



vitals
is the hair
and scalp
life cicle.

It is the combination of health and capillary balance.



step1
complex shampoo
step2
multi emulsion

1 L - 33.8 FL.OZ





## EXCLUSIVE BLEND RICH IN VEGETABLE EXTRACTS AND PROTEINS, STRAIGHTEN THE HAIR AND ACTS ON GROWTH AND BAL ANCE AT THE SAME T IME.

With our high performance technology, the result is a natural straightening, free of formaldehyde and derivatives, capable of deeply restoring and sealing the fi ber, providing intense shine, smoothness and natural movement.

The action of incredible cell recovery and regeneration provided by its composition with Bio Actives that nourish, renew and strengthen the hair. Vegetable oils, proteins, vitamins, nutrients and amino acids, bring numerous benefits to the health and vitality of hair, providing hair development, growth and resistance.

d-panthenol, seed oil of avocado, macadamia, coconut, linum, bataua, ricinus and extracts of green tea, arnica and aloe vera.

It acts on all layers of the hair fi ber leaving the hair really disciplined, with the cuticles fi rmly sealed and no frizz. The thermal action provided by the dryer and fl at iron, along with the professional's technique, realigns the hair, bringing a new form of natural hair straighten. This process allows the hair to be hydrated and styled normally without blocking the fi ber.

ZERO	STRAIGHTEN	INSIDE THE
FORMALDEHYDE	AND MOVEMENT	HAIR FIBER
PRESERVES THE HEALTH OF PROFESSIONALS AND CUSTOMERS	NO SMOKING OR BURNING EYES	SAFE FOR BLONDES OR BLEACHED HAIR

**ACTS** 

NATURAL



genuine brazilian straightening

Exclusive technology smart and continuous for a more intense smooth, healthy and long lasting.

Combined the synergy of an Exclusive Blend with high biological value proteins with an intelligent and innovative technology.

MULTIPURPOSE is suitable for all hair types promoting a perfect result.

TREATS WHILE SMOOTHING. Broad action of hair restructuring.

REPLAY SYSTEM PROGRESSIVE. Does not damage the fiber with successive applications. The hair recognizes the treatment and promotes better results.





brazilian straightening



VITALS





multi emulsion

NATURAL SMOOTH EFFECT SAFETY IN BLEACHED HAIR

1 L . 33,8 FL. 02



SMOOTHING

brazilian straightening





step

complex shampoo

NATURAL SMOOTH EFFECT SAFETY IN BLEACHED HAIR

1 L · 33,8 FL.OZ

## ■ allergy test

Apply step 2 on nape or forearm. Do not use in case of allergic reaction.

## ■ hair cleansing

Apply step 1 evenly on wet hair all over the scalp, massaging gently. distribute the product from root until hair ends without rubbing the fiber. Rinse it off. Repeat the process if necessary. Dry the hair 80% with a hair dryer.

## application

With a brush, apply the product two fingers away from the hair root on damp hair, section by section evenly. Comb it well to spread the product (also spread it to the root with the comb to prevent the cream from touching the scalp).

■ TIP: You can cover the hair with plastic cap or wrap for better absorption of the product.

## ■ timing and rinsing

Leave it on from 30 to 60 minutes. rinse will be proportional to the hair resistance, for less resistant hair rinse it more and for thicker hair rinse less. Remove the excess of water with a towel.

## blowdrying

Have a straight blow-dried, aligning the fiber from the roots to the ends. The brushing technique is the most important step.

### activation

After blow-drying the sections very well, start the process with a flat iron. Both the thickness of the sections and the amount of passes will be related to the degree of resistance of the hair. More resistant the hair, besides being required greater amount of repetitions of the iron, thinner sections are required. In cases of less resistant hair, the amount of passes may be less and the thickness of the section may be thicker. In the case of blond hair, reduce the temperature, so there is no fading.

## HOME CARE PROFESSIONAL POWER

**DAILY CARE AND PROTECTION** 







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POWER

ILIAN MADE





strengthen

DO



### **EXCLUSIVE BLEND HIGH PERFORMANCE**

NOURISHES THE HAIR AND ACTS ON GROWTH AND BALANCE AT THE SAME TIME.

A Treatment Line of Intense and Complete Care, rich in vegetable extracts and Bio Actives that nourish, renew and strengthen the hair. Acts on growth, balance and intensify the hair renewal cycle.

## **TREATMENT** BLONDE



step1
shampoo
step2
conditioner

500 ML - 16.9 FL.OZ







Tones, Strengthens and Repairs, acting directly inside the hair fiber damaged by the bleached process. It intensifies the blonde highlights and corrects the yellow and orange tones, providing an incredible blonde color. It also helps in the finishing of highlights and in the color protection. Even more nutrition, shine and lightness.

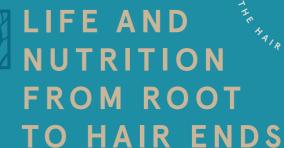
brazilian moisturizing
INDICATION: To Natural blonde and bleached hair







shampoo



VITALS

High moisturizing power provides the hair with a better conditioning, malleability and intense shine. Its vegetable oils, proteins, vitamins, nutrients and amino acids, bring numerous benefits to the health and vitality of the hair, providing development and hair resistance.

INDICATION: To Dry and damaged hair

conditioner

500 ML - 16.9 FL.OZ

# **PRO VITALITY**



VITALS

HAIR TREATMENT

reconstruction and

strengthening

Extremely Damaged Hair

BRAZILIAN MADE 500 ML · 16,9f l. oz

STRONG AND HEALTHY HAIR

step1 shampoo step2 conditioner

500 ML - 16.9 FL.OZ

## DEEP RECOVERY. REPLENISH PROTEINS AND AMINO ACIDS.

Mass replenishment treatment, acts on nutrition, revitalization and damage hair fiber regeneration. More strength, resistance and mass to the hair. Restores, strengthens and reduce breakage. Helps in the growth of weak and brittle hair and prevents hair loss. Strong and healthy hair.

## reconstruction and strengthening INDICATION: Extremely damaged hair





## PRO SERUM

serum finalizer 60ml – 2,02 FL.OZ





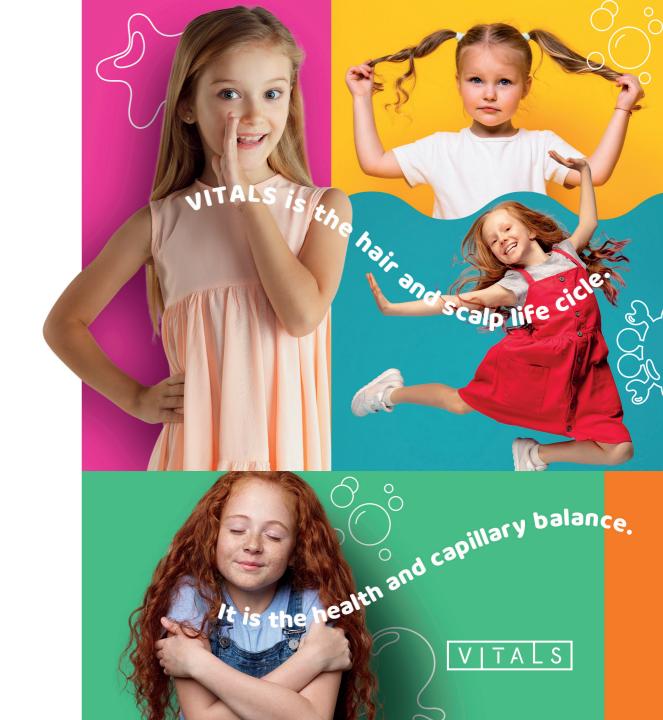
EXCLUSIVE BLEND RICH
IN OILS AND VEGE TABLE
EXTRACTS, PROTEINS,
COMPLEX B VITAMINS,
A, C and E, MINERALS
and OMEGA 6.

d-panthenol, seed oil of avocado, macadamia, coconut, linum, bataua, ricinus and extracts of green tea, arnica and aloe vera.

Multifunctional nourishing treatment ideal for dry hair processed by locks, lights o hailighted hair. Restores hydration by creating an extra layer of protection by filling in fiber cracks, retaining water and preventing nutrient loss. Anti-Frizz, makes combing and drying much easier. Silky, nourished and resistant hair.

- · Reduces hair breakage by 65% after first use
- Protects the hair from UV rays and hot air from dryer and flat iron
- Ensures vibrant colors last longer
- · Nourish and soften the hair
- · Conditions the hair, providing remarkable softness and shine





... WE COMBINE OUR BEST NUTRITIONAL AND REPAIRING ACTIVES IN OUR CHILDREN'S HAIR TREATMENT THERAPY.

0%
FORMOLDEHYDE

POWER











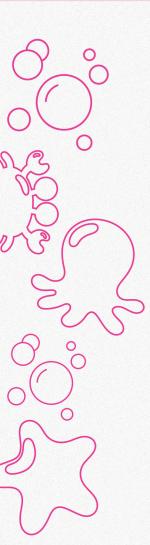






## **CHILDREN ALIGNMENT**





0% ... Formoldehyde

Power Cream.
Single Step

Natural Smooth Effect

Volume Reduction /
Anti-Frizz

Safer Gentle Formula

Silky and Soft
Dreamy hair





Intense hair conditioning. Easy to comb.

Shiny hair with natural movement

No Smoking or Burning Eyes

Straight, sealed and disciplined hair

Exclusive technology
MULTIPURPOSE

• · · · Fruity Aroma







## CHILDREN ALIGNMENT









Wash your hair with your favorite shampoo, it's not necessary to use an anti-residue shampoo. Remove excess water with a towel and blow dryer leaving hair 80% dry.

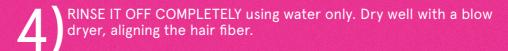


Apply the product with a brush and use a comb to spread it throughout the hair, starting from the neck. Respect a distance of 0.5 cm from the scalp, applying to the hair only.

Note: Do not apply the product to the scalp in order to avoid irritation.



Leave it on proportional to the degree of hair resistance. From 20 to 30 minutes on thin and less wavy hair or 60 minutes on resistant hair.





Finish by brushing and flat ironing in thin sections from root to hair ends between 200°C and 230°C Celsius. (If your flat iron uses Fahrenheit Scale °F use the temperature between 390°F to 450°F). We recommend flat ironing 10x each section to obtain a perfect straight, especially in more resistant hair. After the process, wash and condition your hair with the Kids Home Care Line.





## • PRO KIDS TREATMENT

## NUTRITION CARE. HEALTHY AND SOFT HAIR.

Formula with natural and mild ingredients, nutri, replenishes water and protects, leaving a hydrated and silky hair. Loose and lighter hair. Contains rich natural oils that moisturize and condition giving even more shine and softness. Easy to comb.



## **ADVANCED HYDRATION FOR LITTLE KIDS**

INDICATION: Daily use for all hair types.

## step1

shampoo

## step2

conditioner

500 ML - 16.9 FL.OZ









## VITALS www.vitalscosmetics.com.br ® vitalshair • /vitalscosmetics