

BRAZILIAN KERATIN RECONSTRUCTION



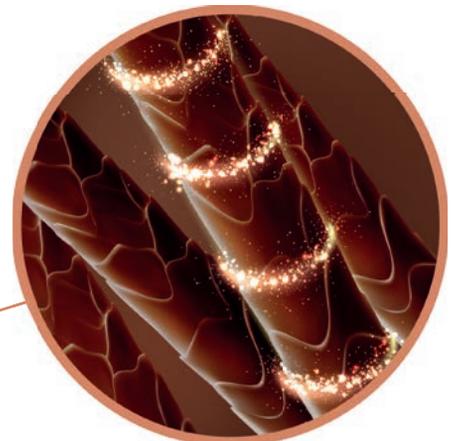
Keratin smoothing treatments are a salon revolution. Not only do these wonder treatments set the standard for incredible hair, they build salon loyalty & encourage a high Rand spend per client: the answer to every salon's prayers.

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.

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. MADE IN BRAZIL.



BEFORE



AFTER

PROFESSIONAL COLLECTION

Professional Kit
Step 1, 2 & 3
Includes 3 x 1 Litre
P999



Step 1
Anti-Residue Shampoo
1 Litre
P997

Step 2
Thermal Reconstruction
1 Litre
6005

Step 3
Deep Conditioning Mask
1 Litre
P996

Professional Kit
Step 1, 2 & 3
Includes 3 x 300ml
P977



Step 1
Anti-Residue Shampoo
300ml
P982

Step 2
Thermal Reconstructor
300ml
12051

Step 3
Deep Conditioning Mask
300ml
P981

Professional Kit
Convenient & affordable for less frequent users. Each kit does between 2 & 3 smoothing treatments.
Includes:

- 1 x Step 1, 110ml
- 1 x Step 2, 110ml
- 1 x Step 3, 110ml

10308



Shine Serum

Anti-frizz & instant shine treatment. Hair is immediately easier to style & keep in place with active ingredients that work throughout the day.

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

65ml
12373



Açaí Treatment Oil

Pure, organic Acai Oil - the purest oil in nature for your hair. Leaves hair silky, nourished, smooth & radiant. Creates luminous shine & greatly improves hair texture, flexibility & manageability.

110ml
9457



AFTERCARE COLLECTION

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

Anti Frizz Shampoo

Mild shampoo containing keratin to assist in extending the lifespan of a keratin treatment.

Regenerates the inner & outer layers of the hair to promote a smoother & shinier look. Limits frizz, reduces fly-away strands & increases shine. Ideal for coarse, unruly locks with frizz & static.

300ml **5905**
1 Litre **6950**



Anti Frizz Shampoo - Sulfate-Free

A milder & gentler shampoo than the traditional Anti Frizz Shampoo. Specially formulated for those with sensitive scalps.

Extends the lifespan of a keratin treatment. Also suitable for those without keratin treatments.

Limits frizz, reduces fly-away strands & increases shine. Sulfate, paraben, sodium chloride & silicone-free formula.
300ml **14108**
1 Litre **14109**



Anti Frizz Conditioner

A calming & moisturizing conditioner containing keratin that perfectly complements the Anti Frizz Shampoo.

Active ingredients extend the lifespan of a keratin treatment by removing frizz & static. Ideal for coarse, unruly locks with frizz & static that prevents styling.

300ml **5906**
1 Litre **6951**



Primer

A revolutionary pump formula with a host of benefits. Provides heat protection & leaves hair healthy, silky & frizz-free.

Rich in keratin to restore radiance & silkiness in hair strands, panthenol which provides hydration, & cacao which is an antioxidant that revitalizes the hair.

Creates protective shield around hair shaft for protection against environmental exposures such as UV rays.
110ml **9455**



Hydrating Hair Complex

A nourishing hair restoration mask that hydrates, restructures & strengthens hair.

Ideal for dry or coarse, unruly locks with frizz & static.

Its concentrated ingredients penetrate the hair cuticle & restructure the hair from within. It leaves hair smooth, sleek, shiny & frizz-free.

Popular for helping extend the life span of a keratin treatment.

200ml **11595**



Gradual Smooth Serum

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 create 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.

215ml **15019**



BRASIL CACAU

PROFESSIONAL

NEW

NANOPLASTIA

Technology and nutrition

for flawless straightening! A powerful fusion of intelligent peptides & cocoa

FORMALDEHYDE FREE

WITH PEPTIDES

Formaldehyde-Free Smoothing Step 2 Treatment.

Part of a professional 3-step straightening system, this step 2 treatment is formulated using the power of peptides & cocoa to strengthen the hair's cortex & cuticle while replenishing mass. Concentrated active ingredients penetrate deeply to deliver a durable, long-lasting straightening effect.

Designed to be used in combination with Step 1 Anti-Residue Shampoo & Step 3 Deep Conditioning Mask, this treatment works synergistically to:

- Reinforce the hair's internal structure.
- Smooth the cuticle & eliminate frizz.
- Greatly reduce styling time.
- Instantly improve manageability while protecting hair externally.

The result is straighter, smoother, healthier, frizz-free hair with radiant shine. Suitable for all hair types, with results lasting up to 4-5 months.

IMPORTANT INFORMATION FOR COLORED, BLEACHED, HIGHLIGHTED OR GREY HAIR: Yellowing may occur. In some cases, hair may fade. Perform strand test prior to use.

HOW TO USE: Apply to divided hair sections 0.5cm away from scalp. Cover hair with plastic cap or wrap & let formula process for 45-60 minutes, depending on hair texture/resistance – but do not exceed 60 minutes. Rinse thoroughly & gently towel dry. Blow-dry in a flat, downward motion until 100% dry. Divide hair again & flat iron sections 10-15 times. Finish must be flat & smooth.

NB: For optimal results, always use this Step 2 Treatment as part of the complete 3-step system with Step 1 Anti-Residue Shampoo & Step 3 Deep Conditioning Mask.

110ml	20142
300ml	20141
1 Litre	20140



BRASIL CACAU BTX - FORMALDEHYDE-FREE

FORMALDEHYDE-FREE smoothing system made by Brasil Cacau. The Brasil Cacau BTX smoothing treatment is a durable & effective straightening system with vegetable collagen. Concentrated active ingredients penetrate the deepest areas of the hair cortex to promote an effective, long-lasting straightening effect. Contains vegetable collagen which acts as a mass replenisher, strengthening the structure of the cortex & cuticle.

Reinforces the internal structure & improves the condition of the hair. Smooths the cuticle & eliminates frizz, greatly reduces styling time, instantly improves manageability while providing external protection. The end result is straighter, smoother, healthier, frizz-free hair with radiant shine. Ideal for all hair types. Results last up to 12 weeks.

IMPORTANT INFORMATION FOR COLOURED, BLEACHED, HIGHLIGHTED OR GREY HAIR: Yellowing may occur. In some cases, hair may fade. Perform strand test prior to use. Apply to divided hair sections 0.5cm away from scalp. Cover hair with plastic cap or wrap & let formula process for 45-60 minutes, depending on hair texture/resistance – but do not exceed 60 minutes. Rinse thoroughly & gently towel dry. Blow-dry in a flat, downward motion until 100% dry. Divide hair again & flat iron sections 10-15 times. Finish must be flat & smooth. **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 BTX Vegan Step 2 & 1 x Step 3:

110ml **19679**

(shown)

300ml **P906**

1 Litre **P907**



BTX
VEGAN



VEGAN



WITHOUT
FORMALDEHYDE



SINGLE STEP



CONTAINS COLLAGEN

STEP 1: ANTI RESIDUE SHAMPOO

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

300ml **P982**

1 Litre **P997**

**STEP 2: BTX VEGAN SMOOTHING TREATMENT**

Infused with botanical collagen for strong, soft & shiny hair. A 100% vegan formula.

300ml **19680**

1 Litre **19681**

**STEP 3: DEEP CONDITIONING MASK**

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

300ml **P981**

1 Litre **P996**

**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 colorant 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 disulfide bond structure of the hair & it can be used on colored, 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: colored, 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.

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.

Extreme Repair Shampoo

Mends & repairs damaged hair caused by chemicals & excessive heat. Gently cleanses, moisturizes & restores radiance to hair.

300ml **12561**
1 Litre **12369**



Extreme Repair Shampoo - Sulfate-Free

A milder & gentler shampoo than the traditional Extreme Repair Shampoo. Uses highly concentrated ingredients to treat, mend & repair damaged hair caused by chemicals & excessive heat.

300ml **18837**
1 Litre **18836**



Extreme Repair Conditioner

An intense repair conditioner with highly concentrated ingredients to treat, mend & repair damaged hair caused by chemicals & excessive heat.

300ml **12562**
1 Litre **12370**



Extreme Repair Mask

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 fiber, increasing the strength, flexibility & radiance of the hair.

200ml **12563**
500ml **12371**



Extreme Repair Cocoa Dose

Suitable for extremely damaged hair, works on the damaged fibers, restoring mass & rebuilding the structural integrity of the hair shaft.

15 ml single dose **12570**
Box of 10 (10 x 15ml) **12372**



Cocoa Shot Salon Service - Molecular Restoration in 4 steps

Please follow these instructions:



Wash hair with Extreme Repair Shampoo. Yield: ±50 applications.



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.



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.



Apply a few drops of Brasil Cacau Shine Serum (12373) in palm of hand & spread it on the whole length while still damp & finish as usual. Yield: ±150 applications.

BRASILIAN HAIR SEDUCTION KERATIN 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.



PROFESSIONAL COLLECTION

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 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: Clarifying Shampoo
300ml **P946**
1 Litre **P951**

Step 2: Hair Treatment
60g tube **19610**
300ml **14091**
1 Litre **13360**

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

AFTERCARE COLLECTION

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.



Restoring Shampoo
300ml
13361

Restoring Conditioner
300ml
13362

Hydrating Masque
200g
13363

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.

500g **20221** **NEW**
1 Litre **17455**



CADIVEU PROFESSIONAL

Essentials

Clean Beauty to make your haircare ritual easier with proven results.

bye bye frizz.

Maximum discipline treatment for rebellious & frizzy hair.

WHAT DOES IT DO?

Memory effect with anti-frizz action for hair with maximum discipline, shine & nourishment.

Frizz Free Complex Technology

Camellia Oil + Wheat Germ Oil + Shea Butter



Shampoo

Shampoo that gently cleanses the hair just the right amount to leave hair fresh with a silky touch.

250ml
20161



Conditioner

Conditioner with memory effect to ensure frizz reduction for a longer time. Detangles, frees hair for better styling, & leaves hair smooth & soft.

250ml
20162



Mask

Highly concentrated formula to nourish, seal the cuticles, & provide anti-frizz protection to the hair.

200ml
20164



Leave-In Frizz Killer

Use this leave-in daily to add the finishing touches to hair, create definition, add protection against damage, & impart an anti-frizz action that lasts for up to 72 hours.

120ml
20163



Gradual Smoothing Mist

This smoothing mist has an ultra-light texture for heat damage protection, & a straight memory effect with frizz control that lasts for up to 72 hours.

200ml
20165



glamour.

Glamour is all about making hair stronger & more protected from external aggressions.

Each product features Biotin & Hydra Force Technology to reduce breakage, & transform fragile strands into hair that's 3x stronger from the very first application.



Shampoo

Shampoo to cleanse without drying out the hair, providing instant softness & maximum shine.
250ml
20172



Conditioner

Conditioner that ensures a velvety touch, improved strength, & instant hydration for all hair types.
250ml
20168



Strength Mask

Mask to help with the health & maintenance of the hair, turning broken & damaged hair strong, soft & shiny.
200ml
20170



Crystal Serum

Serum that finishes any style, seals split ends, & guarantees maximum smoothness & discipline.
65ml
20169



Fortifying Ampoule

Highly concentrated ampoule treatment infused with Biotin & Quinoa Extract for deep & instant strength & hydration.
1 Vial (15ml)
10 Vials (15ml)
20166
20167



maxi waves.

Creates long-lasting waves with a natural beachy effect.

WHAT DOES IT DO?

- Heat protection up to 180°C.
- Enhances curling iron effect.
- Ensures waves last for a longer time.

Maxi Waves Modeling Fluid
Creates long-lasting waves for that classic beach waves effect with a formula that hydrates & softens the hair.

Modeling fluid that provides movement while hydrating & giving softness to the hair.
200ml
20173



quartzo shine.

Quartzo Shine is a glow-boosting infusion of products that restore softness & enhance natural luminosity.

Achieve three-dimensional shine for dull hair. Enriched with Rose Quartz, these products deliver lightness, extreme shine, & supreme balance from roots to ends.



NEW

Shampoo

Creamy foam shampoo formula that is the first step on the journey to soft & shiny hair.

250ml
20180



Conditioner

Conditioning formula that nourishes the hair without weighing it down. Detangling is made easier, & hair is protected from becoming dull.

250ml
20175



Mask

Mask with a velvety touch to give hair a luxury look & feel, while also adding protection against daily damage with its antioxidant action.

200ml
20177



Balm Leave-In

This leave-in is everything your hair needs to stay healthy, strong & shiny from roots to ends.

120ml
20174



Quartz Mist

Mist that protects hair against heat damage with no residual accumulation. Hair styling is done quicker & easier, with instant shine & a velvety touch imparted.

200ml
20176



Protein Hair Cream

A multifunctional & nutrient booster cream that uses its hydrating & fortifying formulation to repair, nourish, & recover lost shine. Can be used as a pre-shampoo or hair mask.

200ml
20178



Quartz Power Drops

Multipurpose drops that ensure dull hair is transformed to shine & brilliance. Hair is left with less frizz & split ends.

65ml
20179

