







Beyond  
beauty, your  
Health

LU'PERRONE







<b>ABOUT LU'PERRONE</b>	<b>5</b>
<b>OUR ASSETS</b>	<b>7</b>
<b>ORGANIC ESSENCE LINE</b>	<b>9</b>
Hydrating Shampoo	
Directions of use	12
3 in 1 Hydrating Mask	
Directions of use	13
Hydrating Conditioner	
Directions of use	14
Pro Star Organic Protein	
Directions of use	16
S.O.S. Cauterization	
Directions of use	17
<b>NUTRI BLOND BLACK LINE</b>	<b>19</b>
Mattifying Mask	
Directions of use	22
<b>YOUR CURLY LINE</b>	<b>23</b>
Curl Shampoo	
Directions of use	26
Curl Conditioner	
Directions of use	27
Curl Finisher Mousse	
Directions of use	28
<b>DETOX PURITY LINE</b>	<b>29</b>
Detox Shampoo	
Directions of use	32
Detox Mask	
Directions of use	33
Detox Conditioner	
Directions of use	34
<b>SERUM VELVET TOUCH</b>	<b>35</b>
<b>DIVINE SCENT CAPILLARY PERFUME</b>	<b>35</b>



The treatment  
you always  
*wanted*

**BELIEVE IN YOUR DREAMS!**  
**That's our motto.**

The concept of cosmetic, a word derived from the Greek word "Kosmetikós", which means 'skilled in adorning', has always been inspiring, making it possible to achieve physical and mental well-being.

As we have observed throughout history, for example, in ancient Greece, oil was already used for baths and other products for beautification, in order to make women more attractive, but many women suffered from poisoning due to the use of toxic products, like lead contained in face masks.

Throughout history, it is possible to observe the improvement in creation, it is noted that in Ancient Rome there were already natural oils, derived from olive oil, perfume with flowers and spices, as well as the use of natural resins used in fixatives, in the same way, in the Middle Ages the use of hair dyes and bath salts, which were spreading across Europe.

Nowadays it has not been different, cosmetics are in wide highlights and growths, as there are countless benefits they bring to consumers, but it is necessary to be constant with regard to quality, so that there are no possible adverse reactions in relation to the addition of toxic components in some formulations, and it is with this concern that our company is born, proposing, therefore, to provide not only Beauty, but also health!

The result  
you always  
*deserved*







# OUR *assets*



## MURUMURU BUTTER

Obtained from a 100% Brazilian fruit originating from tall palm trees that grow around the Amazon River basin, Murumuru Butter is made from the extraction of oil from these fruits, which contains great nourishing and moisturizing power for the hair, balancing the hair pH. Murumuru Butter has the power of volume control, promoting the reconstruction and sealing of the strands, ensuring an anti-frizz effect, leaving the hair with an incredible shine and at the same time protecting it from dryness.

## COCONUT OIL

Coconut Oil has vegetable origin, it is rich in Vitamin K and Vitamin E, it combats opacity and breakage of hair strands thanks to the deep hydration it provides, resulting in the reduction of frizz and split ends, protecting hair strands from damage caused by the sun, chlorine, pollution, salt and heat tools. It is a very complete active that prevents falling, strengthens the threads, protects against loss of capillary nutrients and retains the hair's moisture, leaving it hydrated for longer.



## SHEA BUTTER

Shea butter is extracted from the dried fruit of the shea tree, which is unique to the African continent. It is very nutritious, offering several benefits for the hair that can already be seen right after the first application. This active has a revitalizing effect when applied to the hair, providing shine, softness and flexibility. In addition, the shea butter used on hair aids in the absorption and retention of moisture, delivering intense and deep nourishment.

## ARGAN OIL

Argan oil is an asset derived from the Argania Spinosa tree, native to Morocco, it is an oil rich in vitamin E and antioxidants. This asset has the power to deeply hydrate natural and dyed hair, help fight hair loss and improve its elasticity.





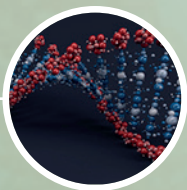


## BANANA EXTRACT

Bananas are full of benefits for the hair: rich in potassium, it favors the strengthening of the strands, minimizes breakage, restores the natural elasticity and provides the repair of damaged hair. It is also an excellent moisturizer as they contain natural oils and about 75% water.

## OLIVE OIL

Rich in fatty acids and vitamin E, olive oil is a great ally to leave the hair nourished, light and soft. In addition, it contains calming and regenerative properties that help to stimulate growth. It also minimizes frizz, volume, split ends and helps prevent falling. Because it has a natural composition, it is excellent for revitalizing hair that has been treated by chemicals.



## KERATIN

Keratin is one of the key ingredients for achieving healthy hair. Its effects on hair care include strengthening and protecting the fiber, preventing water loss within the hair shaft, protecting the hair, in addition to a shinier and more malleable appearance.

## POMEGRANATE EXTRACT

Pomegranate is a fruit widely recognized for its antioxidant properties that fight free radicals. In hair, the antioxidant actives of pomegranate help to enhance the shine of the threads. The fruit extract is a good ally for those who have dyed hair, as its properties act to maintain the color for a longer time.



## SUNFLOWER

Sunflower oil is rich in vitamin E, C and many minerals that hydrate, minimize dryness and leave hair more defined. There's more: for those who suffer from falling, sunflower oil is perfect to strengthen and hydrate the hair, ensuring more shine and strength.

## ALOE VERA

Aloe vera helps in the production of collagen and, therefore, helps to better fix the hair strands on the scalp. In addition, as it has minerals and water, it strengthens the entire thread, making it stronger and less brittle. It also has enzymes that help remove dead skin cells, so hair grows faster and stronger.



## MACADAMIA

Macadamia oil is extracted from the macadamia nut which comes from the homonymous tree of Australian origin, cultivated in several other places in the world, including Brazil. In hair, it helps the strands to become shielded against water loss, it maintains hydration, leaving the strands stronger, shiny, nourished and protected.

## GINGER

Ginger will help your hair grow stronger, aiding in healthy, break-free growth. Its bactericidal action and the fact that it is rich in essential oils will favor the hydration of the hair, keeping it shiny and healthy. Another advantage of ginger is to promote an increase in blood flow to the scalp, effectively fighting dandruff.



## GREEN TEA

Green tea has also been widely used in hair care products because of its antioxidant properties, closely linked not only to hair growth, but also to fight hair loss. However, it is essential to emphasize that to achieve such benefits, the asset never acts alone: it is always combined with other ingredients within a product and it is this joint action that helps to make hair more beautiful and healthier.









The essence of  
*nature*





# BOTANIC essence

**BANANA EXTRACT • OLIVE OIL • MURUMURU BUTTER**



## HYDRATING SHAMPOO

COMPLETE CLEANING WITH HIGH  
HYDRATION, SOFTNESS AND SHINE

## 3 IN 1 HYDRATING MASK

EXTREME HYDRATION,  
HAIR RESTORATION AND NUTRITION.



## HYDRATING CONDITIONER

EXTREME RESTORATION, VITALITY  
AND HAIR STRENGTHENING.





**HYDRATING SHAMPOO** was developed with a precious formula based on **BANANA EXTRACT • OLIVE OIL • MURUMURU BUTTER** which, with its powerful reconstructive agents, provides a controlled cleaning with reconstruction, nutrition, softness and shine.

## DIRECTIONS OF USE

Distribute evenly throughout damp hair, massaging gently into a rich, dense lather. Rinse thoroughly. Repeat the process if necessary.





The powerful **MOISTURIZING MASK** is made with a precious formula based on **BANANA EXTRACT • OLIVE OIL • MURUMURU BUTTER**. Its reconstructive agents provide luxurious and resistant hair, extreme repair and emollience, softness and shine. Especially suitable for dry, brittle and undisciplined hair.

## DIRECTIONS OF USE

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas. Rinse thoroughly.



The **HYDRATING CONDITIONER** was developed with a precious formula based on **BANANA EXTRACT • OLIVE OIL • MURUMURU BUTTER**. Its incredible reconstructive agents provide luxurious and resistant hair, extreme repair and emollience, softness and shine.

## DIRECTIONS OF USE

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas. Rinse thoroughly.





# BOTANIC essence



## PRO STAR ORGANIC PROTEIN

HAIR RECONSTRUCTION AND  
HAIR SHINE RECOVERY

**ARGAN OIL**  
**SHEA BUTTER**  
**COCONUT OIL**



## S.O.S. CAUTERIZATION

INSTANT REBUILD  
CAPILLARY - TERM ACTIVATED

**KERATIN**  
**POMEGRANATE EXTRACT**  
**OLIVE OIL**

# DIRECTIONS OF USE

for the PRO STAR ORGANIC PROTEIN

**PRO STAR ORGANIC PROTEIN** has an exclusive formula, which combines precious and essential assets, such as **ARGAN OIL • SHEA BUTTER • COCONUT OIL**. Providing hair restoration, a more natural smooth effect, softness and shine, generating a high performance in your hair, leaving the strands silkier to the touch, lightness and balance.

## 1 PREPARATION

(OPTIONAL)

Wash your hair with **HYDRATING SHAMPOO** (RECOMMENDED), no need to rub the scalp. Leave on for 10 minutes on normal hair and 20 minutes on difficult hair. Rinse and dry 80% with a hair dryer.

## 2 APPLICATION

(SAFETY)

Divide it into 6 equal parts and apply the **ORGANIC PROTEIN** evenly, keeping a distance of 0.5cm from the scalp. Moisten hair completely.

## 3 DIAGNOSIS

(PAUSE)

Line up the strands with a fine-tooth comb. Take a break from 30 minutes to 1 hour, depending on the diagnosis, rinse the hair, completely removing the product.

## 4 FINISHING

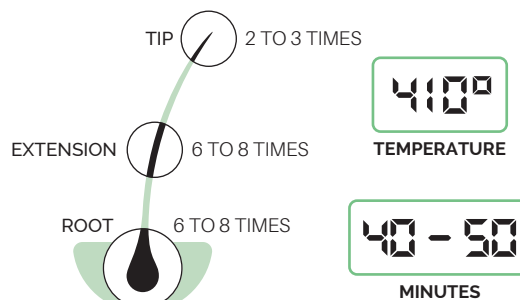
(OBSERVATION)

For a complete result, use the proper finishing technique. Finish as you wish and check the results.

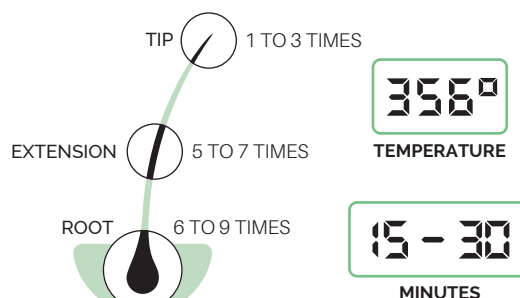
# FINISHING

of PRO STAR ORGANIC PROTEIN

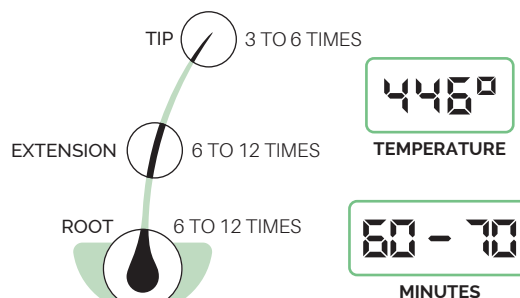
NATURAL AND FINE HAIR



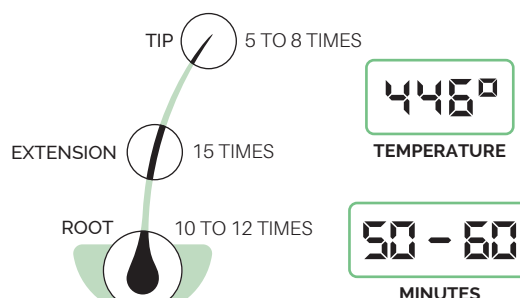
DYED HAIR, DISCOLORED AND DAMAGED



CURLY AND WAVY HAIR



NATURAL AND THICK HAIR



### ATTENTION!

DUE TO THE DIFFERENCES IN CONDITIONS AND SPECIALITIES OF EACH TYPE OF HAIR, IT IS IMPERATIVE THAT A STRAND TEST BE MADE BEFORE THE FINAL APPLICATION OF THE PRODUCT.



# DIRECTIONS OF USE

for the S.O.S. CAUTERIZATION

**SOS. CAUTERIZATION**, from the **BOTANIC ESSENCE** line, has an exclusive formulation that combines organic and technological assets that will revolutionize your visits to the salon, such as **KERATIN • POMEGRANATE EXTRACT • OLIVE OIL**. Through the nanotechnology used in our formulation, it provides high performance on hair, making it smooth, soft, healthy, with a precious velvety touch, with a radiant shine and complete finishing.

## 1 APPLICATION

With clean hair, apply a generous amount of **S.O.S. CAUTERIZATION**, uniformly throughout the entire length of the hair, so that no product deposits at the root.

## 2 DIAGNOSIS

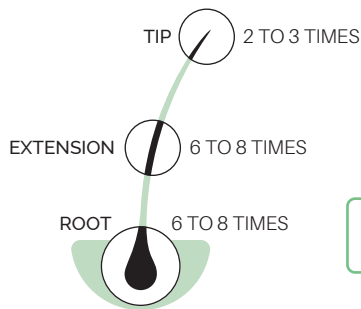
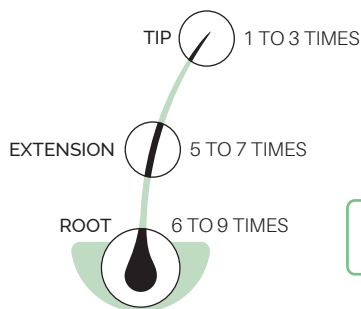
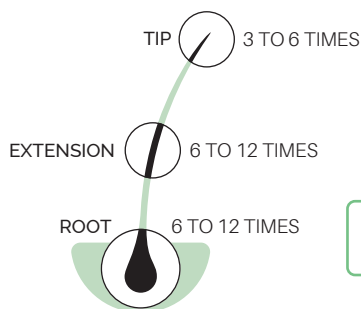
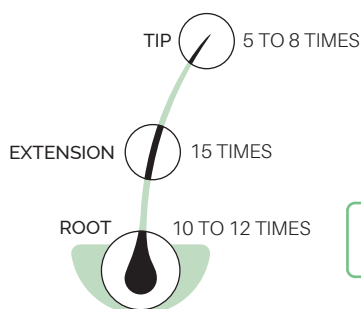
Leave on break time for 30 minutes to 1 hour. Rinse thoroughly. Then do a brushing.

## 3 FINISHING

For a complete result, use proper anti-frizz finishing technique. Finish as you wish and see our quality.

# FINISHING

of S.O.S. CAUTERIZATION

NATURAL AND FINE HAIR	 <div><div>410°</div>TEMPERATURE</div> <div><div>40 - 50</div>MINUTES</div>
DYED HAIR, DISCOLORED AND DAMAGED	 <div><div>356°</div>TEMPERATURE</div> <div><div>15 - 30</div>MINUTES</div>
CURLY AND WAVY HAIR	 <div><div>446°</div>TEMPERATURE</div> <div><div>60 - 70</div>MINUTES</div>
NATURAL AND THICK HAIR	 <div><div>446°</div>TEMPERATURE</div> <div><div>50 - 60</div>MINUTES</div>

### ATTENTION!

DUE TO THE DIFFERENCES IN CONDITIONS AND SPECIALITIES OF EACH TYPE OF HAIR, IT IS IMPERATIVE THAT A STRAND TEST BE MADE BEFORE THE FINAL APPLICATION OF THE PRODUCT.











The mighty

*blonde*





NUTRI  
*blond black*

WHEAT PROTEIN • OLIVE OIL • ARGAN OIL



MATTIFYING MASK

MOISTURIZES, REPAIRS AND NEUTRALIZES  
YELLOWISH TONES



The glamor and power of the blonde within a rich and luxurious composition. the **MATTIFYING MASK** was developed with a powerful formula based on **WHEAT PROTEIN • OLIVE OIL • ARGAN OIL** which forms a double action on the cortex and the surface of the hair, repairing and preventing dryness. Its incredible molecular precision acts in the performance of neutralizing yellowish and orange tones, offering a precious shine, with a smooth touch and complete softness.

## DIRECTIONS OF USE

Distribute the **MATTIFYING MASK** evenly and carefully over damp hair, and let it act for 5 to 10 minutes. Then rinse thoroughly.







The original  
*swirly*





YOUR  
*curly*

SUNFLOWER • ALOE VERA • MACADAMIA



**CURL SHAMPOO**  
NOURISHING SHAMPOO  
FOR CURLY OR WAVY HAIR



**CURL FINISHER MOUSSE**  
STRENGTHENING AND DEFINITION  
OF CURLY OR WAVY HAIR



**CURL CONDITIONER**  
RECONSTRUCTION AND DEFINITION  
OF CURLY OR WAVY HAIR



**CURL SHAMPOO** was developed with a precious formula based on **SUNFLOWER • ALOE VERA • MACADAMIA** which with its powerful reconstructive agents provide a controlled cleaning with reconstruction, nutrition, softness and shine.

## DIRECTIONS OF USE

Distribute evenly throughout damp hair, massaging gently into a rich, dense lather. Rinse thoroughly. Repeat the process if necessary.





The **HYDRATING CONDITIONER** was developed with a precious formula based on **SUNFLOWER • ALOE VERA • MACADAMIA**. Its incredible reconstructive assets provide luxurious and resistant hair, extreme repair and emollience, softness and shine.

## DIRECTIONS OF USE

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas. Rinse thoroughly.



The powerful **CURL FINISHER MOUSSE** was made with a precious formula based on **SUNFLOWER • ALOE VERA • MACADAMIA**. Its reconstructive agents provide luxurious and resistant hair, extreme repair and emollience, softness and shine. Especially suitable for dry, brittle and undisciplined hair.

## **DIRECTIONS OF USE**

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas.









The cleansing  
*magic*





# DETOX *purity*

GINGER • GREEN TEA • ALOE VERA



**DETOX  
SHAMPOO**  
PURIFIES THE HAIR FIBER  
AND REDUCES OILINESS



**DETOX MASK**  
RESTORES BALANCE AND  
HAIR FIBER VITALITY



**DETOX  
CONDITIONER**  
REGAINS SHINE AND LIGHTNESS  
WITH ESSENTIAL NUTRIENTS





**DETOX SHAMPOO** was developed with a precious formula based on **GINGER • GREEN TEA • ALOE VERA** which with its powerful reconstructive agents provide a controlled cleaning with reconstruction, nutrition, softness and shine.

### DIRECTIONS OF USE

Distribute evenly throughout damp hair, massaging gently into a rich, dense lather. Rinse thoroughly. Repeat the process if necessary.





The powerful **DETOX MASK** is made with a precious formula based on **GINGER • GREEN TEA • ALOE VERA**. Its reconstructive agents provide luxurious and resistant hair, extreme repair and emollience, softness and shine. Especially suitable for dry, brittle and undisciplined hair.

## DIRECTIONS OF USE

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas. Rinse thoroughly.



**DETOX CONDITIONER** was developed with a precious formula based on **GINGER • GREEN TEA • ALOE VERA**. Its incredible reconstructive agents provide luxurious and resistant hair, extreme repair and emollience, softness and shine.

## DIRECTIONS OF USE

With damp hair, apply evenly and let stand for 5 to 7 minutes. Center and massage gently into the most fragile areas. Rinse thoroughly.



NANOTECHNOLOGY  
WITH HYALURONIC ACID



**HAND SERUM**

PERFUMES, REPAIR AND  
MOISTURIZES THE SKIN



Have the satin touch at your fingertips. **Hand Serum** has a special formulation with hyaluronic acid developed to repair the skin, leaving only a unique scent and a lasting feeling of extreme cleansing and hydration.

NANOTECHNOLOGY  
SALT AND PARABEN FREE



**DIVINE SCENT CAPILLARY PERFUME** uses our revolutionary nanotechnology to perfume and hydrate the threads, leaving your hair soft, shiny and with a special scent. Use in conjunction with other **Lu'Perrone** products and get maximum results.





**HAIR PERFUME**


PERFUMES AND MOISTURIZES  
THE HAIR



## CATALOG2021

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