

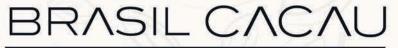


Brazilian[®] ECO**KERATIN**

Technical Guide



NATURAL TREATMENT FOR SMOOTHING EFFECT



PROFESSIONAL

SMOOTH EFFECT FOR ALL TYPES OF HAIR

What is it?

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

Benefits

- · Deep hydration and nutrition;
- Thermal protection of the hair shaft;
- Hydrated tips;
- Promotes extreme shining to hair;
- Prevents yellowing and fading of the hair;
- Provides platinum shade in blonde hair.

Characteristics

- Ecological formula;
- Parabens-free;
- Formaldehyde-free;
- · Petrolatum-free;
- No mineral oil;
- No animal ingredients.

Dermatologically tested

Does not cause allergic reactions

DISCOVER THE -Products:



1 ANTI RESIDUE SHAMPOO:

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



2 ECO KERATIN:

Restructures the hair, making it smooth and frizz-free



3 DEEP CONDITIONING MASK:

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

AVAILABLE IN PACKS OF:

110 mL | 3.7 fl.oz 300 mL | 10.1 fl.oz 1 L | 33.8 fl.oz

ECO KERATIN TECHNOLOGY

Eco Keratin has a formulation with new ecological and exclusive ingredients:

Centaurea cyanus, a plant with violet pigments that prevents yellowing of the hair.

Sugarcane Cysteine®, active ingredient based on a natural carbohydrate from sugarcane and the amino acid cysteine.

Ômega 3, 6 e 9, which form a lipid film in the cuticle, improving smoothness of hair strands.

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



Eco Keratin

- Prevents fading and yellowing
- Easy to apply
- · Maximum slide of the flat iron
- High profitability, economic
- Rejuvenates the hair
- Silky and smooth hair ends
- Extreme shining hair

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Competitors

- Do not have technology against fading or yellowing
- The application is slow
- The flat iron doesn't slide easily
- It is necessary to use a large amount of product
- It has no ingredient to improve the structure of the hair
- Hair looking dry in the end
- Opaque hair

Straight hair result is far remarkable than treatments with carbocysteine and glyocylic acid.

SERVICE 01 Natural Straight

ELIMINATES FRIZZ AND POROSITY EXTREME SMOOTHNESS IN BLONDE HAIR: PLATINUM BLONDE EFFECT

DURABILITY OF UP TO 3 MONTHS HIGHER THAN CARBOCYSTEINES!

STEPbySTEP		
1		APPLY BRASIL CACAU ANTI RESIDUE SHAMPOO ON WET HAIR THOROUGHLY AND MASSAGE GENTLY.
2		BLOW DRY.
3		SECTION THE HAIR INTO 6 PARTS.
4		APPLY THE BRAZILIAN ECO KERATIN.
5.	30 min.	LEAVE THE PRODUCT IN THE HAIR FOR 30 MINUTES.
6		RINSE.
7		BLOW DRY AND FLAT IRON.
8	Sa 10 mln.	APPLY DEEP CONDITIONING MASK, MASSAGING IT WELL, LEAVE IN FOR 5-10 MINUTES.
9		RINSE, DRY AND STYLE AS DESIRED.

SERVICE 02

Maximum Straightening

SLEEK, ULTRA SHINING HAIR AND WITH MOVEMENT EXTREME SMOOTHNESS IN BLONDE HAIR: PLATINUM BLONDE EFFECT

DURABILITY OF UP TO 3 MONTHS HIGHER THAN CARBOCYSTEINES!

STEPbySTEP



RINSE AND THEN DRY AND STYLE.

Ensure long lasting smooth hair Home Care

USE THESE PRODUCTS TO ENSURE LONGER LASTING RESULTS FROM OUR PROFESSIONAL SALON TREATMENTS.

Enriched by keratin and cocoa, they guarantee radiantly shiny, smooth and healthy hair.



BRASIL CACAU PROFESSIONAL - BRAZIL

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