

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

Scan to discover more



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

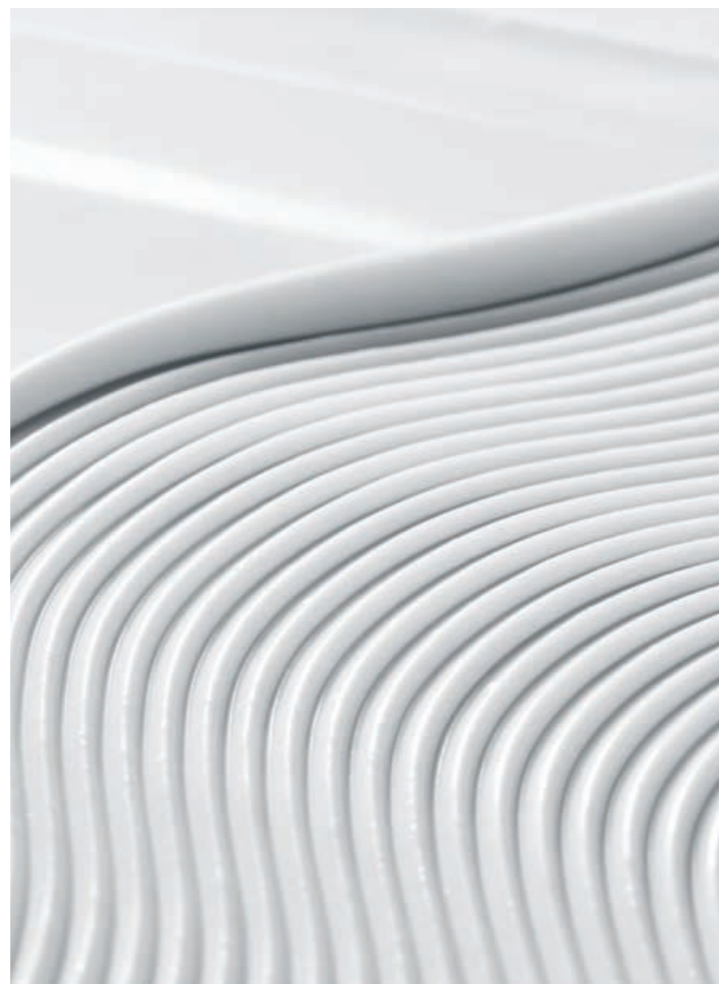
FREE FROM THE UNNECESSARY, FULL OF BENEFITS

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



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.

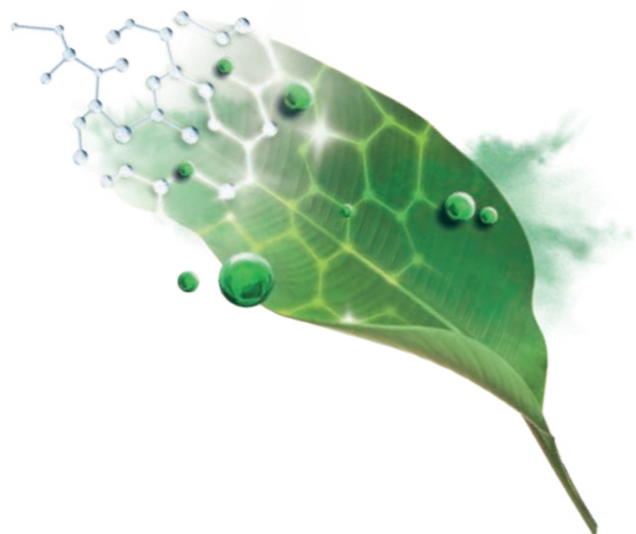


VEGAN KERATIN

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.

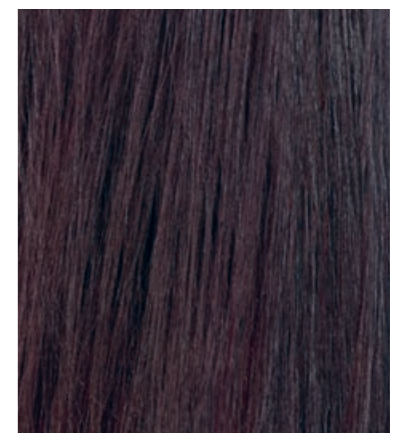
When hair is damaged it can have three different root causes:

- 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+ PEPTIDES

Peptides are short chains of amino acids that act as essential building blocks of proteins naturally present in the skin and hair. Their main function is to support protein structure and help reinforce the integrity of the fibre. Bonacure Repair Rescue+ formulated with Multi-Peptides helps strengthen the hair structure, supports resilience, and promotes a smoother, healthier-looking surface from the first 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.



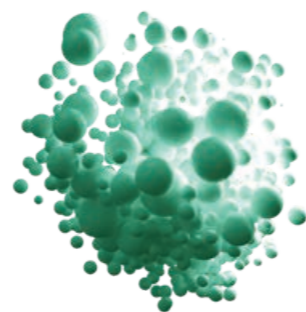
MOISTURE KICK ALOE VERA

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.



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 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+ PEPTIDE BOND COMPLEX

For damaged, distressed and over-processed hair.

COLOR FREEZE PH 4.5

For coloured and highlighted hair

MOISTURE KICK ALOE VERA

For normal to dry and wavy hair

VOLUME BOOST CREATINE

For fine hair

REPAIR RESCUE+

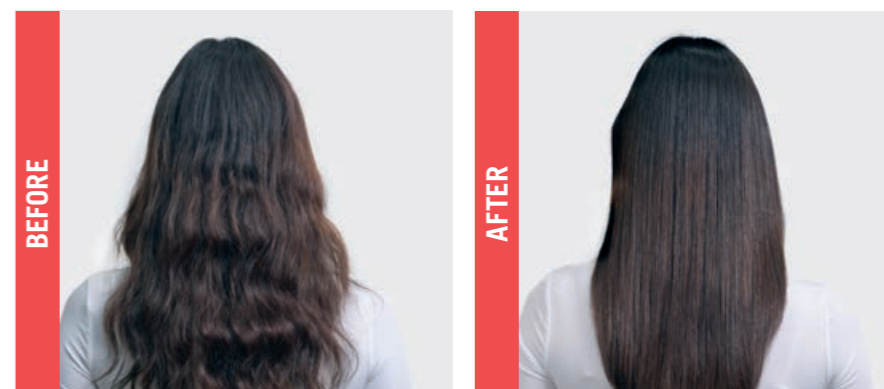
PEPTIDE BOND COMPLEX

Formulated for: damaged hair

When hair is damaged, it can lose its healthy-looking appearance, shine, and resilience. Simply masking damage is not enough. Bonacure Repair Rescue+ helps visibly transform hair, restoring manageability and smoothness. Powered by the Peptide Bond Complex, a combination of Bond Repair Technology and Multi-Peptides, the formula helps repair existing damage, protects hair from future stress, smooths and revitalizes every strand, and shields hair while helping to strengthen the outer surface. Repair Rescue+ provides +100% stronger, resilient and repaired hair.*



For instant hair transformation and repair.



Where Damage Ends, Strength Begins.

External aggressions such as chemical treatments, heat, UV rays, and free radicals can affect hair, leaving the cuticle brittle or partially lost and exposing the fiber. Damage occurs at two levels: the inner cortex may develop structural gaps, weakening hair architecture, while the outer cuticle can become uneven and rough, increasing friction, tangling, and reducing natural movement, softness, and shine.

The Peptide Bond Complex in Bonacure Repair Rescue+ combines Bond Repair Technology and Multi-Peptides to target both levels of the hair fiber. It penetrates the inner structure to rebuild resilience and forms a protective layer on the hair surface, supporting hair integrity from root to tip. This structural action helps hair move more freely and appear smoother and healthier*.

The science behind it

BOND REPAIR TECHNOLOGY:

Restores and strengthens the inner hair structure, helping to repair existing damage and protect hair from future stress.

MULTI-PEPTIDES TECHNOLOGY:

Works on the outer hair, helping to reinforce the cuticle and support revitalization*.

PEPTIDE BOND COMPLEX:

A one-of-a-kind system combining Bond Repair Technology and Multi-Peptides Technology. This dual-action complex is designed to target both the inner cortex and the outer hair surface simultaneously, helping to rebuild hair structure from root to tip and reinforce its resilience*.

BENEFITS

- +100% stronger, resilient and repaired hair. *
- Improves strength, elasticity, and shine, repairing up to 70% of hair damage with every use.**
- Instantly smooths the cuticle and boosts shine by up to 150%.***
- Seals up to 90% of split ends with every use.****

* vs untreated hair.

** vs untreated hair. / Referring to Repair Rescue+ Shampoo

*** vs untreated hair. / Referring to Repair Rescue+ Shine Treatment

**** vs untreated hair / Referring to Repair Rescue+ Sealed Ends+



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REPAIR RESCUE+

PEPTIDE BOND COMPLEX

SHAMPOO

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 while helping to restore hair's strength, elasticity, and shine.
- Cleanses hair while strengthening from within, helping to reduce hair breakage by 70% with continued use.*
- Leaves hair visibly shinier and healthier-looking after every wash.

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:

- Facilitates detangling and improves combability.
- Helps repair damaged hair, leaving it smooth and resilient.
- The formula deeply revitalizes hair, enhancing softness and shine with no weight.

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

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 provides a 24-hour moisturized feel, leaving hair soft.
- Helps repair hair bonds with every wash, reducing hair breakage by 95%.*
- Provides heat protection up to 230°C, for stronger, healthier hair.*
- Instantly smooths hair, reducing frizz by up to 65%.*

HOW IT WORKS:

The bi-phase leave-in formula 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:

- Provides intense care from within.
- Repairs hair damage by up to 90% with every use.
- The formula helps repair hair bonds with every wash, reducing hair breakage by 90%.*
- Leaves hair visibly shinier and looking healthier after every use.*

HOW IT WORKS:

The formula 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+ PEPTIDE BOND COMPLEX

WHAT YOU WILL LOVE THE MOST OUR HEROES

SEALED ENDS+

Intensive cream-serum that seals hair ends and prevents splitting.



NEW

SHINE TREATMENT

Concentrated liquid treatment that instantly boosts shine and help repair hair bonds, with no weight.



DIAGNOSIS:

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

WHAT IT DOES:

- Deeply penetrates the hair to help repair damage.
- Seals up to 90% of split ends with every use.*
- Restores up to 95% of damaged ends, leaving hair soft, smooth.*
- The formula helps repair hair bonds with every wash, reducing hair breakage by 95%.*
- Provides heat protection up to 230°C, for stronger, healthier hair.*

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 Peptide Bond 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

DIAGNOSIS:

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

WHAT IT DOES:

- Transformative liquid formula for easy application.
- Instantly smooths the cuticle and boosts shine by up to 150%.*
- The formula helps repair hair bonds with every wash, reducing hair breakage by 95%.*
- Repairs up to 95% of hair damage with every use.
- Add mirror-like shine effect, smoothing the hair cuticle for a glossy finish.

EXPERT INSIGHT:

Clients who want instant, glossy-looking hair with a salon-finish result use this treatment to immediately enhance shine and smooth the hair surface, without weighing the hair down.

HOW IT WORKS:

This highly concentrated liquid formula is applied to mid-lengths and ends, where it instantly transforms into a smooth, lightweight layer that envelops the hair. Powered by the Peptide Bond Complex**, it helps strengthen hair and support resilience. The treatment immediately boosts light reflection, creating a glossy, mirror-like shine and a polished, salon-finish result, leaving hair looking smooth, shiny, and healthy.

APPLICATION:

Apply to damp hair, from mid-lengths to ends. Massage until it turns creamy, then rinse thoroughly.

Available in: 200ml and 1000ml



Rinse-off



20ml

* vs. untreated hair.

**Use with Bonacure Repair Rescue+ Shampoo to fully experience the Peptide Bond Complex.



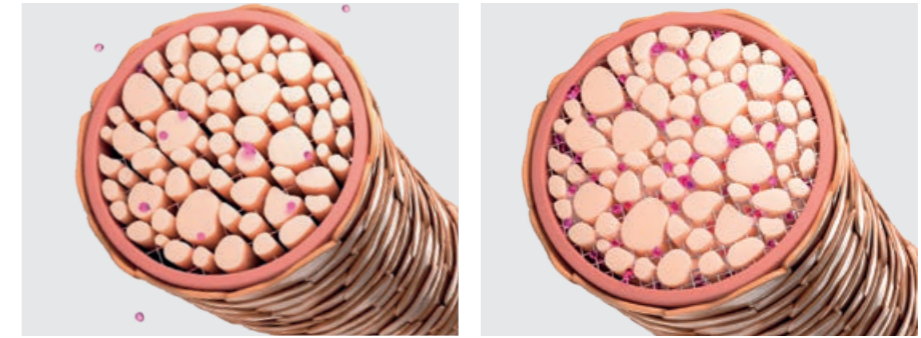
COLOR FREEZE

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 microfibriles 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.



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discover
more

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 color as vibrant as the first day after the color 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

MOISTURE KICK

ALOE VERA

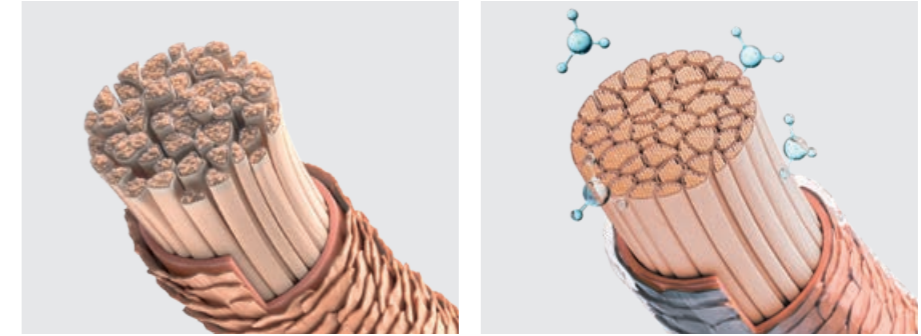
Formulated for: normal to dry and wavy hair

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.



* vs. untreated hair



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.

BENEFITS

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



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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

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

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

TREATMENT

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



DIAGNOSIS:

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

* vs. untreated hair.



MOISTURE KICK

HYALURONIC ACID 2%

HYALURONIC SERUM

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



DIAGNOSIS:

Hair is dry, brittle, wavy and 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.
- Smooths 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 and 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



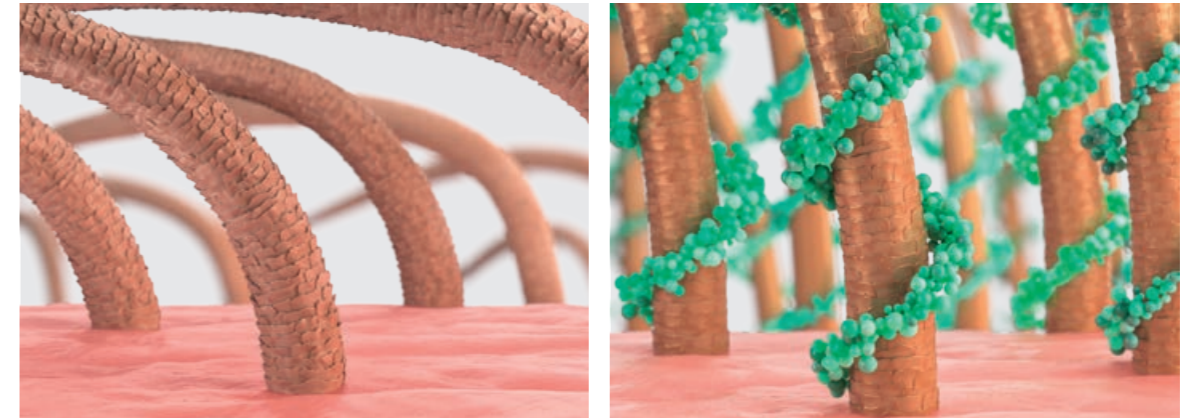
* vs. untreated hair.



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.

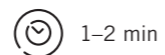
HOW IT WORKS:

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.

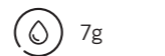
Available in: 250ml and 1000ml



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.

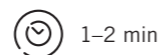
HOW IT WORKS:

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.

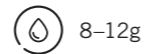
Available in: 200ml



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.

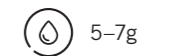
APPLICATION:

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

Available in: 150ml



Leave in



5–7g



SCHWARZKOPF PROFESSIONAL SIGNATURE CONSULTATION APPROACH

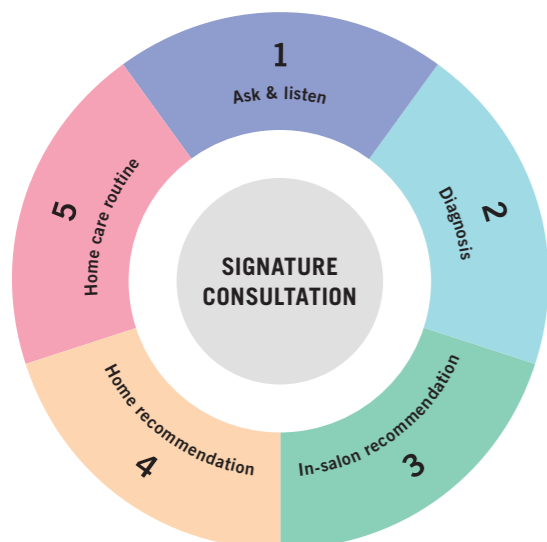
The client's hair is as unique as your fingerprint, that's why it is so important to start with a consultation and an individualised diagnosis of the hair.

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.

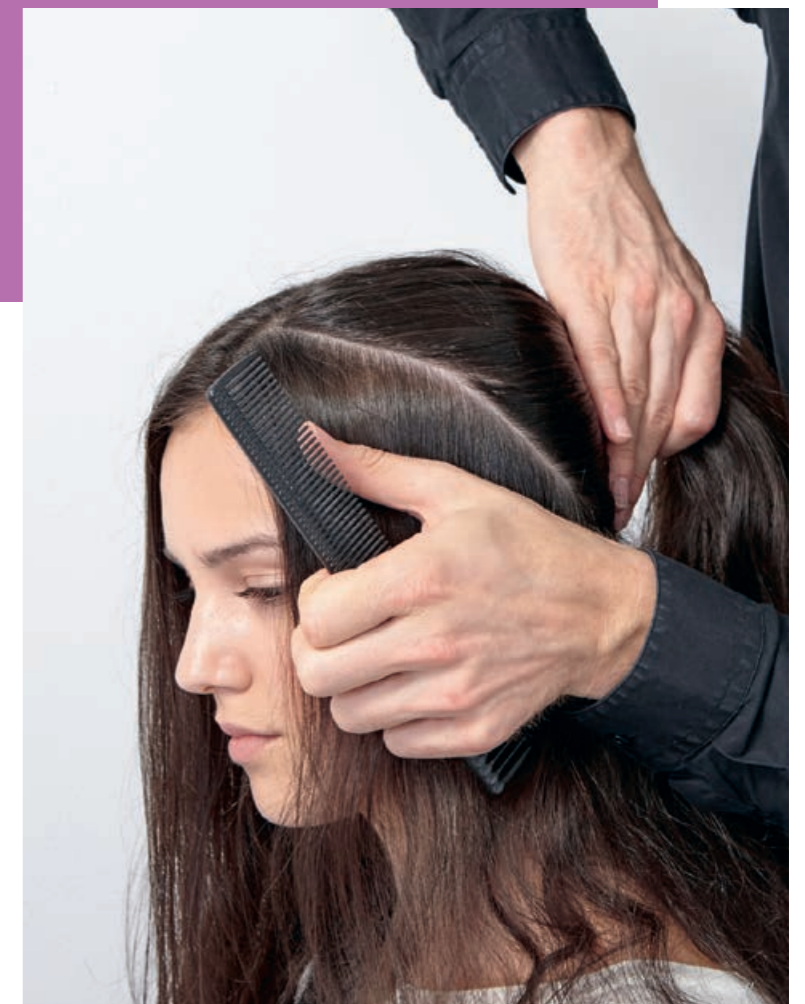


- 1 ASK & LISTEN**
 Regardless of age, here are some questions you should be asking every client during a consultation:
 1. What haircare products do you use and how important is Clean Beauty for you?
 2. What do you like about your hair?
 3. What have you had done to your hair in the past that you liked?
 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
Cleanse

②
Condition

③
Finish

**REPAIR RESCUE+
PEPTIDE BOND COMPLEX**

For damaged, distressed and over-processed hair.



Shampoo



Conditioner



Sealed Ends+ or
Spray Conditioner

**MOISTURE KICK
ALOE VERA**

For normal to dry, wavy or curly hair



Shampoo



Conditioner



Spray Conditioner or
Hyaluronic Serum

**COLOR FREEZE
PH 4.5**

For coloured and highlighted hair



Shampoo



Conditioner



Spray Conditioner

**VOLUME BOOST
CREATINE**

For fine hair



Shampoo



Conditioner



Perfect Foam



VEGAN KERATIN CHARGE

Instant strength, smoothness & shine



 10 min

①
Cleanse

②
Condition

③
Finish

**REPAIR RESCUE+
PEPTIDE BOND COMPLEX**

For damaged, distressed and over-processed hair.



Shampoo



Treatment



Sealed Ends+ or
Spray Conditioner

**MOISTURE KICK
ALOE VERA**

For normal to dry, wavy or curly hair



Shampoo



Treatment



Spray Conditioner or
Hyaluronic Serum

**COLOR FREEZE
PH 4.5**

For coloured and highlighted hair



Shampoo



Treatment



Spray Conditioner



VEGAN COOL BLONDE NEUTRALISATION

Deep neutralisation & shine



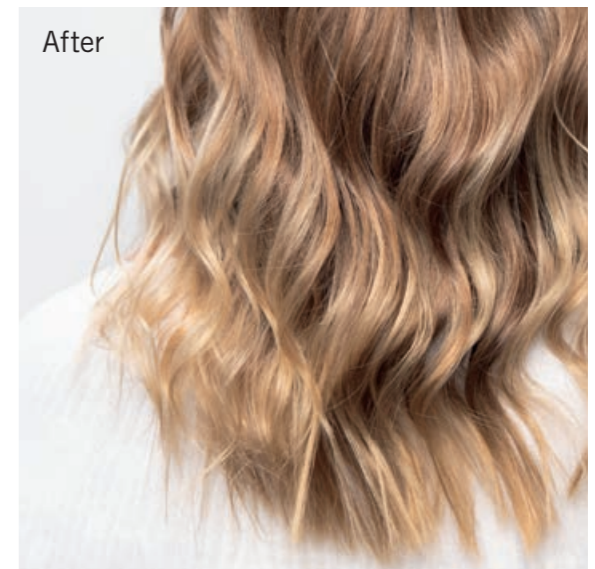
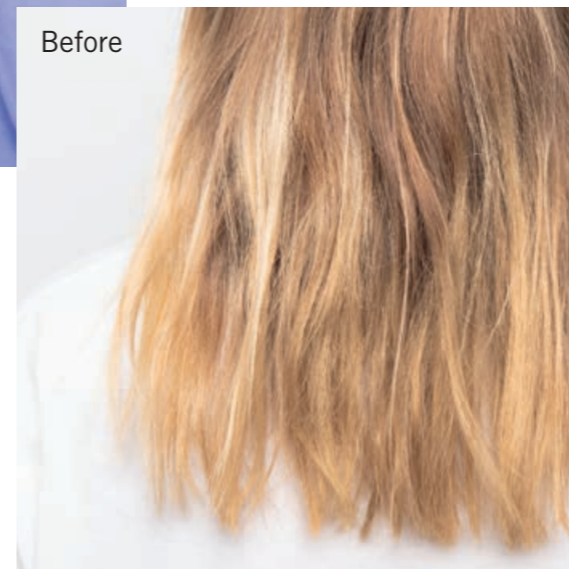
1 Cleanse & Neutralise



2 Treat & Neutralise



3 Finish



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

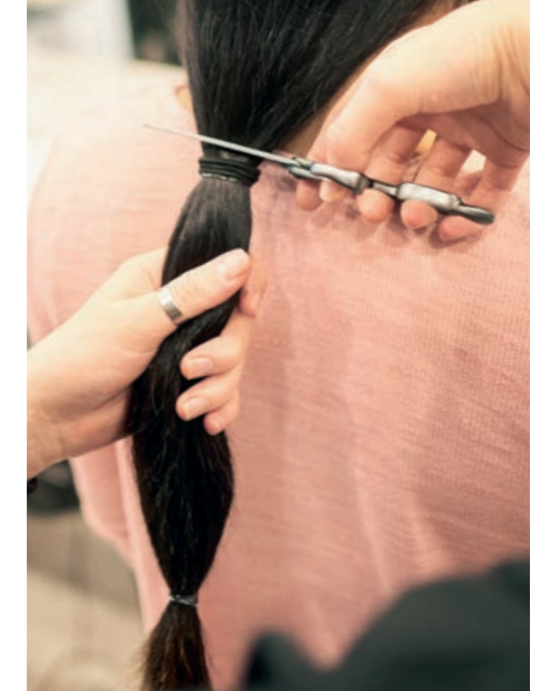
- Install LED lights in non client centred spaces, such as the front desk and back bar. They last 60 times longer than incandescent (traditional) light bulbs!
- Maximize natural light in your salon as much as possible.
- Install motion sensor lighting in rooms, such as in bathrooms, storage rooms and 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



Sun Protect
For all hair types



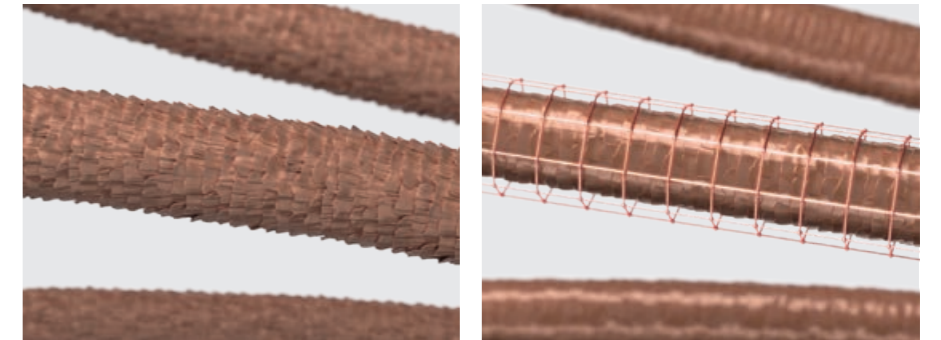
Scalp
For scalp imbalances

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.

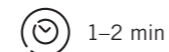
HOW IT WORKS:

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:

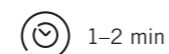
The clean formula with cold pressed coconut oil helps to balance the moisture level of sun-stressed hair, adds softness and smoothness while leaving it with a beautiful glow.

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



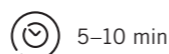
1-2 min



Rinse-off



8-12g



5-10 min



Rinse-off



25-30g

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.

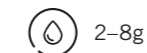
APPLICATION:

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.

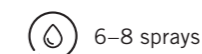
APPLICATION:

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:

- Vegan¹, free-from², 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 vegan¹, free-from² 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



¹Free from animal-derived ingredients.

²Free 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 vegan¹ and free-from² 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.



¹Free from animal-derived ingredients.

²Free 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 vegan¹, free-from² 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 vegan¹, free-from² 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 vegan¹, free-from² 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 vegan¹ and free-from³ 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

¹Free from animal-derived ingredients.

²Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants.

³Free 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 roots¹.
- Reduces non-pathological hair loss after just 6 weeks².
- 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-circulation³ 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 vegan⁴ and free-from⁵ formula with Superfood Complex is enriched with Guarana and Biotin. It provides a gentle cleansing action for both the hair and scalp, whilst simultaneously activating the hair roots¹.

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 roots¹.
- Reduces non-pathological hair loss after just 6 weeks².
- Helps to increase the production of HGF (Hepatocyte Growth Factor)².
- 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.

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.

HOW IT WORKS:

The vegan⁴, free-from⁶ and fast-absorbing formula with Superfood Complex is enriched with Guarana and Biotin. The unique blend of compounds stimulates and energises the scalp, activating the hair roots¹. 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 and 8x7ml



Massage



Leave in



¹Increased ratio of hair follicles. | ²Regular usage, combining Root Activating Shampoo and Serum.

³In combination with invigorating scalp massage. | ⁴Free from animal-derived ingredients.

⁵Free from Sodium Lauryl Sulphate & Sodium Laureth Sulphate, silicones and artificial colourants. | ⁶Free from silicones and artificial colourants.

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
BOTENICALS		
ARGANIA SPINOSA KERNEL OIL	Botanic argan oil	Hair conditioning agent
ALOE VERA LEAF JUICE	Plant Leaf Juice	Improves hair moisture
MORINGA OFFICINALIS SEED EXTRACT	Plant extract	Antipollution ingredient
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
POLYLYSINE	Peptide	Hair conditioning agent/ repairing ingredient
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
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
HYDROXYPROPYLAMMONIUM GLUCONATE	Hair Conditioning Agent	Strengthens hair from inside
HYDROXYPROPYLGLUCONAMIDE	Hair Conditioning Agent	Strengthens hair from inside

NAME	FUNCTION	ACTION
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
Bulking Agent		
SODIUM SULFATE	Bulking agent	Viscosity controlling
Buffering Agent		
SODIUM LACTATE	Buffering Agent	pH stabiliser
CALCIUM CARBONATE	Mineral/Buffering	Stabilises the pH value of products
CALCIUM HYDROXIDE	Mineral/Buffering	Stabilises the pH value of products
SODIUM CHLORIDE	Salt (table salt/ Thickener)	Adjust the viscosity
MAGNESIUM CITRATE	Mineral/Buffering	Stabilises the pH value of products
Inorganic Base		
SODIUM HYDROXYDE	Inorganic Base	pH adjuster
Preservative		
PHENOXYETHANOL	Preservative	Preservative
POTASSIUM SORBATE	Preservative	Preservative
METHYL BENZOATE	Preservative	Preservative
Parfum		
PARFUM (FRAGRANCE)	Parfum (Fragrance)	Parfum (Fragrance)
Cooling Agent		
MENTHOL	Cooling agent	Increase blood circulation
Starch/hydrogen phosphate		
HYDROXYPROPYL STARCH PHOSPHATE	Starch/hydrogen phosphate	Viscosity controlling

NAME	FUNCTION	ACTION
Gum		
HYDROXYETHYLCELLULOSE	Gum	Viscosity ingredient
Viscosity agent		
GLYCOL DISTEARATE	Viscosity agent	Viscosity increasing agent for Emulsions
CETEARYL ALCOHOL	Viscosity agent	Viscosity increasing agent for Emulsions
Fatty acid		
COCONUT ACID	Fatty acid	Emulsifying agent/ smoothes the skin
Organic Acid		
CITRIC ACID	Organic Acid	Naturally occurring in lemons, oranges, limes, and other citrus fruits/pH adjuster
LACTIC ACID	Organic Acid	pH adjuster
Quaternary Ammonium Compound (QUAT)		
CETRIMONIUM METHOSULFATE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
BEHENTRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
CETRIMONIUM CHLORIDE	Hair Conditioning Agent/ Anti-static	Improves hair condition and combability
BEHENOYL PG-TRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
Skin Care Ingredient		
BISABOLOL	Ingredient of Chamomile	Scalp soothing effect/ Anti-irritations
ALLANTOIN	Hair Conditioning Agent	Scalp soothing effect/ Anti-irritations
SODIUM HYALURONATE	Skin Care Ingredient	Improves hair moisture



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