














HAIR CARE PERFORMANCE



-  **Made in Canada**
-  **99% Natural Formula**
-  **GMO Free**
-  **Sulfate Free**
-  **Preservative Free**
-  **Vegan**
-  **Recyclable Materials**
-  **Canadian Quality Practices**
-  **Low Energy MANUFACTURING**
-  **Environmentally Sustainable**

FREE FROM: synthetic fragrances, sulfates, parabens, 1,4-dioxane, phthalates, glutens, neurotoxins, aluminum compounds, glycols, formaldehyde donors, ureas, carcinogens and environmental pollutants.

HAIR CARE

We have several actives to choose from for your hair care line, depending on what your line is looking to achieve!



VOLUME LINE

HYDRATE LINE

GROWTH LINE

COLOR LINE

ANTI-AGING LINE



Each Line can include: **shampoo, conditioner, mask, complex, hair tonic, leave in treatment.** _____



TURN UP THE VOLUME!
A SOLUTION TO FLAT, LIMP HAIR

VOLUME LINE



A light but creamy hair care line which increases the volume of the hair thanks to VOLUMINIS™. Conditioning and volumizing are possible in one step with LUX Volume!

Actives

VOLUMINIS™ wheat protein that deeply moisturizes inside the hair cortex, providing hair that looks and feels fuller.

Hyaluronic Acid absorbs over 1000 times its weight in water, acts as a plumping agent for weightless volume.

Hydresia is an oleosome from the safflower that envelops each active for time release delivery and contributes to a silky emulsion.

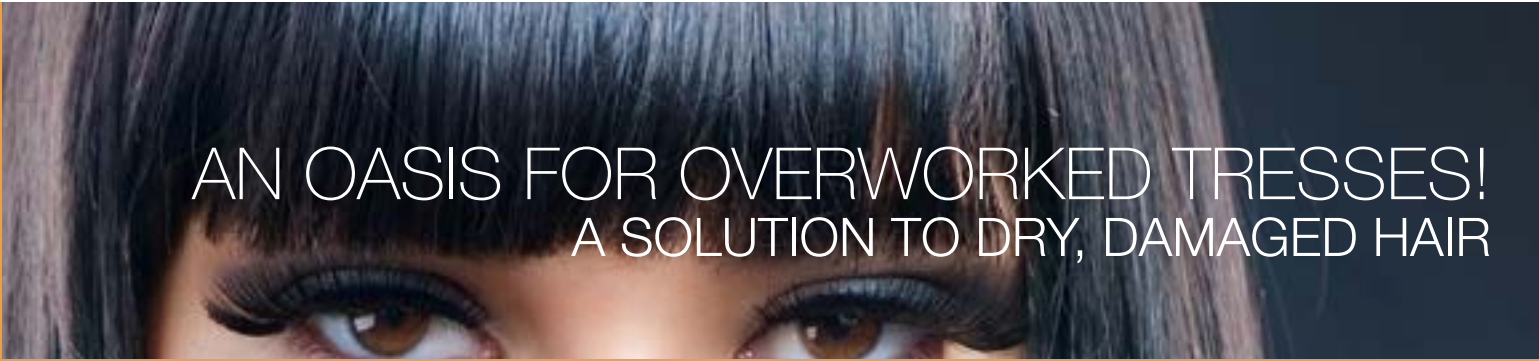
Features / Benefits

99% Said Hair
Looks Thicker

95% Said Hair
Feels Thicker

Lasting
Results

No Build-Up
& No Frizz



AN OASIS FOR OVERWORKED TRESSES!
 A SOLUTION TO DRY, DAMAGED HAIR

HYDRATE LINE



Satisfy your hair's deep thirst with [your brand name] Hydrate, an intense formula that strengthens, softens and smooths the hair.

Actives

Amisol Trio™ is a soy protein that covers and smooths cuticle scales to preserve hair beauty while improving brightness, softness, and suppleness.

Kera Quat is a hydrolyzed keratin protein fragment which not only coats but also penetrates the hair shaft to replace missing keratin in microscopic gaps along the hair shaft, resulting in smooth and shiny hair.

Trispire Vitalize imparts shine & silkiness to hair, provides added manageability & body to hair. Delivers intense moisturization, helps decrease damage from harsh chemical treatments, and improves combing & hair appearance.

AQUARICH® is a unique moisturiser extract of black oats contains water-retaining substances such as polysaccharides and amino acids. It has a repair affect: Hair structure, gloss and bounce back are markedly improved and even split ends are prevented.

KERAVIS™ Designed to deliver optimal anti-breakage benefits, it is a multifaceted protein based complex strengthens damaged hair .

Features / Benefits

92% Said Increase in Brightness

95% Increase in Softness and Body

Eco-Friendly with Intense Hydration

Easy Rinse, No- Build Up



ACHIEVE LONGER,
STRONGER, THICKER HAIR!
A SOLUTION TO FINE & THINNING HAIR

GROWTH LINE



Achieve your hair's fullest potential with [your brand name] Growth, an intense formula that strengthens, lengthens and thickens the hair. A mild and moisturizing hair care line with marine extracts that feed roots and keep scalps happy.

Actives

Procapil™ increases microcirculation at follicle stimulating growth for longer & stronger hair.

Phytenso™ is a lipidic complex for hair formulations leaving a sheathing film which controls and straightens curly and unruly hair even in humid conditions.

Ama-prot provides hair with the lost proteins and easy instant detangling. It provides better manageability and improves combability with a Keratin-like effect.

Voluminis is a novel and optimized copolymer of hydrolyzed wheat protein and a cationic monomer. It is a hair volumizing active making the hair look and feel fuller.

Features / Benefits

80% Said
Reduction in
Hair Loss

92%
Increase in
Hair Growth

96%
Thicker Hair Bulb
& Root Sheath

99% Said
Hair Looks
Thicker

95% Said
Hair
Feels Thicker

LONG LASTING VIBRANT
HAIR COLOR!

PROLONGING VIBRANCY FOR HIGHLY
PIGMENTED, COLOUR TREATED HAIR

COLOR LINE



Color Guard protects and repairs the hair fibres from inside. The actives work synergistically to protect color treated hair from fading, block UVA & UVB rays, shield the hair-dye complex, & enhance the hair's natural shine.

Actives

Sunflohair™ is composed of sunflower phospholipids and oil. This active ingredient easily penetrates hair, deeply nourishing it while repairing damaged structures. Its antioxidant activity also protects hair fiber from external damage.

Quinoa Pro™ is a natural protein for hair colour retention, conditioning & protection. Color remains vibrant and tresses are protected for beautiful, lustrous-looking hair.

Heliogenol™ Protects and repairs natural or dyed hair against UV radiation and shampoo aggressions.

GalHueShield HCS is a multifunctional hair color protector. It protects hair from UV damage, smoothens damaged surface, enhances sensorial attributes, and provides significant reduction in combing force

Features / Benefits

50% improvement
in color retention after
2 washes

91%
Increase
in Shine

92% Said
Increase in
Brightness

100% of damage
caused by UVA
exposure is repaired



RENEW NATURAL HAIR
PIGMENTATION TO
COMBAT GREY HAIR!
DESIGNED FOR AGING AND
GREYING HAIR

ANTI-AGING LINE



Actives

Capixyl™ is an innovative anti-aging hair care complex of biomimetic peptide combined with a red clover extract. It targets the main causes of hair loss, providing fuller and thicker hair.

KERAMARE™ helps to recover and renew hair natural qualities, restoring hair fiber from the damages suffered. It gives brightness, vitality and strength to hair fiber.

Baicapil™ stimulates hair growth and prevents hair loss. It is a synergic combination of three plants that fights hair loss with visible effects of hair growth stimulation, increase of hair density, hair loss reduction, and recovery of a younger and healthier look.

Baobab Tein™ a botanical source from Africa known as the “tree of life”. Provides superior damage recovery, intense protection from UV-stress & heat. Deeply nourishes for greater manageability, instantly conditions for a softer, smoother feel. Reinforces strands for improved strength.

Fision Keraveg 18 mimics the functional ratios in human hair amino acids, increases hair strength, enhances hair elasticity, helps protect hair from harsh salon processes & environmental stressors. Makes hair look more shiny & healthy, improves compatibility of hair, and reduces static & frizz.

Features / Benefits

Prevent &
stop the hair
loss process

Stimulate hair growth &
reduces inflammation
in the scalp.

35%
increase in hair
length after 8 days

60%
increase in
hair density

61%
reduction
in hair loss