

BRASIL CACAU KERATIN TREATMENT

BRASIL CACAU PROFESSIONAL

BRAZILIAN KERATIN RECONSTRUCTION



BEFORE



Keratin smoothing treatment is the latest salon revolution. Not only are these wonder treatments the new code for incredible hair, they build salon loyalty and 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 and condition while being frizz-free and humidity-proofed. The hair's inner bond structure is not chemically altered or rearranged. MADE IN BRAZIL.

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

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

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



Disposable visor for treatments & cutting, 30/pkt 6041

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

BRASIL CACAU KERATIN TREATMENT

PROFESSIONAL PRODUCTS

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



Step 1:
Brasil Cacau
Anti-residue
shampoo
1ltr
P997

Step 2:
Brasil Cacau
Thermal
Reconstruction
1ltr
6005

Step 3:
Brasil Cacau
Deep Conditioning
Mask
1ltr
P996

Professional Kit x 4 bottles (Step 1 500ml, Step 3
500ml & 2 x Step 2 300ml)
P976



Step 1:
Brasil Cacau
Anti-residue
Shampoo
500ml + pump
P994

Step 2:
Brasil Cacau
Brazilian
Thermal
Reconstruction
500ml
8026

Step 3:
Brasil Cacau
Deep
Conditioning
Mask
500ml + pump
P993

Introducing a **NEW** size:
300ml (Step 1, 2 & 3)
P977



Step 1:
Anti-residue
shampoo
P982

Step 2:
Thermal
Reconstructor
12051

Step 3:
Deep
Conditioning
P981

We are pleased to
announce a **NEW** 100ml
Professional Kit
Convenient & affordable
for smaller users.
It consists of Step 1, Step 2 &
Step 3 (all 110ml)
Each kit does between 2 & 3
smoothing treatments
10308



NEW PRODUCT!
BRASIL CACAU SHINE SERUM
Introducing a new Anti-frizz
& instant Shine Treatment
• Anti-humidity protection
• Frizz reduction
• Instant shine
• Restores Ends
• Yield of approximately
150 applications
65ml
12373



ACAI Therapy
ACAI Oil
110ml
9457



Color Shield & Smooth
A powerful keratin
based treatment that
ensures reduced frizz &
hair color shielding for
a period of up to
4 weeks.
A spray-on and blow
dry in-salon service for
a smooth express frizz
reduction service -
40 minute service,
20 applications
215ml
11473



BRASIL CACAU AFTERCARE

Correct after care of BRASIL KERATIN TREATMENT is essential for optimal quality, integrity and longevity of treatment. Our range of home care products specifically developed to extend the effect of BRASIL CACAU treatment include:

BRASIL CACAU Anti Frizz Shampoo: mild shampoo containing Keratin	300ml 980ml	5905 6950
BRASIL CACAU Anti Frizz Conditioner: intensive moisturising conditioner containing Keratin	300ml 980ml	5906 6951
BRASIL CACAU Primer: daily protection without rinsing	110ml	9455
BRASIL CACAU Hydrating Hair Complex: for maximum hydration and nourishment	200g	11595

CADIVEU Glamour Precious Fluid
Light formula, leave-in spray. Eliminates frizz, seals
the cuticles, and provides the hair with radiant luminosity.
Also protects against the heat. Ideal for keratin treated hair.
Use on wet hair, before drying and styling to give softness,
shine and reduce the frizz
200ml **7876**



BRASIL CACAU KERATIN TREATMENT



NEW! BRASIL CACAU ECO - FORMALDEHYDE-FREE

The new formaldehyde-free smoothing system made by Brasil Cacau

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

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

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

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

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

Smooth effect for all types of hair

What is it?

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

Benefits

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

Characteristics

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

Dermatologically tested

Does not cause allergic reactions

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

Discover the products

1. STEP 1: ANTI RESIDUE SHAMPOO:

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

2. STEP 2: ECO KERATIN:

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

3. STEP 3: DEEP CONDITIONING MASK:

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

Eco Keratin

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



Step 2 Reconstructor

300ml **12163**

1 litre **12164**

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

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



BRASIL CACAU KERATIN TREATMENT

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

1 x Brasil Cacau Anti-Residue Shampoo 980ml
1 x Brasil Cacau Thermal Reconstruction 1Litre
1 x Brasil Cacau Deep Conditioning Mask 980ml

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



PLUS Aftercare products:

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

PLUS

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

9047

SPECIAL, ONCE-OFF INTRO PRICE *

PLUS YOU GET

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

* Please call us to get
the latest price

AT NO COST TO YOU!

*Terms and conditions apply

FREQUENTLY ASKED QUESTIONS:

Q. Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dyeing/tinting process?

A. The BRAZILIAN KERATIN RECONSTRUCTION can be done before or after tinting. In either case, we recommend to do the hair tinting two weeks before or after the BRAZILIAN KERATIN RECONSTRUCTION process in order to allow pigment to set better on hair.

Q. Can BRAZILIAN KERATIN RECONSTRUCTION be done after straightening/relaxation processes?

A. Yes, for very curly or Afro Ethnic hair, we do recommend to do hair relaxation/straightening before using BRAZILIAN KERATIN RECONSTRUCTION.

Q. Can I apply the product only on the roots if client wishes to keep her hair wavy on the length?

A. Yes. Applying the product only on the roots provides a very natural and 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 and children under 12 avoid the process.

Q. Is BRAZILIAN KERATIN RECONSTRUCTION compatible with henna?

A. Yes. BRAZILIAN KERATIN RECONSTRUCTION is compatible with any colourant or chemical process.

Q. When is the client allowed to wash her hair?

A. Whenever she wants, even right after the treatment.

Q. Does BRASIL CACAU KERATIN TREATMENT work like Japanese straightening, chemical straightener or a perm?

A. No. Unlike those chemical processes BRASIL CACAU does not chemically rearrange the internal disulphide bond structure of the hair and it can be used on coloured, foiled, chemically treated and 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 and the longer the results will last.

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 and 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 and 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 and give the hair incredible shine. If your hair is wavy, BRASIL CACAU will make your hair naturally straight and 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 and pins, go to the gym or swim.

Q. Can you have BRASIL CACAU treatment if you have hair extensions?

A. Yes, provided the extensions are of 100% Remy human hair. It is best if the treatment is applied to your hair before the installation of the extensions. However, if the extensions are already installed, your stylist must ensure that the BRASIL CACAU THERMAL RECONSTRUCTION treatment does not come in contact with your hair extension bonds or micro-rings.

Q. How soon after having BRASIL CACAU treatment can I have it re-applied to my hair?

A. As the BRASIL CACAU treatment is a conditioning treatment, there is no potential harm to performing the application at any time. However, re-applying the treatment too soon is wasteful as the new treatment will not adhere to the cuticles if the existing treatment is still in place. It is recommended that the next treatment should not be done before 10 to 14 days have elapsed since the previous treatment.

Q. Can BRASIL CACAU KERATIN TREATMENT be applied to any type of damaged or processed hair?

A. Yes, it can be applied to all damaged hair types: coloured, highlighted, relaxed, straightened, permed or bleached.

Q. 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 and provided the BRASIL CACAU aftercare products are used.

BRASIL CACAU KERATIN TREATMENT

BRASIL CACAU PROFISSIONAL

THE NEW CONCEPT OF KERATIN TREATMENT - THE KERATIN SHAMPOO

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

Frizz Free
smooth and shiny hair

Very fast service
to get smooth and shiny hair

Save
40 minutes*

HAIR TYPES:
Curly/Voluminous/Frizzy Hair

TECHNOLOGY:
Cocoa + Alpha Hydroxy Acids

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

- BENEFITS:**
- Ultrafast service
 - Maximum profitability
 - Can be used to get different results
 - Does not fade
 - Does not turn tinted or blonde hair yellow

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



BRASIL CACAU
KERATIN SHAMPOO
1 litre
12601



Keratin Treatment
service

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

Apply and wait

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

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

Dry and flat iron

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

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

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

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

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

Cocoa Shot
Salon Service
Molecular Restoration
in 4 steps
Please follow these instructions:



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

2 Remove excess water with a towel & apply Extreme Repair Cocoa Dose, massaging strand by strand. Leave on for 5 to 10 minutes.
Yield: Single dose.

3 Without removing the cocoa dose, apply Extreme Repair Mask, massaging strand by strand & leave on for 5 to 10 minutes. Rinse thoroughly.
Yield: 20 applications.

4 Apply a few drops of Brasil Cacau Shine (12373) Serum in palm of hand & spread it on the whole length while still damp & finish as usual.
Yield: 180 applications.

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



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



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



Box of 10
12372



BRASIL CACAU EXTREME REPAIR AFTERCARE

Shampoo 300ml 12561 **Conditioner 300ml 12562**



Mask 200ml 12563



BRASILIAN HAIR SEDUCTION

BRASILIAN HAIR SEDUCTION KERATIN TREATMENT: announcing a new keratin smoothing treatment

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

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



PROFESSIONAL PRODUCTS

Professional Kit 1ltr x 3 (3 bottles: Step 1, 2 & 3)
P950



Step 1: Brazilian Hair Seduction
Clarifying Shampoo 1L
P951



Step 2: Brazilian Hair Seduction
Hair Treatment 1L
13360



Step 3: Brazilian Hair Seduction
Silky Mask 1L
P952



BRASILIAN HAIR SEDUCTION AFTERCARE

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

Brazilian Hair Seduction
Restoring Shampoo 300ml
13361

Brazilian Hair Seduction
Restoring Conditioner 300ml
13362

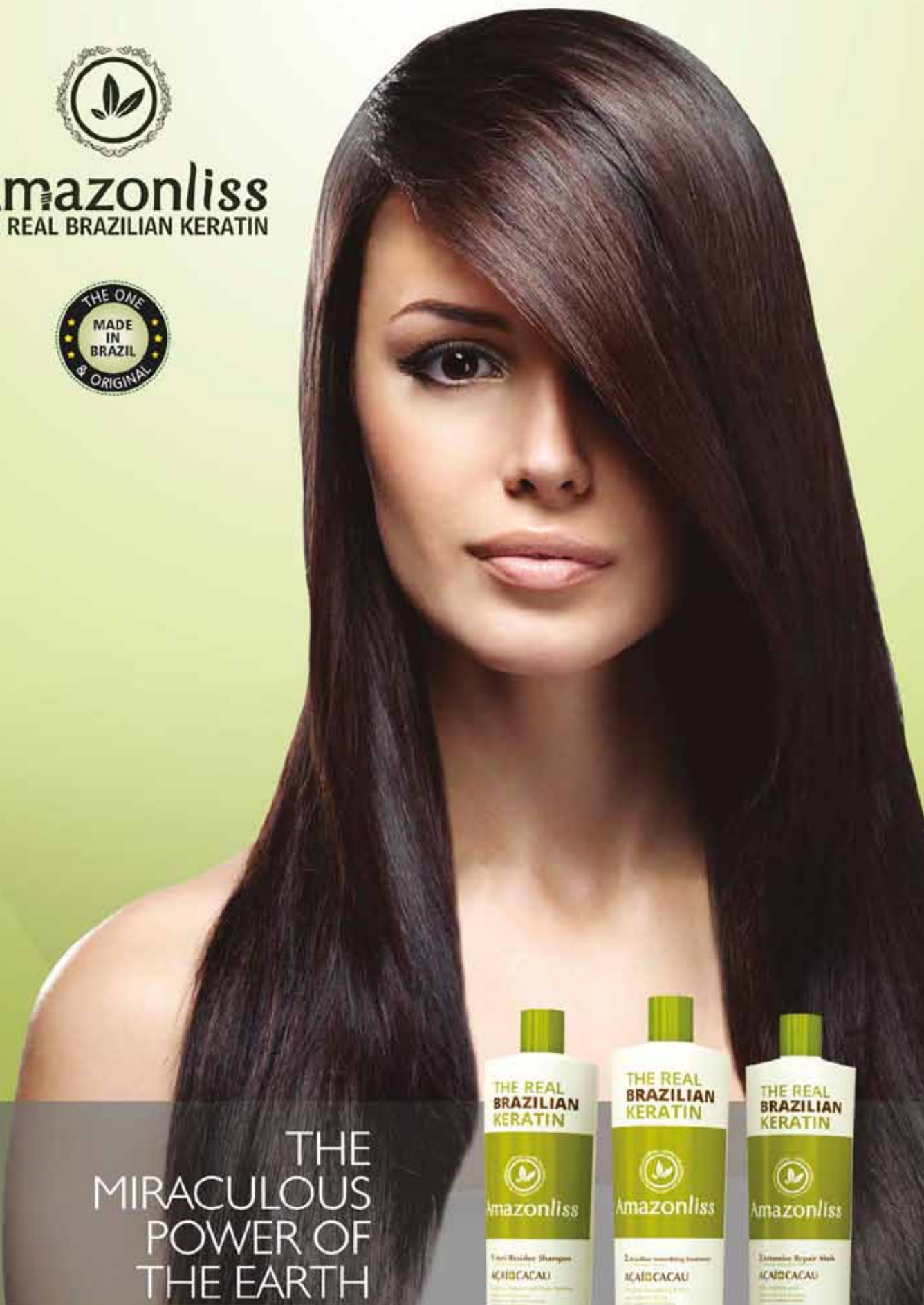
Brazilian Hair Seduction
Hydrating Masque 200ml
13363





Amazonliss

THE REAL BRAZILIAN KERATIN



THE
MIRACULOUS
POWER OF
THE EARTH

NUTREE
—PROFESSIONAL—

www.nutreeprofessional.com



The Real Brazilian Keratin has finally come to South Africa and has taken the market by storm

This amazing product will give the ultimate shine, strength and lasting smoothness to the hair without compromise. With this improved formula your clients will get that silky smooth result and because the product is so affordable you can easily make more the 30 times you money per litre. Clients can wash their hair instantly and begin living a 'frizz-free' life they deserve. Guaranteed to last 3-4 months as long as the correct maintenance is followed

Startup kit contains of:

- 1 x Anti Residue Shampoo 1L (Step 1)
- 1 x Brazilian Smoothing Treatment 1L (Step 2)
- 1 x Intensive Repair Mask 1L (Step 3)
- 4 x Anti-Frizz Shampoo 250ml (Homecare)
- 4 x Anti-Frizz Conditioner 250ml (Homecare)
- 2 x Leave-In 10 in 1 250ml (Homecare)
- 1 x Material Hanging Banner (84cm x 119cm)
- 30 x Marketing Brochures (A5 8 Page)



AL-001
AMAZONliss Anti Residue Shampoo
1 litre



AL-002
AMAZONliss Brazilian Smoothing Treatment
1 litre



AL-003
AMAZONliss Intensive Repair Mask
1 litre

1. ANTI RESIDUE SHAMPOO

Due to the Alkaline pH the shampoo deep cleans removing the residue of products accumulated in the hair fiber, leaving the hair extremely clean and cuticles opened and prepared for receiving the Brazilian Smoothing Treatment.

2. BRAZILIAN SMOOTHING TREATMENT

The treatment provides discipline, shine, softness, smooth and frizz-free to the hair.

3. INTENSIVE REPAIR MASK

The Intensive Repair Mask provides maximum hydration and softness to the hair, creating and enhancing the smooth effect.



AL-004
AMAZONliss Anti Frizz Shampoo
250ml



AL-005
AMAZONliss Anti Frizz Conditioner
250ml



AL-006
AMAZONliss Leave in 10in1
250ml

1. ANTI-FRIZZ SHAMPOO

An exclusive formula with Amazon Natural Ingredients: Acai +Cocoa, works in the restoration and strengthening of the hair leaving strong and healthy, providing anti-frizz action and extending the smooth effect of the treatment.

2. ANTI-FRIZZ CONDITIONER

Highly moisturizing action providing soft, shiny and healthy hair extending the smooth effect for a longer time.

3. LEAVE-IN 10 IN 1

10 Benefits in one product: Repair for dry and damaged hair, Shine & Frizz control, Thermal Protection, Prolongs Smoothing effect, Softness, Hydration, Anti-oxidant action, Hair Nutrition, Anti-breakage action, Split Ends prevention.