

HAIR **TOXX**  
■ FULL TREATMENT

 **ICE-COLD**  
TREATMENT



# BEHIND COOL, COLD AND FROZEN

 **CRYOTHERAPY FOR THE HAIR**  
**PLASTIC SURGERY**  
**PLEX PROTECTION**



# SUMMARY

3

HOW DO CHEMICAL  
PROCEDURES AFFECT THE  
HAIR'S STRUCTURE?

The hair's structure function, 3  
Natural damage, 3  
Chemical damage, 3

4

HAIR.TOXX: ONE KIT,  
THREE SERVICES

Cryotherapy for the hair, 4  
Plastic Surgery, 5  
Plex Protection, 5

6

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

How cryotherapy recover hair damage, 6  
Frozen Machine, 7  
In Salon - Professional line, 7

8

HAIR.TOXX  
PROFESSIONAL LINE  
PRODUCTS

Gentle Clarifier, 8  
Protective Masque, 8  
Revitalizing Serum, 8

9

HYALURONIC ACID: THE  
PERFECT FILLER FOR ANY  
HAIR DAMAGE LEVEL

10

DISCOVER EVERYTHING  
HAIR.TOXX CAN DO  
FOR YOU

11

AÇAÍ BERRY:  
ANTIOXIDANT POWER

Açaí Berry Infusion Oil, 11

12

HOW TO APPLY  
HAIR.TOXX

Frozen Machine as Ice-Cold Treatment, 12  
Hair.toxx as a Full Treatment, 13  
Hair.toxx as a shield during bleaching and discoloration, 14  
Hair.toxx as a shield during coloring, 15  
Hair.toxx as a shield during chemical straightener, 16

17

FAQ - FREQUENTLY  
FREQUENTLY ASKED  
QUESTIONS

# 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 - CRYOTHERAPY FOR THE HAIR

### A PIONNER TECHNOLOGY THAT FREEZES OU THE HAIR DAMAGE

The search for the perfect health-looking hair never stops. Besides the natural daily damage of sun exposure, the chemical damage of straightening, dying and bleaching procedures make the hair extremely fragile and completely exposed, with no protection.



The regenerative power of ice is already well known among medical area and Cryotherapy has been used for a long time on physiotherapy procedures for high performance athletes recovering. Now, Brazilian Secrets Hair pioneering brought this technique for hair cosmetic industry through the **Hair.Toxx Frozen Machine**.

Its negative temperatures act on hair's strand from the inside out, correcting and replenishing the damaged fibers. It perfectly seals the cuticles, locking all Hair.Toxx nutrients and Hyaluronic Acid at hair's cortex, boosting and prolonging the Full Treatment service. Responsible for providing shine, silky-soft touch and protection, the hair cryotherapy has proved to be not only a promoting agent for a healthy appearance, but also a great ally to the hair's cortex protection.



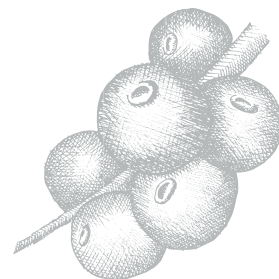


## 2 - PLASTIC SURGERY

### GETTING THE HAIR BACK TO THE HEALTH STATE AGAIN

**The Hair.Toxx Full Treatment** was specially developed to attend different needs of a professional hair salon. Made with Açai Berry, Hyaluronic Acid and the exclusive Lipophilic Complex, Hair.Toxx is one product with many functions.

The Açai Berry is rich in anthocyanin, which provides a natural protective mechanism against environmental stressors. This is a key element in the shield that Hair.Toxx creates around hair cuticles. In addition to that, the Hyaluronic Acid is naturally produced in healthy hair scalp. It instantly repairs the cortex of



The Hair.Toxx Lipophilic Complex is a tiny structure whose polarity and small size allows it to penetrate deep into hair fibers. When combined with the high level of essential vitamins (provided by Açai Fruit and Avocado Butter), this process leads to a complete multilevel reconstruction.

## 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 completely safe during chemical procedures, bleaching and coloring.

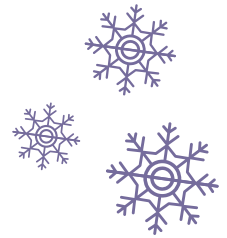
- 💧 Compatible with all services and treatments;
- 💧 No change in bleach, colour or treatment applications;
- 💧 No change in processing time;
- 💧 No change in peroxide or coloring agent %;
- 💧 No change in the lifting or depositing process;
- 💧 Deeper penetration of color pigment;
- 💧 Adds elasticity,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



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

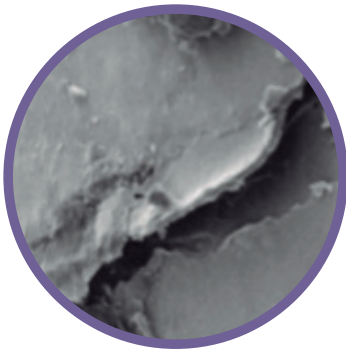
Our innovative **Ice Cold Treatment** is the coolest way to freeze out damaged hair.

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

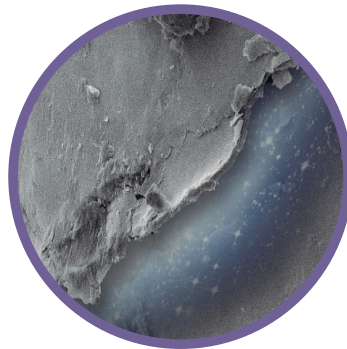


The **Hair.Toxx Full Treatment** is so potent because it not only shields the hair against damage (natural and chemical), it also recovers destroyed hair cuticle fibers, especially ones damaged through chemical procedures like bleaching.

### HOW CRYOTHERAPY RECOVER HAIR DAMAGE:



**1. DAMAGED  
HAIR WITH  
OPEN CUTICLES**



**2. HAIR.TOXX SERUM  
AND MASK FILL ALL  
GAPS**



**3. FROZEN  
MACHINE SEALS THE  
CUTICLES**

### WHAT EXPECT FROM CRYOTHERAPY:

#### **Rebuilt hair Cortex:**

Strength | Resistance | Restored Elasticity | Mass reposition

#### **Super Sealed Cuticles:**

Shield against water loss







## FROZEN MACHINE

Exclusive for Professionals

### TWO IMPROVEMENTS FOR YOUR TREATMENT

The **Frozen Machine** reaches  $-16^{\circ}\text{C}$ , guaranteeing a maximum absorption of Hair.Toxx's nutrients. Exclusive of salons, its low temperature creates a shield around the hair strand, freezing the nutrients even on deep inner layers and locking in the beauty in it.

- ❄ Non-Invasive therapeutic application;
- ❄ Feeling of chilling freshness;
- ❄ Icy Experience:  $-16^{\circ}\text{C}$
- ❄ Cooling agents which automatically reactivate with the Frozen Machine.



## IN SALON

Professional Line

The It comes in two sizes to fit your salon's demand in the best way! Recovering the hair from the inside out, it has a rich formula that combines the Açai Berry with the hyaluronic acid, topped off with our exclusive Lipophilic Complex technology.



# HAIR.TOXX PROFESSIONAL LINE



## 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 Hair.Toxx Protective Masque contains an advanced restorative power due to its lipophilic complex. It replenishes the natural lipid layers lost to environmental and chemical damage and reinforce hair's strength with the amino acids blend. Last, but not least, the Protective Mask also contains avocado butter for renews the level of hair's lipids.



## REVITALIZING SERUM

### Nourishing and Protection

The Revitalizing Serum acts directly on the cortex to provide the rejuvenation and protection that prevent hair from becoming dull and brittle. The serum strengthens weakened damaged hair, fortifying the hair's structure from the inside-out.

And there's more: it also 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 clients always wanted with the safety they deserve!



# HYALURONIC ACID: THE PERFECT FILLER FOR ANY HAIR DAMAGE LEVEL

Naturally produced by healthy human body, **hyaluronic acid** is a natural filler that fills in intercellular gaps and supports to maintain the moisturizing and flexibility aspects of the hair.

In other words, **hyaluronic acid** repairs the gaps between the cortex and the cuticle, 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 procedures, environmental stress (such as the sun UV radiation), excessive physical manipulation (bad quality tools, heat and styling), or simply the passage of time (aging process), these bonds weaken and begin to break, leaving hair dull and brittle.

On this scenery, the **hyaluronic acid** has essential role in both **Plastic Surgery** and **Ice-Cold Treatment** services because once the cortex is not porous anymore, filled and healthy again, this health state avoids dehydration and gives back the natural lubricity and flexibility of hair structure.

- ◆ Naturally produced by healthy human body
- ◆ Natural filler
- ◆ Reconstructs damaged cortex
- ◆ Secret weapon against any level damage
- ◆ Get the hair back to health state again
- ◆ Avoids hair dehydration
- ◆ Gives back the natural lubricity and flexibility of hair structure



# DISCOVER EVERYTHING HAIR.TOXX CAN DO FOR YOU

## BEFORE, DURING AND AFTER

### IN SALON



Frozen Machine

Kit 2.300ml or kit 1.1 | 120ml

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

### AT HOME



Kit 140ml  
3 applications

◆◆◆◆ Deep Reconstruction & Hydration



Bleaching and Color

THE **PLASTIC SURGERY**  
FOR YOUR HAIR.

PROTECTION DURING:  
CHEMICAL PROCEDURES  
BLEACHING  
COLORING  
STRAIGHTENINGS...

◆◆◆◆ Protection



Vitality Line

No parabens | No sulfate  
No mineral oil



Açai Berry Oil

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

◆◆◆◆ Protection





## AÇAÍ BERRY: ANTIOXIDANT POWER

Açaí is a Brazilian Fruit rich in anthocyanin, which provides a natural protective mechanism against environmental stressors.

Its antioxidant power is what protects hair from hair's melanin oxidation, amino acid degradation and fading color caused by UV radiation. Also, on external cuticle layers, UV radiation oxidizes lipids and the result of this reaction is a coarse and cracked hair's surface, what exposes hair's cortex to further damage.

Beyond Açaí's great antioxidant power, it contains a high nutrient density that allows all Hair.Toxx products to recover lifeless hair leaving it healthy again.



### Açaí's greatest benefits:

- 💧 Antioxidant
- 💧 Proteins
- 💧 Vitamin A
- 💧 Vitamin B1
- 💧 Linoleic Acid (omega-6)
- 💧 Oleic Acid (omega-9)

## AÇAÍ BERRY INFUSION OIL

NO FRIZZ - 3D SHINE

Main ingredient of all Hair.Toxx line, it comes now in concentrate version as your best-friend for every day (or night) as the **Açaí Berry Infusion Oil**. Multi-service, the Açaí Infusion Oil is more than an anti-frizz finishment, but a heat protector and a shine booster.



**Heat Protection:** Apply 2 to 3 pumps to damp mid-lengths and ends before blow drying the hair for enhanced smoothness and suppleness.

**A touch of sparkle:** warm a pump in your hands, apply to dry mid-lengths and ends to control frizz and add shine to your hair.

**All day frizz-control:** apply to dry ends as needed during the day for frizz-control and smoothness.

**Add shine to any style:** add 1-2 drops to your favorite styling product. The result will be beautiful softness and shine.

## FROZEN MACHINE AS ICE-COLD TREATMENT

The Frozen Machine reaches  $-16^{\circ}\text{C}$  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;

### STEP 2

Remove the excess water from 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 syringe and the dosage 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 a few minutes until there's an icy surface on the thermal plates.

### STEP 6

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

### STEP 7

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

### STEP 8

Rinse to remove the mixture excess.

### STEP 9

Apply 1 – 2 pumps of the Açaí Infusion Oil section by section for a shine booster and heat protection and finish blow drying the hair.



CLICK BELOW TO  
WATCH THE VIDEO!





# HAIR.TOXX AS A FULL TREATMENT

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 - 30 minutes;

## STEP 7

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

## STEP 8

Apply 1 – 2 pumps of the Açaí Infusion Oil section by section for a shine booster and heat protection and finish blow drying the hair.

**CLICK BELOW TO  
WATCH THE VIDEO!**



# 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.

### STEP 1

Mix the Revitalizing Serum with the mix bleaching (bleaching powder + peroxide), according to the quantity indicated in the table below:

| QUANTITY FOR BLEACHING - REVITALIZING SERUM |                      |                       |                       |
|---|----------------------|-----------------------|-----------------------|
| CREAM BLEACH                                | 50ML /<br>1,76 FL.OZ | 100ML /<br>3,52 FL.OZ | 200ML /<br>7,04 FL.OZ |
| AMOUNT OF SERUM                             | 3ML                  | 5ML                   | 10ML                  |

### 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 (optional);

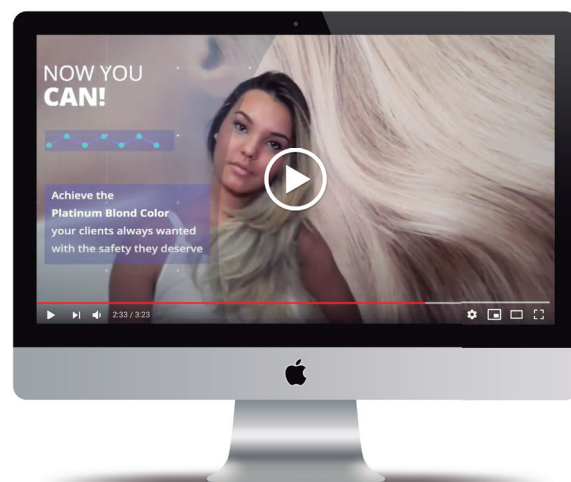
### STEP 5

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!

**CLICK BELOW TO  
WATCH THE VIDEO!**



# 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 the Revitalizing Serum with the mix of haircolor (dye/toner + peroxide), according to the quantity indicated in the table below:

| QUANTITY FOR COLOR - REVITALIZING SERUM |                      |                       |
|---|----------------------|-----------------------|
| AMOUNT OF COLOR                         | 60ML /<br>2,20 FL.OZ | 100ML /<br>3,38 FL.OZ |
| AMOUNT OF SERUM                         | 1ML                  | 1,5ML                 |

## 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

### 1 - 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.*

### 2 - 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.*

### 3 - 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.*

### 4 - 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.*

### 5 - Is the procedure suitable for all types of hair?

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

### 6 - 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.*

### 7 - 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.*

### 8 - 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.*

### 9 - 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.*

### 10 - 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.*

## 11 - 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.

## 12 - 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."

## 13 - 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 Masque 300ml – Infused with Açaí Berry
- Açaí Berry Infusion Oil 60ml / 7ml

## 14 - 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.

## 15 - 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;

## 16 - 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.

## 17 - Can Frozen Machine be used to straighten hair?

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

## 18 - 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 guarantees that the hair receives the maximum benefits possible from the treatment.

## 20 - 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.





/brsecretshair

info@hairtoxx.com.br



Brazilian Secrets Hair

www.hairtoxx.com.br



@Braziliansecretshair

+55 21 98880-2048

HAIR TOXX  
■ FULL TREATMENT

ICE-COLD  
TREATMENT