



BEHIND COOL, COLD AND FROZEN

CRYOLIPOLYSIS FOR THE HAIR

PLASTIC SURGERY

PLEX PROTECTION

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HOW DO CHEMICAL PROCEDURES AFFECT THE HAIR'S STRUCTURE?

- Coloring
- Bleaching
- Straightening

THE HAIR'S STRUCTURE FUNCTION

The cuticle is the outer layer of the hair strand. It is covered by a small layer of natural oil, called sebum, which, together with the cuticle, forms a shield to protect the cortex and the medulla, the hair's inner layers. These inner layers must be protected due to their important functions, including giving hair its color and form.

NATURAL DAMAGE

The hair is damaged daily by many everyday factors. Sun, salt and other harmful elements in the environment accelerate the natural aging process, leaving the hair limp and brittle. They also speed up the surface oxidation, reducing hydration and leaving hair dry and dull.

CHEMICAL DAMAGE

Beyond exposure to natural elements, which all experience, many women also subject their hair to chemical procedures, such as straightening, coloring and bleaching. These treatments many times modify the hair's inner layers and severely damage its outer layers. When it come to chemically based straightening treatments, many will effectively break the disulfide bonds present in hair (which gave hair its shape and body). This, in turn, reduces keratin levels and depletes nutrients in hair that may already be vulnerable due to the naturally harmful elements previously mentioned.

HAIR.TOXX: ONE KIT, THREE SERVICES

1 - CRYOLIPOLYSIS FOR THE HAIR

A PIONEER TECHNOLOGY THAT FREEZES THE DAMAGE

Cryolipolysis is a revolutionary treatment that recovers the damaged and fragile hair. Working with extremely low temperatures, it acts on the hair's strand from the inside out, correcting and replenishing the damaged fibers. This technology freezes the nutrients and the hyaluronic acid at the hair's cortex, boosting and prolonging the Hair. Toxx Full Treatment.

A busca pelo cabelo perfeito é uma preocupação constante! Não apenas o dano diário natural (exposição ao sol e poluição, por exemplo), mas também os danos químicos (como alisamentos, colorações e descolorações) desnaturam a pouca fibra íntegra que poderia ter restado. Assim, o cabelo fica poroso, extremamente frágil e sem proteção.

A solução para ter cabelos perfeitos é simples: a finalização de tratamentos com temperaturas negativas! Responsável por propriedades como brilho, sedosidade e proteção, a criolipólise capilar promovida pelo frio demonstrou-se não só um agente promotor de um aspecto saudável, mas também um grande aliado à proteção do córtex.

O Ice-Cold Treatment é uma técnica que dá aos tratamentos capilares um novo grand finale, melhorando os resultados em menos tempo. Quando combinada com o tratamento Hair. Toxx, a técnica do Ice-Cold Treatment se revela o caminho ideal para o cabelo perfeito, promovendo força e resistência ao reconstruir o córtex danificado pelos agentes químicos e finalizando a proteção com uma super selagem cuticular com temperaturas negativas, promovendo a duração do tratamento por mais tempo e com um resultado mais aparente.

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2 - PLASTIC SURGERY

A MIRACULOUS TREATMENT THAT ALL DAMAGED HAIR NEEDS

The Hair.Toxx Full Treatment is a complete hair recovery! Its formula, rich in Açaí Berry from the Amazon and Lipophilic Complex, has the power to recover all damage caused by natural agents and chemical processes. Its anti-oxidant capacity provides a deep hydration and reconstruction, rejuvenating the hair cuticle. The results are visible right after the first application!

3 - PLEX PROTECTION

REACH THE BEST RESULTS AT ALL CHEMICAL PROCESSES

Completely damaged hair can now go through chemical treatments with no fear! The **Revitalizing Serum** allows the professional to work completey safe during chemical procedures, bleaching and coloring.



- Compatible with all services and treatments;
- ♦ No change in bleach, colour or treatment applications;
- ♦ No change in processing time;
- ♦ No change in peroxide or coloring agent %;
- No change in the lifting or depositing process;
- Deeper penetration of color pigment;
- Adds elasticity, strength and suppleness.





THE ICE-COLD TREATMENT AND HOW IT FREEZES OUT THE DAMAGED HAIR

Our innovative **Ice Cold Treatment** is the coolest way to freeze out damaged hair.

This subzero treatment provides an incredible boost to the Hair. Toxx Treatment, making it more effective and quicker acting.

The Hair. Toxx Full Treatment is so potent because it not only shields the hair against damage (natural and chemical), it also recovers destroyed hair cuticle fibers, especially ones damaged through chemical procedures like bleaching.

Where does the Ice-Cold Treatment come into play? It helps speed up the transfer of nutrients to the hair and more importantly it increases the hair's absorption potential, allowing hair strands to capture higher levels of critical nutrients from the Hair. Toxx Full Treatment.







TWO IMPROVEMENTS FOR YOUR TREATMENT

The **Frozen Machine** and the **Frozen Flat Iron** are responsible for boosting the Hair. Toxx Full Treatment results and guarantee a maximum absorption of its nutrients. They act a molecular level, creating a shield around the hair strand and reconstructing it from the inside out! These are revolutionary tools for a lifestyle of hair-expression!

This technology freezes the nutrients at the hair's cortex, preventing its health. This way, the nutrients provided by the Hair. Toxx Full Treatment can act for longer at the hair strands, providing more nutrition and protection.

SOLUTION FOR BEAUTY SALON

The **Frozen Machine** is an in-salon treatment that reaches -16°C to protect the hair from all damage! The rich formulation made with collagen, hyaluronic acid and Açaí Berry is the perfect match with the Frozen Machine.

SOLUTION FOR HOME USE

The **Frozen Flat Iron** will keep the damaged hair frozen out at home! It is easy to apply and you can do it yourself. Have a fabulous hair everyday! Combined with the Hair. Toxx home care treatment, it reaches -5°C to create an incredible protection from external damage. This is the best way to keep your hair healthy and young without leaving home!







DISCOVER EVERYTHING HAIR.TOXX CAN DO FOR YOU

BEFORE, DURING AND AFTER

IN SALON AT HOME



Frozen Machine



THE COOLEST WAY TO TREAT THE HAIR USING **SUBZERO TEMPERATURES!**





Kit 2.300ml or kit 1.1120ml

Frozen Flat Iron

Kit I40ml 3 applications

♦♦♦♦ Deep Reconstruction & Hydration



Bleaching and Color

THE PLASTIC SURGERY FOR YOUR HAIR.

PROTECTION DURING: CHEMICAL PROCEDURES **BLEACHING** COLORING STRAIGHTENINGS...

♦♦♦♦ Protection

HAVE A HEALTHY HAIR FOR LONGER USING THE HAIR.TOXX VITALITY SHAMPOO AND MASQUE **EVERYDAY**



Vitality Line

- No parabens
- · No sulfate
- **♦♦ Protection**
 - No mineral oil



GENTLE CLARIFIER

DEEP CLEANSING PRE-TREATMENT SHAMPOO

The Hair. Toxx Gentle Clarifier Shampoo completely removes all residues and buildup, without harming or weighing down the hair. It prepares hair to receive a Hair. Toxx treatment.

PROTECTIVE MASQUE

RECONSTRUCTIVE AND REGENERATIVE TREATMENT

The HairToxx Protective Masque joins together the cuticles of the hair fibers, promoting texture, softness, and elasticity. It leaves hair radiant and soft to the touch.

■ REVITALIZING SERUM

NOURISHING AND PROTECTION

The Hair.Toxx Revitalizing Serum revitalizes the hair, acting directly on the cortex to provide the rejuvenation and protection that prevent hair from becoming dull and lifeless. The serum also renews the hydration levels of the hair's lipids.

It contains an advanced restorative power to its lipophilic nature. The serum interacts with the capillary structures in hair, replenishing the natural lipid layer lost to environmental and chemical damage. Even the highest levels of capillary degradation can be reversed through treatment with the Revitalizing Serum. The serum strengthens weakened, damaged hair, fortifying the hair's structure from the inside-out.

And there's more: beyond nourishing and protecting hair, the Revitalizing Serum allows the hairdresser to let chemical procedures like coloring and bleaching act longer without damaging hair. Because of this, you can achieve stronger, more vibrant colors, reaching the platinum blond your client's always wanted with the safety they deserve!

HAIR.TOXX ICE-COLD TREATMENT

PUT DAMAGE HAIR ON ICE

Ice-Cold Treatment is the coolest way to freeze out damaged hair. This subzero treatment is a boost for the Hair. Toxx Full treatment by frozen the nourishment and protein inside the hair strand what makes it last longer and acts deeper.



LIPOPHILIC COMPLEX, THE BOND CREATOR AND PROTECTOR FOR A HEALTHIER RECONSTRUCTION

The Hair.Toxx Lipophilic Complex is made of a protein coated collagen membrane. Its small size and polarity allows the Lipophilic Complex to penetrate deep into hair fibers, down to the level of individual cell membranes. This deep penetration allows the serum to actively interact with the oils present in hair's capillary structures.

When combined with the high level of essential vitamins (provide by the Açaí fruit), this process leads to a complete multilevel reconstruction. This cutting-edge molecular technology has a high photochemical compatibility with hair's capillary structures and increases lubrication between and within hair strands.

An undamaged hair strand is naturally hydrophobic (repels water), while damaged or aged hair becomes hydrophilic (absorbs water). Another function of our Lipophilic Complex is to restore and maintain hair's natural barrier against water, making it a true breakthrough in professional haircare.

HYALURONIC ACID: THE WEAPON AGAINST DULL HAIR

Hyaluronic Acid, the collagen protein naturally produced in the healthy hair, repairs the gaps between the cortex and the cuticle through an infusion of hyaluronic acid, filling in imperfections and actively reconstructing the damaged cortex.

In healthy hair, the cortex (where most of the hair's pigment is stored) and the cuticle (the outer-most layer of the hair) are strongly bound together. When hair is exposed to chemicals, environmental stress (such as the sun or the wind), excessive physical manipulation, or simply the passage of time, these bonds weaken and begin to break, leaving hair frizzled, dull, and damaged.



AÇAÍ BERRY: ANTHOCYANIN POWER

A Brazilian fruit, the Açaí Berry is rich in anthocyanin, which provides a natural protective mechanism against environmental stressors. This protection is a key element in the shield that Hair. Toxx creates around hair cuticles. The anthocyanin power present in the Açaí Berry protects hair from photo degradation (sun damage) through its high levels of antioxidants. The UV radiation present in sunlight can be a catalyst for serious hair damage, including melanin oxidation, amino-acid degradation, and fading color. Beyond this, the oxidation of lipids in the hair's capillary structures creates a chain reaction in which the hair's surface becomes coarse and cracked, exposing its cuticles and cortex to further damage.

In addition, Açaí is also rich in proteins, vitamins A and B1, and essential fatty acids, including linoleic acid (omega-6) and oleic (omega-9) acid. This high nutrient density is what allows Hair. Toxx to rejuvenate damaged, lifeless hair, leaving it new again.

ALL AMAZONIA ORIGINAL PRODUCTS

This product was formulated and produced using sustainable alternatives. It is salt-free and parabens free.





FROZEN MACHINE AS ICE-COLD TREATMENT

The Frozen Machine reaches -16°C in only 60 seconds, guaranteeing a maximum absorption of Hair. Toxx's nutrients. Exclusive for salons, its extremely low temperature creates a shield around the hair strand, freezing the nutrients at a molecular level.

Check out below the coolest way to protect and repair your hair:

STEP 1

Wash the hair with Gentle Clarifier Shampoo. Repeat if desired;

STFP 2

Remove the humidit excess of the hair with a towel;

STEP 3

Mix 5ml of the Revitalizing Serum with 20g of the Protective Masque. In case of thin hair, use 5ml of the Revitalizing Serum and 15g of the Protective Masque. Use the seryngue and the dosis bowl to help in the measures;

STEP 4

Apply section by section in therapy form;

STEP 5

Connect the Frozen Machine at the power plug (220V) and turn it on at the site button. Wait until it's showing -16°C at the display.

STEP 6

Divide the hair into thick sections and pass the flat iron 2 times on each one.

STFP 7

Whenever you finish, turn off the Frozen Machine at the site button and unplug it from power.

STFP 8

Rinse to remove the mixture excess and finish blow drying the hair.







FROZEN FLAT-IRON AS ICE-COLD TREATMENT

To prolong the salon treatment, the Frozen Flat Iron goes until -5°C and can be applied by the client. Also, combined with the home care treatment from Hair. Toxx, it renews the effect from Hair. Toxx Full Treatment, allowing your hair to stay protected for a longer time.

Check out below the coolest way to protect and repair your hair:

STEP 1

Remove the thermal boards from the flat iron and put them on the freezer for 2 hours;

STEP 2

Wash the hair with Gentle Clarifier Shampoo. Repeat if desired;

STEP 3

Remove the water excess from the hair with a towel;

STEP 4

Mix 5ml of the Hair.Toxx Revitalizing Serum with 20g of Hair.Toxx Protective Masque using the syringe to help with the Revitalizing Serum measure and the bowl to help with the Protective Mask measure.

STEP 5

Apply the mix section by section in therapy form;

STEP 6

Remove the thermal boards from the freezer, put them on the flat iron and immediately start the lce-Cold Treatment by passing 3 times on each hair section;

STEP 7

Rinse with cold water;

STEP 8

Finalize blowing dry the hair;

STEP 9

Done! The damaged hair is freezed out!



HAIR. TOXX AS A FULL TREATMENT



AFTER

When used before any chemical process, the Hair. Toxx full treatment should be regularly applied every 10 days for best results. It guarantees the regular reposition of nutrients and proteins lost to environmental damages (like sun exposure, pollution and salt water) and shields the hair against them. This guarantees shine, movement and elasticity.

STEP 1

Wash hair with the Gentle Clarifier. If necessary, wash twice;

STEP 2

Softly towel dry hair;

STEP 3

Place 5ml of the Revitalizing Serum in the syringe and deposit it in the bowl;

STEP 4

Add 20ml of the Protective Masque to the bowl. For fine hair, use only 15ml of Protective Masque + 5ml of Revitalizing Serum

STEP 5

Divide the hair into sections and apply the mixture uniformly to each section;

STEP 6

Cover hair with a plastic film and let the mixture act for 15 minutes;

STEP 7

Remove the plastic film and thoroughly rinse hair, removing all traces of the mixture;

STFP 8

Dry hair with a soft towel and finish by brushing while blow-drying.

HAIR.TOXX AS A SHIELD DURING BLEACHING AND DISCOLORATION

Bleaching -

High Lifts -

Balayage -

Ombré -

We believe that no woman should have to choose between platinum blond hair and healthy hair. Using the Hair. Toxx Revitalizing Serum during bleaching, highlights, balayage, ombré, or other bleaching processes guarantees a safe transformation, avoiding problems like dryness, opacity and brittleness.



Mix 10ml of Revitalizing Serum with 200ml of the bleaching (bleaching powder + peroxide);

STEP 2

Proceed normally with the bleaching;

STEP 3

Once the desired color has been reached, thoroughly rinse hair to remove all bleaching powder;

STEP 4

If needed, or desired, apply a hair toner to adjust the final color to the client's taste (opitional);

STEP 5

Apply the Protective Masque and let act for 15 minutes. After, thoroughly rinse to remove the remaining product;

STEP 6

DONE! The result is healthy and beautiful hair in whatever color, even platinum blond!



BEFORE



AFTER

HAIR.TOXX AS A SHIELD DURING COLORING



Between bleaching and coloring, most people believe that the first one is more dangerous to the hair. However, we cannot forget how potentially harmful the second one can be. The Hair. Toxx Revitalizing Serum provides you with total security, giving you creative freedom to proceed with direct color applications immediately after the bleaching service.

STEP 1

Mix 1,5ml of Revitalizing Serum with 100ml amount of haircolor (dye/toner + peroxide);

STEP 2

Proceed normally with the color treatment;

STEP 3

Once the desired color has been reached, thoroughly rinse hair to remove all dye;

STEP 4

Apply the Protective Masque and let act for 15 minutes. After thoroughly rinse hair to remove the remaining product;

STEP 5

DONE! The result is healthy and beautiful hair in whatever color!

HAIR.TOXX AS A SHIELD DURING CHEMICAL STRAIGHTENER

Straightening can leave your hair silky and beautiful, but since it is a chemical procedure, the straight effect often comes with some nasty side effects. Every chemical procedure decreases the levels of moisturizing and nutrients and chemical straightening is no exception. Adding the Revitalizing Serum to the straightening process protects the sulfate bonds normally broken in this kind of procedure and guarantees the health, smoothness and shine of the hair.

STEP 1

Mix 5ml of Revitalizing Serum with 100ml amount of straightening cream;

STEP 2

Proceed normally with the manufacturer's instructions;

STEP 3

Apply the Protective Masque for 15 minutes. After thoroughly rinse hair to remove the remaining product;

STEP 4

DONE! The result is healthy and beautiful hair in whatever style!



FAQ FREQUENTLY ASKED QUESTIONS

What is Hair. Toxx?

Hair. Toxx is a full treatment that shields hair against external factors, both natural ones and chemical procedures. Hair. Toxx should be used before, during and after any chemical procedures, as well as part of a regular haircare routine.

Should I worry about any kind of dangerous chemical in the Hair. Toxx's formula?

No. Hair.Toxx is free of silicone, sulfates, phthalates, DEA, aldehydes and is never tested on animals.

How Hair. Toxx can be used?

As Hair. Toxx is a multifunctional product, it can be used as different kind of services. It can be used like a shield during coloring, bleaching and straightening procedures. As a full treatment, Hair. Toxx must be used regularly every 10 days.

Can I use just the Revitalizing Serum, without using the Protective Masque?

The Protective Masque uses the same active ingredient found in the Revitalizing Serum. However, developed in a cream form for ease of application and use in the Hair. Toxx full treatment, this third step is essential in all services for best results. It links the remaining disulfide bonds before and after a procedure, restoring the strength, structure and integrity of the hair.

Is the procedure suitable for all types of hair?

Yes. Hair.Toxx Full treatment is developed to help any type of damaged hair.

How long does the application process of Hair. Toxx take?

Due to its multiuse function, the duration of

Hair.Toxx's application can vary from procedure to procedure. Used as a full treatment, for example, the application may last about 2 hours, but used during a bleaching process it may be longer than this.

Does Hair. Toxx use during other services and treatments change the processing time?

No! Hair. Toxx just improve the procedure's results without making it last longer.

Does Hair. Toxx used during bleaching services diminish the bleaching effect?

No. What Hair. Toxx does is to create new disulfide sulfur bonds and protect the existing ones during this kind of procedure, protecting the hair's health. It does not increase or decrease the peroxide power, it just take care of strand's structure.

How and how often should a Hair.Toxx full treatment be retouched?

It should be retouched at the maximum every 10 days, through a full treatment application.

Can the product be applied after straightening?

Yes, Hair.Toxx is completely compatible with many other hair treatments on the market, such as straightening (that uses ammonium thioglycolate, guanidine, sodium hydroxide), coloring and bleaching processes (such as ombré, balayage and highlights). It also can be used during these procedures.

What should we do to prolong the healthy effect and keep my hair shiny, smooth and resistant?

Use the right products makes all the difference in the final result of any hair treatment. We recommend the utilization of the entire

Hair.Toxx Home Care line to maintain effect longer and guarantee the health of the hair.

How do I introduce Hair. Toxx to my clients?

Ask your client if they would like a "Bleaching Service Upgrade". The client will ask "what is it?". Your response will be "Hair. Toxx is going to make your hair stronger, healthier and your color will last longer. I'll mix the Revitalizing Serum directly into your color and then apply the Protective Masque to seal the cuticles. It will make a huge difference in the health of your hair."

What kind of home care maintenance can be used?

We recommend the Hair. Toxx maintenance line, which ensures long lasting results:

- Vitality Shampoo 300ml infused with Açaí Berry
- Vitality Masque300ml Infused with Açaí Berry

Should the Hair. Toxx home care maintenance be used daily?

Depending on how many times the hair is washed the treatment effect could last longer. Daily use of the home care maintenance helps to maintain this protection even while washing the hair regularly during the week.

How is it possible to improve the benefits of the home care line?

Let the Vitality Masque act longer (10min) once a week in order to nourish the strands intensely; For a further, more complete nourishment, mix the Vitality Masque with some drops of oil to improve the results;

What is the Ice-Cold Treatment?

The Ice-Cold Treatment is the coolest way to freeze out damaged hair.

While the Revitalizing Serum and the Protective Masque provide the essential nutrients to restore damaged hair to a healthier state, the Ice-Cold Treatment

provides an incredible boost to the results. It freezes important nutrients directly to the strand, providing an extra level of absorption of the Açaí, Hyaluronic Acid and Lipophilic Complex benefits.

Can Frozen Machine or the Frozen Flat-Iron be used to straighten hair?

No. They were specifically designed to boost the Hair. Toxx Treatment.

How does the Ice-Cold Treatment Works?

It works by freezing the nutrients present in the Hair. Toxx Full Treatment as they make contact with the hair. This locks in a high absorption rate and guarentees that the hair receives the maximum benefits possible from the treatment.

How long should the Frozen Flat-Iron's thermal bonds should stay in the freezer?

The thermal boards should be in the freezer for at least 2 hours before starting the treatment and once out of the freezer they should be used immediately.

What should I do to use the Frozen Machine?

You must connect the Frozen Machine at the power plug (220V) and turn it on at the site button. Wait until it's showing -16°C at the display and then pass the flat iron at the hair. Whenever you finish, turn off the Frozen Machine at the site button and unplug it from power.

What's the difference between the Frozen Machine and the Frozen Flat Iron?

The Frozen Machine is a in-salon exclusive equipment and requires specific knowledge to be used. The Frozen Flat Iron is an easy-to-use flat iron and can be applied by anyone at home.



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