

Hair Repair, Protection & Color Correction

K18
BIOMIMETIC
HAIRSCIENCE

osmo

MALIBU

osmo|kon
PERMANENT HAIR COLOUR

LOWELL

[SUPERPLEX]

KAYPRO
PROFESSIONAL HAIR CARE

**chroma
plex**

MARRAKESH

DENNIS
B BERNARD

BRASILIAN
HAIR SELECTION



K18



BIOMIMETIC HAIRSCIENCE

HAIR LIKE NEW - NO MATTER WHAT YOU PUT IT THROUGH

Damage. Everyone experiences damage to their hair in some way either by chemical services, thermal styling, mechanical styling, or even through our environments. Over time, this damage starts to break down the hair, resulting in loss of shine, bounce, & that youthful state we had prior to the damage.

THE DIFFERENCE - Until now, hair care products covered up damage with conditioning treatments that coat the hair in oils, bringing superficial hydration & sheen. Repair treatments patch damage like internal glue – strong but brittle – but provide temporary results. The answer is K18. For all hair types, for every generation. A new frontier in the hair industry – & it heals hair in just 4 minutes.

HOW DOES IT WORK?

K18 is a simple, patented, bioactive, 2 step treatment process, & can be incorporated in any possible salon treatment. Utilising the patented K18Peptide™, K18 works on a molecular level to prepare, protect & repair hair during any in-salon service – reversing it to its most youthful, healthy state in minutes.

Patented K18Peptide™ is the result of 10 years of biosciences research, & is not just a temporary fix – it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, color & chemical services, resulting in soft, smooth, strong hair that feels like new.

THE MORE DAMAGED THE HAIR, THE MORE DRAMATIC THE RESULTS.

K18 is the first product that actually heals your hair from the inside out. K18 is clinically proven to undo hair damage caused by chemical services, thermal styling, mechanical styling, & environmental damage. Damage is universal, & now lasting repair can be too. Now you can achieve any look, & do it in one appointment. K18 can be used immediately after any chemical service to repair damage caused by the service.

And the best part? You don't need to change a single thing about any service to make K18 work for your clients. No need to add K18 directly into chemical services, nor any need to change developer or processing time.

USE K18 WITH ALL SALON SERVICES

- Lightening
- Perms
- Thermal reconditioning
- Haircuts
- Coloring
- Relaxers
- Keratin straightening
- General treatments

K18 works perfectly with all chemical services. No need for changing processing time, developer or any part of the salon service, other than adding an additional 4-8 minutes.

K18 is free from:

- ✗ Parabens
- ✗ Sulfates
- ✗ Silicones
- ✗ Phthalates
- ✗ Sodium Chloride
- ✗ Artificial Colors
- ✗ Formaldehyde & Formaldehyde Donors

K18 is:

- ✓ Vegan
- ✓ Color Safe
- ✓ Made in Canada
- ✓ Never tested on animals

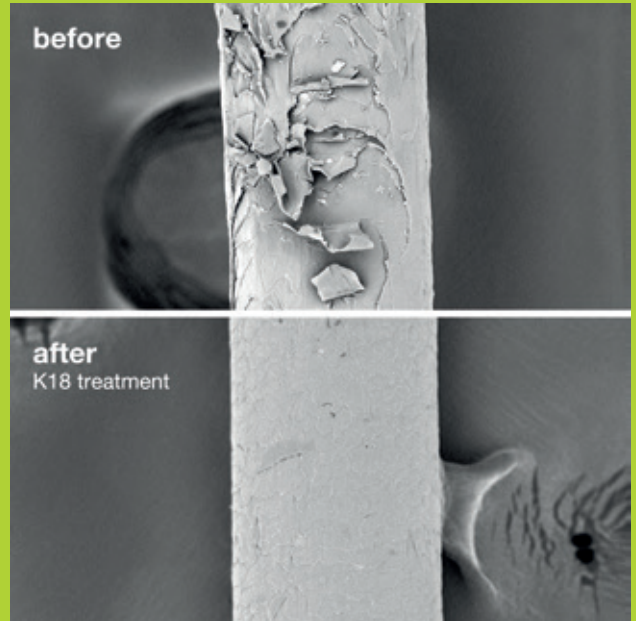
REASONS TO BELIEVE
Clinical study results

clinically proven to reverse hair damage in 4 minutes with just one salon treatment, hair is restored to

91% original strength*
94% original elasticity

the more damaged the hair, the more dramatic the results.

*Results observed in a clinical study while using MIST & MASK as part of a bleaching treatment. Results may vary depending on hair type, quality & history.



The only patented bioactive peptide treatment clinically proven to reverse damage from:



BLEACH + COLOR



CHEMICAL SERVICES



HEAT



MECHANICAL DAMAGE

K18Peptide™ Molecular Repair Service

The 4-minute 2-step salon service to clinically reverse hair damage. Patented bioactive peptide treatment prepares, protects & repairs hair before & after in-salon chemical services. Reverses damage & prevents breakage while strengthening hair & improving elasticity. Reconnects broken keratin chains, renewing hair with strength, softness, smoothness & bounce, with visible results after one use.

HOW TO USE:




First begin with the mist before any treatment.

1. Before all professional & chemical services, mist hair with water (do not saturate).
2. Section hair, apply 2-6 sprays of K18 Mist per section. Work into hair.
3. Let sit for 4 minutes to activate. Do NOT rinse out.
4. Dry hair & process as usual.
5. Shampoo, do not condition.
6. Towel-dry thoroughly.
7. Continue treatment with K18 Mask.

Finish with the mask to treat any damage.

1. Shampoo, do not condition so the mask will penetrate hair more effectively.
2. Towel dry hair until damp.
3. Start with one pump & add more as needed, depending on length, thickness & condition.
4. Work evenly into hair, one pump at a time, starting from ends to roots.
5. Let sit for 4 minutes to activate. Do NOT rinse out.
6. Style as usual.

Clients can then continue treatment at home with the leave-in mask.
The entire K18 regimen only adds an additional 4-8 minutes to any treatment.

| | | fine/ thin | medium | thick/ coarse |
|---|-------------|------------------------|------------------------|--------------------------|
|  | mist | 1-2 sprays/ section | 2-3 sprays/ section | 3+ sprays/ section |
| short (chin-length or shorter) | mask | 1 +/- pump | 1-2 pumps | 2 pumps |
|  | mist | 2-3 sprays/ section | 3-4 sprays/ section | 4+ sprays/ section |
| medium (shoulder length) | mask | 1-2 pumps | 2 pumps | 2-3 pumps |
|  | mist | 3-4 sprays/ section | 4-5 sprays/ section | 5+ sprays/ section |
| long (mid-back length) | mask | 2 pumps | 3 pumps | 4 pumps |

Professional Molecular Repair Hair Mist

K18 Professional Mist is a pre-service treatment that strengthens hair before a chemical service. Shifts the cuticle layer to penetrate hair's inner cortex & hone in on damage sites.

150ml
17923



Professional Molecular Repair Hair Mask

K18 Professional Mask is a post-service treatment that repairs damage caused during any salon service. Helps close cuticles & seal in the peptide to repair broken keratin chains, with added lightweight conditioning benefits to keep hair smooth & soft.

150ml
17922



Leave-In Molecular Repair Hair Mask
4-minute leave-in treatment to clinically reverse hair damage.

An at-home leave-in treatment infused with patented K18Peptide™ that works on a molecular level to repair even the most extreme damage, reversing hair to its most youthful, healthy state—leaving strands soft & strong.

Ideal for clients to use at home to continue their damage repair regimen. For best results, use for the first 4-6 consecutive washes following a service, then every 3-4 washes as needed to maintain hair strength.




HOW TO USE

1. Shampoo, do not condition.
2. Towel dry thoroughly.
3. Begin with 1 dime-sized amount (about 1 ml) of the K18 Mask & add more as needed depending on length, thickness, & condition of hair.
4. Work evenly into hair from ends to roots, one portion at a time.
5. Let sit for 4 minutes to activate.
6. Do NOT rinse out.
7. Style as usual.



5ml 17925
50ml 17924



| | fine/ thin | medium | thick/ course |
|---|-----------------------|---------------|--------------------------|
|  short (chin-length or shorter) | 1 +/- pump | 1-2 pumps | 2 pumps |
|  medium (shoulder length) | 1-2 pumps | 2 pumps | 2-3 pumps |
|  long (mid-back length) | 2 pumps | 3 pumps | 4 pumps |

A revolutionary 3 step treatment formulated with OSMO® Fibre Bond Technology, designed to be used in combination with any professional salon color or bleach formula. Improving the hair's condition from the inside out, CHROMAPLEX® helps strengthen damaged hair fibres, minimises breakage & aids in the improvement of overall condition without affecting development time, neutralisation or lifting.

#1 BOND BUILDER

Fortifies & Strengthens - Designed to provide optimal strengthening & anti-breakage benefits when mixed with any professional bleach/color formula.

500ml
16762



#2 BOND SEALER

Stabilises & Protects - A protective, nurturing treatment cream that stabilises the strengthened bonds formed in STEP 1. Helps seal the hair shaft for smoother, sleeker, more vibrant color results.

500ml
16763



#3 BOND SUSTAINER

Sustains & Conditions - An ultra-conditioning, twice weekly, at-home treatment with Fibre Bond Technology designed to maintain hair strength, with sensational shine & suppleness in-between salon appointments.

250ml
16764



CHROMAPLEX OPENING SALON DEAL

- Contains:
- 1 x 500ml #1 Bond Builder **16762**
 - 1 x 500ml #2 Bond Sealer **16763**
 - 3 x 250ml #3 Bond Sustainer **16764**
 - 1 x Chromaplex banner **13938**
 - 50 x Consumer Leaflets **13958**
- P1060**



#4 BOND SHAMPOO

Gentle, sulphate-free shampoo formulated with Fibre Bond Technology to strengthen & repair hair. Colour Save Complex & UV filters protect against natural pollutants & prolong the life of hair color. Hair is left feeling soft, strong & radiant. Best results seen on dry & damaged hair. Can be used daily.

250ml
17716



#5 BOND CONDITIONER

Nourishing conditioner that replenishes lost moisture & prolongs the life of hair color. Sunflower Seed Extract & Argan Oil protects color integrity & protects hair against natural pollutants & exposures. Leaves hair feeling replenished, strong, supple & radiant. Best results seen on dry & damaged hair. Can be used daily, & ideally after #4 Bond Shampoo.

250ml
17717



CHROMAPLEX™ AFTERCARE KIT, 3 PRODUCTS

Intensely nourishing kit designed to further enhance the benefits of your in-salon CHROMAPLEX treatment. Regular use helps improve & maintain the condition of the hair whilst helping to prevent against future damage.

Includes:

- 1 x #3 Bond Sustainer, 250ml
- 1 x #4 Bond Shampoo, 250ml
- 1 x #5 Bond Conditioner, 250ml

17718



chroma
FIBRE
BOND
SYSTEM
plex

INSTRUCTIONS

COLOUR / BLEACH

Always mix your colour and developer first before adding CHROMAPLEX™ BOND BUILDER #1. Measure the amount of Bond Builder #1 based on colour/bleach only, not colour/bleach/developer.

ON-SCALP / OFF-SCALP

NO NEED TO ALTER YOUR NORMAL DEVELOPER LEVELS

1. Add BOND BUILDER #1 in ratios of 1:10 to your colour/bleach formula (not including the amount of developer).
2. Apply and develop as normal.
3. Rinse hair, then lightly shampoo with salt and sulphate free OSMO® Colour Saver Shampoo.
4. Follow with BOND SEALER #2. Leave for 10 minutes, then rinse thoroughly.
5. Finish with a leave-in treatment such as OSMO® Wonder 10™ or Dual Action Miracle Repair and style as normal.

Always use a salt and sulphate free shampoo following the application of BOND BUILDER #1 to ensure the colour is protected and not stripped out.

No need to use higher quantities of BOND BUILDER #1 than stated. Twice as much does not equal twice as good and may dilute the effectiveness of the product and your result.

WITH TINTS (Including Hi-Lift)

1. Mix your colour with your preferred Cream Developer (do not raise the developer level).
2. Add BOND BUILDER #1 at a ratio of 1:10.
3. Apply and develop as normal.
4. Rinse, then lightly shampoo. Rinse and towel dry.
5. Apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing thoroughly.
6. Follow with a leave-in treatment such as Wonder 10™ or Dual Action Miracle Repair.

AS A TREATMENT DURING COLOUR APPLICATION

1. Dilute BOND BUILDER #1 1:10 with warm water in a spray or applicator bottle.
2. Spraying directly onto any uncoloured areas directly following colour application.
3. Once colour has developed, rinse and lightly shampoo with a salt and sulphate free shampoo like Colour Saver.
4. Apply BOND SEALER #2 for 10 minutes then rinse.

CHROMAPLEX™ BOND BUILDER #1 can be added to every colour of any shade of the colouring process. It is important to use BOND SEALER #2 each time you rinse or shampoo off your colour to seal in the benefits of BOND BUILDER #1 for maximum integrity and optimum results.

WITH QUASI/SEMI PERMANENT COLOUR

1. Mix your colour with your preferred developer (do not raise the developer level).
2. Add 1ml of BOND BUILDER #1 for every 10ml of colour (including the amount of developer).
3. Rinse hair, shampoo and apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing.

WITH NON-OXIDISING SEMI-PERMANENT COLOURS & TONERS:

1. Add 1ml of BOND BUILDER #1 for every 10ml of colour.
2. Apply and develop as normal.
3. Rinse hair and apply BOND SEALER #2. Comb through and leave for 10 minutes before rinsing.

NO COLOUR, NO PROBLEM

AS A STAND-ALONE TREATMENT

- Mixing Ratio:
- MILD DAMAGE: Mix 1ml BOND BUILDER #1 to 10ml water
 MODERATE DAMAGE: Mix 1ml BOND BUILDER #1 to 15ml water
 VERY DAMAGED: Mix 1ml BOND BUILDER #1 to 20ml water
- DIRECTIONS:
1. Shampoo hair and towel dry thoroughly.
 2. Apply directly to the hair using a spray applicator.
 3. Leave for 5-10 minutes.
 4. DO NOT RINSE.
 5. Apply BOND SEALER #2 directly over the top.
 6. Leave for 5-10 minutes.
 7. Rinse thoroughly and style as normal.

EXPRESS TREATMENT

- Mixing Ratio:
- MILD DAMAGE: Mix 1ml BOND BUILDER #1 to 10ml BOND SEALER #2
 MODERATE DAMAGE: Mix 1ml BOND BUILDER #1 to 15ml BOND SEALER #2
 VERY DAMAGED: Mix 1ml BOND BUILDER #1 to 20ml BOND SEALER #2
- DIRECTIONS:
1. Shampoo hair and towel dry thoroughly.
 2. Apply directly to the hair.
 3. Comb through or work through with fingers to ensure full saturation.
 4. Leave for 5-15 minutes.
 5. Rinse thoroughly and style as normal.

WITH PERMS:

1. Cleanse with Clarifying Shampoo, rinse and towel dry.
2. Apply perm solution as per manufacturer's instructions.
3. Add BOND BUILDER #1 at a ratio of 1:10 to the neutraliser and apply as per the manufacturer's instructions.
4. Rinse. DO NOT SHAMPOO.
5. Apply BOND SEALER #2. Cover with a cap and leave for 10 minutes. Rinse.
6. Follow with a leave-in treatment such as OSMO® Wonder 10 or Dual Action Miracle Repair.

AFTERCARE:

- The colour aftercare is crucial to maintaining the benefits of an in-salon CHROMAPLEX™ treatment. Regular use of the CHROMAPLEX™ care system ensures your client's optimum results.
- BOND SHAMPOO, STRENGTHENS & REPAIRS:**
- Use frequently, enhances salon appointments.
 - Apply to wet hair, massage gently and rinse thoroughly. Repeat if necessary.
- BOND CONDITIONER, HYDRATES & STRENGTHENS:**
- Use frequently, enhances salon appointments.
 - Cleanse the hair with BOND SHAMPOO #4 and towel dry. Apply BOND CONDITIONER #5 and massage gently, concentrating on the mid-lengths and ends. Leave for 1 minute before rinsing thoroughly.
- BOND SUSTAINER, SUSTAINS & CONDITIONS:**
- Use once a week as an intensive conditioning treatment.
 - Shampoo hair as normal and towel dry. Apply a small amount of BOND SUSTAINER #3 from mid-lengths to ends. Massage gently. Comb through. Leave for 10 minutes before rinsing thoroughly.

KERATIN TREATMENTS:

- We do not recommend using CHROMAPLEX™ BOND BUILDER #1 or BOND SEALER #2 on the same day as the keratin treatment application.
- BOND BUILDER #1 is recommended for client use in between keratin treatment appointments to maintain the health of the hair.

We recommend your clients take home BOND SUSTAINER #3 following every in-salon CHROMAPLEX™ treatment to ensure best hair health in-between appointments.





TCA: The Color/Bleach Accelerator
This power product allows you to process color/bleach in 4-10 minutes without compromising condition of hair. Super conditions, reduces fadeout including reds. Use with low heat (with holed plastic bag), cuticle opens faster & allows color to deposit faster. Safe, easy, can be used with any make of color.
35ml
4752



STB: Stop The Burn
Prevents chemical burns, itching, scalp irritation & peroxide damage. Can be mixed into formula or applied directly to any problem area. Will not affect the action of color or perm.
59ml
4753



CFI: Color Filler Insurance
Pre-treatment for damaged hair. Easy spray-on application. Equalizes porosity by filling the hair with proteins & amino acids. Use prior to any chemical service. Increases tensile strength, elasticity & shine. Protects the hair from chemical & mechanical damage.
116ml
4755



GOD: Gray Oxidizing Drops
100% grey resistant hair coverage. Helps color penetrate better. Adds depth & shine to any manufacturer's hair color & does not affect processing time.
30ml
7496



TRA: The Resistant Assistant
Use on super-resistant hairlines, trouble spots or entire head. Simply spray on, massage lightly, color over. Perfect for use with semi-permanent, demi-permanent & permanent colors or perms.
116ml
4601



CBC: Color Balance Corrector
Eliminates brassy, red or gold tones from blonde, white or grey hair. Tones down warm tones on dark hair. Can be used in color or bleach mixture or during shampooing.
30ml
7495



COS: Color Out System
A safe & effective way to remove an undesirable hair color. In just 20 minutes COS corrects & removes the color by shrinking the dye molecules allowing them to be simply washed out of the hair. Bleach & ammonia-free, gentle on hair, pleasant fragrance. Recolor the same day.
2 x 116ml/232ml
7497



PCS: Protector Conditioner Styling Aid
Kills residue peroxide. Prevents color fade out & perm relaxation. Can be used as a cutting lotion. Apply before going into the sun prevents damage from ultra violet rays.
296ml
7499



OSMO IKON BLONDE ELEVATION



Blonde Elevation range is all about taking blondes to the next level. Creates bespoke blonde color service for clients regardless of individual hair demands & needs. Colorists can create a quick solution & get excellent results, which is perfect for saving time in busy salons. During a consultation, colorists may need to manage expectations & results, but with Blonde Elevation, the colorist has the tools on hand to create a quick solution & get excellent results. Blonde Elevation is perfect for all blondes, including platinum blondes, multi-tonal blondes for light/darker tones, foils, freehand open-air techniques & balayage. Blondes can have a really tailored service that will ensure they keep returning for expert advice & techniques.

Premium Violet Lightening Powder with Bond Builder
Delivers 9+ levels of lift & special violet pigments neutralise brassy tones associated with the lightening process to deliver super-clean results. Bond Builder provides faster results & a better hair condition, leaving hair soft, silky & detangled.



Bond Builder keeps the hair's bonds intact during bleaching, meaning you can use a lower developer, & the client's hair is kept conditioned & detangled with minimal breakage. Violet pigments neutralise brassy tones, giving you more control & gorgeous results. Ideal for use both on & off the scalp. A 100% vegan friendly & dust-free formula.

How to use: use on its own either on or off the scalp, or combine with Freehand Clay Additive for balayage & all open air techniques.

Tip: combine powder with a Colour Additive & Osmo Ikon Developer for an extra boost of color & to neutralise unwanted undertones.
500g
16350



Freehand Clay Additive with Kaolin Clay
A thickening clay for freehand blanding & all other open air lightening techniques. Features mineral kaolin clay that thickens the Violet Lightening Powder. No need for foils, meché or film - just the freedom & creativity to brush in blonde.

Kaolin enables the hair to remain encapsulated & wet throughout the lightening process. Prevents the bleach from swelling - so no bleach or color bleed, or seepage, & the product will not dry out or flake. The perfect lightener for all balayage enthusiasts. When mixed with Violet Lightening Powder, the mixture delivers amazing 9+ levels of lift.

200g
16351



A "protective" bleaching powder

It is INNOVATIVELY & UNIQUELY placed in the 'PLEX' category
Contains Keratin Amino Acids

What does it do?

It optimises time & results, ensuring, with a single application, perfect bleaching & maximum protection of the hair, without the need for additional products or mixing stages.

SUPERPLEX powder lightens & simultaneously performs a treatment & protective action on the hair, leaving the scales compact at the end of the process.

Prepare as usual by mixing 1 part powder to 2 parts peroxide (30 or 40 volume). Apply as usual.

Complete respect for the integrity of the hair fibre. Develops in the same time as traditional bleaching powder. Lower cost per application as there is no need for additional product to be added to the bleaching mixture.

Superplex Hilift Powder Bleach

Lightens up to 7 tones.
30g sachet - TRY ME!
13544

400g
13543



Superplex Blue Hilift Powder Bleach

Up-to-9, blue powder bleach, lifts up to 9 tones with an accelerated, gradual, constant lightening action. Contains anti-breakage complex & guarantees uniform lightening. Dust-free.
400g
14431



SUPERPLEX KERATIN BONDER

To finish off the service at the hair salon, use two specific products for bleached, colored & highlighted hair

Keratin Bonder Step 1 Shampoo

Keratin amino acids deeply penetrate into the cuticle, rebuilding the fibre from the inside.



12ml sachet
13547

250ml
13545

750ml
16964



Keratin Bonder Step 2 Conditioner

A creamy & light treatment which acts on broken disulphide bonds.



12ml sachet
13548

250ml
13546

750ml
16965



A professional hair care system of hair-saving lightening & after-lightening infused with Keratin Bonder.

Superplex Keratin Cool Blonde Shampoo

Superplex's hair-saving system is now completed with an after-lightening toning booster. A blue-based Keratin Cool Blonde shampoo with special boosting keratin properties. A combination of Superplex's classic hair bond repairing ingredients with the addition of blue-violet pigments for bleached, blonde, silver & white hair to reduce unwanted yellow & brassy tones.

A two-in-one treatment shampoo for blondes to counter & repair damaged hair that was exposed to harsh lightening chemicals as well as to revive & invigorate light tones & keep away warm, unwanted brass. Special boosting keratin ingredients keep blondes cool with intense reflection & shine.

- A creamy & light treatment which acts on broken disulphide bonds. Includes plex bonder technology with a cleansing shampoo.
- Ideal for colored, bleached & highlighted hair as it repairs broken disulphide bonds thanks to Keratin Amino Acids that deeply penetrate cuticle.
- Hair is rebuilt from inside out & is stronger, shinier & more resistant to breakage caused by chemical treatments.



12ml Sachet
15415



250ml
15020



750ml
16966

NEW!

Superplex Keratin Cool Blonde Conditioner

A creamy & light blue-based conditioner with special boosting keratin properties. A combination of Superplex's classic hair bond repairing ingredients with blue-violet pigments for bleached, blonde, silver & white hair to reduce unwanted yellow & brassy tones.

A two-in-one treatment conditioner for blondes to repair damaged hair that was exposed to harsh lightening chemicals. Revives & invigorates light tones & keep away unwanted brass. Keeps blondes cool with intense reflection & shine. Keratin Amino Acids which repair broken disulphide bonds. Includes plex bonder technology with a moisture conditioner. Hair is rebuilt from inside out & is stronger, shinier. Ideal for colored, bleached & highlighted hair. Increases resistance to breakage caused by chemical treatments.

Tip: to lower the intensity of the blue & purple pigments, dilute the conditioner with the Superplex Keratin Bonder Step 2 Conditioner - the perfect way to create pastel shades, decrease intensity & achieve your favorite shade with your preferred base. Having both conditioners available gives blondes more versatility for different shades & effects.



12ml Sachet
15416



200ml
15021



750ml
16967

NEW!

Blonde Booster Restoring & Radiance Oil

Bio-fermented repairing & styling oil blend with botanical extracts that restores radiance & softness. Penetrates the hair with deep repairing action, while treating the hair surface for additional protection. Fermented oils offer easier & quicker absorption, have more powerful effects & have increased nutrient density.

Sunflower seed oil & sweet almond oil blend creates a powerful oil complex. Forms a weightless shield around each hair strand. Includes magnolia, rosemary, olive leaf & radish.

Key benefits:

- Repairs damaged hair & prevents split ends.
- Acts as a thermal protector to preserve the hair during styling.
- Detangles hair for easier styling.
- Imparts a brightening effect for shiny & reflective hair.
- Protects against harmful UV rays.
- Antistatic effect that controls frizz.
- Lightweight, fast-absorbing formula with no residue.

How to use:

Apply small amount on dry or damp hair & proceed with styling. Can be added to all other Superplex treatments for even more intense repairing effects.

Primer: 4-5 drops on damp hair, followed with styling.

Protection: 2-3 drops before using flat iron.

Finishing: 1-2 drops on lengths & ends on dry hair.

30ml
16968



NEW!

Lightweight Jelly Fluid

Modelling fluid that naturally fixes the hair with a gentle touch, while imparting additional volume & shine.

Key benefits:

- Light formula with re-bonding & re-modelling properties, it plumps the hair with a thickening effect.
- Aligns & smooths strands for defined & soft hair.
- Naturally wraps the hair fiber, strengthening the hair & enhancing its natural shine.
- Thanks to Keratin & Polyamino Sugar Condensate, it actively works to prevent hair breakage.

- Leaves behind no residue & does not weight down the hair.

150ml
16969



NEW!

Bioplastia is Brazil's best selling & most used hair reconstructor range; often called the SOS Hair Rescue system. A specialised hair care range for treating damaged hair with immediate restoration & reinvigoration (colloquially referred to as Hair ZTox). A selection of products that provide relief to traumatised hair as a result of various intrusive salon treatments.

Bioplastia is a deep conditioning treatment that coats hair fibres with a keratin filler. The treatment fills in any broken or thin areas on each hair strand to make hair appear more full

& lustrous. Bioplastia is a range of innovative & effective products that return damaged, brittle & breaking hair to a healthy state with suppleness, elasticity, shine & softness without the use of any formaldehyde-releasing ingredients. With high rebuilding power, Bioplastia treatment products restore the lost mass of the hair shaft, filling the cortex & completely sealing the cuticles for protection.

It has immediate action & is recommended for use before & after any chemical treatment.

PROFESSIONAL RANGE

Pre-Treatment Shampoo
The Pre-Treatment Shampoo has surfactants that clean & moisturise the hair to remove the build-up of waste, debris, product & excess oil for a healthy & clean base with added softness & shine. This shampoo is a fundamental preparation for the hair before the treatment.

1 Litre
16201



Replenishing Cream
Rebuilds & restores hair with severe damage while restoring mass loss. Works deep in hair shaft to rehabilitate & repair compromised hair that is damaged from heat or chemicals. The formula introduces mass, volume & structure for added strength, softness & a healthy balance.

900g
16202



HOME CARE RANGE

Reconstructive Home Care Shampoo
Internal & external capillary fibre reconstruction for a system that replenishes mass loss inside the hair shaft, working in the cortex of each strand to effectively rehabilitate the hair & seal the cuticles for protection.

Provides gentle cleansing & moisturises the hair for softness & shine while maintaining the professional in-salon treatment.

240ml
16204



Reconstructive Complex
Immediate recovery in just 1 application! Replenishes over-dried, lifeless, brittle hair while sealing & preventing the appearance of split ends. A very concentrated treatment for high levels of damage. Suitable after any harsh chemical treatment on hair that needs a pick-me-up.

100g
16203



Professional In Salon Treatments

Full Treatment Mild to Medium Damage Levels

Step 1: Apply Pre Treatment Shampoo to damp hair & gently massage into the hair from root to tip. In order not to damage or open the cuticles, rinse the hair & remove excess water by towel drying. DO NOT vigorously shampoo the hair.

Step 2: Apply Replenishing Cream only on damaged parts of the hair. It is not needed to apply to entire head of hair as the formula works best only on damaged sections. Massage product in strand by strand, taking care to avoid the roots. Leave in the hair for 10 minutes & rinse thoroughly.

Step 3: After rinsing, towel dry & remove excess water. Dry hair with hairdryer only on a medium heat setting. DO NOT iron as the heat will cause the added treatment proteins to deteriorate. Style as normal.

Step 4: Support the treatment at home by using the Home Care range.

Full Treatment Medium to High Damage Levels

Step 1: Apply Pre-Treatment Shampoo to damp hair & gently massage into the hair from root to tip. In order not to damage or open the cuticles, rinse the hair & remove excess water by towel drying. DO NOT vigorously shampoo the hair.

Step 2: Apply a small amount of the Reconstructive Complex on the highly damaged sections of the hair. The formula is highly concentrated & only a small amount is needed. Apply the Replenishing Cream over the Reconstructive Complex. It is not needed to apply to all sections of hair, only sections with damage. Massage product in strand by strand, taking care to avoid the roots. Leave in the hair for 10 minutes & rinse thoroughly.

Step 3: After rinsing, towel dry & remove excess water. Dry hair with hairdryer only on a medium heat setting. DO NOT iron as the heat will cause the added treatment proteins to deteriorate. Style as normal.

Step 4: Support the treatment at home by using the Home Care range.



Scan for all application videos

Wellness from root to tip. The patented vitamin crystal technology infused in all Wellness Treatments, feature a totally exclusive blend of natural antioxidants & ionic food-grade ingredients to renormalize & elevate hair to its highest level of health.

Free of sulphates, parabens, DEA, gluten propylene glycol, these crystalized ingredients are 100% Vegan & hermetically-sealed so they can be water activated on the spot, each sachet mega potent.

The result One of a kind technologies that give you the purest, most vibrant outcome

Free of sulphates, parabens, propylene glycol, DEA, gluten & no sodium chloride (salt) added, 100% vegan



Malibu C MakeOver Kit - Includes Crystal Gel Normalizer Sachet & Miracle Repair Sachet 10265

Step 1: Crystal Gel Normalizer Sachet, 5g 10256

- Superior hair demineralizer.
- Removes mineral deposits & chlorine caused by exposure to hard or soft water, well water, pools & spas.
- Instantly removes discoloration & brassiness caused by iron, copper & other minerals that damage hair.
- Restores even the most damaged hair to a dramatically healthier condition.
- Prepares hair for successful, reliable results of all chemical services every time.
- Stops the oxidation of salon chemicals, including peroxide, that cause scalp irritation/burning.
- Rids hair of minerals, medications & other color blockers.
- Prevents toner from over depositing.
- Saves time & prevents re-do's & even assists stylists' hands from chapping & irritation.
- 100% vegan.



How to prevent color disasters & breakage



How to do a Malibu MakeOver as a Salon Treatment

Step 2: Miracle Repair Sachet, 12g 10264

- Infuses moisture to dry, damaged hair.
- Restores strength to inner structure of hair without "over-proteinizing".
- Restores radiant shine & body.
- Instantly repairs brittle, breaking hair.
- Beneficial for all ages & hair types.
- Prevents further damage to hair caused by exposure to hard or soft water, well water, pools & spas.



Crystal Gel Treatment Sachet

The original wellness hair remedy, this must-have for elite stylists worldwide is a patented vitamin complex that naturally primes hair to provide a crystal clear canvas completely receptive to ensure brilliant services.

Why you need it:

- Primes hair with filler-like properties for superior chemical services.
- Pumps up the value of your service.
- Saves time & prevents re-dos.
- Rids hair of minerals, medications & other color-blockers.
- Readies hair for superior color absorption, coverage & retention.
- Ensures superior color coverage on grey/white, non-pigmented hair.
- Removes discoloration resulting from build-up.

- Stops chemical process (post service) to prevent color fading & breakage.
- Prevents toner from over-depositing.
- Instantly normalizes pH of hair & exfoliation rate of scalp.
- Shields scalp from irritation & staining.

Key Benefits:

- 100 % Vegan, food-grade, wellness ingredients.
- Ready-to-mix crystals activate on the spot for maximum mega-potency & easy application.
- Patented, nature-identical vitamin crystals complex.
- Formulated without preservatives, parabens, glycol, gluten, fragrance & no sodium chloride (salt) added.
- Hermetically-sealed, eco-chic sachet.

5g
10256



Color Correction Sachet

First step for color success.

- Removes undesirable color, trace minerals, impurities & other color-blockers.
- Preps hair if reapplication of color is necessary.
- Stops the oxidation of salon chemicals, including peroxide, that cause scalp irritation/burnin.g

5g
10262





DDL Direct Dye Lifter Sachet

Features a creamy, non-drip formula that is freshly-activated & can be used with or without developer, giving you the control you want during the color removal process while helping to preserve the integrity of your clients' hair.

This innovative product removes unwanted direct dyes & can be used creatively for special effects, giving you the ability to easily take off color without the unexpected. Perfect for the client who likes to change their color often.

Why you need it:

- Removes unwanted direct dyes.
- Success with or without developer.
- Creative control for special effects.

Key Benefits:

- Freshly-activated formula.
- May be mixed with water for gentler lifting.
- Helps preserve the integrity of the hair.
- Features a creamy, non-drip formula.
- Formulated without ammonia, formaldehyde, gluten, parabens & fragrance.
- Cruelty-free & made in the USA.

20g
11676



CPR Color Pigment Reducer Sachet

Antioxidant vitamin complex naturally removes unwanted pigment without compromising the integrity of the hair or lifting natural hair color.

Why you need it:

- Your first step to superior color correction.
- Releases unwanted pigment from oxidized hair color.
- Removes pigment up to 3 levels without removing the natural pigment of hair.
- Antioxidant vitamin complex helps preserve the integrity of the hair.

Key Benefits:

- Formulated with 100% vegan, food- & pharmaceutical-grade wellness ingredients.
- Ready-to-mix crystals activate on the spot for maximum potency & easy application.
- Patented, nature-identical vitamin crystals complex makes 20g of product.
- Formulated without bleach, sulphates, gluten, parabens, preservatives, propylene glycol, fragrance & formaldehyde donors.
- Hermetically-sealed, eco-chic sachet.

20g
11019



How to application



Quick Fix Wellness Remedy Sachet

Need a color do-over? This easy-fix wellness hair remedy is your first step to color success as it helps remove undesirable color & color blockers while instantly hydrating & restoring the manageability & shine of your tresses. If your latest color was less than perfect - going darker than you wanted or brassier than you intended - you need a color do-over. Get the color you really wanted, the correct hair color. It's an easy fix. Correcting bad hair color is easier than you think.

Correct color naturally, without harsh chemicals, to get rid of obstacles that create unpredictable results:

- eliminate invisible minerals & oxidizers that keep true color from grabbing on
- say goodbye to product build-up & issues that keep true color from holding on

To get hair ready for successful color results, start with the purest wellness remedy to return your hair to its most natural state.

Color will be true, color will last longer, color will be correct!

- Brilliant, head-turning shine.
- Silky feel, easy to comb.
- Keep scalp from itching.
- Prevent frizz & split ends.

If you're looking for perfect color that turns heads, turn to the ultimate color fix. It's the correct thing to do!

Why you need it:

- Quick fix for the unexpected.
- Draws out hard water mineral build-up.
- Instantly stops oxidative action of peroxide.
- Can be done right in the shampoo bowl for immediate results.
- Prepares hair if reapplication of color is necessary.

Key Benefits:

- Gentle, yet effective, wellness alternative to harsh chemicals.
- Freshly activated right in the palm of your hand for maximum potency.
- Hermetically-sealed, eco-chic sachet designed for single use.
- 100% Vegan, cruelty-free & made in the USA.
- Formulated without gluten, sulphate surfactants, parabens, preservatives & fragrance.

5g
15605





DE-OX SACHET

Hair wellness remedy to stop oxidation of chemical services & normalise porosity.

Why you need it:

- Oxidation continues even if you have rinsed & shampooed chemicals out of the hair.
- This means that even though there is no product left on the hair, oxidation continues which can:
 - alter the color
 - give clients itchy scalps
 - cause color to leach out
 - may cause breakage of weak spots in hair

STOP oxidative action of hydrogen peroxide chemicals right at the basin with DE-OX. Needs to stay on for 1 minute to stop oxidation. 100% Vegan, cruelty-free, no gluten, no sulfate surfactants & no parabens.

6g
16145



MALIBU C TOOLS FOR COLOR CORRECTION

|  wellness beauty collection |  |  |  |
|---|---|--|---|
| | COLOR CORRECTION | CPR COLOR PIGMENT REMOVER | DDL DIRECT DYE LIFTER |
| PURPOSE | Bleach wash alternative | To remove oxidative hair color (color that was mixed with 5-20 volume developer) | To lift semi-permanent direct dyes/stains/non-oxidative hair color (color & stains that have not been mixed with developer) |
| USED ON OXIDATIVE HAIR COLOR (permanent) | Yes | Yes | No |
| USED TO PRE-LIGHTEN | No | No | Yes |
| USED ON NON-OXIDATIVE HAIR COLOR (semi-permanent & direct dyes) | No | Yes* | Yes |
| REMOVES OXIDATIVE HAIR COLOR | Removes oxidative hair color & direct dyes / stains that are sitting on top of minerals | Yes | No |
| REMOVES DIRECT DYES / STAINS | | Yes* | Yes |
| LIFTS OXIDATIVE HAIR COLOR | No | No | Yes |
| LIFTS DIRECT DYES / STAINS | No | No | Yes |
| LIFTS NATURAL COLOR PIGMENT | No | No | Yes |
| MIXED WITH WATER | Yes | Yes | Yes |
| MIXED WITH DEVELOPER | No | No | Yes (20 volume or less) |
| LATHERS | Yes | No | No |
| REMOVES METALLIC MINERALS | Yes | Yes | No |
| STOPS OXIDATIVE ACTION OF PEROXIDE | Yes | Yes | No |
| FORMULATED WITHOUT BLEACH | Yes | Yes | No |
| MAY BE USED ON THE SCALP | Yes | No | No |
| GLOVES RECOMMENDED | No | Yes | Yes |
| PROCESSED AT THE SHAMPOO BOWL | Yes | No | No |
| PROCESSING TIME | 5 Minutes | 15 - 45 Minutes | Up to 45 minutes (check every 5 minutes) |
| PROCESSED WITH HEAT | No | Yes | Not recommended |
| MALIBU PROFESSIONAL PRODUCT | Yes | Yes | Yes |

*Results may vary depending on the brand of color/dye, length of time on hair & porosity. CPR is recommended first & if further color corrections is necessary, follow with DDL.



COLOR Disruptor

- Disrupts & loosens dye molecules for easier removal.
 - First step in corrective color.
 - Can be used on oxidative and/or direct dyes.
 - Helps to remove stubborn color molecules.
- 266ml
16146



Active Carbon Anti Yellow Bleaching Cream
Black bleaching cream that lightens up to 9-10 levels, creating natural, cool or ashy blondes in one step.

Can be used for all bleaching techniques. Does not drop or swell. Mixing ratio of 1:2 (30 grams of bleaching cream + 60ml of oxidizing emulsion 10/20/30/40 volume).
250g
17715



ZTOX PLUS CONTROL

For professional use only. Promotes the alignment of the cuticles. Gives ultra-hydration & shine to the hair. Reconstructs the broken bonds. Adds softness & lightness. pH: 3.0 - 4.0.

Negatively charged damaged hair & positively charged amino acids create a film coating around the hair. When heat is applied, this film crystallizes on the hair surface, reshaping it as a flat iron is passed through. Cuticles are aligned & defrizzed, silky-smooth hair is revealed.

HOW TO USE: use Anti-Residue Shampoo to cleanse hair & open up the cuticles. While hair is damp, section & apply ZTOX PLUS CONTROL over whole hair length, avoiding the roots. Coat each strand with the formula. Leave on for 20 minutes, then rinse off approximately 60% of the formula. Dry hair with a medium heat dryer & brush. Finish by using a flat iron section by section.

NB: use gloves throughout treatment. Be vigilant with flat iron heat on blonde, processed hair.

1 Litre
17455



MALIBU C - COLOR PREPARE WELLNESS



For any color service, it is important for the stylist to prepare the client's hair to ensure the best possible result. With time & cost often being an issue, here are some suggestions:

GOOD PROCEDURE

- First & foremost, use Un-Do-Goo shampoo (15044/15604).
- This is the most effective & gentlest way of removing nasties & build-up from the scalp.
- This must be the go-to shampoo for any salon's back bar.



BETTER PROCEDURE

- First & foremost, use Un-Do-Goo shampoo (15044/15604).
- This is the most effective & gentlest way of removing nasties & build-up from the scalp.
- This must be the go-to shampoo for any salon's back bar.
- Follow with Color Prepare 5g sachet (10261) to ready hair for best color absorption, coverage & retention.
- Stops oxidation of salon chemicals that cause scalp irritation/burning.



BEST PROCEDURE

- First & foremost, use Un-Do-Goo shampoo (15044/15604).
- This is the most effective & gentlest way of removing nasties & build-up from the scalp.
- This must be the go-to shampoo for any salon's back bar.
- Follow with Crystal Gel 5g sachet (10256), a treatment with a multitude of wonderful benefits.
- Rids hair of minerals, medications & other color blockers.
- Ensures superior color coverage.
- Please see all benefits in Hair Repair section of the catalogue.

