

PRODUCT GUIDE

TRUSS
PROFESSIONAL

A top-down view of hair coloring supplies. On the left is a tube of hair color with text including '60g e 1.7oz', 'KERATIN VEGAN', 'GOJI BERRY OIL', 'AMINO ACIDS', 'NUTRIE E RECONSTRUI', 'CROQUANTO COLORE', 'SEMIPERMANENTE', 'COLORAÇÃO', 'COLOR THAT NOURISHES', 'AND RESTORES', 'SEMIPERMANENT', 'HAIR TONER', and 'Hair concept'. In the center is a black mixing bowl containing a white cream, with a black brush resting inside. On the right is a black hair clipper. The background is a dark, textured surface.

HAIR COLOR

PERMANENT COLORING

- GRAY COVERAGE
 - ROOT SHADOWING
 - LIGHTENING UP TO 3 LEVELS
- Hillux Crystal Dyes
 - Vegan Protein (wheat, corn, and soy proteins)
 - Goji Berry Oil, which provides nourishment
 - Amino Acids, recognized for their reparative action
 - Violet Dye Calibration Radiant and Long-Lasting Color



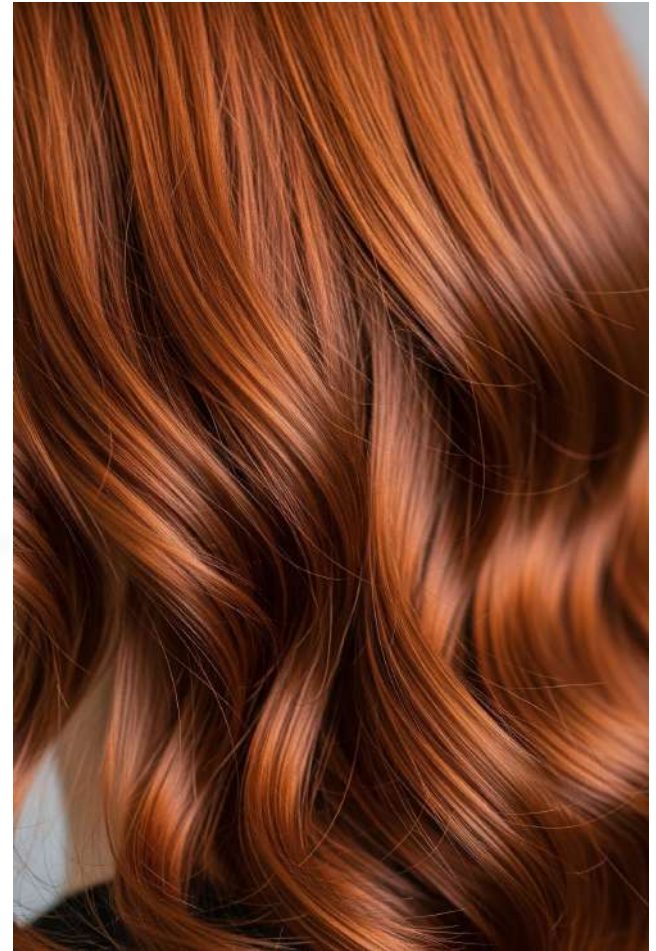
60g

MIXING RATIO

1:1.5

PROCESSING TIME

35 MIN



PERMANENT COLORING

- *HIGH LIFT*

- ULTRA NEUTRALIZATION
 - UP TO 4 LEVELS OF LIFT
 - SPECIAL BLONDING SERVICES
- Hillux Crystal Dyes
 - Violet reflex calibration
 - Vegan protein (wheat, corn, and soy protein)
 - Goji berry oil for emollience and nourishment
 - Amino acids, recognized for their repairing properties
 - Use with 30 or 40 volume developers



60g

MIXING RATIO

1:2

PROCESSING TIME

UP TO 50 MIN



SEMI-PERMANENT COLORING

- CLASSIC TONING
- ROOT SHADOWING
- HIGHLIGHT TONING

- Hillux Crystal Dyes
- **Vegan Protein** (wheat, corn, and soy proteins)
- **Goji Berry Oil**, providing emollience and nourishment
- **Amino Acids**, recognized for their reparative action
- Violet dye calibration
- Radiant and long-lasting color
- Yields 2 applications



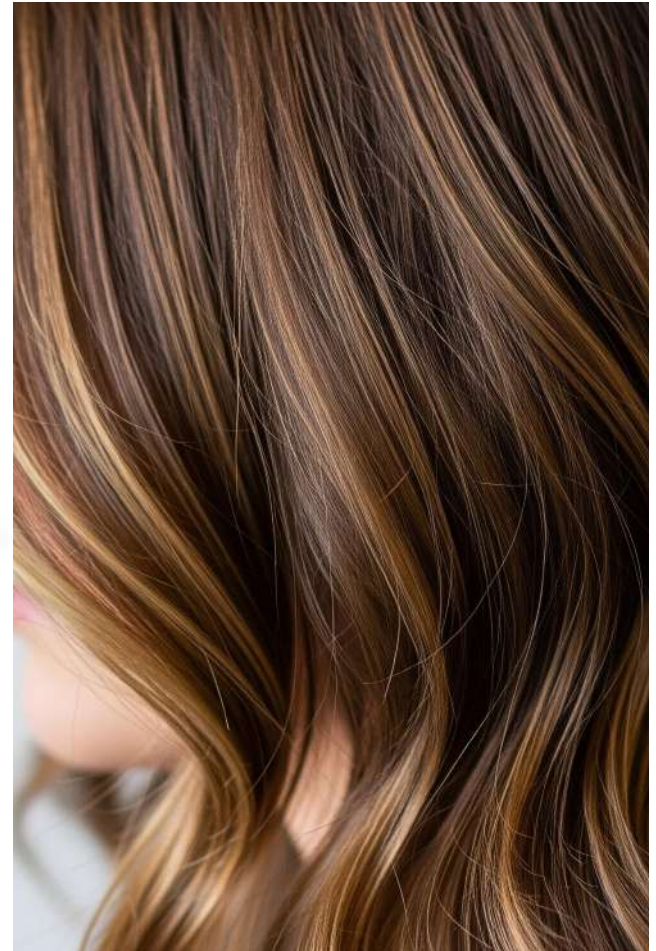
60g

MIXING RATIO

1:2

PROCESSING TIME

35 MIN



TRUSS COLOR PERFECT BLOND

- ROOT SHADOWING
- TONING
- GLOSSING

- Hilllux Crystal Dyes
- Special blend of plant oils (macadamia, peach, almond, chia, kukui, moringa, baobab, and argan) that deeply nourish
- Corrects, intensifies, and tones
- Violet dye calibration
- Yields 2 applications



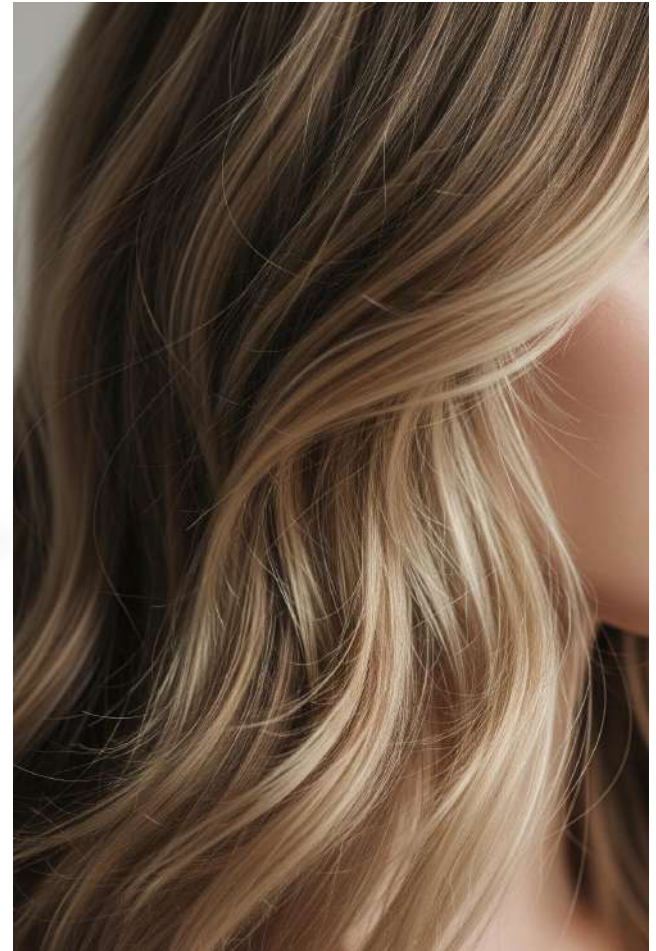
60g

MIXING RATIO

1:2

PROCESSING TIME

5 TO 15 MIN (HIGHLIGHT TONING AND ROOT SHADOWING)
30 MIN (TONING)



AIR LIBRE

- IDEAL FOR OPEN-AIR TECHNIQUES
 - DUST-FREE
 - CREAMY TEXTURE
 - LIGHTENS UP TO 5 LEVELS
- Vegan collagen, which restores hair mass.
 - Blend of protective oils (macadamia, peach, chia, kukui, moringa, baobab, argan, and almond), which deeply nourish.
 - Uniform and precise lightening.
 - Yields 17 applications.



500g

PROPORTION

1:1:5 TO 1:3

PROCESSING TIME

UP TO 60 MIN



BLANC BLOND

- MULTI-TECHNIQUE
 - DUST-FREE
 - CREAMY TEXTURE
 - LIGHTENS UP TO 7 LEVELS
- Blue pigment.
 - Blend of protective oils (macadamia, peach, chia, kukui, moringa, baobab, argan, and almond), which deeply nourish.
 - Uniform and precise lightening.
 - Yields 17 applications.



500g

PROPORTION

1:1:5 TO 1:3

PROCESSING TIME

UP TO 60 MIN



8X POWDER

- FIBER PROTECTIVE POWDER
 - FOR LIGHTENING AND COLORING
 - DAMAGE REDUCTION
- A damage-minimizing complex (essential oils, minerals, and amino acids) that deeply nourishes.
 - Beeswax and propolis that reconstruct and protect the hair fiber.
 - Healthier, softer hair with intense shine.
 - Precise lightening and preserved hair fiber.
 - Yields 27 applications.

PROPORTION

70g of lightening powder + 5g of 8x Powder

60g of hair color + 5g of 8X Powder



200g

EMULSIONS & DEVELOPERS



TECHNOLOGY
SPECIAL BLEND OF PLANT
OILS VEGAN COLLAGENS



1,8%

6 volumes

- Toning
- Root shading



3%

10 volumes

- Use in permanent and semi-permanent colors
- Toning
- Root shading
- Lightening up to 1 tone



4%

13 volumes ★

- Use in semi-permanent colors (covering up to 70% of whites)
- Toning
- Root shading
- Lightening up to 1 tone



.6%

20 volumes

- Covering white hair
- Lightening up to 2 tones



9%

30 volumes

- Lightening up to 3 tones



12%

40 volumes

- Use in super lightening colors
- Lightening up to 4 tones from base 5 in super lightening colors

NEW



HAIR CARE

TRUSS

PROFESSIONALS



TREATMENT

DEEP RECONSTRUCTION FLUID

Suitable for chemically and mechanically sensitized hair

RECOMMENDED FOR:

- Hair that is losing natural elasticity.
- Chemically-weakened strands.

ACTION

- Restores healthy elasticity.
- Reduces strand breakage by chemical cutting.
- Strengthens the fiber.

TEXTURE

Aqueous spray.

HOW TO USE

Separate damp, clean hair into sections. Spray the product from 20 cm away onto the hair. Leave in according to the time specified in the system. Processing time: 10 to 15 minutes. Rinse and follow the next steps of the treatment.



TECHNOLOGY

Carob Vegan Sap: Peptides and amino acids with biomimetic action. Restores mass in the weakest areas of the strands.

Positive Bioactive: Combination of amino acids that act on the cuticles and cortex, promoting acidification of the hair fiber.



TREATMENT

PROTEIC

Deep reconstruction for severely chemically-processed hair

RECOMMENDED FOR:

- Hair severely damaged by chemical processes.
- High porosity.
- Breakage.

ACTION

- Rebuilds the hair fiber from the inside out.
- Restores the most fragile areas of the strand, preventing breakage.
- Promotes strength and structure.

TEXTURE

Creamy.

HOW TO USE

Apply strand by strand. Let it process according to the time indicated in the system. Processing time: 5 to 10 minutes. Rinse and continue with the next steps of the treatment.



TECHNOLOGY

Vegan Protein: Healing protein that increases the strength and elasticity of the strands.

Bio-Cysteine: Amino acid that easily penetrates the hair fiber due to bioaffinity with the strands.

Repairs cuticle by forming a protective film against external irritants. Restores the natural flexibility and strength of the strands.

Nano Repair: Microparticles that create a protective film, promoting color protection, shine, and softness.

Blend of Miracle Oils: Replenishes amino acids and lipids, increasing elasticity, softness, and shine.



TREATMENT

K'RECOVERY

Reconstruction and strength for chemically-weakened hair

RECOMMENDED FOR:

- Chemically-weakened hair.

ACTION

- Reconstructs the strands from the cortex.
- Restores strength and prevents breakage.
- Promotes shine and softness.

TEXTURE

Gel cream.

HOW TO USE

- Wash the hair and remove excess water. Apply 2 to 4 pumps (7 to 14 ml) of K Recovery, covering the strands. Blow-dry.

- **PRE-TREATMENT:** Before any coloring process, on dry hair, apply 2 to 4 pumps of K Recovery to the most fragile strands. Dry. Start the highlights process.

- **POST-TREATMENT:** After rinsing out the lightening powder, apply 2 to 4 pumps of K Recovery all over the hair. Massage and rinse.



TECHNOLOGY

Glow System: Shine and a protective film around the hair fiber.

Wheat Protein: Active ingredients derived from wheat that restore the hair's natural elasticity, making it strong and shiny.

Bio-Cysteine: Amino acid that easily penetrates the hair fiber due to its bio-affinity with the hair. It provides cuticle repair action, forming a protective film against external aggressions. It restores the hair's flexibility and natural strength.



TREATMENT

LIPIDIC

Intensive nourishing treatment with liponutrients

RECOMMENDED FOR:

- Dry hair.
- Dull hair.
- Frizzy hair.

ACTION

- Replenishes lipids and nutrients within the fiber.
- Restores suppleness to stiff and porous strands of hair.
- Helps reduce frizz.

TEXTURE

Creamy.

HOW TO USE

Apply strand by strand. Allow to rest according to the time indicated in the system.
Treatment time: 5-10 minutes. Rinse and follow the step-by-step treatment.



TECHNOLOGY

Quinoa seed: Promotes fiber nutrition and reduces hair porosity.

Bio Lipids: Improve hair texture and manageability.

Bioamino acids: Increase flexibility and strengthen the inner structure of hair.

Blend of Miracle Oils: Replenishes amino acids and lipids, thus increasing elasticity, softness and shine.

Other active ingredients in the formula: Sweet almond oil, sunflower oil and cottonseed oil.

TREATMENT

NET MASK

Protein Replenishing Mask with Web Effect



RECOMMENDED FOR:

Sensitized and unmanageable hair

ACTION

- Strengthens the hair fiber
- Increases conditioning
- Promotes shine and combability

HOW TO USE

Place a small amount in the palm of your hands and rub them together to activate the technology. Separate your hands to form the web. Section the hair and spread the product throughout the strands. Processing time: 5 to 10 minutes. After the processing time, rinse and style as usual.



TECHNOLOGY

Linum Seed Fiber: Active ingredient extracted from golden flax fiber, rich in proteins and oils with high concentrations of omega 3 and 6.

Panthenol: Helps retain moisture, preventing the formation of split ends.

Vegan Protein: Blend of amino acids, rich in aspartic acid, glutamic acid, and cysteine. Strengthens and restructures the hair.

Amisil: Conditioning agent that promotes volume reduction, shine, softness, and definition.



TREATMENT

INTENSIVE NUTRITION

Intensive conditioning cuticle treatment

RECOMMENDED FOR:

- Porous hair, with damage to the cuticle layer.
- Dry, dull hair.

ACTION

- Restores and realigns cuticles.
- Combats porosity.
- Promotes softness, manageability and shine.

TEXTURE

Creamy.

HOW TO USE

Apply strand by strand. Allow to rest according to the time indicated in the system. Treatment time: 5-10 minutes. Rinse and follow the step-by-step treatment.



TECHNOLOGY

Blo-Cysteine: Amino acid that easily penetrates hair fibers due to its blo-affinity with the strands. Provides restorative action to the cuticle by forming a protective film that shields against external aggressions. Restores the natural flexibility and strength of the strands.

Glow system: Promotes an intense shine and creates a protective film around the hair fiber.

Hyaluronic Acid: Fills porosity, ensuring long-lasting hydration.

Bloaffinity Complex: Active ingredient providing constitutive blo-affinity to the strands, reinforcing their internal structure. Provides phytonutrients for cuticle repair and fiber strengthening.

Blend of Miracle Oils: Replenishes amino acids and lipids, increasing elasticity, softness and shine.

TREATMENT

SHOCK REPAIR*High concentration of repair actives for damaged hair*

RECOMMENDED FOR:

- Chemically treated and sensitized hair
- Porous hair

ACTION

- Strengthens the cortex
- Promotes resistance and combability

HOW TO USE

- Separate clean, damp hair into sections
- Apply the contents of the ampoule to the hair, spreading throughout the length and ends. Pause.
- Processing time: 5 to 10 minutes.
- Rinse and continue with the chosen Workstation Protocol



TECHNOLOGY

Panthenol: Acts by helping to retain moisture, preventing the formation of split ends.

Nano Repair: Complex of amino acids with low molecular weight nanokeratin, regenerates the internal structure of the hair fiber.

Wheat Protein: Wheat derivative that protects and helps restore the natural elasticity of the hair.

Creatine: Amino acid that promotes regeneration of the structure of fragile hair.



SHAMPOO

BIDIMENSIONAL

Gentle cleansing for all hair types

RECOMMENDED FOR:

- Dry or extremely dry hair.
- Dull hair.
- Frizzy hair.

ACTION

- Cleans gently.
- Promotes shine and softness.
- Controls frizz.

TEXTURE

Dense and pearlescent.

HOW TO USE

- Apply to damp strands.
- Massage until it foams.
- Processing time: 2–3 minutes.
- Rinse and repeat.

**TECHNOLOGY**

Hyaluronic Acid: Fills porosity, ensuring long-lasting hydration.

Exclusive H300: Combing and intense shine.

Glow System: Shine and protective film around the hair fiber.



SHAMPOO

CLARIFYING

Deep cleaning for hair with residue buildup

RECOMMENDED FOR:

- Hair with excessive buildup of product residue.
- Hair exposed to seawater or pool water.

ACTION

- Removes product residue, chlorine, and salt.

TEXTURE

Clear, aqueous

HOW TO USE

- Apply to damp strands.
- Massage until it foams.
- Processing time: up to 5 minutes.
- Rinse and repeat.



TECHNOLOGY

Vegan Protein: Healing protein that increases the strength and elasticity of the strands.
Glow System: Shine and protective film around the hair fiber.

SHAMPOO & CONDITIONER

BASIC SHAMPOO & CONDITIONER

Your go-to shampoo and conditioner for everyday salon services

**RECOMMENDED FOR**

- All hair types

ACTION

- Gently cleanses
- Light conditioning

HOW TO USE

- Apply the shampoo to the scalp and hair. Massage until it lathers. Rinse and repeat.
- Next, apply the conditioner section by section. Leave on for 2 to 3 minutes, then rinse thoroughly.

**TECHNOLOGY**

Exclusive H300: Improves wet hair manageability while enhancing shine and conditioning.

Creatine: Delivers silkiness, flexibility, and strength to the hair.

Lipo-Nutrient Complex: Enhances softness, texture, and provides a smooth, touchable feel.



STOP DAMAGE NO METAL

REMOVAL OF CALCIUM, HEAVY METALS, AND IMPURITIES



SHAMPOO

STOP DAMAGE NO METAL*Removal of calcium, heavy metals, and impurities*

RECOMMENDED FOR:

- Protection, repair, and prevention of damage during coloring and lightening processes.

ACTION

- Removes calcium and heavy metals, preventing undesired reactions and oxidation of the strands.
- Increases resistance for chemical processes.
- Restores previous damage caused by calcium and metals.
- Supports uniform coloring and lightening.

TEXTURE

Clear, aqueous.

HOW TO USE

Apply to damp strands.
Massage until it foams.

Processing time: 2–3 minutes.
Rinse and repeat.

**TECHNOLOGY**

Magnetic Technology: Removes calcium and heavy metals, preventing oxidation of the strands.
Rescue Complex: 15 healing active ingredients that form a protective film.



TREATMENT

INTENSIVE HAIR MASK

Prevents and repairs damage caused by calcium and heavy metals.

RECOMMENDED FOR:

- Repair of hair weakened by calcium and metal exposure.
- Maintenance before and after dyeing and lightening processes.

ACTION

- Stimulates healing action.
- Replaces amino acids.
- Neutralizes free radicals.
- Repairs hair after the dyeing and lightening processes, protecting and prolonging its color.

TEXTURE

Creamy.

HOW TO USE

Apply strand by strand and let it process. Processing time: 5 to 10 minutes. Rinse and continue with the next steps of the treatment.



TECHNOLOGY

Blend of Miracle Oils: Replenishes amino acids and lipids, which increase elasticity, softness and shine.

Rescue Complex: 15 active ingredients for healing that form a protective film.

Magnetic Technology: Removes calcium and heavy metals, preventing hair oxidation.



PRE-TREATMENT FINISHING PRODUCT

PROTECT FLUID

*Anti-calcium and heavy metal pre-treatment
Thermal protection for colored and lightened hair*

RECOMMENDED FOR:

- Removal of calcium and heavy metals.
- Protection against damage from dyeing and lightening.
- Thermal protection and barrier against calcium and metals for all hair types.

ACTION

- Isolates calcium and heavy metals, preventing their interference in dyeing and lightening processes.
- Forms a barrier against calcium and metals.
- Protects hair from heat tools.

TEXTURE

Water spray.

HOW TO USE

Spray a small amount strand by strand and proceed with dyeing/lightening as usual. As a heat protector, spray on damp, clean strands and brush as usual.



TECHNOLOGY

Rescue Complex: 15 active ingredients for healing that form a protective film.
Amino K: Complex with amino acids and keratin. Repairs and strengthens hair fibers and prevents damage caused by chemical processes and the use of heat sources.
Magnetic Technology: Removes calcium and heavy metals, preventing hair oxidation.



TRUSS



SCALP

SCALP BALANCE CARE AND DANDRUFF CONTROL

HI-TECH
+
ORGANIC
ACTIVES

SHAMPOO

COOL MENTHOL.
ANTI-DANDRUFF.
FLAKING, ITCHING
AND HAIR LOSS.
CONTROL AND
PREVENTION.



SCALP

SHAMPOO THERAPY

Bactericidal and fungicidal action

Prevents dandruff and resulting scalp discomfort

RECOMMENDED FOR:

- Dandruff, flaking caused by scalp abnormalities.
- Fights fungi and bacteria.

ACTION

- Bactericidal and fungicidal.
- Prevents dandruff and itching.
- Soothes and refreshes the scalp.

TEXTURE

Dense, pearlescent.

HOW TO USE

Spread the shampoo through the hair and massage until a lather forms. Leave in for 2 to 5 minutes, then rinse. Repeat if necessary.



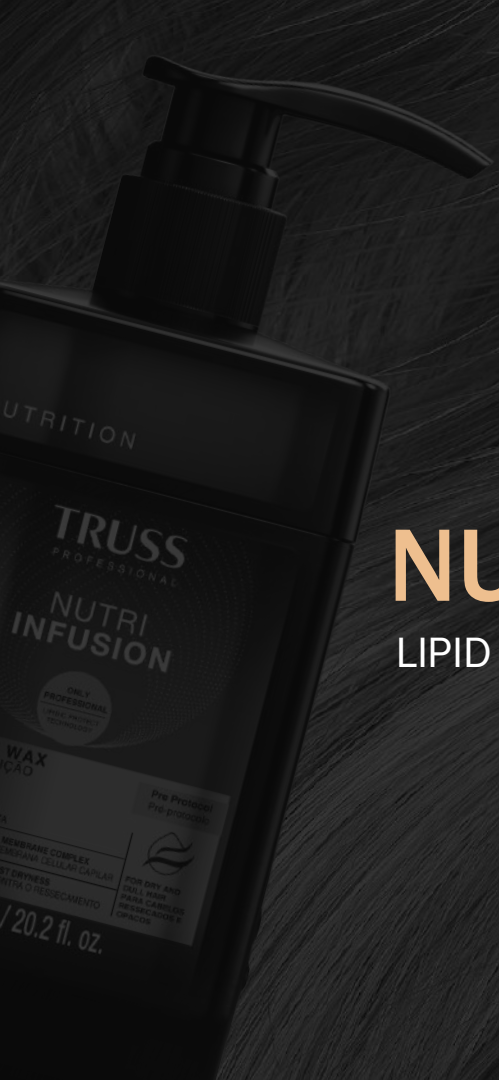
TECHNOLOGY

Vegetable Complex: Anti-inflammatory agent that acts directly on the scalp. Enriched with vitamins, it promotes gentle hydration of the hair fiber.

Scrufl Control: Antifungal active ingredient.

Wheat Germ: Active ingredient that restores scalp sensitized by fungi and bacteria.

Nano Repair: Microparticles that create a film that protects the color.



NUTRITION & HYDRATION

LIPOID REPLENISHMENT AT DIFFERENT LEVELS ACCORDING TO
THE DRYNESS OF THE HAIR STRANDS



SHAMPOO & CONDITIONER

ULTRA HYDRATION PLUS

RECOMMENDED FOR:

- Extremely dry and damaged hair.

ACTION

- Intensely restores the hair through nano-repair.

HOW TO USE

- Spread the shampoo onto the wet scalp and hair, massaging until a lather forms.
- Rinse and repeat the process.
- Next, apply the conditioner strand by strand, leave it on, and rinse.
- Processing time: 2 to 3 minutes.



TECHNOLOGY

Doublesil: Highly conditioning active ingredient that adheres to damaged hair strands.

Promotes hydration and frizz reduction.

Avocado Oil: Natural oil rich in fatty acids, highly emollient for the hair.



FRIZZ ZERO

SOLUTION FOR FRIZZY HAIR



SHAMPOO & CONDITIONER

FRIZZ ZERO SHAMPOO & CONDITIONER

RECOMMENDED FOR:

- Frizzy hair.

ACTION

- Provides volume and frizz reduction, in addition to restoring vitality and shine.

HOW TO USE

- Spread the shampoo onto the scalp and wet hair, massaging until a lather forms. Rinse and repeat the process.
- Next, apply the conditioner strand by strand, leave it on, and rinse.
- Processing time: 2 to 3 minutes.



TECHNOLOGY

Shine Ester: A 100% plant-based active ingredient. It acts by interacting with the proteins in the hair fiber, providing intense shine to the strands. It has high performance in enhancing hair color.

Blend of vegetable oils: Acts as a lipid replenisher, forming a biofilm on the hair fiber. A synergy of natural sunflower, corn, sesame, macadamia, and olive oils, rich in Omegas 6 and 9, Vitamins A, C, and E, and beta-carotenes, which provides conditioning, restores shine, and softness.



TREATMENT

FRIZZ ZERO

Liquid mask

RECOMMENDED FOR:

- Frizzy hair.

ACTION

- Smoothing treatment
- Instant sealing
- Intense shine
- Can be used as a pre-shampoo or liquid mask;

TEXTURA

- Liquid spray

HOW TO USE

- Treatment: Spray a small amount onto damp hair, massage it in, leave on for 3 to 5 minutes, and rinse.
- Pre-Shampoo: Spray a small amount onto dry hair, massage it in, leave on for 10 minutes, rinse, and cleanse.



TECHNOLOGY

Shine Ester: A 100% plant-based active ingredient. It acts by interacting with the proteins in the hair fiber, providing intense shine to the strands. It has high performance in enhancing hair color.

NUTRI INFUSION



INTENSE NOURISHMENT AND
RESTORATION FOR DRY STRANDS

SHAMPOO & CONDITIONER

NUTRI INFUSION*Nourishment, softness and intense shine***RECOMMENDED FOR:**

Dry to very dry hair.

ACTION

- Lipid restoration and maintenance.
- Reclaims the natural nourishment of strands.
- Revitalizes very dry hair.

DESCRIPTION

SHAMPOO: Forms a creamy foam that removes impurities from hair while preserving the integrity of hair fiber.

CONDITIONER: Enriched with an oil blend, it nourishes hair fibers, leaving hair feeling softer, smoother and shinier.

HOW TO USE

Apply shampoo to the scalp and damp strands of hair and massage until foaming. Leave on for a few moments, then rinse and repeat application if necessary. Next, distribute the conditioner strand by strand, leave it on for 2 to 3 minutes, and rinse thoroughly.

**LIPIDIC PROTECT TECHNOLOGY**

Myrica Fruit Wax: Extracted from a fruit that survives in extreme environments. Gives hair the power of protection against dryness.

Miracle Oils: Blend of 7 miraculous oils (hazelnut, wheat germ, sweet almond, sunflower, Indian tea, St. John's wort, and borage) that replenish amino acids and lipids, providing increased elasticity and strength, deep nutrition and restoration of hair strand integrity.



ACTION IN
60
SECONDS

TREATMENT

INSTANT DOSE

Nourishes dry, dull hair in 60 seconds

RECOMMENDED FOR:

- Dry, dull hair.

ACTION

- Immediate nourishment refill.
- Action in 60 seconds.
- Protects against drying out.

TEXTURE

Milky.

HOW TO USE

Divide hair into strands and apply Instant Dose to length and ends. Leave on for 1-5 minutes and then rinse.



TECHNOLOGY

Myrica Fruit Wax: Extracted from a fruit that survives in extreme environments. Gives hair the power of protection against dryness.

TREATMENT

NUTRITION WAX

Deep nutrition

RECOMMENDED FOR:

- Extremely dry and brittle hair.

ACTION

- High lipid concentration*.
- Strengthens the capillary cell membrane complex.
- Forms a protective film against drying out.

TEXTURE

Creamy.

HOW TO USE

Divide dry hair into 4 sections, then use a brush to apply the mask strand by strand, focusing on the lengths and ends. Heat with a dryer at medium temperature for 10 minutes to enhance the effect or, without a heat source, leave for 30 minutes.



TECHNOLOGY

Myrica Fruit Wax: Extracted from a fruit that survives in extreme environments. Gives hair the power of protection against dryness.



TREATMENT

NUTRI INFUSION HAIR MASK

RECOMMENDED FOR:

- Extremely dry and fragile hair.

ACTION

- Replenishment of nutritive actives
- 5x less tangled hair

TEXTURE

Creamy.

HOW TO USE

Apply strand by strand and let it process. Processing time: 3 to 5 minutes. Rinse and style as desired.



TECHNOLOGY

Myrica Fruit Wax: Extracted from a fruit that survives in extreme environments. Gives hair the power of protection against dryness.

OIL

NUTRITIVE HAIR OIL

Shine and heat protection for all hair types

RECOMMENDED FOR:

- Dry, dull hair.
- Thermal protection up to 230°C.

ACTION

- Promotes deep nutrition.
- Formulated with oils that fight frizz and intense dryness.
- Can be used as an overnight oil treatment.
- Recommended for use before and after heat styling tools.

DESCRIPTION

Instant nourishment, exceptional shine and high-density lipid replenishment, with thermal protection up to 230°C.

TECHNOLOGY

Miracle Oils: Blend of 7 miraculous oils (hazelnut, wheat germ, sweet almond, sunflower, Indian tea, St. John's wort, and borage) that replenish amino acids and lipids, providing increased elasticity and strength, deep nutrition and restoration of hair strand integrity.

**HOW TO USE**

Apply the Nutri Infusion Nutritive Hair Oil, adjusting the amount according to the length and texture of hair to prevent weighing it down. Start the application at the ends and finish as desired, with or without a blow-drying.



TREATMENT

NIGHT SPA

Overnight treatment for dry hair

RECOMMENDED FOR:

- For dry, porous, and frizzy hair.

ACTION

- Recommended for weekly overnight nourishing and restoring treatment.

HOW TO USE

Distribute the Night Spa, strand by strand, on the lengths and ends before sleeping. Do not rinse. The next day, proceed with cleansing as usual.



TECHNOLOGY

Myrica Fruit Wax: Rich in a special lipid called ceramide, which helps fill the spaces between the cuticle layers, strengthening the protective barrier of the hair strands.

Bio Lipidic Complex: Increases softness and restores the hair strands, providing shine. It offers color protection action.



MIRACLE

NUTRITION FOR DRY
AND POROUS HAIR



SHAMPOO & CONDITIONER

MIRACLE

RECOMMENDED FOR:

- Dry and porous hair.

ACTION

- Repairs damage caused to the hair strands.
- Provides protection.

HOW TO USE

Spread the shampoo onto the scalp and damp hair, massaging until a lather forms. Rinse and repeat. Next, apply the conditioner section by section, leave it on, and rinse. Processing time: 2 to 3 minutes.



TECHNOLOGY

Blend Of Miracle Oils: A powerful blend of 7 oils (hazelnut, wheat germ, sweet almond, sunflower, Indian tea, hypericum, and borage) that restore high-concentration lipids, allowing good penetration into the cuticle.

Bio Lipidics: Lipid technology that improves the texture and softness of dehydrated strands, increasing water retention capacity.

Glow System: An active ingredient that provides 3D effect shine and protection to the hair fiber.



CURLY

DEFINITION FOR CURLY AND WAVY HAIR

SHAMPOO & CONDITIONER

CURLY SHAMPOO & CONDITIONER



RECOMMENDED FOR:

- Curly or wavy hair.

ACTION

- Promotes softer, silkier, and more flexible curls.

HOW TO USE

Spread the shampoo over the scalp and damp hair, massaging until a lather forms. Rinse and repeat the process. Next, apply the conditioner strand by strand, leave in for a moment, and rinse. Processing time: 2 to 3 minutes.



TECHNOLOGY

Flower Elixir: Derived from the *Amaranthus caudatus* seed, it replenishes peptides and polysaccharides in the damaged hair fiber and provides nourishment to the fiber, improving its combability and manageability.

Panthenol: Works by aiding moisture retention, preventing the formation of split ends.

Vegan Protein: A blend of amino acids, rich in aspartic acid, glutamic acid, and cysteine. It strengthens and restructures the hair strands.



FINISHING PRODUCT

CURLY TWISTY

Softness, volume control and shine for voluminous curls and thick hair.

RECOMMENDED FOR:

- Finishes frizzy hair and thick strands.
- Undefined curvature.
- Opacity and dryness.

ACTION

- Promotes softness and gives flexible definition to hair.
- Forms a shiny film and controls frizz.

TEXTURE

Creamy.

HOW TO USE

Apply to damp hair separated into sections, style as usual, and let dry naturally.



TECHNOLOGY

Curly Vegan: Active ingredient rich in vitamins and minerals that forms a fixing film on the hair, preventing frizz and maintaining its style. Polar Rose Elixir: Antioxidant complex that increases elasticity and strength, preventing hair breakage. Polsil: Active ingredient for conditioning that promotes softness and detangling. Blend of Miracle Oils: Repairs damage caused to the hair. It replenishes protein amino acids and lipids, which increase elasticity and strength. Provides softness and reduces frizz.



FINISHING PRODUCT

CURLY LIGHT

Volume and shine for fine to medium, low-density curls

RECOMMENDED FOR:

- Volumizing finish for curly hair with fine to medium strands.
- Dull hair.

ACTION

- Promotes light definition and volume boost.
- Provides suppleness and shine.

TEXTURE

Creamy fluid.

HOW TO USE

Apply to damp hair sectioned into strands, style as usual, and let dry naturally.



TECHNOLOGY

Polar Rose Elixir: Antioxidant complex that increases elasticity and strength, preventing hair breakage. **Bioaffinity Complex:** Active ingredient with built-in bioaffinity for hair, reinforcing its internal structure. Provides phytonutrients for cuticle repair and fiber thickening. **Wheat Protein:** Wheat-derived active ingredients that restore hair's natural elasticity, making it strong and shiny. **Bioamino acids:** Flexibility and strength for the hair's internal structure.



FINISHING PRODUCT

CURLY FIX

Definition and lasting hold for curls and waves

RECOMMENDED FOR:

- Finishing touch, refresher, or day-after treatment for curly hair.
- Gel effect with wet shine.

ACTION

- Promotes frizz definition and manageability.

TEXTURE

Gel Cream.

HOW TO USE

Apply to damp hair and separate into strands, finish as usual and allow to dry naturally.



TECHNOLOGY

Polar Rose Elixir: Antioxidant complex that increases elasticity and strength, preventing hair breakage.
Glow system: Active ingredient that promotes intense shine and creates a protective film around the hair fiber.
Bioaffinity Complex: Active ingredient that has a constitutive bioaffinity with the hair, reinforcing its internal structure. Provides phytonutrients for cuticle repair and fiber incorporation.
Wheat Protein: Wheat-derived active ingredients that restore the hair's natural elasticity, making it strong and brilliant.
Bioamino acids: Flexibility and strength for the internal hair structure.



RECONSTRUCTION

REPAIR AND RECONSTRUCTION IN THE EXACT MEASURE
TO ELIMINATE DAMAGE AT ALL LEVELS

TRUSS
PROFESSIONAL

RECONSTRUCTIVE
OIL
ÓLEO RECONSTRUTOR
MONOI OIL
IMMEDIATE RECONSTRUCTION
AND SHINE FOR ALL
HAIR TYPES
RECONSTRUÇÃO E
BRILHO IMEDIATO
PARA TODOS OS TIPOS DE CABELO

ANTI-FRIZZ
PROTECTIVE FILM
FILME PROTETOR ANTIFRIZZ

60ml



DELUXE PRIME

REPAIR FOR FRAGILE, SENSITIZED HAIR
WITH A TENDENCY TO BREAKAGE

SHAMPOO & CONDITIONER

DELUXE PRIME



RECOMMENDED FOR:

- Immediate Reconstruction
- Damage Protection
- Flexibility and Softness

ACTION

- Shielding against damage, flexibility, and softness.

HOW TO USE

Spread the shampoo onto the scalp and damp hair, massage until a lather forms. Rinse and repeat. Next, apply the conditioner strand by strand, leave in, and rinse. Processing Time: 2 to 3 minutes.



TECHNOLOGY

Nano Reconstruction*: Allows a deep penetration effect into the cuticle with potent conditioning action that forms a protective film on the hair.

Monoï Oil: Provides softness, hydrates, and protects from the action of external agents.

Amino acids:** Reinforce the hair structure, protect, and combat frizz.

**Nano Reconstruction present in the Shampoo, Mask, and Hair Reconstructor Spray. **Amino Acids present in the Conditioner, Mask, and Hair Reconstructor Spray.*

TREATMENT

DELUXE PRIME



RECOMMENDED FOR:

- Fragile and sensitized hair.

ACTION

- Intensive recovery of damaged strands
- Provides flexibility and softness

HOW TO USE

Apply strand by strand and let it rest/process. Processing time: 3 to 5 minutes. Rinse and style as desired.



TECHNOLOGY

Amino Acids: Amino acid complex with a reconstructing action that strengthens the hair structure and repairs damage on the hair fiber surface.

Monoi Oil: Vegetable oil, sourced from French Polynesia, that forms a protective barrier against external damage. It deeply repairs hair, providing extreme softness.

Nano Reconstruction: Nano-emulsion that ensures uniform deposition and deep penetration into the hair cuticle, treating the strands internally and externally.



FINISHING PRODUCT TREATMENT

DELUXE PRIME

Reconstruction for brittle and damaged hair

RECOMMENDED FOR:

- Repairs brittle hair.
- Finish by drying naturally, without heat styling tools.
- Strengthening of brittle hair.

ACTION

- Strengthens hair fibers.
- Protects your hair from the heat of hair dryers.
- Promotes softness and intense shine.

TEXTURE

Milky spray.

HOW TO USE

Spray a small amount on clean, damp, or dry hair. As a treatment, work it through the hair and rinse. As a leave-in, apply and let it air dry naturally.



TECHNOLOGY

Nano Repair: Amino acid complex with low molecular weight nano-keratin. Regenerates the inner structure of the hair fiber.
Tahiti Monoi Oil: 100% natural vegetable oil, sourced from French Polynesia. Rich in essential omegas and vitamin E. It has antioxidant action, and restores and deeply moisturizes.



OIL

DELUXE PRIME

RECOMMENDED FOR:

- Severely dry, dull and frizzy hair.

ACTION

- Eliminates split ends;
- Seals cuticles, prolonging the action of reconstructors;
- Restores flexibility, shine and softness;
- Reconstruction oil that seals the cuticles, keeping the active ingredients inside the fiber for soft, frizz-resistant hair.



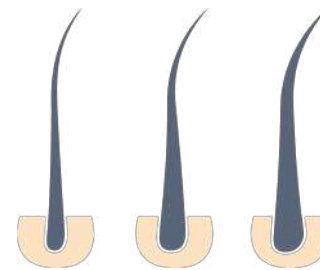
TECHNOLOGY

Tahiti Monoi Oil: 100% natural vegetable oil from French Polynesia. Rich in Essential Omegas and Vitamin E. It has antioxidant action, restores and deeply moisturizes.

Reconstructive Oil Blend: Blend of vegetable oils that regenerates the internal structures of the hair fiber, prolonging the effect of the reconstruction.

SUGGESTED RECOMMENDATIONS

HAIR THICKNESS



THIN

MEDIUM

THICK

DAMAGE LEVEL

From sensitized to fragile.

NECESSITY

Repairs fragile and brittle hair

HOW TO USE

Apply a small amount to the palms of your hands and spread over the hair, avoiding the roots.



DELUXE PRIME PLUS

RECONSTRUCTION FOR EXTREMELY DAMAGED HAIR



SHAMPOO & CONDITIONER

DELUXE PRIME PLUS

RECOMMENDED FOR:

- Highly dehydrated, brittle, and lightened hair.

ACTION

- Hydrates and restores damaged strands.

HOW TO USE

Spread the shampoo over the scalp and damp hair, massaging until a lather forms. Rinse and repeat the process. Next, apply the conditioner strand by strand, leave in for a moment, and rinse. Processing time: 2 to 3 minutes.



TECHNOLOGY

Vegan Amino Acids: Obtained from the quinoa seed (known as the "miracle grain"), promotes shine, softness, strength, and resilience.

Vitality Complex: A complex rich in amino acids that restores the hair surface, repairing damage and revitalizing the fiber.

Mystic Oil: A complex of vegetable oils including monoi, olive, argan, macadamia, and myrrh. Rich in vitamins A, E, and D. Offers high nourishing power for all hair types.



TREATMENT

DELUXE PRIME PLUS

Liquid conditioner

RECOMMENDED FOR:

- Highly dehydrated and brittle hair.

ACTION

- Cuticle sealing
- Reconstruction
- Repair
- Shine

TEXTURE

Milky spray

HOW TO USE

Spray a small amount onto damp hair, massage it in, leave it on for 3 to 5 minutes, and rinse.



TECHNOLOGY

Vitality Complex: Amino acid-rich complex that restores the hair surface, repairing damage and revitalizing the fiber.

Soft Hair: Conditioning agent that provides shine and frizz reduction. It improves combability and minimizes cuticle damage.

Avocado Oil: Natural oil rich in fatty acids, highly emollient for the hair strands.fios.

TREATMENT

DELUXE PRIME PLUS MASK



RECOMMENDED FOR:

- Highly dehydrated, brittle, and lightened hair.

ACTION

- Powerful anti-frizz action
- Anti-breakage treatment

HOW TO USE

Apply strand by strand and let it rest/process. Processing time: 3 to 5 minutes. Rinse and style as desired.



TECHNOLOGY

Phyto Fiber: An active ingredient that creates new hydrogen bonds inside the hair fiber, increasing its strength and elasticity.

Repair Fiber: Composed of amino acids and proteins, which delivers peptides to the strands, providing repair for macro and micro-damage. Additionally, it coats the hair, preventing thinning.

Mystic Oil: A complex of vegetable oils including monoi, olive, argan, macadamia, and myrrh. Rich in vitamins A, E, and D. It has high nourishing power for all hair types.



BLOND & COLOR

CARE, STRENGTH, AND SHINE FOR COLORED
AND LIGHTENED HAIR

BLOND

TRUSS
PROFESSIONAL

BLOND
REVOLUTION

ONLY
PROFESSIONAL
BOND REPAIR
TECHNOLOGY

STRUCTURE SOFT CREAM
REESTRUTURANTE CAPILAR
BIO REPAIR + PEPTIDE REBUILD
10% HAIR BREAKAGE*
ON QUEBRA*

COMPLEX BONDS DAMAGED IN BLEACHING
THE MOLECULAR STRUCTURE OF BLEACHED HAIR
LIGANDER COMPLEXAS DANIFICADAS
ESTRUTURA MOLECULAR
COLORIDOS

BLEACHING AND
DAMPENING HAIR
FOR
DANIFICADOS
E DANIFICADOS

650 ml / 21.9 fl. oz.



BLOND REVOLUTION

PROTECTION FOR COLORED AND
LIGHTENED HAIR



TREATMENT

ANTI-BREAKAGE ACID

Stabilizes pH after lightening

RECOMMENDED FOR:

- Immediate restoration of healthy elasticity.
- Alignment of cuticles.
- Easy to untangle.

ACTION

- Immediately balances the pH.
- Deep cuticle sealing.
- Restructures brittle fiber.

TEXTURE

Creamy

HOW TO USE

- Apply strand by strand and let it penetrate.
- Treatment time: 5-10 minutes.
- Rinse and follow the step-by-step treatment.



TECHNOLOGY

Extreme Bio Repair: Structure with reduced molecular size. Acts by restoring chemical bonds, flexibility and strength.

Peptide Rebuild: Peptides that penetrate the hair fiber and interact directly with damaged areas.

Vita Resistance: Intelligent system with internal and external restructuring.

Hair strengthening.



TREATMENT

IMMEDIATE NEUTRALIZING

Neutralizing foam for a refresh on blond hair.

RECOMMENDED FOR:

- Neutralization of brassy, dull tones.

ACTION

- Fights brassy hair tones.
- Hydrates.
- Renews shine.

TEXTURE

Creamy.
Light.
Aerated.

HOW TO USE

Using gloves, apply section by section, avoiding contact with the skin/scalp.

Processing Time

- Slight brassiness: up to 3 min
- Moderate brassiness: up to 5 min
- Intense brassiness: up to 10 min.

Rinse and follow the treatment's step-by-step instructions.



TECHNOLOGY

Extreme Bio Repair: Structure with reduced molecular size. Acts by restoring chemical bonds, flexibility and strength.

Peptide Rebuild: Peptides that penetrate the hair fiber and interact directly with damaged areas.

Vita Resistance: Intelligent system with internal and external restructuring.

Hair strengthening.



TREATMENT

INSTANT DOSE

Rescues chemically damaged hair in 60 seconds

RECOMMENDED FOR:

- Acts directly on areas damaged by bleaching.
- Combats porosity.
- Intensive restorative action.
- Helps replenish proteins and amino acids lost when lightening.

ACTION

- Instantly restores damaged areas of the hair.
- Promotes strength and resistance to bleached hair.

TEXTURE

Milky.



TECHNOLOGY

Extreme Bio Repair: Structure with reduced molecular size. Acts by restoring chemical bonds, flexibility and strength.

Peptide Rebuild: Peptides that penetrate the hair fiber and interact directly with damaged areas.

Vita Resistance: Intelligent system with internal and external restructuring.

Hair strengthening.

HOW TO USE

- Apply strand by strand and let it penetrate.
- Treatment time: 5-10 minutes.
- Rinse and follow the step-by-step treatment.



SHAMPOO

ANTIOXIDANT

Gentle cleansing and shine for lightened hair

RECOMMENDED FOR:

- All types of lightened hair.

ACTION

- Fights oxidation.
- Removes pollution.
- Cleans gently.
- Promotes shine.

TEXTURE

Transparency level

HOW TO USE

- Apply to damp hair.
- Massage until foaming.
- Processing time: 2-3 minutes.
- Rinse and repeat the process.

**TECHNOLOGY**

Extreme Bio Repair: Structure with reduced molecular size. Acts by restoring chemical bonds, flexibility and strength.

Peptide Rebuild: Peptides that penetrate the hair fiber and interact directly with damaged areas.

Vita Resistance: Intelligent system with internal and external restructuring.

Hair strengthening.

TREATMENT

NET BLOND MASK

Hair mask with web effect

RECOMMENDED FOR:

- For highly dehydrated, brittle, and lightened hair.

ACTION

- Restores the hair's natural integrity.

HOW TO USE

Apply strand by strand and let it pause. Processing time: 3 to 5 minutes. Rinse and style as desired.



TECHNOLOGY

Amino Acids: Rebuilds and strengthens the structure of damaged strands.

Avocado Oil: Natural oil rich in fatty acids, highly emollient for the hair.



TREATMENT

IMPASSABLE BLOND

Thermal protection, shield against damage, and improved manageability.

RECOMMENDED FOR:

- Finishing for lightened hair.
- Lightened hair that is difficult to untangle.
- Dull lightened hair.

ACTION

- Waterproofs for up to 5 washes.
- Thermally activated.
- Thermal protection up to 230° C.

TEXTURE

Aqueous.



TECHNOLOGY

Extreme Bio Repair: Structure with reduced molecular size. Acts by restoring chemical bonds, flexibility and strength.

Peptide Rebuild: Peptides that penetrate the hair fiber and interact directly with damaged areas.

HOW TO USE

Spray on damp, clean hair and proceed with blow-drying as usual.



TREATMENT

DELUXE PRIME BLOND

Liquid conditioner, for hair repair

RECOMMENDED FOR:

- Natural, lightened, or gray hair.

ACTION

- Violet pigments for neutralizing unwanted tones
- Conditions and reconstructs the strands
- Provides Shine

HOW TO USE

Spray a small amount onto damp hair, massage it in, leave on for 3 to 5 minutes, and rinse.



TECHNOLOGY

Nano Repair: Nanoparticles that form a protective film, promoting color protection, shine, and softness.

Soft Hair: Conditioning agent that provides shine and reduces frizz. It improves combability and minimizes cuticle damage.

Repair Fiber: Composed of amino acids and proteins, which provides peptides to the hair strands, offering macro and micro-damage repair. Furthermore, it coats the strands, preventing thinning.

FINISHING PRODUCTS AND OILS



FINISHING PRODUCT

AMINO

Thermal protection, frizz control, and discipline for the perfect blowout

RECOMMENDED FOR:

- Thermal protection for dry and frizzy hair.
- Dull hair.

ACTION

- Protects hair from dryer heat.
- Promotes intense softness.
- Makes brushing easier.
- Forms moisture barrier.

TEXTURE

Water spray.

HOW TO USE

Spray a small amount onto clean, damp hair and brush as usual.



TECHNOLOGY

Blend of Miracle Oils: Replenishes amino acids and lipids, thus increasing elasticity, softness and shine.
Amisil: Conditioning agent that promotes volume reduction, intense shine, softness and thermal protection.
Nano Repair: Microparticles that form a protective film, promoting color protection, shine and softness.





FINISHING PRODUCT

FLUID FIX

Longevity and shape for thermal styling

RECOMMENDED FOR:

- Styling finishes that require structure and memory.
- Use of wave and curl styling tools.
- Construction of hairstyles

ACTION

- Protects hair from heat tools.
- Provides styling and hold.

TEXTURE

Water-based spray

HOLD

0 1 2 3 4 5

SHINE

0 1 2 3 4 5

VOLUME

0 1 2 3 4 5

HOW TO USE

Spray a small amount onto clean, damp hair and then dry. Separate hair into sections and proceed with heat styling tools as usual.



TECHNOLOGY

Holding layer: Active ingredients for hold and shape memory. **Wheat protein:** Wheat-derived active ingredients that restore hair's natural elasticity, making it strong and shiny. **Bio Affinity Complex:** Active ingredient with built-in bioaffinity for hair, reinforcing its internal structure. Provides phytonutrients for cuticle repair and fiber thickening.





FINISHING PRODUCT

HAIR PROTECTOR

Thermal protection, softness and frizz reduction for dry hair

RECOMMENDED FOR:

- Blow-dry service for dry hair.
- Blow-dry service for thicker, fuller hair.

ACTION

- Protects hair from heat tools.
- Disciplines and controls frizz.
- Promotes shine and softness.

TEXTURE

Creamy fluid.

HOLD

0 1 2 3 4 5

SHINE

0 1 2 3 4 5

VOLUME

0 1 2 3 4 5

HOW TO USE

Apply a small amount to clean, damp hair. Proceed with blow-drying as usual.



TECHNOLOGY

Wheat Protein: Wheat-derived active ingredients that restore hair's natural elasticity, making it strong and shiny. **Glow system:** Promotes intense shine and creates a protective film around the hair fiber. **Bioaffinity Complex:** Active ingredient with built-in bioaffinity for hair, reinforcing its internal structure. Provides phytonutrients for cuticle repair and fiber thickening.





FINISHING PRODUCT

BEACH WAVES

Waves with a natural effect and shine all year round

RECOMMENDED FOR:

- Creates natural-looking waves on fine to medium hair.
- Creates a “beach effect” with effortless waves.

ACTION

- Helps gently shape and set natural-looking waves.
- Promotes instant shine and long-lasting finish.

TEXTURE

Water spray.

HOW TO USE

Spray a small amount onto clean, damp or dry hair. Style by gently kneading the strands with your hands, creating waves, or as usual.

**TECHNOLOGY**

Curly Control: Curl-setting effect, anti-frizz, and detangling action.

Natural Film: Biopolymeric film that reduces the adhesion of pollutant particles and cigarette smoke.



OIL

INSTANT REPAIR

RECOMMENDED FOR:

- Dry, brittle and rough ends.

ACTION

- Immediate improvement in the appearance of the ends;
- Softness;
- Shine;
- Frizz control;



TECHNOLOGY

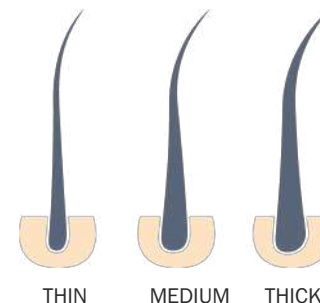
Polisil: Conditioning agent that promotes softness and detangling.

Amisil: Conditioning agent made up of amino acids and silicone. Promotes volume reduction, intense shine, softness and thermal protection.

Avocado Oil: Natural oil rich in fatty acids, amino acids and vitamins (A, B1, B2, C and D), highly emollient for the hair. Antioxidant and moisturizing action.

SUGGESTED RECOMMENDATIONS

HAIR THICKNESS



DAMAGE LEVEL

From fragile to damaged ends.

NECESSITY

End repairing, manageability and softness.

HOW TO USE

Apply a small amount to the palms of your hands and spread it out. Then distribute over the roughest areas of the ends and finish as usual.



OIL

ILLUMINATTE OIL

RECOMMENDED FOR:

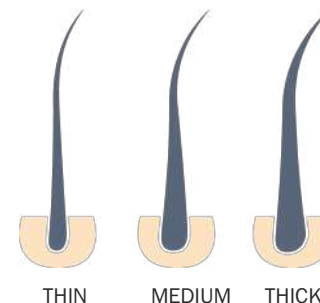
- All hair types with dullness;
- Thermal protector and odor blocker;

ACTION

- Promotes shine, softness and odor blocking;
- Protects hair from heat tools;
- Controls frizz;
- Gently nourishes;

SUGGESTED RECOMMENDATIONS

HAIR THICKNESS



DAMAGE LEVEL

From dry to extremely dry.

NECESSITY

Shine, softness and odor barrier



TECHNOLOGY

Amaranth Oil: Oil rich in antioxidants that attach themselves to the most damaged areas, restoring the hair's internal structure.

Amisil: Conditioning agent made up of amino acids and silicone. Promotes volume reduction, intense shine, softness and thermal protection.

Natural Film: Immediate-action biopolymeric protective film that reduces the adhesion of pollutant particles, providing strong, shiny hair. It also offers protection against ultraviolet rays and cigarette smoke.

Vitamin E: A powerful antioxidant that helps retain water in the hair.

Macadamia Ester: In hair formulations, it adds shine, improves wet and dry combability and increases hair strength.

HOW TO USE

Apply a small amount to the palms of your hands and spread over the lengths and ends. Finish as usual.

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For more details, visit our social media:



@trussprofessional