

Inebrya
» THE ITALIAN SENSE OF HAIR

Shecare

REPAIR TREATMENTS



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BEAUTY? IT'S A MATTER OF LIFE STYLE

Modern life and the **hectic pace** we keep
do not help our health neither our beauty.

This is why more and more people with **damaged hair**
visit hair salons to get help from their hairdressers.

FACTORS DAMAGING HAIR:

- Exposure to smog, fine dusts and UV rays
 - Chemical treatments
 - Digital pollution
 - Stress factors
 - Unhealthy diets
- Harmful routines and bad habits

WHAT DOES THE MARKET NEED?

More **performing and easy to use products**,
which effectively optimize exposure and rinse times.
Customized protocols based on hair type
both in salon and at home.

Shecare

THE PROFESSIONAL RECONSTRUCTION SERVICE **FOR HEALTHY AND VITAL HAIR**

WHAT IS IT?

Reconstruction is a **treatment which acts deeply to contribute restoring the hair keratin structure for healthy, bright and vital hair.**

WHEN IS IT RECOMMENDED?

When **hair is damaged** because of chemical treatments, daily use of flat iron, unbalanced diets, stress and progressive decay.

FOR WHICH TARGET?

There is no specific target client for reconstruction.
From younger girls to mature women, everyone undergoes a **physiological and progressive decay of the hair fibre.**



Shecare

THE REVOLUTIONARY RECONSTRUCTION TREATMENT SIGNED BY INEBRYA

SHECARE is the safe, versatile and complete Inebrya professional line for an effective reconstruction of damaged, treated or limp hair.

WHY IS IT REVOLUTIONARY?

SHECARE is a **complete reconstruction service**, that does not only act on lengths, but also on scalp offering clients wellbeing, comfort and **truly amazing results**.



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THE 4 PROMISES
THAT WILL MAKE YOU FALL IN LOVE FOR

Shecare

1

DOUBLE ACTION ON
SCALP AND HAIR

2

SPEED AND
CUSTOMIZATION

3

CAREFUL SEARCH FOR PLANT
BASED ACTIVE INGREDIENTS

4

WOW FRAGRANCES, SENSORY TEXTURES
AND ELEGANT DESIGN

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1 DOUBLE ACTION ON SCALP AND HAIR

SHECARE is the reconstruction treatment that acts also on scalp: **exfoliating and purifying** it thus favouring healthy hair growth. Gently massaging the product during the treatment, reconstruction becomes **a moment of wellbeing and comfort for your customers.**

BENEFITS

SCALP:

It purifies the scalp eliminating dandruff and smog, and through massage the product stimulates microcirculation and oxygenates tissues.

HAIR:

It restores the optimal keratin structure of hair thus increasing strength, brightness and volume.



2 SPEED AND CUSTOMIZATION

SHECARE offers a **complete treatment in few minutes** through **reconstruction solutions** which are designed to satisfy the needs of all clients.

Shecare reconstruction also allows to customise the **reconstruction ritual** according to the type of hair to be treated: thin and coarse, natural and treated.

Application is fast and easy.

SHECARE is not just a treatment, but a true wellbeing ritual that turns the in-salon service into an indulging moment for you clients

3

CAREFUL SEARCH FOR PLANT-BASED ACTIVE INGREDIENTS

HERO INGREDIENT: THE PLANT-BASED KERATIN

It is a **100% plant origin active ingredient**, in line with current market trends: an amino acid complex known for its **numerous beneficial properties**:

- Increases hair strength and elasticity
 - Prevents hair fibre damage
- Makes hair shinier and improves combability
 - Reduces static effect and frizz
 - Fills and boosts hair volume

In addition to this, plant-based Keratin contains a special Peptide that is known for its extraordinary ability to fill the hair keratin structure by restoring optimal levels of vigour and volume.

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4

WOW FRAGRANCES, SENSORY TEXTURES, ELEGANT DESIGN

The in-salon experience becomes a **sensory journey that involves all senses** through smell, sight and touch.

This is why Shecare accompanies the reconstruction treatment with **appealing textures** and **«wow» effect fragrances** that can inebriate the client from the very first application.

The products feature renewed **elegant, ergonomic and sensory packaging** to offer a complete beauty and wellbeing experience.





Shecare

PROFESSIONAL RECONSTRUCTION

Which starts **from the scalp**
and reaches out **to the lengths**
for truly amazing results

SCALP REBALANCING TREATMENT

REPAIR SCALP TREATMENT

Exfoliating and soothing treatment enriched with **plant-based Keratin**, **Glucono delta-lactone**, **Mentol** and **Piroctone**.

ACTION:

Gives a pleasant feeling of well-being, hydration and relief to the scalp.
Recommended for damaged, treated and limp hair.

METHOD OF USE:

When the client is in a comfort position,
apply a small amount of product to scalp with dry hair to give
a pleasant feeling of well-being, hydration and relief to the scalp.
Gently massage in, leave on for 3 minutes.

FINAL ACTION:

Do not rinse off
and move to the next step.



>90%
Natural origin
ingredients*

>85%
Biodegradable
ingredients**

150ml - code 1026272

*natural origin ingredients based on ISO 16128
**biodegradable ingredients based on OECD 301 or alternative



ILLUMINATING REPAIR SHAMPOO

REPAIR SHAMPOO

Enriched with **plant-based Keratin**.
Cleanses scalp and hair in depth and best prepares
the hair for the next treatment.

ACTION:

Cleansing and repair.
Recommended for damaged, treated and limp hair.

METHOD OF USE:

After the Repair Scalp Treatment,
wet the hair and apply the shampoo, gently massage
the scalp with the fingertips, leave it on for 2 minutes.

FINAL ACTION:

Rinse thoroughly.
Repeat if necessary.



SILICA
FREE



VEGAN



SULFATE
FREE



SLS / SLES
FREE

>80%
Natural origin
ingredients*

>95%
Biodegradable
ingredients**

300ml - code 1026273
1000ml - code 1026274

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ILLUMINATING REPAIR INTENSIVE TREATMENT

REPAIR MAGIC SPRAY

Enriched with plant-based Keratin.
Thanks to its technology which **acts inside the capillary structure**,
ensures a complete reconstruction for healthy,
vital, shiny and silky hair.

ACTION:

Illuminating and repair.
Recommended for damaged, treated and limp hair.

METHOD OF USE:

After rinsing off Repair Shampoo, towel dry the hair
to remove excess water, then separate the hair
into four sections by spraying Repair Magic Spray
strand by strand and massaging it from ends to base.
Leave on for 5 minutes.

FINAL ACTION:

Do not rinse off and proceed to the next step.



SILICA
FREE



VEGAN



SULFATE
FREE



SLS / SLES
FREE

>95%
Natural origin
ingredients*

>80%
Biodegradable
ingredients**

200ml - code 1026275

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» THE ITALIAN SENSE OF HAIR

*natural origin ingredients based on ISO 16128
**biodegradable ingredients based on OECD 301 or alternative



ILLUMINATING REPAIR MASK

REPAIR MASK

Enriched with **Aloe Vera in gel**, **Karité butter** and **plant-based Keratin**.
It seals the cuticle, nourishes and hydrates restoring body, brightness and softness for extraordinarily silky hair.

ACTION:

Hydrating and nourishing.
Recommended for damaged, treated and limp hair.

METHOD OF USE:

After Repair Magic Spray, apply the mask to damp hair massaging strand by strand from base to ends.
Leave on for 5 minutes and comb.

FINAL ACTION:

Rinse thoroughly.



SILICA
FREE



VEGAN



SULFATE
FREE



SLS / SLES
FREE

>95%
Natural origin
ingredients*

>90%
Biodegradable
ingredients**

250ml - code 1026276
1000ml - code 1026277

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*natural origin ingredients based on ISO 16128
**biodegradable ingredients based on OECD 301 or alternative



INSTANT CONDITIONING ILLUMINATING LOTION

EXTRA SHINE LOTION

Leave in intensive treatment enriched
with **plant-based Keratin**.
It gives extraordinary shine and silkiness
even to the most unruly hair.

ACTION:

Illuminating and conditioning.
Recommended for curly, large, frizzy, damaged, treated and limp hair.

METHOD OF USE:

Using the dedicated applicator,
evenly apply to damp hair.

FINAL ACTION:

Do not rinse and proceed with styling.



SILICA
FREE



SULFATE
FREE



SLS / SLES
FREE

12pz x 12ml - code 1026278



ILLUMINATING REPAIR COMPLETE TREATMENT KIT

REPAIR KIT

FOR LONG-LASTING HEALTHY AND SHINY HAIR: YOUR
SHECARE KIT RECOMMENDED
FOR DAMAGED, TREATED, LIMP HAIR

To offer your clients the possibility of **maintaining reconstruction results also at home**, Inebrya has designed a retail kit which contains three products of the **SHECARE** line in an elegant and sensory case.

THE KIT INCLUDES:

Repair Shampoo 300 ml

Illuminating repair shampoo.

Repair Magic Spray 200 ml

Illuminating repair intensive treatment.

Repair Mask 250 ml

Illuminating repair mask.

code 1026279



PROPERTIES OF THE INGREDIENTS IN

Shecare



PLANT-BASED KERATIN

Strengthens hair,
prevents hair fibre damage,
gives shine and body.
Contains Peptides that fill the hair keratin
structure preventing fall.



GLUCONODELTALACTONE

Naturally present in Honey
and Royal Jelly as gluconic acid,
it is characterised by its gentle exfoliating
properties and its moisturising power.



MENTHOL

Renowned for its soothing
and refreshing effect.
Recent studies have confirmed
its cleansing properties.



PIROCTONE

Piroctone stands out
for a powerful antibacterial action
and carries out an important role
in eliminating dandruff
and bad odours.



ALOE VERA

The moisturising power
of Aloe Vera has important and evident
beneficial effects on hair
contributing to its shine and resistance.



SHEA BUTTER

Shea Butter contributes
to repairing hair damaged by stress
related factors, such as an excessive
exposure to harsh treatments.

OLFACTORY PYRAMID

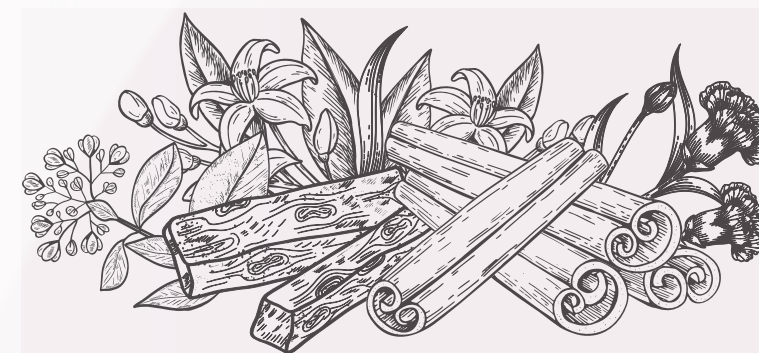
TOP NOTES

Peach, Apricot, Raspberry, Orange, Tangerine



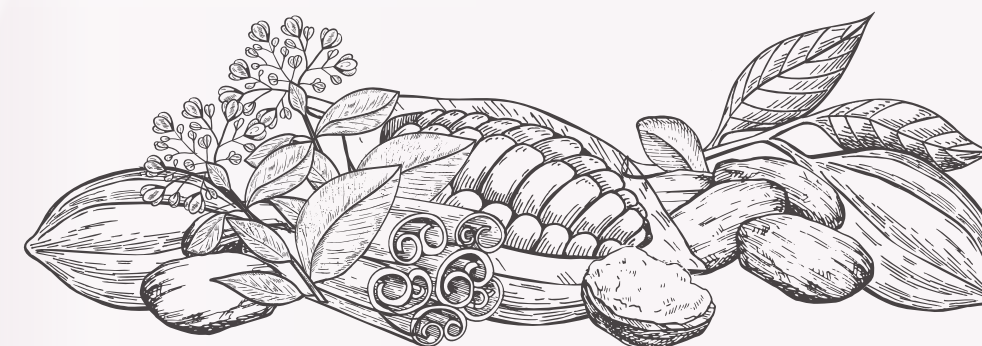
MIDDLE NOTES

White Flowers, Patchouli, Sweet Wood, Carnation, Cinnamon



BASE NOTES

Cream, Benzoin, Tonka Bean, White Musk



Shecare

**PROFESSIONAL
PROTOCOLS FOR
RECONSTRUCTION**



PROFESSIONAL PROTOCOL

FOR RECONSTRUCTION IN SALON

Recommended for all types of **damaged, treated and limp hair.**

STEP BY STEP

PRODUCT	FUNCTION	⌚	RITUAL
1 REPAIR SCALP TREATMENT 	Exfoliating and soothing for scalp. Purifies the scalp and prevents hair loss.	3 min	When the client is in a comfort position, apply a small amount of product to scalp with dry hair to give a pleasant feeling of well-being, hydration and relief to the scalp. Gently massage in, leave on for 3 minutes. Do not rinse off and move to the next step.
2 REPAIR SHAMPOO 	Cleansing and illuminating. Opens hair scales.	2 min	After the Repair Scalp Treatment, wet the hair and apply the shampoo, gently massage the scalp with the fingertips, leave it on for 2 minutes, then rinse off. Repeat if necessary.
3 REPAIR MAGIC SPRAY 	Illuminating and repair. Restores hair keratin structure.	5 min	After rinsing off Repair Shampoo, towel dry the hair to remove excess water, then separate the hair into four sections by spraying Repair Magic Spray strand by strand and massaging it from ends to base. Leave on for 5 minutes. Do not rinse off and proceed to the next step.
4 REPAIR MASK 	Hydrating and nourishing. Seals the cuticle.	5 min	After Repair Magic Spray, apply the mask to damp hair massaging strand by strand from base to ends. Leave on for 5 minutes, comb and rinse off.
5 EXTRA SHINE LOTION 	Illuminating and conditioning in case of curly, large, frizzy or damaged hair	/	Using the dedicated applicator, evenly apply to damp hair. Do not rinse and proceed with styling.



STEP 1

Apply a small amount of **REPAIR SCALP TREATMENT** to scalp with dry hair. Gently massage in, leave on for 3 minutes. Do not rinse off and move to the next step.



STEP 2

Wet the hair and apply the **REPAIR SHAMPOO**. Leave it on for 2 minutes, then rinse off.



STEP 3

Separate the hair into four sections by spraying **REPAIR MAGIC SPRAY** strand by strand and massaging it from ends to base. Leave on for 5 minutes and do not rinse off.



STEP 4

Apply **REPAIR MAGIC MASK** to damp hair massaging strand by strand from base to ends. Leave on for 5 minutes, comb and rinse off.



STEP 5

In case of curly, large, frizzy or damaged hair using the dedicated applicator, evenly apply **EXTRA SHINE LOTION** to damp hair. Do not rinse and proceed with styling.

PROFESSIONAL PROTOCOL

FOR RECONSTRUCTION IN SALON

Recommended after a technical
in-salon colour/bleaching service.

STEP BY STEP

PRODUCT	FUNCTION	⌚	RITUAL
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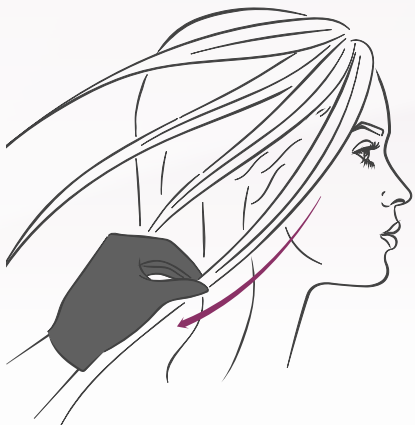
STEP 1

Apply a small amount of **REPAIR SCALP TREATMENT** to scalp with dry hair. Gently massage in, leave on for 3 minutes. Do not rinse off and move to the next step.



STEP 2

Wet the hair and apply the **REPAIR SHAMPOO**. Leave it on for 2 minutes, then rinse off.



STEP 3

Separate the hair into four sections by spraying **REPAIR MAGIC SPRAY** strand by strand and massaging it from ends to base. Leave on for 5 minutes and do not rinse off.



STEP 4

Apply **REPAIR MAGIC MASK** to damp hair massaging strand by strand from base to ends. Leave on for 5 minutes, comb and rinse off.

PROFESSIONAL PROTOCOL

FOR RECONSTRUCTION AT HOME

Recommended for **maintainance**.

STEP BY STEP



STEP 1

Wet the hair and apply the **REPAIR SHAMPOO**.
Leave it on for 2 minutes, then rinse off.



STEP 2

Separate the hair into four sections by spraying **REPAIR MAGIC SPRAY** strand by strand and massaging it from ends to base. Leave on for 5 minutes and do not rinse off.



STEP 3

Apply **REPAIR MAGIC MASK** to damp hair massaging strand by strand from base to ends. Leave on for 5 minutes, comb and rinse off.

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1 REPAIR SHAMPOO		Cleansing and illuminating. Opens hair scales.	2 min	Wet the hair and apply the shampoo, gently massage the scalp with the fingertips, leave it on for 2 minutes, then rinse off. Repeat if necessary.
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Shecare

MERCHANDISING



DESK DISPLAY

A precious double-face desk display to show the revolutionary Shecare products for reconstruction.

code 8026282