



Who is 
Natural Formula?



A unique formula inspired by nature
for maximum hair care effectiveness

Each product is enriched with a complex of pure and natural ingredients to provide maximum efficacy in hair care results.

Our formulas are free from:

Sulfates

Parabens

Not
tested
on
animals

Sodium
chloride



Keratin Intense

Professional hair products for straightened and keratin treated hair.

Maintains results for 3 times longer.

- **Two types of active natural-origin keratin** – rebuilds hair strands from within and forms a protective coating that smooths hair.
- **Straightening results last 3x longer** - enriched with panthenol to enhance keratin action, strengthens and protects hair against breakage.
- **Sodium chloride free** - a gentle formula that prolongs the effects of straightening and Keratin treatments.
- **Moisturizing ingredients** – for immediate results of soft, shiny and smooth hair.



Keratin Intense collection

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The Products Keratin Intense collection

1. Cleanses
Shampoo
400ml



2. Moistures
Keratin water
200ml



3. Nourishes
Conditioner
400ml



4. Rehabilitates
Mask
350ml



5. Shines
Serum
145ml



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The Products

Keratin Intense Mask

Professional hair products for straightened and keratin treated hair

Same product- New size!

- 🌿 Straightening results last 3x longer
- 🌿 Sodium chloride free
- 🌿 Moisturizing ingredients
- 🌿 Now- in 500ml jar.



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Pure Keratin Ampoule Kit

4 ampoules=monthly treatment

A weekly home-treatment kit includes 4 pure keratin ampoules to provide a professional, intensive and restorative treatment.

The results:

**Straightening and keratin treatment results that last 3 times longer;
hair is stronger, softer and shinier**





Ampoule Intense collection

3 X higher effectiveness in building and restoring the hair

The products contain micro-ampoules, which store nourishing and rehabilitating components, retaining their freshness and efficiency until the moment you wash your hair.

Once contact is made with the hair, the ampoules are immediately released in a targeted manner.

The Products Ampoule Intense collection

1. Cleanses
Shampoo
400ml



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2. Nourishes
Conditioner
400ml



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3. Rehabilitates
Hair Mask
350ml



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4. Shines
Serum
145ml



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Curls Intense collection

Professional hair products for curly treated hair, with CG technology

Using CG products, brings life back to the hair, the curls are bouncy, soft and full of shine.

The technology prohibits the use of silicones and sulfates.

- **Babassu oil** - extracted from a Brazilian tree nut, rich in moisture, fatty acids and antioxidants that help protect against climate, environmental and heat damage.
- **Castor oil** - rich in fatty acids and proteins that help nourish the hair fiber. Spreads easily and helps to define soft and flexible curls.
- **Moringa oil** - rich in antioxidants, vitamins, proteins, calcium, potassium, vitamin C and A and amino acids. Helps prevent splitting and breakage.
- **Coconut oil** - nourishing with moisture, rich in vitamins, antioxidants and omega acids that wrap each curl in moisture to prevent dryness, splitting and static electricity.
- **Shea butter** - rich in moisturizing ingredients, and vitamins, magnesium and zinc. and created a microscopic protective shell that helps prevent dryness and gives softness and shine.

The Products Curls Intense collection

1. Cleanses
Shampoo
400ml



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2. Nourishes
Conditioner
400ml



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3. Rehabilitates
Hair Mask
350ml



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4. Shines
Hair Lotion
400ml



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Castor Oil collection

Professional hair products enriched with castor oil and mango butter

The collection is suitable for dry and damaged hair and for straightened hair.

The products help strengthen and restore the hair fiber, give the hair moisture, nourishment, softness and shine.

- **Castor oil** - rich in fatty acids and proteins that help nourish the hair fiber. Spreads easily and helps to define soft and flexible curls.
- **Mango butter** - rich in antioxidants and vitamins A,C,E. Nourish the hair fiber and helps prevent dryness and improves irritation of the skin.

The Products Repair Intense collection

1. Cleanses Shampoo 400ml



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2. Nourishes Conditioner 400ml



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3. Rehabilitates Hair Mask 500ml



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4. Shines No Rinse Mask 200ml



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Silver Shampoo & Conditioner

Restore hair's natural pigment, with pigment booster technology

To intensify the shine and strengthen the natural shade.

The shampoo and conditioner contain a pigment that enhances the shine and neutralizes the yellow tone characteristic of white, silver or blonde hair.

Helps in deepening the shade and natural shine of the hair. Also suitable for straightened hair. Does not dye Shiba (white) hair. Suitable for hair tones: white, silver or blonde.

The Products Color Intense

Cleanses
Shampoo
400ml



Nourishes
Conditioner
400ml



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THANK
YOU

