

Nouvelle®

# DAMAGED HAIR

## Hair damage is not a new concept.

However, the factors that contribute to hair damage have increased tremendously over recent years due to the negative impact of lifestyle shifts and haircare habits, which have changed over time.

Hair damage is caused by a variety of factors: popular aggressive chemical treatments, traction from heated styling tools, excessive and harsh cleansing and brushing, as well as lifestyle factors such as stress, UV exposure or environmental pollution.

# Genius repair



## Protect, Revive, Repair: The ultimate bond multiplying hair system.

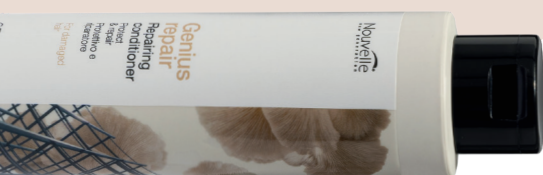
Nouvelle has developed a complete range of haircare products for salon services and home care that repair, strengthen and protect hair deeply. The exclusively formulated and unparalleled main ingredients - fermented mushroom biotechnology, a vegan protein complex containing rice and pumpkin, and the exclusive fiber bond fixer - combine to repair the hair by multiplying the disulphide bonds within the hair's structure, restoring its natural healthy appearance and shine.



# THE PRODUCTS

5 products make up the range: a shampoo, an ultra-treat spray, a conditioner, a mask and an oil.

When used together as a routine, they work in synergy to protect, repair and revive the hair. The products can also be mixed and matched to suit any hair type, for the ultimate hair repair treatment.



## REPAIRING CONDITIONER

10 ml / 250 ml / 1000 ml

**Protecting and repairing conditioner.** An evolved complex obtained through biotechnologies applied to mushrooms, combined with pumpkin and rice proteins, repair the integrity of the hair with exceptional results, giving the hair renewed lustre and vitality.

USE: after shampooing, apply to damp hair and leave on for 2-3 minutes, then rinse.

RRP: 17.50€



## REPAIRING ULTRA-TREAT SPRAY

150 ml

**Protecting and repairing treatment spray.** An evolved complex obtained through biotechnologies applied to mushrooms, combined with pumpkin and rice proteins, repair the integrity of the hair with exceptional results, giving the hair renewed lustre and vitality.

USE: after shampooing, spray over hair, focusing on damaged areas. Leave on for 5 minutes. Without rinsing and depending on hair type, apply Genius Repair conditioner or mask.

RRP: 21.50€



## REPAIRING MASK

10 ml / 300 ml / 500 ml

**Protecting and repairing mask.** An evolved complex obtained through biotechnologies applied to mushrooms, combined with pumpkin and rice proteins, repair the integrity of the hair with exceptional results, giving the hair renewed lustre and vitality.

USE: 1 or 2 times a week, after shampooing, apply to damp hair and leave on for 3-5 minutes. Rinse well.

RRP: 19.50€



## REPAIRING SHAMPOO

10 ml / 250 ml / 1000 ml

**Protecting and repairing shampoo.** An evolved complex obtained through biotechnologies applied to mushrooms, combined with pumpkin and rice proteins, repair the integrity of the hair with exceptional results, giving the hair renewed lustre and vitality.

USE: apply evenly to damp hair and massage gently, then rinse. Repeat if necessary.

RRP: 16.50€



## PRE & POST REPAIRING ROUTINE OIL

5 ml / 100 ml

**Protecting and repairing oil.** A precious oil to protect hair before cleansing, or to give a final touch of shine and nourishment to coarse, damaged hair.

USE: PRE-SHAMPOO TREATMENT FOR ALL HAIR TYPES: dampen hair and apply to lengths and ends, especially to damaged areas. Massage and comb the hair and leave on for 5 minutes. Rinse the product, then proceed with the shampoo and complete the treatment. POST-TREATMENT FOR COARSE, CURLY AND DAMAGED HAIR: before drying, apply a small amount of product to lengths and ends and proceed with drying and styling; after drying, apply a small amount of product to lengths and ends as a final touch.

RRP: 34.50€

# DRY FINE HAIR



**STEP 1**  
REPAIRING  
SHAMPOO



**STEP 2**  
REPAIRING  
ULTRA-TREAT SPRAY



**STEP 3**  
REPAIRING  
CONDITIONER



**STEP 4**  
BLOW-DRY  
AND STYLE

# DAMAGED FINE HAIR



**STEP 1**  
PRE & POST  
REPAIRING  
ROUTINE OIL



**STEP 2**  
REPAIRING  
SHAMPOO



**STEP 3**  
REPAIRING  
ULTRA-TREAT  
SPRAY



**STEP 4**  
REPAIRING CONDITIONER  
alternate with REPAIRING  
MASK 1-2 times per week



**STEP 5**  
BLOW-DRY  
AND STYLE

# DRY COARSE, CURLY HAIR



**STEP 1**  
REPAIRING  
SHAMPOO



**STEP 2**  
REPAIRING  
ULTRA-TREAT  
SPRAY



**STEP 3**  
REPAIRING CONDITIONER  
alternate with REPAIRING  
MASK 1-2 times per week



**STEP 4**  
PRE & POST  
REPAIRING  
ROUTINE OIL



**STEP 5**  
BLOW-DRY  
AND STYLE

# DAMAGED COARSE, CURLY HAIR



**STEP 1**  
PRE & POST  
REPAIRING  
ROUTINE OIL



**STEP 2**  
REPAIRING  
SHAMPOO



**STEP 3**  
REPAIRING  
ULTRA-TREAT  
SPRAY



**STEP 4**  
REPAIRING CONDITIONER  
alternate with REPAIRING  
MASK 1-2 times per week

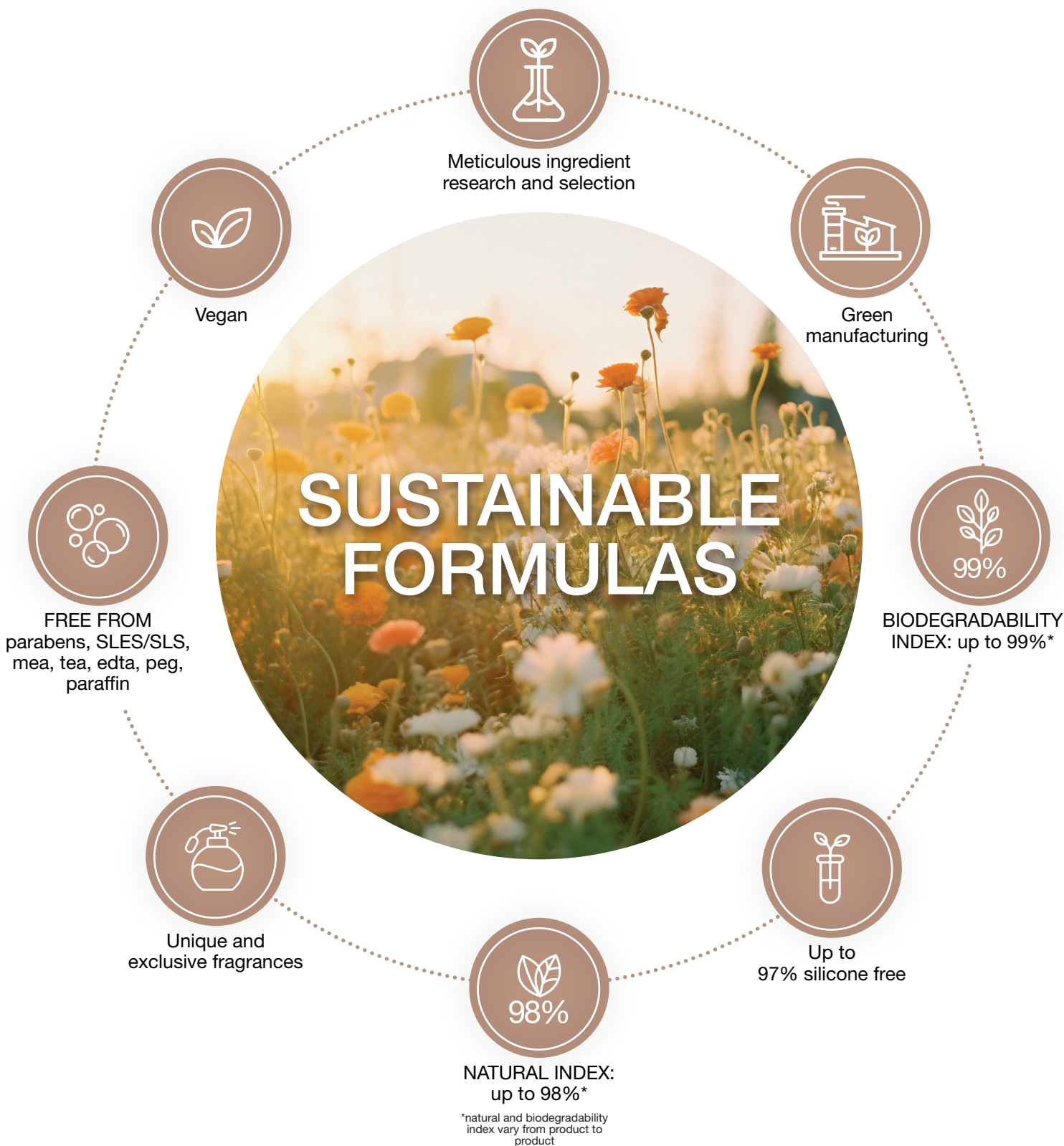


**STEP 5**  
PRE & POST  
REPAIRING  
ROUTINE OIL



**STEP 6**  
BLOW-DRY  
AND STYLE





## NOUVELLE INSPIRED BY ART

The haircare brand with over 30 years experience in the global market, producing both professional and consumer products of the highest excellence.

Nouvelle gives hairdressers and clients around the world the essential instruments they need to construct their own beautiful uniqueness.