



# Embelleze

Embelleze, founded on Womens' day in 1969, is one of the biggest cosmetics companies in Brazil and its 100% Brazilian owned. It produces more than 1000 products for all types of hair, from hair treatments to hair dyes, shampoos and finishing, hair relaxers and others. Now Embelleze is expanding into Europe, Emirates, Africa and Latin America with great results.









## EMB 37 24 AFROHAIR KIT RELAXANTE

Afrohair performs the relaxing process in a natural way, in fact it treats and re-builds hair strand by strand with its exclusive formula based on Keratin and A Vitamin. Afrohair family offer a complete line of treatment and styling products to maintain the hair in order all day, in a very practical way.

The kit contains: a relaxer cream, a neutralizer, a treatment shampoo, a moisturizing cream, a curls rebuilder, gloves and a step by step instructions sheet.



## EMB 37 28 AFROHAIR ATIVADOR DE CACHOS

It activates waves, reducing frizz. Its formula enriches hair with a beautiful body, much more balance and movement. Leave in formula. It can be used every day. It contains Liquid Keratin and Olive Oil.

Packed in a 250 ml bottle.



## EMB 37 98 AFROHAIR UMIDIFICADOR

The Glycerine based formula gives shine to your hair and a wet look to the waves. Its formula contains Liquid Keratin and Olive Oil.

Packed in a 250 ml bottle.







### EMB 182 HAIRLIFE LISO Y NATURAL/KARITE

Ideal to transform resistant hair into naturally straight hair, full of movement. Its formula is enriched with sunflower extracts and makes the hair more shining and softer after the relaxing process.



### EMB 183 HAIR LIFE RELAXIN Y NATURAL/KARITE

It transforms resistant hair and gives them a controlled volume, leaving them nice at touch.

### EMB 184 HAIRLIFE CACHO Y NATURAL/KARITE

It transforms resistant hair into balanced curly hair, leaving them nice at touch.





### EMB 14 63 NOVEX MIX RESTAURADOR CREME DE TRATAMENTO

This is a powerful treatment to reconstruct the hair and make them soft and shining, thanks to the mix of active ingredients in its formula: Silicons, Keratin, Ceramides, Avocado oil.

- Silicons: protect the hair from external agents;
- Keratin: reconstructs the hair and makes them easy to manage;
- Ceramides: close the cuticle and make the hair easy to brush;
- Avocado oil: gives moisture to the hair, most of all dry hair.
- Enriched with A Vitamin, that transforms the hair from the root.

Specifically designed for very damaged hair.

Packed in a 1 kg jar.



### EMB 40 71 NOVEX BELEZA PURA 12 EM 1 (12 IN 1)

Novex Beleza Pura contains 12 active ingredients in its formula that repair and protect the hair fibre, transforming a dull hair into a shining one:

- Chocolate - to nourish and re-hydrate the hair;
- Hydramel - a mountain of honey that re-hydrates the hair;
- Milk proteins - make the hair more resistant;
- Keratin - reconstructs the hair fibre and makes the hair easy to manage;
- Ceramides - for shining and silky hair;
- Silicons - they protect the hair from external agents;
- Tutane - excellent as hair fibre reconstructor;
- Almond oil - hydrates the hair fibre;
- Karite' butter - makes the hair much softer;
- Semi di Lino Oil - brings more movement to the hair;
- D-Pantenol - it closes the cuticle retaining all the vitamins;
- E and H Vitamins - they repair damaged hair.

Packed in a 1 kg jar.

**EMB 51 45 NOVEX SILICONE**

Nutrire Novex Silicone eliminates split ends and frizz and has UV protection. It offers movement, lightness and beauty to hair, sealing the cuticles of the wires for a healthier appearance.

Packed in a 35 ml ampoule.

**EMB 44 80 NOVEX TRATAMENTO DE CHOQUE (SHOCK THERAPY)**

This is an ultra deep hydrating mask that works on all hair types, but in particular on very dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with keratin and silicones, it reconstructs the hair fibre from inside.

Packed in a 1 kg jar.

**EMB 39 14 NOVEX REPOSITOR DE MASA**

This is an ultra deep hydrating mask that works on all hair types; lanoline gives shine and softness to the hair, vitamin E makes the hair becoming older much later and LunaMatrix repairs the hair fibre from the inside giving the hair the mass it lost during chemical treatments.

Packed in a 1 kg jar.





## EMB 36 76 NOVEX GOLD LIGHT SHAMPOO

Novex Gold Shampoo  
Novex - Professional Food Therapy

Shampoo Novex Gold washes gently your hair making them shining and hydrated as soon after use. Silicons in its formula create a film that protects the hair from external agents and leaves it clean and soft for longer. Also it will benefit from a shine and scent that we can't describe: you have to see them!

Packed in a 1000 ml bottle.



## EMB 36 75 NOVEX GOLD LIGHT SHAMPOO (RETAIL SIZE)

Novex Gold Shampoo  
Novex - Professional Food Therapy

Shampoo Novex Gold washes gently your hair making them shining and hydrated as soon after use. Silicons in its formula create a film that protects the hair from external agents and leaves it clean and soft for longer. Also it will benefit from a shine and scent that we can't describe: you have to see them!

Packed in a 500 ml bottle.



## EMB 36 78 NOVEX BOOSTER

Revolutionary cream specifically designed for blonde and thin hair; it hydrates the hair deep from inside and makes the hair shining as gold.

Packed in a 450 gr tube.





## EMB 40 72 NOVEX SALON BLINDAGEM CAPILLAR

This is a leave in treatment used when blow drying the hair; it builds an external film able to protect the hair from the heat, has got anti frizz effects and hydrates deeply the hair fibre.

Not to be used when using the straightener.

Packed in a 400 ml tube.



## EMB 36 83 NOVEX FINALIZADOR GOLD

3 in 1 Silicon: protects, closes and finishes.

Novex Gold Finalizador is perfect to protect the hair, stop split ends and fight frizz.

To be used daily.

It creates a protective film for the hair cuticle, so the active ingredients can stay for longer. Also it performs well during blow dry and straightening processes. With Finalizador Gold your hair will be treated and they will shine like gold.

Packed in a 60 ml bottle.



## EMB 49 68 NOVEX BLINDAGEM SACHET (RETAIL SIZE)

It is a heat protector and it is able to strength and close the hair cuticle, wrapping the entire hair. Keratin is included in the formula.

Packed in a 30 gr sachet.







### EMB 49 14 NOVEX AZEITE DE OLIVA SHAMPOO (OLIVE OIL)

Novex Olive oil shampoo is specifically designed to wash deeply the hair. Use it to have shining, soft and hydrated hair all day. Particularly developed for Afro-Caribbean hair.

Packed in a 300 ml bottle.

### EMB 49 50 NOVEX AZEITE DE OLIVA CONDICIONADOR (OLIVE OIL)

Conditioner specifically developed to naturally hydrate and treat the hair to make them alive. Also you will note the hair shines more and it will be more hydrated. Use on every type of hair, but it is particularly suitable for Afro-Caribbean hair.

Packed in a 300 ml bottle.



### EMB 49 51 NOVEX AZEITE DE OLIVA CREME DE PENTEAR (OLIVE OIL)

Novex creme de pentear with Olive Oil gives the hair daily nourishment, more hydration, softness and shine. Its formula, enriched with Olive Oil, protects the hair from external agents and avoids the hair losing too much water, leaving it fed, protected and rebalanced.

Packed in a 300 ml bottle.

### EMB 39 15 NOVEX AZEITE DE OLIVA (OLIVE OIL)

This is an ultra deep hydrating mask that works on all hair types, but in particular on broken, dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with olive oil, it nourishes the hair fibre while feeding the entire hair; it contains Squalene Vegetal, a substance able to accelerate blood circulation throughout the body and at the same time it forms an external film that protects the hair from losing water. This product contains Vitamin E, able to preserve the hair life against UV rays.

Specifically designed for Afro-Caribbean hair.

Packed in a 1 kg jar.





### EMB 43 65 NOVEX AZEITE DE OLIVA (OLIVE OIL) (RETAIL SIZE)

This is an ultra deep hydrating mask that works on all hair types, but in particular on broken, dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with olive oil, it nourishes the hair fibre while feeding the entire hair; it contains Squalene Vegetal, a substance able to accelerate blood circulation throughout the body and at the same time it forms an external film that protects the hair from losing water. This product contains Vitamin E, able to preserve the hair life against UV rays.

Specifically designed for Afro-Caribbean hair.

Packed in a 400 gr jar.



### EMB 53 07 NOVEX AZEITE DE OLIVA (OLIVE OIL) (MINI-RETAIL SIZE)

This is an ultra deep hydrating mask that works on all hair types, but in particular on broken, dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with olive oil, it nourishes the hair fibre while feeding the entire hair; it contains Squalene Vegetal, a substance able to accelerate blood circulation throughout the body and at the same time it forms an external film that protects the hair from losing water. This product contains Vitamin E, able to preserve the hair life against UV rays.

Specifically designed for Afro-Caribbean hair.

Packed in a 210 gr jar.



### EMB 49 05 NOVEX AZEITE DE OLIVA (OLIVE OIL) SACHET (RETAIL SIZE)

This is an ultra deep hydrating mask that works on all hair types, but in particular on broken, dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with olive oil, it nourishes the hair fibre while feeding the entire hair; it contains Squalene Vegetal, a substance able to accelerate blood circulation throughout the body and at the same time it forms an external film that protects the hair from losing water. This product contains Vitamin E, able to preserve the hair life against UV rays.

Specifically designed for Afro-Caribbean hair.

Packed in a 30 gr sachet.





### EMB 50 01 NOVEX ARGAN SHAMPOO

Shampoo specifically designed for dry hair, it contributes to a much more shining hair, without split ends and has got an anti frizz effect.

It is **SALT FREE**.

Packed in a 300 ml bottle.

### EMB 50 02 NOVEX ARGAN CONDICIONADOR

Conditioning treatment specifically designed for dry hair, it repairs and hydrates making the hair soft and shining.

Packed in a 300 ml bottle.



### EMB 50 03 NOVEX ARGAN CREME DE PENTEAR

Leave in conditioner for dry hair, it allows to brush the hair smoothly and it is also an anti frizz.

Packed in a 300 gr bottle.

### EMB 47 80 NOVEX OLEO DE ARGAN (ARGAN OIL)

This is an ultra deep hydrating mask that works on all hair types, but in particular on dry hair after chemical processes like colours, bleaching, straightening. Argan Oil or Moroccan Oil is famous for its properties and its versatility of use. Argan Oil hydrates, is a natural anti-oxidant that fights free radicals, repairs the hair from the inside and reconstructs the hair fibre, fights against frizz. Because it contains Vitamin E, Argan Oil protects the hair against pollution and other external agents. Its formula is enriched with Hydroavance, an activator that acts deep inside rebuilding hair fibres.

Packed in a 1 kg jar.







### EMB 49 56 NOVEX ARGAN OIL MASK (MINI RETAIL SIZE)

This is an ultra-deep hydrating mask that works on all hair types, but particularly on dry hair after chemical processes like colouring, bleaching and straightening. Argan Oil or Moroccan Oil is famous for its properties and its versatility of use. Argan Oil hydrates, is a natural anti-oxidant that fights free radicals, repairs the hair from the inside and reconstructs the hair fibre, and fights against frizz. Because it contains Vitamin E, Argan Oil protects the hair against pollution and other external agents. Its formula is enriched with Hydroavance, an activator that acts deep inside rebuilding hair fibres.

Packed in a 210 gr jar.

### EMB 50 00 NOVEX BLINDAGEM CREME TRATAMENTO ARGAN

This leave in product creates a barrier to protect the hair, leaving them shining, split ends free and frizz free. Its formula is enriched with Argan Oil and it can be used before blow drying the hair to really appreciate the results.

Packaged in a 200 gr tube.



### EMB 49 03 NOVEX ARGAN OIL MASK (TRAVEL SIZE)

This is an ultra-deep hydrating mask that works on all hair types, but particularly on dry hair after chemical processes like colouring, bleaching and straightening. Argan Oil or Moroccan Oil is famous for its properties and its versatility of use. Argan Oil hydrates, is a natural anti-oxidant that fights free radicals, repairs the hair from the inside and reconstructs the hair fibre, and fights against frizz. Because it contains Vitamin E, Argan Oil protects the hair against pollution and other external agents. Its formula is enriched with Hydroavance, an activator that acts deep inside rebuilding hair fibres.

Packed in a convenient 30 gr sachet to carry when travelling.

### EMB 52 61 NOVEX ARGAN SORO CONCENTRADO

Anti-frizz protection ritual and it eliminates split ends.

Packed in a 24 ampoules' box.





### EMB 48 49 NOVEX BROTO DE BAMBU SHAMPOO

Shampoo specifically designed for weak hair, it contributes to give to the hair extra strength and power, also leaves the hair much more shining.

It is **SALT FREE**.

Packed in a 300 ml bottle.



### EMB 49 15 NOVEX BROTO DE BAMBU CONDICIONADOR

Conditioning treatment specifically designed for weak hair to give extra strength and power.

Packed in a 300 ml bottle.



### EMB 49 53 NOVEX BROTO DE BAMBU CREME DE PENTEAR

Leave in conditioner for weak and fragile hair, it allows to brush the hair smoothly and it is also an anti frizz.

Packed in a 300 gr bottle.



### EMB 48 45 BROTO DE BAMBU (BAMBOO EXTRACTS)

This is an ultra deep hydrating mask that works on all hair types, but in particular on naturally fragile hair; thanks to Bamboo properties, minerals and vitamins, the hair grows faster and healthier. Bamboo is called the “forest green gold” and it is used in multiple industries other than the cosmetics one.

Packed in a 1kg jar.





### EMB 49 55 BROTO DE BAMBU (BAMBOO EXTRACTS) RETAIL SIZE

This is an ultra deep hydrating mask that works on all hair types, but in particular on naturally fragile hair; thanks to Bamboo properties, minerals and vitamins, the hair grows faster and healthier. Bamboo is called the “forest green gold” and it is used in multiple industries other than the cosmetics one.

Packed in a 400 ml jar.

### EMB 49 54 BROTO DE BAMBU (BAMBOO EXTRACTS) MINI RETAIL SIZE

This is an ultra deep hydrating mask that works on all hair types, but in particular on naturally fragile hair; thanks to Bamboo properties, minerals and vitamins, the hair grows faster and healthier. Bamboo is called the “forest green gold” and it is used in multiple industries other than the cosmetics one.

Packed in a 210 gr jar.



### EMB 47 90 NOVEX BR BAMBU REPARADOR DE PONTAS

It represents a very pure source of bamboo, therefore it makes the hair strong and healthy. The product repairs split ends and gives the hair softness and silkiness. Its formula is enriched with vitamins, aminoacids and mineral salts, so it reconstructs the hair fibre and reduces frizz.

Packed in a 30 ml bottle.

### EMB 52 60 NOVEX BROTO DE BAMBOO SORO CONCENTRADO

Avoids capilar breaks, promotes hair growth and strength.

Packed in a 24 ampoules' box.





### EMB 51 41 NOVEX KERATIN SHAMPOO

Treatment shampoo specifically formulated for dry hair; it replenishes the hair with keratin lost during chemical treatments.

Packed in a 300 ml bottle.



### EMB 52 77 NOVEX KERATIN CONDITIONER

This is considered as hair food since it provides it with all the nutrition and necessary protection. It is ideal to restore damaged hair by pollution, chemical treatments and excessive use of flat iron. It is also enriched with the best keratin in the world, the Brazilian keratin.

Packed in a 300 ml bottle.

### EMB 44 82 NOVEX QUERATINA BRASILEIRA (BRAZILIAN KERATIN)

This is an ultra deep hydrating mask that works on all hair types, but in particular on medium dry and damaged hair after chemical processes like colours, bleaching, straightening. Enriched with keratin, it reconstructs the hair fibre from inside giving more shine and softness.

Packed in a 1 kg jar.



### EMB 44 83 NOVEX KERATIN MASK (RETAIL SIZE)

This is an ultra-deep hydrating mask that works on all hair types, but particularly on medium dry and damaged hair after chemical processes like colouring, bleaching and straightening. Enriched with keratin, it reconstructs the hair fibre from within giving the hair noticeably more shine and softness.

Packed in a 400 gr jar.



### EMB 52 75 NOVEX KERATIN MASK (MINI RETAIL SIZE)

This is an ultra-deep hydrating mask that works on all hair types, but particularly on medium dry and damaged hair after chemical processes like colouring, bleaching and straightening. Enriched with keratin, it reconstructs the hair fibre from within giving the hair noticeably more shine and softness.

Packed in a 210 gr jar.



### EMB 52 76 NOVEX KERATIN BLINDAGEM

Hair treatment cream enriched with Brazilian keratin. Perfect as pre-blow dry sealer treatment and leave-in.

Packed in a 200 ml tube.





### EMB 44 75 NOVEX MAX KERATIN

Treatment specifically designed for processed hair: liquid keratin is absorbed into the hair fibre and gives strength to the hair (keratin is actually contained into most parts of our body).

Remember to rinse well the product and use any Novex mask afterwards, in fact liquid keratin tends to make the hair hard; also remember to gently comb the hair when using liquid keratin, avoiding so any unwanted hair breakage.

We recommend to use this product under a professional hair stylist supervision.

Packed in a 250 ml bottle.

### EMB 51 44 NOVEX RECARGA DE QUERATINA

Give a new life to your hair from roots to ends.

Keratin is the most important part of our hair, because a healthy hair contains 90% of keratin. After chemical treatments the level of keratin in our hair goes down to 40-45%, leaving the hair dull and with no life signs.

This innovative formula allows keratin to deeply penetrate the hair and recharge the hair with the lost amount. Hair will be soon more resistant, shining and alive. Results will be seen straight away. Use it on any type of hair and witness the transformation.

Packed in a 80 gr tube.



### EMB 51 55 NOVEX ABSOLUTE KERATIN SERUM

Seals the hair cuticles leaving it much stronger, resistant and protected, besides eliminating split ends and frizz.

Packed in a 30 ml bottle.

### EMB 49 65 NOVEX KERATIN MASK SACHET

This is an ultra-deep hydrating mask that works on all hair types, but particularly on medium dry and damaged hair after chemical processes like colouring, bleaching and straightening. Enriched with keratin, it reconstructs the hair fibre from within giving the hair noticeably more shine and softness.

Packed in a convenient 30 gr sachet when travelling.





## EMB 53 15 NOVEX OJON SHAMPOO

Ojon Oil Shampoo rich in amino acids, antioxidants and essential lipids. Suitable for damaged hair by summer and chemical processes.

Packed in a 300 ml bottle.



## EMB 53 21 NOVEX OJON CONDITIONER

Ojon Oil Conditioner rich in amino acids, antioxidants and essential lipids. Suitable for damaged hair by summer and chemical processes.

Packed in a 300 ml bottle.



## EMB 54 32 NOVEX OJON LEAVE IN CONDITIONER

Ojon Oil Leave-in Conditioner rich in amino acids, antioxidants and essential lipids. Suitable for damaged hair by summer and chemical processes.

Packed in a 300 gr bottle.



## EMB 51 72 NOVEX OLEO DE OJON

Ojon oil comes from Honduras and it is used since 500 years by indigenous population. This oil allows processed hair to come back to its natural shape, and only with few drops of the oil. Novex crème contains a high percentage of Ojon oil, so the result is guaranteed. The products perfectly fits hair that use regularly the straightener, relaxing treatments or dyes, and makes the hair soft, shine and nourished.

Packed in a 1 kg jar.

## EMB 51 74 NOVEX OLEO DE OJON SERUM

Suitable for damaged hair in the summer, chemical processes, brushing. Reverses the damage caused to the hair fibre and has got anti-frizz effect.

Packed in a 60 ml bottle.





### EMB 48 99 NUTRILIZZ BRAZILIAN BLOW DRY WITH ARGAN OIL

Progressively it helps to reduce the hair volume thanks to Argan Oil and Brazilian Keratin properties, so the hair can stay straight and healthy at the same time; this formula does not contain formaldehyde, it can be used on different types of hair and it is compatible with other similar products. Argan Oil or Moroccan Oil is famous for its properties and its versatility of use. Argan Oil hydrates, is a natural anti-oxidant that fights free radicals, repairs the hair from the inside and reconstructs the hair fibre, fights against frizz. Because it contains Vitamin E, Argan Oil protects the hair against pollution and other external agents.

Packed in a 1000 ml bottle.



### EMB 57 43 MAGIC LISS MATT STRAIGHTENING

Magic Liss Mattifying Straightening kit is recommended for the Brazilian straightening of blonde hair. The combination of two elements promotes an incredible capillary protection: the Vitamin E avoids the discoloration of the hair and the Amino Acids Complex restores the natural keratin, leaving it stronger, smoother and shinier.

Packed in a kit containing:

- 1 Detox shampoo with white clay that helps to wash the hair in depth and prepare it for the Brazilian straightening;
- 2 Mattifying Thermo Straightening Lotion, a Vitamin E enriched formula to protect the hair against discoloration;
- 3 Blue mask to promote the internal and external reconstruction of the capillary fibre; its action allows to restore the lost volume and to protect from any damages.

### EMB 57 44 MAGIC LISS REJUVENATING SMOOTHING

Magic Liss Rejuvenating Smoothing System kit is recommended for the Brazilian straightening of dark hair. The product repairs the internal structure of the hair and the damages caused by time; your hair will be hydrated, shiny and full of life.

Packed in a kit containing:

- 1 Detox Shampoo with White Clay to help washing the hair in depth and prepare it for the Brazilian straightening;
- 2 Thermo-Straightening Lotion with Hyaluronic Acid to reduce drastically the volume, adding a natural straight look;
- 3 Thermo-Armoring Mask to create a protective layer and prolong the straightening effect.



### EMB 50 73 NOVEX OLEO DE COCO SHAMPOO (COCONUT OIL)

Novex Coconut shampoo washes gently the hair, adding a fresh sensation. Coconut oil contributes in keeping the hair fed, nourished, silky and easy to manage.

Particularly recommended after swimming pool.

Packed in a 300 ml bottle.



### EMB 50 38 NOVEX OLEO DE COCO CONDICIONADOR (COCONUT OIL)



Novex coconut oil conditioner naturally hydrates, treats and gives life to the hair. Coconut Oil is suitable for hydration, nourishes and adds more shine. Can be used on every type of hair and it is particularly recommended after swimming pool.

Packed in a 300 ml bottle.

### EMB 50 79 NOVEX OLEO DE COCO CREME DE PENTEAR (COCONUT OIL)

Novex coconut oil brushing cream gives a daily hydration to the hair and makes them soft and shine. Coconut oil creates a film that protects the hair from external agents, so the hair will be much nourished and silky. Use on every type of hair, most of all after swimming pool.

Packed in a 300 ml bottle.



### EMB 11 65 NOVEX OLEO DE COCO (COCONUT OIL)

This coconut oil is the purest and freshest you can find and makes the hair hydrated and fed. Coconut oil works like mother's milk for children, rebuilding the hair fibre and protecting it from external agents.

Due to its rebuilding action, coconut oil can be used to maintain a high hair hydration, fight frizz and keep the hair straight much longer after the Brazilian Blow Dry.

Use Novex Coconut Oil and make your hair nourished, straight and silky.

Packed in a 1 kg jar.



### EMB 35 52 NOVEX COCONUT MASK (MINI RETAIL SIZE)

This coconut oil is the purest and freshest you can find and makes the hair hydrated and fed. Coconut oil works like mother's milk for children, rebuilding the hair fibre and protecting it from external agents. Due to its rebuilding action, coconut oil can be used to maintain a high hair hydration, fight frizz and keep the hair straight much longer after the Brazilian Blow Dry. Use Novex Coconut Oil and make your hair nourished, straight and silky.

Packed in a convenient 210 gr jar.

### EMB 50 78 NOVEX OLEO DE COCO (COCONUT OIL)

Coconut oil contained in its formula comes from a pure source; it acts like mother's milk, in fact it is rich of Lauric Acid that protects the hair from external agents, leaving it hydrated and fed.

Nutrire Oleo de Coco fights free radicals and has got an anti-oxidant action. Also it revitalises hair ends and fights frizz.

Packed in a 30 ml bottle.







### EMB 34 13 MISUKE PRE SHAMPOO

It leaves the hair clean and prepares it to accept the keratin.

Packed in a 500 ml bottle.



### EMB 34 07 MISUKE ACTIVATOR SUPER

It breaks the hair disulfide bonds. It consists of a system constraint due to emollients and anti-static agents found in its composition. Its optimum viscosity allows a perfect application for a perfect result.

Packed in a 500 gr jar.



### EMB 34 11 MISUKE NEUTRALIZER

It works replacing the disulfide bonds and restructuring the hair maintaining the flat shape. Being a viscous gel, its formula fixes the hair processed throughout neutralization, ensuring a perfect result. It does not make the hair lighter.

Packed in a 500 ml bottle.

### EMB 34 15 MISUKE LIQUID KERATIN

Hydrolized Keratin restructures and conditions the hair fibre during the straightening process. It is involved in every step of the process and makes the hair smoother and healthier and most of all protects the hair during the heat time.

Packed in a 500 ml bottle.



### EMB 34 19 MISUKE KERATIN CREAM

It forms a thick film, protecting and restructuring the threads and protecting it from the Ativo effects.

Packed in a 500 gr jar.



### EMB 34 60 MISUKE ANTI FRIZZ SERUM

A blend of silicone prepared to shine, to protect the wires from the heat action and to facilitate the sliding of the brush. It forms a film on the hair shaft that makes it silky, soft and bright.

Packed in a 60 ml bottle.





### EMB 53 19 REVITAY FENNEL SHAMPOO

This is a hydrating shampoo with the active principle of Fennel. Used for centuries in medicine and in cooking, this herb has a tranquilizer function, since it possesses relaxing properties. Suitable for all hair types. The Fennel has the function of calming the scalp.

Packed in a 300 ml bottle.



### EMB 53 41 REVITAY FENNEL CONDITIONER

This is an ultra-deep Conditioning Treatment with the active principle of Fennel. Used for centuries in medicine and in cooking, this herb has a tranquilizer function, since it possesses relaxing properties. Suitable for all hair types. The Fennel has the function of calming the scalp.

Packed in a 300 ml bottle.





## EMB 52 69 CAPILLARY BOTOX KIT

Formaldehyde free, Botox provides restoration, reconstruction and treatment for the hair.

The kit contains 3 x 500 ml bottles.



## EMB 52 85 NUTRI SALON PRIMER CAPILLAR

Innovative product that promotes detoxification of the wires, removing the excess of finishers and minerals accumulated on the hair fibre. It prepares the hair for any type of chemical treatment.

Packed in a 400 ml bottle.



### EMB 55 70 MY CURLS SHAMPOO

Revita Shampoo My Curls keeps your curls radiant, hydrated and nourished. Free of parabens and no salt, it acts as a memorizer for your curls.

Packed in a 300 ml bottle.



### EMB 55 69 MY CURLS CONDITIONER

Novex Conditioning Treatment My Curls complements the action initiated by Revita Shampoo My Curls. With a pH 3.4, it hydrates and helps to define the longest curls.

Packed in a 300 ml bottle.



### EMB 55 71 MY CURLS LEAVE IN

Nutrire Novex My Curls Leave in guarantees to keep your curls soft, loose and shiny.

Packed in a 500 ml bottle.



### EMB 55 68 MY CURLS MASK

Novex Treatment Mask My Curls moisturizes and defines the curls, controlling the frizz and reducing the volume, in a complete 3 minutes' action.

Packed in a 1 kg jar.



## EMB 53 75 JABORANDI SHAMPOO

Jaborandi Shampoo is ideal for hair loss, nourishing and leaving it silky and shiny.

Packed in a 300 ml bottle.

## EMB 53 77 JABORANDI CONDITIONER

Jaborandi Conditioning Treatment is ideal for hair loss, nourishing and leaving it silky and shiny.

Packed in a 300 ml bottle.



## EMB 53 79 JABORANDI CREME DE PENTEAR

Besides to help renew the hair, Nutrire Novex Jaborandi Leave-in also controls the hair volume thanks to its anti-frizz action. Perfect for detangling and smoothing hair, leaving them with a pleasant aroma.

Packed in a 300 gr bottle.

## EMB 53 35 JABORANDI MASK

This mask - besides all the benefits provided by the Jaborandi active - has in its composition the phytokeratin active (soy protein combined with the protein of wheat and corn), which is a plant made by keratin mixture of free amino acids from plants that acts as protector and strengthener of the hair fibre. The vegetable keratin promotes strong and very healthy hair. The mask completes the treatment initiated by the combination of shampoo and conditioner.

Packed in a 1 kg jar.



## EMB 53 80 JABORANDI SERUM

Nutrire Jaborandi Ampoules nourish and hydrate the hair avoiding hair loss. Very practical, can be applied after washing the hair with shampoo and conditioner (and/ or mask), leaving only for one minute or can be mixed with the mask improving its effect.

Packed in a 24 ampoules' box.





### EMB 51 58 NOVEX CITRUS SHAMPOO

Novex Citrus Fruits Shampoo regenerates wires, promoting a healthier scalp thanks to this mix of fruits. Suitable for oily hair, this salt free shampoo hydrates and rebalances the hair fibre, leaving it fragrant, soft and light.

Packed in a 300 ml bottle.

### EMB 58 90 NOVEX BOOST SHAMPOO

This new Shampoo contains Vitamin A which allows the hair to grow faster, Whey Protein that strengthens and potentiates the hair and D-Panthenol that provides shine, softness and helps prevent split ends.

Packed in a 200 ml tube.



### EMB 58 89 NOVEX BOOST CONDITIONER

This new conditioner goes perfectly with the Shampoo given that it brings more power to its treatment. It contains Vitamin A which allows the hair to grow faster, Whey Protein that strengthens and potentiates the hair and D-Panthenol that provides shine, softness and helps prevent split ends.

Packed in a 200 ml tube.