



Brazilian Keratin

Keratin is the primary protein found in hair particles and is essential for healthy hair. However, 70%-80% of the keratin in hair is lost due to blow drying, curling irons, straighteners, sun rays, excessive heat and dryness and other harmful chemicals. Keratin reinforces the structure of the hair and results in shiny, soft hair with natural movement.

To Use:

1. Apply **Novex Brazilian Keratin Shampoo** and rinse.
2. After shampoo apply **Novex Brazilian Keratin Deep Hair Care Treatment** to moist hair and massage.
3. Allow deep treatment to sit on hair for 25 minutes and then rinse well.
4. Optional: apply **Blindagem Brazilian Keratin** before blow drying as a heat protectant and for extra shine. Or apply **Keratin Recharge** as an extra deep leave in conditioner.
5. Use **Novex Brazilian Keratin Conditioner** for daily care.



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