



BRASIL CACAU  
PROFESSIONAL

BRASILIAN  
HAIR SEDUCTION

# Brazilian Keratin Treatment

Smoothing, Taming & De-Frizzing Treatments

BRASIL CACAU  
P R O F E S S I O N A L

# BRAZILIAN KERATIN RECONSTRUCTION

APPLICATION METHOD  
ORIGINAL  
FROM  
BRAZIL  
100% SECURE



BEFORE



Keratin smoothing treatment is the latest salon revolution. Not only are these wonder treatments the new code for incredible hair, they build salon loyalty and encourage a high Rand spend per client; the answer to every salon's prayers.

BRASIL CACAU is a thermal reconstruction treatment that aligns hair cuticles. The result is hair infused with incredible shine, smoothness, enhanced strength and condition while being frizz-free and humidity-proofed. The hair's inner bond structure is not chemically altered or rearranged. MADE IN BRAZIL.

Results are instant! There is no need to wait 72 hours.

The minute your client leaves your salon, they can wash their hair, wear a pony tail, use clips and pins, go to gym or swim. Their hair will be straighter, smooth, frizz-free and extremely radiant.

BRASIL CACAU's aftercare products ensure long lasting results, up to 3 to 4 months.



Disposable visor for treatments & cutting,  
30/pkt **6041**

for STRAIGHTER, SMOOTHER, SHINIER,  
STRONGER, FRIZZ FREE hair



BRASIL CACAU KERATIN TREATMENT

PROFESSIONAL PRODUCTS

We are pleased to announce a 100ml Professional Kit Convenient & affordable for smaller users. It consists of Step 1, Step 2 & Step 3 (all 110ml) Each kit does between 2 & 3 smoothing treatments **10308**



BRASIL CACAU AFTERCARE

Correct after care of BRASIL KERATIN TREATMENT is essential for optimal quality, integrity and longevity of treatment. Our range of home care products specifically developed to extend the effect of BRASIL CACAU treatment include:

BRASIL CACAU Anti Frizz Shampoo: mild shampoo containing Keratin 300ml **5905** 1ltr **6950**

BRASIL CACAU Anti Frizz Conditioner: intensive moisturising conditioner containing Keratin 300ml **5906** 1ltr **6951**

BRASIL CACAU Primer: daily protection without rinsing 110ml **9455**

BRASIL CACAU Hydrating Hair Complex: for maximum hydration and nourishment 200g **11595**

CADIVEU Glamour Precious Fluid Light formula, leave-in spray. Eliminates frizz, seals the cuticles, and provides the hair with radiant luminosity. Also protects against the heat. Ideal for keratin treated hair. Use on wet hair, before drying and styling to give softness, shine and reduce the frizz 215ml **7876**



Professional Kit 1ltr x 3 {3 bottles: Step 1, 2 & 3} **P999**



**Step 1:**  
Brasil Cacau  
Anti-residue  
shampoo  
1ltr  
**P997**

**Step 2:**  
Brasil Cacau  
Thermal  
Reconstruction  
1ltr  
**6005**

**Step 3:**  
Brasil Cacau  
Deep Conditioning  
Mask  
1ltr  
**P996**

New size, 300ml  
300ml (Step 1, 2 & 3)  
**P977**



**Step 1:**  
Anti-residue  
shampoo  
**P982**

**Step 2:**  
Thermal  
Reconstructor  
**12051**

**Step 3:**  
Deep  
Conditioning  
**P981**

BRASIL CACAU SHINE  
SERUM  
Introducing a new Anti-frizz  
& instant Shine Treatment  
• Anti-humidity protection  
• Frizz reduction  
• Instant shine  
• Restores Ends  
• Yield of approximately  
150 applications  
65ml  
**12373**



ACAI Therapy  
ACAI Oil  
110ml  
**9457**



Color Shield &  
Smooth  
A powerful keratin  
based treatment  
that ensures  
reduced frizz &  
hair color shielding  
for a period of up  
to 4 weeks.  
A spray-on and  
blow dry in-salon  
service for a  
smooth express  
frizz reduction  
service –  
40 minute service,  
20 applications  
215ml  
**11473**



BRASIL CACAU Anti-Frizz:  
Shampoo, **Sulphate-Free**  
300ml  
**14108**  
1ltr  
**14109**

**NEW!**



## BRASIL CACAU KERATIN TREATMENT

### BRASIL CACAU ECO - FORMALDEHYDE-FREE

The new formaldehyde-free smoothing system made by Brasil Cacau

**Please note: Step 1 & 3 are the same products as the regular Brasil Cacau Smoothing Treatment. Only Step 2 is different.**

Professional Kits: includes 1 x Step 1, 1 x Step 2 and 1 x Step 3:

110ml: Step 1, Step 2, Step 3 **12162**

300ml: Step 1, Step 2, Step 3 **P979**

1 litre: Step 1, Step 2, Step 3 **P978**

## Smooth effect for all types of hair

### What is it?

Hair treatment that ensures a smooth effect superior to treatments with carbocisteines and glyoxylic acid.

### Benefits

- Deep hydration and nutrition
- Thermal protection of the hair shaft
- Hydrated ends
- Promotes extreme shine to hair
- Prevents yellowing and fading of the hair
- Provides platinum shade in blonde hair

### Characteristics

- Ecological formula
- Paraben-free
- Formaldehyde-free
- Petroleum-free
- No mineral oil
- No animal ingredients

### Dermatologically tested

Does not cause allergic reactions

Activated by the heat of the flat iron, Sugarcane Cysteine® acts in the deep layers of the cuticles, rearranging them to make the surface straight, and to reflect intense shine.

**BRASIL CACAU**  
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Step 2 Reconstructor

300ml **12163**

1 litre **12164**

Step 1 & 3 are as per regular Brasil Cacau Smoothing Treatment, as below:

Step 1		Step 3	
300ml	<b>P982</b>	300ml	<b>P981</b>
1 litre	<b>P997</b>	1 litre	<b>P996</b>

### Discover the products

#### 1. STEP 1: ANTI RESIDUE SHAMPOO:

Its alkaline pH (9.0) helps open the cuticles to make the active ingredients penetrate easier.

#### 2. STEP 2: ECO KERATIN:

Restructures the hair, making it smooth and frizz-free.

#### 3. STEP 3: DEEP CONDITIONING MASK:

Restores normal pH balance (4.5) to ensure hair treatment and longer lasting results.



### Eco Keratin

- Prevents fading and yellowing
- Easy to apply
- Maximum slide of the flat iron
- High profitability, economic
- Rejuvenates the hair
- Silky and smooth hair ends
- Extreme shiny hair

#### Brasil Cacau, The Keratin Express

A Brazilian hair treatment for straight, smooth, soft, frizz-free & shiny results. A fast service for perfectly straight hair. Contains Cocoa & Alpha Hydroxy Acids for intense fragrance, moisture & definition. Formulated for progressive alignment of strands, shine & softness. Its unique non-formaldehyde formula makes it a quicker, more affordable solution. Results last approximately 4-6 weeks depending on hair texture, thickness & coarseness. Lasts about two treatments per bottle for average length hair.

110ml

**13915**



Procedure:

1. Wet hair & remove excess water with towel.
2. Apply about 50ml of treatment & massage until lather. Do not apply to scalp. Leave-in timing depends on type of hair & extent of frizz. Recommended time is 20-50 minutes.
3. Rinse thoroughly & dry 100% with dryer.
4. Separate hair into strands & flat iron from roots to tip 8-12 times between temperatures 180-230°C. Recommended to use Primer with iron.

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Salon Introduction Deal **P998** (limited to one per salon)  
Brazilian Thermal Reconstruction KIT consisting of:

1 x Brasil Cacau Anti-Residue Shampoo 980ml  
1 x Brasil Cacau Thermal Reconstruction 1Litre  
1 x Brasil Cacau Deep Conditioning Mask 980ml

**PLUS** Aftercare products:

3 x Brasil Cacau Anti-Frizz shampoo 300ml	<b>5905</b>
3 x Brasil Cacau Anti-Frizz Conditioner 300ml	<b>5906</b>
1 x Brasil Cacau Hydrating Hair Complex 200g	<b>11595</b>

**PLUS**

Brasil Cacau Keratin Accelerator, titanium plates,  
32mm (up to 230°C) **(model may vary)**

**9047**



## SPECIAL, ONCE-OFF INTRO PRICE \*

**PLUS YOU GET**

Brasil Cacau Hanging Banner (84 x 124cm) • Promotion Leaflets for your clients, and  
• Hands-on training (using our products) (area dependant)

**AT NO COST TO YOU!**

\* Please call us to get  
the latest price

\*Terms and conditions apply

## FREQUENTLY ASKED QUESTIONS:

**Q. Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dyeing/tinting process?**

A. The BRAZILIAN KERATIN RECONSTRUCTION can be done before or after tinting. In either case, we recommend to do the hair tinting two weeks before or after the BRAZILIAN KERATIN RECONSTRUCTION process in order to allow pigment to set better on hair.

**Q. Can BRAZILIAN KERATIN RECONSTRUCTION be done after straightening/relaxation processes?**

A. Yes, for very curly or Afro Ethnic hair, we do recommend to do hair relaxation/straightening before using BRAZILIAN KERATIN RECONSTRUCTION.

**Q. Can I apply the product only on the roots if client wishes to keep her hair wavy on the length?**

A. Yes. Applying the product only on the roots provides a very natural and balanced result. For already straightened lengths, applying the product on the root is also recommended in order to avoid saturation.

**Q. Can pregnant women use the BRAZILIAN KERATIN RECONSTRUCTION?**

A. We recommend that pregnant women and children under 12 avoid the process.

**Q. Is BRAZILIAN KERATIN RECONSTRUCTION compatible with henna?**

A. Yes. BRAZILIAN KERATIN RECONSTRUCTION is compatible with any colourant or chemical process.

**Q. When is the client allowed to wash her hair?**

A. Whenever she wants, even right after the treatment.

**Q. Does BRASIL CACAU KERATIN TREATMENT work like Japanese straightening, chemical straightener or a perm?**

A. No. Unlike those chemical processes BRASIL CACAU does not chemically rearrange the internal disulphide bond structure of the hair and it can be used on coloured, foiled, chemically treated and damaged hair.

**Q. Can BRASIL CACAU KERATIN TREATMENT be applied to virgin hair?**

A. Yes. The most effective result is obtained when applying BRASIL CACAU to processed hair. Virgin hair should be washed at least twice with the BRASIL CACAU Anti Residue Shampoo before applying the BRASIL CACAU TREATMENT. Two to three further treatments will result in virgin hair showing the same results as processed hair.

**Q. How long will the BRASIL CACAU treatment last?**

A. Three to four months provided the BRASIL CACAU range of aftercare products are used. BRASIL CACAU treatment is a cumulative treatment. The more often you have the treatment applied, the healthier your hair will be and the longer the results will last.

**Q. What happens to my hair after the BRASIL CACAU treatment is at the end of its life cycle?**

A. Your hair will revert back to its original state about 12 weeks prior to the treatment. It will be in a better and stronger condition than before the treatment.

**Q. How will my hair look after the BRASIL CACAU treatment?**

A. It will be much shinier, effortless to manage, stronger, straighter, healthier and frizz free. Humidity will no longer be a problem.

**Q. Will BRASIL CACAU make my hair dead straight?**

A. That depends on the type of hair you have. If you have straight, frizzy hair, the treatment will eliminate the frizz and give the hair incredible shine. If your hair is wavy, BRASIL CACAU will make your hair naturally straight and healthy. If your hair is very curly, the treatment will remove most of the frizz, enhancing the natural curl or wave.

**Q. Can you swim in the sea or pool after BRASIL CACAU treatment?**

A. Yes, however please note that regular swimming may compromise the longevity of the treatment. It is recommended that you comb BRASIL CACAU Primer through your hair prior to swimming to act as a protective barrier.

**Q. How soon after having the BRASIL CACAU treatment can I wash my hair?**

A. Immediately after you leave the salon. You may also wear a pony tail, use clips and pins, go to the gym or swim.

**Q. Can you have BRASIL CACAU treatment if you have hair extensions?**

A. Yes, provided the extensions are of 100% Remy human hair. It is best if the treatment is applied to your hair before the installation of the extensions. However, if the extensions are already installed, your stylist must ensure that the BRASIL CACAU THERMAL RECONSTRUCTION treatment does not come in contact with your hair extension bonds or micro-rings.

**Q. How soon after having BRASIL CACAU treatment can I have it re-applied to my hair?**

A. As the BRASIL CACAU treatment is a conditioning treatment, there is no potential harm to performing the application at any time. However, re-applying the treatment too soon is wasteful as the new treatment will not adhere to the cuticles if the existing treatment is still in place. It is recommended that the next treatment should not be done before 10 to 14 days have elapsed since the previous treatment.

**Q. Can BRASIL CACAU KERATIN TREATMENT be applied to any type of damaged or processed hair?**

A. Yes, it can be applied to all damaged hair types: coloured, highlighted, relaxed, straightened, permed or bleached.

**Q. Is the BRASIL CACAU treatment permanent?**

A. No, it will eventually wash out after 3 to 4 months. The treatment lasts longest on processed hair and provided the BRASIL CACAU aftercare products are used.



## THE NEW CONCEPT OF KERATIN TREATMENT - THE KERATIN SHAMPOO

Get smooth, silky &amp; shiny hair in just 1 step!

**Frizz Free**  
smooth and shiny hair

**Very fast service**  
to get smooth and shiny hair

**Save**  
40 minutes\*

**HAIR TYPES:**  
Curly/Voluminous/Frizzy Hair

**TECHNOLOGY:**  
Cocoa + Alpha Hydroxy Acids

**MECHANISM OF ACTION:**  
The acidic pH (2.5) product with the heat of the flat iron is responsible for depositing the formula's active ingredients into the hair

**BENEFITS:**

- Ultrafast service
- Maximum profitability
- Can be used to get different results
- Does not fade
- Does not turn tinted or blonde hair yellow

\*Perform a strand test prior to use: Apply product, leave it for 30 minutes, rinse, dry and flat iron. Evaluate the elasticity and strength of the hair shaft. SHAKE BEFORE USE.

Use regular Brasil Cacau aftercare shampoo (5905), conditioner (5906) & mask (11595) for use at home to ensure long-lasting results



BRASIL CACAU  
KERATIN SHAMPOO  
1 litre  
12601



**Keratin Treatment**  
service

If necessary, before applying The Keratin Shampoo, pre-wash the hair with Brasil Cacau Anti-Residue Shampoo in order to remove impurities & residue.

Apply and wait

**STEP 1:**  
Wet the hair & remove excess water with the help of a towel. Apply approximately 50ml of **The Keratin Shampoo**. Massage with circular movements until you obtain a dense, abundant lather. Do not rub the scalp.

**STEP 2:**  
Let it work 20-50 minutes & rinse thoroughly. Processing time varies depending on hairtype; the frizzier the hair, the longer it should be left on.

Dry and flat iron

**STEP 3:**  
Dry completely with heat. Apply **Brasil Cacau Primer** on entire length.

**STEP 4:**  
Separate the hair into thin strands & flat iron from roots to tips 8 to 12 times per pass at temperatures between 180°C and 230°C

## PROFESSIONAL PRODUCTS: EXTREME REPAIR - The Power of Cocoa, to save your hair

The perfect solution to recover damaged hair. Using the best cocoa nutrients & adding cationic peptides, Extreme Repair acts deep in the cuticle.

**Cocoa Shot**  
Salon Service  
**Molecular Restoration**  
in 4 steps

Please follow these instructions:



**1** Wash hair with Extreme Repair Shampoo.  
Yield: 50 applications.

**2** Remove excess water with a towel & apply Extreme Repair Cocoa Dose, massaging strand by strand. Leave on for 5 to 10 minutes.  
Yield: Single dose.

**3** Without removing the cocoa dose, apply Extreme Repair Mask, massaging strand by strand & leave on for 5 to 10 minutes. Rinse thoroughly.  
Yield: 20 applications.

**4** Apply a few drops of Brasil Cacau Shine (12373) Serum in palm of hand & spread it on the whole length while still damp & finish as usual.  
Yield: 180 applications.



**Shampoo, 1 litre**  
Approximately 50 applications. Suitable for damaged hair, gently cleanses, moisturizes & restores radiance to hair  
**12369**

**Conditioner, 1 litre - Maintains healthy & silky hair**  
**12370**



**Mask, 500ml**  
Approximately 20 applications. Suitable for extremely damaged hair, moisturizes hair damaged by mechanical, chemical & thermal processes. The cationic peptides form a protective shield around the fibre, increasing the strength, flexibility & radiance of the hair  
**12371**



**Mask, 10ml, sachet**  
**13353**



Box of 10  
**12372**



**Cocoa Dose, 15ml**  
Suitable for extremely damaged hair, works on the damaged fibres, restoring mass & rebuilding the structural integrity of the hair shaft.  
Single dose  
**12570**



## BRASIL CACAU EXTREME REPAIR AFTERCARE

**Shampoo 300ml**  
**12561**



**Mask 200ml**  
**12563**



BRASILIAN HAIR SEDUCTION

BRASILIAN HAIR SEDUCTION KERATIN TREATMENT: announcing a new keratin smoothing treatment

Imported from Brazil, BRASILIAN HAIR SEDUCTION contains the latest technology to ensure incredible hair. The result is shiny, frizz-free, smooth, strong and humidity resistant hair.

After the treatment, the results are instant without any need to wait before your client can get on with their lives. The treatment will last up to 3 months (lifestyle dependent). This tight range of 3 professional and 3 home care products at the most competitive pricing will ensure that all your clients will be able to afford this service.

PROFESSIONAL PRODUCTS

Professional Kit 300ml x 3  
(3 bottles: Step 1, 2 & 3)

**P947**

Professional Kit 1ltr x 3  
(3 bottles: Step 1, 2 & 3)

**P950**



**NEW!**  
**Step 1:** Brazilian Hair Seduction  
Clarifying Shampoo 300ml  
**P946**  
Clarifying Shampoo 1L  
**P951**

**NEW!**  
**Step 2:** Brazilian Hair Seduction  
Hair Treatment 300ml  
**14091**  
Hair Treatment 1L  
**13360**

**NEW!**  
**Step 3:** Brazilian Hair Seduction  
Silky Mask 300ml  
**P945**  
Silky Mask 1L  
**P952**



BRASILIAN HAIR SEDUCTION AFTERCARE

Using the correct aftercare products is essential for optimal longevity and condition of the hair. Moisture is critical for maintenance of keratin smoothed hair and these products have been specifically formulated to provide intense moisturizing treatments.

Brazilian Hair Seduction  
Restoring Shampoo 300ml  
**13361**

Brazilian Hair Seduction  
Restoring Conditioner 300ml  
**13362**

Brazilian Hair Seduction  
Hydrating Masque 200ml  
**13363**

