



PIAVE
COSMETICS

DARE
TO BE
YOU

T R A I N I N G M A N U A L

A N E W C O N C E P T



in hair
cosmetics





“the ORIGIN”

During a journey back to our Italian roots and heritage, on the banks of the Piave River in Venice, the inspiration was born that led us to fulfill a dream. With the aim of bringing to the market the most daring and innovative in the hair cosmetics segment, bringing our expertise of over 20 years of work in the beauty industry, where our commitment has always been the pursuit of the best products on the market. It was through this long journey of searching that PIAVE Cosmetics was born, bringing this knowledge, experience, and passion for hair. Our products promote the health care of the strands, with high-performance collections for both homecare and professional use.

Originating in Brazil, we are present in the United States, registered in Europe, and taking off to become a global company. With this cultural mix, we combine Brazilian diversity with trends from the American market to create products that beautify and revitalize every type of hair need. We exist to be a positive and transformative force, promoting innovation, diversity, and the authenticity of each individual.

We don't want to be just a hair cosmetics brand, we want to leave our legacy in the world.

“our NAME”

Inspired by the Piave River in Venice, Italy, the name reflects the strength and beauty that transcends generations. It wasn't chosen by chance; our name conveys our origins and family heritage, as well as our care, respect, and commitment to each individual. It was there, on the banks of the river, that the inspiration was born, leading us to the realization of a dream.

“experience and innovation”

With 20 years of experience in the beauty industry, always in search of the best products on the market, bringing this knowledge, experience, and our passion for hair.

PASSION

We are passionate about hair! We believe that true beauty begins with genuine care. We understand how strands not only beautify us but also nurture our self-esteem. We believe that beauty goes side by side with hair health.

COMMITMENT

Our products ensure that each application is an act of love for your beauty and the environment. We are committed to excellence, ethics, respect, formulating products that care for both hair and the planet. We are vegan, cruelty-free, paraben-free, petrolatum-free, suitable for all hair types.

MANIFESTO

We want to bring to the world a movement of respect, daring, and empowerment, conveying the message that true beauty is found in the daring to be yourself.



“DARE
TO BE
YOU
IS...”

...OUR PURPOSE: We want to inspire in every person the beauty of being themselves.

OUR INSPIRATION: We are a journey of care and vitality, a movement that inspires people to feel strong and vital. We have confidence and respect for individuality, celebrating beauty in all its forms.

OUR VISION: We aim to be the first choice for everyone who wants to express their individuality and effectively care for the health of their hair.

OUR MISSION: We work objectively, innovatively, with authority and commitment. Our products, developed with cutting-edge technology, promote the confidence, vitality, and daring to be unique.

OUR VALUES: Our pillars of trust, commitment, care, transparency, innovation, and daring are the foundation that nourishes everything we do.

“PIS TA CHIO”

**PISTACHIO,
A DELIGHT IN AROMA AND STRENGTH**

We began a journey of studies in search of innovative and sophisticated ingredients that could act as powerful hair health agents. At the heart of our products, we found pistachio, a gift from nature full of antioxidants, strength and hydration.

The pistachio is a reflection of our commitment to the health of your hair, aiming to evoke the best version of you. With this inspiration, we create products that nourish, protect and strengthen hair, providing a complete care experience.

A powerful antioxidant, Pistachio Extract protects the integrity of the hair, acting as a protective shield against sun damage. Rich in proteins, vitamins, and minerals, it protects hair from external damage, conditioning, increasing elasticity, and creating a protective layer that reduces the risk of breakage, with anti-aging action. Additionally, it provides hydration, nourishment, softness, and shine to the hair.



- Antioxidant
- Protects the integrity of the strands
- Acts as a protective shield against sun damage
- Rich in proteins, vitamins, and minerals
- Protects against external damage
- Conditions
- Increases elasticity
- Creates a protective layer
- Reduces the risk of breakage
- Anti-aging
- Hydration
- Nutrition
- Softness
- Shine

“bene
fits”

PROFESSIONAL
 HydraNutri Shampoo 33.8 oz
 HydraNutri Treatment Mask 33.8 oz

HEMOCARE
 HydraNutri Shampoo 10.14 oz
 HydraNutri Conditioner 8.5 oz
 HydraNutri Treatment Mask 8.8 oz



HydraNutri

PROFESSIONAL
 SmoothPRO Shampoo 33.8 oz
 SmoothPRO Original Treatment 33.8 oz
 SmoothPRO Organic Treatment 33.8 oz



SmoothPRO

PROFESSIONAL
 PH Reset 33.8 oz
 All in one Leave-in 8.5 oz

HEMOCARE
 All in one Leave-in 4 oz



Styling

PROFESSIONAL
 Blonde Lifting Powder 17.6 oz
 Cream Developer 20 Volumes 30.4 oz
 Cream Developer 30 Volumes 30.4 oz



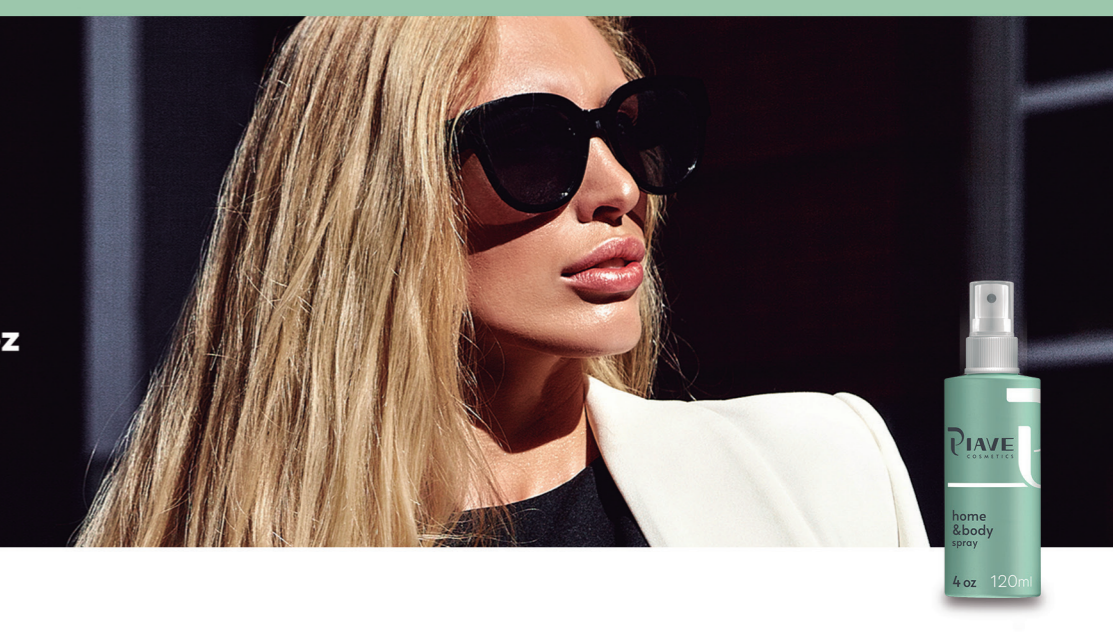
Highlights

HEMOCARE
 Fortifying Shampoo 10.14 oz
 Fortifying Conditioner Mask 8.8 oz
 Fortifying Hair Loss Tonic 2 oz



Fortifying

**Home &
 Body Spray 4 oz**



Home

HydraNutri

HYDRATION + NUTRITION

HAIR TYPE

All Hair Types

- Intense nourishment and hydration
- Reduces the porosity of dry hair
- Increases shine and softness
- Rebalances pH
- Seals the cuticles
- Hair vitality and strength
- Restructuring and repairing damage

PRODUCTS

- HydraNutri Shampoo
- HydraNutri Conditioner
- HydraNutri Treatment Mask



KEY INGREDIENTS

PISTACHIO EXTRACT

A powerful antioxidant, Pistachio Extract protects the integrity of the hair, acting as a protective shield against sun damage. Rich in proteins, vitamins, and minerals, it protects hair from external damage, conditioning, increasing elasticity, and creating a protective layer that reduces the risk of breakage, with anti-aging action. Additionally, it provides hydration, nourishment, softness, and shine to the hair

ACTION	ACTIVES	BENEFITS
Antioxidant	Polyphenolic Antioxidant Compounds such as Flavonoids, Proanthocyanidins, Isoflavones, and Chlorophyll.	- Protective shield against solar damage - Color protection
Antiaging	Niacinamide and Vitamin complex	Antiaging
Conditioning	- Proteins (Glutamic Acid, Arginine, Aspartic Acid, Leucine, Serine, Valine, Lysine, Phenylalanine) - Vitamins (Vitamin A, C, B6, B3 (Niacinamide), B5 (Pantothenic Acid), and B2 (Riboflavin)) - Carbohydrates (Sucrose) - Minerals: Potassium, Phosphorus, Calcium, Magnesium	- Protects against external damage - Conditions - Increases elasticity - Reduces the risk of breakage. - Hydration - Nutrition - Softness - Shine

KEY INGREDIENTS

FIBER CARE X

Nanoemulsion obtained spontaneously composed by Xylitol, a highly moisturizing sugar of natural origin and a Vegetable Protein Hydrolysate in a highly efficient carrier system.

Mechanism of action	<ul style="list-style-type: none"> • Electrostatic re-balancing • Hydrolipidic Hair
Results	<ul style="list-style-type: none"> • Deep care for hair fibers and immediate results on the hair surface: moisturized, malleable, lubricated, shiny, soft and stronger hair • More aligned and straight hair fibers for longer. • Defined curls, less frizz, more shine and ideal volume • Increased shine with just one wash
Hair Freedom	Hydrolipidic rebalancing for any hair style or condition
Innovative Concept	High permeation capacity thanks to a revolutionary carrier system that penetrates deeply into the hair fiber. This system is known as BECA and it's composed exclusively of bio-esters of vegetable origin.

BIO-RESTORE COMPLEX

Bio Cysteine + Functional Amino Acids

Hair fiber redensifying system. Contains cuticle-repairing amino acids (cysteine), protects the strands, and increases resistance against external aggressions and chemical procedures, reducing hair breakage. The active ingredients create a protective layer, reducing damage and improving hair texture. With continuous use, the strands regain a shiny, soft, and healthy appearance, easy to comb, with vibrant color.

ACTIVES	BENEFITS
<ul style="list-style-type: none"> • Bio Cysteine • Functional Amino Acids 	<ul style="list-style-type: none"> • Reduces damage and improves hair texture • Protects hair during chemical procedures • Increases hair resistance and reduces breakage • Shine and color enhancing

LISS REPAIR SYSTEM: Multifunctional Conditioning Agent
Acts excellently as a conditioning, moisturizing, and repairing for the hair fiber, promoting detangling and reducing frizz.

HYDRANUTRI SHAMPOO

HYDRANUTRI TREATMENT MASK

PROFESSIONAL:
HydraNutri Shampoo 33.8 oz



PROFESSIONAL:
HydraNutri Treatment Mask 33.8 oz



HEMOCARE:
HydraNutri Shampoo 10.14 oz



HEMOCARE:
HydraNutri Treatment Mask 8.8 oz



Provide your hair with an intense nourishment and hydration experience with HydraNutri Shampoo. Enriched with Pistachio Extract, an antioxidant rich in proteins, vitamins and minerals, it nourishes and regenerates the strands, restructuring and promoting hydration and strength to the hair. Revitalizes hair from root to tip, reduces the porosity of dry hair, sealing the cuticles, rebalancing the pH and providing intense shine and softness.

Provide your hair with an intense nourishment and hydration experience with HydraNutri Treatment Mask. Developed for pH rebalancing and enriched with Pistachio Extract, an antioxidant rich in proteins, vitamins, and minerals, it nourishes and regenerates the strands, restructuring and promoting hydration and strength to the hair. It seals the cuticles, reduces the porosity of dry hair, revitalizes from root to tips, providing intense shine and softness.

HAIR TYPE: All Hair Types

KEY INGREDIENTS: Pistachio Extract, Fiber Care X, Bio-Restore Complex, Liss Repair System

HOW TO USE: Apply on damp hair and massage until you obtain a creamy foam. Rinse well with water. For best results, follow with the HydraNutri Mask or HydraNutri Conditioner.

HAIR TYPE: All Hair Types

KEY INGREDIENTS: Pistachio Extract, Fiber Care X, Bio-Restore Complex, Liss Repair System

HOW TO USE: After washing hair with HydraNutri Shampoo, apply to damp hair, massage, let it act for 5 minutes and rinse. For best results, follow with All in one Leave-in.



pH 5,5 - 6,5



pH 3,5 - 4,5

HYDRANUTRI CONDITIONER

HOME CARE:

HydraNutri Conditioner 8.5 oz



Indulge your hair with an intense nourishment and hydration experience with HydraNutri Conditioner. Enriched with Pistachio Extract, an antioxidant rich in proteins, vitamins and minerals, it nourishes and regenerates the strands, restructuring and promoting hydration and strength to the hair. Revitalizes hair from root to tip, reduces the porosity of dry hair, sealing the cuticles, rebalancing the pH and providing intense shine and softness.

HAIR TYPE: All Hair Types

KEY INGREDIENTS: Pistachio Extract, Fiber Care X, Bio-Restore Complex, Liss Repair System

HOW TO USE: After washing hair with HydraNutri Shampoo, apply to damp hair, massage and rinse. For best results, follow with All in one Leave-in.



pH 5,5 - 6,5

Styling

All the benefits and key ingredients from HydraNutri

HAIR TYPE

All Hair Types

- Intense nourishment and hydration
- Reduces the porosity of dry hair
- Increases shine and softness
- Rebalances pH
- Seals the cuticles
- Hair vitality and strength
- Restructuring and repairing damage

PRODUCTS

- All in one Leave-in
- PH Reset



STYLING

ALL IN ONE LEAVE-IN

PROFESSIONAL:
All in one Leave-in 8.5 oz



HOMECARE:
All in one Leave-in 4 oz

- Hydration
- Nutrition
- Fortifying
- Definition and hair discipline
- Conditioning
- Revitalization
- Cuticle sealing
- Anti-humidity
- Anti-frizz
- Thermal protection
- Protection against external aggressions: sun, pollution, pool and sea
- Detangles
- Shine
- Softness
- Color enhancing

HAIR TYPE: All Hair Types

KEY INGREDIENTS: Pistachio Extract, Fiber Care X, Bio-Restore Complex, Liss Repair System, Smart Silicones

HOW TO USE: Spray throughout damp or dry hair, from length to ends. Do not rinse. It can be used for heat protection, or before beach, pool and sun exposure. Reapply after sea or pool diving. Tip: Use before gym for sweat protection. Doesn't need heat to activate.

All in one Leave-in infused with Pistachio Extract, an antioxidant rich in proteins, vitamins and minerals, provides hydration, nutrition, and strength to the hair. It creates a protective layer that defines and protects hair from heat, sun, pollution, sea and pool. It seals the cuticles, promoting humidity proof, long lasting antifrizz action, softness, shine, detangling and color enhancing.

It also contains high performance smart silicones, that promotes memory effect, keeping hair defined and frizz-free for much longer, both for straightening effect and curling effect.



pH 4,0 – 5,0

STYLING PH RESET

PROFESSIONAL:
PH Reset 33.8 oz



Developed for pH rebalancing. Perfect for post-chemical processes such as hair coloring, highlights and keratin treatments. Enriched with Pistachio Extract, it seals the cuticles and reduces the porosity of dry hair, providing intense shine and softness.

HAIR TYPE: Post-chemical processes

KEY INGREDIENTS: Pistachio Extract, Fiber Care X, Bio-Restore Complex, Liss Repair System

HOW TO USE: Apply to clean, damp hair. Massage, let it act for 5 minutes and rinse.



pH 3,0 – 4,0

Fortifying

HAIR LOSS:

This is a problem that can impact social, professional, and personal relationships.

- Genetic factors
- Stress
- Poor diet
- Menopause
- Illnesses and medications
- Post-Covid-19 (1 in 4 people)

IDEAL TREATMENT:

- Water-soluble, doesn't dry out the scalp, no dandruff, and no itching
- Activates the anagen (growth) phase of the hair
- Potent inhibitor of 5 α reductase and DHT
- Increases hair density
- Anti-aging

STRENGTHENS, THICKENS AND REDUCES HAIR BREAKAGE

HAIR TYPE: Hair loss, fine hair, brittle hair

- Reversal of the hair loss process and stimulation of growth
- Increased hair volume, working deep into the structure from roots to ends
- Enhanced hair follicle anchoring, making it stronger and more resilient
- Increased hair density, making it more vibrant
- Activation and proliferation of follicles, increasing the number of live strands on the scalp
- Promotion of healthy hair growth
- Blocks DHT and increases blood flow to the root

PRODUCTS

- Fortifying Hair Loss Tonic
- Fortifying Shampoo
- Fortifying Conditioner Mask



KEY INGREDIENTS

AMINEXIL/KOPEXIL:

- **Block LH to Prevent Hair Loss:** Anti-LH molecule blocks collagen formation around hair follicles and prevent hair loss.
- **Hair Strength and Support:** Helps in strengthening hair anchoring. Reinforces to grow strong and thicker hair.
- **Optimized Hair Cycle:** Promotes longer anagen phase converting telogen follicles to anagen. Increases A:T ratio.
- **Nourish the Follicles:** Dilates blood vessels and increases nutrients and oxygen supply to the root.
- **Accelerates New Hair Growth:** Works at the deep structure of the root inducing new hair.

BAICAPIL:

Baicapil is a synergistic combination of Scutellaria baicalensis, Soy, and Wheat Sprouts.

- Stimulates hair growth by increasing metabolic activity of cells
- Increases hair density by enhancing cell proliferation
- Reduces hair loss by activating stem cells and delaying senescence
- Restores hair and promotes a younger and healthier appearance
- Protects against oxidative damage

GROWTH FACTORS

Growth factors are cytokines, proteins naturally produced by cells responsible for the phenomenon of "Cellular Communication". This chemical communication is dynamic and dependent on the complementary effect between different types of growth factors:

- **SH-Oligopeptide-2 (IGF-1)** - reverses follicular atrophy, increasing the size of follicles (bulb) within a few days of use. Accelerates mitosis - hair growth (cell proliferation).

- **SH-Polypeptide-9 (VEGF)** - Is a cell signaling protein also called Vascular Endothelial Growth Factor. As the name suggests, its main function is to stimulate the formation of blood vessels. In cosmetics, it plays a role in supplying nutrients to cells.

- **Copper Peptide** - Copper peptide with strong anti-5-alpha reductase action. Reverses follicular atrophy induced by DHT. Fortifying.

KEY INGREDIENTS

PISTACHIO EXTRACT

A powerful antioxidant, Pistachio Extract protects the integrity of the hair, acting as a protective shield against sun damage. Rich in proteins, vitamins, and minerals, it protects hair from external damage, conditioning, increasing elasticity, and creating a protective layer that reduces the risk of breakage, with anti-aging action. Additionally, it provides hydration, nourishment, softness, and shine to the hair

ACTION	ACTIVES	BENEFITS
Antioxidant	Polyphenolic Antioxidant Compounds such as Flavonoids, Proanthocyanidins, Isoflavones, and Chlorophyll.	<ul style="list-style-type: none"> - Protective shield against solar damage - Color protection
Antiaging	Niacinamide and Vitamin complex	Antiaging
Conditioning	<ul style="list-style-type: none"> - Proteins (Glutamic Acid, Arginine, Aspartic Acid, Leucine, Serine, Valine, Lysine, Phenylalanine) - Vitamins (Vitamin A, C, B6, B3 (Niacinamide), B5 (Pantothenic Acid), and B2 (Riboflavin)) - Carbohydrates (Sucrose) - Minerals: Potassium, Phosphorus, Calcium, Magnesium 	<ul style="list-style-type: none"> - Protects against external damage - Conditions - Increases elasticity - Reduces the risk of breakage. - Hydration - Nutrition - Softness - Shine

CAFFEINE

- Capable of boosting hair growth and prolonging its life cycle, as it is responsible for blocking the effects of the hormone DHT, which acts within hair follicles, triggering the death of cells that produce hair and consequent shedding
- Promotes blood flow by interacting with hair follicles, which improves the distribution of nutrients among the hair strands.

BIOTIN

Promotes blood flow by interacting with hair follicles, which improves the distribution of nutrients among the hair strands.

NIACINAMIDE

It is vitamin B3, belonging to the B-complex. Improves the health of the hair bulb, as well as scalp circulation, aiding in its nutrition.

PANTHENOL

Also known as Pro-Vitamin B5, it functions as a nutrient for the hair bulb. Neutralizes dryness and preserves the natural hydration of the skin and hair. In the hair fiber, its action aims to attract and retain moisture.

JABORANDI EXTRACT

- Softens, revitalizes, and prevents hair loss, as it is rich in pilocarpine, an active ingredient that acts on peripheral circulation and nourishment of the hair bulb.
- Promotes circulation and tones, providing balance, lightness, softness, and shine to the hair.

SICILIAN LEMON ESSENTIAL OIL

- With its astringent properties, it can help combat excessive scalp oiliness, providing a healthy and naturally shiny appearance
- Additionally, Sicilian lemon is rich in vitamin C, which can contribute to strengthening the strands, preventing breakage, and stimulating hair growth.

FORTIFYING HAIR LOSS TONIC

Fortifying Hair Loss Tonic 2 oz



Hair Loss Tonic infused with Pistachio and Kopexil, provides essential nutrients that reverse the hair loss process and stimulate hair growth. Increases hair volume during its growth phase, working on the deep root structure, revitalizing the scalp, promoting stronger, denser and more resistant hair from root to tips.

Proven by Clinical Study:

- Reduces up to 99% of hair loss. Proven effectiveness in less than 8 weeks.
- Increases hair strand diameter by up to 16% in one application.
- Improves hair appearance
- Improves hair elasticity
- Strengthens, thickens and reduces hair breakage
- Dermatologically tested

HAIR TYPE: Hair loss, fine hair, brittle hair

KEY INGREDIENTS: Aminexil/Kopexil, Baicapil, Growth Factors, Biotin, Caffeine, Jaborandi Extract, Pistachio Extract, Panthenol, Sicilian Lemon Essential Oil

HOW TO USE: With clean and dry hair, divide it into sections and apply the product to the scalp, starting in the middle of the head from front to back. Repeat the procedure on the sides. Massage the scalp to activate circulation, allowing it to absorb well. Do not rinse. Recommended for daily use.

PROFESSIONAL: It can be used as a fortifying treatment at the salon by mixing a few drops with a treatment mask.



CLINICAL STUDY: PROVEN EFFECTIVENESS

INSTRUMENTAL EVALUATION OF HAIR STRAND DIAMETER MEASUREMENT

- Increase in hair strand diameter by 16% after one application, statistically significant ($p < 0.05$).
- Effective in replenishing mass and providing a hair film-forming effect.

DERMATOLOGICAL SUBJECTIVE EFFICACY STUDY FOR EVALUATION OF ANTI-HAIR LOSS AND HAIR GROWTH EFFECT WITH DERMATOLOGICAL ACCEPTABILITY.

Among the 32 participants who completed the study after 30 days:

- No participant reported discomfort sensations, and no clinical signs of product use were detected.
- 69% of participants showed a reduction in hair loss quantity after the positive traction test, and 66% showed an improvement in overall hair appearance.
- 81% reported that the product reduced hair loss.
- 78% felt that the quantity of hair increased.
- 75% felt that hair strands became thicker.
- 78% noticed an increase in overall hair volume.
- 81% noticed hair strengthening.
- 81% reported that the product improved hair vitality.
- 78% reported that the product has good results.
- 78% would buy this product

INSTRUMENTAL EVALUATION OF HAIR STRAND DIAMETER MEASUREMENT

- The treatment with PIAVE COSMETICS FORTIFYING HAIR LOSS TONIC showed statistically significant improvement ($p < 0.05$), after 1 application, in the hair strand traction (gmf.mm⁻²) compared to the control treatment (standard shampoo).
- PIAVE COSMETICS FORTIFYING HAIR LOSS TONIC showed 44% more hair strand resistance compared to the standard treatment after one application.

FORTIFYING SHAMPOO

FORTIFYING CONDITIONER MASK

HEMOCARE:

Fortifying Shampoo 10.14 oz



Fortifying Shampoo enriched with Pistachio strengthens hair and combats hair loss, resulting in fuller and stronger strands from root to tips. Revitalizes the scalp, stimulates hair growth, recovering it from damage and promoting healthier and more resistant strands, increasing hair volume.

HAIR TYPE: Hair loss, fine hair, brittle hair

KEY INGREDIENTS: Aminexil/Kopexil, Bio-Restore Complex, Niacinamide, Liss Repair System, Pistachio Extract, Panthenol, Fiber Care X, Amino Acids

HOW TO USE: Apply on damp hair and massage until you obtain a creamy foam. Rinse well with water. For best results, follow with Fortifying Conditioner Mask.



pH 5,5 - 6,5

HEMOCARE:

Fortifying Conditioner Mask 8.8 oz



Fortifying Conditioner Mask enriched with Pistachio strengthens hair and combats hair loss, resulting in fuller and stronger strands from root to tips. Stimulates hair growth, recovering it from damage and promoting healthier and more resistant strands, increasing hair volume.

HAIR TYPE: Hair loss, fine hair, brittle hair

KEY INGREDIENTS: Aminexil/Kopexil, Shea Butter, Niacinamide, Liss Repair System, Pistachio Extract, Blend of 7 Vegetable Oils (Avocado, Argan, Coconut, Canola, Sunflower, Olive, Macadamia), Panthenol, Lactic Acid, Blend of Amino Acids.

HOW TO USE: After washing hair with Fortifying Shampoo, apply to damp hair, massage and rinse well. It can be used as a conditioner or mask, let it act for 5 minutes for more powerful results.



pH 3,5 - 4,5

SmoothPRO

**VOLUME REDUCTION, HAIR SEALING
AND STRAIGHTENING**

HAIR TYPE

All Hair Types

- Volume reduction
- No frizz
- Hair alignment
- Cuticle sealing
- Straightening effect

PRODUCTS

- SmoothPRO Shampoo
- SmoothPRO Original Treatment
- SmoothPRO Organic Treatment



SMOOTHPRO SHAMPOO



PROFESSIONAL:

SmoothPRO Shampoo 33.8 oz

This deep-cleansing SmoothPRO Shampoo effectively eliminates hair residues, impurities and dead cells. By removing dirt, oil, and product buildup, it opens the cuticle, ensuring a clean slate without damaging the strands.

- Anti-residue
- Deep cleanses
- Eliminates hair residues
- Opens the cuticles

HAIR TYPE: For hair without chemical processes

HOW TO USE: Apply on damp hair and massage until you obtain a creamy foam. Rinse well with water. If necessary, repeat the process to obtain clean hair, free of impurities.



SMOOTHPRO ORIGINAL TREATMENT

SMOOTHPRO ORGANIC TREATMENT

PROFESSIONAL:

SmoothPRO Original Treatment 33.8 oz



SmoothPRO Original Treatment, enriched with Pistachio, a powerful antioxidant rich in proteins, vitamins and minerals. Conditions the hair and seal the cuticles, providing softness, shine and anti-frizz effect. Promotes hair alignment, reduces hair volume and frizz.

Lasting: 2 to 3 months

HAIR TYPE: All Hair Types. If you are going to bleach the hair too, the ideal is first bleaching and after the SmoothPRO Original Treatment. It's recommended a HydraNutri Treatment between the two processes.

KEY INGREDIENTS: Pistachio Extract, Keratin

HOW TO USE: After washing hair with SmoothPRO Shampoo, detangle, blow dry all hair and divide into sections. With the help of a tint brush, apply SmoothPRO Original Treatment strand by strand (respecting the distance of 1 inch from the scalp), remove product excess with a fine-tooth comb. Let it act for 40 minutes, and blow dry all hair. Apply All in one Leave-in for thermal protection, and flat iron strand by strand. Wash it with plenty of water, and follow with pH Reset. Wash it and style as usual.



PROFESSIONAL:

SmoothPRO Organic Treatment 33.8 oz



SmoothPRO Organic Treatment, enriched with Pistachio, a powerful antioxidant rich in proteins, vitamins and minerals. Conditions the hair and seal the cuticles, providing softness, shine and anti-frizz effect. Promotes hair alignment, reduces hair volume and frizz.

• Formaldehyde-Free

Lasting: 2 to 3 months

HAIR TYPE: All Hair Types. If you are going to bleach the hair too, the ideal is to do first the SmoothPRO Organic Treatment and after the bleaching process. It's recommended a HydraNutri Treatment between the two processes.

KEY INGREDIENTS: Pistachio Extract

HOW TO USE: Wash hair with SmoothPRO Shampoo, let it act for 5min and massage gently without rubbing the scalp. Rinse, detangle, blow dry 80% and divide hair into sections. With the help of a tint brush, apply SmoothPRO Organic Treatment strand by strand, respecting 1 inch distance from the scalp. Remove product excess with a fine-tooth comb. Let it act for 60 minutes and rinse well with water. Apply All in one Leave-in for thermal protection, blow dry hair 100%, and flat iron strand by strand 12-15 times per strand at 450°F temperature. For sensitive hair, the temperature should not exceed 400°F. Next, wash hair with PH Reset, let it act for 5 minutes and rinse. Style as usual.



Highlights

HAIR TYPE

All Hair Types

- All hair lightening techniques

PRODUCTS

- Blonde Lifting Powder
- Cream Developer 20 Volumes
- Cream Developer 30 Volumes



HIGHLIGHTS

BLONDE LIFTING POWDER



PROFESSIONAL:

Blonde Lifting Powder 17.6 oz

Blonde Lifting Powder lightens up to 9 tones uniformly and progressively, to be used in all hair lightening techniques. Enriched with a blend of 10 exotic oils, preserves the hair for a healthier lifting, without dispersing residues

- Up to 9 levels
- Dust-free
- Blend of 10 exotic oils
- Preserves hair strands
- Contains ammonia

HAIR TYPE: All Hair Types

KEY INGREDIENTS: Splendor Oil Mix 10: Hazelnut Oil, Peach Oil, Baobab Oil, Chia Seed Oil, Kukui Nut Oil, Moringa Oil, Macadamia Oil, Canola Oil, Argan Oil, Palm Oil (Batojon), Coconut Oil.

HOW TO USE: For one measure of lifting powder, add two measures of peroxide, in the appropriate volume for the desired result. Apply the mixture with a brush to dry hair. **Pause time:** This should be controlled by the professional depending on the degree of lightening desired (approximately 50 minutes). After the pause, rinse with water and apply PH Reset. After removing all bleaching from hair, wash it with HydraNutri Shampoo, followed by HydraNutri Treatment Mask. Wash it, remove water excess and apply All in one Leave-in. Style as usual.



HIGHLIGHTS CREAM DEVELOPER

PROFESSIONAL:

Cream Developer 20 Volumes 30.4 oz
Cream Developer 30 Volumes 30.4 oz



Cream Developer is formulated to use with hair color and bleaching in the amount indicated in the preparation method for the product to be used.

HAIR TYPE: All Hair Types

HOW TO USE: For one measure of lifting powder, add two measures of peroxide, in the appropriate volume for the desired result. Apply the mixture with a brush to dry hair. **Pause time:** This should be controlled by the professional depending on the degree of lightening desired (approximately 50 minutes). After the pause, rinse with water and apply PH Reset. After removing all bleaching from hair, wash it with HydraNutri Shampoo, followed by HydraNutri Treatment Mask. Wash it, remove water excess and apply All in one Leave-in. Style as usual.



HOME HOME & BODY SPRAY



HEMOCARE:

Home & Body Spray 4 oz

The Piave aroma in your home. Recommended for perfuming environments and body, providing a feeling of comfort and well-being.

HOW TO USE: Spritz your room spray towards the chosen environment or body.

TIP: It can also be used as a hair perfume.



Hydration + Nutrition

HydraNutri Shampoo



HydraNutri Treatment Mask



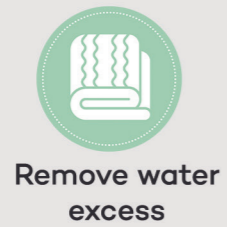
All in one Leave-in



Apply to damp hair and style as usual

Hydration + Nutrition + Fortifying

HydraNutri Shampoo



HydraNutri Treatment Mask



All in one Leave-in



Apply to damp hair and style as usual

Original Treatment: Volume Reduction

SmoothPRO Shampoo



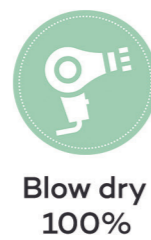
Hair **without** chemical processes

HydraNutri Shampoo



Hair **with** chemical processes

OR
Wash 2x.
Pause 5min.
Rinse.



SmoothPRO Original



All in one Leave-in

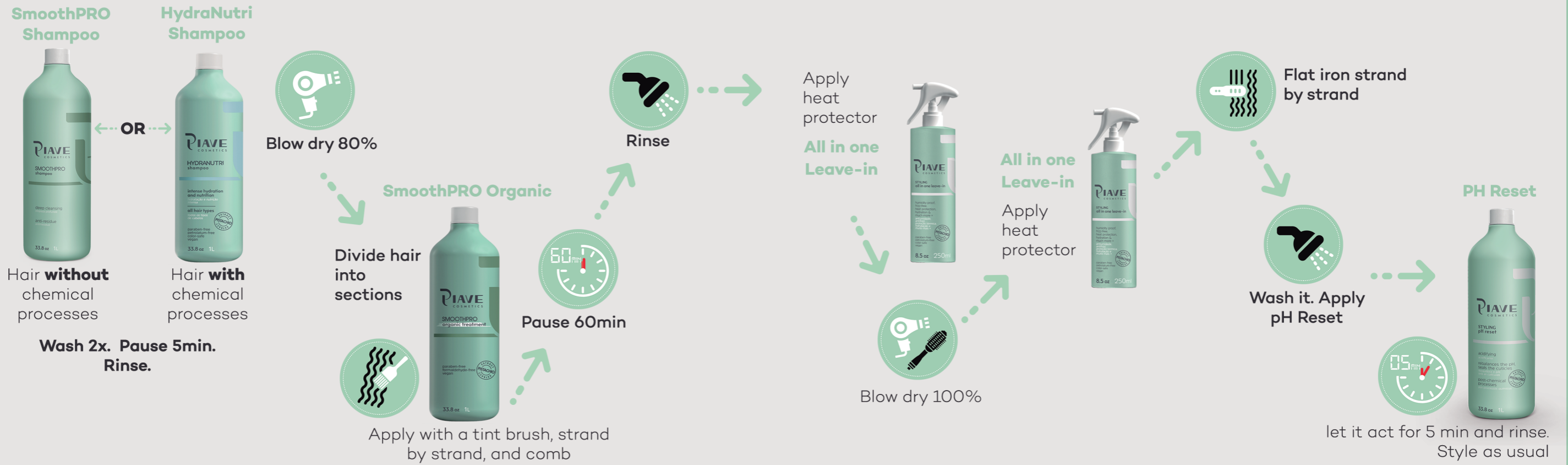


PH Reset



Let it act for 5 min and rinse. Style as usual.

Organic Treatment: Volume Reduction



Bleaching

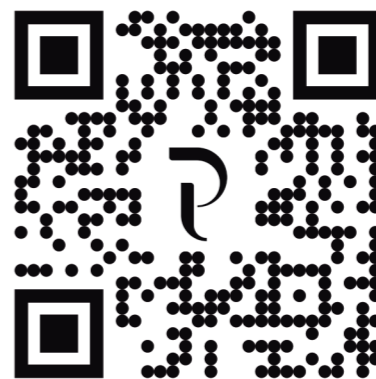


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DARE TO BE YOU