



EXPERT REFERENCE BOOK

bc
BONACURE

Together. A passion for hair.

ENTER

CONTENTS



WE CHOOSE PERFORMANCE WE CHOOSE CLEAN BEAUTY

We're changing professional hair care for good.
Embracing Clean Beauty and high-performing products
that are free from compromise and full of promise.

We work with advanced vegan technology to create formulas
that are full of what's good and free of what's not.

We use sustainable packaging and ingredients you trust.
None of the sulphates you don't.

We aim to inspire confidence in our hairdressers
and consumers every day, because we care.

WE CHOOSE CLEAN PERFORMANCE

#BCWECARE

WATCH TO
DISCOVER MORE



BONACURE CLEAN PERFORMANCE

THE POWER OF VEGAN KERATIN IN A NEW PROFESSIONAL CLEAN FORMULA

Still choosing between clean or high-performing products? Our new Clean Performance ranges bring the best of both, the power of Bonacure advanced technology you love, in a new 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 **New Vegan Care Complex:** Vegan Keratin and Cell Equalizer technologies together with Skin Care actives **guarantee healthy beautiful hair for all hair types.**



CLEAN FORMULA

New **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 new packaging is planet-friendly, **fully recyclable** and made of up to **97% recycled plastic.**



NEW VEGAN CARE COMPLEX

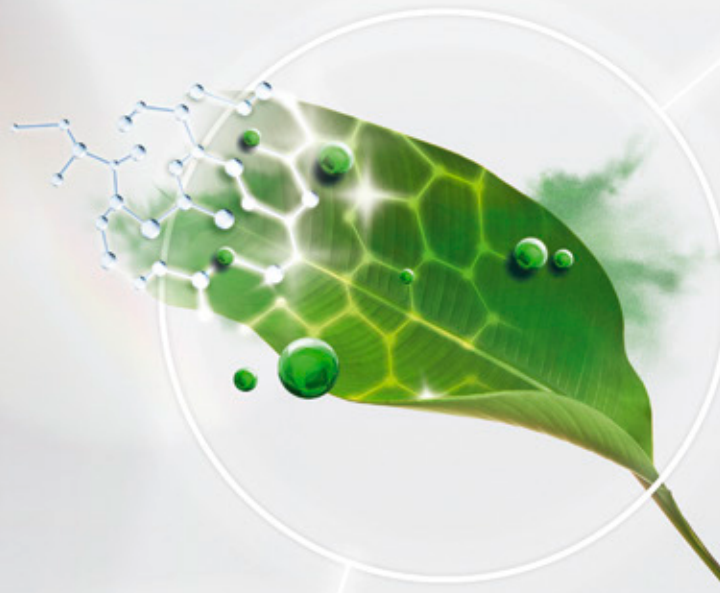
Vegan Care Complex is an innovation at the heart of every Bonacure product. This technology fully replenishes damaged hair cells from the cuticle right through to the cortex with hair identical agents. Its unique action fills gaps in the hair's surface to create a sealed healthy surface for immaculate 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 hair identical amino-acids chains. 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.



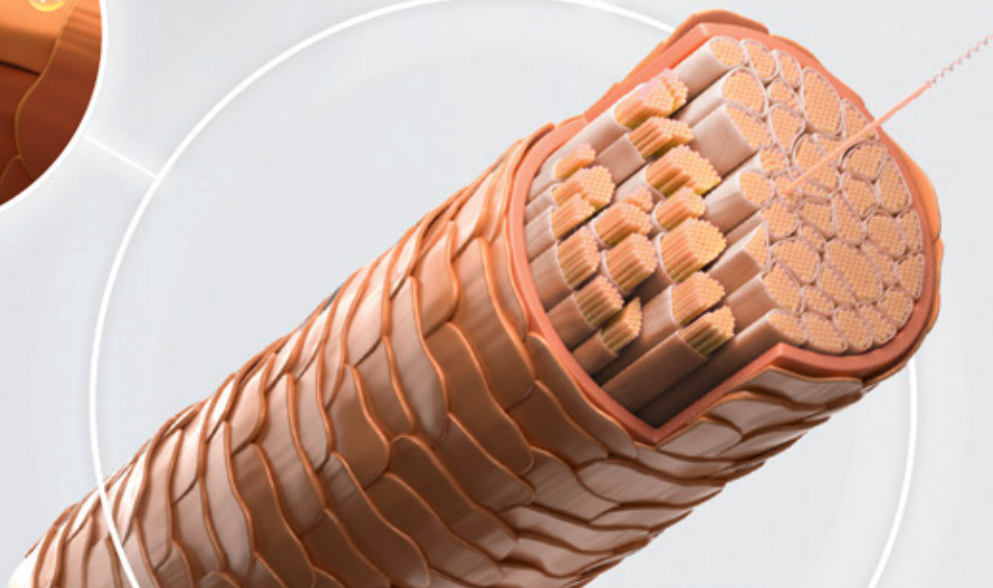
VEGAN KERATIN

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.



WATCH TO
DISCOVER MORE

WHY VEGAN KERATIN?

Human hair is about

85-95%

Keratin. The rest is water, minerals, vitamins and pigments.

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.

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 α-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.



MOISTURE KICK GLYCEROL

Glycerol is also known as Glycerin. Glycerol is found in all natural fats and fatty oils - e.g. vegetable oils - chemically bound as fatty acid esters (triglycerides) and play a central role as an intermediate in various metabolic processes. Because of its water-binding properties, glycerol is contained in cosmetics as a moisturiser.

Bonacure Moisture Kick formulated with Glycerol provides a moisturised hair feel for up to 48 hours.



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.



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.



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* and instantly provides soft and shiny hair.

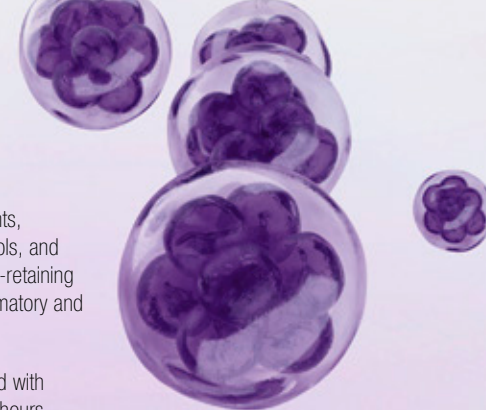
*Use Time Restore Shampoo and Conditioner in combination and repeated use.



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.



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.



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.

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

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

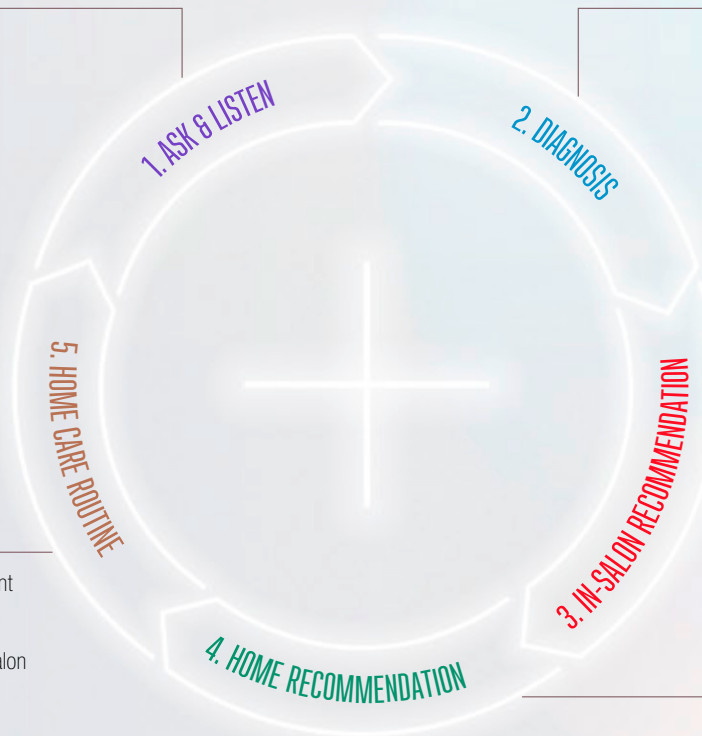
3. IN-SALON RECOMMENDATION

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.



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 into lacklustre hair, creating volume, seeing off 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.



BONACURE CORE RANGES



REPAIR RESCUE ARGININE

For damaged,
distressed hair



COLOR FREEZE pH 4.5

For coloured and
highlighted hair



MOISTURE KICK GLYCEROL

For normal to dry,
wavy or curly 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



CLEAN BALANCE TOCOPHEROL

For all hair types

CLICK TO
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REPAIR RESCUE

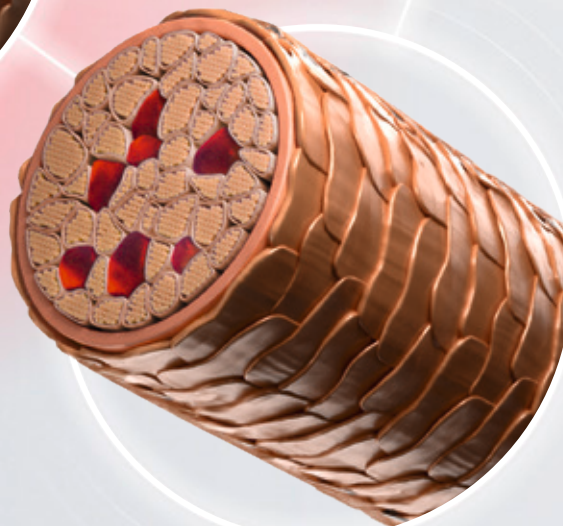
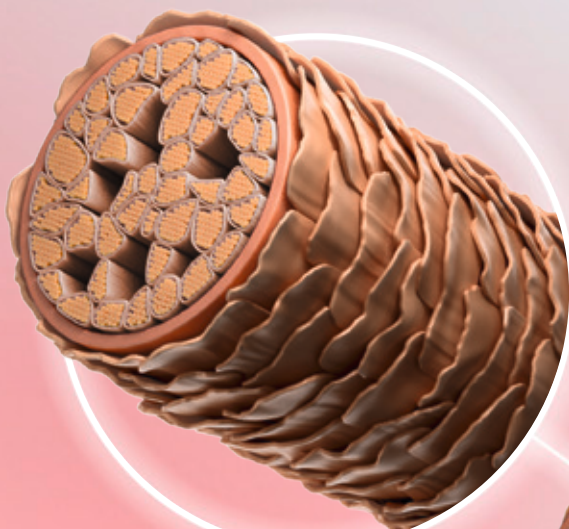
ARGININE

FORMULATED FOR:
DAMAGED HAIR

When hair is damaged, it shows it by losing its bounce, its healthy-looking appearance and its shine. And it's no good just covering over the cracks. 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 remarkable healthy looking and soft silky feeling.



REPAIR RESCUE



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+

* Combination of Repair Rescue Shampoo & Spray Conditioner

**In regards to the Repair Rescue treatment.

***Compared to damaged hair.

REPAIR RESCUE

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.



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.



1-2 min



Rinse-off



8-12g



WATCH TO
DISCOVER MORE

Available in: 250ml, 500ml and 1000ml.

WATCH TO
DISCOVER MORE

Available in: 200ml and 1000ml.

REPAIR RESCUE

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:

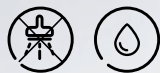
- Instantly detangles and improves combability.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Softens and seals the hair surface.
- Adds brilliant shine.
- Blow Dry heat protection

HOW IT WORKS:

The bi-phase leave-in formula combines an efficient concentration of ingredients that instantly improve 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.



Leave in 8-10 sprays



Available in: 200ml and 400ml.

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:

- Intensively nourishes damaged hair.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Smoothens the hair surface.
- Delivers extra care and shine.
- Supports a long-lasting conditioning effect after one wash.

HOW IT WORKS:

The balanced concentration of care ingredients in the formula targets damage and weak areas in the outer hair structure and at the same time repairs the inner structure of the hair to immediately support and add elasticity for a long-lasting effect.

APPLICATION:

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



5-10 min



Rinse-off



25-30g



Available in: 200ml and 500ml.

REPAIR RESCUE

SEALED ENDS+

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

DIAGNOSIS:

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

WHAT IT DOES:

- 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.
- Provides blow-dry heat protection.
- Adds 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.

APPLICATION:

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



Leave in



2-5g



Available in: 100ml.

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.



COLOR FREEZE

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:

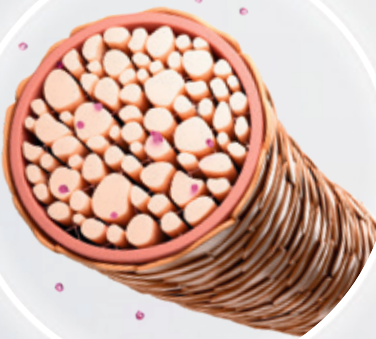
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

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.

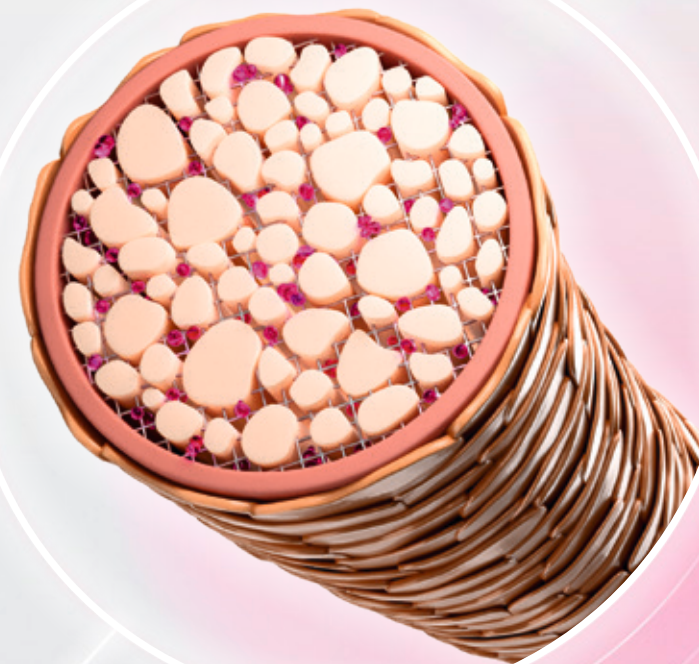
pH 4.5 BALANCER TECHNOLOGY:

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



COLOR FREEZE

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.



1-2 min



Rinse-off



7g

WATCH TO
DISCOVER MORE

Available in: 250ml, 500ml and 1000ml.



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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:

- 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.



2-5 min



Rinse-off



7g

WATCH TO
DISCOVER MORE

Available in: 250ml and 1000ml.



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COLOR FREEZE

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.



1-2 min



Rinse-off



8-12g



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 improves combability.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Revives dull colours.
- Adds brilliant shine.
- Blow dry heat protection

HOW IT WORKS:

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.



Leave in



8-10 sprays



WATCH TO
DISCOVER MORE

Available in: 200ml and 1000ml.

Available in: 200ml and 400ml.

COLOR FREEZE

TREATMENT

An intensely restoring, creamy treatment for colour treated hair.

DIAGNOSIS:

Hair is colour treated, highlighted or over-processed.

WHAT IT DOES:

- Provides in-depth care.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Helps to reduce frizz and smoothen the hair surface.
- Adds brilliant shine.

HOW IT WORKS:

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.



5-10 min



Rinse-off



25-30g



Available in: 200ml and 500ml.

SILVER TREATMENT

An intensely restoring, creamy treatment for colour treated hair.

DIAGNOSIS:

Hair is colour treated, highlighted or over-processed.

WHAT IT DOES:

- Provides in-depth care.
- Helps to neutralise unwanted warm undertones and preserves and revives cool tone directions.
- The formula helps to bring hair back to its optimal pH level and prevent colour fading.
- Adds a cendré shimmer to white hair and very light bases.
- Up to 95 % less hair breakage

HOW IT WORKS:

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.



5-10 min



Rinse-off



25-30g



Available in: 200ml and 500ml.

COLOR FREEZE

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.



Leave in



2-5g



Available in: 150ml.

MOISTURE KICK GLYCEROL

FORMULATED FOR:
NORMAL TO DRY 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 Glycerol rebalances and delivers optimum levels of moisture to even the driest hair to improve manageability by up to 72%*, increase shine and eliminate static. For perfectly supple, shiny, moisturised hair full of elasticity and bounce.



*In regard to the Moisture Kick conditioner.

MOISTURE KICK



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.

GLYCEROL:

Provides long-lasting balanced hydration of scalp and hair, smoothing the hair surface and preventing dehydration.

TECHNOLOGY

Glycerol rebalances the moisture level of hair and scalp and is combined with Cell Equalizer Technology to smoothen the surface of the hair and bring beautiful suppleness, manageability, bounce and shine to each strand. Helps maintain optimal moisture level.

BENEFITS

- Up to 48 hours moisturised hair feel
- More elasticity
- Up to 72%* improved manageability

*In regard to the Moisture Kick conditioner.

MOISTURE KICK

SHAMPOO

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

DIAGNOSIS:

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

WHAT IT DOES:

- Gently cleanses normal to dry and textured hair types.
- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- 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 care. The formula enriched with Glycerol helps to rebalance the moisture level of the hair.

APPLICATION:

Apply to wet hair. Work in and rinse thoroughly.



1-2 min



Rinse-off



7g



CONDITIONER

A weightless hydrating conditioner for normal to dry hair.

DIAGNOSIS:

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

WHAT IT DOES:

- Gently conditions and detangles normal to dry and textured hair types.
- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- Adds healthy-looking shine.
- Helps to improve elasticity.

HOW IT WORKS:

The formula weightlessly conditions and rebalances the moisture level of the hair. For soft, supple and nourished hair full of shine and bounce. The formula enriched with Glycerol helps to rebalance the moisture level of the hair.

APPLICATION:

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



1-2 min



Rinse-off



8-12g



WATCH TO
DISCOVER MORE

Available in: 250ml, 500ml and 1000ml.

WATCH TO
DISCOVER MORE

Available in: 200ml and 1000ml.

MOISTURE KICK

SPRAY CONDITIONER

An instantly hydrating, lightweight spray conditioner for normal to dry, brittle or curly 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 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.
- Adds healthy-looking shine.
- Blow dry heat protection.

EXPERT INSIGHT:

This conditioner is also excellent for using on curly hair to moisturise, refresh and define the curls.

HOW IT WORKS:

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. The formula enriched with Glycerol helps to rebalance the moisture level of the hair.

APPLICATION:

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



Leave in 8-10 sprays



Available in: 200ml and 400ml.

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 in-depth care and a moisturised hair feel for normal to dry and textured hair types.
- Provides suppleness to the hair.
- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- Helps to improve elasticity and manageability of the hair.
- Adds 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.

APPLICATION:

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



5-10 min

Rinse-off

25-30g



Available in: 200ml and 500ml.

MOISTURE KICK

CURL BOUNCE

A rich hydrating cream to define wavy and curly hair.

DIAGNOSIS:

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

WHAT IT DOES:

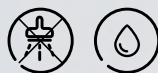
- Creates curl definition in wet and dry hair.
- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- Re-activate waves and curls.
- Provides bounce and suppleness.
- Up to 48 hours of definition and moisturised hair feel.
- Blow dry heat protection.

HOW IT WORKS:

This caring gel gently envelops the hair and reactivates curls while moisturising Glycerol improves the condition of the hair. Cell Equalizer action smoothens the surface.

APPLICATION:

Work into towel-dried or dry hair and style. Leave in.



Leave in

2-5g



Available in: 150ml.

HYDRATION BALM

A lightweight hydrating leave-in treatment for normal to dry hair.

DIAGNOSIS:

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

WHAT IT DOES:

- The formula helps to retain the optimal moisture level for a lightweight hair feeling.
- Helps to improve hair manageability combining moisturising and styling action.
- Adds healthy-looking shine.
- Provides blow-dry heat protection.

HOW IT WORKS:

Treatment weightlessly conditions the hair and rebalances the moisture level. The emulsion matrix with Glycerol rebalances the hair's moisture level.

APPLICATION:

Apply evenly onto damp or dry hair. Leave in.



Leave in

2-5g



Available in: 150ml.

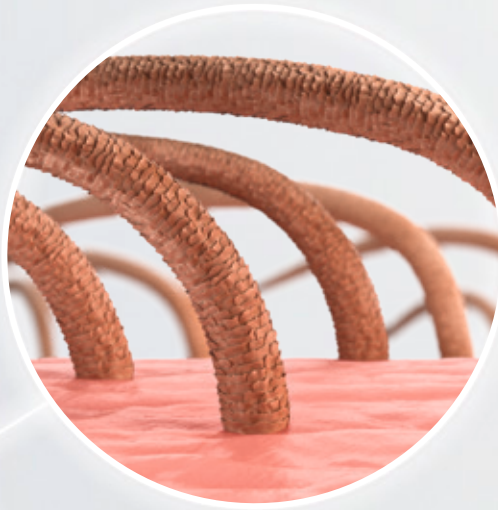
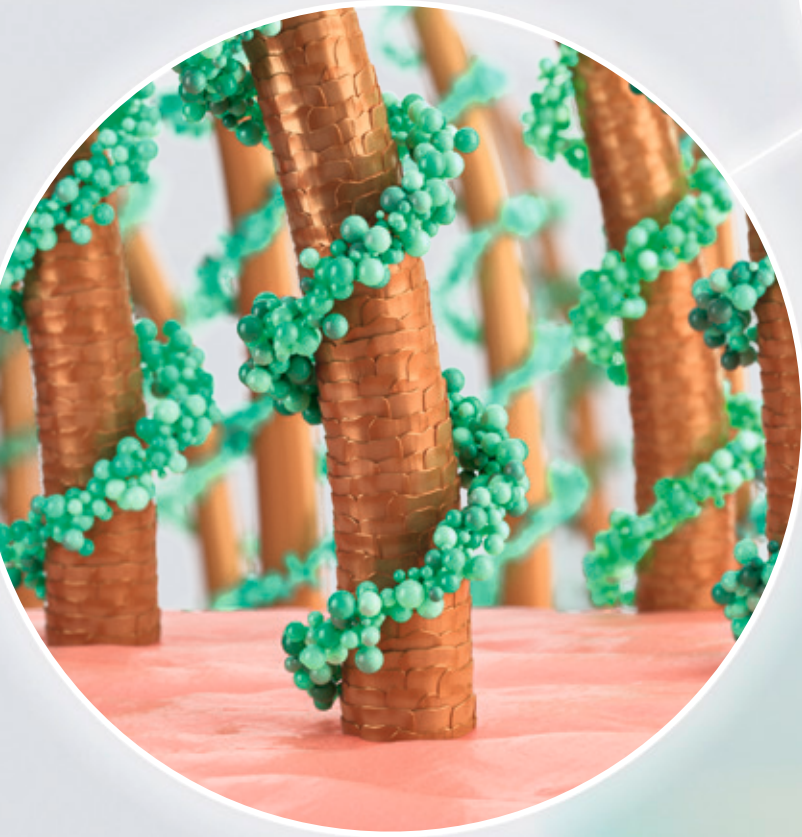
VOLUME BOOST CREATINE

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.



VOLUME BOOST



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

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.



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.



1-2 min



Rinse-off



8-12g



WATCH TO
DISCOVER MORE

Available in: 250ml and 1000ml.

Available in: 200ml and 1000ml.

VOLUME BOOST

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.



Leave in



5-7g



Available in: 150ml.

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 shiner. Every day.



TIME RESTORE

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:

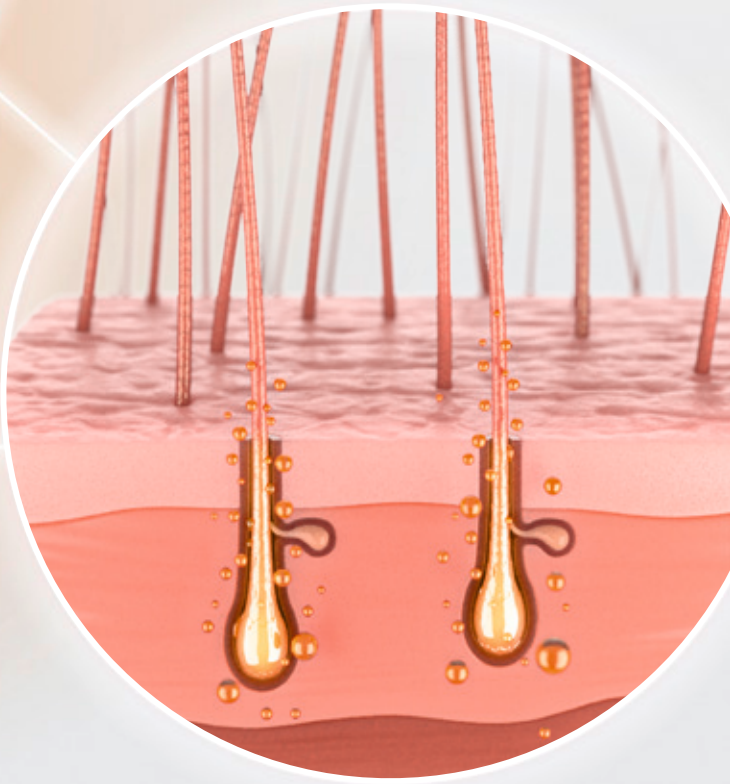
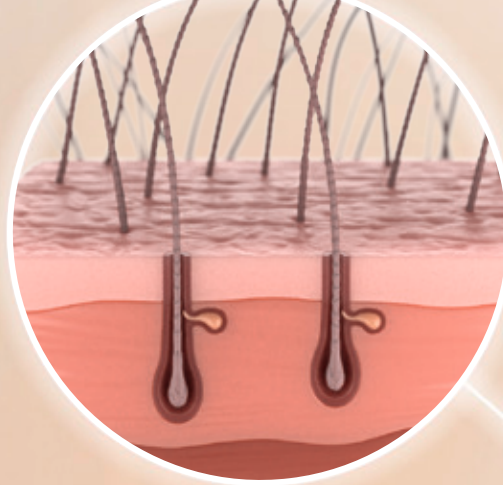
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

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

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.



1-2 min



Rinse-off



7g



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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 2 min.



2 min



Rinse-off



8-12g



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WATCH TO
DISCOVER MORE

Available in: 250ml and 1000ml.

WATCH TO
DISCOVER MORE

Available in: 200ml and 1000ml.

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

TIME RESTORE

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 new formula reactivates the hair and helps to unclog the scalp's 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.



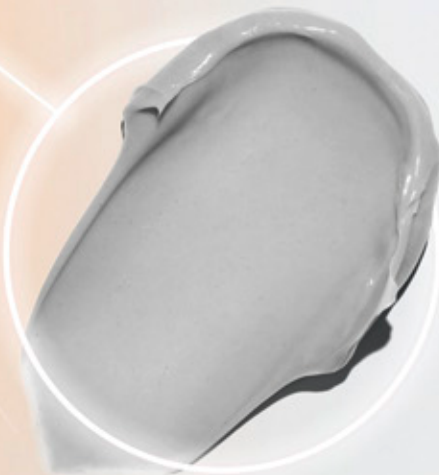
5-10 min



Rinse-off



25-30g



EXPERT INSIGHT FOR ALL PRODUCTS IN THE RANGE:

This range is fantastic for long hair, which is more mature as it gives the perfect balance of strength and moisture.

Available in: 200ml and 500ml.

FRIZZ AWAY

BABASSU OIL

FORMULATED FOR:

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.



FRIZZ AWAY

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.

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:

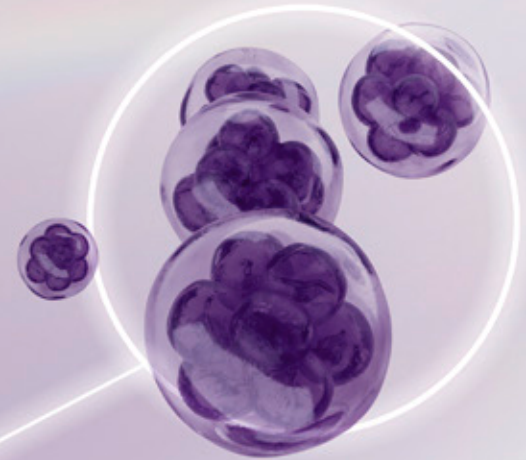
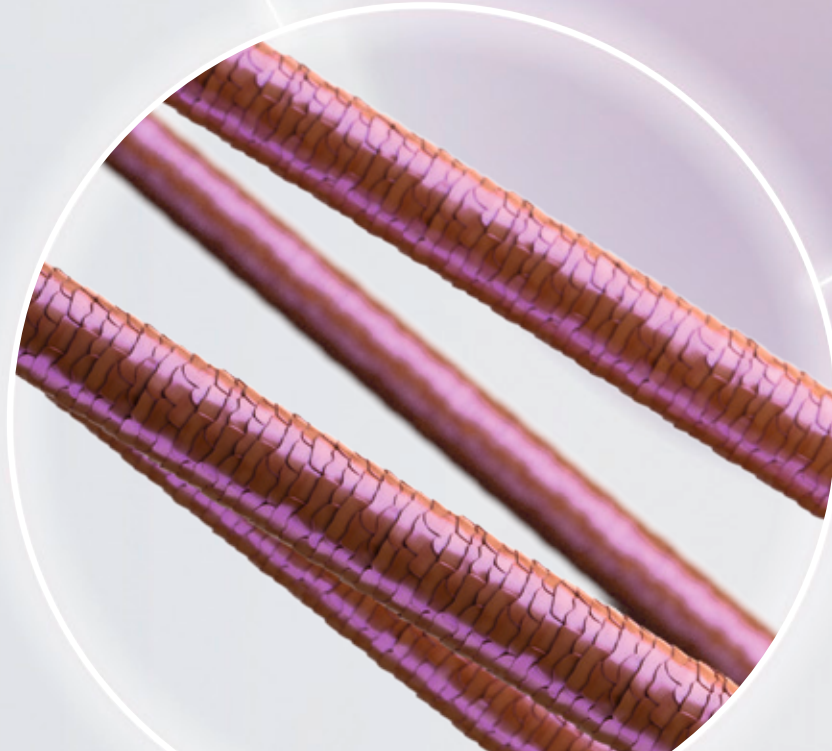
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

BABASSU OIL:

Rich in antioxidants and with high moisture retaining capacity.

BENEFITS

- Up to 72 hours of anti-frizz effect for all types of hair
- Controls frizz and unruly hair
- Anti-humidity effect for up to 48 hours with the All-Day Shield



FRIZZ AWAY

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.



WATCH TO
DISCOVER MORE

Available in: 250ml and 1000ml.



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.



WATCH TO
DISCOVER MORE

Available in: 200ml and 1000ml.



FRIZZ AWAY

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.



5-10 min



Rinse-off



25-30g



Available in: 200ml and 500ml.

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.



Leave in



1-5 drops



Available in: 50ml.

CLEAN BALANCE

TOCOPHEROL

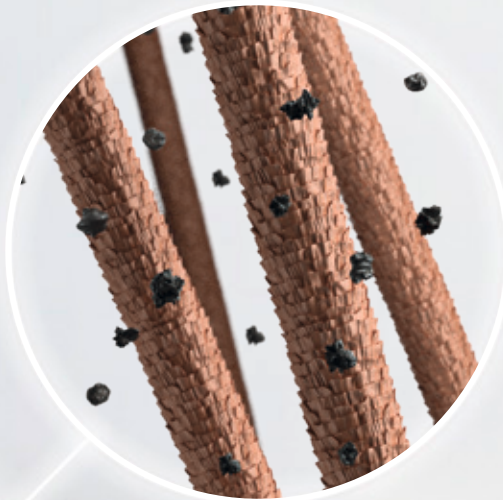
FORMULATED FOR:

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.

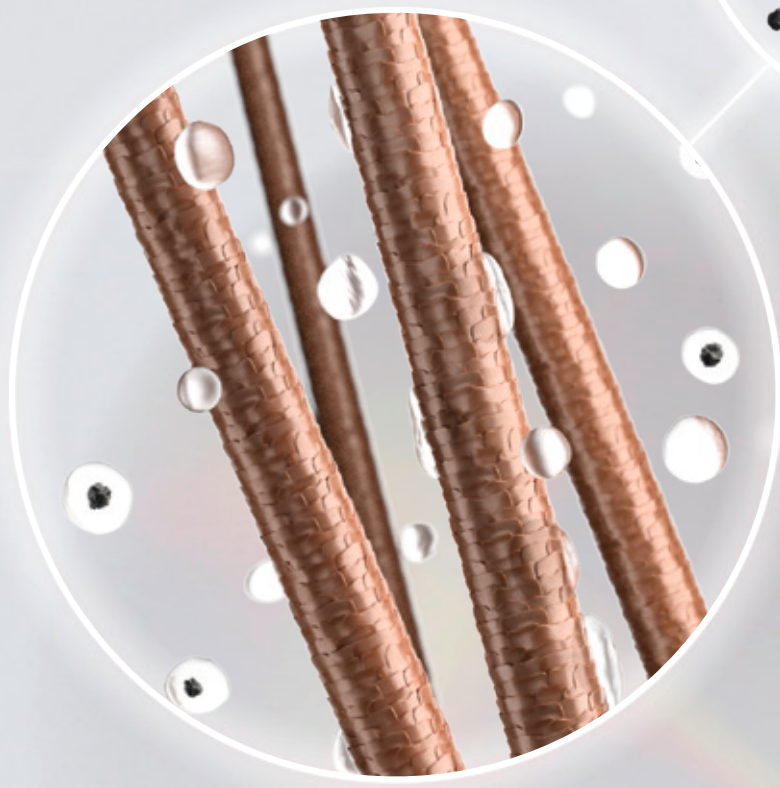


CLEAN BALANCE



TECHNOLOGY

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



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.

BENEFITS

- Removes environmental pollutants, residue, impurities and dirt
- Up to 24 hours of fresh hair feeling with the Anti-Pollution Water

CLEAN BALANCE

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.



1-2 min



Rinse-off



7g



ANTI-POLLUTION WATER

For all hair types.

DIAGNOSIS:

All hair types exposed to pollution.

WHAT IT DOES:

- The formula combats the effect of metropolitan damages while conditioning and moisturising.
- The ultralight watery texture creates a thin layer on the hairs surface which protects from pollution build-up.
- To be used before blow-drying and as a final touch after styling.
- Up to 24 hours of fresh hair feeling.
- Blow Dry heat protection.

HOW IT WORKS:

The ultralight liquid formula with free radical fighting Tocopherol creates a thin layer on the hair surface and protects it against pollution build up.

APPLICATION:

Spray evenly onto damp or dry hair. Leave in.



Leave in



8-10 sprays



WATCH TO
DISCOVER MORE

Available in: 250ml and 1000ml.

Available in: 150ml.



NEW BONACURE IN SALON SERVICES

DISCOVER CLEAN PERFORMANCE:
THE POWER OF VEGAN KERATIN IN
A NEW PROFESSIONAL CLEAN FORMULA



VEGAN EXPRESS BLOWDRY

INSTANT NUTRITION & SHINE

 7 minutes

WATCH TO
DISCOVER MORE



1. PURIFY

**REPAIR
RESCUE
ARGININE**

For damaged
hair.

Deep Cleansing Shampoo

2. CLEANSE



Shampoo

3. CONDITION



Conditioner

4. FINISH



SEALED ENDS+
OR SPRAY CONDITIONER

**MOISTURE
KICK
GLYCEROL**

For normal
to dry, wavy
or curly hair.

Deep Cleansing Shampoo



Shampoo



Conditioner



HYDRATION BALM
OR SPRAY CONDITIONER

**COLOR
FREEZE
pH 4.5**

For coloured and
lightened hair.

Deep Cleansing Shampoo



Shampoo



Conditioner



SHINE SAVIOR
OR SPRAY CONDITIONER

**VOLUME
BOOST
CREATINE**

For fine hair.

Deep Cleansing Shampoo



Shampoo



Conditioner



PERFECT FOAM

**TIME
RESTORE
Q10+**

For mature and
fragile hair.

Deep Cleansing Shampoo



Shampoo



Conditioner



ALL-DAY SHIELD
OR SMOOTHING OIL

**FRIZZ AWAY
BABASSU OIL**

For coarse,
unruly
and frizzy hair.

Deep Cleansing Shampoo



Shampoo



Conditioner

1. PURIFY 2. CLEANSE 3. TREAT 4. FINISH

REPAIR RESCUE ARGinine

For damaged hair.



Deep Cleansing Shampoo



Shampoo



Treatment



SEALED ENDS+
OR SPRAY CONDITIONER

MOISTURE KICK GLYCEROL

For normal to dry, wavy or curly hair.



Deep Cleansing Shampoo



Shampoo



Treatment



HYDRATION BALM,
CURL BOUNCE
OR SPRAY CONDITIONER

COLOR FREEZE pH 4.5

For coloured and lightened 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



ALL-DAY SHIELD
OR SMOOTHING OIL

VEGAN KERATIN CHARGE

INSTANT STRENGTH, SMOOTHNESS & SHINE

⌚ 10 minutes

WATCH TO
DISCOVER MORE



VEGAN COOL BLONDE NEUTRALISATION

DEEP NEUTRALISATION & SHINE

⌚ 8 minutes

WATCH TO
DISCOVER MORE



1. PURIFY



2. CLEANSE & NEUTRALISE



3. TREAT & NEUTRALISE



4. 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 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.

SUSTAINABILITY TIPS FOR YOUR SALON

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 new 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.
- New BONACURE has sustainable:
 - 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

Clean Performance



SCALP

For scalp imbalances

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.

New Bonacure Sun Protect introduces a full new 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.



SUN PROTECT

TECHNOLOGY

New 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.

THE SCIENCE BEHIND IT

COLD PRESSED COCONUT:

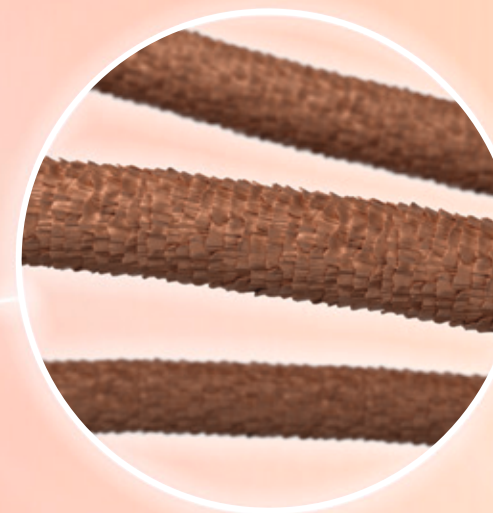
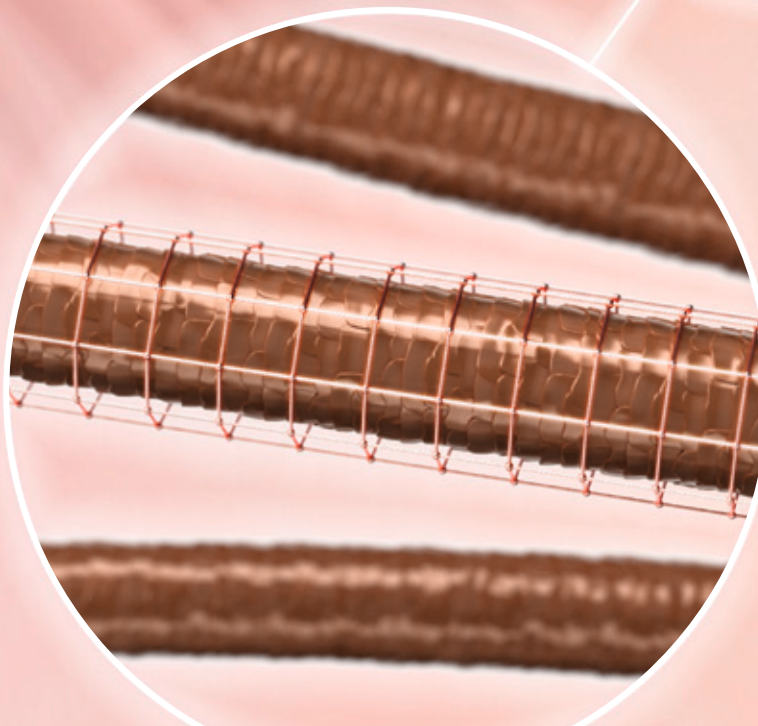
Known for reducing inflammation, keeping skin moisturised and helping to heal wounds. The medium-chain fatty acids found in coconut oil also possess antimicrobial properties that can protect the skin from harmful bacteria.

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 smoothenes 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

3-IN-1 SCALP, HAIR & BODY CLEANSER

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.



1-2 min



Rinse-off



7g



Available in: 200ml.

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.

Conditioner



1-2 min



Rinse-off



8-12g

Treatment



5-10 min



Rinse-off



25-30g



Available in: 150ml.

SUN PROTECT

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.



Leave in



2-8g



Available in: 100ml.

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.



Leave in



6-8 sprays



Available in: 150ml.

SUN PROTECT

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.



Work in

Leave in



Available in: 100ml.

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.

¹Free from animal-derived ingredients.

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

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 Complex is renowned for boasting a range of benefits:

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



SCALP SOOTHING

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.



Massage



2 min



Rinse-off



250ml
1000ml

SCALP SOOTHING 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.



Massage



Leave in



100ml

¹Free from animal-derived ingredients.

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

³Free from silicones and artificial colourants.

ANTI-DANDRUFF

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.



Massage



2 min



Rinse-off



250ml

ANTI-DANDRUFF 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.



Massage



Leave in



100ml

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

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.



Massage



2 min



Rinse-off



250ml

ROOT ACTIVATING 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.



Massage



Leave in



100ml
8x7ml

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.

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*, FREE-FROM AND
BIODEGRADABLE



SUSTAINABLE PACKAGING
UP TO 97% RECYCLED
AND RECYCLABLE PLASTIC



*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.

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.

R-TWO

**IN ONLY TWO STEPS,
INSTANTLY REPAIR
HAIR DAMAGE EQUIVALENT TO¹ :**

1x LIGHTENING

2x BALAYAGE SERVICES

20,000x COMBING STROKES²

¹ All results were tested separately.

² Two-product combination, including R-Two Sealer.

AFTER

BEFORE

R-TWO

WITH JUST ONE APPLICATION, INSTANTLY:

10x MORE RESISTANCE TO REPEATED HAIR DAMAGE

93% LESS HAIR BREAKAGE¹

90% LESS SPLIT ENDS¹

14 DAYS² OF PROVEN, TRANSFORMATIVE RESULTS

¹ Two-product combination, including the R-Two Sealer.

² Up to 14 days, using the full product range. Results may vary depending on hair type, quality and history.

BEFORE

AFTER



R-TWO

RESETTING SHAMPOO

A gentle, yet strengthening, sulphate and silicone-free¹ 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-from¹ 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-free¹, with no artificial colourants, but have the same foaming and cleansing power of classic sulphate shampoos.

HOW IT WORKS:

The free-from¹ 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.



Rinse-off



Available in: 250ml and 1000ml

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

R-TWO

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-from¹ 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-from¹ 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.



Leave in



Available in: 400ml

¹Free from 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-from¹ 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-from¹ 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.



Rinse-off



5 min



Available in: 200ml and 500ml

¹Free from silicones and artificial colourants. Free from animal-derived ingredients.

R-TWO

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-from¹ 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

Available in: 145ml

¹Free from silicones and artificial colourants. Free from animal-derived ingredients.

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-from¹ 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.

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



Leave in



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

HAIRDRESSERS TIP:

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

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 72 to establish pump/gram) evenly from mid-length to ends
- Leave in

HAIRDRESSERS TIP:

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

TARGET CLIENT:

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

AFTER

BEFORE

INTENSIVE BOND-BUILDING TREATMENT

IN-SALON CARE SERVICE

2-STEP - TRANSFORMATIVE PRODUCT COMBINATION: RESETTING SHAMPOO + RESCUING TREATMENT

MAIN ACTION: RESET & RESCUE

WHEN TO USE:

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

HOW IT WORKS: 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

HAIRDRESSERS TIP: 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

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

AFTER

BEFORE

RAPID BOND-BUILDING TREATMENT

IN-SALON CARE SERVICE

2-STEP - TRANSFORMATIVE PRODUCT COMBINATION: RESETTING SHAMPOO + RENEWAL SEALER

MAIN ACTION: RESET & RENEW

WHEN TO USE:

- 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)

HOW IT WORKS:

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 72 to establish pump/gram) evenly from mid-length to ends
- Leave in

HAIRDRESSERS TIP:

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

TARGET CLIENT:

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 B 5	Hair Conditioning Agent/ Moisturiser/Repairing Ingredient
NATURAL OILS		
ORBIGNYA OLEIFERA SEED OIL	Botanic Barbassu Oil	Hair Conditioning Agent
ARGANIA SPINOSA KERNEL OIL	Botanic Argan Oil	Hair Conditioning Agent

NAME	FUNCTION	ACTION
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

NAME	FUNCTION	ACTION
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
SODIUM C14-16 OLEFIN SULFONATE	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

BACK TO START



DISCOVER THE NEW BONACURE CLEAN PERFORMANCE

Coming from a heritage of 124 years of hair care breakthrough technologies. Schwarzkopf Professional presents the first brand with complete clean performance. A hair care regime that speaks advanced technology, for simple, yet beautiful hair: the New Bonacure Clean Performance.

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