

# EXPERT REFERENCE BOOK



Schwarzkopf  
PROFESSIONAL



bc  
BONACURE

FOR EVERY YOU.



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# CLEAN BEAUTY BY BONACURE

## FREE FROM COMPROMISE. FULL OF PROMISE.

Clean Beauty by Bonacure celebrates simplicity in a world clouded by choice. Our philosophy revolves around reducing the superfluous and focusing on what truly matters.

### FREE FROM COMPROMISE, FULL OF PROMISE

Take a stand and embrace the goodness of undeniably clean beauty care.

#### FREE FROM THE UNNECESSARY, FULL OF BENEFITS

Our advanced formulas nurture your hair with only essential ingredients, liberating it from dependence on sulphates and other chemicals. Enjoy the freedom of less build-up, improved texture, enhanced volume, added strength and outstanding shine.

#### FREE FROM STRESS, FULL OF LONG-LASTING HAIR HEALTH

Dedicated to the enduring health of your hair, Clean Beauty by Bonacure is your commitment to long-term vitality, paving the way for healthier, more vibrant and naturally beautiful hair.

#BCICARE

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# BONACURE CLEAN PERFORMANCE

## The power of vegan keratin in a professional clean formula

Still choosing between clean or high-performing products? Our Clean Performance ranges bring the best of both, the power of Bonacure advanced technology you love, in a professional clean formula.

Your clients will leave the salon feeling confident and beautiful, inside and out, while you do your part for a more sustainable world without compromising the amazing hair results you expect on a daily basis.



#### ADVANCED TECHNOLOGY

The next generation of Clean Advanced Technology with the Vegan Care Complex: Vegan Keratin and Cell Equalizer technologies together with Skin Care actives guarantee healthy beautiful hair for all hair types.



#### CLEAN FORMULA

100% vegan professional formulas, free-from sulphates, mineral oils, microplastics and artificial colourants, with a high level of biodegradability and combined with high-performing technologies.



#### SUSTAINABLE PACKAGING

Clean inside and out: the packaging is planet-friendly, fully recyclable and made of up to 97% recycled plastic.



# VEGAN CARE COMPLEX

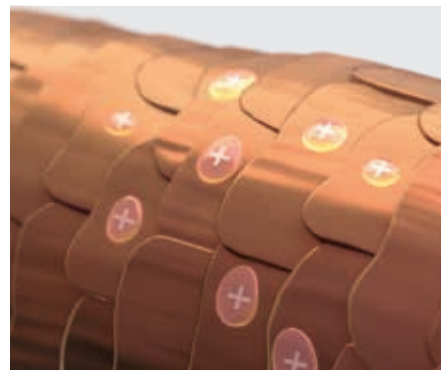
Vegan Care Complex is an innovation at the heart of every Bonacure product. This technology fully replenishes damaged hair cells from the cuticle right through the cortex with using agents identical to those naturally found in hair. Its unique action fills gaps in the hair's surface to create a sealed healthy surface for immaculate hair quality that's closer than ever to natural perfection. Simultaneously, within each strand, the technology acts to rebuild the structure of the hair with amino acid chains identical to those found in natural hair. The result is reborn hair with renewed strength, superb elasticity and healthy shine.

## CELL EQUALIZER TECHNOLOGY

### Outer Action:

Cuticle Alignment & Sealing

Virgin hair is protected by an outer layer of hair called Proteo-Lipids (a combination of proteins and fatty acids). When hair is damaged it loses this protective layer, the more damage the more of these Proteo-Lipid chains are lost. Cell Equalizer Technology restores these chains for a cuticle that is closer to natural perfection.



## VEGAN KERATIN

Vegan Keratin is the vegetable alternative to the classical non-vegan hydrolysed Keratin.

### Inner Action:

Cortex Strength & Elasticity

The Vegan Keratin works with an identical Keratin sequences of 9 amino acids to restore the hair structure rather than just fill gaps and are proven to restore inner strength and natural elasticity. These vegetable proteins not only provide a natural solution in the formula, but one that has identical properties to the architecture of proteins in human hair. All benefits are proven by biophysical measurements.



# WHY VEGAN KERATIN?

The term Keratin describes a **number of fibrous structural Keratins** – the key components of hair, nails and human skin. Keratin is made up of different types of amino acids, **formed to helixes that are strongly linked to each other**. Amino acids are smaller units of protein Keratin and are essential for the structure of the hair. Protein is composed of **18 amino acids**. Keratin can be formed as **complex matrixes** of fibrous proteins or amorphous proteins. Both types are involved in the structure and incredible strength of hair.

HUMAN HAIR  
IS ABOUT  
**85–95%  
KERATIN**

The rest is water, minerals, vitamins and pigments.

## HAIR IS MADE OF 3 MAIN LAYERS: CUTICLE, CORTEX AND MEDULLA.

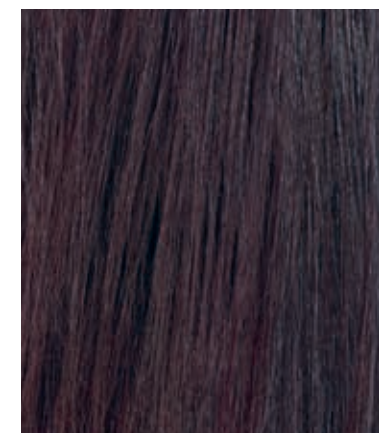
When hair is damaged it can have three different root causes:

- 1** Environmental damage caused by external aggressors e.g. urban pollution. The hair feels rough and tangles easily.
- 2** Physical damage caused by e.g. styling, combing & brushing. Hair is less manageable, can appear dull & more prone to frizz.
- 3** Chemical damage caused by hair colouring, bleaching, perming and straightening. Overexposure causes severe damages e.g. in irregular cuticle edges and cracks in the inner hair structure resulting in a stiff and sensitive hair fibre prone to breakage.

## THE VEGAN CARE COMPLEX

contains a combination of natural & botanical derived Wheat Amino Acids and Soy Amino Acids as well as Arginine HCL and Serine, both commonly known as the building blocks of hair. With its inner and outer action on hair, the Vegan Care Complex can be found in all Bonacure Clean Performance formulas to:

- **Increase** the inner hair strength.
- Help to fortify hair, making it **stronger** and **more elastic**.
- **Improve combability** of hair (wet & dry combing).
- **Reduce** static & frizz, making hair easier to style.
- Work on the inner layer of the hair, **restoring the protective natural shield** of healthy hair.





# SKIN CARE INSPIRED TECHNOLOGIES



## REPAIR RESCUE ARGININE

L-arginine is a proteinogenic  $\alpha$ -amino acid and can be found in hair as an essential building block. The main function of L-arginine is to be used to build proteins. Bonacure Repair Rescue formulated with Arginine instantly reverses 3 years of damage in just one application.

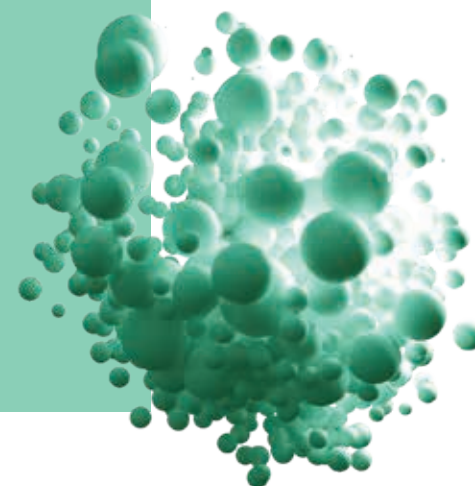
## COLOR FREEZE PH 4.5

A balanced pH level of the skin is of utmost importance to retain a healthy condition. As important as it is to treat the skin with the suitable pH balancing products, research has found that the longevity of hair colour can especially benefit from products that balance the hair to optimal pH 4.5. Bonacure Color Freeze formulated with pH 4.5 rebalances the hair structure to an optimal pH of 4.5, providing hair colour protection with close to zero fade.



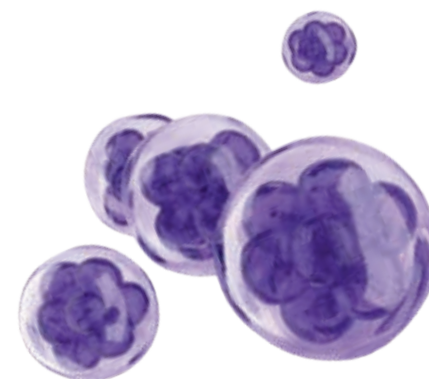
## MOISTURE KICK ALOE VERA

Aloe Vera is a well-known plant extract valued for its hydrating, soothing, and smoothing properties. It contains vitamins, minerals, amino acids and polysaccharides, which support moisture retention and help calm the scalp. Due to its quick-absorbing nature, Aloe Vera is widely used in cosmetics to promote shine and manageability. Bonacure Moisture Kick formulated with Aloe Vera provides a moisturised hair feel for up to 72 hours with increased shine.



## VOLUME BOOST CREATINE

Creatine supports a wide range of functions, but is best known for improving physical performance and power. Bonacure Volume Boost formulated with Creatine provides more volume with up to 48 hours of a fuller hair feel.



## FRIZZ AWAY BABASSU OIL

Babassu Oil is rich in antioxidants, mainly Vitamin E and phytosterols, and fatty acids. It has high moisture-retaining capacity, as well as anti-inflammatory and antibacterial properties. Bonacure Frizz Away formulated with Babassu Oil provides up to 72 hours of anti-frizz effect for all types of hair.



## TIME RESTORE Q10+

In skin care Q10 is known as THE anti-ageing cure to work against visible signs of ageing. But not only skin can benefit from this highly effective co-enzyme. Q10 exists in every cell in the body and is essential for the vitalisation of cells. It stimulates the hair bulb to re-activate production of the 2 Keratins that decrease over time and therefore restores the optimal structure of future hair growth. Bonacure Time Restore formulated with Q10 helps to protect the hair against visible signs of ageing<sup>1</sup> and instantly provides soft and shiny hair.



## CLEAN BALANCE TOCOPHEROL

Tocopherol is also known as Vitamin E. In Haircare products it is known to help protect from environmental influences and free radicals. Bonacure Clean Balance formulated with Tocopherol removes product build-up and helps to protect from pollution build-up.

<sup>1</sup>Use Time Restore Shampoo and Conditioner in combination and repeated use.



# BONACURE CORE RANGES

Every Bonacure range gives you a professional and clean solution for every conceivable hair care need or desire. From imparting deep, lasting shine to lacklustre hair, creating volume, taming frizz or maximising vibrancy, we have everything you need to make customised care a compelling offer in your salon and a key driver for your business.



## REPAIR RESCUE ARGININE

For damaged, distressed hair

## COLOR FREEZE PH 4.5

For coloured and highlighted hair

## MOISTURE KICK ALOE VERA

For normal to dry and wavy hair

## FRIZZ AWAY BABASSU OIL

For coarse, unruly, and frizzy hair

## VOLUME BOOST CREATINE

For fine hair

## TIME RESTORE Q10+

For mature and fragile hair

## CLEAN BALANCE TOCOPHEROL

For all hair types





# REPAIR RESCUE

## ARGININE

### Formulated for: damaged hair

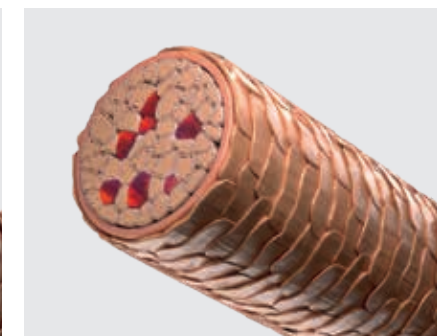
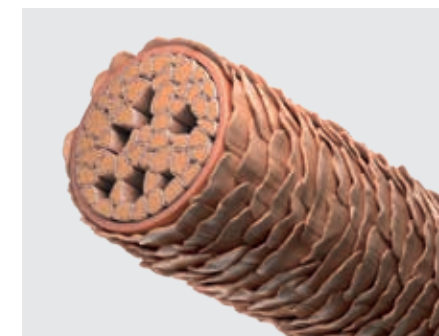
When hair is damaged, it shows through losing its healthy-looking appearance and its shine. And simply covering up the damage is not enough. With Bonacure Repair Rescue we are able to reverse 3 years of damage in just one application and create up to 100% stronger hair. The potent formulas with Arginine nourish, restructure and repair hair from the inside out. The inner structure is fully replenished for renewed elasticity and the cuticle ideally resurfaced for a remarkably healthy looking and soft silky feeling.



\* Combination of Repair Rescue Shampoo & Spray Conditioner

\*\* In regards to the Repair Rescue treatment.

\*\*\* Compared to damaged hair.



### Technology

When the hair goes through external aggressions such as chemical processes, heat, UV-rays and free radicals, the cuticle becomes brittle or can even totally disappear leaving the hair fibre open and unprotected. The hair is damaged.

The damaged hair is altered at two levels. Inner level cortex reveals deep structural gaps. Hair architecture is strongly weakened. Outer level cuticle becomes uneven and rough. Hair friction and tangle risk increase over time. The hair loses its natural movement, softness and shine.

The secret of REPAIR RESCUE lies in the combined action of Cell Equalizer technology and Arginine, designed to reverse 3 years of damage. Hair is deeply reconstructed inch by inch and protected by a reactive anti-friction shield. As a result, hair is instantly and visibly repaired, strengthened, full of movement, with incredible shine and softness.

### The science behind it

#### VEGAN KERATIN:

Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

#### CELL EQUALIZER TECHNOLOGY:

Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

#### ARGININE:

Helps balance the hair's moisture content. Helps bring back inner hair strength and elasticity.

## BENEFITS

- Instantly reverse 3 years of hair damage in just one application.
- Up to 95% less hair breakage.\*
- Up to 85% improved combability.\*\*
- Up to 100% stronger hair.\*\*\*
- Seals up to 90% of split ends with Sealed Ends+.



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# REPAIR RESCUE ARGININE

## SHAMPOO

A caring shampoo for damaged hair that guarantees a long-lasting conditioning effect.



**DIAGNOSIS:**

Hair is damaged, dull, porous and prone to breakage from chemical treatments or distressed from mechanical processes.

**WHAT IT DOES:**

- Gently cleanses damaged hair.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Delivers care and shine.

**EXPERT INSIGHT:**

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.

**HOW IT WORKS:**

The formula gently cleanses and prepares hair for the care regime by improving elasticity and smoothing the porous surface to make the hair more manageable. Provides moisture and help to restore the inner structure of the hair.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml, 500ml and 1000ml

- 1–2 min
- Rinse-off
- 7g

## CONDITIONER

Intensive creamy conditioner for damaged hair.



**DIAGNOSIS:**

Hair is damaged, dull, porous and prone to breakage from chemical treatments or distressed from mechanical processes.

**WHAT IT DOES:**

- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Facilitates detangling & improves combability.
- Helps to smoothen and seals the hair surface.
- Adds shine.

**HOW IT WORKS:**

The highly effective formula cocoons each strand to immediately improve elasticity whilst ensuring a healthy, smooth feel. Cationic molecules fill the gaps in the cuticle layer.

**APPLICATION:**

Apply to towel-dried hair and work in. Rinse thoroughly after 2 min.

Available in: 200ml and 1000ml

- 1–2 min
- Rinse-off
- 8–12g

## SPRAY CONDITIONER

A leave-in conditioner with instant repairing action for damaged hair.



**DIAGNOSIS:**

Hair is damaged, dull, porous and prone to breakage from chemical treatments or distressed from mechanical processes.

**WHAT IT DOES:**

- Instantly detangles and offers 90% better combability performance\*.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Reduces frizz for up to 48h hours.
- Softens and seals the hair surface.
- Adds brilliant shine.
- Blow Dry heat protection.

**HOW IT WORKS:**

The bi-phase leave-in formula powered by the Care-Boost Complex enhances caring level and deep conditioning, whilst keeping the hair lightweight. The efficient concentration of ingredients instantly improves the feel of the hair, leaving it soft and supple. Immediately recharges hair with essential moisture while elasticity is vastly improved, bringing instantly enhanced manageability.

**APPLICATION:**

Shake well. Spray in sections to towel-dried hair. Leave in. Style as usual.

Available in: 200ml and 400ml

- Leave in
- 8–10 sprays

## TREATMENT

Reconstructing treatment for damaged hair.



**DIAGNOSIS:**

Hair is damaged, dull, porous and prone to breakage from chemical treatments or distressed from mechanical processes.

**WHAT IT DOES:**

- Up to 80% less hair breakage.\*
- Care ingredients repair the inner hair structure instantly.
- Intensively nourishes damaged hair.
- Improved combability and detangling performance.
- Restores inner hair strength and elasticity without overburdening the hair.
- Enhances the smoothness of the hair surface.
- Provides boosted in-depth care and shine.
- Supports a long-lasting conditioning effect after one wash.

**HOW IT WORKS:**

The formula powered by the Care-Boost Complex provides an enhanced level of care and deep conditioning, whilst keeping the hair lightweight.

**APPLICATION:**

Apply to towel-dried hair and work in. Leave in for up to 10 min. Rinse thoroughly.

Available in: 200ml and 500ml

- 5–10 min
- Rinse-off
- 25–30g

\* vs. untreated hair.





# REPAIR RESCUE ARGININE

## SEALED ENDS+

An intensive cream-serum that seals hair ends and prevents splitting.

### DIAGNOSIS:

Hair ends are dry, rough, dull and prone to splitting.

### WHAT IT DOES:

- Up to 93% less breakage.\*
- Seals up to 90% of split ends.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Nourishes porous ends and helps prevent from breakage.
- Helps to control unruly hair leaving it smooth and soft.
- Improved combability and detangling performance.
- Provides blow-dry heat protection.
- Boosts in-depth care and shine.

### EXPERT INSIGHT:

Clients who are growing their hair always use this product to maintain healthy hair and reduce the need for trimming.

### HOW IT WORKS:

The lightweight care balm gently envelops each hair, especially the mid-lengths and ends, gently in a smooth cocoon. The Repair Rescue Technology oils ensure deep restoration and flawless hair beauty. Powered by the Care-Boost Complex, the formula provides an enhanced level of care and deep conditioning, whilst keeping the hair lightweight.

### APPLICATION:

Apply evenly into towel-dried hair and style. Leave in.

Available in: 100ml



Leave in



2-5g



\* vs. untreated hair.



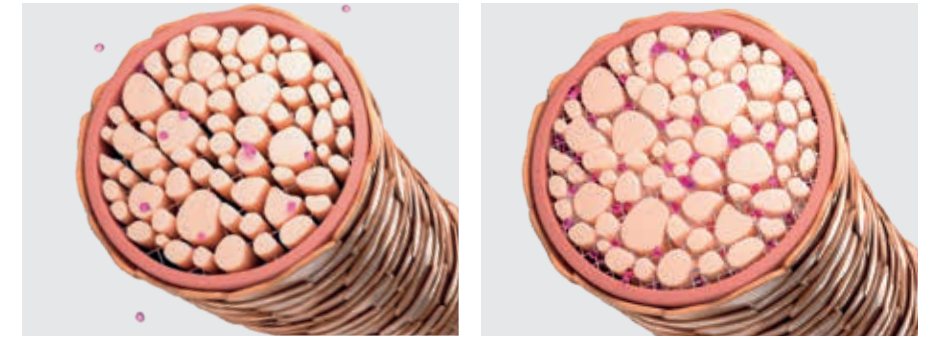
# COLOR FREEZE

## PH 4.5

### Formulated for: coloured hair

A vibrant true colour, quite simply, makes any look. A good colourist will create just the perfect balance of shades to suit their client's style and skin colour. It's a skilled science getting the perfect hue, so everyone wants their colour to remain true for as long as it can.

That's where Bonacure Color Freeze comes in. Patented pH 4.5 Balancer Technology freezes the colour pigments deep inside the hair matrix for ultimate colour perfection. It's the first vegan colour-locking system for zero fade and long lasting colour vibrancy in the Schwarzkopf portfolio, and has 90% colour retention for up to 30 washes.



### Technology

After colouration, current care technologies mainly seal the cuticle, leaving the matrix structure unattended; this can lead to lack of resilience, hair breakage and dramatic colour fade.

When hair is adjusted at the optimal pH value of 4.5, the matrix around the cortex microfibrils is tightened and stabilized, keeping the colour pigments frozen deep inside the hair structure.

In combination with Cell Equalizer Technology, the hair surface is perfectly sealed, providing a long-lasting protection against external aggressions like water, blow-drying, etc...

### The science behind it

#### VEGAN KERATIN:

Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

#### CELL EQUALIZER TECHNOLOGY:

Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

#### PH 4.5 BALANCER TECHNOLOGY:

Working with Lactic Acid & Calcium Hydroxide, tightens and stabilizes the matrix at its optimal pH of 4.5 to deeply freeze colour pigments inside the hair matrix for ultimate colour perfection and anti-fade effect.

## BENEFITS

- Schwarzkopf Professional's 1st vegan colour locking system for zero fade and long lasting colour vibrancy.
- Rebalances the hair structure to an optimal pH of 4.5, providing hair colour protection with close to zero fade.
- Up to 90% colour retention for up to 30 washes.
- Improved colour radiance with Color Savior.



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# COLOR FREEZE

## PH 4.5

### SHAMPOO

Gentle shampoo for colour treated hair, brings hair to its optimal pH 4.5 level to perfectly freeze colour pigments. For long-lasting intense colour. Ideal for use in post-colour service and home maintenance.

#### DIAGNOSIS:

Hair is colour treated and client wants to maximise colour retention.

#### WHAT IT DOES:

- Gently yet effectively cleanses coloured hair.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Helps to protect hair structure both inside and out.

#### EXPERT INSIGHT:

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.

#### HOW IT WORKS:

Sulphate-free technology combined to pH 4.5 Balancer Technology to bring the hair to its optimal pH 4.5 and prevent actively from colour fading. Colour appears as vibrant as on day one until next salon visit.

#### APPLICATION:

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml, 500ml and 1000ml

- 1–2 min
- Rinse-off
- 7g

### SILVER SHAMPOO

Pigmented shampoo for cool colour tones.



#### DIAGNOSIS:

Hair shows unwanted yellow tone direction or is white and needs subtle silver tone direction.

#### WHAT IT DOES:

- The formula brings back inner hair strength and gently yet effectively cleanses the hair.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Helps to neutralise unwanted warm undertones and preserves and revives cool tone directions.
- Adds a cendré shimmer to white hair and very light bases.
- Up to 85% improved combability.

#### EXPERT INSIGHT:

Brightens white hair and neutralises unwanted gold blond tones.

#### HOW IT WORKS:

During cleansing, a blue-violet dye is subtly deposited on the hair to refresh or add a cool tone direction while caring ingredients help to improve hair condition. With pH 4.5 Balancer Technology to bring the hair to its optimal pH 4.5.

#### APPLICATION:

Apply to wet hair. For different neutralisation results, leave on hair for:  
**Light:** 2 min  
**Medium:** 3,5 min  
**Intense:** 5 min. Rinse thoroughly.

Available in: 250ml and 1000ml

- 2–5 min
- Rinse-off
- 7g

### CONDITIONER

A conditioner developed to gently condition slightly porous and colour treated hair.



#### DIAGNOSIS:

Hair is slightly porous and colour treated and client wants to maximise colour retention.

#### WHAT IT DOES:

- Facilitates detangling and improves combability.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Revives dull colours and adds shine to colour treated hair.
- Helps to smoothen the surface of the hair.

#### HOW IT WORKS:

Its soft formula gently conditions the hair, while keeping the colour without overburdening. pH 4.5 Balancer Technology brings hair to its optimal pH level to perfectly lock in colour pigments. For long-lasting intense colour.

#### APPLICATION:

Apply to towel-dried hair and work in. Rinse thoroughly after 2 min.

Available in: 200ml and 1000ml

- 1–2 min
- Rinse-off
- 8–12g



# COLOR FREEZE

## PH 4.5

### SPRAY CONDITIONER

A lightweight conditioning spray for colour treated hair.



**DIAGNOSIS:**

Hair is colour treated, highlighted and slightly porous.

**WHAT IT DOES:**

- Instantly detangles and offers 90% better combability performance\*.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Revives dull colours.
- Reduces frizz for up to 48h hours.
- Adds brilliant shine.
- Blow dry heat protection.

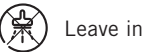
**HOW IT WORKS:**

The bi-phase leave-in formula powered by the Care-Boost Complex enhances caring level and deep conditioning, whilst keeping the hair lightweight. Nourishing ingredients fill structural gaps in the cortex to the outer layer of the hair, improving elasticity and strength of colour treated hair. With pH 4.5 Balancer Technology, hair is brought to optimal pH 4.5 level against colour fading.

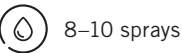
**APPLICATION:**

Shake well. Spray in sections to towel -dried hair. Leave in. Style as usual.

Available in: 200ml and 400ml



Leave in



8–10 sprays

### TREATMENT

An intensely restoring, creamy treatment for colour treated hair.



**DIAGNOSIS:**

Hair is colour treated, highlighted or over-processed.

**WHAT IT DOES:**

- Helps keep colour as vibrant as the first day after the colour service.
- Provides boosted in-depth care.
- Restores the hair back to its optimal pH level and prevents hair colour fading.
- Helps to reduce frizz and enhances the smoothness of the hair surface.
- Improved combability and detangling performance.
- Adds shine.

**HOW IT WORKS:**

The formula powered by the Care-Boost Complex provides an enhanced level of care and deep conditioning, whilst keeping the hair lightweight. The rich and highly caring emulsion contains hydrolysed Keratins to fill structural gaps from the outer layer of the hair to the cortex. pH 4.5 Balancer Technology tightens the hair structure and

locks colour pigments into the deepest layers of the hair, while improving strength and elasticity of coloured hair. Hair is brought to optimal pH 4.5; colour appears as vibrant as on day one until the next salon visit.

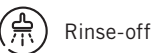
**APPLICATION:**

Apply to towel-dried hair and work in. Leave in for up to 10 min. Rinse thoroughly.

Available in: 200ml and 500ml



5–10 min



Rinse-off



25–30g

### SILVER TREATMENT

An intensely restoring, creamy treatment for colour treated hair.



**DIAGNOSIS:**

Hair is colour treated, highlighted or over-processed.

**WHAT IT DOES:**

- Provides boosted in-depth care.
- Helps to neutralise unwanted warm undertones by preserving and reviving cool tone directions.
- Restores the hair back to its optimal pH level and prevents hair colour fading.
- Adds a cendré shimmer to white hair and very light bases.
- Up to 90%\* less hair breakage.
- Improved combability and detangling performance.

**HOW IT WORKS:**

The formula powered by the Care-Boost Complex provides an enhanced level of care and deep conditioning, whilst keeping the hair lightweight. The rich and highly caring emulsion contains amino acids to fill structural gaps from the outer layer of the hair to the cortex.

pH 4.5 Balancer Technology tightens the hair structure and locks colour pigments into the deepest layers of the hair, while improving strength and elasticity of coloured hair. Hair is brought to optimal pH 4.5; colour appears as vibrant as on day one until the next salon visit.

**APPLICATION:**

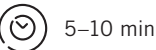
Apply to towel-dried hair and work in. For different neutralisation results, leave on hair for:

**Light:** 5 min

**Medium:** 7 min

**Intense:** 10 min. Rinse thoroughly.

Available in: 500ml



5–10 min



Rinse-off



25–30g

### SHINE SAVIOR

A weightless serum that improves manageability and boosts vibrancy.



**DIAGNOSIS:**

Hair is colour treated or highlighted and needs extra shine.

**WHAT IT DOES:**

- Helps to smoothen and strengthen the hair structure and prolongs the colour result.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Add brilliant shine.
- Blow dry heat protection.

**HOW IT WORKS:**

The weightless formula nourishes the hair while keeping it's natural bounce.

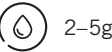
**APPLICATION:**

Apply evenly into towel-dried hair and style. Leave in.

Available in: 150ml



Leave in



2–5g

\* vs. untreated hair.





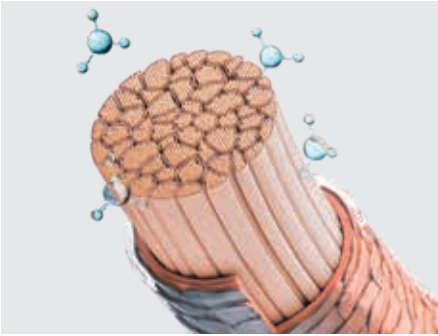
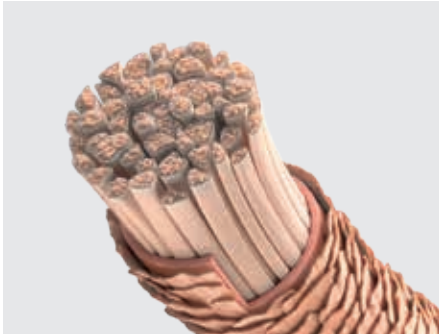
# MOISTURE KICK

## ALOE VERA

### Formulated for: normal to dry and wavy hair

When hair lacks moisture, it lacks shine, elasticity and bounce, it is harder to manage and can become brittle. Thirsty hair needs treatment fast, feeding it with essential moisture to give elasticity and a longer lasting healthy-looking shine.

Bonacure Moisture Kick with Aloe Vera delivers optimal moisture to even the driest hair, improving manageability by up to 90%\*, adding up to 95% more shine\* and providing a moisturised hair feel for up to 72 hours. For supple, shiny and moisturised hair full of elasticity and bounce.



### Technology

Aloe Vera supports the moisture balance of hair and scalp. When combined with Cell Equalizer Technology, Bonacure Moisture Kick professional hair products deliver beautiful suppleness, manageability, bounce and shine to each strand, while helping to maintain the hair's optimal moisture level.

### The science behind it

**VEGAN KERATIN:**  
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

**CELL EQUALIZER TECHNOLOGY:**  
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

**ALOE VERA:**  
Known for boosting hydration, soothing the scalp, smoothing the hair and adding shine, whilst quick-absorbing.



Scan to  
discover  
more

## BENEFITS

- More elasticity.
- Up to 72 hours moisturised hair feel.
- Up to 90% better combability performance.\*
- Up to 95% shinier hair.\*

\* vs. untreated hair



# MOISTURE KICK

## ALOE VERA

### SHAMPOO

A moisturising shampoo for normal to dry, brittle or wavy hair.



**DIAGNOSIS:**

Hair is dry, brittle, wavy and normal to slightly porous.

**WHAT IT DOES:**

- Gently cleanses normal to dry and wavy hair types.
- The formula helps to restore the hair's moisture level for a lightweight hair feeling that lasts up to 72 hours.
- Helps prevent dehydration.

**EXPERT INSIGHT:**

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.




**HOW IT WORKS:**

The formula gently cleanses hair and scalp whilst providing additional moisture to prevent dehydration and deliver lightweight medium care. Powered by the Moisture Complex with Aloe Vera, it helps to restore the hair's moisture level for a lightweight hair feeling for up to 72 hours, with improved shine and elasticity.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml, 500ml\*\* and 1000ml

-  1–2 min
-  Rinse-off
-  7g

### SPRAY CONDITIONER

An instantly hydrating, lightweight spray conditioner for normal to dry, brittle or wavy hair.



**DIAGNOSIS:**

Hair is dry, brittle, coarse, curly, wavy and normal to slightly porous in need of a daily boost of moisture.

**WHAT IT DOES:**

- Instantly detangles and offer 90% better combability performance\*.
- Instantly detangles normal to dry and textured hair types.
- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- Helps to smoothen the hair's surface.
- Reduces frizz for up to 48h hours.
- Adds healthy-looking shine.
- Blow dry heat protection.

**EXPERT INSIGHT:**

This conditioner is also excellent for curly hair to moisturise and refresh.

**HOW IT WORKS:**



The bi-phase leave-in formula powered by the Care-Boost Complex enhances caring level and deep conditioning, whilst keeping the hair lightweight. By shaking the

product, the creamy phase and the water phase form a lightweight emulsion that can be distributed in an incredibly fine layer on the hair, resulting in weightless moisturising care.

**APPLICATION:**

Shake well. Spray in sections to towel-dried hair. Leave in. Style as usual.

Available in: 200ml and 400ml

-  Leave in
-  8–10 sprays

### CONDITIONER

A weightless, hydrating conditioner for normal to dry, brittle or wavy hair.



**DIAGNOSIS:**

Hair is dry, brittle, wavy and normal to slightly porous.

**WHAT IT DOES:**

- Gently conditions and detangles normal to dry and wavy hair types.
- Helps to restore the hair's moisture level for a lightweight hair feeling that lasts up to 72 hours.
- Up to 95% shinier hair.\*
- 85% better combability performance.\*




**HOW IT WORKS:**

The formula weightlessly conditions and moisturises the hair. Powered by the Moisture Complex with Aloe Vera, it helps to restore the hair's moisture level for a lightweight hair feeling for up to 72 hours, shinier hair and improved elasticity and manageability.

**APPLICATION:**

Apply to damp hair on lengths and tips. Rinse after 2 min.

Available in: 200ml and 1000ml

-  1–2 min
-  Rinse-off
-  8–12g

### TREATMENT

Deeply hydrating treatment for normal to dry, brittle or curly hair.



**DIAGNOSIS:**

Hair is dry, brittle, coarse, curly, wavy or normal to slightly porous and in need of an extra dose of moisture.

**WHAT IT DOES:**

- Provides boosted in-depth care for normal to dry and textured hair types.
- Increases the suppleness of the hair.
- Supports the hair in retaining the optimal moisture level for a lightweight, moisturised hair feeling.
- Enhances elasticity and manageability.
- Improved combability and detangling performance.
- Adds a healthy-looking shine.

**HOW IT WORKS:**




Due to the light emulsion base, the moisturising agents penetrate into the hair very quickly, intensively hydrating the inner structure. The cationic Cell Equalizer action fills gaps in the hair's outer layer, ensuring a supple hair feeling.

The formula enriched with Glycerol helps to rebalance the moisture level of the hair. Powered by the Care-Boost Complex, it provides an enhanced level of care and deep conditioning, whilst keeping the hair lightweight.

**APPLICATION:**

Apply to towel-dried hair and work in. Leave in for up to 10 min. Rinse thoroughly.

Available in: 200ml and 500ml

-  5–10 min
-  Rinse-off
-  25–30g

\* vs. untreated hair.    \*\*not available in UK.

\* vs. untreated hair.





# MOISTURE KICK

## HYALURONIC ACID 2%

### HYALURONIC ACID SERUM

A hydrating, light and fast-absorbing hyaluronic serum for normal to dry and wavy hair.



#### DIAGNOSIS:

Hair is dry, brittle, wavy or normal to slightly porous.

#### WHAT IT DOES:

- The formula helps to restore the hair's moisture feel for a lightweight hair feeling for 72 hours.
- Smoothes and keeps the hair moisturised preventing dryness and brittleness.
- Super light and fast absorbing formula with no weight-down feeling.
- Up to 95% shinier hair.\*

#### HOW IT WORKS:

This lightweight, fast-absorbing serum is specially formulated to hydrate and smooth brittle to dry or wavy hair types. Enriched with 2% Hyaluronic Acid and Moisture Complex, it helps maintain the hair's moisture level. Combined with Cell Equalizer Technology, it smooths the hair fibre for increased shine and manageability.

#### APPLICATION:

Apply to damp hair on lengths and tips. Style as usual. If needed, additional Serum can be applied as finish.

Available in: 50ml



Leave in



0,5-2,5g



\* vs. untreated hair.



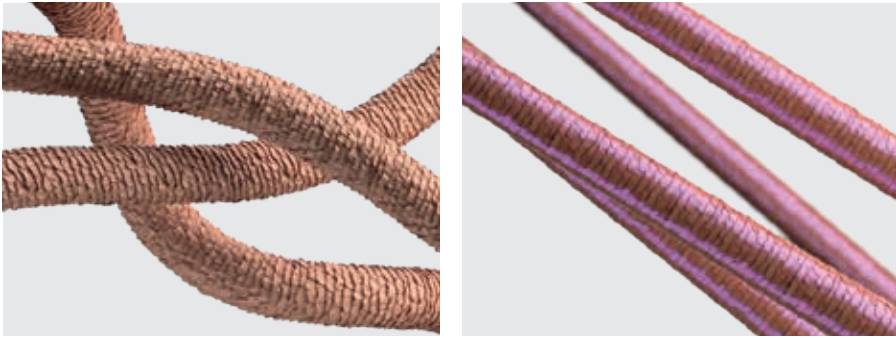


# FRIZZ AWAY

## BABASSU OIL

### Formulated for: coarse, unruly & frizzy hair

Almost 90% of women dream of more manageable, smoother hair with long lasting frizz control. Bonacure Frizz Away with Babassu Oil is designed to take control of thick, frizzy, coarse or curly hair, it has an ultimate frizz-control formula. This smart formula controls frizz from wash to wash, minimising styling time, and offering better detangling. For hair that is smoother, shinier, hydrated and always easy to handle.



### Technology

The formula with Vegan Keratin, a highly efficient amino compound, deeply nourishes while managing coarse, thick and frizzy hair. Protecting the hair from styling heat as well as hair breakage, the hair is de-frizzed, smoother and visibly shinier. In combination with Cell Equalizer Technology, the hair surface is perfectly sealed, providing a long-lasting protection against external aggressions like water, blow-drying, etc...

### The science behind it

**VEGAN KERATIN:**  
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

**CELL EQUALIZER TECHNOLOGY:**  
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

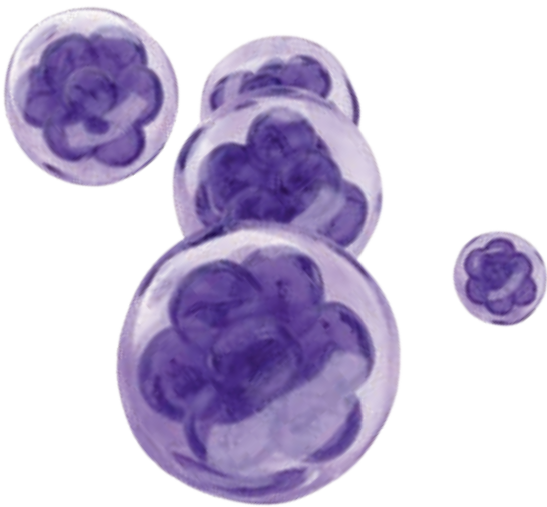
**BABASSU OIL:**  
Rich in antioxidants and with high moisture retaining capacity.



Scan to  
discover  
more

## BENEFITS

- Up to 72 hours of anti-frizz effect for all types of hair.
- Controls frizz and unruly hair.







# FRIZZ AWAY

## BABASSU OIL

### SHAMPOO

Taming shampoo for unruly, coarse hair.



**DIAGNOSIS:**

Hair is unruly, thick and coarse, and can be wavy or curly. It is frizzy and needs smoothing and control.

**WHAT IT DOES:**

- Gently cleanses unruly and frizzy hair.
- The formula smoothens the surface and instantly improves manageability.
- Adds intense shine.

**EXPERT INSIGHT:**

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.

**HOW IT WORKS:**

The taming formula with Babassu Oil instantly improves manageability of the hair to control even the unruliest and coarsest hair types, ensuring a perfect base for long-lasting smoothness.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml and 1000ml

1–2 min

Rinse-off

7g

### TREATMENT

Intensive taming and nourishing treatment for unruly to coarse hair.



**DIAGNOSIS:**

Hair is unruly, thick and coarse, and can be wavy or curly. It is damaged, frizzy and needs extra smoothing and control.

**WHAT IT DOES:**

- Intensively nourishes and tames unruly & frizzy hair.
- Improves detangling and combability.
- The formula smoothens the surface and instantly improves manageability.
- Adds intensive shine.

**HOW IT WORKS:**

A combination of concentrated cationic caring agents and Babassu Oil effectively smoothens the surface of the hair. Unruly hair is tamed, for lasting smoothness and shine.

**APPLICATION:**

Apply to towel-dried hair and work in. Leave in for up to 10 min. Rinse thoroughly.

Available in: 200ml and 500ml

5–10 min

Rinse-off

25–30g

### CONDITIONER

An effective taming conditioner for unruly, coarse hair.



**DIAGNOSIS:**

Hair is unruly, thick and coarse, and can be wavy or curly. It is frizzy and needs a daily dose of smoothing moisture.

**WHAT IT DOES:**

- Gently detangles and tames unruly and frizzy hair.
- The formula smoothens the surface and instantly improves manageability.
- Adds intensive shine.
- Helps to prevent static.

**HOW IT WORKS:**

The cationic Cell Equalizer action smoothens the surface of the hair, while the moisture retaining capacity of Babassu Oil improves manageability.

**APPLICATION:**

Apply to towel-dried hair and work in. Rinse thoroughly after 2 min.

Available in: 200ml and 1000ml

1–2 min

Rinse-off

8–12g

### SMOOTHING OIL

An intense oil for coarse and unruly hair.



**DIAGNOSIS:**

Hair is unruly, thick and coarse, and can be wavy or curly. It is damaged, frizzy and needs extra smoothing and control.

**WHAT IT DOES:**

- Intense oil concentrate.
- Detangling action, leaves hair sleek and smooth.
- Adds intensive shine.
- Heat protection up to 210° C.
- Smoothens the hair surface and tames frizz for up to 72 hours.
- Anti-humidity effect for up to 48 hours.

**HOW IT WORKS:**

The concentrated oil combination smoothens the surface of the hair, while the moisture retaining capacity of Babassu Oil improves the hair surface.

**APPLICATION:**

Apply a small amount onto damp or dry hair. Leave in.

Available in: 50ml

Leave in

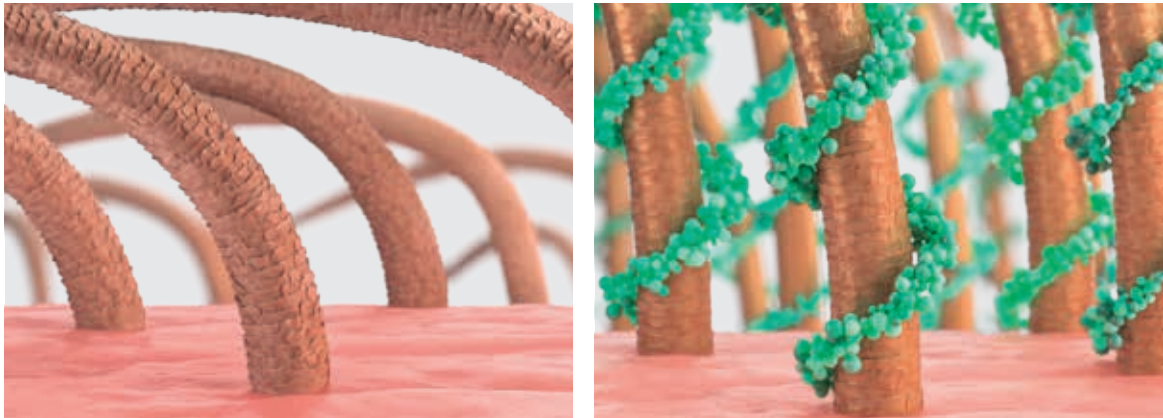
1–5 drops



# VOLUME BOOST CREATINE

Formulated for:  
fine hair

Volume and body are among the highest priorities for the vast majority of clients. Fantastically effective on even the finest, weakest hair, Bonacure Volume Boost with Creatine comes in a weightless formulation that cares and provides body, fullness, and bounce. It improves volume of every strand, giving even fine hair lasting body and a natural shine.



## Technology

The formula with Creatine restores the hair fibre and is combined with Cell Equalizer to smoothen the surface of the hair and bring beautiful suppleness, manageability, bounce and shine to each strand.

## The science behind it

**VEGAN KERATIN:**  
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

**CELL EQUALIZER TECHNOLOGY:**  
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

**CREATINE:**  
Is an energizer and provides the hair with nourishment.



## BENEFITS

- Provides more volume for up to 48 hours of a fuller hair feel.
- Improves volume of every strand.
- Provides body, fullness and bounce.
- Up to 92% boosted volume with the Perfect Foam.





# VOLUME BOOST CREATINE

## SHAMPOO

A purifying shampoo for fine and weak hair.



**DIAGNOSIS:**

Hair is fine and limp and needs more body.

**WHAT IT DOES:**

- Gently cleanses and adds volume to fine hair.
- The lightweight formula improves inner hair strength and creates a fuller feeling.
- Helps to prevent static.

**EXPERT INSIGHT:**

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.

**HOW IT WORKS:**

Gently removes excess oil and residues that can weigh the hair down. Care polymers are added to prevent statics, for better manageability of the hair. Additional thickeners are responsible for the gel-like consistency and the fuller hair feeling and grip.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml and 1000ml

⌚ 1–2 min

🚿 Rinse-off

💧 7g

## JELLY CONDITIONER

A lightweight jelly conditioner for fine and weak hair.



**DIAGNOSIS:**

Hair is fine and limp and slightly porous.

**WHAT IT DOES:**

- Weightlessly conditions fine hair and boosts the volume.
- Improves combability.
- The lightweight formula improves inner hair strength and creates a fuller feeling.
- Helps to prevent from static.

**HOW IT WORKS:**

This lightweight jelly weightlessly conditions and detangles fine hair. The formula with Creatine strengthens the hair and helps to restore the hairs elasticity.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 200ml and 1000ml

⌚ 1–2 min

🚿 Rinse-off

💧 8–12g



## PERFECT FOAM

Anti-static foam that increases body.

**DIAGNOSIS:**

Hair is fine and limp, normal to slightly porous and needs more body.

**WHAT IT DOES:**

- The formula helps restore the hair structure while creating a fuller feeling.
- Improves combability.
- Adds body and stability to fine hair.
- Helps to prevent static.
- Adds healthy-looking shine.
- Up to 92% boosted volume.

**HOW IT WORKS:**

Formula with Creatine and Panthenol stabilizes and strengthens the hair. Improving manageability and combability, as well as control and volume. Helps to protect your hair against blow dry damage. Easy to apply on roots and length.

**APPLICATION:**

Work evenly into towel-dried hair and style as desired.

Available in: 150ml

🕒 Leave in

💧 5–7g

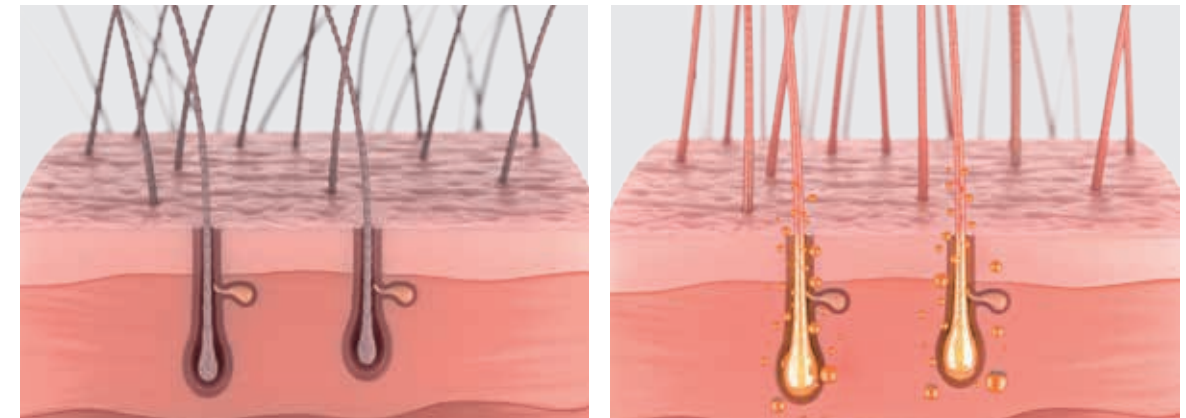


# TIME RESTORE

## Q10+

### Formulated for: mature & fragile hair

Every hair is made of 95% Keratin and every year our production of Keratins diminishes. As we age, hair can become weak, limp, brittle or dry. And it's why mature hair needs specific care. Add white hair, which needs even more moisture, into the equation and you need something special. Bonacure Time Restore with Q10 provides more resistance, elasticity and vitality. It helps to protect against visible signs of ageing, and as a result looks and feels rejuvenated, fuller, softer and shinier. Every day.



### Technology

Our brilliant Bonacure Time Restore Complex immediately erases visible signs of ageing while stimulating the hair's natural Keratin synthesis.

### The science behind it

#### VEGAN KERATIN:

Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

#### CELL EQUALIZER TECHNOLOGY:

Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

#### Q10+:

This highly effective co-enzyme exists in every cell in the body and is essential for the vitalisation of cells, stimulating the hair bulb to re-activate production of the 2 Keratins that decrease over time and therefore restoring the optimal structure of future hair growth.

## BENEFITS

- More elasticity, resistance and vitality.
- Helps to protect the hair against visible signs of ageing.
- The Clay Treatment protects hair and scalp from external aggressors with an antioxidant action.
- Up to 48 hours of moisturised hair feeling with the Clay Treatment.







# TIME RESTORE

## Q10+

### SHAMPOO

A gently cleansing shampoo for mature hair.



**DIAGNOSIS:**

Hair is mature, weak and lifeless or very dry and brittle.

**WHAT IT DOES:**

- Gently cleanses mature hair.
- The formula helps to erase visible signs of ageing\* and instantly provides soft and shiny hair.
- Helps to strengthen the hair.

**EXPERT INSIGHT:**

Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.

**HOW IT WORKS:**

Formulated with sugar tensides to very gently cleanse hair and scalp. Formula with Q10 and cationic cell equalizer action deeply nourish the inner structure and smooth the surface of each strand while unruly hair is tamed, to feel soft and look shiny for longer.

**APPLICATION:**

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml and 1000ml

1–2 min

Rinse-off

7g

### CONDITIONER

A rich conditioner for dry and brittle mature hair.



**DIAGNOSIS:**

Hair is mature, very dry and brittle.

**WHAT IT DOES:**

- Conditions and detangles mature hair.
- The formula helps to erase visible signs of ageing\* and instantly provides soft and shiny hair.
- Helps to improve manageability.
- Adds shine.

**HOW IT WORKS:**

Effective levels of Q10 stimulate the hair bulbs and stabilise production of the two essential Keratins while moisturising and softening hair to make it more manageable. Cell Equalizer fills gaps in the surface of the hair and smooth the hair surface without overburdening.

**APPLICATION:**

Apply to towel-dried hair and work in. Rinse thoroughly after.

Available in: 200ml and 1000ml

2 min

Rinse-off

8–12g

### CLAY TREATMENT

A strengthening treatment for mature hair.



**DIAGNOSIS:**

Hair is mature, weak and lifeless or very dry and brittle.

**WHAT IT DOES:**

- Provides intense care to mature hair and scalp.
- The formula reactivates the hair and helps to unclog the scalps pores.
- Protects hair and scalp from external aggressors with an antioxidant action.
- Up to 48 hours of moisturising feeling.

**HOW IT WORKS:**

High levels of Q10 and stimulate the hair bulbs and stabilise production of the two essential Keratins in hair growth while moisturising and softening hair to make it more manageable. Panthenol deeply hydrates to infuse dull and lifeless hair with renewed elasticity and healthy shine.

**APPLICATION:**

Apply to towel-dried hair and scalp. Leave in for up to 10 min. Rinse thoroughly.

Available in: 200ml and 500ml

5–10 min

Rinse-off

25–30g

\* Use Time Restore Conditioner and Shampoo in combination and repeated use.



# CLEAN BALANCE TOCOPHEROL

## Formulated for: all hair types

All over the world every type of hair is exposed to environmental influences, every day. Bonacure Clean Balance with Tocopherol is formulated to remove product build up on the hair and protect it from free radicals and pollution build up. A great way to remove environmental pollutants and create a fresh-hair feeling for up to 24 hours.

## The science behind it

### VEGAN KERATIN:

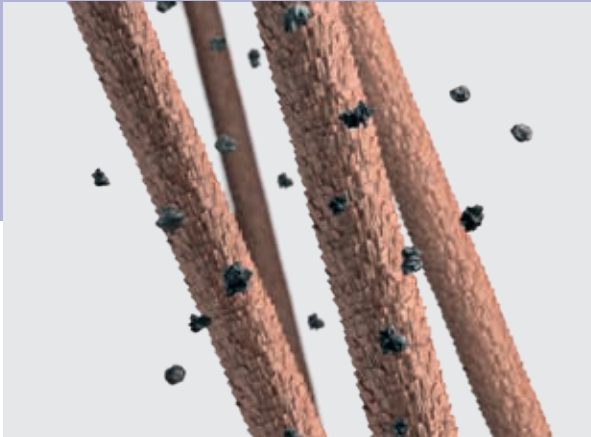
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

### CELL EQUALIZER TECHNOLOGY:

Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

### TOCOPHEROL:

Anti pollution agent that protects the hair fibre from damages.



## Technology

The formula with free radical fighting Tocopherol protects the hair against pollution, by encasing dust and other particles.

## SHAMPOO

For all hair types.



### DIAGNOSIS:

All hair types exposed to pollution.

### WHAT IT DOES:

- Gently yet thoroughly cleanses hair and scalp.
- The formula deeply cleanses and effectively removes product build-up and residues.
- Prepares the hair for chemical treatments.

### EXPERT INSIGHT:

- Sulphate free technologies tend to foam a bit less, but they cleanse just as well as other shampoos.
- Avoid massaging the scalp when washing the hair prior to any chemical service.

### HOW IT WORKS:

The deep cleansing formula with Tocopherol encases build up and residue and protects the hair from free radicals.

### APPLICATION:

Use once a week. Apply a small amount and work evenly into damp hair. Rinse thoroughly. Repeat if needed.

Available in: 250ml and 1000ml

⌚ 1–2 min

🚿 Rinse-off

💧 7g



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discover  
more

## BENEFITS

- Removes environmental pollutants, residue, impurities and dirt.



SCHWARZKOPF PROFESSIONAL

# SIGNATURE CONSULTATION APPROACH

The client’s hair is as unique as your fingerprint, that’s why it is so important to start with a consultation and an individualised diagnosis of the hair.

A perfect consultation reflects and identifies the hair care needs and leads to a care regime which gives your clients a long-term solution for increased salon loyalty and individual care results.

This diagnosis defines a treatment and home care regime that can be tailor-made to your client’s specific hair needs.

A bespoke treatment and home care regime can only be prescribed, and results guaranteed, after an individual diagnosis and good Home Care Routine.

To ensure the results of the treatment are truly providing essential beauty solutions you can choose products from the different Bonacure ranges.



- 1

**ASK & LISTEN**  
Regardless of age, here are some questions you should be asking every client during a consultation:  
1. What haircare products do you use and how important is Clean Beauty for you?  
2. What do you like about your hair?  
3. What have you had done to your hair in the past that you liked?  
4. What have you had done to your hair in the past that you disliked?  
Listen to your client’s hair challenges and wishes and solve them with your hands-on expertise.
- 2

**DIAGNOSIS**  
The diagnosis forms the basis of in-salon services/ product usage and home care recommendation. Define hair type, length of the hair and structure.
  - Diagnose the hair using hair elasticity and porosity test to analyse the condition.
  - To complete the picture analyse the scalp condition.
- 3

**IN-SALON RECOMMENDATION**  
The unique in-salon services reflect and identify the client’s hair care need. This leads to a care regime which gives your client a long-term care solution for increased salon loyalty and superior care results.
  - Quick yet effective care services.
  - Explain to the client what products you are using and why.
- 4

**HOME RECOMMENDATION**  
Recommend Bonacure OTC products that matches the in-salon service/product usage. This will help the client to maintain the results for longer.
- 5

**HOME CARE ROUTINE**
  - Create a personalised care plan together with your client based on individual hair needs and style of living.
  - Elaborate on what the client’s hair will need after the salon visit to keep the salon results to it’s maximum potential.
  - Explain every product the client will need as well as the usage.
  - Give tips & tricks for product usage as well as on how to integrate in their daily wash and care routines.

# BONACURE IN SALON SERVICES

## Discover Clean Performance:

The power of vegan Keratin in a professional clean formula





# VEGAN EXPRESS BLOWDRY

Instant nutrition & shine



 7 min

①  
Purify



Deep Cleansing Shampoo

②  
Cleanse



Shampoo

③  
Condition



Conditioner

④  
Finish



Sealed Ends+ or  
Spray Conditioner

**REPAIR RESCUE  
ARGININE**

For damaged,  
distressed hair

**MOISTURE KICK  
ALOE VERA**

For normal to dry,  
wavy or curly hair

**COLOR FREEZE  
PH 4.5**

For coloured and  
highlighted hair

**VOLUME  
BOOST  
CREATINE**

For fine hair

**TIME RESTORE  
Q10+**

For mature and  
fragile hair

**FRIZZ AWAY  
BABASSU OIL**

For coarse, unruly,  
and frizzy hair



Deep Cleansing Shampoo



Shampoo



Conditioner



Spray Conditioner or  
Hyaluronic Serum



Deep Cleansing Shampoo



Shampoo



Treatment



Shine Savior or  
Spray Conditioner



Deep Cleansing Shampoo



Shampoo



Conditioner



Perfect Foam



Deep Cleansing Shampoo



Shampoo



Conditioner



Deep Cleansing Shampoo



Shampoo



Conditioner



Smoothing Oil



# VEGAN KERATIN CHARGE

Instant strength, smoothness & shine



10 min



①  
Purify

REPAIR RESCUE  
ARGININE

For damaged,  
distressed hair



Deep Cleansing Shampoo

②  
Cleanse



Shampoo

③  
Condition



Treatment

④  
Finish



Sealed Ends+ or  
Spray Conditioner

MOISTURE KICK  
ALOE VERA

For normal to dry,  
wavy or curly hair



Deep Cleansing Shampoo



Shampoo



Treatment



Spray Conditioner or  
Hyaluronic Serum

COLOR FREEZE  
PH 4.5

For coloured and  
highlighted hair



Deep Cleansing Shampoo



Shampoo



Treatment



Shine Savior or  
Spray Conditioner

TIME RESTORE  
Q10+

For mature and  
fragile hair



Deep Cleansing Shampoo



Shampoo



Treatment



FRIZZ AWAY  
BABASSU OIL

For coarse, unruly,  
and frizzy hair



Deep Cleansing Shampoo



Shampoo



Treatment



Smoothing Oil



# VEGAN COOL BLONDE NEUTRALISATION

Deep neutralisation & shine



1 Purify



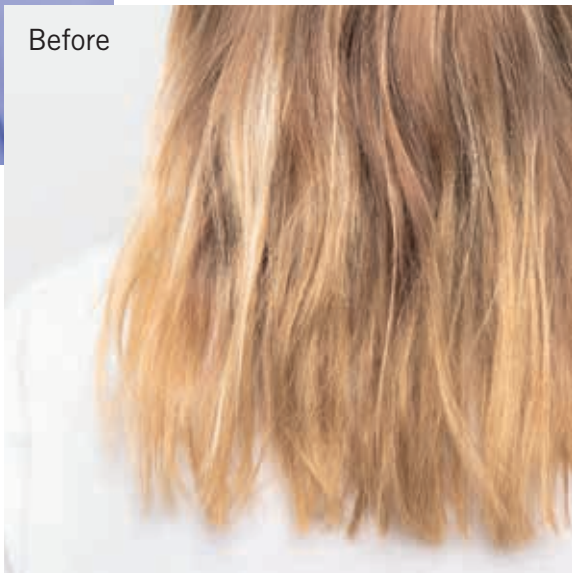
2 Cleanse & Neutralise



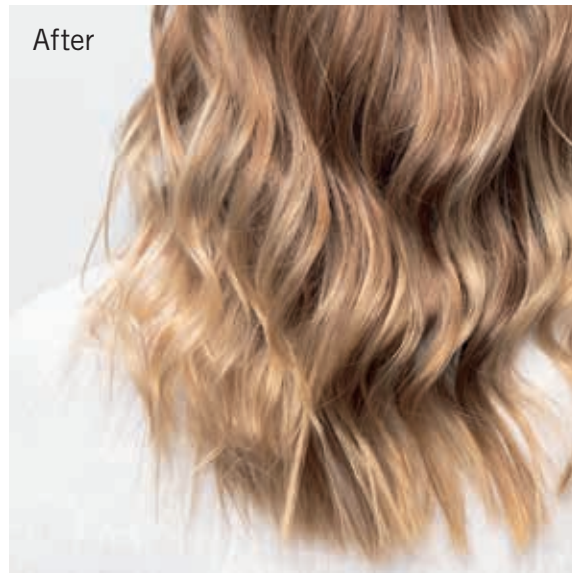
3 Treat & Neutralise



4 Finish



Before



After



# SUSTAINABILITY TIPS FOR YOUR SALON

Discover how changing small habits day-to-day and implementing simple changes can cause a big positive impact on your salon footprint and lead to a more sustainable way of working!

## 1 Reduce water

- Get water saving shower heads or low flow taps to reduce water flow.
- Turn off the tap when you are shampooing/conditioning your client's hair.
- Check your salon for leaks and dripping taps, even slow drips can quickly add up! A tap or shower that drips 60 drops per minute, wastes 21 litres, per day.
- When washing towels and gowns, make sure that your laundry machine is full and don't run half empty loads.



## 2 Reduce energy

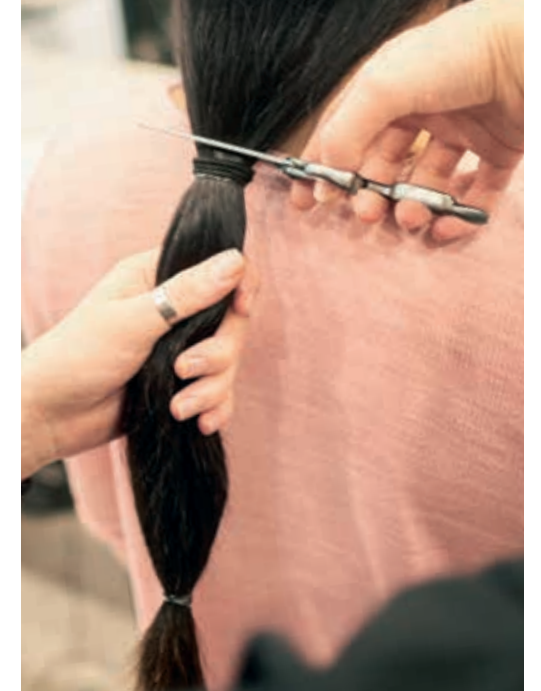
- Install LED lights in non client centred spaces, such as the front desk and back bar. They last 60 times longer than incandescent (traditional) light bulbs!
- Maximize natural light in your salon as much as possible.
- Install motion sensor lighting in rooms, such as in bathrooms, storage rooms and staff rooms, so the lights turn off automatically when you are not there.
- Use lukewarm to cool water instead of hot water where possible: when washing client's hair, towels, gowns, etc. If you must wash warm, due to hygiene reasons, set the rinse cycle to cold.
- Choose a green energy supplier.
- Reduce the room temperature by 1°C. This can reduce your annual heating bill by about 10%!
- Attach a control unit/timer to each heater. This way you can control them individually and they can be turned off automatically after working hours.

## 3 Recycle

- Sell or donate hair to organizations and charities.
- Long hair (e.g. cut ponytails) can be used to create natural wigs for cancer patients, as well as hair extensions and eyelashes.
- Short hair clippings can be used to help clean up oil spills, as hair naturally absorbs oil. Hair mats are created and placed on top of the water where the oil slicks have formed to absorb the oil.
- Hair clippings can also be used as compost. Donated it to community allotments, botanic gardens or wormeries.
- Use recycling bins in your salon to separate plastic, paper and aluminium.
- Put the recycling bins in obvious places so you are more aware of them.
- Put your recycling in the right bin! Separate caps from product pack if needed.
- Partner with companies to collect your plastic and aluminium waste.

## 4 Reduce waste

- Try and fix equipment rather than throwing it out right away! For example, when a hair dryer breaks, see if it's just a wire that can get repaired.
- When you are replacing furniture or equipment in your salon, consider selling or donating it, rather than throwing it out.
- Avoid single use items, such as coffee cups.
- Become more digital! Send appointments through text or email, rather than writing them down on cards.



## 5 Reduce air pollution

- Place potted plants in your salon to help recycle the CO2 and oxygenate the air, keeping it fresh. It's simple, affordable and beautiful!

## 6 Educate and inspire

- Inform your workers about your sustainability initiatives and encourage them to also suggest tips and insights. Delegate action and create engagement!
- Tell your clients about the changes you are making and encourage these sustainability actions also outside of the salon.

## 7 Prioritise brands

- Try and go for brands who support clean beauty and place a high importance on sustainability.
- **Packaging:**  
100% recyclable packaging made from up to 97% recycled plastic.
- **Formula:**  
100% vegan formulas with a high level of biodegradability.
- **Production:**  
Bonacure's biggest production plant is climate neutral. Bonacure's biggest production plant sources 100% green energy from renewable resources.

# BONACURE SPECIALIST RANGES



**Scalp**  
For scalp imbalances

**CLEAN PERFORMANCE**

⚗️💧🔄



**Sun Protect**  
For all hair types

**CLEAN PERFORMANCE**

⚗️💧🔄



**R-Two**  
Instant transformative repair  
for extremely damaged hair

**CLEAN PERFORMANCE**

⚗️💧🔄

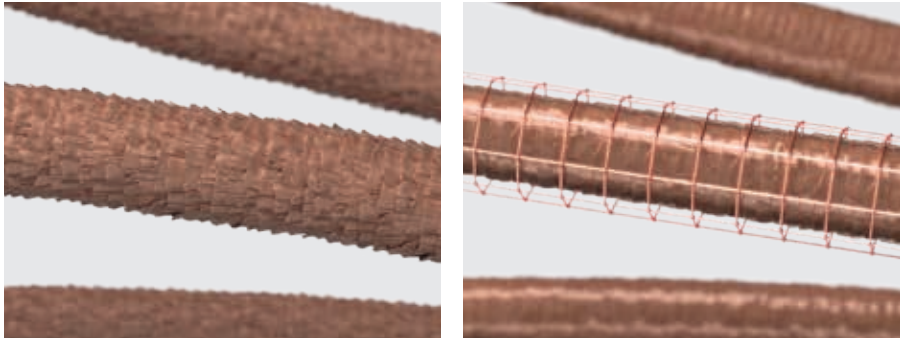


# SUN PROTECT COCONUT

## Formulated for: sun-stressed hair

Clean Beauty, clean conscience – now also in summer with Bonacure Sun Protect Clean Performance. Protection is key when we enjoy all the time we have in the sun, on the beach or in the pool. The combination of intense exposure to sun and sea or pool water can compromise the hair’s quality leading to dull, dehydrated tresses that get hard to manage or lead to colour fade.

Bonacure Sun Protect introduces a full range of fun, sensorial and multi-benefit everyday helpers designed to protect and nourish the hair in a quick and easy routine. The before and after sun products protect, cleanse and treat the hair, providing a protection shield & preventing discolouration, removing sea salt and impurities, while revitalising and beautifying sun stressed hair. Keep your hair manageable and smooth and extend your summer look.



## Technology

Bonacure Sun Protect is specially developed to protect, cleanse and treat all hair types before and after sun exposure and to provide all the benefits the hair needs during summer. The Formula with cold pressed coconut oil known for its nourishing, smoothing and shine boosting properties, counteracts colour fading and damages from free-radicals.



Scan to  
discover  
more

## The science behind it

### COLD PRESSED COCONUT:

Known for reducing inflammation, keeping skin moisturised and helping to heal wounds. The medium-chain fatty acids found in coconut oil also possess antimicrobial properties that can protect the skin from harmful bacteria.

### SHEA BUTTER:

Shea Butter contained in the 10-in-1 Summer Fluid is filled with vitamins and essential fatty acids. It is known for its emollient properties and smoothens sun stressed hair.

### D-PANTHENOL:

This provitamin used in the rinse off treatment has moisturising properties and strengthens damaged hair, just the right combination of nourishment and replenishment after intense sun exposure.



# SUN PROTECT COCONUT

## 3-IN-1 SCALP, HAIR & BODY CLEANSE

Refreshing after sun scalp, hair & body cleanser.



**DIAGNOSIS:**

Hair, skin and scalp is sun-stressed, dry and dull due to salt, sand and chlorine residues.

**WHAT IT DOES:**

- Gently cleanses all hair types.
- Removes residues of sun products, chlorine & salt water.
- Refreshes hair, scalp and skin.
- Nourishes and strengthens the hair.

**HOW IT WORKS:**

The sulphate free formula with cold pressed coconut oil is developed to gently remove residues from hair, skin and scalp and helps together with Panthenol to balance the moisture level. Allantoin is known for its soothing properties for scalp and skin.

**APPLICATION:**

Apply small amount and work evenly into damp hair. Rinse thoroughly. Repeat if needed.

Available in: 200ml

⌚ 1–2 min

🚿 Rinse-off

💧 7g

## 2-IN-1 TREATMENT

Nourishing & replenishing 2-in-1 treatment and conditioner to deeply repair summer stressed hair and damage.



**DIAGNOSIS:**

Hair has been exposed to the sun, sea and pool water. Is rough, dull, tangles easy and is not easy to manage.

**WHAT IT DOES:**

- 2 minutes + quick application: Conditioner for daily use.
- 10 minutes + specific application: Intense Treatment for weekly use.
- Nourishes, replenishes and leaves moisturised hair feel, adds glamorous gloss.
- Making hair more manageable & reduces breakage.
- Detangling and anti-frizz.

**HOW IT WORKS:**

The clean formula with cold pressed coconut oil helps to balance the moisture level of sun-stressed hair, adds softness and smoothness while leaving it with a beautiful glow.

**APPLICATION:**

For conditioner, apply to clean damp hair and rinse after 2 minutes. For treatment, apply to clean damp hair, and rinse after 10 minutes.

Available in: 150ml

Conditioner	Treatment
-------------	-----------

⌚ 1–2 min	⌚ 5–10 min
-----------	------------

🚿 Rinse-off	🚿 Rinse-off
-------------	-------------

💧 8–12g	💧 25–30g
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## 10-IN-1 SUMMER FLUID

Multi-benefit 10-in-1 weightless fluid for beautiful summer hair. Product comes in a convenient & trendy alu-tube that can be dropped into your handbag so that the product can be used on the go to give your hair length and ends the extra care that it needs during summer.



**DIAGNOSIS:**

Hair has been exposed to the sun, is dry, unmanageable and tangles easy.

**WHAT IT DOES:**

- Helps to provide moisture and shine.
- Smoothness and manageability.
- Colour protection.
- Helps to prevent breakage.
- Anti-frizz effect.

**HOW IT WORKS:**

The weightless cream with cold pressed coconut oil and Shea Butter nourishes and protects the hair providing better detangling, manageability and glamorous shine.

**APPLICATION:**

Apply small amount to damp or dry hair. Leave in.

Available in: 100ml

⌚ Leave in

💧 2–8g

## BEACH WAVE SPRAY

Extend your summer look beyond the beach & reveal your beachy, sea-kissed hair style all summer long with this weightless texture mist.



**DIAGNOSIS:**

Hair that wants to continue looking like it is still on the beach.

**WHAT IT DOES:**

- The sugar-based hair mist delivers flawless waves and leaves your hair texture soft and smooth.
- Air Dry Mist.
- For all hair types.

**HOW IT WORKS:**

The sugar-based hair mist delivers flawless waves and leaves your hair texture soft and smooth. Mist onto damp or dry hair.

**APPLICATION:**

Shake well. Spray evenly onto damp, or dry hair. Leave in.

Available in: 150ml

⌚ Leave in

💧 6–8 sprays





# SUN PROTECT COCONUT

## SCALP & HAIR MIST

A non-greasy, leave-in hair and scalp spray providing SPF20 UV protection.



### DIAGNOSIS:

The hair and scalp are exposed to the sun and require protection from harmful UV rays.

### WHAT IT DOES:

- Vegan<sup>1</sup>, free-from<sup>2</sup>, leave-in spray with SPF20 UV protection
- Protects the scalp from the harmful effects of sun exposure
- Improves the manageability and smoothness of the hair.
- Dermatologically approved to be used on the scalp
- Suitable for all hair and scalp types.

### EXPERT INSIGHT:

Be careful to avoid intense, midday sun and make sure you wear additional sun-protective clothing in the event of strong and prolonged sun exposure!

### HOW IT WORKS:

The vegan<sup>1</sup>, free-from<sup>2</sup> and fast-absorbing formula in Sun Protect Scalp & Hair Mist contains SPF20, providing the scalp with a high level of protection against the harmful UV rays associated with sun exposure. Enriched with cold-pressed Coconut Oil, the hair is left with improved manageability and increased smoothness.

### APPLICATION:

For best results, apply initially onto towel-dried scalp and hair 15 minutes prior to sun exposure, reapplying after 4 hours or more frequently if required. Regular reapplication throughout the day may cause some oiliness.

### Scalp application:

Tilt the head forwards and start the scalp application with one pump of Sun Protect Scalp & Hair Mist at the top of the crown. Use fingers to distribute the product evenly, working around the head in sections. Apply more product if required. For a more direct application at the hairline and parting, spray onto fingers and pat into the scalp. Leave in.

### Hair application:

Following the scalp application, use a comb to distribute the product evenly through the hair.

Available in: 100ml



Work in



Leave in



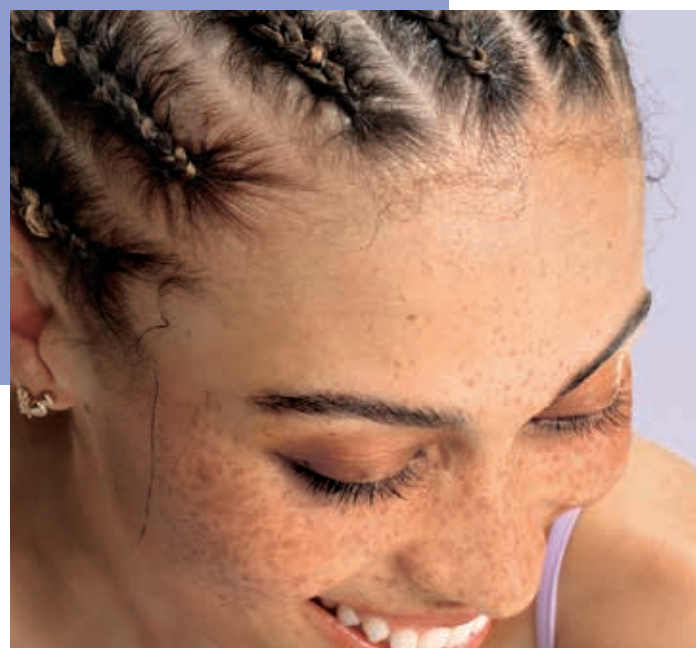
<sup>1</sup>Free from animal-derived ingredients.  
<sup>2</sup>Free from silicones and artificial colourants.

# FORMULATED FOR SCALP

The health of the scalp is the foundation for healthy hair. With up to 100,000 follicles, each containing a single growing hair, the scalp has a diverse range of needs to keep it at optimum health. Poor scalp health and care are associated with issues such as dandruff, skin irritation and hair that is fragile, breaks easily and lacks shine, and can even result in premature hair loss.

## The scalp is where haircare begins...

That is why the new Bonacure vegan<sup>1</sup> and free-from<sup>2</sup> scalp-care products feature powerful formulas, enriched with superfood and skincare actives, that guarantee a rebalanced scalp – to supercharge the future quality and condition of the hair. Created by hair and scalp experts, all products within the Bonacure scalp-care assortment have undergone dermatological evaluation to approve their suitability for the diverse needs of the scalp.



## THE TECHNOLOGY BEHIND IT

### Superfood Complex

The new scalp-care assortment from Bonacure leverages the power of the Superfood Complex – a blend of superfood and skincare actives that help to rebalance the scalp, securing the future quality and condition of the hair. Each ingredient of the Superfood.

#### KALE:

- Contains Vitamins A, B, C, K, antioxidants, Omega-3 and Omega-6.
- Antioxidants contribute to reducing inflammation.
- Fatty acids can help to nourish the scalp.

#### MADECASSOSIDE:

- Pure active ingredient from Centella asiatica leaves.
- Contains soothing and anti-inflammatory properties to help to calm the skin.
- Moisturising properties improve the moisture retention of the skin.



#### GUARANÁ:

- Almost twice the amount of caffeine as a regular coffee bean.
- High antioxidant content.
- Helps to stimulate the hair follicles.

#### BIOTIN:

- Water-soluble vitamin that helps the body metabolise fats, carbohydrates and proteins.
- Contributes to protein synthesis and, more specifically, keratin production.
- Helps to increase hair strength and vitality.

#### SUPERBERRIES:

- Boost of antioxidants and vitamins.
- Helps to strengthen the skin's protective barrier and support its defences thanks to anti-inflammatory properties.

#### AHA (ALPHA HYDROXY ACID):

- Removes dirt and pollutants, whilst keeping the scalp moisturised.
- Breaks down dead skin cells to improve the skin's natural moisture levels.



<sup>1</sup>Free from animal-derived ingredients.

<sup>2</sup>Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants.





# SCALP SOOTHING

## SHAMPOO

A gentle, sulphate-free shampoo for a dry or sensitive scalp prone to irritation.



### DIAGNOSIS:

The scalp is dry and sensitive. It may be itchy with the feeling of tautness.

### WHAT IT DOES:

- Gently cleanses the hair and scalp.
- Soothes the scalp and reinforces the hair structure.
- Helps to balance the scalp's moisture level.
- Nourishes the hair lengths, leaving them soft and supple.
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

### EXPERT INSIGHT:

Gently massage the Scalp Shooting Shampoo into the scalp with light pressure.

### HOW IT WORKS:

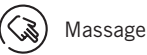
The vegan<sup>1</sup>, free-from<sup>2</sup> formula with Superfood Complex is enriched with Kale and Madecassoside.

It gently cleanses the hair and scalp whilst providing additional moisture for lightweight care. The scalp is rebalanced and the future condition of the hair is secured.

### APPLICATION:

Apply to wet hair, massage for up to 2 minutes and rinse out.

Available in: 250ml and 1000ml



Massage



2 min



Rinse-off

## SERUM

A soothing serum for a dry or sensitive scalp that is prone to irritation.



### DIAGNOSIS:

The scalp is dry and sensitive. It may be itchy with the feeling of tautness.

### WHAT IT DOES:

- Instantly soothes, relaxes and rebalances the scalp.
- Relieves and helps to protect the scalp from dryness, itchiness and sensitivity.
- Weightless, non-greasy and fast-absorbing formula.
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

### EXPERT INSIGHT:

Can be used after a chemical service or in-between shampoos to calm a scalp that is prone to irritation.

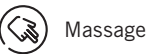
### HOW IT WORKS:

The vegan<sup>1</sup>, free-from<sup>2</sup> and fast-absorbing formula with Superfood Complex is enriched with Kale and Madecassoside. It soothes the scalp thanks to its anti-inflammatory properties, leaving the scalp with a calm and moisturised feeling, after just one use. The scalp is rebalanced and the future condition of the hair is secured.

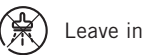
### APPLICATION:

Section clean, damp hair. Distribute evenly onto the scalp and gently massage. Leave in.

Available in: 100ml



Massage



Leave in

# ANTI-DANDRUFF

## SHAMPOO

A gentle, sulphate-free shampoo for a scalp that is prone to dandruff.



### DIAGNOSIS:

The scalp is stressed and prone to dandruff.

### WHAT IT DOES:

- Gently, yet effectively cleanses the scalp and hair.
- Effectively removes visible dandruff flakes from the scalp.
- Targets dry and oily scalp types that are prone to dandruff.
- Leaves the hair supple and shiny
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

### EXPERT INSIGHT:

For optimal results, use the Bonacure Anti-Dandruff regime daily for 5–6 weeks.

### HOW IT WORKS:

The vegan<sup>1</sup>, free-from<sup>2</sup> and pH balanced formula with Superfood Complex is enriched with Superberries and AHA. In addition to its gentle cleansing action on the hair and scalp, it delivers powerful anti-fungal properties, effectively removing visible dandruff flakes from the scalp. The scalp is rebalanced and the future condition of the hair is secured.

### APPLICATION:

Apply to wet hair, massage up to 2 minutes and rinse out.

Available in: 250ml



Massage



2 min



Rinse-off

## SERUM

A rebalancing fluid for a dandruff-prone scalp.



### DIAGNOSIS:

The scalp is stressed and prone to dandruff.

### WHAT IT DOES:

- The pH-balanced formula is anti-inflammatory and protects the scalp from external aggressors.
- Helps to prevent new visible flakes, targeting dry and oily scalp types that are prone to dandruff.
- Instantly soothes the scalp, providing a calming and fresh feeling.
- Weightless, non-greasy and fast-absorbing formula.
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

### EXPERT INSIGHT:

After application, gently massage with balanced pressure for an indulging experience.

### HOW IT WORKS:

The vegan<sup>1</sup> and free-from<sup>3</sup> and pH-balanced formula with Superfood Complex is enriched with Superberries and AHA. It effectively delivers powerful anti-fungal properties, eliminating visible dandruff flakes from the scalp. The scalp is protected from external aggressors, preventing the appearance of new, visible dandruff flakes. The scalp is rebalanced and the future condition of the hair is secured.

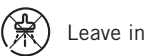
### APPLICATION:

Section clean, damp hair. Distribute evenly onto the scalp and gently massage. Leave in.

Available in: 100ml



Massage



Leave in

<sup>1</sup>Free from animal-derived ingredients.

<sup>2</sup>Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants.

<sup>3</sup>Free from silicones and artificial colourants.



# ROOT ACTIVATING

## SHAMPOO

An activating sulphate-free shampoo for thinning hair.



**DIAGNOSIS:**

The hair is thinning and lacking strength and density.

**WHAT IT DOES:**

- Gently, yet effectively, cleanses and activates the hair roots<sup>1</sup>.
- Reduces non-pathological hair loss after just 6 weeks<sup>2</sup>.
- Strengthens the hair by up to 40%, improving the hair's quality and creating a feeling of volume.
- Provides nourishment for hair, leaving it soft and supple.
- Promotes the micro-circulation<sup>3</sup> of blood in the scalp.
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

**HOW IT WORKS:**

The vegan<sup>4</sup> and free-from<sup>5</sup> formula with Superfood Complex is enriched with Guaraná and Biotin. It provides a gentle cleansing action for both the hair and scalp, whilst simultaneously activating the hair roots<sup>1</sup>. It helps to strengthen the hair up to 40%, creating a feeling of increased volume. The scalp is rebalanced and the future condition of the hair is secured.

**APPLICATION:**

Apply to wet hair, massage up to 2 minutes and rinse out.

Available in: 250ml

- Massage
- 2 min
- Rinse-off

## SERUM

An activating hair serum for thinning hair.



**DIAGNOSIS:**

The hair is thinning and lacking strength and density.

**WHAT IT DOES:**

- Activates the hair roots<sup>1</sup>.
- Reduces non-pathological hair loss after just 6 weeks<sup>2</sup>.
- Helps to increase the production of HGF (Hepatocyte Growth Factor)<sup>2</sup>.
- Provides compounds that energise the scalp.
- Weightless, non-greasy and fast-absorbing formula.
- Rebalances the scalp and secures the future quality of the hair.
- Dermatologically approved to be used on the scalp.
- Suitable for daily use.

**HOW IT WORKS:**

The vegan<sup>4</sup>, free-from<sup>6</sup> and fast-absorbing formula with Superfood Complex is enriched with Guaraná and Biotin. The unique blend of compounds stimulates and energises the scalp, activating the hair roots<sup>1</sup>. It promotes fuller-looking hair, whilst improving its quality and vitality. The scalp is rebalanced and the future condition of the hair is secured.

**APPLICATION:**

Section damp or dry hair and apply twice daily. Distribute evenly on the scalp and gently massage. Leave in.

Available in: 100ml

- Massage
- Leave in

**EXPERT INSIGHT:**

The Root activating Serum is also available in 8 x 7ml format, allowing for convenient home maintenance. Up to one full 7ml bottle, twice a day, is recommended, in combination with a stimulating scalp massage.



<sup>1</sup>Increased ratio of hair follicles. | <sup>2</sup>Regular usage, combining Root Activating Shampoo and Serum.  
<sup>3</sup>In combination with invigorating scalp massage. | <sup>4</sup>Free from animal-derived ingredients.  
<sup>5</sup>Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants. | <sup>6</sup>Free from silicones and artificial colourants.



# TWO STEPS TO RAPID RESET

## Double Bonding Technology

Instant transformative repair for extremely damaged hair.



# R-TWO


Formulated for: over-processed, extremely damaged hair

**COMBINE THE PRODUCTS IN TWO EASY AND QUICK STEPS BASED ON THE HAIR'S NEEDS FOR AN INSTANT AND DEEP REPAIR.** Chemically and physically over-processed hair – caused by harsh shampoos, colouring, bleaching, perming, using a relaxer, excessive blow-drying, heat application and combing – can show signs of extreme damage within its inner and outer structure. This leaves the hair rough, dull, unmanageable, weak, prone to breakage and lacking elasticity. Bonacure R-TWO, powered by the new transformative Double Bonding Technology, is a range of vegan and free-from hair products that repair the hair instantly in just TWO quick steps, giving you ultimate confidence in your in-salon service offering and haircare routines.

**Restore, Reset, Rescue and Renew with R-TWO.**



## Clean Performance

-  Advanced Technology Double Bonding
-  Clean Formula Vegan<sup>1</sup>, free-from and biodegradable
-  Sustainable Packaging Up to 97% recycled and recyclable plastic

<sup>1</sup>Free from animal-derived ingredients.



# R-TWO

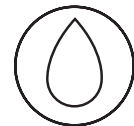
## The science behind it

### WHY DO HAIR BONDS MATTER?

Hair bonds are vitally important because any modification of their status at molecular level influences the overall hair characteristics like strength, elasticity, shine, movement, shape and the hair’s ability to withstand damage.

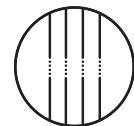
When hair is damaged however, these bonds break and the hair becomes weak and brittle. This can lead to further damage such as split ends and ultimately, hair breakage. That’s why it’s so important to use products that are designed to preserve, repair and protect hair bonds.

### There are 3 major types of bonds:



#### HYDROGEN BONDS:

Weak bonds, which are easily impacted by water, humidity change and mechanical stretching.



#### IONIC BONDS:

Weak bonds, which are impacted by water, pH change and mechanical stretching.



#### COVALENT BONDS:

Strong bonds, which are impacted by chemical treatments like bleaching, photo-oxidation and mechanical stretching.

In only TWO steps, instantly repair hair damage equivalent to<sup>1</sup>:

- 1x lightening
- 2x balayage services
- 20,000x combing strokes<sup>2</sup>



Before



After

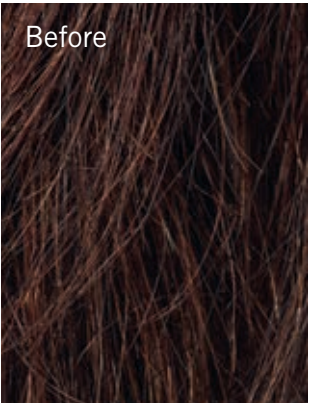
## Double Bonding Technology

### BUILDING NEW HAIR BONDS

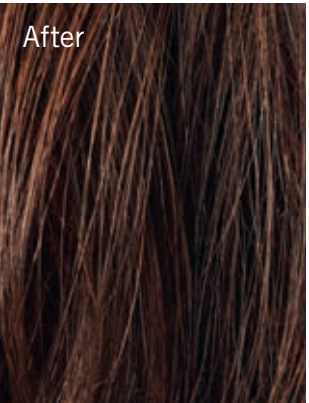
The scientifically-proven Double Bonding Technology is the secret behind R-TWO’s ground-breaking, instant and long-lasting results. The transformative Double Bonding Technology actively repairs broken bonds, leveraging the creation of new bonds within the hair fibre.

### INSTANTLY AND SIMULTANEOUSLY:

Reinforces the inner matrix of the hair fibre. Strengthens the alpha-helical structure of the hair fibre, enhancing the recovery potential of the fibre upon deformation. Every single fibre is stronger and more resistant to future repetitive damage – with a superior lasting strength and an increased lifespan.



Before



After

With just one application, instantly:

- 10x more resistance to repeated hair damage
- 93% less hair breakage<sup>3</sup>
- 90% less split ends<sup>3</sup>
- 14 days<sup>4</sup> of proven, transformative results

<sup>1</sup>All results were tested separately.

<sup>2</sup>Two-product combination, including R-Two Sealer.

<sup>3</sup>Two-product combination, including the R-Two Sealer.

<sup>4</sup>Up to 14 days, using the full product range. Results may vary depending on hair type, quality and history.





# R-TWO

## RESETTING SHAMPOO

A gentle, yet strengthening, sulphate and silicone-free<sup>1</sup> shampoo for extremely damaged hair.



### DIAGNOSIS:

Extremely damaged hair that has been chemically over-processed and physically stressed, and as a result, is prone to breakage.

### WHAT IT DOES:

- Delicately cleanses and strengthens extremely damaged and over-processed hair.
- The free-from<sup>1</sup> formula, with Double Bonding Technology, deeply penetrates the hair fibre, building new bonds and providing resistance to repeated damage.
- Protects and strengthens the hair fibres.
- Specially formulated with a balanced pH whilst maintaining the Bonacure R-TWO results.
- Non-overburdening, even on fine hair types.

### EXPERT INSIGHT:

Bonacure shampoos are sulphate and silicones-free<sup>1</sup>, with no artificial colourants, but have the same foaming and cleansing power of classic sulphate shampoos.

### HOW IT WORKS:

The free-from<sup>1</sup> formula, combined with the Double Bonding Technology, delicately cleanses whilst actively supporting in the re-bonding process. The pH-optimised shampoo neutralises the pH level of the hair after chemical services, minimising cuticle swelling during washing.

### APPLICATION:

Apply to wet hair. Work in and rinse thoroughly.

Available in: 250ml and 1000ml



Rinse-off

## RESTORING ESSENCE

An instant, pre-service bonding essence that prepares, restores and strengthens the hair before bleaching, lightening and colouration.

To be used as a two-part system with the R-TWO Rescuing Treatment or Renewal Sealer for enhanced care and repair.



### DIAGNOSIS:

Extremely damaged hair that has been chemically over-processed and physically stressed, and as a result, is prone to breakage.

### WHAT IT DOES:

- Instantly prepares the hair fibres before bleaching and colouration.
- Prevents hair breakage and improves hair strength to combat damage caused during chemical processing.
- Does not compromise colour results.
- Enhances the performance and potential of the R-TWO Rescuing Treatment and Renewal Sealer.
- Free-from<sup>1</sup> formula, with Double Bonding Technology, deeply penetrates the hair fibre, building new bonds and providing resistance to repeated damage.
- Non-overburdening, even on fine hair types.

### EXPERT INSIGHT:

**For enhanced care:** Use in combination with the R-TWO Rescuing Treatment or Renewal Sealer.

**For bleach only:** Should a second bleaching process/service be required or wanted, the R-TWO Restoring Essence can be applied again.

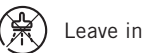
### HOW IT WORKS:

Part of the ultimate two-phase system, this instant pre-service care product has been specially developed to unlock the full in-salon service potential. The colour-safe and free-from<sup>1</sup> formula prevents hair breakage before and during chemical services. Used in combination with the R-TWO Rescuing Treatment or Renewal Sealer, it delivers a higher concentration of bonding action, enhancing the repair power whilst strengthening results.

### APPLICATION:

Shake well. Spray onto dry hair, massage in and allow to dry. Leave in.

Available in: 400ml



Leave in

<sup>1</sup>Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants. Free from animal-derived ingredients.



# R-TWO

## RESCUING TREATMENT

An intensive, rich, repairing and fortifying treatment for extremely damaged hair.



**DIAGNOSIS:**  
Extremely damaged hair that has been chemically over-processed and physically stressed, and as a result, is prone to breakage.



- WHAT IT DOES:**
- Intensively restructures, repairs and fortifies the integrity of the hair for increased strength and lasting, renewed quality.
  - Deeply nourishes the hair, detangles and improves combability.
  - Helps to prolong in-salon service results.
  - Improves combability equivalent to that of undamaged, virgin hair.
  - Free-from<sup>1</sup> formula, with Double Bonding Technology, deeply penetrates the hair fibre, building new bonds and providing resistance to repeated damage.
  - Non-overburdening, even on fine hair types.
  - Adds shine.

**EXPERT INSIGHT:**  
For care performance enhancement: Before applying the treatment, spray R-TWO Restoring Essence evenly through mid-lengths and ends.  
For total rescue: After the R-TWO Rescuing Treatment. Apply a small amount of R-TWO Renewal Sealer on damp or dry hair for a final touch and extra definition.

**HOW IT WORKS:**  
In addition to Double Bonding Technology, the intensive, free-from<sup>1</sup> formula contains extra caring ingredients that target weak areas of the hair and provide in-depth restoration. It creates new bonds, reconnecting the broken keratin chains, whilst sealing each individual hair strand for extremely strong hair that lasts.

**APPLICATION:**  
Apply a plum-sized amount (25–30g) to clean, damp hair. Rinse thoroughly after 5 minutes.

Available in: 200ml and 500ml

-  Rinse-off
-  5 min

## RENEWAL SEALER

An instantly-strengthening, leave-in hair mask.



**DIAGNOSIS:**  
Extremely damaged hair that has been chemically over-processed and physically stressed, and as a result, is prone to breakage.


- WHAT IT DOES:**
- Instantly restores and strengthens the hair to maintain its integrity.
  - The free-from<sup>1</sup> formula, with Double Bonding Technology, deeply penetrates the hair fibre, building new bonds and providing resistance to repeated damage.
  - Perfectly seals the hair cuticle and creates a protective shield around the fibre, reducing breakage and visible signs of split ends.
  - Improves combability equivalent to that of undamaged, virgin hair.
  - Provides frizz control and heat protection up 230°C/446°F.
  - Detangles and improves combability.
  - Non-overburdening, even on fine hair types.
  - Adds extra shine.

**EXPERT INSIGHT:**  
Specially formulated to be used every day, after every shampoo or in-salon service.  
For care performance enhancement: Before applying the sealer, spray R-TWO Restoring Essence evenly through mid-lengths and ends.  
For hair renewal: For enhanced repair action on split ends and to reduce the feeling of dry hair, apply a small amount onto damp or dry hair after in-salon services or homecare.

**HOW IT WORKS:**  
The rich, free-from<sup>1</sup> formula, with Double Bonding Technology, contains extra caring ingredients that deposit on the most porous areas of the hair cuticle to restore a smooth, strong and even hair surface. The inner action and protective shield around the hair fibre reduces breakage and visible signs of split ends.

**APPLICATION:**  
Apply on damp or dry hair. Start with 2 pumps. Add more depending on hair length and thickness. Leave in.

Available in: 145ml

-  Leave in

HAIR DOSAGE	FINE (THIN)	MEDIUM	COURSE (THICK)
SHORT	1 Pump / 1 grams	2–3 pumps / 2–3 grams	3–4 pumps / 3–4 grams
MEDIUM	2 Pump / 2 grams	3–5 pumps / 3–5 grams	5 pumps / 5+ grams
LONG	Up to 3 pump / 3 grams	4–5 pumps / 4–5 grams	5+ pumps / 5+ grams

<sup>1</sup>Free from silicones and artificial colourants. Free from animal-derived ingredients.





# INTENSIVE BONDING SERVICE

## Complementing chemical services

2-Step – Transformative product combination:  
Restoring Essence + Rescuing Treatment

MAIN ACTION:

PREPARE & RESCUE

WHEN TO USE:

- To intensively strengthen highly damaged hair before and during chemical services.
- S.O.S. solution during multiple bleach processes.

HOW IT WORKS:

PREPARE

- Take small sections and spray R-TWO Restoring Essence (Step 1) evenly on the porous mid-length and ends.
- Comb after application.
- Quick dry hair using blow-dryer.
- If required, apply colour product to the roots as usual.
- Apply colour/bleach to remaining hair and leave to develop as usual.
- After total colour/ bleach development time, rinse thoroughly and shampoo the hair using R-TWO Resetting Shampoo to neutralise the pH level after the chemical service.

RESCUE

- Use R-TWO Rescuing Treatment (Step 2) to intensively restructure, repair and fortify the integrity of the hair.
- Apply a plum-sized amount (25-30g, depending on hair's density and length) and leave-in for 5 minutes.
- Rinse out thoroughly.

**Bleach Only:** Should a second bleaching/service be required or wanted; R-TWO Restoring Essence can be applied again.

**Special Tip:** As a final touch, apply a small amount of R-TWO Renewal Sealer to damaged areas or split ends.

HAIRDRESSERS TIP:

TARGET CLIENT:

Clients with over-processed, extremely damaged hair (all hair types and textures). They are concerned about further damage from chemical services and are looking for intensive repair.



After



Before

# RAPID BONDING SERVICE

## Complementing chemical services

2-Step – Transformative product combination:  
Restoring Essence + Renewal Sealer

MAIN ACTION:

PREPARE & RENEW

WHEN TO USE:

- Quick S.O.S. solution during multiple bleach processes. To seal the cuticle after chemical services by creating a protective shield.

HOW IT WORKS:

PREPARE

- Take small sections and spray R-TWO Restoring Essence (Step 1) evenly onto the porous mid-length and ends.
- Comb after application.
- Quick dry hair using blow-dryer.
- If required, apply colour product to the roots as usual.
- Apply colour/bleach to remaining hair and leave to develop as usual.
- After total colour/bleach development time, rinse thoroughly and shampoo the hair using R-TWO Resetting Shampoo to neutralise the pH level after the chemical service.

RENEW

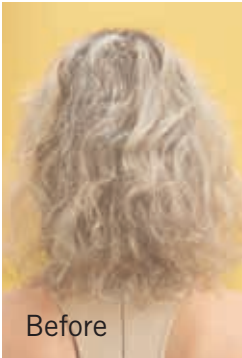
- Use R-TWO Renewal Sealer (Step 2) with Double Bonding Technology on towel-dried hair to seal the hair cuticle and create a protective shield around the fibre.
- Apply a coin-sized amount (See chart on page 75 to establish pump/gram) evenly from mid-length to ends.
- Leave in.

**Bleach Only:** Should a second bleaching/service be required or wanted; the Essence can be applied again.

HAIRDRESSERS TIP:

TARGET CLIENT:

Clients with over-processed, extremely damaged hair (all hair types and textures) who are showing signs of further damage from chemical services.



Before



After



# INTENSIVE BOND-BUILDING TREATMENT

## In-salon care service

2-Step - Transformative product combination:  
Resetting Shampoo + Rescuing Treatment

**MAIN ACTION:**

**WHEN TO USE:**

**HOW IT WORKS:**



**HAIRDRESSERS TIP:**

**TARGET CLIENT:**

**RESET & RESCUE**

- To intensely restructure and fortify extremely damaged hair, preventing future damage.

**RESET**

- Delicately cleanse and strengthen highly damaged hair with the R-TWO Resetting Shampoo (Step 1) for the most effective overall result.

**RESCUE**

- Use R-TWO Rescuing Treatment (Step 2) to intensely restructure, repair and fortify the integrity of the hair by building new bonds .
- Apply a plum-sized amount (25-30g, depending on hair's density and length) and leave-in for 5 minutes.
- Rinse out thoroughly.

**For Care Performance Enhancement:** Before applying R-TWO Rescuing Treatment. Take small sections and spray R-TWO Essence evenly on towel-dry hair, focusing on the most damaged areas, to enhance its performance and potential.

**Special Tip:** As a final touch, apply a small amount of R-TWO Renewal Sealer to damaged areas or split ends.

Clients with over-processed, extremely damaged hair (all hair types and textures), struggling with their hair's resistance and manageability.



Before



After

# RAPID BOND-BUILDING TREATMENT

## In-salon care service

2-Step - Transformative product combination:  
Resetting Shampoo + Renewal Sealer

**MAIN ACTION:**

**WHEN TO USE:**

**HOW IT WORKS:**



**HAIRDRESSERS TIP:**

**TARGET CLIENT:**

**RESET & RENEW**

- To seal the hair's cuticle to reduce breakage and slip ends.
- To reinforce the hair's resistance to daily stress factors and repeated damage.
- Before styling damaged hair with hot tools (up to 230°C/446°F)

**RESET**

- Delicately cleanse and strengthen highly damaged hair with the R-TWO Resetting Shampoo (Step 1) for the most effective overall result.

**RENEW**

- Use R-TWO Renewal Sealer (Step 2) with Double Bonding Technology on towel-dried hair to seal the hair cuticle and create protective shield around the fibre, enhance combability and extra shine.
- Apply a coin-sized amount (see chart on page 75 to establish pump/gram) evenly from mid-length to ends.
- Leave in.

**For Care Performance Enhancement:** Before applying R-TWO Renewal Sealer. Take small sections and spray R-TWO Restoring Essence evenly on towel-dry hair, focusing on the most damaged areas, to enhance the performance and potential of the R-TWO Renewal Sealer. Do not rinse.

Clients with over-processed, extremely damaged hair (all hair types and textures), struggling with their hair's resistance and manageability.



After



Before





# DISCOVER OUR BONACURE CLEAN INGREDIENTS LIST

and each active function in the formulas

NAME	FUNCTION	ACTION
Fragrance ingredient		
CITRAL	Fragrance ingredient	Fragrance ingredient
LIMONENE	Fragrance ingredient	Fragrance ingredient
LINALOL	Fragrance ingredient	Fragrance ingredient
HEXYL SALICYLATE	Fragrance ingredient	Fragrance ingredient
GERANIOL	Fragrance ingredient	Fragrance ingredient
CITRONELLOL	Fragrance ingredient	Fragrance ingredient
BENZYL ALCOHOL	Fragrance ingredient	Fragrance ingredient
BENZYL SALICYLATE	Fragrance ingredient	Fragrance ingredient
ALPHA-ISOMETHYL IONONE	Fragrance ingredient	Fragrance ingredient
Vitamin		
TOCOPHERYL ACETATE	Vitamin E	Antioxidant
NIACINAMIDE	Vitamin B3	Hair Conditioning Agent
Pro-vitamin		
PANTHENOL	Pro-Vitamin B5	Hair Conditioning Agent/ Moisturiser/Repairing Ingredient

NAME	FUNCTION	ACTION
Natural oils		
ORBIGNYA OLEIFERA SEED OIL	Botanic barbassu oil	Hair conditioning agent
ARGANIA SPINOSA KERNEL OIL	Botanic argan oil	Hair conditioning agent
Amino acid		
WHEAT AMINO ACIDS	Protein derivative, amino acids	Hair conditioning agent/repairing ingredient
THREONINE	Amino acid	Hair conditioning agent
SOY AMINO ACIDS	Protein derivative, amino Acids	Hair conditioning agent/repairing ingredient
SERINE	Amino acid	Hair conditioning agent
GLYCINE	Amino acid	Helps to regulate scalp functions
ARGININE (HCL)	Amino acid	Helps to regulate scalp functions
Humectant		
UREA	Humectant	Moisturiser
GLYCERIN	Humectant	Moisturiser
BUTYLENE GLYCOL	Humectant, solvent	Dissolves other substances/ holds and retains moisture
Solvent agent		
ISOPROPYL ALCOHOL	Solvent	Dissolves other substances
PROPYLENE GLYCOL	Solvent	Dissolves other substances
DIPROPYLENE GLYCOL	Solvent	Holds and retains moisture/ dissolves other substances
ALCOHOL DENAT.	Solvent	Evaporating agent/Preservative
AQUA/WATER/EAU	Solvent	Purified Water
Surfactant		
TRISODIUM ETHYLENEDIAMINE DISUCCINATE	Surfactant	Mild cleansing agent
SODIUM METHYL COCOYL TAURATE	Surfactant	Mild cleansing agent
SODIUM METHYL ISETHIONATE	Surfactant	Mild cleansing agent
SODIUM METHYL 2-SULFOLAURATE	Surfactant	Mild cleansing agent
SODIUM COCOAMPHOACETATE	Surfactant	Mild cleansing agent



NAME	FUNCTION	ACTION
Surfactant		
SODIUM C14-16 OLEFIN SULFONATESULFONATE	Surfactant	Cleansing agent
PEG-7 GLYCERYL COCOATE	Surfactant	Emulsifier
PEG-120 METHYL GLUCOSE DIOLEATE	Surfactant	Emulsifier
LAURYL-GLUCOSIDE	Surfactant	Foaming agent
DISODIUM 2-SULFOLAURATE	Surfactant	Mild cleansing agent
DISODIUM COCOAMPHODIACETATE	Surfactant	Foaming agent
COCO-GLUCOSIDE	Surfactant	Foaming agent
COCAMIDE MEA	Surfactant	Foaming agent
COCAMIDOPROPYL BETAINE	Surfactant	Foaming agent
CAPRYLYL/CAPRYL GLUCOSIDE	Surfactant	Lowers the surface tension of a product/ helps equally distribution
C12-18 FATTY METHYL ESTERS	Surfactant	Lowers the surface tension of a product/helps equally distribution

Coenzyme

UBIQUINONE	Coenzyme	Also known as Q10, used as anti-aging ingredient
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Hair Conditioning Agent

STEARAMIDOPROPYL DIMETHYLAMINE	Hair Conditioning Agent	Improves shine, combability and manageability
QUATERNIUM-91	Hair Conditioning Agent/ Anti-static	Improves hair condition and combability
DISTEAROYLETHYL HYDROXYETHYLMONIUM METHOSULFATE	Hair Conditioning Agent	Improves shine, combability and manageability
BEHENAMIDAPROPYL DIMETHYLAMINE	Hair Conditioning Agent	Improves shine, combability and manageability

Polymer

POLYQUATERNIUM-11	Conditioning Agent	Cationic care ingredient. Positively charged, ionically bond to the hair
POLYQUATERNIUM-37	Conditioning Agent	Cationic care ingredient. Positively charged, ionically bond to the hair
HYDROXYPROPYL GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	Conditioning Agent	Improves shine, combability and manageability

Emulsifier

PPG-1 TRIDECETH-6	Emulsifier	Stabilizer
SORBITAN OLEATE	Emulsifier	Stabilizer
CETEARETH-20	Emulsifier	Lowers the surface tension of a product/helps equally distribution
PEG-40 HYDROGENATED CASTOR OIL	Emulsifier	Emulsifier

Emolient

DICAPRYLYL CARBONATE	Emolient	Hair conditioning agent/ Spreading agent
DICAPRYLYL ETHER	Emolient	Hair conditioning agent/ Spreading agent
CETYL ETHYLHEXANOATE	Emolient	Hair conditioning agent/ Spreading agent
CETYL PALMITATE	Emolient	Hair conditioning agent/ Spreading agent
CAPRYLIC/ CAPRIC TRIGLYCERIDE	Emolient	Hair conditioning agent/ Spreading agent
ISOPROPYL MYRISTATE	Emolient	Hair conditioning agent/ Spreading agent
PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE	Emolient	Hair conditioning agent
BUTYROSPERMUM PARKII (SHEA) BUTTER	Emolient	Hair conditioning agent





NAME	FUNCTION	ACTION
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## Bulking Agent

SODIUM SULFATE	Bulking agent	Viscosity controlling
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## Buffering Agent

SODIUM LACTATE	Buffering Agent	pH stabiliser
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CALCIUM CARBONATE	Mineral/Buffering	Stabilises the pH value of products
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CALCIUM HYDROXIDE	Mineral/Buffering	Stabilises the pH value of products
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SODIUM CHLORIDE	Salt (table salt/ Thickener	Adjust the viscosity
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MAGNESIUM CITRATE	Mineral/Buffering	Stabilises the pH value of products
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## Inorganic Base

SODIUM HYDROXYDE	Inorganic Base	pH adjuster
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## Preservative

PHENOXYETHANOL	Preservative	Preservative
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POTASSIUM SORBATE	Preservative	Preservative
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METHYL BENZOATE	Preservative	Preservative
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## Parfum

PARFUM (FRAGRANCE)	Parfum (Fragrance)	Parfum (Fragrance)
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## Plant Extract

MORINGA OFFICINALIS SEED EXTRACT	Plant extract	Antipollution ingredient
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## Cooling Agent

MENTHOL	Cooling agent	Increase blood circulation
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## Starch/hydrogen phosphate

HYDROXYPROPYL STARCH PHOSPHATE	Starch/hydrogen phosphate	Viscosity controlling
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NAME	FUNCTION	ACTION
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## Gum

HYDROXYETHYLCELLULOSE	Gum	Viscosity ingredient
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## Viscosity agent

GLYCOL DISTEARATE	Viscosity agent	Viscosity increasing agent for Emulsions
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CETEARYL ALCOHOL	Viscosity agent	Viscosity increasing agent for Emulsions
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## Fatty acid

COCONUT ACID	Fatty acid	Emulsifying agent/ smoothes the skin
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## Organic Acid

CITRIC ACID	Organic Acid	Naturally occurring in lemons, oranges, limes, and other citrus fruits/pH adjuster
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LACTIC ACID	Organic Acid	pH adjuster
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## Quaternary Ammonium Compound (QUAT)

CETRIMONIUM METHOSULFATE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
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BEHENTRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
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CETRIMONIUM CHLORIDE	Hair Conditioning Agent/ Anti-static	Improves hair condition and combability
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BEHENOYL PG-TRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
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## Skin Care Ingredient

BISABOLOL	Ingredient of Chamomile	Scalp soothing effect/ Anti-irritations
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ALLANTOIN	Hair Conditioning Agent	Scalp soothing effect/ Anti-irritations
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