

*Eulleueef.*

**ERIKKENED**<sup>®</sup>  
PROFESSIONAL





# Spa Detox

HYDRATION & ANTI-OILITY



CÓD. 8002

CÓD. 8026

CÓD. 8019

## PROFESSIONAL LINE

- Pre-chemical action.
- Accelerates the bleaching process to reveal a cleaner tone.

### CHELANT EFFECT

Removal of residues and metallic particles that may remain deposited on the hair strands.

### TECNOLOGIA NATURAL ACTIVES

Plant origin treatment to promote cleanliness and purification of the scalp and hair.



CÓD. 8067

CÓD. 8066

CÓD. 8068

CÓD. 8065



CÓD. 8033

CÓD. 8040

CÓD. 8058

CÓD. 8064

CÓD. 8057

## TREATMENT EXTENSION LINE

- Treatment that promotes exfoliative peeling on the scalp, eliminating dead cells, dandruff and seborrhea.
- Provides control of eczema and dermatitis.
- Promotes vasodilation in the hair follicle to accelerate the hair growth.
- Removes chemical residues from the hair strands.
- Antichlorine action.

Nanoactives	Purifying	Remineralizing	Anti fall	Anti-oil	Treatment therapeutic
Green clay	•	•		•	•
Chlorophyll	•	•		•	•
Rosemary	•		•		•
Lemon	•			•	•
Mint	•		•	•	•
Ginger	•	•	•		•
Jaborandi	•	•	•	•	•
Green Tea	•	•	•	•	•
Oligonutrients	•	•	•	•	•

# Infusion Oil

NUTRITION & RECONSTITUTION OF C.M.C.



CÓD. 8101

CÓD. 8125

CÓD. 8118

## PROFESSIONAL LINE

Nourishing treatment with sublimating oils, to increase the fiber density and strength.

**NANOTECHNOLOGY FOR RECONSTITUTION OF C.M.C. (CELL MEMBRANE COMPLEX):** permeable pellicle that protects the cortex and gives adhesion to the cuticles.



CÓD. 8132

CÓD. 8156

CÓD. 8150

CÓD. 8163

CÓD. 8149

## TREATMENT EXTENSION LINE

- Fusion of lipids and vegetable nano-amino acids to reconstitute the cell membrane complex.
- Provides intense shine, softness and silkiness.
- Restorative treatment for hair fibers, with the purpose of making the hair strands immune to dryness.

**NANO-COMPLEX TECHNOLOGY:** sublimating nutritional complex, with the function of regenerating the fiber and promoting luminosity to the hair.

Nano-Complex	Antioxidant	Shine	Silkiness	Resistance	Film of protection
Helianthus	•	•		•	•
Olive	•	•		•	•
Sesame	•	•	•	•	•
Coconut	•	•	•	•	•
Wheat Germ	•	•	•	•	•
Vitamin E	•	•	•	•	•
Vitamin B5			•	•	
Tryptophan	•			•	•
Himalayan Cedar	•	•	•	•	•
Macadamia	•	•	•	•	•
Vegetable Keratin	•	•	•	•	

# Matrix Repair

## HAIR RECONSTRUCTION



CÓD. 8071

CÓD. 8095

CÓD. 8088

### PROFESSIONAL LINE

- Multifunctional nanoreconstructive treatment with fast active absorption.
- Extended actives release to regenerate all layers of the fiber.

**INTELLIGENT TECHNOLOGY:** gradual release of actives within the capillary fiber for up to 30 days, rebuilding it from the inside out.



CÓD. 8415

CÓD. 8439

CÓD. 8423

CÓD. 8446

CÓD. 8422

### TREATMENT EXTENSION LINE

- Promotes strength and resistance to the hair fiber.
- Provides increased density.
- Anti breakage effect and anti split ends.
- Decreases the porosity of the strands of hair.
- Prevents future damage.

**LIP-REPAIR 21 TECHNOLOGY:** active that contains the essential amino acids for the hair shaft and are encapsulated with permeable cyclodextrin. This nanotechnology internally rebuilds the hair weakened by chemical aggressions, such as coloring, bleaching, straightening or thermal tools.

Nanoreconstructors	Breakproof	Antioxidant	Antitips doubles	Resistance	Film of protection
Lip-repair 21	•	•	•	•	•
Vegetable Keratin	•	•	•	•	•
Cyclodextrin	•	•	•	•	•
Vitamin B5	•	•	•	•	•
Coconut oil	•	•	•	•	•
Cystine	•	•	•	•	•
Cysteine	•	•	•	•	•
Tyrosine	•	•	•	•	•
Tryptophan	•	•	•	•	•
Soy Protein	•	•	•	•	•

# Blond Luxury HUNTING ACTION



- Treatment for neutralizing orange tones in blonde and bleached hair.
- Eliminates the yellowish tones of white hair.
- Ideal for promoting strength, resistance and flexibility to the hair strands.
- Ultraviolet pigments to enhance shine and luminosity in light hair.

**NANOTECHNOLOGY PHYTO-VIOLET PIGMENTS:** violet pigments with an optical effect, which help to neutralize the unwanted coloring of blond hair, making it visually whiter or greyish.

Nanoactives	Antioxidant	Shine	Antistatic	Resistance	Protective film
Violets pigments	•	•			
Violet Flower Extract	•	•			
Rosemary Essential Oil	•	•			
Lavender	•	•	•	•	
Vegetable Keratin	•	•	•	•	•
Panthenol	•	•	•	•	•
Coconut oil	•	•	•	•	•
Wheat Protein	•	•	•	•	•
Soy Protein	•	•	•	•	•

# Curly Therapy

CURLY HAIR



## LOW & NO POO

- Treatment to provide curl definition.
- Promotes intense nutrition, texture, silkiness and moisturization.
- Excellent anti-frizz action.
- Detangling effect.
- Protection against the build-up effect.

## NANO-OILS TECHNOLOGY + VITAMIN E 3+

The balanced combination of nourishing oils with vitamins provides defined and deeply revitalized curls.

\***Co-wash** is a hair washing technique that dispenses with the use of shampoo, using only the conditioner. The main benefit of **Co-wash** is to clean the hair without causing dryness, in addition to preserve the oiliness and natural curvature of the hair strands.

Nanoactives	Proteins	Proteins	Antistatic	Resistance	Protective film
Vegetable Shea		•	•	•	•
Vitamin E		•	•	•	•
Coconut oil		•	•	•	•
Phytokeratin			•	•	•
Sunflower oil	•	•	•	•	•
Sesame oil		•	•	•	•
Olive oil		•	•	•	•
Macadamia Oil		•	•	•	•
Corn Protein	•		•	•	•
Soy Protein	•		•	•	•

# Bi-Redensific

CAUTERIZATION / FINISHING / PROTECTION



CÓD. 8323

Protects wires from damage caused by everyday life, such as exposure to the sun, pool, sea, chlorine and pollution, and wear due to finishing processes (dryer and flat iron).

- Biphasic nanoreconstructive treatment for all hair types.
- Provides cauterization effect, due to the nanotechnology that associates nanolipids to vegetable keratin.
- Acts as a cuticular sealant on the hair strand.
- Contains solar and thermal protection.
- Anti-chlorine and anti-frizz action.
- Promotes dazzling shine and luminosity.

**ABSOLUT-SHINE TECHNOLOGY:** synergy of nanoamino acids with lipids, mineral salts and vitamins, to reorganize the cuticles, providing cauterization treatment, repair of split ends, shine, softness, protection and ultraconditioning to the hair.

Nano-Complex	Antioxidant	Shine	Silkiness	Resistance	Film of protection
Vegetable Keratin	•		•	•	•
Vitamin E		•	•	•	•
Vitamin B5			•	•	•
Aloe Vera Extract			•	•	•
Oil of Helianthus		•	•	•	•
Sesame Oil		•	•	•	•
Olive Oil		•	•	•	•
Macadamia Oil		•	•	•	•
Blend of ômegas		•	•	•	•
Corn Protein	•		•	•	•
Soy Protein	•		•	•	•
Wheat Protein	•		•	•	•



# Phitoxyl<sup>®</sup>

## SHAMPOO, BALM AND HI-TECH TONIC



CÓD. 8328

CÓD. 8329

CÓD. 8330

### DERMATOLOGICALLY TESTED

Intensive treatment for hair growth and hair loss prevention.

Stimulates the scalp to prolong the life of existing hair strands and improve their thickness, in addition to ensuring the healthy birth of new hair.

- Anti fall.
- Exclusive technology that strengthens the polysebaceous follicle.
- Prevents hair loss.
- Stimulates and accelerates hair growth.
- Capillary strengthening.
- Helps reduce oiliness.
- Provides cell renewal.
- Protects hair from damage caused by oxidative stress and has an anti-aging action.

98% Proven Effectiveness

88% Decrease in hair loss

88% More fiber density and thickening

TESTE DE EFICÁCIA E LAUDO CIENTÍFICO



Nanoactives	Anti fall	Anti-oil	Factor of growth	+ Density	+ Strengthening	Vasodilator
Capsicum Plant Extract	•	•		•	•	•
Quinoa Plant Extract	•	•	•		•	•
Pollen Plant Extract	•	•		•	•	•
Arnica Plant Extract		•		•	•	•
Nettle Plant Extract		•	•	•	•	•
Pfaffia Plant Extract		•	•	•	•	•
Wheat Germ Plant Extract	•	•	•	•	•	•
Acetyl methionine	•	•	•	•	•	•
Chondroitin				•	•	•
Vitamin B5	•			•	•	
Dextran	•	•	•	•	•	•
Acetyl tetrapeptide-3	•		•	•	•	•
Polypeptide-9 (vegf)	•		•	•	•	•
Lemon Essential Oil	•	•				•
Rosemary Essential Oil	•	•	•	•	•	•
Trifolium pratense	•		•	•	•	•

# Defrizante

THERMAL PROTECTION / FINISHING / SHINE



- Provides ease in the brushing process.
- Film former to increase water retention within the fiber.
- Ultra-moisturizing effect.
- Promotes shine, softness and silkiness to the hair.
- Increases fiber strength.

**\*Antistatic:** The stable charge of nanoactives offer split ends repairing effect and anti-frizz effect.

**\* Antipollution:** creates a film that works as a shield to protect the hair.

### DUAL-COMPLEX TECHNOLOGY:

- Nourish repair + shine serum.
- Plant origin treatment.
- Silky touch.
- Ultra-conditioning.
- Intense and prolonged nutrition.
- High brightness and luminosity.
- Greater durability of the smooth effect.

Nanoactives	Proteins	Shine	Antistatic	Hydration	Film of protection
Vegetable Keratin	•	•	•	•	•
Panthenol		•	•	•	•
Corn Protein	•	•	•	•	•
Soy Protein	•	•	•	•	•
Weath Protein	•	•	•	•	•



CÓD.8460

## ULTRACONDITIONING 2X1: BODY AND CAPILLARY NUTRITION

Ideal for all skin and hair types. Unique, exclusive and seductive fragrance.

- Antioxidant.
- Thermal protector.
- Antifrizz.
- Color shielding.
- Split ends repairer.
- Conditioning.
- Nourishing action.



### SACRED MARULA OIL

Origin: South Africa

Harvested naturally from the Marula nut.  
Cold pressed to preserve its properties.

Blend nano-oils of omegas	Antioxidant	Rebuilder	Antistatic	Nutrition	Film of protection
Marula oil	•	•	•	•	•
Coconut oil	•	•	•	•	•
Argan oil	•	•	•	•	•
Helianthus oil	•	•	•	•	•
Gergelim oil	•	•	•	•	•
Zea corn oil	•	•	•	•	•
Macadamia oil	•	•	•	•	•
Oliva fruit oil	•	•	•	•	•
Tocpheryl oil	•		•	•	•

We extract from the nature the most powerful oils as effective and technological ingredients.

# Hydrogen peroxide

STABILIZED / TREATMENT /  
VEGAN TECHNOLOGY



## PHYTOQUERATIN

VEGETABLE KERATIN FROM SOY, CORN AND WHEAT

## NUTRITIVE OILS

OILS: SUNFLOWER, OLIVE, SESAME, CORN AND MACADAMIA

- Combination of nutritious vegetable oils associated with Phytokeratin. This formula protects the hair fiber during the coloring and bleaching process.
- Exclusive “vegan system” technology, which evenly reveals the color.
- Creamy formula, which facilitates the mixing of colors and bleaches, for easier application.

# White & Blue Hair Bleach

VEGAN TECHNOLOGY



CÓD. 8347

CÓD. 8354

**PROVIDES ULTRA-QUICK WHITENING.**

**OPENS UP TO 9 TONES.**

**INDICATED FOR BLEACHING TECHNIQUES, LIGHTS, HIGHLIGHTS, STRIPING AND BALAYAGES.**

**DUST-FREE (DUST FREE).**

## WHITE

- Ideal for natural lightening, with easier visualization of the desired tone.
- Great performance for freehand technique.

## BLUE

- Ideal for darker colored or natural hair, where it lightens evenly.
- High performance for highlights on paper, cap or outdoor techniques.
- Exclusive **Vita Oil Plus** technology.

⚠ To keep the hair healthy or protect it from damage caused by discoloration, it is recommended the use of products developed with quality and nano-scientific actives. This quality ensures healthy, silky, hydrated and shiny strands of hair, and for that the natural and organic method is best. The Vita Oil Plus technology nourishes the hair, increases its resistance and silkiness, and makes the hair incredibly soft. 100% natural and organic active.

+ **Helianthus:** significant tocopherol (vitamin E) content, which prevents color oxidation.

+ **Coconut:** excellent nourishing properties condition the hair strands. It contains a high concentration of vitamin E, which acts with high protection on the hair, to fortify them and promote anti-breakage action.

+ **Flaxseed:** high proportion of omega 3, anti-inflammatory properties that help prevent dryness of the scalp and hair. It contains vitamins B1, B2, C and E, in addition to mineral salts (zinc, potassium, magnesium, phosphorus and calcium).

+ **Avocado:** rich in vitamin A, D and E, prevents irritation and itching of the scalp. Contains mineral salts (potassium, magnesium, phosphorus and silicon).

+ **Argan:** rich in omega 6 and vitamin E, with antioxidant power and anti split ends.

+ **Macadamia:** very rich in omegas 7 and 9. Excellent nanorebuilder, which prevents breakage of cuticles. It contains vitamins B1, B2, B3, B5, B6 and E, natural amino acids and a large amount of mineral salts (calcium, selenium, zinc).

+ **Olive:** nourishing properties, which promote shine and silkiness to the hair. Contains vitamins A, D, K and E.

- Treats the hair fiber during the bleaching process.
- Preserves wire integrity.
- Promotes texture and excellent adhesion.
- Provides softness and conditioning.
- Emollient action and antioxidant effect.
- Helps in fiber strengthening.
- Prevents breakage and promotes anti-frizz action.

# Intense Color VEGAN TECH



## VEGAN PERMANENT COLOR/SPECIAL HINTS

- Contains low ammonia content.
- Angstroms High-Tech Nanotechnology: pigments that penetrate deeply into the hair fiber, due to their extremely small size, and which, after revealing the color inside the fiber, become a much larger molecule, making it impossible to easily leave (fading) during washes.
- Longer coverage and color retention.
- Promote excellent coverage of white hairs with intense and vibrant colors, in addition to shine and conditioning.

### ACTIVE: MICROCAPSULES OMEGAS

- Intense nutrition with encapsulated nanolipids.
- Release actives gradually while coloring.

### RATIO OF USE:

**1:1.5** - Permanent Coloring

**1:2** - Special Toners

# Supreme Oil

## HAIR TREATMENT OIL



CÓD. 8294

### NOURISHING HAIR OIL

Treatment oil to smooth the cuticle and add more body to the hair, letting it light and silky.

- Provides a nourishing gloss effect.
- Extremely versatile and can be used as a pre-shampoo.
- Humectation in the night treatment.
- Leave-in oil for thermal protection.

Nano-oils	Antioxidant	Repair	Moisturizer	Protector	Antifrizz
Geranium Essential Oil	•		•	•	•
Cardamom Essential Oil			•		
Lavender Essential Oil	•		•		•
Macadamia	•	•	•	•	
Coconut Oil	•	•		•	•
Sunflower Oil	•	•			•
Olive Oil	•	•	•		
Sesame Oil	•	•		•	•
Corn Oil	•				
Vitamin E	•	•	•	•	•

Plant source of essential fatty acids. Promotes protection, softness and emollience to the hair.

# Plex



- |   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| <p><b>1</b></p> <p>Improves the texture</p> | <p><b>2</b></p> <p>Facilitates application</p> | <p><b>3</b></p> <p>Increases the stability of the Formulation</p> | <p><b>4</b></p> <p>Provides greater hydration</p> | <p><b>5</b></p> <p>Improves clearance</p> | <p><b>6</b></p> <p>Greater conditioning</p> | <p><b>7</b></p> <p>Intense shine and luminosity</p> |
|---|--|---|---|---|---|---|



CÓD. 8309

## PLEX ONE

Nanotechnology: protection / prevention

### BIS-ETHYL AMINO PROPYL SILANETRIOL

- Double action: penetrate the capillary fiber, to increase hydration and strengthen the disulfide bridges, during the processes of coloring and discoloration.
- Prevents breakage and rubbering.
- The neutral pH does not interfere with the action time in the discoloration.



CÓD. 8316

## PLEX TWO

Nanotechnology: stabilization / conditioning

### VEGETABLE KERATIN | KARITÉ | PRO-VITAMIN B5

- Post-chemical acidifying treatment, to rebalance the pH of the strand of hair and increase strength, shine and silky touch.
- Excellent **detangling action**.



# S.O.S. VEGAN RECONSTRUCTOR



CÓD. 8286



CÓD. 8287

## SHOCK TREATMENT AND IMMEDIATE EFFECT

- Instantly blocks any type of chemical cutting.
- Recovers and restructures rubbery, elastic, porous or damaged hair due to excess chemicals.
- Prevents hair breakage.
- Ultra-effective treatment to combat porosity.

### Active

#### NANOAMINO ACIDS:

Cystine  
Cysteine  
Tyrosine  
Tryptophan  
Arginine

- Mass replenishment.
- Fiber restructuring.

#### PHYTOKERATIN: VEGETABLE PROTEINS

Wheat  
Corn  
Soy

- Recovery of capillary keratin.

#### VITAMINS

Vitamin B5  
Vitamin E

- Increases resistance and elasticity of the hair.
- Combats breakage.

### MECHANISM OF ACTION OF THE S.O.S.

The assets used in the formula have a main role in restoring mass and combating integrated damage. Of the capillary fiber, caused by physical procedures (heat and mechanical force) and chemical transformation).

This damage hinders the diffusion and interaction of actives with the capillary fiber, resulting in a modification of the natural behavior of the strands of hair (rubbering) or breakage.

To resume the natural behavior of the hair, the most indicated is the mass replacement, which is a repair in all layers of the hair fiber. The synergy of S.O.S. Vegan rebuilds and promotes fiber restructuring.

12h

NIGHT SERUM - HI-TECH SILANOL



COD. 8453

### VEGETABLE PROTEIN | VITAMINS | OMEGAS

- Nocturnal nanoreconstructive treatment.
- Deeply nourishes and hydrates the hair.
- Formulated with silanol nanotechnology. The silanol\* technology encapsulates the proteins, nano-oils and vitamins, and gradually releases the actives inside the hair fiber during 12 hours.

### BENEFITS

- 12h of overnight nutrition.
- Nourishes fine hair without weighing it down.
- Hair fiber softer to the touch.
- Anti-frizz action.
- Provides easier clearance.
- Increases manageability in normal and thick hair.
- Increases the resistance of fine hair.
- Enveloping fragrance to promote relaxed sleep.
- Promotes definition in curly hair.

### SMART TREATMENT

#### NUTRITION

Nano-oils: helianthus, olive, macadamia and sesame. Lipid and nutritive replenishment, which promotes silkiness, shine and protection.

#### RECONSTRUCTION

Vegetable keratin: keeps hair strong, hydrated, soft and luminous.

#### HYDRATION

Vitamins B5 and E: anti-frizz, antioxidant, moisturizing and ultra-conditioning effect.

\* Silanol: biosilicon in the form of a permeable nanosphere, capable of storing actives of different species and sizes in its interior, which will be gradually released, as the vector is absorbed by the fiber. This process can take up to 12 hours.

# Luxe Oil

## TIP REPAIRER

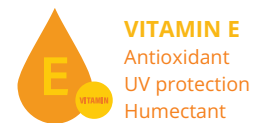


CÓD. 8293

### HELIANTHUS | GERGELIN | OLIVE

Source of omegas 3, 6, 7 and 9

- Repairing treatment for split ends.
- Conditioning effect.
- Ideal for finishing hairstyles.
- Effective in recovering fiber texture.
- Anti-breakage and anti-frizz effect.
- Thermal protection.



Properties	Helianthus	Corn	Sesame	Macadamia	Olive	Coconut	Vitamin E
Myristic	0-0,2	0-0,3	<0,1	<0,6	<0,1	13-19	-
Palmitic	5-8	10,7-16,5	7,9-10,2	8-9	7,5-20	8-11	9,7-13,3
Palmitoleic	<0,5	<0,3	0,1-0,2	21-22	0,3-3,5	0,1-1,0	-
Stearic	2,5-7	1,6-3,3	4,8-6,1	2-4	0,5-5,0	1,0-3,0	3,0-5,4
Olec	13-40	24,6-42,2	35,9-42,3	56-59	55-83	5,0-8,0	17,7-28,5
Linoleic	40-74	39,4-60,4	41,5-47,9	2-3	3,5-21	0,1-2,5	-
Linolenic	<0,3	0,7-1,3	0,3-0,4	-	<1,5	-	49,0-57,1
Arachidic	<0,5	0,3-0,6	0,3-0,6	0,3-0,6	<0,8	0,1-0,4	-
Behenic	0,5-1,0	<0,5	<0,3	<0,8	<0,2	-	-
Omeegas	6 & 9	6 & 9	6 & 9	7 & 9	6 & 9	3,6 & 9	3, 6, 7 & 9

Referência: AOCS - Official methods and recommended practices of the American Oil Chemist's Society. Section I, pages, 13, 33,44, 47 and 65, 1997.  
Batistuzzo JAO, Eto Y, Itaya M. Formulário Médico Farmacêutico. Pharmabooks, 3ª edição, São Paulo, 2006

# Flexwax

## MODELING WAX



CÓD. 8262

### MATTE EFFECT STYLING

- Ideal for defining, texturing and finishing hairstyles.
- It has thermal protection and against the action of UV rays.
- Memory effect with reshapeable texture.
- Strong fixation.

Contains **Candelilla Wax** infusion to provide nutrition, anti-frizz action and hair shaping.

# Style Powder

FINISH VOLUMIZADOR



CÓD. 8477

## TEXTURIZING POWDER TO CREATE VOLUME AND TEXTURE WITH A MATTE EFFECT

- Reduces hair oiliness.
- Protection against the action of UV rays.
- Soft and natural touch.
- Medium to strong hold.
- Allows you to superimpose the product in layers to build an effect with greater or lesser intensity.

# Laque Hair Spray

DEFINITION STYLE



CÓD. 8279

## FIXING SPRAY FOR FINISHES AND STYLES OF ALL STYLES

- Intensifies hair texture while offering extra-strong fixation.
- Protects hair from damage caused by UV rays.
- Leaves no residue.

**Forming a thin layer on the hair, inhibiting the ability to absorb moisture, maintaining fixation.**

Contains vitamin E phosphate, which acts as a biofunctional active:

- Prevents hair's DNA damage.
- Prevents the "environmental stress" effect.

# Hydra Expert

MOISTURIZING TREATMENT AND  
GROWTH ACCELERATOR



CÓD. 8301

CÓD. 8302

CÓD. 8303

CÓD. 8307

## PROFESSIONAL LINE

Cold hydration, with cosmeceutical and phytotherapeutic actives that increase the energizing power in the hair bulb.

ICE technology to promote the absorption of vitamins and natural actives.

Botanical and essential actives to combat **dandruff, seborrhea and oiliness.**



CÓD. 8304

CÓD. 8305

CÓD. 8307

CÓD. 8306

## TREATMENT EXTENSION LINE

- Moisturizing treatment to promote silkiness.
- Capillary strengthening.
- **Anti-fall** action.
- Restores inner strength and promotes malleability.

**Technology NANO-SPHERES MOISTURIZING** with Jaborandi, Aloe Vera, Bamboo Shoot and Vitamins that promote hydration intensive and silky.

Nano-ICE	Anti fall	Anti dandruff	Moisturizer	Cosmeceutical	Growth
Aloe vera	•	•	•	•	•
Bamboo Shoot	•	•	•	•	•
Mint	•	•	•	•	•
Vitamins	•	•	•	•	•
Jaborandi Essential Oil	•	•	•	•	•
Mint Essential Oil	•	•	•	•	•

NANO-ICE technology fills in gaps in the inner layer of the hair, ensuring the feeling of fainting of the strands of hair and the absorption of fiber-strengthening vitamins.

# Nutre Extreme

RESTORATION OF THE LIPID MATRIX



CÓD. 8401

CÓD. 8402

CÓD. 8407

CÓD. 8403

## PROFESSIONAL LINE

- Nutritious treatment.
- Antioxidant action.
- Disciplinary action.



CÓD. 8412

CÓD. 8409

CÓD. 8411

CÓD. 8410

## TREATMENT EXTENSION LINE

- Provides luminosity and softness.
- Prolonged smooth effect.
- Regulates oil production.
- Repairs split ends.



CÓD. 8404

CÓD. 8405

CÓD. 8407

CÓD. 8406

**HOT OILS technology promotes specific heat that will promote cuticle softening. The association of vegetable oils and vitamins intensely nourish the hair, redensifying the lipid matrix.**

HotOils Technology	Shine	Antifrizz	Clearance	Repair	Nutrition
Argan Oil	•	•	•	•	•
Macadamia Oil	•	•	•	•	•
Vitamin E		•	•	•	•
Pro-Vitamin B5		•	•	•	
Geranium Essential Oil	•	•			•
Banilla Essential Oil	•			•	•
Coconut Oil	•	•	•	•	•

• Geranium Essential Oil treats the scalp and regulates the production of natural oil.

• Association of nutritional actives with Vanilla Bean from Madagascar.

# Repair System

CAPILLARY MASS REPLACEMENT



CÓD. 8501

CÓD. 8502

CÓD. 8503

CÓD. 8507

## PROFESSIONAL LINE

- Reconstructive treatment.
- Increased fiber strength.



CÓD. 8504

CÓD. 8505

CÓD. 8507

CÓD. 8506

100% repair  
of hair breakage

## TREATMENT EXTENSION LINE

- Mass reposer.
- Anti-breakage action.
- Accelerates growth.
- Promotes high fiber density.

## Intelligent technology consisting of bio-nanotechnological protein PRO-TEIA CYSTINE

Pro-Teia Cystine Technology	Strength	Hydration	Density	Reconstruction	Nutrition
Hyaluronic Acid		•	•	•	
Cystine	•		•	•	
Cocoa Butter	•			•	•
Cysteic Acid	•	•	•	•	
Arginine	•		•	•	
Glycine	•		•		
Castor Oil	•	•	•	•	

• The **web effect** associated with 100% organic cocoa butter has been scientifically engineered with essential amino acids.

• Castor Oil acts as a scientific “turbine” that is capable of potentiating and strengthening the other actives to prevent breakage, eliminate frizz and accelerate hair growth.

# Day by Day



## HAIR BENEFITS:

- Promotes cleaning and conditioning to ease the professional's tasks, such as cuts, brushes, hairstyles.
- Promotes instant detangle action, facilitating the work of the professional.
- Hydration.
- Maximum brightness.
- Smoothness.
- Soft, easy-to-comb hair.
- Balanced pH, thus providing the hair with color protection.

Essential assets are extracted from leaves, flowers, stems and even roots and have several benefits, mainly for hair health. The Day by Day line was developed with a high content of actives to promote intense hydration and nutrition.

**Bamboo:** Bamboo fiber acts on the porous, sensitized and brittle hair, replacing amino acids in its composition. Hydrates the strands of hair (rich in mineral salts and vitamins), as it helps the strand to retain water, which prevents dryness and hair porosity.

**OE Calamus:** has a high content of natural resins that help model, control, seal and protect the hair from external aggressions.

**Olive Oil:** high in Omega 6 and 9, with moisturizing and nourishing properties. Restores the hair's natural flexibility and provides softness and malleability. It forms a film on the hair, which ensures intense hydration.



# Fluid Shine

Parfum



CÓD. 2310



CÓD. 2311

## VANILLA | CHERRY | LILY FLOWER

Glow activating fluid that illuminates and protects the hair, increasing the nutrition of the hair fiber.

It has an action that blocks external humidity, which reduces frizz.

With Fluid Shine, hair is left with an intense shine, soft and beautiful for much longer, in addition to a long-lasting capillary scent.



- Plant origin treatment.
- Extremely versatile and can be used as a Capillary Perfume.

Nano Oils Vegetables	Shine	Regeneration	Combability	Protection	Antifrizz
Vitamin E	•	•	•	•	•
Coconut Oil	•	•	•	•	•
Palm Oil	•	•	•	•	•
Gernium Essential Oil	•		•	•	•
Vanilla Essential Oil	•		•		•
Cherry Essential Oil	•	•		•	•
Lily Flower Essential Oil	•		•		•

Vegetable source of essential fatty acids, promoting nutrition, high shine, dry touch, detangling, and emollience.

# Lizze Therapy Brush



CÓD. 9009

## LIZZE THERAPY

Gloss primer bio-enzyme nanotechnology

Exclusive technology for premium thermal realignment. Bio-enzyme nanotechnology® was developed based on acid amides derived from geranium essential oil associated with pelargonic acid and cysteamine.



## BIO-ENZYME NANOTECHNOLOGY

Active compound developed by ERIK KENED - Eng. Chemical

- Anti Frizz Action
- Volume reduction
- Shine
- Gradual and progressive alteration of the structure of all types of hair
- Natural straight effect

**0% formaldehyde**

	Reducer volume	Antifrizz	Shine	Straightening
Perlagonic Acid	•			•
Nonanoic Acid	•		•	•
Gernium Essential Oil		•	•	•
Cysteamine	•			•



CÓD. 9008

## PREPARING SHAMPOO

Progressive system

**Geranium Oil / Lavender Oil  
Pelargonium Oil / Lavandula Oil**

Developed for deep cleaning. Contains a balanced combination of actives to sanitize and prepare the hair for straightening processes and capillary realignment. Refreshing action.



Social commitment

### **LIVE WITHOUT HUNGER PROJECT**

Part of the profit from each Erik Kened Professional product sold goes to the Mesa Brasil Sesc project, which works as a national network of food banks. Acting against hunger and waste, since 1994, the project transforms the lives of children, young people, adults and seniors throughout Brazil.

We believe it is possible to change the scenario of hunger in the country, so we are part of from the list of Mesa Brasil partners. And our customers also make up this network of solidarity! With every cosmetic you buy, we help make possible healthy food for people in situations of social and nutritional vulnerability, assisted by social entities registered in the Project.

### **HOW IT WORKS**

Companies donate their surplus of production, food not fit in the commercial standard, but in safe conditions, fit for consumption. Financial resources, logistics services and voluntary actions also add to the Project.

Mesa Brasil also develops educational actions in the areas of Nutrition and Social Service, with the aim of promoting adequate nutrition, nutritional reeducation, and strengthen the management of assisted social entities.

