use every two weeks for color maintenance of blond hair at the height of ton 10 or more. Alternate with the Absolute Illuminator, Deep Nutrition, or Intense Restorative line.
- Use once a week for neutralization of warm (orange) tones. After reaching the tone, reduce to every 15 days.

HINTS:

- In hair with very bright locks, in the height of tone above 10 and with a lot of porosity, apply before, Absolute Illuminator Cream or Absolute Illuminator Conditioner, which has white color, to create a barrier and prevent the excess deposit of the pigment.
- When applying the Conditioner and Mask, apply a dose of product on the hands, rub them and apply on the hair. Avoid applying directly on the hair because there may be an excess of product on some locks, causing differences in tone.
- If the lock presents excessive deposit of pigment do not rinse. On the lock, apply a white color mask, for example, Absolute Illuminator Cream, Deep Nutrition Cream, or S.O.S. Reconstructor Cream and massage the lock until the violet color is diluted.
- After using amino acids straightener in blond hair: If the hair shows yellowish or orange tones during the process, after finishing the blowdry, use Supreme Blonde Conditioner or Cream to tone it down.
- During the highlights service: In the wash basin, after removing the papers, wash with Supreme Blonde Shampoo to reduce the effect of the warm tone of the bleaching background during the tinting step.
- The liter version of shampoo and conditioner (professional use) contains a higher concentration of pigments.
- In waving services, after finishing the process, use the matize line to reduce the warm tone effect.

LIFT HAIR DIVINE CURLS



Divine Curls is a line made exclusively for curly, frizzy and wavy hair. 100% vegan products, with high hydration power, that model, define, and reactivate the memory of curls, because they are rich in coconut water oil.

EFFECT ACHIEVED? It models and defines curls and wavy hair, reactivates the memory of curls, has a high hydrate power, in addition to thermal protection.

RECOMMENDED FOR? For curly to wavy hair.

EXCLUSIVE FEATURES AND BENEFITS? The products in the Divine Curls line are totally vegan, free of parabens, sulfates and mineral oils, with 100% vegetable oils in their composition. They also have water and coconut oil, which contribute to super hydration.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? By reactivating the memory of the curls, they become super-defined, more modeled, and hydrated.

MAIN ASSETS:

Coconut oil (Orbignya Oleifera Seed Oil): is an oil that is very absorbed by enzymes, different from mineral oils, which repel water and prevent other assets from being absorbed. Coconut oil has a moisturizing effect, nourishing the strands and promoting intense shine.

Product		pH	Action & Results	Presentation	Approximate Yield
Divine Shampoo	Curls	4,0 to 5,0	Sulfate free Shampoo with water and coconut oil, with high cleaning power. Removes impurities from the scalp and hair in a balanced way.	500ml and 300ml	40 and 25 applications
Divine Cream	Curls	4,0 to 5,0	Cream with high hydration power and definition of waves or curls. Rich in minerals and polymers that surround the strands giving definition and strength to the waves. Usage hint: can be used to do hair fixing.	1kg and 300ml	100 and 25 applications
Leave-in Divine Curls	Divine Curls	2,0 to 3,0	It models and defines waves and curls with high flexibility and naturalness, protecting the hair and prolonging the effect of the treatment, through the protective film it forms. It has thermal protection.	500ml and 300ml	40 and 25 applications

STEP BY STEP

- 1) Apply DIVINE CURLS SHAMPOO to wet hair, massaging until foam is obtained. Rinse.
- 2) Apply the DIVINE CURLS CREAM to damp hair, gently massaging, spreading and running the hands through the hair towards the cuticles. Leave the product acting from 3 to 5 minutes and then rinse.
- 3) Apply LEAVE-IN DIVINE CURLS in dry or damp hair, kneading the hair from the bottom to the top.

HINT:

- Can be used in the hair fixing. The hair fixing is a texturing procedure for the hair strands. The hair is separated in strands in order to achieve a precise definition, controlled volume and reduced frizz. Use Divine Curls Cream, lock by lock, kneading them from the bottom to the top.

KERA REPAIR

Kera Repair line with exclusive **BaruOil®** technology was developed by De SÍrius Cosméticos in a sustainable way for the **treatment and instantaneous regeneration of hair**. Rich in Bio-compatible assets, which penetrate deeply into the hair and scalp replenishing the essential nutrients, to keep them always in perfect condition.



It is elaborated with Baru Oil that is also known as the "**Brazilian Cerrado Miracle**". Baru is a typical Brazilian nut and its oil is extracted from the barueira tree seeds. Therefore, it is only found in the Brazilian Cerrado – in the second largest ecosystem of Brazil and one of the largest biodiversities of the world.

Baru Oil has the purpose of restoring the integrity and strength of the hair, besides revitalizing the scalp. It acts in the intense internal and external reconstruction of the hair fiber, combats and inhibits premature aging of the threads, recovering the natural shine, softness, and smoothness of the hair.

Baru Oil has a high penetration capacity in the capillary fiber, leaving the hair strengthened and hydrated. In the hair, the oils seal and repair the hair cuticles, making them more disciplined, less rebellious, and softer to the touch. If used without exaggeration and well distributed on the hair, they ensure shine, hydration, softness, and even recover damaged hair and split ends.

The Baru oil is three times stronger than the powerful Argan oil. Besides, it is rich in omega 3,6, 9, vitamins A and E, phosphorus, magnesium, and potassium.

EFFECT ACHIEVED? Instant regenerative treatment, with high power of reconstruction of the hair fiber.

RECOMMENDED FOR? Dry, bulky hair with medium to thick structure and with natural dryness or chemically processed.

EXCLUSIVE FEATURES AND BENEFITS? It has the proven ability to treat the hair fiber after 3 minutes of contact. Because it contains Omegas, which are assets of cell regeneration act directly on the fiber instantly recovers the hair, regenerates, moisturizes, returns the balance to the strands, giving strength and resistance of the hair fiber internally and externally, leaving hair soft, silky, shiny.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Extremely soft, silky and strengthened hair.

MAIN ASSETS:

- **Hydrics:**

1. Collagen (Hydrolyzed Collagen);
2. Elastin (Hydrolyzed Elastin);
3. Keratin (Hydrolyzed Keratin);
4. Sunscreen UV (Cinnamidopropyltrimonium Chloride);
5. Wheat germ protein (Triticum Vulgare Germ Extract);
6. Wheat protein (Hydrolyzed Wheat Protein);
7. Pollen extract (Pollen Extract);
8. Alpha hydro acids.

- **Lipids:**

1. Coconut oil (Orbignya Oleifera Seed Oil);
2. Wheat Oil (Triticum Vulgare Germ Oil);
3. Shea Butter (Butyrospermum Parkii Butter);
4. Baru oil.

BaruOil® HINTS:

- BaruOil® can be used in different ways, according to the hair's needs:
 - To potentiate the action of the treatment cream - just add a few drops before applying the product to the hair and let it act for a few minutes or inside the cream.
- Pre-blow dry – When the strands are still humid, apply a few drops of the oil and dry them with a hair drier. This hint is for who blow dries or leaves the hair dry naturally.

- After washing the hair when the strands are still humid or after drying them, apply in the ends - the oil has a powerful final touch effect of frizz control. Besides, it seals the double ends.
- Before going to the beach or swimming pool apply it in the hair, always avoiding the root - in this case, it protects from the salt and chlorine.
- When the person has sensitivity to coloring, the product should be applied on the hair scalp.

Product	pH	Action & Results	Presentation	Approximate Yield
Baru Oil	4 to 5	It seals and repairs the hair cuticles, making them disciplined, less rebellious and softer to the touch.	75ml and 15ml	150 to 50 applications

KERATIVA

VEGAN CAUTERIZATION





The salvation of extremely damaged hair!

KERATIVA is a treatment for hair with chemicals, which have become rough and porous. This super treatment aims to strengthen the external and internal structure of the hair, and thus recover its density and repair the damage caused by chemical, revitalizing, restoring strength, moisturizing and returning shine and strength.

The Kerativa Line contains a new technology, the Capillary Proteomics, which acts in an intelligent way, identifying the damage, mapping the hair need, and acting directly on the repair of the damaged parts.



EFFECT ACHIEVED? It repairs the hair, replenishes the cortex proteins and increases the capillary mass, with the cold cauterization process.

- Replenishes mass, fills the hair strands.
- Restores elastic hair from chemical damage.
- Recovers hair that has suffered a chemical cut.
- Protects against future chemical damage.

VEGAN KERATIN:

It is a blend of vegetable proteins, associated with a powerful seaweed, that replenishes proteins in the cortex and increases hair mass. Vegetable keratin is a more natural and sustainable option compared to traditional keratin, which is of animal origin.

RECOMMENDED FOR? Extremely damaged, elastic, brittle, and chemically damaged hair.

EXCLUSIVE FEATURES AND BENEFITS? Cold Cauterization, with PROTEOMIC HAIR technology that acts in an intelligent way, identifying the damage, mapping the hair need and acting directly to repair the damaged parts.

- Increases 54% the strength in bleached hair;
- Increases 62% the power of hair resistance when in contact with heat;
- Protects and prevents split ends.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Silky, full-bodied, aligned hair.

MAIN ASSETS:

- **Hydric:**
 1. FILCORTEX VEG - Vegetable Keratin - Restructures the fiber and increases capillary mass, prevents the appearance of split ends, and acts as a thermal protector when using hair dryers and flat irons.
 2. PANTHENOL - Vitamin B5 - Hydrating hair, it has the power to attract and retain moisture.
 3. Vegetable Elastin - Increases the elasticity, flexibility and resistance of the hair.
 4. PLANTCOL - Vegetable Collagen - Hydrates and restores elasticity to hair.
 5. ORMAGEL XPU - Polymeric seaweed - Forms a protective shield on the hair, restoring shine and softness to the hair.

6. HIDRAHAIR O2 3R- UV solar filter - Plant antioxidant complex that protects hair color and hair fiber from damage caused by UV radiation.

PROFESSIONAL LINE

STEP BY STEP

Step 1

Apply on the hair scalp, massage gently from the ends to the center of the head, then spread and apply to the hair, always in the direction of the cuticle, ensuring total detangling. Wash 1 or 2 times the hair according to the dirtiness.

Rinse well, removing the excess water. Remove humidity from the hair with a towel, then apply the Reconstruction Keratin.

Step 2:

Apply the Reconstructor Keratin on damp hair (lock by lock) from roots to ends and align the strands with a comb. After aligning, run your hands through the hair to activate the product. Do not rinse and apply the Reconstructor Cream over the keratin.

HINT:

The Reconstructor Keratin can be used before, during and after bleaching, coloring or straightening. It protects the capillary fiber and does not prevent the action of bleaching, coloring or straightening on the hair.

DIRECTIONS FOR USE: On clean hair, apply directly on the porous and brittle areas of the hair, before coloring or bleaching services. Do not rinse, pre-dry the hair if necessary and proceed with the chemical process.

Step 3:

Apply the Reconstructor Cream over the Keratin (strand by strand), and align the strands with a comb. After aligning with the comb, run your hands through the hair, for activation, let it pause for 5 minutes and rinse, or the time necessary to lower the temperature of the hair. Rinse with warm water, removing all the product from the hair. Remove excess water with your hands.

Step 4:

Apply a small amount of the leave-in on slightly damp hair, spreading it uniformly. Do not rinse and finish as desired.

***Web Effect:** texture that facilitates the distribution of the product throughout the hair. This allows the assets that restore the hydro lipidic layer (which protects the hair), form a protective film maintaining hydration and protection of the hair.

MAINTENANCE LINE

STEP BY STEP

Step 1

Apply on the hair scalp, massage gently from the ends to the center of the head, then spread and apply to the hair, always in the direction of the cuticle, ensuring total detangling. Wash 1 or 2 times the hair according to the dirtiness. Rinse well, removing the water excess.

Step 2:

Apply the Reconstructor Cream lock by lock from the lengths to the ends. Align the strands with a comb. After aligning with the comb, run your hands through the hair to activate, let it pause for 5 minutes and rinse with warm water, removing all the product from the hair. Remove excess water with your hands.

Step 3:

Apply a small amount of the leave-in on slightly damp hair, spreading it evenly. Do not rinse and finish as desired. Web Effect*.

Product	pH	Actions & Results	Presentation	Approximate Yield
Kerativa Reconstructor Shampoo	4 to 5	Treats at the same time as it cleans.	300ml and 1lt	15 and 50 applications
Reconstructor Keratin	3 to 4	Replenishes mass, reconstructing the keratin of hair damaged by chemical processes.	1lt	33 applications
Reconstructor Kerativa Cream	3 to 4	It restores softness, replenishing the lipids (natural oils) and nutrients that the hair has lost through chemical processes.	300ml and 1lt	15 and 50 applications
Leave-in Reconstructor Kerativa	3 to 4	Protects and models. With anti-frizz action, leaves a natural look. Shiny, manageable, revitalized and extremely healthy hair. Web Effect*	300g and 500ml	20 and 33 applications



HAIR STRAIGHTENER **KLISS**

KLIS UNIKKERATIN

Kliss is a treatment developed to discipline, straighten, reduce volume, and align hair safely and naturally.



EFFECT ACHIEVED? Straightening treatment that allows to perform services such as straightening blow dry, botox, sealing and reducer. It disciplines and reduces the bulky hair, facilitating its shape at the same time that realigns the cuticles, ensuring a smooth and natural effect. Furthermore, it treats the hair providing greater resistance in every application.

RECOMMENDED FOR? Bulky, curly and rebellious hair.

EXCLUSIVE FEATURES AND BENEFITS? DOES NOT CONTAIN OR RELEASE FORMALDEHYDE OR DERIVATIVES. The asset (Oxoacetamide) has complete safety studies on the client's and professional's health, does not require the neutralization process, and allows for a temporary change in hair structure. It has no incompatibilities.

WHAT ARE THE BENEFITS FOR THE HAIR:

- IMMEDIATE intense volume reduction;
- Straight strands (gradual action);
- *Frizz* control;
- Instant Shine;
- Natural appearance (lightness and malleability);
- Permeable Treatment, e.g. allows the input and output of water, nutrients etc.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Hair is easier to comb, treated, with greater strength, flexibility, and natural movement.

AVAILABLE IN 2 VERSIONS:

K-Liss (pH 1,5 to 2,0) ⇒ for **all kinds of** resistant hair (virgins, medium, thick).

K-Liss Silver (pH 1,5 to 2,0) ⇒ **It has gray + violet pigments**. For containing **pigments helps to tint**. It is indicated for porous hair, thin, colored, with locks and/or bleaching.

WHAT IS OXOACETAMID?

The oxoacetamid is obtained through a chemical reaction between CARBON + CYSTEINE + OXOACETAMID + KERATINE. This asset was launched in the market in 2010 and today is the biggest revolution when it comes to temporary hair realignment assets.

HOW DOES K-LISS ACT ON THE HAIR?

Due to its high ionicity, it interacts with the cysteine present in the external part of the hair and promotes the rupture of the hydrogen bridges connections and also of the salt connections in the hair fiber, providing the interconversion (realignment) of the sulfur bridges. This action is potentiated by the heat and mechanical traction of the brush and piastre, without breaking or disconnecting these connections. This technology makes temporary straightening possible.

YIELD: 20 and 30 (1lt) applications.

STRAIGHTENING RESULT

The straightening result varies according to the hair characteristics from 60% volume reduction and opening of curls in ethnic resistant hair to 100% straightening in slightly wavy hair.

Important points in Step by step:

Flat iron type: The flat iron material used interferes directly on Kliss result. Shiny-coated flat irons do not disperse the heat in a uniform way, changing the color of the hair. **So, it is ideal to use flat irons with a matte coating.**

Temperature: It is important to observe the flat iron temperature, because as much stable it is, the better is the procedure uniformity. The ideal is to do the procedure lock by lock in colored or bleach hair in order to check and regulate the appropriated temperature for each type of hair. Start by the neck, use a medium temperature and adjust up or down according to the hair.

Porosity: According to the porosity degree, K-Liss absorption level is higher, requiring the product reapplication where there is a total absorption of it.

MAINTENANCE LINE

We suggest using the KERATIVA line to prolong the effect of the K LISS results.

STEP BY STEP – K LISS UNIK KERATIN

- 1) Wear gloves;
- 2) Divide the dry hair into quarters and start the application by the neck. Apply K-Liss UNIK KERATIN lock by lock;
- 3) Pause for 20 to 30 minutes. In the first 5 minutes, align lock by lock with a thin comb and use a heat resource in cold parts during the pause;
- 4) After the pause, divide hair in quadrants again, align lock by lock with a thin comb and activate K Liss UNIK KERATIN with the dryer. Do not direct the heat too close to the hair strand and do not dry K Liss UNIK KERATIN, the heat is for activation purposes only;
- 5) In the washbasin wash the hair with water removing the product excess +/-50%;
- 6) Remove moisture well with a towel;
- 7) Dry the strands and start the blow-drying;
- 8) Use the flat iron (use matte coated piastra), lock-by-lock, 10 to 15 times;
- 9) FINAL RESULT is an extremely shiny and aligned hair!;

Reccomendation:

Do not tie your hair for 24 hours;

Wash the hair at least 12 hours later.

NOTES:

- In very dirty hair, wash and dry 100% before starting the procedure.
- In very curly hair, apply K Liss Unik Keratin, dry, brush and flat iron without rinsing the product. After rinsing, use a treatment and finish.
- Only during the pause time and with dry hair, it is recommended to reapply the product to the area.
- In very curly hair, for a better straightening, it is recommended to reapply the product.

STEP BY STEP – Botox, sealing, shielding or capillary plastic:

1st step – Wash the hair with Intense Restorative Shampoo. Apply in damp hair, and wash the hair in the direction of the cuticle. Rinse well. Repeat. Remove excess moisture with the aid of a dryer.

2nd Step – In a bowl put 30 gr of Intense Restorative Cream and 30 gr of Kliss and mix, apply to the hair (lock by lock) and massage the strands to even out the cuticle. Do not rinse. Let it pause from 30 to 40 minutes.

3rd Step - Rinse and in the washbasin spray the intense Restoring Fluid on all hair, don't rinse. Remove excess moisture with the towel. Dry the hair and blow dry.

4th Step - Pass the flat iron on the hair at a temperature of 170°C to 190°C, with gentle passes (3 to 5 times) on each lock, using a thin comb.

DIFERENTIALS AND ADDITIONAL INFORMATION:

- K Liss brings the safety of a 100% safe straghtening, registered as a grade 2 with ANVISA (Brazilian health surveillance agency), with dermatological, toxicity, mutagenicity tests, proof of non-release of formaldehyde vapors and tests of smoothing efficiency and resistance of hair fiber.
- K LISS acts on the basis of the pH acidity, which is in the 2.0 range, and the affinity of cysteine for sulfur bridges in hair.
- The asset ingredient is **Glyoxyloyl Carbocysteine Glyoxyloyl Keratin Amino Acids**, the only asset ingredient released for this acid smoothing function.
- Washing the strands is not mandatory, but optional in cases of hair with excess product residues containing oils (mineral oil). In this case it is advisable to wash the hair wit a normal treatment shampoo, rinse and dry to apply.

- The application of K Liss must be done lock by lock, respecting a distance of 1cm from the root, pulling the root when aligning the strands with the comb.
- After application, let the hair pause for 30 minutes and observe if the parts of the hair where the product has been applied have already absorbed. In these parts it is necessary to reapply K Liss, as he ACTS by ABSORPTION and EXPOSURE with the hair. In this reapplication K Liss can be activated with heat, using the hair dryer.
- The pause time varies, being able to remain active for up to an hour. This pause acts on the strand softening the SULFUR BRIDGES to enable the modeling in the smoothest form.
- The straightening of the strand is directly related to the pause and reapplication, and not to the temperature of the flat iron or number of passes. A very IMPORTANT detail, because in acid straightening processes based on FORMOLDEHYDE derivatives, what straightens is the heat and the number of passes of the flat iron.
- Fading or color changes may occur due to excessive heat use, use of a flat iron with matte coating and/or application on the same day after blocks or coloring, by the combination of excessive heat and acidic pH. For this reason, it is recommended to use flat iron with matte coating and rinse the hair product well. Also apply a thermal protector to hair with a tendency to fade the color.
- The durability is given by the affinity of the strand with cysteine and keratin amino acids, which prolong the durability of this new form, for up to 3 months, with proper maintenance.

The main difference from the normal K Liss to the K Liss Silver, is the addition in the formula of blue pigment, the two K Liss act in the same way.

COLORING LINE **CORATIVE**



CORATIVE⁺COLOR

Corative + is a water-based coloring developed with organic pigments and tourmaline particles. It provides the revelation of intense colors and faithful to the color chart. The Coloring Corative + covers 100% of whites, promoting color uniformity from root to ends, softness, shine and intense treatment.



EFFECT ACHIEVED? Colors the hair uniformly, 100% coverage of white hair, intense color revelation. For coloring or tinting locks.

RECOMMENDED FOR? For all hair types.

WHAT ARE THE BENEFITS? Developed with nano organic pigments and low molecular weight water mass that acts faster and with great color durability. Provides the development of intense colors and faithful to the color chart. 100% white coverage, promoting color uniformity from root to the ends, softness, shine and intense treatment. It has 69 nuances ranging from light blond to iridescent tones, mattes and special intense reds, presenting several and differential tones.

EXCLUSIVE FEATURES?

- **VEGAN** product.
- Because it is water-based, it can be **applied to damp hair**. This speeds up the work of the professional by washing the hair beforehand with shampoo, and afterwards, the use of shampoo becomes optional, and it can be rinsed only with water and then the conditioner is applied.
- Contains TOURMALINE, which acts to neutralize negative charges, which reduces frizz, aligns cuticles and increases hair BRIGHTNESS.
- It is a coloring with and without ammonia = **CORATIVE** (permanent) and **TONATIVE** (DEMI permanent) are new technology colorings, **with blue + violet base = GRAY background**.

AMMONIA PERCENTAGE:

The percentage of ammonia is the **lowest in the market**, starting at 0.3% at 1.0 to 0.4% in natural products up to the height of 7.0 and, in those above 8.0 to 12, the percentage varies up to 1%.

The great benefit of low ammonia content is the health of the hair and scalp. The sensation of softness and shine of the hair after coloring is that of a treatment. In contrast to the low ammonia content, we have a higher concentration of pigments, which increases the durability of the color, with no fading of the hair bleaching background to oranges or reds. **The color is maintained until retouching.**

The **Turmaline** is a mineral that neutralizes the static electricity of strands providing:

- Conditioning, softness and silkiness;
- Align cuticles (ANTI FRIZZ);
- INCREASE the shine and the natural moisture of the hair.

HINTS:

- Use 1:1,5 mixture to reveal a more intense and cold color.
- Use the 1: 2 mixture for bleaching color.
- Mixtons: Can be used to create and intensify desired reflexes or correct unwanted reflexes.
- Mixtons as color creation: Ex 1: Adding 15g mixton 0.66 (red) + 60g Corative Color 6.0 (natural dark blond) + 90g of the desired OX will result in a coloration 6.6 (red dark blond). The more mixton is added to the coloration, the greater its corresponding reflex will be.
- Mixtons as color enhancers: Ex 1: Adding 15g of mixton 0.33 (gold) + 60g of Corative Color 5.3 (light golden brown) + 90g of the desired OX will intensify the golden reflex

already existing in the coloration, resulting in a 5.33 coloration (intense golden light brown).

- Mixton as color neutralizer: Using alone, mix 5 to 10 gr. of mixton with 20 or 30 gr. of 0.0 with 1x1/2 of Ox 05 volumes; or mix a small amount into the color mass for toning (e.g. 10% of the total mass).

SPECIAL COLORS:

- NEUTRAL MULTICRIATIVE: Neutral base with the function of softening colorations, dispersing and increasing the fixation of mixtons, and for blond correction;
- BLEACHING INTENSIFIER: Indicated for increasing the height of tone, lock techniques without bleaching and, in conjunction with bleaching, for super-resistant hair.

TONATIVE

VEGAN TONING WITHOUT
AMMONIA



TONATIVE COLOR



Tonative + is an organic, demi-permanent, ammonia FREE, water-based hair color that ensures softness and naturalness, without causing aggression to the hair. Besides, Tonative + was developed to promote high fixation, because it has NANO PIGMENTS that adhere to the hair cuticle through the release of oxygen, providing increased durability and uniformity of the color. It can be used as a Tint or Coloring, by simply varying the percentage of oxidant, providing shine, treatment and perfect color distribution.



EFFECT ACHIEVED? Colors the hair uniformly, covering up to 100% of white hair, revealing intense colors. For coloring or tinting locks.

RECOMMENDED FOR? For all hair types.

WHITE BLEACHING POWDER

POWER PLEX



POWER PLEX WHITE BLEACHING POWDER



RECOMMENDED FOR: For locking procedures, free-hand techniques, capping, and global bleaching.

PRESENTATION: 500g

POWDER COLOR: White

ASSETS:

Arginine: One of the main points that make arginine so important for hair is that we are talking about a substance that is not produced by our body. In other words, arginine can only be found in food or when applied directly to the hair. Besides this, arginine for hair is important because, after being absorbed by the body, it makes up the hair fiber and, when used in products, forms a kind of protective film, closing hair scales, resulting in hair strengthening and reducing loss and breakage.

Coconut oil: Because it is rich in lipids, coconut oil helps maintain the natural moisture of the hair, besides being an excellent shine donor.

Plex Technology: Composed of low molecular weight amino acids, essential for hair, that have the ability to penetrate internally and regenerate hair bridges in the bleaching and coloring processes.

DIFFERENTIALS:

- Vegan
- Dust Free
- Plex Technology
- Lightens up to 9 tones
- Keeps hair healthy
- Ultra-fast bleaching
- Uniform and safe bleaching

ABOUT POWER PLEX WHITE BLEACHING POWDER

The Power Plex bleaching powder was developed to promote bleaching of up to 9 tones, quickly, safely and with protection of the hair fiber. Power Plex is rich in arginine, coconut oil and plex technology, a compound of low molecular weight amino acids, essential for hair, which has the ability to penetrate internally and protect the hair during and after the bleaching process.

In addition, it is Dust free and vegan, promoting uniform bleaching, allowing the professional to visualize the tone opening, because its white coloration makes it possible to see the lock without having to remove the bleaching powder, thus bringing much more safety and agility to the bleaching process.

INGREDIENTS: sodium silicate, ammonium persulfate, potassium persulfate, zeamays starch, magnesium trisilicate, talc, sodium persulfate, silica, orbignya oleifera seed oil, carboxymethyl hydroxyethylcellulose, tetrasodium EDTA, phospholipids, glycine soja oil, glycolipids, glycine soja sterols, lauryl sodium sulfate, arginine.

BLEACHING LINE CLARIUM



OXIDANT



Clarium hydrogen peroxide is enriched in its formula with treatment agents and emollients, which protect the hair structure during the chemical action of the product, improving the coloration reaction and guaranteeing color and shine uniformity, aiming at improving the quality of hair health.



EFFECT ACHIEVED? They act in conjunction with the coloring and the bleach, generating the oxygen release reaction for the dye and bleach action.

RECOMMENDED FOR? All procedures that require oxidizer.

EXCLUSIVE FEATURES AND BENEFITS? VEGAN product. Creamy base enriched with wheat oil and glutamic acid, which protects the hair fiber. Stabilized with pH in the range of 2.5, enhances the benefits of coloring and bleaching. It has 5 types of volume: 05, 10, 20, 30 and 40 VOLUMES one for each type of service and hair.

The oxygenated waters of De Sirius have a creaminess different from the others available on the market, because their base is similar to that of a CONDITIONER, which brings softness to the hair, reduces frizz after coloring and leaves the cuticles more aligned. The treatment is enhanced by WHEAT OIL which is a NATURAL ANTIOXIDANT.

The same happens with bleaching, because it softens the abrasive action of the Powder and increases the integrity of the hair shaft.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Hair with greater resistance.

BLUE BLEACHING POWDER



EFFECT ACHIEVED? Bleaches uniformly and progressively, ideal for any bleaching technique: highlights, balayage, locks, reflection, global bleaching, etc.

RECOMMENDED FOR? For hair bleaching techniques.

EXCLUSIVE FEATURES AND BENEFITS? Blue Powder, lightens up to 8 shades, does not powder, is enriched with collagen and silicone.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Desired bleaching and treated hair.

HOW TO USE: Mix 1:2, for each 50 g of Bleaching Powder and use 100 ml of Oxidant. Apply with the highlighting technique or chosen bleaching.

HINTS:

- For each 50g of Blue Bleaching Powder use 5ml of Clarium Plex Step 1 Hair Regenerator.
- Weighing the quantity of the Powder instead of measuring it alters the powder's whitening power, because the more powder in the mixture (powder + oxidizer) the stronger the whitening power will be (the volume of the oxidant also influences). 50 gr of powder is different from 50ml of powder, so it is recommended to mix 50g of powder to 100ml of oxidizer. The ideal is always to make a comparison of the measurement value and the weighing value, to make the compensation for more or less if necessary. That varies from brand to brand.

ADDITIONAL INFORMATION:

The bleaching powders have a balanced formula in the contents of PERSULPHATES to obtain the desired whitening, but at the same time, the FIBER INTEGRITY is maintained thanks to the COLLAGEN of the composition.

The texture of the mixture (powder + hydrogen peroxide) forms a creamy and consistent mass. The mixture of the components must be very homogeneous, the more “stir” the better the texture, because in the composition of the powder we have a cellulose derivative that gives alloy in the dough. This cellulose absorbs water from the oxidizer, which is why homogenization is so important.

The powders are light thanks to a NOBLE SILICON used to give the dust free effect, very different from most powders on the market that use PARAFINNIUM LIQUIDUM (PETROLATUM) which in addition to giving weight, gives a false sliding sensation to the hair.

CLARIUM BLEACHING POWDER 9 ESSENTIAL OILS



Bleaching Powder 9 Essential Oils promotes treatment and discoloration up to 9 tones.



EFFECT ACHIEVED? It bleaches the hair uniformly, protecting the hair fiber.

RECOMMENDED FOR? For lock, *free-hands* techniques, cap, and global bleaching procedures.

EXCLUSIVE FEATURES AND BENEFITS? It has treatment assets to protect the hair fiber. Powder 9 Essential oils is white and opens up to 9 shades. Bleaching Accelerator decreases the exposure time of the hair to the bleaching powder.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Ultra-clear bleaching and healthy fiber.

YIELD: Approximately 10 applications.

PRESENTATION: 500g

HOW TO USE: Mix 1: 2, for each 50 g of Clarium Bleaching Powder 9 Essential Oils and use 100 ml of Oxidant. Apply with the lock technique or chosen bleaching.

HINT: For every 50g of Bleach Powder 9 Essential Oils use 5ml of Clarium Plex Step 1 Hair Regenerator.

ADDITIONAL INFORMATION: In the powder 9 oils in addition to collagen we have WHEAT, ALMONDS, ARGAN, BARU, COCONUT, CASTOR, GRAPE, JOJOBA AND CHAMOMILE oils that increase protection at the time of bleaching.

SCULPT

FINISHERS



CURL SHAPER



A vegetable-based gel with no rinsing, light texture that provides control and natural definition to wavy and curly hair.



EFFECT ACHIEVED? It allows hairstyling with high fixation and durability, offering freedom to the professional to create styles with volume and without volume.

RECOMMENDED FOR? Wavy, curly and frizzy hair. Provides modeling and definition of waves and curls.

WHAT IS THE SENSORY OUTCOME OF THE TREATMENT? Its formula contains keratin, ceramides, and plant extracts that deeply repair the hair while styling. Contains sunscreen that protects against the harmful action of the Sun's rays. It does not leave residue and reduces volume and controls unruly hair.

PRESENTATION: 200 ml

YIELD: Approximately 60 applications

HOW TO USE: apply to damp hair and dry with a diffuser or let it dry naturally. Can be used for styling.

FIXING OINTMENT

Dry effect pomade with strong fixation, indicated to fix medium and thin hair. Its dry-textured formula contains candelilla vegetable wax and bee wax, which ensure flexibility to the hair.

Does not form lumps. Recommended for styling short and medium hair.



HOW TO USE: Place a small amount in your hands and apply to dry or damp hair, shaping it into the desired way.

YIELD: Approximately 200 applications.

HINT 1: Perfect option for styling men's hair with thin and oily hair. Ensures fixation all day long. Can be applied to damp or dry hair.

HINT 2: Use a small amount in the hands to manage the hair during the construction of hairstyles that have been prepared with baby liss. Reduces static on hair ensuring clean and impeccable work.

GLOSSARY

Amino Acids - Amino acids are the building blocks of proteins. Each one of them has a function and, together, they are unfailing. Because of this it is essential to invest in products that contain these compounds.

Candelila - This wax is made from a bush found in Mexico, the extraction of which is quite curious and the same after many years, it is formed from the heating of its leaves thus forming small flakes of wax.

Cationic - Cationic surfactants are positively charged conditioning agents commonly used in product formulations.

Formaldehyde - Currently the cosmetic industry has used formaldehyde in the processes involving hair straightening, and the use of this substance outside the allowed concentration range causes scalp burns, followed by hair loss.

Lipidic - They are a type of fat, the natural oiliness of the hair. The function of these lipids is to keep the hair soft, shiny, flexible, and waterproof with a protective layer that makes it less vulnerable to external damage and minimizes the loss of water and nutrients.

Mutagenicity - This refers to the property of an agent to induce or increase the frequency of mutations in an organism.

pH - The initials pH stand for Hydrogen Potential, and is an index that indicates acidity, neutrality or alkalinity. The pH of a substance can vary according to its composition, concentration of salts, metals, acids, bases and organic substances, and temperature.

Polyquaterniums - Polyquaterniums can be used in hair conditioning formulations as well as in shampoos. Conditioning formulations need to provide factors such as hydration, shine, frizz reduction, volume, film formation, and ease of combing. In addition, cationic polymers prevent the opening of hair cuticles, keeping hair in the aesthetic condition desired by consumers.

Oxoacetamide - Carbocysteine is derived from the amino acid L-Cysteine, which can help reduce hair volume and add shine, but does not have the ability to straighten.

Lime - Lime is a medical plant, also known as teja, tejo, texa, or tilha, that is popularly used to treat various health problems.



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