

CADIVEU

PROFESSIONAL



FROM BRAZIL TO THE WORLD PRESENT IN MORE THAN 80 COUNTRIES



#1

No.1 Keratin Brand



+80 COUNTRIES

Served in 2023.



+42%

Annual growth in the last five years.



SUMMARY

TREATMENT

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BTX VEGAN

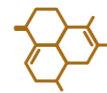
**Durable and effective
Smoothing with
vegetable collagen.**

WHAT DOES IT DO?

High-performance
Smoothing procedure for
maximum durability.

FOR WHOM?

For all hair types. It works for wavy,
curly, frizzy, voluminous, thick
and resistant hair.



Technology

Deep Dive, Glyoxylic Acid, Vegetal
Collagen and Cocoa



PROFESSIONAL



BTX Vegan

Smoothing with
maximum durability and a
highly concentrated glyoxylic
acid formula.

Vol: 110ml | 300ml | 1L

For all hair types.

GET TO KNOW OUR TREATMENT:

STEP BY STEP

01

Hair Preparation : If the hair is dirty, greasy or oily, shampoo once with Cadiveu Anti-Frizz or Cadiveu Extreme Repair shampoo. Do not use anti-residue shampoo. If the hair is clean, you can start directly with the BTX application.



02

Drying the Hair : Blow-dry the hair 100% dry using maximum heat and maximum airflow. No dampness should remain before applying the product.



03

Sectioning : Divide the hair into 4 equal parts and secure with clips. This helps in achieving a clean and organized application.



04

Application of BTX : Apply the BTX treatment section by section using a brush and gloves. Ensure the hair is fully saturated – every strand must be moisturized with product. Do not leave any dry or uncovered areas.



05

Processing Time : Cover the hair with plastic film or cap and let the product process for 60 to 90 minutes, depending on hair thickness and resistance.



06

Rinsing : Rinse thoroughly using only water – do not use shampoo. Ensure 100% of the product is rinsed out. This is crucial to reduce color fading and improve results.



07

Blow-Dry for Shape Memory : Towel dry gently, then blow-dry again using maximum heat and airflow. Work section by section with a round brush, applying tension and downward movement. **Goal**: Make the hair flat and aligned, not voluminous. This step starts to "teach" the hair to stay smooth.



08

Flat Ironing (Sealing Step) : Flat iron the hair in very fine sections for even heat distribution. Set temperature to 230°C (450°F) for healthy, resistant hair. For colored, fine, bleached, or grey hair, always test the temperature on a small section first and use professional judgment. The goal is to find the maximum safe temperature the hair can endure – this ensures the results are sealed in without damage. Once found, proceed with the full head.



09

Post-Ironing Rest & Final Rinse : Let the hair rest for 5 minutes, then rinse with lukewarm or running water. **Optional**: You can leave the product for up to 24 hours before rinsing, but make sure the client avoids clips, ties, or bends.



10

Mask Treatment : Apply a deep conditioning mask and leave on for 10–15 minutes. This helps restore moisture and balance after heat.



11

Final Blow-Dry : Rinse the mask out and apply a heat protector such as Primer or Gradual Smooth. Blast-dry to see the final result.



12

Finishing Touch : Finish with Quartzo Shine Serum or Açaí Oil to enhance shine, softness, and manageability.



Brazilian² EKO KERATIN

Smooth treatment for a long-lasting straight effect.

WHAT DOES IT DO?

Smoothens and seals cuticles to make the hair soft, healthy, frizz-free, and easy to comb for up to 3 months.

FOR WHOM?

Indicated for colored, bleached and sensitized hair.



Technology

Sugar cane, Cysteine, Centaurea Cyanus and Omega 3, 6 and 9

PROFESSIONAL

Anti-Residue Shampoo

At an alkaline pH of 9.0, it prepares the strands for realignment and enhances the penetration of actives.



Vol: 110ml | 300ml | 1L

Eco Keratin

Restructures the hair, making it smooth, shiny, and frizz-free, while also preventing fading and yellowing.



Vol: 110ml | 300ml | 1L

Deep Conditioning Mask

Prolongs the straight effect, seals the cuticles and guarantees maximum shine.



Vol: 110ml | 300ml | 1L

Brasil Cacau Brazilian Eco Keratin Kit

Complete kit that offers all the steps for effective hair smoothing.



Kit: Shampoo + Eco Keratin + Máscara

For all hair types.

GET TO KNOW OUR TREATMENT:

STEP BY STEP

01

Hair Preparation : If the hair is dirty, greasy or oily, shampoo once with Cadiveu Anti-Frizz or Cadiveu Extreme Repair shampoo. Do not use anti-residue shampoo. If the hair is clean, you can start directly with the Smoothing Protein application.



02

Drying the Hair : Blow-dry the hair 100% dry using maximum heat and maximum airflow. No dampness should remain before applying the product.



03

Sectioning : Divide the hair into 4 equal parts and secure with clips. This helps in achieving a clean and organized application.



04

Application of ECO Keratin : Apply the ECO Keratin treatment section by section using a brush and gloves. Ensure the hair is fully saturated – every strand must be moisturized with product. Do not leave any dry or uncovered areas.



05

Processing Time : Cover the hair with plastic film or cap and let the product process for 60 to 90 minutes, depending on hair thickness and resistance.



06

Rinsing : Rinse thoroughly using only water – do not use shampoo. Ensure 100% of the product is rinsed out. This is crucial to reduce color fading and improve results.



07

Blow-Dry for Shape Memory : Towel dry gently, then blow-dry again using maximum heat and airflow. Work section by section with a round brush, applying tension and downward movement. **Goal**: Make the hair flat and aligned, not voluminous. This step starts to "teach" the hair to stay smooth.



08

Flat Ironing (Sealing Step) : Flat iron the hair in very fine sections for even heat distribution. Set temperature to 230°C (450°F) for healthy, resistant hair. For colored, fine, bleached, or grey hair, always test the temperature on a small section first and use professional judgment. The goal is to find the maximum safe temperature the hair can endure – this ensures the results are sealed in without damage. Once found, proceed with the full head.



09

Post-Ironing Rest & Final Rinse : Let the hair rest for 5 minutes, then rinse with lukewarm or running water. **Optional**: You can leave the product for up to 24 hours before rinsing, but make sure the client avoids clips, ties, or bends.



10

Mask Treatment : Apply a deep conditioning mask and leave on for 10–15 minutes. This helps restore moisture and balance after heat.



11

Final Blow-Dry : Rinse the mask out and apply a heat protector such as Primer or Gradual Smooth. Blast-dry to see the final result.



12

Finishing Touch : Finish with Quartzo Shine Serum or Açai Oil to enhance shine, softness, and manageability.



SMOOTHING PROTEIN

Natural treatment for a long-lasting smooth effect.

WHAT DOES IT DO?

Smoothens and seals the cuticles to transform unruly strands into disciplined, frizz-free, healthy, and easy to comb hair.

FOR WHOM?

Indicated for all types of voluminous and unruly hair, mainly thick and resistant.



Technology

D-Panthenol, Cocoa, Sugarcane and Cysteine



PROFESSIONAL



Anti-Residue Shampoo

With alkaline pH (9.0), it prepares the strands for the realignment process and intensifies the penetration of actives.

Vol: 110ml | 300ml | 1L



Brasil Cacau Smoothing Protein

Hair smoothing with maximum strength. It restructures the hair, acting directly on the deep layers of the cuticle.

Vol: 110ml | 1L



Deep Conditioning Mask

Prolongs the smooth effect, seals the cuticles and guarantees maximum shine.

Vol: 110ml | 300ml | 1L



Brasil Cacau Smoothing Protein

Complete kit that offers all the steps for effective hair smoothing.

Kit: Shampoo + Smoothing Protein + Mask

For all hair types.

GET TO KNOW OUR TREATMENT:

STEP BY STEP

01

Hair Preparation : If the hair is dirty, greasy or oily, shampoo once with Cadiveu Anti-Frizz or Cadiveu Extreme Repair shampoo. Do not use anti-residue shampoo. If the hair is clean, you can start directly with the Smoothing Protein application.



02

Drying the Hair : Blow-dry the hair 100% dry using maximum heat and maximum airflow. No dampness should remain before applying the product.



03

Sectioning : Divide the hair into 4 equal parts and secure with clips. This helps in achieving a clean and organized application.



04

Application of Smoothing Protein : Apply the Smoothing Protein section by section using a brush and gloves. Ensure the hair is fully saturated – every strand must be moisturized with product. Do not leave any dry or uncovered areas.



05

Processing Time : Cover the hair with plastic film or cap and let the product process for 60 to 90 minutes, depending on hair thickness and resistance.



06

Rinsing : Rinse thoroughly using only water – do not use shampoo. Ensure 100% of the product is rinsed out. This is crucial to reduce color fading and improve results.



07

Blow-Dry for Shape Memory : Towel dry gently, then blow-dry again using maximum heat and airflow. Work section by section with a round brush, applying tension and downward movement. **Goal**: Make the hair flat and aligned, not voluminous. This step starts to "teach" the hair to stay smooth.



08

Flat Ironing (Sealing Step) : Flat iron the hair in very fine sections for even heat distribution. Set temperature to 230°C (450°F) for healthy, resistant hair. For colored, fine, bleached, or grey hair, always test the temperature on a small section first and use professional judgment. The goal is to find the maximum safe temperature the hair can endure – this ensures the results are sealed in without damage. Once found, proceed with the full head.



09

Post-Ironing Rest & Final Rinse : Let the hair rest for 5 minutes, then rinse with lukewarm or running water. **Optional**: You can leave the product for up to 24 hours before rinsing, but make sure the client avoids clips, ties, or bends.



10

Mask Treatment : Apply a deep conditioning mask and leave on for 10–15 minutes. This helps restore moisture and balance after heat.



11

Final Blow-Dry : Rinse the mask out and apply a heat protector such as Primer or Gradual Smooth. Blast-dry to see the final result.



12

Finishing Touch : Finish with Quartzo Shine Serum or Açaí Oil to enhance shine, softness, and manageability.



BRAZILIAN THERMAL RECONSTRUCTION

The world's number 1 absolute smoothing and intense shine treatment!

WHAT DOES IT DO?

Smoothens and seals cuticles to make the hair soft, healthy, frizz-free, and easy to comb for up to 3 months.

FOR WHOM?

Suitable for all types of voluminous and unruly hair.



Technology
Cocoa and Acetic Acid.



PROFESSIONAL



Anti-Residue Shampoo

With alkaline pH (9.0), it prepares the strands for the realignment process and intensifies the penetration of actives.

Vol: 110ml | 300ml | 1L



Brazilian Thermal Reconstruction

Restructures hair making it smooth, soft, and frizz-free for up to 12 weeks.

Vol: 110ml | 300ml | 1L



Deep Conditioning Mask

Prolongs the smooth effect, seals the cuticles and guarantees maximum shine.

Vol: 110ml | 300ml | 1L



Brasil Cacau Brazilian Thermal Reconstruction Kit

Complete kit that offers all the steps for effective hair smoothing.

Kit: Shampoo + Thermal Reconstruction + Mask
EAN: 7898606740849 / ME: ME1311

Straightening for all hair types.

GET TO KNOW OUR TREATMENT:

01. Professional step-by-step (Salon Service)

01

Wash the hair with BRASIL CACAU ANTI-RESIDUE SHAMPOO, massage until it foams. Rinse. Repeat this step, leaving the product processing on the hair for 5 min in the last application. Rinse again.



02

Blow dry the hair 80%.



03

Divide the hair into 5 parts and apply BRASIL CACAU BRAZILIAN THERMAL RECONSTRUCTION with the aid of a brush and comb. Starting from the nape moving towards the hairline, apply BRASIL CACAU BRAZILIAN THERMAL RECONSTRUCTION to each slice of the hair leaving about 1 centimeter from the roots.



04

Every two sections dry 100% with cold air.



05

Divide the hair into 5 parts. Iron (15 to 20 times at the root and length; less times at the ends according to the integrity of the hair). Use temperatures between 210-230°C, according to the Strand Test. Rinse.



Virgin and Resistant 230°C (450°F)
15 to 20 times close to the scalp,
10 to 15 times in the middle part
and 8 to 7 times on ends.

Chemically treated and fragile 180°C
(375°F) - 210°C (410°F)
10 to 15 times close to the scalp,
7 to 10 times in the middle part
and 4 times on ends.

06

Apply BRASIL CACAU DEEP CONDITIONING MASK, massage it well. Leave the product for 5 to 10 minutes. Rinse and finish.



07

Apply BRASIL CACAU PRIMER on damp hair before blow drying. Style as desired.



BRASIL CACAU

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

ANTI FRIZZ

Daily treatment to prolong the salon smooth effect and the healthy aspect of the hair.

WHAT DOES IT DO?

Care system for volume and frizz control. Keep the hair straight, healthy and shiny.

FOR WHOM?

Suitable for all hair types, textures with frizz or that have been straightened.



Technology

Keratin, Cocoa, and D-Panthenol.



PROFESSIONAL

Sulfate-Free Anti-Frizz Shampoo

Cleans and removes impurities, intensifies the results of the realignment, and ensures more luminous strands.



Vol: 100ml | 300ml | 1L

Anti-Frizz Shampoo

Suitable for daily use, it enhances realignment results and provides maximum shine.



Vol: 300ml | 1L

Anti-Frizz Conditioner

Seals the cuticles, facilitates the detangling from the roots to the ends, and gives the hair strands malleability.



Vol: 100ml | 300ml | 1L

Hydrating Hair Complex

Penetrates the cortex, deeply restores and gives maximum discipline to the hair for deeply nourished strands, with more strength and anti-frizz protection.



Vol: 200ml

Primer

Anti-frizz leave-in enriched with thermal protection and anti-fall action for perfect smooth hair.



Vol: 110ml

Brasil Cacau Mini Kit

Kit that offers a complete treatment after the smoothing process.



Kit: Shampoo + Conditioner + Açai Oil

Anti-frizz treatment for all hair types.

GET TO KNOW OUR TREATMENTS:

01. Daily step-by-step



02. Weekly step-by-step





GRADUAL SMOOTH SERUM

The best smooth effect on the market to reactivate the effect of Brazilian Keratin Treatments.

WHAT DOES IT DO?

Treatment with memory effect that promotes the alignment of the hair strands and prolongs the durability of smoothing.

FOR WHOM?

Suitable for all hair types, textures with frizz or that have been smoothed.



Technology
Shinesilk, Cocoa, and Softliss.



HOME CARE



Gradual Smooth Serum

Hair serum for use after a straightening treatment. Reactivates heat sealing and creates a smooth hair effect instantly without chemical processing.

Vol: 215ml



EXTREME REPAIR

Immediate repair and protection from future damage.

WHAT DOES IT DO?

The perfect solution to recover the hair that needs strength and shine. Increases resistance, elasticity and restores vitality to the hair.

FOR WHOM?

Ideal for all types and textures of hair damaged by chemical processes.



Technology
Cocoa and Cationic Peptides

PROFESSIONAL



Extreme Repair Sulfate-Free Shampoo

Cleans, restores vitality to the hair and prevents fading.

Vol: 300ml | 1L



Extreme Repair Shampoo

Promotes maximum repair, silkiness, shine, vitality, color protection, and frizz reduction.

Vol: 300ml | 1L



Extreme Repair Conditioner

Promotes maximum repairing action to the strands while creating a protective shield.

Vol: 300ml | 1L



Extreme Repair Mask

Forms a protective shield around the fiber, helping to maintain hair strength, flexibility, conditioning and shine.

Vol: 200ml | 500ml



Extreme Repair Cocoa dose

It recovers the integrity of the strands so that the hair is strong and resistant.

Vol: 10X15ml



Acai oil

Eliminates frizz and gives instant shine to the hair.

Vol: 100ml



Cacau Brasil Extreme Repair Kit

Repair kit for damaged hair.

Kit: Shampoo + Conditioner + Mask

For damaged hair.

GET TO KNOW OUR HOMECARE

01. Professional step-by-step (Salon Service)



02. Daily step-by-step



03. Weekly step-by-step



CADIVEU

ESSENTIALS

Clean Beauty to facilitate the modern woman haircare ritual with proven results.



5x more
Shine



quartzo shine.

The power of Rose Quartz to 5x more shiny and nourished hair

WHAT DOES IT DO?

Formula with 2x more Rose Quartz for exceptional shine and maximum nutrition, leaving hair soft and healthy-looking.



Rose Quartz Technology

Rose Quartz + Vegetable Protein + Extrato de Aveia

Same fragrance and 100% recycled packaging.



HOME CARE

5X MORE BRIGHTNESS AND NOURISHMENT



Shampoo

A rich daily shampoo with rose quartz that leaves hair silky, untangled, and protected. Its creamy, pearly texture nourishes without compromising cleanliness.

Vol: 250ml



Conditioner

A daily conditioner enriched with protective polymers to make hair shiny, soft, and healthy-looking. It nourishes while combating dryness, maintaining lightness and movement.

Vol: 250ml



Mask

Nourishing mask with shea butter and rose quartz provides antioxidant protection and combats dryness, leaving hair with a velvety touch and emollient feel.

Vol: 200ml



Balm Leave-in

The Balm Leave-In features a lightweight formula that won't weigh down hair. It reduces split ends, seals cuticles, repairs the hair fiber, and adds softness and shine. Regular use reduces hair breakage by 60%.

Vol: 120ml



Quartz Mist

The fluid leave-in aids brushing, adds a silky touch, and protects hair color. Its ultralight formula smooths, shines, and prevents frizz while combating dryness.

Vol: 200ml



Protein Hair Cream

Multifunctional nutrient protein repairs and nourishes all hair types, enhancing shine and softness. Use it as a mask or pre-shampoo for healthier-looking hair.

Vol: 200ml

HOME CARE

5X MORE BRIGHTNESS AND NOURISHMENT



Quartz Power Drops

Highly concentrated serum offers intense protection, controls frizz, and prevents split and dry ends. Suitable for use with heat tools, with thermal protection up to 180°C.

Vol: 65ml



Kit Quartzo Shine

Rich daily treatment with rose quartz provides gentle nourishment, combats dryness, and maintains lightness and movement. Shea butter adds protection and softness.

Kit Shampoo + Condicionador 250ml

The power of Rose Quartz for 5x shinier and nourished hair.

GET TO KNOW OUR TREATMENTS:

01. Daily/Weekly



1 STRENGTHEN
PROTEIN
HAIR CREAM



2 CLEAN
SHAMPOO



3 TREAT
CONDITIONER
OR MASK



4 FINISH
BALM LEAVE-IN
OR QUARTZ MIST



5 SEAL
QUARTZ
POWER DROPS



vegan repair.

Treatment for all types and textures of damaged hair that immediately repairs damage from the first use!

WHAT DOES IT DO?

Immediate repair for strong, soft, shiny hair with sealed ends.

FOR WHOM?

Whatever type or texture your hair might be, if you use a hair straightener, hairdryer or babyliss, if you bleach or dye your hair, this product line is for you!



Oil Green Repair Technology

Blend of nourishing crambe oil, sunflower oil, avocado oil, and panthenol.



HOME CARE

IMMEDIATE REPAIR SINCE THE FIRST USE



Vegan Repair Shampoo

With a creamy and pearly texture, it cleans your hair without drying it, it moisturizes, leaving the hair with a silky touch after application.

Vol: 250ml



Vegan Repair Conditioner

Facilitates detangling and repairs damaged hair, preventing breakage and protecting strands from damage.

Vol: 250ml



Vegan Repair Mask

Functional treatment restores essential nutrients and delivers powerful repair and resistance from the first application.

Vol: 200ml



Vegan Repair Leave-in

Facilitates detangling and repairs damaged hair, preventing breakage and protecting strands from damage.

Vol: 120ml



Vegan Repair Beach Waves

With a light texture, thermal protection and memory effect, it creates long-lasting waves or beach effect without leaving the hair strands stiff.

Vol: 200ml



Immediate repair since the first use.

GET TO KNOW OUR TREATMENTS:

01. Daily/Weekly





bye bye frizz.

Maximum discipline treatment for wild and frizzy hair

WHAT DOES IT DO?

Memory effect with anti-frizz action for hair with maximum discipline, shine and nutrition.



Frizz Free Complex Technology

Cammelia Oil + Wheat Germ Oil and Extract + Shea Butter

Same fragrance, now with a vegan formula, and 100% recycled packaging.



HOME CARE

ANTIFRIZZ ACTION



Shampoo

Provides a unique, efficient cleansing experience with a creamy, pearly texture. Purifies and nourishes with a rich foam, leaving hair silky.

Vol: 250ml



Conditioner

Transforms wild and frizzy hair into silky disciplined and shiny. Its technology acts in the hair fiber ensuring a memory effect that gets rid of the frizz for a long time!

Vol: 250ml



Mask

With Frizz Free Complex technology, this highly concentrated formula nourishes and seals cuticles, providing long-lasting frizz control.

Vol: 200ml



Frizz Killer Leave-in

Light, silicone-free formula with heat protection controls frizz for up to 72 hours. Seals cuticles, protects from damage, and ensures curls with memory effect.

Vol: 120ml



Gradual Smoothing Mist

Prolonged action formula, ensures a perfect straight hair, protected up to 72 hours even against 70 humidity. Smooth memory effect.

Vol: 200ml



Kit Bye Bye Frizz

Transforms undisciplined frizzy hair into soft, disciplined and shiny.

Kit Shampoo + Condicionador 250ml

Maximum discipline treatment for rebellious and frizzy hair.

GET TO KNOW OUR TREATMENTS:

01. Daily/Weekly





INTRODUCING

NUTRI GLOW

Hair Lamination

8X shinier and more nourished hair

Ask your hairdresser now



CADIVEU PROFESSIONAL LAUNCHES
INSTANT TREATMENT FOR DRY HAIR.

NEW

NUTRI GLOW

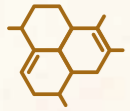
*Hair with 8x more shine
and instant nourishment*

BENEFITS:

8X

- More Shine;*
- Instant Nourishment;*
- Anti-frizz protection for 72 hours;*





OIL ELIXIR Technology

Vegetable Oils + Shea Butter + Essential Lipids

Recovers dry and dull hair, restoring long-lasting shine and softness.

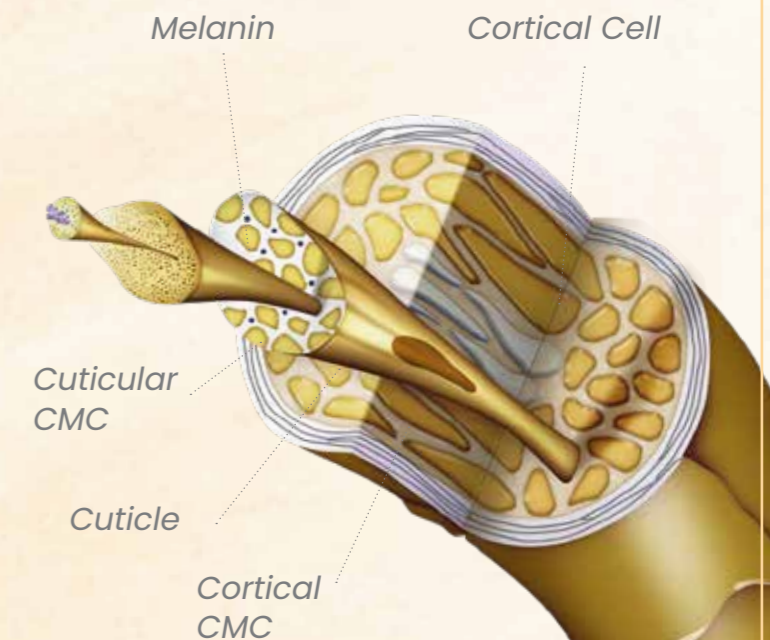
OILS

Shea Butter
Argan Oil
Coconut Oil
Macadamia Oil
Myrrh Oil
Olive Oil
Cinnamon Oil
Cottonseed Oil
Green Tea Oil
Aloe Oil
Calamus Oil

LIPIDS

Phospholipids
Glycolipids
Phytosterols
Natural Vitamin F
(Linoleic Acid)

Exclusive technology to **involve and restore the cortex and all cuticular layers**, recomposing and strengthening the CMC (Intercellular Cement), composed of lipids and responsible for the absorption of treatments, nutrients and/or coloring in the strand.



WHAT YOU NEED TO KNOW ABOUT DRIED HAIR

1 What causes dryness?

Factors that unbalance the lipidic structure of the strands such as: mechanical, external, or chemical damage.



Mechanical Damage

Constant use of heat-styling tools, such as a blow dryer or curling iron.



External Damage

Pollution, washing hair with hot water and/or sun exposure.



Chemical Damage

Coloring, bleaching and/or straightening.

2 What are lipids?

Molecules that are part of the structure of the hair strand and promote softness, shine, alignment and frizz control.

CHARACTERISTICS OF DRY HAIR

- *Rough*
- *Frizzy*
- *Split Ends*
- *Dull*

NEW SERVICE

HAIR LAMINATION

New professional service to enhance the in-salon coloring experience.

BENEFITS



Instant lipid replacement;



Helps in the **distribution and performance of coloring;**



Anti-porosity action: **longer color durability.**



Extremely soft and shiny hair.



1 NOURISHING WAX

The new essential step to eliminate hair porosity for super-aligned, shiny and frizz-free hair in the salon.

Tip: When associated with coloring service, this wax guarantees a more intense color result with much more durability, try this new ally to your coloring service!

Vol: 500ml

2 SHAMPOO



A nourishing formula that cleanses while restoring the shine of the strands. Promotes dryness-free hair with a light and soft touch.

Vol: 980ml

3 CONDITIONER



It nourishes, untangles, and provides shine and softness without accumulating residues on the strands.

Vol: 980ml

4 HAIR MASK



Nourishes instantly to give life to the strands in a powerful and instantaneous way. Restores dry and rough hair providing 8x more shine, making it healthy from roots to ends.

Vol: 980ml

5 LEAVE-IN



Instant and daily protection for dry and lifeless hair. Its powerful formula intensely nourishes the strands, making them more manageable and controlled.

Vol: 150ml

6 FLUID



Promotes movement, long-lasting softness, and silky touch to the hair. With an ultra-light texture, it facilitates detangling and keeps hair disciplined for longer without weighing it down.

Vol: 215ml





SERVICE POSSIBILITIES WITH NUTRI GLOW

ENHANCE YOUR COLORING SERVICE WITH THE NEW HAIR LAMINATION TECHNOLOGY



1 NOURISHING WAX

Apply to dry hair on all lengths and ends. Tip: Use a dye brush to facilitate the distribution of the product.



2 COLORING /IDEA COLOR

Overlaying the Nourishing Wax, start the coloring application. Wait for the appropriate time.



3 NOURISHING SHAMPOO

Wash the strands, rinse off, and remove the excess water with a towel. Repeat if necessary.



4 CONDITIONER OR NOURISHING HAIR MASK

Split the hair into thin sections. Apply the mask and let it act for 10 minutes.



5 LEAVE-IN FLUID OR LEAVE-IN CREAM

Finish with leave-in as desired.



TREATMENT FOR INSTANT NOURISHMENT



1 NOURISHING WAX

Apply to dry hair on all lengths and ends. Tip: Use a dye brush to facilitate the distribution of the product.



2 NOURISHING SHAMPOO

Wash the strands, rinse off, and remove the excess water with a towel. Repeat if necessary.



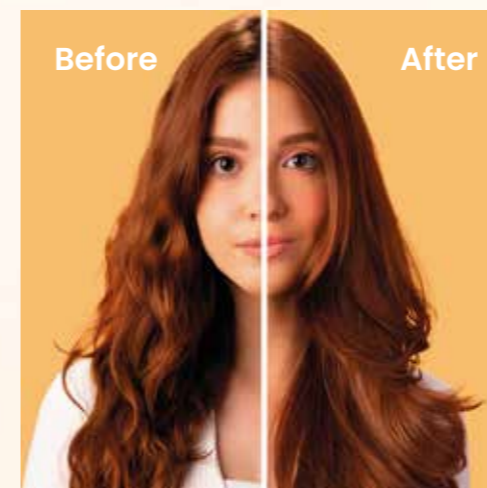
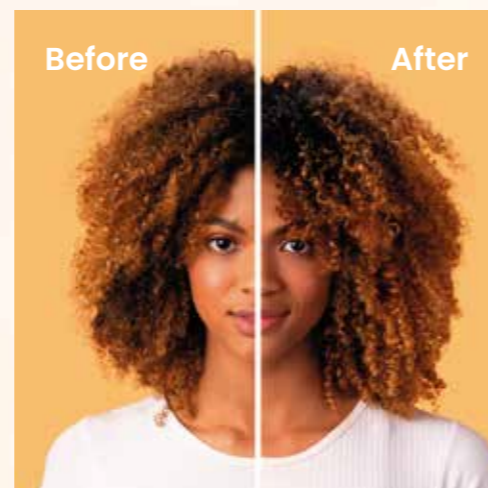
3 CONDITIONER OR NOURISHING HAIR MASK

Split the hair into thin sections. Apply the mask and let it act for 10 minutes.



4 LEAVE-IN FLUID OR LEAVE-IN CREAM

Finish with leave-in as desired.





AT HOME MAINTENANCE

MIRACLE BOOSTER

Deeply nourish the strands, it increases softness and controls frizz.



200ml | 6.8 fl.oz

NOURISHING SHAMPOO

A nourishing formula that cleanses while restoring the shine of the strands. Promotes dryness-free hair with a light and soft touch.



250ml | 8.5 fl.oz

NOURISHING CONDITIONER

It nourishes, untangles, and provides shine and softness without accumulating residues on the strands.



250ml | 8.5 fl.oz



150ml | 5.1 fl.oz



215ml | 7.3 fl.oz

NOURISHING HAIR MASK

Restores dry and rough hair providing 8x more shine, making it healthy from roots to ends.



200ml | 6.8 fl.oz

LEAVE-IN CREAM

Instant and daily protection for dry and lifeless hair.

LEAVE-IN FLUID

Promotes movement, long-lasting softness, and silky touch to the hair.



4 TO 5 TIMES A WEEK

Miracle Booster



DAILY USE

Shampoo + Nourishing Conditioner



WEEKLY USE

Shampoo + Nourishing Hair Mask



FINISHING

Leave-in Fluid + Leave-in Cream



” TESTIMONIALS

“ Now I offer a unique service imported from Italy to my customers. And the best thing is that this line is super versatile, working as a pre and post-color treatment.



Cris Ferreira
Master in Brunettes with Highlights in Brazil and Ambassador of Cadiveu Professional.

“ Although there are products with similar claims on the market, the technology is innovative! There is nothing similar in result. Nourishing Wax promotes humectation so effectively that alignment, softness, and shine are visible!



Vincenzo Di Franco
Specialist in Color Correction in Brazil and Ambassador of Cadiveu Professional.

“ Having a product that we can use combined with coloring, which has the action of treating and protecting at the same time, guarantees much more safety and an unparalleled result. I'm simply in love with the shine and softness that Nutri Glow provides to the hair.



Everson Fernandes
Specialist in Highlights in Brazil and Ambassador of Cadiveu Professional.

CADIVEU



MARCA BRASILEIRA
PRESENTE EM MAIS
DE 80 PAÍSES

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