

BRASIL CACAU
P R O F E S S I O N A L

BRAZILIAN KERATIN RECONSTRUCTION



BRASIL CACAU KERATIN TREATMENT by Cadiveu is the most innovative and effective professional smoothing treatment available.

Authentic and genuine Brazilian Keratin Treatment. **MADE IN BRAZIL.**

BRASIL CACAU removes 95% of frizz or curl on natural or chemically treated hair. It effectively rebuilds hair damaged by excessive chemical services. BRASIL CACAU improves the condition of the hair by adding a protective Keratin layer around the hair shaft thus eliminating frizz, smoothing the hair cuticles and enhancing your colour.

The end result is straighter, smoother, incredibly shinier, stronger, frizz free hair, which is more manageable and humidity resistant.

NO HARSH CHEMICALS.

It can be applied over coloured, highlighted, bleached, chemically straightened or curled hair and assists in strengthening and adding amazing shine and control to any hair condition.

Don't be forced to wait 72 hours...! Our results are instant!

Unlike other keratin treatments, the minute you leave the salon, you can wash your hair, wear a pony tail, use clips and pins, go to gym or swim. Your hair will be straighter, smooth, frizz free and extremely radiant.

BEFORE



for STRAIGHTER, SMOOTHER, SHINIER,
STRONGER, FRIZZ FREE hair

by
CADIVEU

Correct after care of BRASIL KERATIN TREATMENT is essential for optimal quality, integrity and longevity of treatment. Our range of home care products specifically developed to extend the effect of BRASIL CACAU treatment include:

BRASIL CACAU Anti Frizz Shampoo:
mild shampoo containing Keratin

BRASIL CACAU Anti Frizz Conditioner:
intensive moisturising conditioner containing Keratin

BRASIL CACAU Anti Frizz Leave-in Treatment:
daily protection without rinsing

BRASIL CACAU Deep Conditioning Mask:
for maximum hydration and nourishment

BRASIL CACAU Smoothing Shine Serum:
for hair protection and extreme radiance



FREQUENTLY ASKED QUESTIONS:

Q. Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dying/tinting process?

A. The BRAZILIAN KERATIN RECONSTRUCTION can be done before or after tinting. In either case, we recommend to do the hair tinting two weeks before or after the BRAZILIAN KERATIN RECONSTRUCTION process in order to allow pigment to set better on hair.

Q. Can BRAZILIAN KERATIN RECONSTRUCTION be done after straightening/relaxation processes?

A. Yes, for very curly or Afro Ethnic hair, we do recommend to do hair relaxation/straightening before using BRAZILIAN KERATIN RECONSTRUCTION.

Q. Can I apply the product only on the roots if client wishes to keep her hair wavy on the length?

A. Yes. Applying the product only on the roots provides a very natural and balanced result. For already straightened lengths, applying the product on the root is also recommended in order to avoid saturation.

Q. Can pregnant women use the BRAZILIAN KERATIN RECONSTRUCTION?

A. BRAZILIAN KERATIN RECONSTRUCTION is not a chemical product, however we recommend that pregnant women and children under 12 avoid the process.

Q. Is BRAZILIAN KERATIN RECONSTRUCTION compatible with henna?

A. Yes. BRAZILIAN KERATIN RECONSTRUCTION is compatible with any colourant or chemical process.

Q. When is the client allowed to wash her hair?

A. Whenever she wants, even right after the treatment.

Q. Does BRASIL CACAU KERATIN TREATMENT work like Japanese straightening, chemical straightener or a perm?

A. No. Unlike those chemical processes BRASIL CACAU does not chemically rearrange the internal disulphide bond structure of the hair and it can be used on coloured, foiled, chemically treated and damaged hair.

Q. Can BRASIL CACAU KERATIN TREATMENT be applied to virgin hair?

A. Yes. The most effective result is obtained when applying BRASIL CACAU to processed hair. Virgin hair should be washed at least twice with the BRASIL CACAU Anti Residue Shampoo before applying the BRASIL CACAU TREATMENT. Two to three further treatments will result in virgin hair showing the same results as processed hair.

Q. How long will the BRASIL CACAU treatment last?

A. Three to four months provided the BRASIL CACAU range of aftercare products are used. BRASIL CACAU treatment is a cumulative treatment. The more often you have the treatment applied, the healthier your hair will be and the longer the results will last.

Q. What happens to my hair after the BRASIL CACAU treatment is at the end of its life cycle?

A. Your hair will revert back to its original state about 12 weeks prior to the treatment. It will be in a better and stronger condition than before the treatment.

Q. How will my hair look after the BRASIL CACAU treatment?

A. It will be much shinier, full of volume, effortless to manage, stronger, straighter, healthier and frizz free. Humidity will no longer be a problem.

Q. Will BRASIL CACAU make my hair dead straight?

A. That depends on the type of hair you have. If you have straight, frizzy hair, the treatment will eliminate the frizz and give the hair incredible shine. If your hair is wavy, BRASIL CACAU will make your hair naturally straight and healthy. If your hair is very curly, the treatment will remove most of the frizz, enhancing the natural curl or wave.

Q. Can you swim in the sea or pool after BRASIL CACAU treatment?

A. Yes, however please note that regular swimming may compromise the longevity of the treatment. It is recommended that you comb BRASIL CACAU Smoothing Shine Serum through your hair prior to swimming to act as a protective barrier.

Q. How soon after having the BRASIL CACAU treatment can I wash my hair?

A. Immediately after you leave the salon. You can also wear a pony tail, use clips and pins, go to the gym or swim.

Q. Can you have BRASIL CACAU treatment if you have hair extensions?

A. Yes, provided the extensions are of 100% Remy human hair. It is best if the treatment is applied to your hair before the installation of the extensions. However, if the extensions are already installed, your stylist must ensure that the BRASIL CACAU THERMAL RECONSTRUCTION treatment does not come in contact with your hair extension bonds or micro-rings.

Q. How soon after having BRASIL CACAU treatment can I have it re-applied to my hair?

A. As the BRASIL CACAU treatment is a conditioning treatment, there is no potential harm to performing the application at any time. However, re-applying the treatment too soon is wasteful as the new treatment will not adhere to the cuticles if the existing treatment is still in place. It is recommended that the next treatment should not be done before 10 to 14 days have elapsed since the previous treatment.

Q. Can BRASIL CACAU KERATIN TREATMENT be applied to any type of damaged or processed hair?

A. Yes, it can be applied to all damaged hair types: coloured, highlighted, relaxed, straightened, permed or bleached.

Q. Is the BRASIL CACAU treatment permanent?

A. No, it will eventually wash out after 3 to 4 months. The treatment lasts longest on processed hair and provided the BRASIL CACAU aftercare products are used.