

# INOAR

## VEGAN

# REVOLUTION SMOOTH

BRAZILIAN KERATIN SYSTEM



## TECHNICAL BOOKLET

*Step by Step*



**BIOORGANIC  
COMPLEX3™**



**FORMOL  
FREE**



**BIO ACIDS**



**COCONUT  
FATTY ACIDS &  
TURMERIC  
ERGOGENIC**



**VEGAN &  
CRUELTY FREE**



**MADE IN  
BRAZIL**

Inoar is a reference in volume reducing treatment, creating products that are in constant innovation: from Moroccan hair treatment from top-notch volume reducers.

**As a pioneer in the development of products and also protocols, it is in continuous update, anticipating global tendencies.**

Thanks to that expertise, the company has developed a new formula which is even better, now for multiple desires of customers and professionals, with different protocols of use, high performance and a much more convenient application.



# NATURAL BEAUTY AND SELF-LOVE ARE TRENDS



# VEGAN REVOLUTION SMOOTH

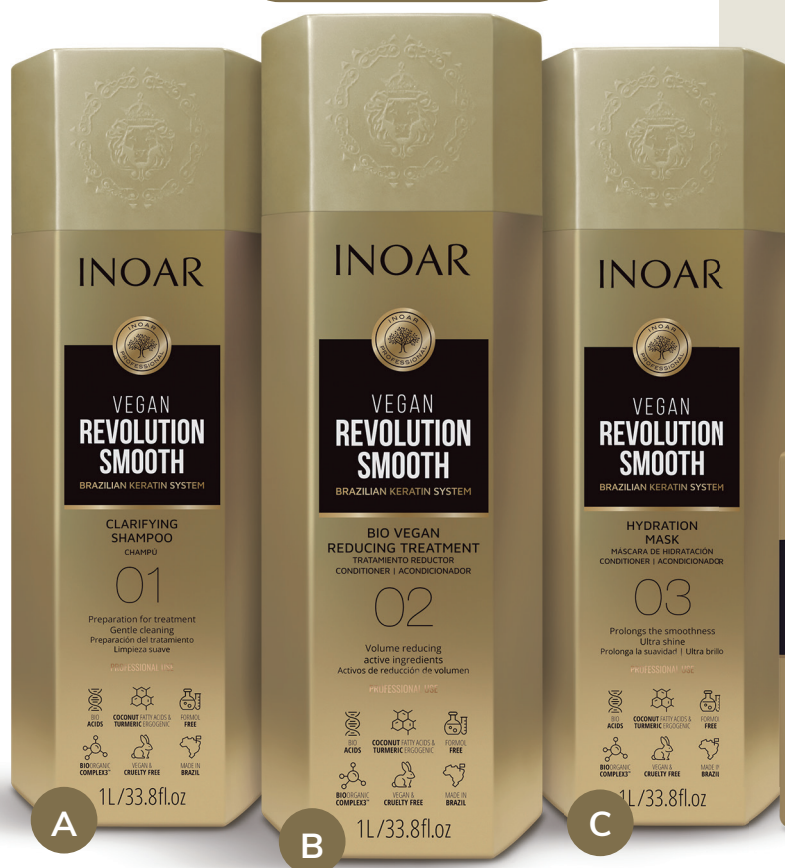
BRAZILIAN KERATIN SYSTEM

Individuality and authenticity are personal values that, according to the main research of global consumption trends, performed by the consultancy Euromonitor, will be important input for the companies to increase their sales in 2022.

Having a product that allows different types of protocols, either to reduce the volume, to treat frizz, to loosen the curls or just to leave them more defined and shiny, it is a necessity that follows trends and cherishes all types of beauty, in a democratic manner.

## Products of the line:

### Professional



### Home Care



**A** Clarifying Shampoo (Step 1)

**B** Bio Vegan Reducing Treatment (Step 2)

**C** Hydrating Mask

**D** Home Care  
Maintenance Shampoo  
(Step 1)

**E** Home Care  
Gloss Conditioning Mask  
(Step 2)

**F** Home Care  
Thermo-Activated Anti-Frizz  
Leave-In (Step 3)

**G** Oil Perfection

# INOAR





## A REVOLUTION:

- | Exclusive and patented formula.
- | Multifunctional: with a single product, the professional can do different hair procedures.
- | Acid blend.
- | Straightening, volume reduction, frizz elimination, curl definition, hydration, rebuilding and more.
- | Vegan formula and cruelty free.
- | Comparative tests evidence its superiority.
- | Straightening, volume reduction, frizz elimination, curl definition, hydration, rebuilding and more.

# 01 ABSOLUTE STRAIGHTENING



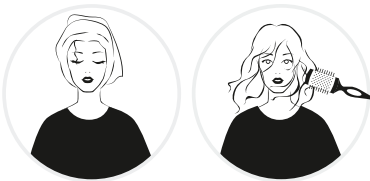
Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Dry 100% of the hair, using a blow dryer.



Part the hair into 4 sections and apply the **Bio Vegan Reducing Treatment (Step 2)**, lock by lock, using a hair dye brush, starting from the bottom, at the back of the head, respecting the 1 cm distance from the scalp. Spread the product using a comb, throughout the lock, making sure the whole hair is covered by the product.



Leave it for 40 minutes, so the hair can absorb every property of the product during the pause. Rinse 70% of the product only with water, leaving 30% of the product in the hair.

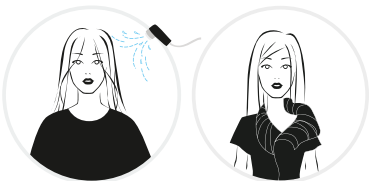


Remove the water excess with a towel.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.

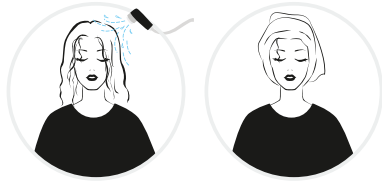


Part the hair into 4 sections and flat iron it 15 times, in very thin locks. Wash the hair and apply the **Hydrating Mask (Step 3)**. Leave it for 3 minutes.



Wash the mask and straight the hair using a blow dryer and a brush. If you want to, flat iron it.

# 02 HAIR BIOPLASTY



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Dry 100% of the hair, using a blow dryer.



Part the hair into 4 sections and apply the **Bio Vegan Reducing Treatment (Step 2)**, lock by lock, using a hair dye brush, starting from the bottom, at the back of the head, respecting the 1 cm distance from the scalp. Spread the product using a comb, throughout the lock, making sure the whole hair is covered by the product.



Leave it for 30 minutes, so the hair can absorb every property of the product during the pause. Rinse 80% of the product only with water, leaving 20% of the product in the hair.



Remove the water excess with a towel. Part the hair into 4 sections and flat iron it 12 times, in very thin locks.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.



Wash the hair and apply the **Hydrating Mask (Step 3)**. Leave it for 3 minutes. Wash the mask and straight the hair using a blow dryer and a brush. If you want to, flat iron it.





# 03 HAIR REALIGNMENT



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Dry 80% of the hair, using a blow dryer.



Part the hair into 4 sections and apply the **Bio Vegan Reducing Treatment (Step 2)**, lock by lock, using a hair dye brush, starting from the bottom, at the back of the head, respecting the 1 cm distance from the scalp. Spread the product using a comb, throughout the lock, making sure the whole hair is covered by the product.



Leave it for 25 minutes, so the hair can absorb every property of the product during the pause. Rinse 100% of the product only with water. Remove the water excess with a towel.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.



Part the hair into 4 sections and flat iron it 10 times, in very thin locks.



Apply the **Hydrating Mask (Step 3)** with the hair damp, Leave it for 3 minutes. Wash the mask and straight the hair using a blow dryer and a brush. If you want to, flat iron it.





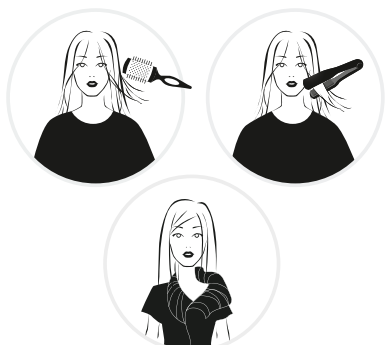
# 04 HAIR REHABILITATION TREATMENT



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel.



Part the hair and apply the product mix in each lock. Being 1 portion of the **Bio Vegan Reducing Treatment (Step 2)** with 2 portions of the **Hydrating Mask (Step 3)**. Cover the hair, and allow it to sit for 10 minutes. Rinse with plenty of water, removing 100% of the product from the hair.



Remove the water excess with a towel. Straight the hair using a blow dryer and a brush, and then, with a flat iron.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.

# 05 **CURL ALIGNMENT**



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Dry 20% of the hair, using a blow dryer.

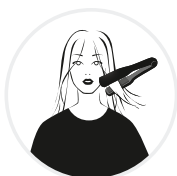


Part the hair into 4 sections and apply the **Bio Vegan Reducing Treatment (Step 2)**, lock by lock, using a hair dye brush, starting from the bottom, at the back of the head, respecting the 1 cm distance from the scalp. Spread the product using a comb, throughout the lock, making sure the whole hair is covered by the product.



Leave it for 20 minutes, so the hair can absorb every property of the product during the pause. Rinse 100% of the product only with water. Remove the water excess with a towel.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.



Straight the hair using a blow dryer and a brush from the roots to the ends. Part the hair into 4 sections and flat iron it 7 times, in very thin locks. Wash the hair and apply the **Hydrating Mask (Step 3)** with the hair damp. Leave it for 3 minutes.



Rinse the mask and, if you want to, dry the hair using a blow dryer with a diffuser attachment for curly hair, at the finalization part.

# 06 ABSOLUTE STRAIGHTENING FOR THICK AND RESISTANT HAIR



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Dry 100% of the hair, using a blow dryer.

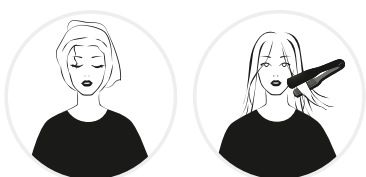


Part the hair into 4 sections and apply the **Bio Vegan Reducing Treatment (Step 2)**, lock by lock, using a hair dye brush, starting from the bottom, at the back of the head, respecting the 1 cm distance from the scalp. Spread the product using a comb, throughout the lock, making sure the whole hair is covered by the product.

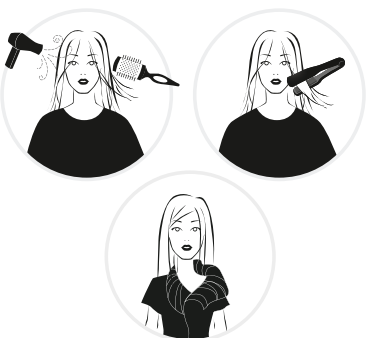


Leave it for 55 minutes, so the hair can absorb every property of the product during the pause. Rinse 70% of the product only with water, leaving 30% of the product in the hair. Remove the water excess with a towel.

**Tip:** In order to enhance the result, apply the **Thermo-Activated Anti-Frizz Leave-In (Step 3 Home Care)**. Straight the hair using a blow dryer and a brush.



Straight the hair using a blow dryer and a brush from the roots to the ends. Part the hair into 4 sections and flat iron it 15 times, in very thin locks. Wash the hair and apply the **Hydrating Mask (Step 3)**. Leave it for 3 minutes.

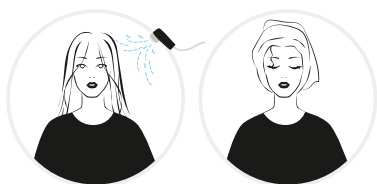


Wash the mask and straight the hair using a blow dryer and a brush. if you want to, flat iron it.



# 07 LUMINOUS STRAIGHT HAIR

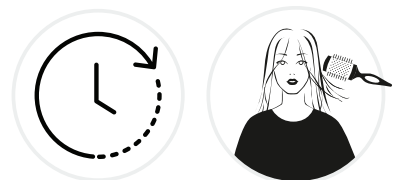
*Protocol indicated for platinum blond hair, buttery blond hair and with colors up to level 10 at the color chart.*



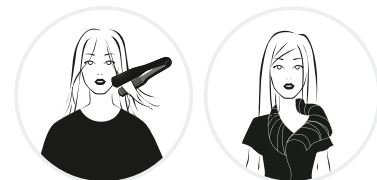
Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel. Remove the water excess with a towel (50%).



Apply the **Bio Vegan Reducing Treatment (Step 2)** and leave it for 25 minutes.



Wash it, apply the **Hydrating Mask (Step 3)** and leave it for 8 minutes. Dry it 100% using a flat hair brush.



Flat iron it from 7 to 8 times in extremely thin locks. Finalize it using the **Oil Perfection Inoar**.

# 08 LUMINOUS BLOND

*Protocol indicated for platinum blond hair, buttery blond hair and with colors up to level 10 at the color chart.*



Wash the hair using the **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Remove the water excess with a towel (50%).



Apply the **Bio Vegan Reducing Treatment (Step 2)** and leave it for 20 minutes. Rinse it 100%.

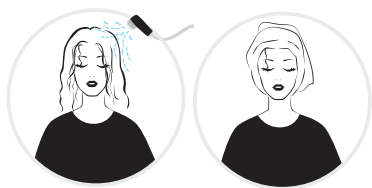


Wash it, apply the **Hydrating Mask (Step 3)** and leave it for 10 minutes. Rinse it 100%.



Dry it using a flat hair brush. Flat iron it repeatedly for 7 times in extremely thin locks. Finalize it using the **Oil Perfection Inoar**.

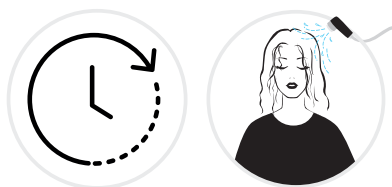
# 09 COLOR STRAIGHT HAIR



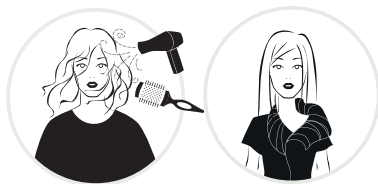
Wash the hair using **Clarifying Shampoo (Step 1)**. Massage it, do it again and wash it with plenty of water. Rinse it 100%. Dry the hair 100%.



Apply the **Bio Vegan Reducing Treatment (Step 2)**. Leave it for 30 minutes. Rinse it 100%. Dry the hair 100% using a blow dryer. Flat iron it 8 times in extremely thin locks.




Rinse the hair only with water, then dry it 100%. Apply the hair dye (40 minutes of break time).



Rinse the hair only with water, apply the **Hydrating Mask (Step 3)** on the length and on the ends. Only wash it, dry it and straight it using a blow dryer and a hair brush. Finalize it using the **Oil Perfection Inoar**.





## HAIR STRAND TEST

Before applying the product throughout the hair, in fragile hair, we recommend a hair strand test. Part the hair and select 3 locks, being one at the back of the head, other at the top of the head and the other one at the front of the head. Apply the **Bio Vegan Reducing Treatment (Step 2)**. Leave it for 30 minutes, then wash it and execute the process according to the description on the step by step, in order to evaluate the resistance of the strand.

### Sensitivity Test:

Apply the **Bio Vegan Reducing Treatment (Step 2)** on the forearm or behind the ear. Leave it for 30 minutes. Wash the spot. Wait for 24 hours and during that time, if there is any skin rash, itch or burning at the spot or near, the sensitivity of the person to the product is clear, therefore, it shall not be used.

For short hair and root touch-up:

For medium hair:

For long hair:

**Product amount:**

**From 50 to 70 ml**

of product

**From 80 to 100 ml**

of product

**From 100 to 120 ml**

of product



**Professional only.**



# FORMULATION IMPROVEMENT

An electromicrographic demonstration of Glyoxylic Acid perfusion indicators visualized in cross-section of hair fiber that consolidates the scientific evidence of evolution for straightening formulations.

An electromicrographic demonstration of Glyoxylic Acid perfusion indicators visualized in cross-section of hair fiber that consolidates the scientific evidence of EVOLUTION FOR STRAIGHTENING FORMULATIONS.

INOAR, through its research center, CEDECII, discloses its latest scientific findings: a new acid infusion of BIO ORGANIC COMPLEX has been shown to be effective in increasing the already established straightening of Glyoxylic Acid. This finding is especially important as it marks a new era of straightening formulations for both the cosmetics manufacturing company and the global follow-up market. Electromicrographic photos demonstrate a greater amount of smoothing agent allocated inside the hair fiber after its application - which suggests a shorter pause time and the possibility of milder formulations than the previous ones, but with a superior effect on the smoothing effect of the capillary curvature. The company will use this new scientific finding both in straightening products and in treatments where the focus is on controlling Frizz. Another remarkable discovery by the researchers was the control of fading of dyed hair and the elimination of the adverse effect of yellowing. Manufacturing processes based on super shear compression were also proposed by the engineering team to support the stability of the new formulation. The graph below compares the capillary perfusion curves of the old product with this new amplified and stabilized formulation, demonstrating up to 35% more straightening and persistence of the new capillary conformation after 90 days.

## ABSTRACT

Studies conducted with human volunteers at CEDECII (INOAR Scientific Development Center) has shown a **higher capacity of hair straightening** not only in hair treated with Glyoxylic Acid, but with an equalized mix of this component enhanced and stabilized by BIO ORGANIC COMPLEX.

**Control of yellowing in bleached hair and suppression of fading of dyed hair** may also be evidenced.

## CEDECII INOAR SCIENTIFIC DEVELOPMENT CENTER

INOCÊNCIA MANOEL

STUDIES CONDUCTED IN LABS AND TECHNICAL CENTER

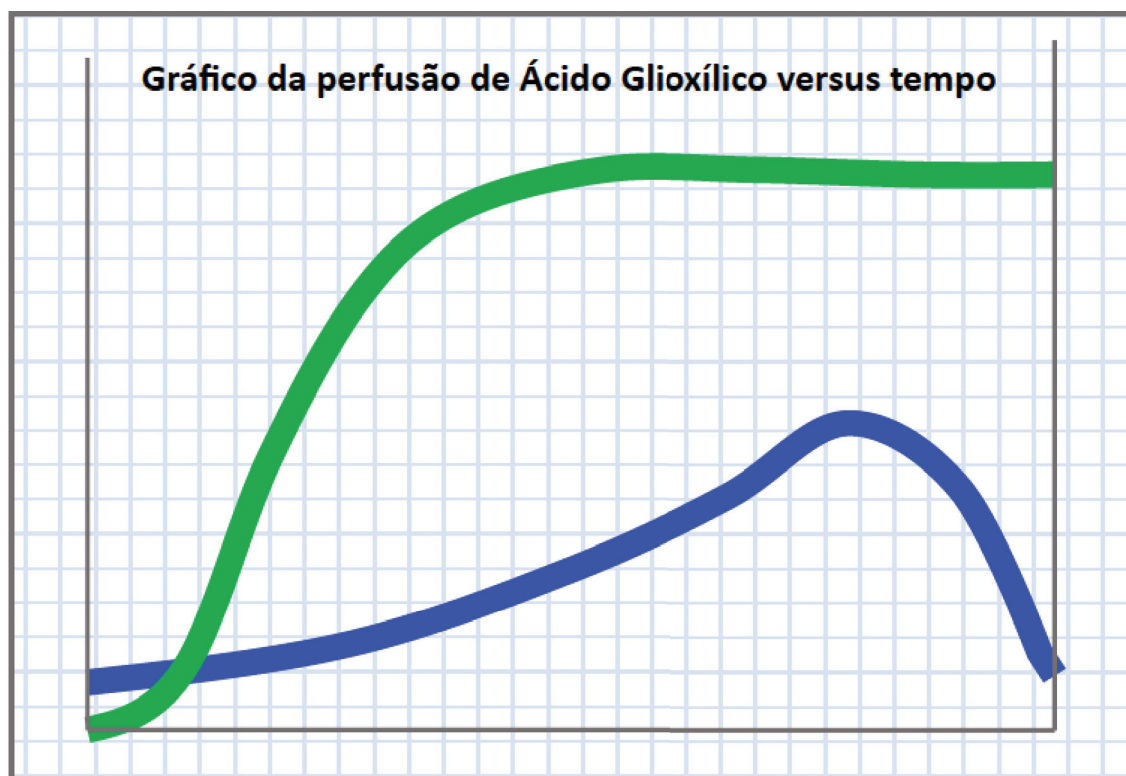
**No animal model was used.  
Human volunteers.**

# INOAR



This work is an update and a revision of the study INOAR SCIENTIFIC APPROACHES, published in 2018. Technical findings based on lab tests followed by the application in human volunteers.

INOAR, through its research center, CEDECII, discloses its latest scientific findings: a new acid infusion of BIO ORGANIC COMPLEX has been shown to be effective in increasing the already established straightening of Glyoxylic Acid. This finding is especially important as it marks a new era of straightening formulations for both the cosmetics manufacturing company and the global follow-up market. Electromicrographic photos demonstrate a greater amount of smoothing agent allocated inside the hair fiber after its application - which suggests a shorter pause time and the possibility of milder formulations than the previous ones, but with a superior effect on the smoothing effect of the capillary curvature. The company will use this new scientific finding both in straightening products and in treatments where the focus is on controlling Frizz. Another remarkable discovery by the researchers was the control of fading of dyed hair and the elimination of the adverse effect of yellowing. Manufacturing processes based on super shear compression were also proposed by the engineering team to support the stability of the new formulation. The graph below compares the capillary perfusion curves of the old product with this new amplified and stabilized formulation, demonstrating up to 35% more straightening and persistence of the new capillary conformation after 90 days.



Studies conducted between the 2nd Semester of 2021 and the 1st Trimester of 2022.

