

STRUCTURE CONTROL SYSTEM[®]

WITH **HEATWAVE TECHNOLOGY[®]**

From deep within the Amazon comes technology to control the structure of human hair. The **Professional Amazon Treatment** can be used to safely perform a diversity of salon treatments:

- **Brazilian Smoothing**
- **Japanese Straightening**
- **Amazon Wave**

Retail products to address your client's diverse styling needs:

Amazon Calm[®] Smoothing products to control frizz and add shine.

Amazon Coils[®] to enhance natural curls, leaving them soft, shiny and full of bounce.

Amazon Deep[®] to relax the most unruly hair.

Universal **styling products** that can be used on all hair types to create a diversity of styles.

- **Heat-activated** protectants guard against thermal styling.
- Time-released conditioners provide unsurpassed **humidity resistance**.
- Products provide lustrous **shine** to all types of hair.

Key Ingredients:

- **HEATWAVE TECHNOLOGY[®]** works as a catalyst to deliver heat into the cortex of the hair shaft while protecting the cuticle. This allows the style to be set more deeply into the hair, providing long-lasting style retention. The heat transfer locks amino acids and peptides to the hair's S-bonds, effectively controlling the very structure of the hair shaft to lock in style. Heat-activated conditioners and nutrients protect and soften hair during heat styling.
- Exotic **Amazon Oil[®]** of **Maracuja** (Passion Fruit), **Brazil Nut** and **Buriti** provides hair essential lipids, oligopeptides and fatty acids. Rich in vitamins and minerals to maintain healthy hair.
- **Black Cacao**, found only in the Venezuelan region of the Amazon and loaded with polyphenols, provides extensive antioxidant properties.
- **StrandGuard Complex[®]** protects hair from environmental factors that can fade color and cause premature degradation of the hair structure.
- **Certified Organic Extracts** add softness and shine.
- **Professional Amazon Treatment[™]** is free of Formaldehyde, replacement – aldehydes, Formalin or other ingredients that release formaldehyde during heat processing, Vanillin, Thioglycates and Sodium Hydroxide.
- Retail products are **Paraben-Free, Vegan** formulas with **Sulfate-Free Shampoos**.

Competitive Lines:

- Coppola Keratin Complex Hair Therapy
- Brazilian Blowout
- Aveda Smooth Infusion
- Aquage Silkening

Fragrance Story:

The fragrance opens with luscious notes of **Water Hyacinth** surrounded by natural oils of **Amazon Lemon**. These delightful scents rest atop a bouquet of **Amazon Orchid, Acai Berry, and Priprioca**. These vibrant notes wind into a sea of **Brazilian Rosewood** and **Amazon Patchouli**.

