



Schwarzkopf
PROFESSIONAL



EXPERT
REFERENCE
BOOK

bc
BONACURE

Together. A passion for hair.

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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, silicones, parabens you don't.

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

WE CHOOSE CLEAN PERFORMANCE

#BCWECARE



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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, silicones, parabens, 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

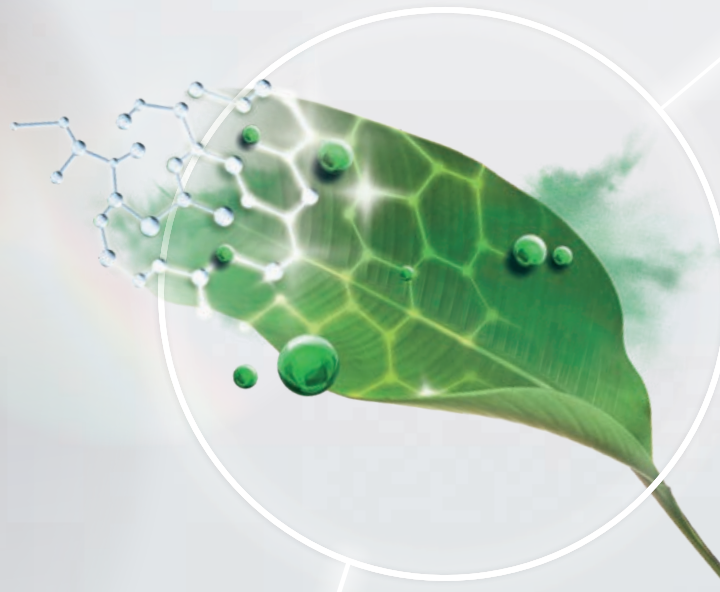
Vegan Care Complex is an innovation at the heart of every Bonacure product. This technology fully replenishes damaged hair cells from the cuticle right through to the cortex with hair identical agents. Its unique action fills gaps in the hair's surface to create a sealed healthy surface for immaculate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



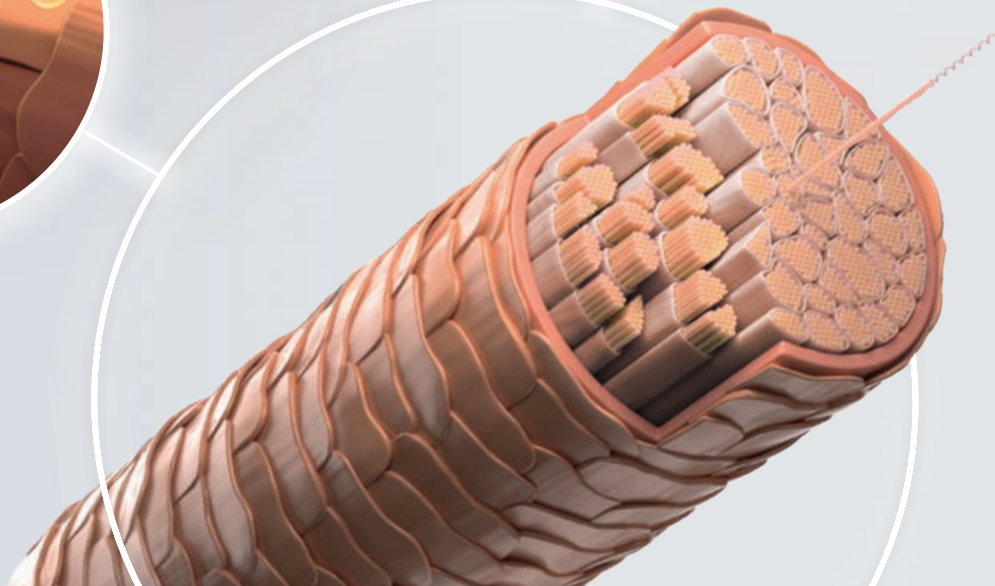
VEGAN KERATIN

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.



SCAN 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.

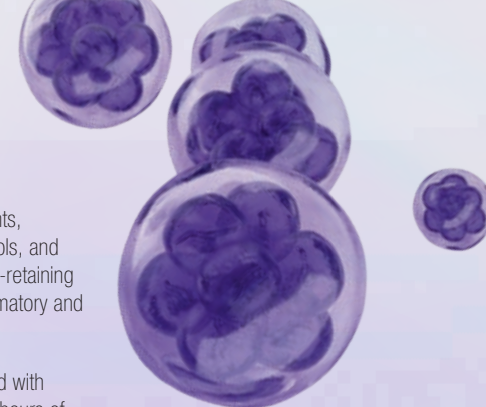
*Use Time Restore Shampoo and Conditioner in combination and repeated use.



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 its 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

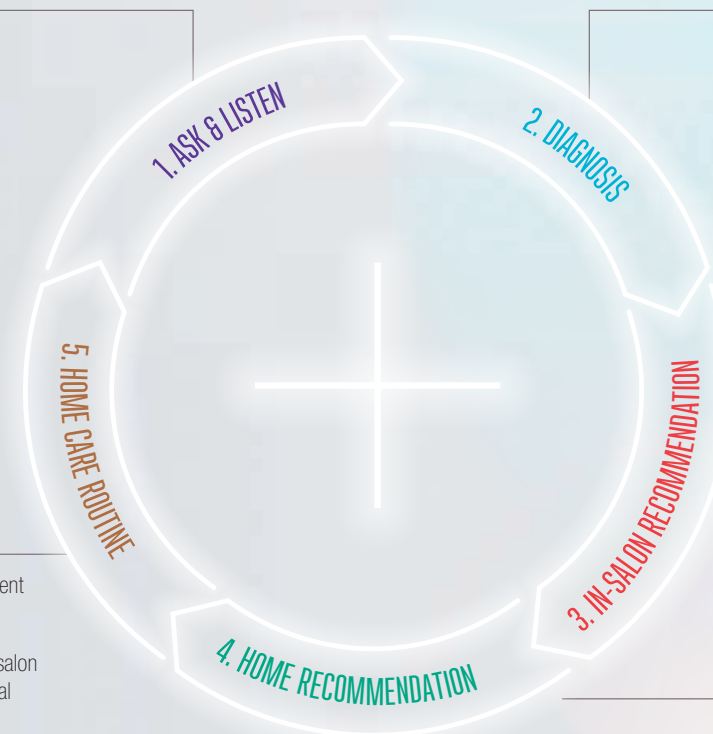
3. IN-SALON RECOMMENDATION

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



SCAN TO
DISCOVER MORE

REPAIR RESCUE

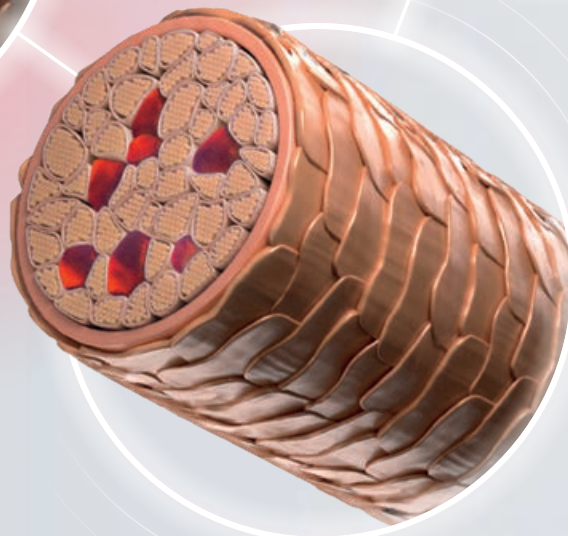
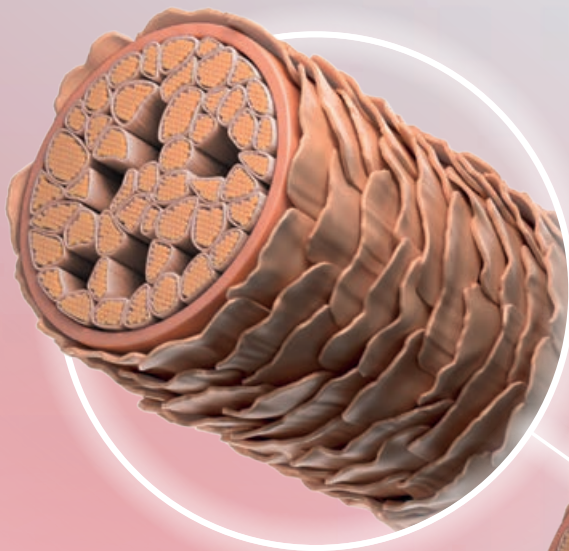
ARGININE

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



SCAN TO
DISCOVER MORE

Available in: 200ml and 1000ml.



SCAN TO
DISCOVER MORE

Available in: 250ml 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:

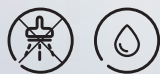
- Instantly detangles and improves combability.
- The formula brings back inner hair strength and elasticity without overburdening the hair.
- Softens and seals the hair surface.
- Adds brilliant shine.
- Blow Dry heat protection

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.

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:

- Intensely 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 heat protection up to 210°C.
- 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 microfibriles is tightened and stabilized, keeping the colour pigments frozen deep inside the hair structure.

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

THE SCIENCE BEHIND IT

VEGAN KERATIN:

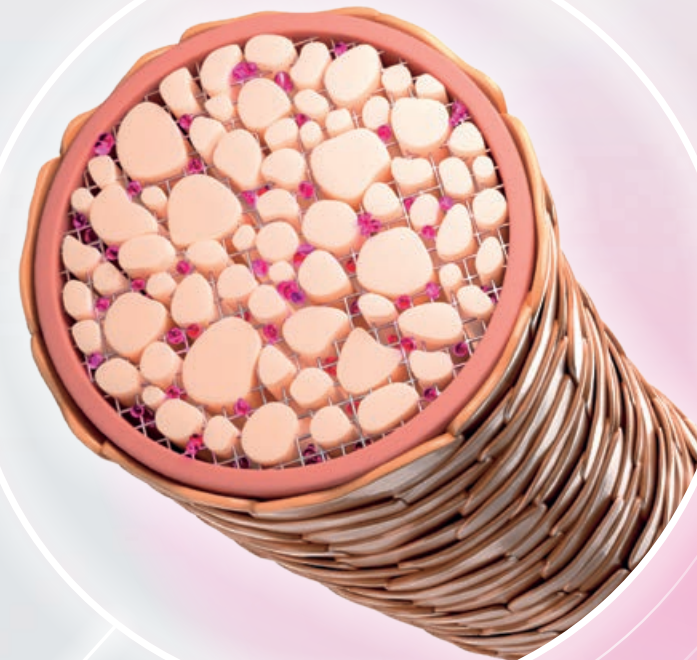
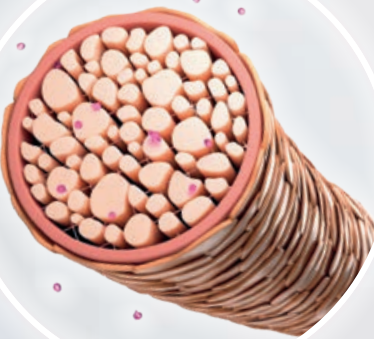
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

CELL EQUALIZER TECHNOLOGY:

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

pH 4.5 BALANCER TECHNOLOGY:

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



BENEFITS

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



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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



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SCAN TO
DISCOVER MORE

Available in: 250ml and 1000ml.



SCAN TO
DISCOVER MORE

Available in: 250ml and 1000ml.

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



SCAN TO
DISCOVER MORE

Available in: 200ml and 1000ml.

Available in: 200ml.

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 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:

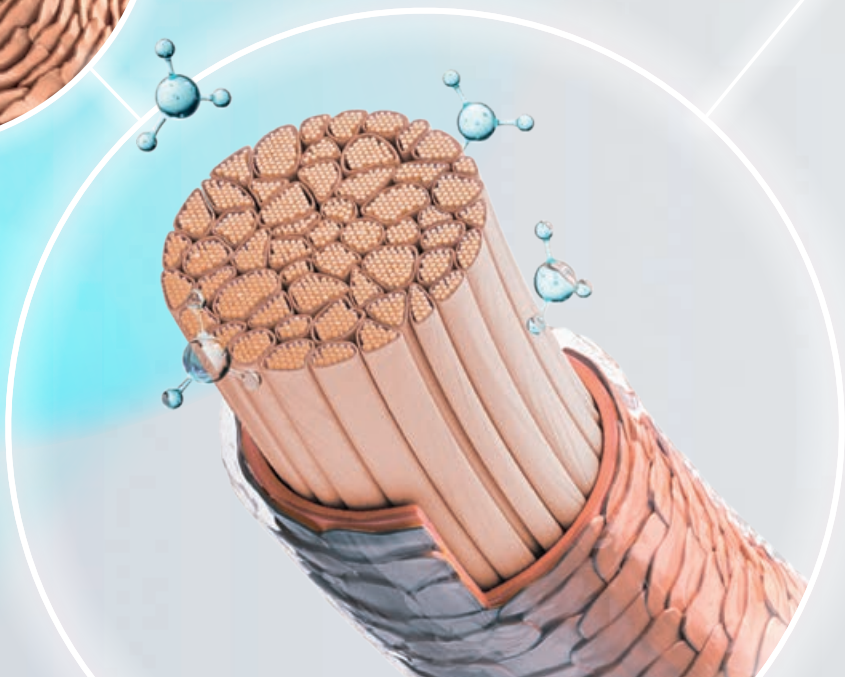
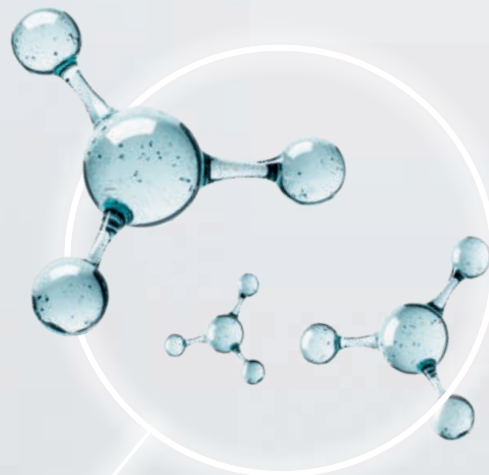
NORMAL TO DRY HAIR

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 silicone-free formula gently cleanses hair and scalp whilst providing additional moisture to prevent dehydration and deliver lightweight medium 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 silicone-free 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



SCAN TO
DISCOVER MORE

Available in: 250ml and 1000ml.



SCAN 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.

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 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

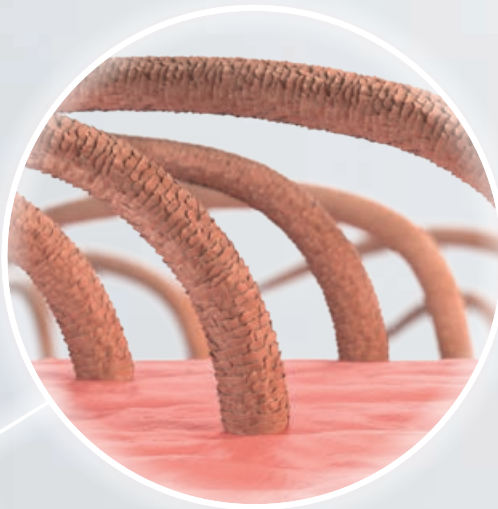
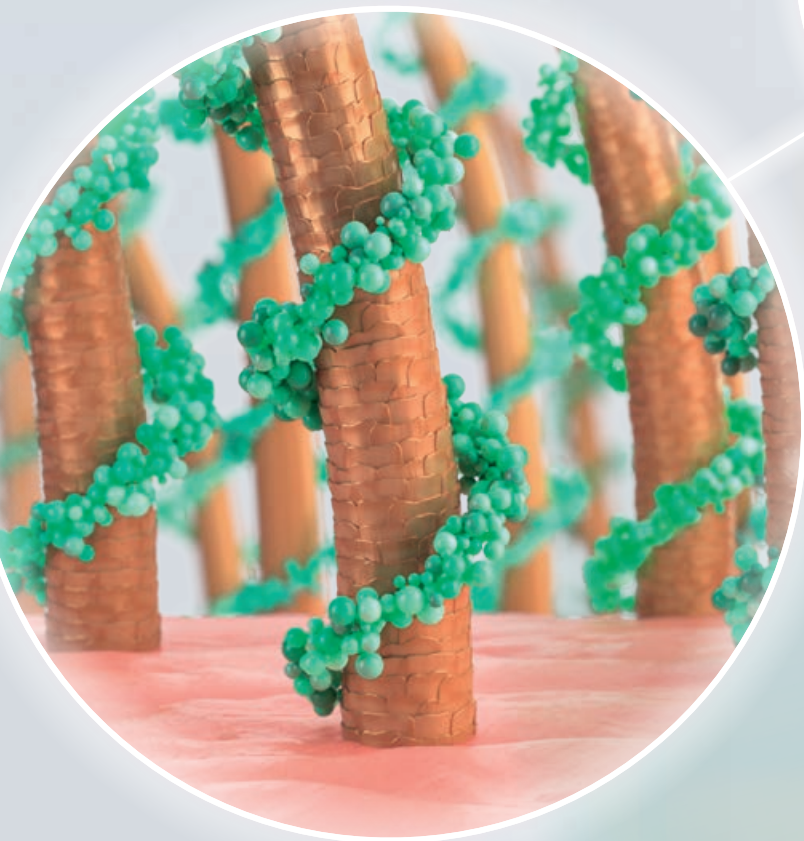
CREATINE

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:

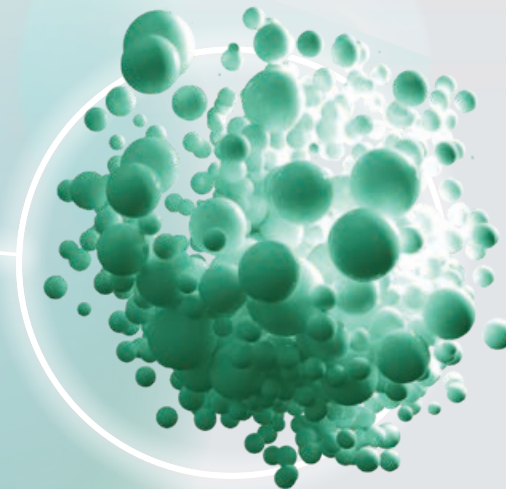
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

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



SCAN 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 shinier. 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:

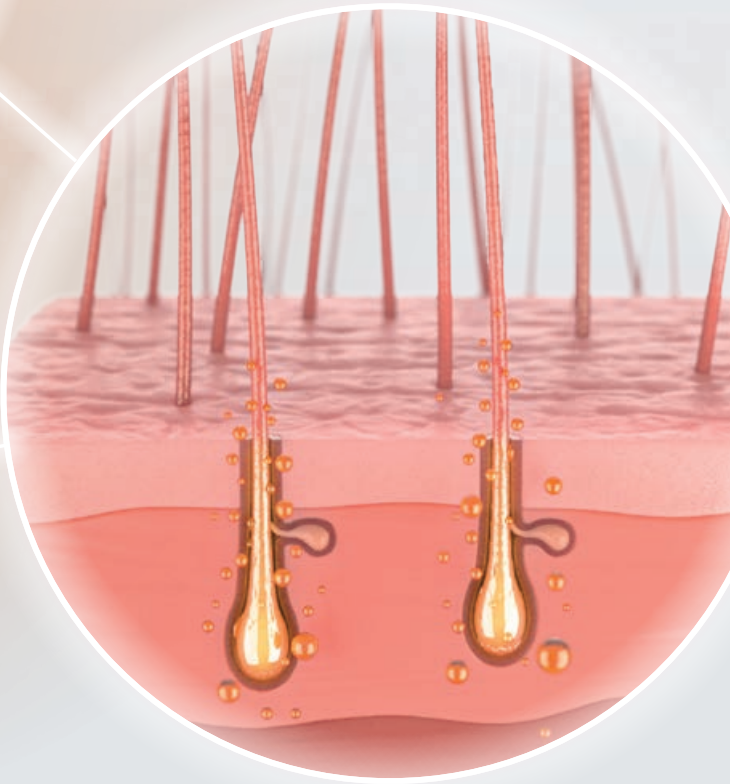
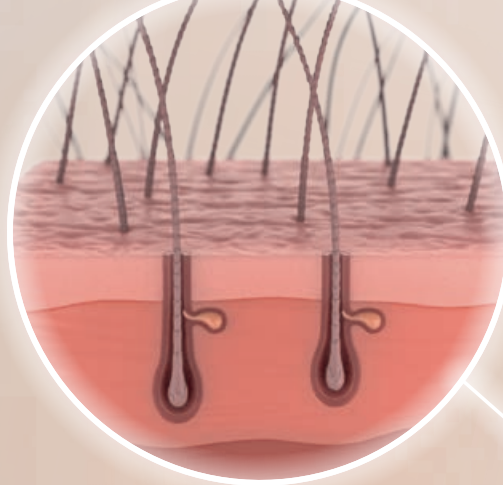
Provides additional care for all hair types, repairing the outer layer of each strand by filling structural gaps, restoring elasticity, providing strength and adding shine.

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



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



SCAN TO
DISCOVER MORE

Available in: 250ml and 1000ml.



SCAN 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.



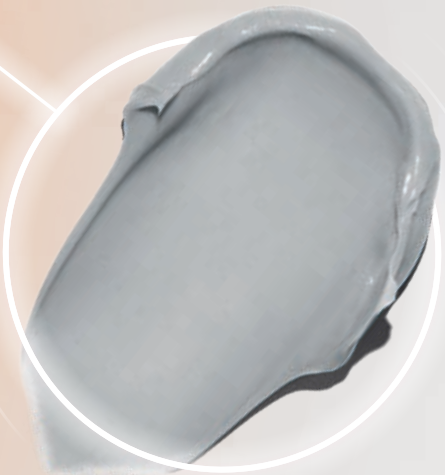
5-10 min



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.

AVAILABLE IN SEPTEMBER 2022



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:

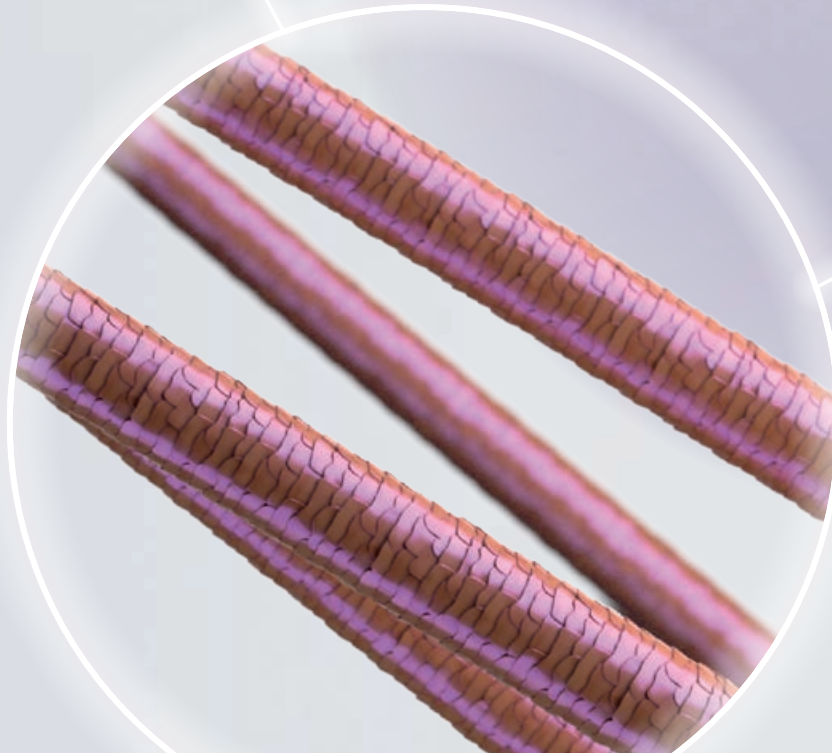
Developed to refill the damaged cortex by re-building the hair's inner architecture, restoring strength and elasticity.

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.

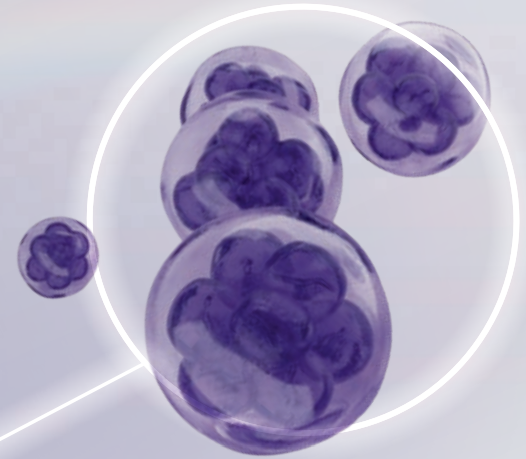
BABASSU OIL:

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 unrullest and coarsest hair types, ensuring a perfect base for long-lasting smoothness.

APPLICATION:

Apply to wet hair. Work in and rinse thoroughly.



1-2 min

Rinse-off

7g



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.



2 min

Rinse-off

8-12g



SCAN TO
DISCOVER MORE

Available in: 250ml and 1000ml.



SCAN 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.

ALL-DAY SHIELD

A frizz reducing spray for unruly, 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:

- Instantly reduces frizz.
- Instant smoothness and improved manageability when using hot tools.
- Supports blow-drying.
- Adds intensive shine.
- Heat protection up to 210° C.
- Smoothens the hair surface and tames frizz for up to 72h.
- Anti-humidity effect for up to 48 hours.

HOW IT WORKS:

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

APPLICATION:

Spray onto towel-dried hair. Blow dry. Use on dry hair to protect from hot tools.



Leave in



Style



8-10 sprays



Available in: 150ml.

FRIZZ AWAY

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.

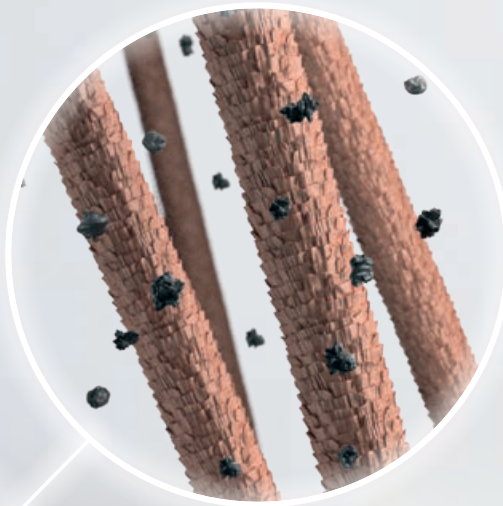
CLEAN BALANCE TOCOPHEROL

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.

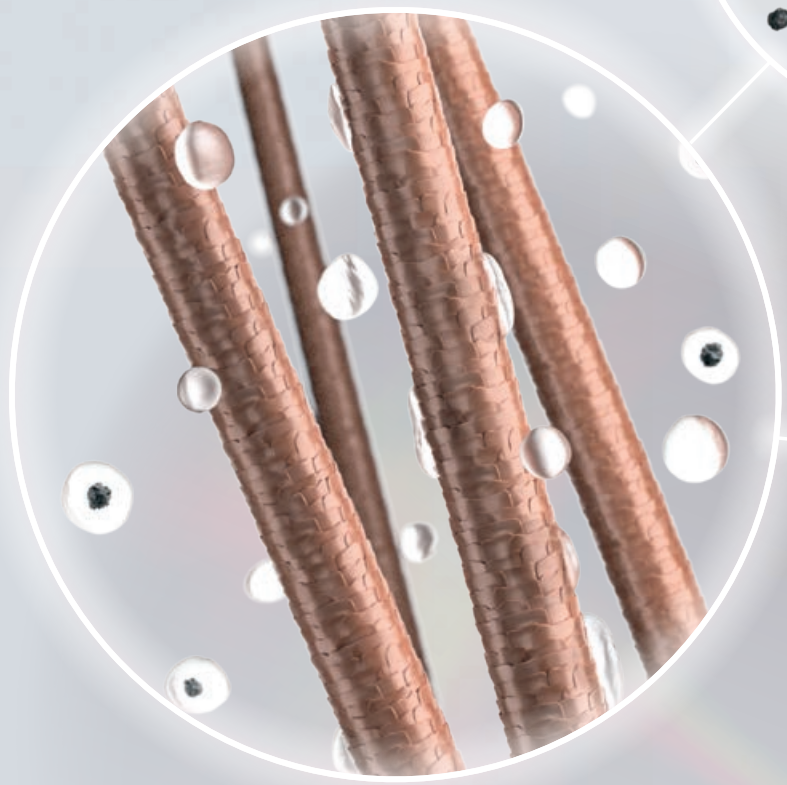


CLEAN BALANCE



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



SCAN 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



SCAN TO
DISCOVER MORE



1. PURIFY

2. CLEANSE

3. CONDITION

4. FINISH

REPAIR RESCUE ARGININE

For damaged hair.



MOISTURE KICK GLYCEROL

For normal to dry, wavy or curly hair.



COLOR FREEZE pH 4.5

For coloured and lightened 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.



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



ALL-DAY SHIELD
OR SMOOTHING OIL

**FRIZZ AWAY
BABASSU OIL**

For coarse, unruly and frizzy hair.



Deep Cleansing Shampoo



Shampoo



Treatment

VEGAN KERATIN CHARGE

INSTANT STRENGTH, SMOOTHNESS & SHINE

⌚ 10 minutes



SCAN TO
DISCOVER MORE



VEGAN COOL BLONDE NEUTRALISATION

DEEP NEUTRALISATION & SHINE

🕒 8 minutes



SCAN 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 GENESIS

For scalp imbalances

Current portfolio
No change in technology or ingredients



OIL MIRACLE

For all hair types

Current portfolio
No change in technology or ingredients



FIBRE FORCE

For extremely damaged hair,
prone to breakage

Current portfolio
No change in technology or ingredients

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:

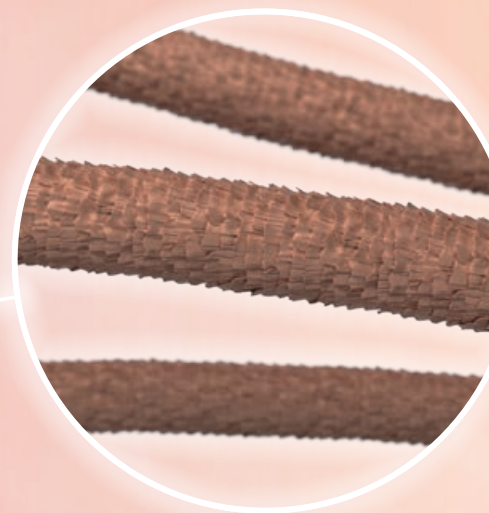
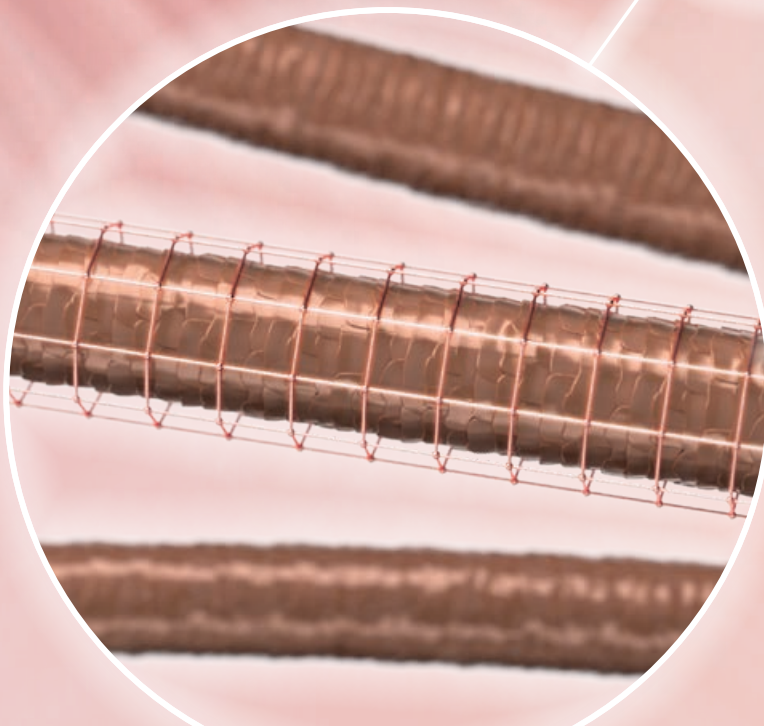
Known for reducing inflammation, keeping skin moisturised and helping to heal wounds. The medium-chain fatty acids found in coconut oil also possess antimicrobial properties that can protect the skin from harmful bacteria.

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 smoothens sun stressed hair.

D-PANTHENOL:

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



SUN PROTECT

3-IN-1 SCALP, HAIR & BODY CLEANSE

Refreshing after sun scalp, hair & body cleanser.

DIAGNOSIS:

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

WHAT IT DOES:

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

HOW IT WORKS:

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

APPLICATION:

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



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.

SCALP GENESIS

FORMULATED FOR:

IMBALANCED HAIR AND SCALP

A healthy scalp condition supports healthy hair growth and is the first step to achieve beautiful hair. Bonacure Scalp Genesis is Schwarzkopf Professional's 1st holistic detoxifying scalp system which instantly rebalances the scalp and helps to secure the hair quality for the future. It is specially created to address and work against scalp imbalances such as oily scalps, sensitive scalps, dandruff prone scalps and hair loss.



CURRENT PORTFOLIO
NO CHANGE IN TECHNOLOGY OR INGREDIENTS

SCALP GENESIS

TECHNOLOGY

Bonacure Scalp Genesis featuring the unique StemCode™ Complex in combination with range specific Vitamins, is a stress-defying system that helps against oxidative stress, detoxifies hair and scalp and helps to protect the bulb.

THE SCIENCE BEHIND IT

STEMCODE™ COMPLEX:

StemCode™ Complex with Hydrolyzed Rice Extract and Hydrolyzed Soybean Extract, actively supports the hair's future growth phase and works with a double action:

Action 1: Stem Cell Protection

The stem cell, a part of the hair follicle that is stored in the upper bulge region, takes a crucial part in healthy hair growth. It not only delivers the original information about the hair structure and natural hair colour, it is also the starting point for the next generation of hair, after the previous hair fell out.

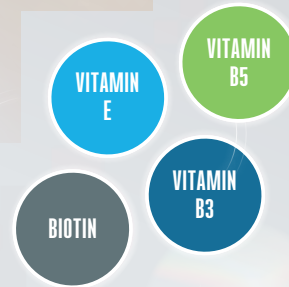
Action 2: Root Protection

The hair growth in the hair root is protected against oxidative stress on a daily base.

VITAMINS:

Additionally, the formula with range specific vitamins help to instantly counteract visible imbalances and rebalance the scalp and hair to restore its protective barrier against oxidative stress or external aggressors.

- VITAMIN B3 Derivate (Niacinamide) – strengthens the hair
- VITAMIN B5 (Panthenol) – provides moisture, helps to balance the moisture content of hair and scalp
- VITAMIN E (Tocopheryl Acetate) – anti-oxidant that helps to protect the scalp from external influences
- BIOTIN (Vitamin B7) – helps to strengthen the hair follicle to prevent from hair thinning



SCALP GENESIS

SOOTHING SHAMPOO

A gentle shampoo for dry or sensitive scalps prone to irritation.

DIAGNOSIS:

The scalp is dry, sensitive. The client mentions itchiness and the feeling of tension.

WHAT IT DOES:

- Gently, yet efficiently cleanses.
- Helps to soothe, rebalance and moisturise the scalp.
- Secures the origin of optimal hair quality for the future.

EXPERT INSIGHT:

Gently massage the scalp with balanced pressure.

HOW IT WORKS:

- StemCode™ Complex: Helps rebalance the scalp and secures the origin of optimal hair quality for the future.
- Vitamin B5 (Panthenol): Provides moisture, helps balance the moisture content of hair and scalp and soothes the scalp.
- Allantoin: Helps soothe and calm the scalp.
- Glycerin: Moisturises scalp and hair.
- Hydrolyzed Keratin: Helps to reinforce the hair structure.



Massage



2 min



Rinse-off



Available in: 200ml and 1000ml.

SOOTHING SERUM

A soothing serum for dry or sensitive scalps prone to irritation.

DIAGNOSIS:

The scalp is dry, sensitive. The client mentions itchiness and the feeling of tension.

WHAT IT DOES:

- Calms, soothes and rebalances the scalp.
- Helps to balance the moisture content of hair and scalp.
- Secures the origin of optimal hair quality for the future.

EXPERT INSIGHT:

Can be used after chemical services or punctual in between shampoos to calm irritated scalps.

HOW IT WORKS:

- StemCode™ Complex: Helps to rebalance the scalp and secures the origin of optimal hair quality for the future.
- Vitamin B5 (Panthenol): Provides moisture, helps to balance the moisture content of hair and scalp and soothes the scalp.
- Chitosan: Natural polymer with caring properties known for good scalp compatibility.
- Bisabolol: Calming and anti-inflammatory, derived from Chamomile.
- Allantoin: Helps to soothe and calm the scalp.



Massage



Leave in



Available in: 100ml.

SCALP GENESIS

ANTI-DANDRUFF SHAMPOO

A gentle shampoo for scalps prone to dandruff.

DIAGNOSIS:

The scalp is stressed and prone to dandruff.

WHAT IT DOES:

- To be used regularly in combination with Bonacure Scalp Genesis Rebalancing Serum.
- Gently, yet efficiently cleanses.
- Effectively removes visible flakes from the scalp produced by the fungus that causes dandruff and prevents from new dandruff flakes.
- Protects scalp from external influences.

EXPERT INSIGHT:

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

HOW IT WORKS:

- StemCode™ Complex: Helps to rebalance the scalp and secures the origin of optimal hair quality for the future.
- Vitamin E (Tocopheryl Acetate): Anti-oxidant that protects the scalp from external influences.
- Octopirox: Has anti-fungal properties. Works gently, yet effectively against dandruff.
- Vitamin B5 (Panthenol): Provides moisture, helps to balance the moisture content of hair and scalp and soothes the scalp.
- Allantoin: Helps soothe and calm the scalp.



Massage



2 min



Rinse-off



Available in: 200ml.

REBALANCING SERUM

A rebalancing fluid for scalps prone to dandruff.

DIAGNOSIS:

The scalp is stressed and prone to dandruff.

WHAT IT DOES:

- To be used regularly in combination with Bonacure Scalp Genesis Rebalancing Serum.
- Rebalances sensitive scalps and helps to prevent visible dandruff flakes.
- Protects scalp from external influences.
- Secures the origin of optimal hair quality for the future.

EXPERT INSIGHT:

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

HOW IT WORKS:

- StemCode™ Complex: Helps to rebalance the scalp and secures the origin of optimal hair quality for the future.
- Vitamin E (Tocopheryl Acetate): Anti-oxidant that protects the scalp from external influences.
- Octopirox: Has anti-fungal properties. Works gently, yet effectively against dandruff.
- Glycerin: Moisturises hair and scalp.
- Allantoin: Helps to soothe and calm the scalp.
- Vitamin B5 (Panthenol): Provides moisture, helps to balance the moisture content of hair and scalp and soothes the scalp.
- Menthol: Well known for its cooling properties, it leaves a fresh feel to the scalp.



Massage



Leave in



Available in: 100ml.

SCALP GENESIS

ROOT ACTIVATING SHAMPOO

An activating shampoo for thinning hair.

DIAGNOSIS:

The hair is thinning and lacking strengths and density.

WHAT IT DOES:

- First step of the Bonacure Scalp Genesis Root Activating regime.
- Gently cleanses and activates the hair roots*.
- Reduces non-pathological hair loss after 6 weeks.
- Improves hair quality and vitality.

HOW IT WORKS:

- Carnitine Tartrate: Promotes increased cell division and stimulates cell production to support the vitality of the hair.
- Taurine: Helps to facilitate the production of growth factors and the provision of compounds that stimulates energy to the scalp.
- Echinacea Purpurea Extract: Supports active ingredients and improves the hair quality.
- Vitamin B5 (Panthenol): Provides moisture, helps to balance the moisture content of hair and scalp and soothes the scalp.



Massage



2 min



Rinse-off



Available in: 200ml.

*Increased ratio of active hair follicles.

ROOT ACTIVATING SERUM

An activating serum for thinning hair.

DIAGNOSIS:

The hair is thinning and lacking strengths and density.

WHAT IT DOES:

- Second step of the Bonacure Scalp Genesis Root Activating regime.
- Activates the hair roots*.
- Reduces non-pathological hair loss after 6 weeks.
- Improves hair quality and vitality.

EXPERT INSIGHT:

Also available in 7x10ml format. The usage of up to one full 10ml bottle twice a day is recommended for home maintenance. Use in combination with a stimulating massage.

HOW IT WORKS:

- Carnitine Tartrate: Promotes increased cell division and stimulates cell production to support the vitality of the hair.
- Taurine: Helps to facilitate the production of growth factors and the provision of compounds that stimulates energy to the scalp.
- Echinacea Purpurea Extract: Supports active ingredients and improves the hair quality.
- Vitamin B5 (Panthenol): Provides moisture, helps to balance the moisture content of hair and scalp and soothes the scalp.



Massage



Leave in



Available in: 100ml and 7x10ml.

SCALP GENESIS

PURIFYING SHAMPOO

A deep cleansing shampoo for oily scalps and stringing hair.

DIAGNOSIS:

The scalp is oily from sebum excess and residues.

WHAT IT DOES:

- Deeply cleanses oily scalps and hair from excess sebum and residues.
- Helps to rebalance the scalp and secures the origin of optimal hair quality for the future.
- Rebalances the moisture content of hair and scalp.

EXPERT INSIGHT:

Scalp prone to greasiness should be treated gently as pressure can stimulate the sebum production.

HOW IT WORKS:

- StemCode™ Complex: Helps to rebalance the scalp and secures the origin of optimal hair quality for the future.
- Vitamin B3 Derivate (Niacinamide): Strengthens the hair.
- Vitamin B5 (Panthenol): Helps to balance the moisture content of hair and scalp.
- Hydrolyzed Keratin: Helps to reinforce the hair structure.



Massage



2 min



Rinse-off



Available in: 200ml and 1000ml.

OIL MIRACLE



CURRENT PORTFOLIO
NO CHANGE IN TECHNOLOGY OR INGREDIENTS

FORMULATED FOR: DULL HAIR

When we were looking for extraordinary shine and manageability in a formula that delivered flawless nourishment and indulgent softness without weighing down hair, we turned to precious oil blends. With Bonacure Oil Miracle we are setting high performance standards in the Oil segment with weightless formulas and a real targeted care approach for fine and thick hair.

TECHNOLOGY

Bonacure Oil Miracle does what it says, with powerful oils to infuse every hair type with a rich healthy-looking, mirror-like shine, all in feather-like formulas. One of the biggest hair care stories of the 21st century, oil formulas have redefined the way we care for hair.

THE SCIENCE BEHIND IT

ARGAN OIL:

Extracted from the seeds of the Argan tree has high anti-oxidative properties to combat free-radicals and exceptionally high unsaturated fatty acids to support and refresh hair's natural lipid barrier, delivering stronger, glossier, smoother hair with an enhanced soft, supple, silky feel and natural look.

BARBARY FIG OIL:

It has the ability to provide intense hydration. It is a known source of vitamins and antioxidants that helps to protect against free radicals. It is said to be even more powerful than other renowned plant based oils used in cosmetic industry.

OIL MIRACLE

OIL-IN SHAMPOO

A nourishing shampoo for medium to thick, coarse hair.

DIAGNOSIS:

Hair is thick, coarse, dry and slightly porous and lacks shine.

WHAT IT DOES:

- Gently cleanses thick and coarse hair types.
- Smoothens the hair surface and adds shine.
- Delivers anti-frizz effect.

HOW IT WORKS:

This clear shampoo features advanced Micro Oil Infusion Technology and enables a clever oil repartition without overburdening. It delivers a weightless veil of oil only where needed, filling porous gaps and smoothing roughness without weighing down the hair thus ensuring tangible softness with opulent shine.



Massage



1-2 min



Rinse-off



Available in: 200ml and 1000ml.

RESTORATIVE MASK

An intense nourishing treatment for medium to thick, frizzy hair.

DIAGNOSIS:

Hair is medium to thick, lacks shine and needs deep nourishment.

WHAT IT DOES:

- Deeply nourishes and moisturises the hair.
- Leaves hair feeling soft and smooth.
- Detangles, improves combability and manageability.
- Improves strength and restores natural elasticity.
- Works against frizz and adds brilliant shine.

HOW IT WORKS:

The rich nourishing formula contains Barbary Fig Oil, Shea Butter and Apricot Kernel Oil combined with cationic care ingredients. These ingredients target damaged areas of the hair structure, while Panthenol helps to restore moisture. Hair is left replenished and the cuticle perfectly sealed for healthy-looking, detangled and shiny hair.



5-10 min



Rinse-off



Available in: 150ml and 500ml.

OIL MIRACLE

FINISHING TREATMENT - BARBARY FIG

A rich finishing oil suitable for thick, dry, rough and damaged hair.

DIAGNOSIS:

Hair is medium or thick, dry damaged and needs extra softening with an injection of shine.

WHAT IT DOES:

- Nourishes and smoothens the hair.
- Detangles & improves combability.
- Facilitates blow-drying of rough, dry hair.
- Provides anti-frizz control and protects from humidity.
- Adds perfect shine.

HOW IT WORKS:

The rich formula with botanical Barbary Fig Oil intensively nourishes hair, leaving it smooth, supple and shiny. Suitable for daily use.



Leave in



Style



Available in: 100ml.

FINISHING TREATMENT - ARGAN OIL

A rich finishing oil for dull hair.

DIAGNOSIS:

Hair is normal to thick and needs extra softening with an injection of shine.

WHAT IT DOES:

- Nourishes and fortifies hair.
- Smooths and softens.
- Detangles & improves combability.
- Speeds blow-drying time.
- Provides style & anti-frizz control.
- Protects from humidity.
- Adds ultimate shine.

HOW IT WORKS:

The rich nourishing formula with precious Argan oil strengthens and adds brilliant shine with instant suppleness.



Leave in



Style



Available in: 100ml.

FIBRE FORCE

FORMULATED FOR:

OVER-PROCESSED, EXTREMELY DAMAGED HAIR

Over-processed hair can be extremely damaged in its inner and outer structure, leaving it rough, dull, lacking elasticity, being unmanageable and weak. Bonacure Fibre Force treats extremely damaged hair to renewed life. Starting from the inside out, reconstructing the inner architecture of the hair at a cellular level, restoring the fibres and refilling the cement between fibres, as well as reconstructing the outer layer for lasting strength, resilience and a healthy-looking shine.



CURRENT PORTFOLIO
NO CHANGE IN TECHNOLOGY OR INGREDIENTS

FIBRE FORCE

TECHNOLOGY

Bonacure Fibre Force offers a new dimension of hair regeneration for over-processed hair thanks to the BOND CONNECTOR TECHNOLOGY, a combination of 2 complexes that deeply reconstruct and seal each individual hair strand for reborn hair quality and 10x more resistance to breakage*.

**10x
MORE
RESISTANCE TO BREAKAGE***

THE SCIENCE BEHIND IT

BOND CONNECTOR TECHNOLOGY:

Inner Bond Creation and Lamination Shield Protection.

Inner Bond Creation

Magnesium Citrate & Keratin Hydrolysate instantly recreate the function of missing di-sulphide bonds in the hair matrix and refill the hair inside out. The optimum pH level of 4.5 additionally tightens the matrix for extremely strong hair.



Lamination Shield Protection

Prolongs the salon results by sealing the cuticle and locking the active ingredients inside for long-lasting results. It works with AMS Copolymer.



* Usage of Bonacure Fibre Force Bond Connector Regime vs. untreated hair

FIBRE FORCE

FORTIFYING SHAMPOO

A gentle yet strengthening sulphate-free shampoo for extremely weak hair.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

- Delicately cleanses and restores weak, overprocessed hair.
- Bond Connector Technology creates bonds inside the matrix and seals the cuticle.
- Improves the strength of the hair fibres and protects them.
- Specially designed to anchor, maintain and prolong the Bonacure Fibre Force In-Salon Service.
- Non-overburdening even on finer hair types.

EXPERT INSIGHT:

The Bonacure Fibre Force Shampoo is also designed to boost the Bonacure Fibre Force Pre-Shampoo Salon Service: Regular usage of Bonacure Fibre Force Fortifying Shampoo reactivates the influence of Bonacure Fibre Force Pre-Shampoo Salon Service.

HOW IT WORKS:

The fortifying formula cleanses while taking an active part in the rebonding process. Ionic tensides boost the action of Bonacure Fibre Force In-Salon Pre-Shampoo Service.



Massage



1-2 min



Rinse-off



FORTIFYING PRIMER

Instantly revitalising leave-in conditioner for daily care of weak hair.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

- Strengthens hair fibres.
- Perfectly seals hair surface and adds shine.
- Detangles & improves combability.
- Ensures heat-protection from blow-dryer.
- Non-overburdening even on finer hair types.

EXPERT INSIGHT:

Can also be used as a rinse-off product on very fine hair types.

HOW IT WORKS:

The combination of caring ingredients restores and strengthens the internal hair structure deep inside the strand. It seals the cuticle and locks the active ingredients inside for lasting results.



Leave in



Available in: 200ml and 1000ml.

Available in: 200ml.

FIBRE FORCE

FORTIFYING MASK

Intensive rich repairing mask for weekly care of extremely weak hair.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

- Penetrates hair and replenishes the bonding cement with keratin.
- Creates bonds inside the matrix and seals the cuticle.
- Strengthens hair fibres and adds shine.
- Detangles & improves combability.
- Non-overburdening even on finer hair types.

HOW IT WORKS:

The rich formula, additionally to Bond Connector Technology, contains extra caring ingredients that target weak areas for an in-depth restoring action that last.



5-10 min



Rinse-off



Available in: 150ml.

FORTIFYING SEALER

An intensive strengthening leave-in milk.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

- Creates bonds inside the matrix to strengthen the hair fibres.
- Seals the cuticles and creates a protective shield around the fibre.
- Detangles & improves combability.
- Protects from heat of styling devices.
- Leaves the hair smooth, soft and full of shine.

HOW IT WORKS:

The rich formula contains cationic caring ingredients that deposit on the porous areas of the cuticles to restore a smooth and even hair surface.



Leave in



Available in: 150ml.

FIBRE FORCE

BONDING CREAM

A pre-shampoo treatment featuring a long-lasting rebonding system that intensively recovers the integrity of the hair, for reborn quality lasting up to 60 days*. To be mixed with Bonacure Fibre Force Bond Connector Infusion before application.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

- Reconnects the bonds and matrix for instantly restructured and restored inner cell cohesion.
- Intensively restructures the integrity and strength of the hair for reborn quality.
- Recharges hair with keratin.
- Balances the moisture content.
- Detangles & improves combability.
- Perfectly seals the hair surface and adds shine.

EXPERT INSIGHT:

This service can be done once a week, 4 weeks prior to a chemical treatment, to prepare the hair. Bonacure Fibre Force Fortifying Primer can be used additionally after this treatment if the hair is extremely eroded.

HOW IT WORKS:

An intense reconstructing formula reconnects the matrix, restores inner cohesion bonds and seals the cuticle.



5-15 min Rinse-off



Available in: 500ml.

*Up to 60 days when using Bonacure Fibre Force In-Salon Service and Bonacure Fibre Force Fortifying Shampoo at home.

BOND CONNECTOR INFUSION

A pre-shampoo treatment featuring a long-lasting rebonding system that intensively recovers the integrity of the hair, for reborn quality for up to 60 days*. To be mixed with Bonacure Fibre Force Bonding Cream and followed by Bonacure Fibre Force Fortifying Shampoo.

DIAGNOSIS:

Hair is extremely weak, prone to breakage, chemically and physically over-processed.

WHAT IT DOES:

Dramatically reinforces the potential of the Bonacure Fibre Force Bonding Cream thanks to a highly effective concentration of PQ-37.

HOW IT WORKS:

Bonacure Fibre Force Bonding Cream in combination with Bonacure Fibre Force Bond Connector Infusion contain a highly efficient concentration of PQ37. The complex restoring system is boosted by the anionic tensides from the Bonacure Fibre Force Fortifying Shampoo for an increased care effect that lasts.



5-15 min Rinse-off



Available in: 12x10ml.

FIBRE FORCE IN-SALON BOND CONNECTOR SERVICE

1. REBOND

- Mix Bonacure Fibre Force Bonding Cream (30 ml) + Bonacure Fibre Force Bond Connector Infusion (1 tube) in a bowl.
- Apply directly to dry hair before shampooing.
- Leave in for 5-15 minutes depending on damage level.
- Rinse out thoroughly.



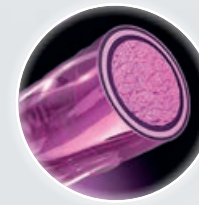
2. FIX

Shampoo the hair with Bonacure Fibre Force Fortifying Shampoo.



3. SEAL

Apply Bonacure Fibre Force Fortifying Sealer on wet hair and leave in to create a protecting shield around the fibre.



4. PROLONG

Maintain bonds at home with the Bonacure Fibre Force range for long-lasting results up to 24 washes*.



* Up to 60 days when using Bonacure Fibre Force In-Salon Service and Bonacure Fibre Force Fortifying Shampoo at home.

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 COCOAMPHOACETATE	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

DISCOVER OUR BONACURE CLEAN INGREDIENTS LIST

AND EACH ACTIVE FUNCTION IN THE FORMULAS

NAME	FUNCTION	ACTION
COENZYME		
UBIQUINONE	Coenzyme	Also known as Q10, used as anti-aging ingredient
HAIR CONDITIONING AGENT		
STEARAMIDOPROPYL DIMETHYLAMINE	Hair Conditioning Agent	Improves shine, combability and manageability
QUATERNIUM-91	Hair Conditioning Agent/ Anti-static	Improves hair condition and combability
DISTEAROYLETHYL HYDROXYETHYLMONIUM METHOSULFATE	Hair Conditioning Agent	Improves shine, combability and manageability
BEHENAMIDAPROPYL DIMETHYLAMINE	Hair Conditioning Agent	Improves shine, combability and manageability
POLYMER		
POLYQUATERNIUM-11	Conditioning Agent	Cationic care ingredient. Positively charged, ionically bond to the hair
POLYQUATERNIUM-37	Conditioning Agent	Cationic care ingredient. Positively charged, ionically bond to the hair
HYDROXYPROPYL GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	Conditioning Agent	Improves shine, combability and manageability

NAME	FUNCTION	ACTION
EMULSIFIER		
PPG-1 TRIDECETH-6	Emulsifier	Stabilizer
SORBITAN OLEATE	Emulsifier	Stabilizer
CETEARETH-20	Emulsifier	Lowers the surface tension of a product/helps equally distribution
PEG-40 HYDROGENATED CASTOR OIL	Surfactant	Emulsifier
EMOLIENT		
DICAPRYLYL CARBONATE	Emolient	Hair conditioning agent/ Spreading agent
DICAPRYLYL ETHER	Emolient	Hair conditioning agent/ Spreading agent
CETYL ETHYLHEXANOATE	Emolient	Hair conditioning agent/ Spreading agent
CETYL PALMITATE	Emolient	Hair conditioning agent/ Spreading agent
CAPRYLIC/ CAPRIC TRIGLYCERIDE	Emolient	Hair conditioning agent/ Spreading agent
ISOPROPYL MYRISTATE	Emolient	Hair conditioning agent/ Spreading agent
PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE	Emolient	Hair conditioning agent
BUTYROSPERMUM PARKII (SHEA) BUTTER	Emolient	Hair conditioning agent

NAME	FUNCTION	ACTION
BULKING AGENT		
SODIUM SULFATE	Bulking agent	Viscosity controlling
BUFFERING AGENT		
SODIUM LACTATE	Buffering Agent	pH stabiliser
CALCIUM CARBONATE	Mineral/Buffering	Stabilises the pH value of products
CALCIUM HYDROXIDE	Mineral/Buffering	Stabilises the pH value of products
SODIUM CHLORIDE	Salt (table salt/ Thickener	Adjust the viscosity
MAGNESIUM CITRATE	Mineral/Buffering	Stabilises the pH value of products
INORGANIC BASE		
SODIUM HYDROXYDE	Inorganic Base	pH adjuster
PRESERVATIVE		
PHENOXYETHANOL	Preservative	Preservative
POTASSIUM SORBATE	Preservative	Preservative
METHYL BENZOATE	Preservative	Preservative
PARFUM		
PARFUM (FRAGRANCE)	Parfum (Fragrance)	Parfum (Fragrance)
PLANT EXTRACT		
MORINGA OFFICINALIS SEED EXTRACT	Plant extract	Antipollution ingredient

DISCOVER OUR BONACURE CLEAN INGREDIENTS LIST

AND EACH ACTIVE FUNCTION IN THE FORMULAS

NAME	FUNCTION	ACTION
COOLING AGENT		
MENTHOL	Cooling agent	Increase blood circulation
STARCH/HYDROGEN PHOSPHATE		
HYDROXYPROPYL STARCH PHOSPHATE	Starch/hydrogen phosphate	Viscosity controlling
GUM		
HYDROXYETHYLCELLULOSE	Gum	Viscosity ingredient
VISCOSITY AGENT		
GLYCOL DISTEARATE	Viscosity agent	Viscosity increasing agent for Emulsions
CETEARYL ALCOHOL	Viscosity agent	Viscosity increasing agent for Emulsions
FATTY ACID		
COCONUT ACID	Fatty acid	Emulsifying agent/smoothes the skin
ORGANIC ACID		
CITRIC ACID	Organic Acid	Naturally occurring in lemons, oranges, limes, and other citrus fruits/pH adjuster
LACTIC ACID	Organic Acid	pH adjuster

NAME	FUNCTION	ACTION
QUATERNARY AMMONIUM COMPOUND (QUAT)		
CETRIMONIUM METHOSULFATE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
BEHENTRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
CETRIMONIUM CHLORIDE	Hair Conditioning Agent/ Anti-static	Improves hair condition and combability
BEHENOYL PG-TRIMONIUM CHLORIDE	Quaternary Ammonium Compound (QUAT)	Improves hair condition and combability
SKIN CARE INGREDIENT		
BISABOLOL	Ingredient of Chamomile	Scalp soothing effect/ Anti-irritations
ALLANTOIN	Hair Conditioning Agent	Scalp soothing effect/ Anti-irritations



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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