

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

2024

2024



**PRODUCT  
CATALOG**

# RUBELITA

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

We are made of stories, songs and scents.  
We are made of poetry, colors and laughs.  
We are the desire and aspiration of living a more  
beautiful life.

We are the sunlight reflected in your hair.  
We are smiles in front of the mirror.  
We are conscious that planet Earth needs caring.  
We are made for you and you are perfect for us.  
We are people who love people.

Nice to meet you, we are Rubelita Professional.  
What about you? Are you Rubelita as well?

# ATH BRAND

Clarifying Shampoo  
Liso Mágico  
One Step  
One Step Blond  
Rubitox



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# CLARIFYING SHAMPOO

Deep cleansing

## DESCRIPTION

The Clarifying Shampoo by Rubelita Professional is a product developed especially for who wants a deep cleansing without stripping hair.

## DESIGNATION

For all hair types.


## BENEFITS


It has high cleansing power, removing product buildup, providing softness, shine and health.

## KEY INGREDIENTS

**Seaweed Extract:** It is an anti residue and anti deposit ingredient used to reduce the buildup effect. It promotes deep cleaning in a gentle way.



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# LISO MÁGICO

14 benefits

## DESCRIPTION

The Liso Mágico Spray ATH Technology, by Rubelita Professional, is a professional product ideal for those looking for smooth and silky hair, with an intense shine and softness.


## DESIGNATION


For all hair types.

## BENEFITS

- 1 - Straight hair for much longer
- 2 - Ultra sealing
- 3 - Blocks hair humidity
- 4 - Zero frizz
- 5 - Velvety touch
- 6 - Heat protection
- 7 - Repairs split ends
- 8 - Immediate untangling
- 9 - Intense nutrition
- 10 - Complete restoration
- 11 - Radiant shine
- 12 - Faster drying
- 13 - Chemical free
- 14 - For all hair types



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# ONE STEP

Progressive organic smoothing

## DESCRIPTION

The One Step Progressive Organic Smoothing is the perfect solution for those who want to align, treat and hydrate their hair without compromising its health. 100% organic and formaldehyde free.

## DESIGNATION

For all hair types.

## BENEFITS

Volume reduction, intense hydration, no formaldehyde, long-lasting results, hair strengthening and frizz reduction.


## KEY INGREDIENTS


**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

**Avocado Oil:** It has a high power of nutrition and hydration of the hair due to vitamins A, B1, B2, C and D, amino acids and volatile acids in its composition. The result is a hydrated, silky and nourished hair.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.



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# SIZES




1L



300ml

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# ONE STEP BLOND

Progressive organic smoothing

## DESCRIPTION

The One Step Blond Organic Progressive Smoothing by Rubelita Professional is ideal for those looking to align, treat and hydrate blonde hair in a 100% organic way and without Formalin.

## DESIGNATION

For blonde hair of all types.

## BENEFITS

Intense hydration, hair strengthening, protection against damage caused by external agents - such as sun and pollution, volume reduction and frizz control, long-lasting results, deep nourishment and smoothing of the hair cuticle.

## KEY INGREDIENTS

**Coconut Lipids:** Provides moisturizing, nourishing, anti-frizz action and cuticle sealing.


**Wheat Protein:** Protects and helps restore hair's natural flexibility.


**Pracaxi Oil:** Creates a protective layer on the hair fiber, protects it from humidity, controls the volume and helps to stop hair loss.

**Okra Extract:** Seals and smoothes the cuticle, leaving the hair frizz free.

**Aloe Vera Extract:** Provides hydration, softness and regeneration to the hair.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

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# SIZES




1L



300ml

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# RUBITOX ORGÂNICO

Fiber realignment cream

## DESCRIPTION

Rubelita Professional's Organic Rubitox is a hair treatment that offers deep nourishment for the hair, in addition to fast and effective results. The ideal option for those who want to restore shine and softness to their hair without formaldehyde.

## DESIGNATION

For all hair types.

## BENEFITS

Realigns the hair fiber, recovers damaged hair, reduces frizz, gives back shine, softness and deep nourishment.

## KEY INGREDIENTS

**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

**Avocado Oil:** It has a high power of nutrition and hydration of the hair due to vitamins A, B1, B2, C and D, amino acids and volatile acids in its composition. The result is a hydrated, silky and nourished hair.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

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# SIZES




1kg



250g

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# HAIR CARE LINES



Blond Me  
Day By Day  
Extreme Care  
Resistent Therapy  
SOS Fiber

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# BLOND ME SHAMPOO

Violet toning

## DESCRIPTION

The violet toning Blond Me Shampoo by Rubelita Professional is ideal for blonde hair, as it has a specific formula to care for and make the hair healthier.

## DESIGNATION

For all types of blonde hair, whether natural or dyed.

## BENEFITS


Provides deep nourishment and hydration, resistance to breakage of chemically damaged hair. Soft and shiny hair all day long.


## KEY INGREDIENTS

**Açaí extract:** Helps to keep the hair healthy, strong and beautiful, providing deep nourishment and hydration, as well as protection against damage and stimulation of hair growth.

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.



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# BLOND ME MASK

Violet toning

## DESCRIPTION

The Blond Me Mask by Rubelita Professional is ideal for neutralizing unwanted tones in blonde hair.

## DESIGNATION

For all types of blonde hair, whether natural or dyed.

## BENEFITS

Neutralizes unwanted tones, providing intense nutrition and intense shine. Gives resistance to breakage of chemically damaged hair. Soft and shiny hair all day long.

## KEY INGREDIENTS

**Açaí extract:** Helps to keep the hair healthy, strong and beautiful, providing deep nourishment and hydration, as well as protection against damage and stimulation of hair growth.

**Macadamia oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.



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# DAY BY DAY SHAMPOO

Hair nutrition

## DESCRIPTION

The Day By Day Shampoo by Rubelita Professional is ideal for who wants stronger, healthier hair with intense shine.

## DESIGNATION

For all hair types.

## BENEFITS


The Day By Day Shampoo promotes deep nutrition to the hair, fortifying and keeping them healthy for longer. In addition, it helps prevent split ends and leaves hair with an intense shine.


## KEY INGREDIENTS

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

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# SIZES




1L



300ml

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# DAY BY DAY MASK

Hair nutrition

## DESCRIPTION

The Day by Day Mask by Rubelita Professional is an intense treatment for hair that needs deep nourishment.

## DESIGNATION

For all hair types.

## BENEFITS

The Day By Day Mask has antioxidant action, promotes intense nourishment, strengthens and eliminates hair dryness. In addition, it helps fight breakage and gives the hair a radiant shine.


## KEY INGREDIENTS

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

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# SIZES




1kg



250g

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# DAY BY DAY CONDITIONER

Hair nutrition

## DESCRIPTION

The Day by Day Conditioner by Rubelita Professional is formulated to intensify hair treatment. It contains ingredients that nourishes, hydrates and protects the hair.

## DESIGNATION

For all hair types.

## BENEFITS

The Day By Day Conditioner, in addition to nourishing, hydrating and protecting the hair, also helps to detangle, seal the cuticles and gives shine to damaged hair.


## KEY INGREDIENTS


**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.



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# EXTREME CARE SHAMPOO

Hair reconstruction

## DESCRIPTION

The Extreme Care Shampoo by Rubelita Professional, is ideal for damaged hair that needs restoration.

## DESIGNATION

For all hair types, specially the damaged ones.

## BENEFITS

The Extreme Care Shampoo restores damaged hair, restoring shine and softness.

## KEY INGREDIENTS


**Shea Butter:** Provides nourishment and deep hydration. It works as a shield for the hair against heat from styling tools and UV rays.

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

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# SIZES




1L



300ml

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# EXTREME CARE MASK

Hair reconstruction

## DESCRIPTION

The Extreme Care Mask by Rubelita Professional provides deep reconstruction for damaged hair, recovering its intense shine and health.

## DESIGNATION

For all hair types, specially the damaged ones.

## BENEFITS

The Extreme Care Mask has benefits such as: restoration of the hair fiber, deep hydration, reconstruction of damaged hair, in addition to intense shine and health.

## KEY INGREDIENTS

**Shea Butter:** Provides nourishment and deep hydration. It works as a shield for the hair against heat from styling tools and UV rays.

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

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# SIZES




1kg



250g

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# EXTREME CARE CONDITIONER

Hair reconstruction

## DESCRIPTION

The Extreme Care Conditioner instantly rebuilds all hair zones and protects against new aggressions. It also strengthens, promotes shine and softness to damaged or chemically treated hair, restoring the healthy state of the hair fiber from the inside.

## DESIGNATION

For all hair types, specially the damaged ones.

## BENEFITS

Reconstruction of hair fiber, resistance to breakage and prevention of hair damage.

## KEY INGREDIENTS

**Shea Butter:** Provides nourishment and deep hydration. It works as a shield for the hair against heat from styling tools and UV rays.

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.

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EXTRE  
ME  
CARE


CONDICIONADOR RECONSTRUTOR  
RECONSTRUCTOR CONDITIONER


RESTAURAÇÃO E CAUTERIZAÇÃO  
RESTORATION AND CAUTERIZATION

MANTEIGA DE KARITÉ | KERATINA  
PANTENOL | LÍPIDIOS DA UVA  
SHEA BUTTER | KERATIN  
PANTHENOL | GRAPE LIPIDS

300ml

HOME CARE

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# RESISTENT THERAPY SHAMPOO

Hair hydration

## DESCRIPTION

The Resistent Therapy Shampoo by Rubelita Professional was developed for who seeks treatment and nutrition for their hair.

## DESIGNATION

For all hair types.

## BENEFITS


The main benefits are hydration, restoration and strengthening of hair, in addition to deep nourishment and intense shine.


## KEY INGREDIENTS

**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.

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# SIZES




1L



300ml

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# RESISTENT THERAPY MASK

Hair hydration

## DESCRIPTION

The Resistent Therapy Mask by Rubelita Professional is a deep treatment mask, specifically for damaged hair that needs intense repair.

## DESIGNATION

For all hair types

## BENEFITS

The Resistent Therapy Mask aims to repair damaged hair, providing health, shine, softness and vitality to the hair.

## KEY INGREDIENTS

**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.

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# SIZES




1kg



250g

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# RESISTENT THERAPY CONDITIONER

Hair hydration

## DESCRIPTION

The Resistant Therapy Conditioner by Rubelita Professional was made to hydrate and make hair more resistant. It has ingredients that helps to revitalize the hair.

## DESIGNATION

For all hair types.

## BENEFITS

Hydration, strengthening and increased resistance of the hair. It also provides intense shine and softness.


## KEY INGREDIENTS


**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.



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# COMPLETE TREATMENT KIT

The most complete hair treatment in a beautiful and elegant box, perfect for gifting.

Each kit contains 1 Shampoo (300ml), 1 Conditioner (300ml), 1 Mask (250g) and 1 Ampoule (15ml)

## Hydration



MÁSCARA HIDRATAÇÃO  
HYDRATION MASK

BRILO EXTREMO  
EXTREME SHINE

COLÁGENO HIBRIDIZADO | ÁCIDO FÁLTICO | ÓLEO DE MACADÂMIA  
HYBRID COLLAGEN | LACTIC ACID | MACADAMIA OIL

## Nutrition



NUTRIÇÃO CAPILAR  
HAIR NUTRITION

ANTIOXIDANTE E ELIMINA O RESSECAMENTO  
ANTIOXIDANT AND ELIMINATES DRYNESS

QUERATINA | ÓLEO DE SEMENTE DE UVA | PANTENOL  
KERATIN | GRAPE SEED OIL | PANTHENOL

## Restoration



MÁSCARA RECONSTRUTORA  
RECONSTRUCTIVE MASK

RESTAURAÇÃO E CAUTERIZAÇÃO  
RESTORATION AND CAUTERIZATION

MANTIGA DE KERATINA | KERATIN | PANTENOL | LÍPIDOS DA UVA  
KERATIN POWDER | KERATIN | PANTHENOL | LIPIDS OF UVA

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# SOS FIBER SHAMPOO

Hair reconstruction

## DESCRIPTION

The SOS Fiber Shampoo by Rubelita Professional is a complete treatment product for damaged hair, which has an exclusive repair system that gives back the strength and health they need.

## DESIGNATION

For damaged, brittle and chemically treated hair.

## BENEFITS


The benefits of SOS Fiber Shampoo by Rubelita Professional are: restoration of hair resistance, repair of damage caused by chemical processes, recovery of damaged hair and anti-breakage action.

## KEY INGREDIENTS

**Cupuaçu Butter:** Rich in nutrients and emollient properties. It helps strengthen the hair, promotes the sealing of the cuticles, controls frizz, increases shine and softness of the hair. It also has antioxidant action, which protects hair against external damage.

**Marrow Extract:** Rich in proteins, vitamins and minerals that strengthen and nourish the hair. Deeply hydrates, improves elasticity, reduces breakage and split ends, and leaves the hair softer and shinier.

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# SOS FIBER ANTI-RUBBER SPRAY

Hair reconstruction

## DESCRIPTION

The SOS Fiber Anti-Rubber Spray is the perfect product for anyone looking to restore the health of chemically damaged hair. With Reverse Fiber Max Technology, this spray is capable of ending the rubbery effect of the hair, in addition to replacing the keratin lost in chemical processes and rebuilding damaged hair.

## DESIGNATION

For damaged, brittle and chemically treated hair.


## BENEFITS


It ends the hair's rubbery effect, replaces the keratin lost in chemical processes, rebuilds damaged hair, strengthens and increases the softness of the hair.

## KEY INGREDIENTS

**Power Blend of Amino Acids and Protein:** Amino acids provide essential nutrients for hair health, while proteins help repair the hair structure. Additionally, these ingredients can help reduce breakage and frizz, improve elasticity, and increase hair shine.



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# SOS FIBER MASK

Hair reconstruction

## DESCRIPTION

The SOS Fiber Mask by Rubelita Professional is a great option for those who want to take care of their hair, as it has an innovative technology capable of restoring the health and shine of the hair.

## DESIGNATION

For damaged, brittle and chemically treated hair.

## BENEFITS

Restoration of damaged hair, deep hydration, intense nutrition, strengthening of the hair, intense shine and protection against dryness.

## KEY INGREDIENTS

**Cupuaçu Butter:** Rich in nutrients and emollient properties. It helps strengthen the hair, promotes the sealing of the cuticles, controls frizz, increases shine and softness of the hair. It also has antioxidant action, which protects hair against external damage.

**Marrow Extract:** Rich in proteins, vitamins and minerals that strengthen and nourish the hair. Deeply hydrates, improves elasticity, reduces breakage and split ends, and leaves the hair softer and shinier.

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# SOS FIBER LEAVE-IN

Hair reconstruction

## DESCRIPTION

SOS Fiber Leave-in by Rubelita Professional is a professional finisher that provides hair protection, restoration and reconstruction.

## DESIGNATION

For damaged, brittle and chemically treated hair.


## BENEFITS


Reconstructs the hair, deeply hydrates, nourishes and restores, leaving the hair healthy, soft, shiny and with much more resistance.

## KEY INGREDIENTS

**Cupuaçu Butter:** Rich in nutrients and emollient properties. It helps strengthen the hair, promotes the sealing of the cuticles, controls frizz, increases shine and softness of the hair. It also has antioxidant action, which protects hair against external damage.

**Marrow Extract:** Rich in proteins, vitamins and minerals that strengthen and nourish the hair. Deeply hydrates, improves elasticity, reduces breakage and split ends, and leaves the hair softer and shinier.

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# AMPOULES

Blond Me  
Day By Day  
Extreme Care  
Resistent Therapy  
SOS Fiber



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# BLOND ME AMPOULE

Hair treatment

## DESCRIPTION

The Blond Me Ampoule from Rubelita Professional is a special treatment for blonde hair that helps maintain the shine, tone, and color of the hair.

## DESIGNATION

For all types of blonde hair, whether natural or dyed.

## BENEFITS

The Blond Me Ampoule has properties that help moisturize, nourish, and protect the blonde hair, maintaining the desired tone and shine.


## KEY INGREDIENTS


**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.

**Shea Butter:** Provides nourishment and deep hydration. It works as a shield for the hair against heat from styling tools and UV rays.

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.



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# DAY BY DAY AMPOULE

Hair treatment

## DESCRIPTION

The Day By Day Ampoule by Rubelita Professional is developed to nourish and restore the hair, restoring shine, softness and health.

## DESIGNATION

For all hair types.

## BENEFITS

The Day By Day Ampoule restores, nourishes and repairs the hair, restoring shine and softness, in addition to providing heat and action of time protection.

## KEY INGREDIENTS


**Coconut Oil:** Rich in vitamins, acts on the structure of the hair, recovering the fiber, strengthening and creating a protective film on the hair.


**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Avocado Oil:** It has a high power of nutrition and hydration of the hair due to vitamins A, B1, B2, C and D, amino acids and volatile acids in its composition. The result is a hydrated, silky and nourished hair.

**Grape Seed Oil:** Provides moisturization, nutrition, shine with antioxidant action for the fiber.



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# EXTREME CARE AMPOULE

Hair treatment

## DESCRIPTION

The Extreme Care Ampoule by Rubelita Professional is formulated to offer hair's deep reconstruction, restoring the balance of damaged hair.

## DESIGNATION

For all hair types, specially the damaged ones.


## BENEFITS


The Last Reconstrução Ampoule offers deep hair restoration, restoring resistance, elasticity, hydration, malleability and intense shine.

## KEY INGREDIENTS

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.

**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.

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# RESISTENT THERAPY AMPOULE

Hair ampoule

## DESCRIPTION

The Resistent Therapy Ampoule by Rubelita Professional was developed to deeply hydrate and nourish the hair, while helping to repair damage caused by heat sources and chemical processes.

## DESIGNATION

For all hair types.

## BENEFITS

The Resistent Therapy Ampoule has properties that help hydrate, nourish and protect the hair, maintaining the desired shine.

## KEY INGREDIENTS


**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Sunflower Oil:** Acts as a natural moisturizer due to its vitamins and minerals, which are essential for hair growth.

**Aloe Vera Extract:** Provides hydration, softness and regeneration to the hair.

**Bamboo Extract:** Repairs damage caused by chemicals, also helping to strengthen hair fibers, improve texture and prevent hair breakage.

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# SOS FIBER AMPOULE

Hair treatment

## DESCRIPTION

The SOS Fiber Ampoule is a hair treatment ampoule with a unique combination of ingredients to rebuild, strengthen, and hydrate damaged hair.

## DESIGNATION

For damaged, brittle and chemically treated hair.

## BENEFITS

Provides deep hair reconstruction, strengthening, and realigning the fibers of damaged hair. Additionally, it offers intense hydration and nourishment for softer, shinier, and healthier hair.

## KEY INGREDIENTS

**Collagen:** Completely rebuilds the hair fiber in addition to a deep hydration.


**Coconut Oil:** Rich in vitamins, acts on the structure of the hair, recovering the fiber, strengthening and creating a protective film on the hair.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

**Marrow Extract:** Rich in proteins, vitamins and minerals that strengthen and nourish the hair. Deeply hydrates, improves elasticity, reduces breakage and split ends, and leaves the hair softer and shinier.



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# CRONOGRAMA CAPILAR

hair schedule

## extreme



Hair nutrition involves the use of products containing vegetable oils, butters, and other nutrient-rich ingredients. This helps replenish the natural lipids of the hair, improving elasticity and overall hair health.

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This step involves using products rich in water and moisturizing ingredients, such as aloe vera and glycerin, to replace lost moisture in your hair. This helps keep the hair soft and flexible.

In the reconstruction stage, products with proteins, such as keratin, collagen and amino acids, are used to strengthen damaged hair and repair potential structural damage. This is particularly useful for hair that has been chemically processed or is excessively damaged.

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# LEAVE-INS AND OILS

Argan Oil  
BB Cream  
Extreme Care Spray  
Resistent Oil



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# ARGAN OIL

Argan oil

## DESCRIPTION

The Argan Oil by Rubelita Professional is a professional treatment oil that nourishes, hydrates and repairs the hair, leaving it shiny and soft.

## DESIGNATION

For all hair types.


## BENEFITS


Nourishes, hydrates and repairs the hair, leaving it soft, nourished and shiny.

## KEY INGREDIENTS

**Argan Oil:** Promotes deep hydration and nutrition of the hair, making them much brighter, softer and without split ends.



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# SIZES




60ml



7ml

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# AVAILABLE PACKAGES




60ml



12 units of 7ml

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# BB CREAM

10 benefits leave-in

## DESCRIPTION

The BB Cream 10-in-1 by Rubelita Professional is a complete treatment for your hair. Its formula has special ingredients that contribute to the health and beauty of the hair.

## DESIGNATION

For all hair types.


## BENEFITS


- 1 - Repairs dry and damaged hair.
- 2 - Controls frizz.
- 3 - Protects from the heat of styling tools.
- 4 - Softens and leaves a satin touch.
- 5 - Protects from the sun and maintains color.
- 6 - Makes brushing and straightening easier.
- 7 - Leaves the hair loose and untangled.
- 8 - Keeps the hairstyle longer.
- 9 - Prevents split ends.
- 10 - Controls the natural volume of the hair.

## KEY INGREDIENTS

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.

**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.

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# EXTREME CARE SPRAY

Reconstruction spray mask

## DESCRIPTION

The Extreme Care Spray Mask by Rubelita Professional is a reconstructive treatment for damaged hair.

## DESIGNATION

For all hair types, specially the damaged ones.

## BENEFITS

The Extreme Care Spray Mask has restorative action, restoring the hair fiber's health, strength and softness.

## KEY INGREDIENTS

**Panthenol:** Ensures moisturizing and damage prevention by improving the conditioning of dry and damaged hair, reducing the formation of split ends.


**Lactic Acid:** This advanced technology has the power to reinforce the capillary fiber and provide a deep reconstruction to the cortex.


**Lumini System:** Smart active that promotes the retexturization of the hair fiber through the hair's alignment, resulting in a decrease in frizz and hair volume and an increase in shine.

**Wheat Protein:** Contains plant peptides originated from wheat. Protects and helps restore the hair's natural flexibility.

**Keratin:** Rebuilds the hair fiber, providing resistance to breakage of chemically damaged hair, leaving it soft and shiny all day.



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# RESISTENT OIL

Macadamia oil

## DESCRIPTION

The Resistent Oil by Rubelita Professional is specially developed to treat and repair the ends of the hair, leaving it hydrated, soft and ready to be styled.

## DESIGNATION


For all hair types.


## BENEFITS

The Resistent Oil provides hair greater resistance, malleability and elasticity, also improving appearance, leaving it shiny, soft and nourished.

## ATIVOS

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.

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# SIZES




60ml



7ml

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# AVAILABLE PACKAGES




60ml



12 units of 7ml

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# LIGHTENING LINE

Hydrogen Peroxide  
Lightener Powder



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# HYDROGEN PEROXIDE

Creamy and stabilized

## DESCRIPTION

Revealing emulsion developed to be used in the preparation of treatments such as coloring and bleaching.


## DESIGNATION


For all hair types

## KEY INGREDIENTS

**Hydrogen peroxide:** Bleaching agent commonly used in dyes and hair bleaching products. It works by removing the hair's natural pigment, allowing a new color to easily replace it.



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# VOLUMES



10




20




30



40

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# LIGHTENER POWDER

Lightens up to 9 tones

## DESCRIPTION

The Lightener Powder by Rubelita Professional lightens up to 9 tones in your hair. The product has Dust Free technology (does not make dust) and provides greater protection and care for the hair.

## DESIGNATION

For all hair types.

## BENEFITS

Adds protection and softness, allowing the treatment to last much longer on the hair.

## KEY INGREDIENTS


**Sunflower Oil:** Acts as a natural moisturizer due to its vitamins and minerals, which are essential for hair growth.

**Coconut Oil:** Rich in vitamins, acts on the structure of the hair, recovering the fiber, strengthening and creating a protective film on the hair.

**Macadamia Oil:** Repairing system, acts on the structure of the hair recovering the capillary fiber. Rich in vitamin A and proteins, strengthens and creates a protective film on the hair.

**Sweet Almond Oil:** Strengthens, promotes growth, hydrates, reduces dryness and improves hair texture and shine.

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# COLORS




Blue



White

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