



FACINNIUS®



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PROFESSIONAL

PERFORMANCE



S.O.S ULTIMATE STAGE

HYDRATION MASK

Ideal for chemically damaged hair, it contains more than 20 moisturizing actives. It acts as a mass replacement treatment (MRT), contains 14 amino acids, in addition to hydrolyzed keratin, contains D-pantenol, water-soluble noble silicones, natural polymers, in addition to hydrolyzed vegetables.

HOW TO USE: Remove excess Water and apply S.O.S Ultimate Stage by gently massaging.

Wait up to 35 minutes then rinse.

IDEAL FOR HAIR RECONSTRUCTION

RECOVERY CUPUAÇU

HYDRATION MASK

It contains cupuaçu butter, vitamins A and E to promote water balance, hydration and healthy growth for the hair. The Cupuaçu Facinnius Recovery Mask is excellent for the treatment of dry, fragile and chemically damaged hair, as it acts deeply on the cuticle, revitalizing the hair.

HOW TO USE: Remove excess water and apply Recovery Cupuaçu massage gently, wait up to 35 minutes then rinse.



PROFESSIONAL

PERFORMANCE



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IDEAL FOR HAIR NUTRITION

ABSOLUT DIAMOND

HYDRATION MASK

It contains noble silicones, amino acids, rosemary, juá zest, mallow and aloe. Perfect solution for dull hair, as it provides the hair a diamond shine. A legitimate varnish bath rich in silicones and amino acids that nourish, hydrate and stimulate hair growth, leaving it silky and soft.

HOW TO USE: Remove Excess water and apply Absolut Diamond, massage gently. Wait up to 35 minutes then rinse.



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BIO KERATRIX



Professional

ACAO CAPILAR
CUECIDOS
KERATINA E

IDEAL FOR
HAIR
HYDRATION

PROFESSIONAL
PERFORMANCE



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ABSOLUT
DIAMOND



Professional

MÁSCARA DE HIDRATAÇÃO
FORTALECIMENTO DOS FIOS
BRILHO DIAMANTADO
CONTÉM 1 L

IDEAL FOR TREATMENT
Of SCALP

BIO KERATRIX

HYDRATION MASK

It contains a larger amount of D-pantenol than is commonly used in addition to keratin. Recommended for those looking for an impeccable and durable smooth. Its formulation prevents the appearance of split ends, improves the texture of the hair and contributes to the thickening of the hair, offering more strength and shine to the locks.

HOW TO USE: Remove excess water then apply Bio Keratrix and massage gently. Wait up to 35 minutes then rinse.

INFINITY ONE GOLD MASK

It contains an exclusive formula composed of proteins and structural amino acids (Seine, Glutamic Acid and Cysteine), performing Biomimetic repair. Its main asset ReparAge penetrates deeply into the hair promoting the increase in the diameter of the hair with prolonged use of the product. With Pro Filler effect that repairs the natural aging of the hair leaving it as new, helping in capillary reconstruction, with antioxidant that repairs, prevents the aging of the hair. Hair with a silky touch keeping it frizz-free.

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PROFESSIONAL PERFORMANCE

SILK TOUCH	● ● ● ● ●
LIGHTNESS	● ● ● ● ●
HYDRATION	● ● ● ● ●
SOFTNESS	● ● ● ● ●
SHINE	● ● ● ● ●

INFINITY ONE GOLD SHAMPOO

It contains a blend of keratin amino acids, nutrients and proteins that provide benefits such as shine, hydration, silkiness, helping to control volume and frizz.

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PROFESSIONAL PERFORMANCE

SILK TOUCH	● ● ● ● ●
LIGHTNESS	● ● ● ● ●
HYDRATION	● ● ● ● ●
SOFTNESS	● ● ● ● ●
SHINE	● ● ● ● ●

GALLONS

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Shampoo and Conditioner 5L

Available in versions:

Blackberry with pomegranate
Recovery Cupuaçu
Blueberry with Semi di Lino
Mint with mallow

PROFESSIONAL PERFORMANCE

CLEANING



SOFTNESS



RECONSTRUCTION



SHINE



HOW TO USE

Shampoo: Apply Shampoo on damp hair, massage until foam is formed. Wait up to 2 minutes then rinse. Repeat the process if necessary.

Conditioner: Apply the Conditioner on the hair without the roots, massage gently. Wait up to 5 minutes then rinse well.

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VIOLET SILK PROTEIN

Shampoo and Liquid Mask

Violeta Seda Protein Facinnius acts on two important factors for bleached hair: uniform color and hydration. Its nanotechnological pigments remove the yellowness of the blonde strands, giving the hair a platinum appearance. In addition, it moisturizes and provides more elasticity to the wires.

HOW TO USE

Shampoo: Apply the Shampoo Violet Seda Protein Facinnius through on damp hair, massage until foaming. Wait up to 2 minutes then rinse. Repeat the process if necessary.

Liquid Mask: Apply the Facinnius Protein Facinnius Violet Silk Liquid Mask on the hair from length to ends, massage gently. Let it act on the hair until it reaches the desired tone then rinse



PROFESSIONAL PERFORMANCE

BRIGHTNESS



NEUTRALIZATION



HYDRATION



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Available version
Home Care 300 ml



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Deep Clean

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It promotes a complete cleaning of the hair, opening the cuticles to receive the new treatment.

HOW TO USE: Apply the Deep Clean Facinnius Shampoo on damp hair, massage until foaming. Wait up to 2 minutes then rinse. Repeat the process if necessary.



PROFESSIONAL PERFORMANCE

DEEP CLEANING



LIGHTNESS



HYDRATION



DETOKSICATION



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ILLUMINATE

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The Illummini Facinnius is a volume reducer indicated for organic progressives. Without formaldehyde, this product straightens the hair, eliminates frizz and ensures a long-lasting straight without harming the hair fiber. The proteins found in its formula nourish and hydrate the hair, uniting beauty and health for the hair.

HOW TO USE:

Shake before use - do the strand test.

Test to verify the possibility of using the product with other chemicals, set the action time according to the type of hair. Do not perform another chemistry on the same day.

We recommend performing 15 days after using the progressive brush or after checking the test.

1- Wash the hair with normal shampoo, dry 90% and apply the product evenly, align the hair with a fine comb.

2- Leave on for 40 minutes for fine hair and 60 minutes for hair thick.

3- Rinse 60% of the hair with cold water or warm. Do not use shampoo.

4- Dry 100% and flat iron very thin strands.

TESTING:

Separate a thin strand of hair from the top of the head. prepare a small amount of the product and apply it, leaving the action time indicated. Wash the wick. If the hair becomes brittle, very elastic or heats up, it is a sign that this hair is not ready to use the product.



PROFESSIONAL
PERFORMANCE

SMOOTH EFFECT



LIGHTNESS



SHINE



DURABILITY



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OX

Developer Emulsion

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The OX Facinnius Revealing Emulsion has 4 different volumes (10%, 20%, 30%, 40%) and was designed to be used in conjunction with bleaching and coloring, enhancing its action. It comes in a cream texture and contains amino acids that restore the hair properties that are lost during chemical processes, keeping the hair hydrated and preventing the wires from fraying.

HOW TO USE: Mix with the coloring or bleaching powder in the amount indicated in the preparation method of the product to be used.



PROFESSIONAL **PERFORMANCE**

BRIGHTNESS



DURABILITY



SAFETY



REFLEX



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DESCOLOR EASY

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BLEACHING POWDER

The Dust Free technology prevents the powder from dispersing during application and allows high adherence of the product to the thread. Able to lighten up to 7 tones, the Descolor Easy Facinnius, presents in its formula keratin and wheat germ, which after absorbed, hydrates and repairs the hair. Suitable for all hair types and recommended for various lightening techniques.

HOW TO USE: It is recommended to mix the product with Oxygenated Water OX Facinnius in a proportion of 1 to 1 or even 1 to 2, in a non-metallic container, with the aid of a non-metallic spatula or brush, until obtaining a homogeneous consistency. The mixing ratio can be varied. For the non-contact bleaching technique with the root, OX Facinnius 40 volumes can be used. To bleach the entire hair, use 20 volumes. Always wear gloves.



PROFESSIONAL PERFORMANCE



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DESCOLOR WHITE/EASY

BLEACHING POWDER

The Descolor Facinnius lightens up to 9 shades with extreme safety and flexibility for the professional. Facinnius created the exclusive K-COMPLEX technology that has several treatment substances that preserve the hair's moisture, maintaining its structure. Controlled discoloration to be used in all application techniques.

HOW TO USE: Apply the mixture with a brush and wear gloves. Do a touch test before applying. The action time must be controlled by the professional according to the desired bleaching degree. After the break time, rinse with warm water and shampoo.



PROFESSIONAL PERFORMANCE



Kolare Facinnius coloring, with exclusive K-COMPLEX technology, contains Argan Oil, Macadamia, Seaweed, Keratin, Sericin, Aloe-Vera, Vitamin-D and Panthenol, which help protect the scalp from aggressions chemicals. Together with silk protein, it provides maximum hydration, silkiness, diamond shine and extra conditioning.

HOW TO USE

In a non-metallic container, place the entire tube (60g) of the chosen color and add 90ml of creamy hydrogen peroxide 20 vols. Mix until you get a homogeneous cream. Apply with a brush on dry and unwashed hair. (Pause time 35 minutes).

HOW TO USE (LIGHTENERS)

Mix in a 1:2 ratio, ie 60g of bleaching coloring, with 120 ml of Ox 40 vols. Mix until you get a homogeneous cream. Apply with a brush on dry and unwashed hair.

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PROFESSIONAL

PERFORMANCE

DURABILITY



TECHNOLOGY



SAFETY



BRIGHTNESS



ESSENTIAL THERAPY

Essential Therapy Facinnius acts in the cauterization, reconstruction and treatment of the scalp. In cauterization, its formula with D-pantenol and amino acids seals the cuticles, leaving the hair with more shine and vitality. The reconstruction has a nourishing mask based on grapeseed oil, which, being a powerful antioxidant, provides more hydrated, reconstructed and soft hair. Already in the scalp treatment phase, its formula based on vitamin E, rosemary and mint, cleans and soothes irritations from chemical residues, controlling oiliness and the appearance of dandruff.

HOW TO USE

Consult the leaflet to check the application forms.

PROFESSIONAL

PERFORMANCE

RECONSTRUCTION



CLEANING



HYDRATION



SHINE



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BLACKBERRY WITH POMEGRANATE

Shampoo and Conditioner

Ideal for mixed hair, it provides hydration and intense shine to the strands. It keeps the hair hydrated and replenishes fiber vitamins. It has antioxidant action, preserving the health and structure of the hair.

HOW TO USE

Shampoo: Apply on damp hair the Amora Shampoo with Pomegranate Facinnius, massage until foaming. Leave it up to 2 minutes then rinse. Repeat the process if necessary

Conditioner: Apply the Facinnius Pomegranate Conditioner on the hair, massage gently. Rinse thoroughly.

HOME CARE

PERFORMANCE

REPAIR



SOFTNESS



NUTRITION



STRENGTH



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BLUEBERRY

Shampoo and Conditioner

Ideal for dry hair, Blueberry Facinnius has a balanced Ph that promotes efficient cleaning of the hair without damaging it. Its balanced formulation contains nutrients and lino semi, active from linseed that prevents the loss of water from the hair. Provides deep and prolonged hydration, bringing lightness and movement to your hair.

HOW TO USE

Shampoo: Apply on damp hair the Blueberry Facinnius Shampoo, massage until foaming. Leave it up to 2 minutes then rinse. Repeat the process if necessary.

Conditioner: Apply Blueberry Facinnius Conditioner on the hair, massage gently. Leave it for 5 minutes then rinse completely

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HOME CARE **PERFORMANCE**



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MINT WITH MENTHOL

Shampoo and Conditioner

Ideal for oily hair, it has detoxifying and refreshing components. It works by balancing the oiliness of the scalp, providing hydration to the strands without weighing them down.

HOW TO USE

SHAMPOO: Apply on damp hair the Hortela Com Mentol Facinnius the hair, massage until foaming. Wait up to 2 minutes then rinse. Repeat the process if necessary.

CONDITIONER: Apply the Hortela Com Mentol Facinnius conditioner on hair and, massage gently. Leave it for 5 minutes then rinse well.

HOME CARE

PERFORMANCE

HAIR RECOVERY



SOFTNESS



HYDRATION



DETOXICATION



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RECOVERY CUPUACU

Shampoo and Conditioner

Ideal for chemically treated hair, Recovery Cupuaçu Facinnius has Biorestore and Poliquartenium 10, ingredients that moisturize, condition and repair damaged hair. It can be used after relaxation and discoloration, helping to rebuild the hair fiber.

HOW TO USE

SHAMPOO: With damp hair, apply the Cupuaçu Recovery Shampoo Facinnius through the strands, massaging until foaming. Let it act for up to 2 minutes and rinse. Process the process if necessary.

CONDITIONER: Apply the Cupuaçu Facinnius Recovery Conditioner through the hair, massaging gently. Let it act for 5 minutes and rinse completely.

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HOME CARE PERFORMANCE

CELL REPAIR



RECONSTRUCTION



SOFTNESS



HYDRATION



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POST PROGRESSIVE EFFECT LISS

Shampoo, Conditioner & Leave-in

The Facinnius effect liss kit promotes a prolonged smooth effect for the hair. It has high molecular nano technology ideal for hair with progressive and chemically treated. Its formula seals the hair cuticles, deeply repairing the hair fiber, in addition to controlling the volume and aligning the hair.

HOW TO USE

SHAMPOO: With damp hair, apply the Effect Liss Facinnius Shampoo through the strands, massaging until foam is formed. Let it act for up to 2 minutes and rinse. Repeat the process if necessary.

CONDITIONER: Apply the Effect Liss Facinnius Conditioner through the hair, massaging gently. Let it act for 5 minutes and rinse completely.

LEAVE-IN: Apply an amount of Leave-in Effect Liss on your hands and spread it along the entire length of the strands. Brush or finish as usual. No-rinse product.

HOME CARE/PROFISSIONAL

PERFORMANCE

CELL REPAIR



LIGHTNESS



NUTRITION



SMOOTH EFFECT



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DETOX REFRESH

Shampoo and Conditioner

With a detoxifying formula, Detox Refresh Facinnius promotes an anti-pollution action, leaving a pleasant sensation of freshness and lightness. It can be used daily to balance the oiliness of the hair and scalp.

HOW TO USE

SHAMPOO: With damp hair, apply the Detox Refresh Facinnius Shampoo through the strands, massaging until foam is formed. Let it act for up to 2 minutes and rinse.

CONDITIONER: Apply the Detox Refresh Facinnius Conditioner through the hair, massaging gently. Let it act for 5 minutes and rinse completely

HOME CARE/PROFESSIONAL

PERFORMANCE

DETOX



REFRESHMENT



HYDRATION



SHINE



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INFINITY ONE

Shampoo and Conditioner

The Infinity One Facinnius line has an exclusive formula composed of proteins and structural amino acids (serine, glutamic acid and cysteine), performing biomimetic repair. Its main asset ReparAge penetrates deeply into the hair fiber promoting the increase in the diameter of the strands with prolonged use of the product. With the Pro Filter effect that repairs the natural aging of the strands leaving them as new.

HOW TO USE

Shampoo: With wet hair, apply a sufficient amount of Shampoo Infinity One on the strands and let it act for up to 5 minutes, massaging gently. Rinse as usual and repeat the process if necessary.

Conditioner: After washing your hair with Infinity One Shampoo, spread a considerable layer of Infinity One Conditioner and massage lightly for 3 to 5 minutes. Rinse as usual.

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HOME CARE/PROFISSIONAL
PERFORMANCE

SILK TOUCH
● ● ● ● ●

LIGHTNESS
● ● ● ● ●

HYDRATION
● ● ● ● ●

SOFTNESS
● ● ● ● ●



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INFINITY REPAIR

/facinnius



Shampoo and Conditioner

The Infinity Repair Facinnis line has an exclusive formula with 3 essential proteins (wheat, milk and silk), which attributes benefits such as strength improvement, volume increase and conditioning. The 3 joints combined with a formulation rich in ingredients that restore the hydration of the wires, indispensable for those who want shiny, healthy and soft hair.

HOW TO USE

Shampoo: With wet hair, apply a sufficient amount of Shampoo Infinity Repair Facinnius on the strands and let it act for up to 5 minutes, massaging gently. Rinse as usual and repeat the process if necessary.

Conditioner: After washing your hair with Infinity Repair Shampoo, spread a considerable layer of Infinity Repair Conditioner and massage lightly for 3 to 5 minutes. Rinse as usual.



HOME CARE/PROFESSIONAL **PERFORMANCE**

PROTEINS



PROTECTION



NUTRITION



FORTIFICATION



INFINITY ONE

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Hair Reconstruction - Biphasic

Infinity One Facinnius is an excellent hair rebuilder with antioxidant action that repairs the hair.

It has a velvety texture and leaves a silky touch in the hair, keeping it frizz-free. Contains UVA and UVB protective filters.

In addition to being a thermal and sun protector, as it contains 11 amino acids and hydrolyzed vegetable proteins, it also has a unique technology, continuous use brings reconstruction to the hair, as the active principles, having a lot of affinity with the thread, overlap and cause thus an increase in the thickness of the hair .

HOW TO USE

Apply on clean hair a sufficient amount on all strands. No need to rinse. Shake before using.

HOME CARE/PROFESSIONAL

PERFORMANCE

THERMAL PROTECTION



LIGHTNESS



HYDRATION



SOFTNESS



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INFINITY REPAIR PROTEIN

Protein replenisher

Infinity Repair Protein Facinnius is a protein replenisher that works by rebuilding the hair mass and strengthening the hair structure. Excellent for ensuring hair protection while keeping hair smooth and frizz-free. It has a UVA and UVB protective filter.

With this product, you have a film-forming action that acts on the cuticles, recovering their ability to remain sealed, giving the hair a lot of shine.

HOW TO USE

Apply on a clean hairair a sufficient amount.

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HOME CARE/PROFESSIONAL
PERFORMANCE

INTENSE GLOSS



LIGHTNESS



HYDRATION



SOFTNESS



WAX PRIME

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Modeling Ointment

Facinnius Prime Wax Ointment provides flexibility and natural appearance. Its lightweight water-based formula provides a perfect combination of modeling, texture and definition to style different looks without leaving flanks. Because it is water-based, if used in the correct measure and technique, it does not grease the thread.

HOW TO USE

Apply on dry or wet hair and style as desired.

HOME CARE/PROFESSIONAL

PERFORMANCE

FIXATION



DEFINITION



STYLIZATION



HYDRATION



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HOME CARE/PROFESSIONAL PERFORMANCE

INTENSE GLOSS



HEAT PROTECTION



HYDRATION



LIGHTNESS



ACEZZO

Shine Spray

In liquid and aerosol versions, the Acezzo Facinnius shine spray is ideal for intense shine and hair protection. Its exclusive formula contains noble silicones that form a protective film against bad odors, leaving the hair with a sophisticated scent and natural shine. It also provides a feeling of velvety and light hair. Ideal for all hair types and occasions.

HOW TO USE

Apply the product 10 centimeters away from the hair until reaching the desired effect.



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ARGAN

Repairman



Argan Facinnius oil is a powerful repairer, has high levels of essential fatty acids, omega 6 and vitamins A, D e E. Improving the elasticity of the hair providing diamond shine and prolonged softness.

OJON

Repairman



Rich in amino acids, antioxidants and lipids, the repairer Ojon Facinnius presents an ideal formula for very dry and deeply damaged hair, as it acts on the fiber recovering hair cells. It guarantees shine and resistance to the hair , preventing it from becoming brittle and opaque.

NOBLE SILICONES

Repairman



Produced with the best silicones on the market, the repairer Silicones Nobres Facinnius moisturizes the hair and has a protective action against external agents. It enhances the shine of the hair leaving it light and disciplined.

PERFORMANCE

INTENSE GLOSS



LIGHTNESS



NUTRITION



MOISTURIZER



HOW TO USE

Massage a small amount into hands and apply to dry or damp hair. No need to rinse.

CURL ACTIVATOR

Leave-in

Facinnius Curl Activator features a unique formula that shapes, nourishes and moisturizes curls. It has a UVA filter for extra protection against damage caused by the sun's rays. Indicated for all types of curls and waves, it also keeps hair disciplined, with movement and protected daily.

HOW TO USE

Leave-in: Apply an amount of Facinnius Curl Activator leave-in on your hands and spread it along the entire length of the strands and brush.



HOME CARE/PROFESSIONAL **PERFORMANCE**

- DEFINITION ● ● ● ● ○
- MOVEMENT ● ● ● ○ ○
- NUTRITION ● ● ● ○ ○
- PROTECTION ● ● ● ○ ○



Moisturizing Silicone Milk

SEA & POOL

Leave-in

Its special formula rich in nutrients, vitamins, amino acids and silicones, is indicated for the protection of swimming in the sea and pool. Protects the hair from chlorine, salt water and the sun, leaving your hair soft, with intense shine and easy to comb.

HOW TO USE

Leave-in: Leave-in: Apply an amount of Facinnius Silicone Milk on your hands and spread it along the entire length of the hair and brush. No rinse..

HOME CARE/PROFESSIONAL **PERFORMANCE**

- PROTECTION ● ● ● ● ○
- SOFTNESS ● ● ● ● ○
- HYDRATION ● ● ● ● ○
- DURABILITY ● ● ● ○ ○

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POWER ANTI-FRIZZ

Leave-in

Power Anti-Frizz Facinnius is indicated to be applied before brushing, as it facilitates hair modeling, making the process up to three times faster than usual. With silicone, keratin and tamariliz, a protective film is created around the hair that guarantees hair mass replacement and efficient heat protection, leaving the hair with intense shine, silky and hydrated.

HOW TO USE

Leave-in: Apply an amount of Facinnius Power Anti-Frizz Leave-in on your hands and spread it along the entire length of the hair and brush. No rinse.

HOME CARE/PROFESSIONAL

PERFORMANCE

HEAT PROTECTION



FRIZZ CONTROL



SOFTNESS



HYDRATION



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REDUCER BIO ELIXIR

Leave-in

Reducer Bio Elixir Facinnius contains essential oils that act on the silkiness and hydration of the hair. It has vitamins and nano-technological assets that replace proteins and lipids, leaving healthy hair hydrated and soft.

HOW TO USE

Leave-in: Leave-in: Apply an amount of the Leave-in Reducer Bio Elixir Facinnius on your hands and spread it along the entire length of the hair and brush. No rinse.



HOME CARE/PROFISSIONAL

PERFORMANCE

HEAT PROTECTION



FRIZZ CONTROL



SOFTNESS



HYDRATION



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OUR AMBASSADOR

- Entrepreneur in the area of beauty for 30 years;
- Advanced colorimetry course support tutor Alejandro Valente;
- 20 years of training as a hairdresser; participating in several improvement courses, in several academies, among them:
- Advanced Colorimetry Alejandro Valente;
- Pivot point cutting designer;
- Basic Cosmetology Senac;
- Hair Class tratamento capilares;
- Hair Class hair treatment;
- Enati, introduction to cosmetology
- MBA visagismo as Tania and Robson Trindade.
- Graduating digital innovation . and entrepreneurship.



*Carla
Nascimento*