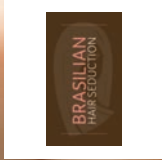




BRASIL CACAU
PROFESSIONAL



Brazilian Keratin Treatment

Smoothing, Taming & De-Frizzing Treatments

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

BRAZILIAN KERATIN RECONSTRUCTION



BEFORE



Keratin smoothing treatment is the latest salon revolution. Not only are these wonder treatments the new code for incredible hair, they build salon loyalty & encourage a high Rand spend per client; the answer to every salon's prayers.

BRASIL CACAU is a thermal reconstruction treatment that aligns hair cuticles. The result is hair infused with incredible shine, smoothness, enhanced strength & condition while being frizz-free & humidity-proofed. The hair's inner bond structure is not chemically altered or rearranged. MADE IN BRAZIL.

Results are instant! There is no need to wait 72 hours.

The minute your client leaves your salon, they can wash their hair, wear a pony tail, use clips & pins, go to gym or swim. Their hair will be straighter, smoother, frizz-free & extremely radiant.

BRASIL CACAU's aftercare products ensure long-lasting results, up to 3 to 4 months.



Disposable visor for treatments & cutting,
30/pkt **6041**

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

PROFESSIONAL PRODUCTS

Professional Kit: 3 x 1 Litre
(3 bottles: Step 1, 2 & 3)
P999



Step 1:
Brasil Cacau
Anti-Residue
Shampoo
1 Litre
P997

Step 2:
Brasil Cacau
Thermal
Reconstruction
1 Litre
6005

Step 3:
Brasil Cacau
Deep Conditioning
Mask
1 Litre
P996

Professional Kit: 3 x 300ml
(Step 1, 2 & 3)
P977



Step 1:
Anti-Residue
Shampoo
300ml
P982

Step 2:
Thermal
Reconstructor
300ml
12051

Step 3:
Deep
Conditioning
300ml
P981

Professional Kit: 3 x 100ml
Convenient & affordable for less frequent users.
Consists of Step 1, Step 2 & Step 3 (all 110ml)
Each kit does between 2 & 3 smoothing treatments
10308



BRASIL CACAU SHINE SERUM
Anti-frizz & instant shine treatment

- Anti-humidity protection
- Frizz reduction
- Instant shine
- Restores ends
- Yield of approximately 150 applications

 65ml
12373



ACAÍ Therapy Oil
Leaves hair silky, nourished, smooth & radiant
110ml
9457



BRASIL CACAU AFTERCARE

Correct aftercare of a BRASIL KERATIN TREATMENT is essential for optimal quality, integrity & longevity of treatment. Our range of home care products is specifically developed to extend the effect of BRASIL CACAU treatments.

BRASIL CACAU Anti Frizz Shampoo
Mild shampoo containing Keratin
300ml
5905
1 Litre
6950



BRASIL CACAU Anti-Frizz Shampoo
Sulphate-Free
300ml
14108
1 Litre
14109



BRASIL CACAU Anti Frizz Conditioner
Intensive moisturising conditioner containing Keratin
300ml
5906
1 Litre
6951



BRASIL CACAU Hydrating Hair Complex
For maximum hydration & nourishment
200ml
11595



CADIVEU
Glamour Precious Fluid
Light formula, leave-in
spray. Eliminates frizz,
seals the cuticles &
provides the hair with
radiant luminosity.



Also protects against the
heat. Ideal for keratin
treated hair.

Use on wet hair before
drying & styling to give
softness, shine & reduce
the frizz
215ml
7876

BRASIL CACAU Primer
Daily protection without rinsing
110ml
9455



BRASIL CACAU Gradual Smooth Serum, 215ml

Revolutionary technology that resets the clock on your hair smoothing & straightening treatment. Memory effect & frizz control treatment that gives an instant & easy straight hair effect with long-lasting results. A few sprays creates instant straight hair & the more you use it, the straighter your hair gets.

Use for a fast & super-straight blow-dry & as a maintenance product between hair straightening & smoothing treatments. Can be used on previously straightened hair.

Technology:

- ShineSilk: provides long-lasting frizz control even in environments with up to 80% humidity
- Cocoa: moisturizing properties increases elasticity of the hair to protect against future damage
- SoftLiss: active ingredient provides memory effect & smoothness is enhanced with continuous use

How to use:

1. Spray serum throughout clean, damp hair & comb/brush from roots to tips
2. Blow-dry hair with hairdryer
3. Flat iron the hair into small sections with approximately 3 passes with the iron per section from roots to ends
4. As effect fades over time, apply more serum & blow-dry to activate the memory effect or simply comb/brush through as desired without adding heat

15019



BRASIL CACAU ECO - FORMALDEHYDE FREE

FORMALDEHYDE FREE smoothing system made by Brasil Cacau

Please note: Step 1 & 3 are the same products as the regular Brasil Cacau Smoothing Treatment. Only Step 2 is different.

Professional Kits: includes 1 x Step 1, 1 x Step 2 & 1 x Step 3:

110ml: Step 1, Step 2, Step 3 **12162**

300ml: Step 1, Step 2, Step 3 **P979**

1 litre: Step 1, Step 2, Step 3 **P978**

Smooth effect for all types of hair

What is it?

Hair treatment that ensures a smooth effect superior to treatments with carbocisteines and glyoxylic acid.

Benefits

- Deep hydration & nutrition
- Thermal protection of the hair shaft
- Hydrated ends
- Promotes extreme shine to hair
- Prevents yellowing & fading of the hair
- Provides platinum shade in blonde hair

Characteristics

- Ecological formula
- Paraben-free
- Formaldehyde-free
- Petroleum-free
- No mineral oil
- No animal ingredients

Dermatologically tested

Does not cause allergic reactions

Activated by the heat of the flat iron, Sugarcane Cysteine® acts in the deep layers of the cuticles, rearranging them to make the surface straight, and to reflect intense shine.

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Step 2 Reconstructor
300ml **12163**
1 litre **12164**

Step 1 & 3 are as per regular Brasil Cacau Smoothing Treatment, as below:

Step 1		Step 3	
300ml	P982	300ml	P981
1 litre	P997	1 litre	P996

Discover the products

1. STEP 1: ANTI RESIDUE SHAMPOO:

Its alkaline pH (9.0) helps open the cuticles to make the active ingredients penetrate easier.

2. STEP 2: ECO KERATIN:

Restructures the hair, making it smooth & frizz-free.

3. STEP 3: DEEP CONDITIONING MASK:

Restores normal pH balance (4.5) to ensure hair treatment & longer-lasting results.



Eco Keratin

- Prevents fading & yellowing
- Easy to apply
- Maximum slide of the flat iron
- High profitability, economic
- Rejuvenates the hair
- Silky & smooth hair ends
- Extremely shiny hair

Brasil Cacau, The Keratin Express

A Brazilian hair treatment for smooth, soft, frizz-free & shiny results. A fast service for perfectly smooth & manageable hair. Contains Cocoa & Alpha Hydroxy Acids for intense fragrance, moisture & definition.

Formulated for progressive alignment of strands, shine & softness. Its unique non-formaldehyde formula makes it a quicker, more affordable solution. Results last approximately 4-6 weeks depending on hair texture, thickness & coarseness.

Lasts about two treatments per bottle for average length hair.

110ml
13915



Procedure:

1. Wet hair & remove excess water with towel.
2. Apply about 50ml of treatment & massage until lather. Do not apply to scalp. Leave-in timing depends on type of hair & extent of frizz. Recommended time is 20-50 minutes.
3. Rinse thoroughly & dry 100% with dryer.
4. Separate hair into strands & flat iron from roots to tip 8-12 times between temperatures 180-230°C.

Recommended to use Primer with iron.

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Salon Introduction Deal **P998** (limited to one per salon)
Brazilian Thermal Reconstruction KIT consisting of:

1 x Brasil Cacau Anti-Residue Shampoo 1 Litre
1 x Brasil Cacau Thermal Reconstruction 1 Litre
1 x Brasil Cacau Deep Conditioning Mask 1 Litre

PLUS Aftercare products:

3 x Brasil Cacau Anti-Frizz shampoo 300ml	5905
3 x Brasil Cacau Anti-Frizz Conditioner 300ml	5906
1 x Brasil Cacau Hydrating Hair Complex 200ml	11595

PLUS

Brasil Cacau Keratin Accelerator, titanium plates,
32mm (up to 230°C) (model may vary)

9047



SPECIAL, ONCE-OFF INTRO PRICE *

PLUS YOU GET

Brasil Cacau Hanging Banner (84 x 124cm) • Promotion Leaflets for your clients, &
• Hands-on training (using our products) (area dependant)

AT NO COST TO YOU!

* Please call us to get
the latest price

*Terms & conditions apply

FREQUENTLY ASKED QUESTIONS:

Q. Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dyeing/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 & 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. We recommend that pregnant women & 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 they want, 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 & it can be used on coloured, foiled, chemically treated & 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 & the longer the results will last.

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 & provided the BRASIL CACAU aftercare products are used.

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 & stronger condition than before the treatment.

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

A. It will be much shinier, effortless to manage, stronger, straighter, healthier & 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 & give the hair incredible shine. If your hair is wavy, BRASIL CACAU will make your hair naturally straight & 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 Primer 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 may also wear a pony tail, use clips & 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. Can I use the Gradual Smooth Serum on hair that has been previously straightened?

A. Yes, you can. This treatment revives the faded keratin.

THE NEW CONCEPT OF KERATIN TREATMENT - THE KERATIN SHAMPOO

Get smooth, silky & shiny hair in just 1 step!

Frizz Free
smooth & shiny hair

Very fast service
to get smooth & shiny hair

Save
40 minutes*

HAIR TYPES:
Curly/Voluminous/Frizzy Hair

TECHNOLOGY:
Cocoa + Alpha Hydroxy Acids

MECHANISM OF ACTION:
The acidic pH (2.5) product with the heat of the flat iron is responsible for depositing the formula's active ingredients into the hair

BENEFITS:

- Ultra-fast service
- Maximum profitability
- Can be used to get different results
- Does not fade
- Does not turn tinted or blonde hair yellow

***Perform a strand test prior to use:** Apply product, leave it for 30 minutes, rinse, dry & flat iron. Evaluate the elasticity & strength of the hair shaft. SHAKE BEFORE USE.



BRASIL CACAU
KERATIN SHAMPOO
1 litre
12601



Keratin Treatment
service

If necessary, before applying The Keratin Shampoo, pre-wash the hair with Brasil Cacau Anti-Residue Shampoo in order to remove impurities & residue.

Apply & wait

STEP 1:
Wet the hair & remove excess water with the help of a towel. Apply approximately 50ml of **The Keratin Shampoo**. Massage with circular movements until you obtain a dense, abundant lather. Do not rub the scalp.

STEP 2:
Let it work 20-50 minutes & rinse thoroughly. Processing time varies depending on hair type; the frizzier the hair, the longer it should be left on.

Dry & flat iron

STEP 3:
Dry completely with heat. Apply **Brasil Cacau Primer** on entire length.

STEP 4:
Separate the hair into thin strands & flat iron from roots to tips 8 to 12 times per pass at temperatures between 180°C & 230°C

Use regular Brasil Cacau aftercare shampoo (5905), conditioner (5906) & mask (11595) for use at home to ensure long-lasting results

PROFESSIONAL PRODUCTS: EXTREME REPAIR - The Power of Cocoa, to save your hair

The perfect solution to recover damaged hair. Using the best cocoa nutrients & adding cationic peptides, Extreme Repair acts deep in the cuticle.

Cocoa Shot
Salon Service
Molecular Restoration

in 4 steps
Please follow these instructions:



- 1 Wash hair with Extreme Repair Shampoo. Yield: 50 applications.
- 2 Remove excess water with a towel & apply Extreme Repair Cocoa Dose, massaging strand by strand. Leave on for 5 to 10 minutes. Yield: Single dose.
- 3 Without removing the cocoa dose, apply Extreme Repair Mask, massaging strand by strand & leave on for 5 to 10 minutes. Rinse thoroughly. Yield: 20 applications.
- 4 Apply a few drops of Brasil Cacau Shine (12373) Serum in palm of hand & spread it on the whole length while still damp & finish as usual. Yield: 180 applications.

Shampoo, 1 litre
Approximately 50 applications. Suitable for damaged hair, gently cleanses, moisturizes & restores radiance to hair
12369
Conditioner, 1 litre - Maintains healthy & silky hair
12370



Mask, 500ml
Approximately 20 applications. Suitable for extremely damaged hair, moisturizes hair damaged by mechanical, chemical & thermal processes. The cationic peptides form a protective shield around the fibre, increasing the strength, flexibility & radiance of the hair
12371



Mask, 10ml, sachet
13353



Cocoa Dose, 15ml
Suitable for extremely damaged hair, works on the damaged fibres, restoring mass & rebuilding the structural integrity of the hair shaft.
Single dose
12570

Box of 10
10 x 15ml
12372



BRASIL CACAU EXTREME REPAIR AFTERCARE

Shampoo 300ml
12561



Conditioner 300ml
12562



Mask 200ml
12563





BRASILIAN HAIR SEDUCTION KERATIN TREATMENT: a new keratin smoothing treatment

Imported from Brazil, BRASILIAN HAIR SEDUCTION contains the latest technology to ensure incredible hair. The result is shiny, frizz-free, smooth, strong & humidity-resistant hair.

After the treatment, the results are instant without any need to wait before your client can get on with their lives. The treatment will last up to 3 months (lifestyle dependent). This tight range of 3 professional & 3 home care products at the most competitive pricing will ensure that all your clients will be able to afford this service.

PROFESSIONAL PRODUCTS

Professional Kit: 300ml x 3
(3 bottles: Step 1, 2 & 3)

P947

Professional Kit: 1 Litre x 3
(3 bottles: Step 1, 2 & 3)

P950



Step 1: Brazilian Hair Seduction Clarifying Shampoo 300ml **P946**
Clarifying Shampoo 1 Litre **P951**

Step 2: Brazilian Hair Seduction Hair Treatment 300ml **14091**
Hair Treatment 1 Litre **13360**

Step 3: Brazilian Hair Seduction Silky Mask 300ml **P945**
Silky Mask 1 Litre **P952**



BRASILIAN HAIR SEDUCTION AFTERCARE

Using the correct aftercare products is essential for optimal longevity & condition of the hair. Moisture is critical for maintenance of keratin-smoothed hair & these products have been specifically formulated to provide intense moisturizing treatments.

Brazilian Hair Seduction Restoring Shampoo 300ml **13361**

Brazilian Hair Seduction Restoring Conditioner 300ml **13362**

Brazilian Hair Seduction Hydrating Masque 200g **13363**

