

INNOVEX⁺
HAIR PROTECTION SCIENCE



**The Most Efficient
Technological INNOVATION
In One Product**



Innovex is a **Revolution in the Way to Restructure the Hair**: it is not used before or after chemical treatments, but instead **during Colouring, Bleaching Treatments or Perm.**



**NO PARABEN, SILICON,
SULPHATE, GLUTEN.**

+ Made in Switzerland

SINGLE APPLICATION

INNOVEX can be added to a pre-selected chemical treatment mixture, from any company and any brand.

DUAL ACTION

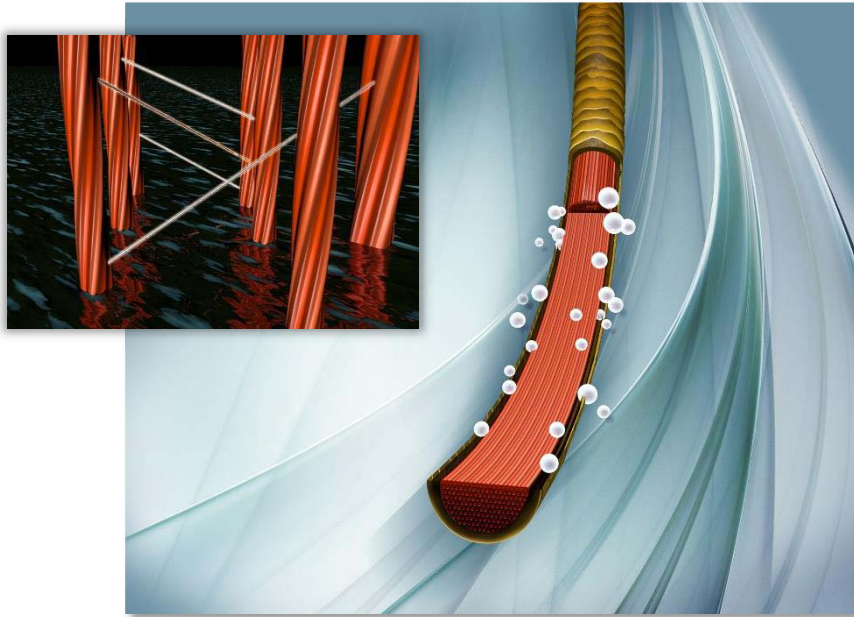
With INNOVEX it is possible to perform the specific hair treatment while rebuilding and fortifying hair at the same time.

EXCELLENT RESULT

INNOVEX leaves hair stronger, elastic and resistant to breakage, leaving it soft and silky.

THE SYSTEM: How does it work

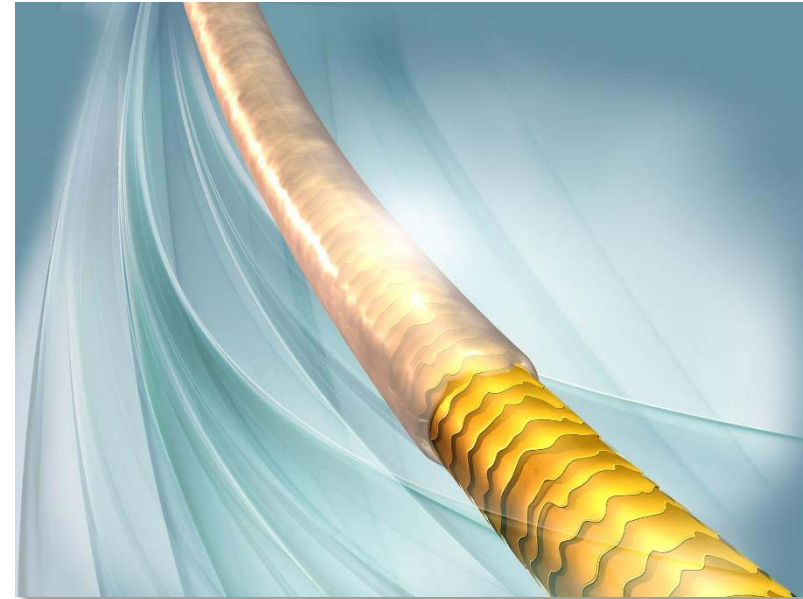
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STEP 1 - BUILDER

INSIDE ACTION

- Rebuild the hair cortex
- Hydrates

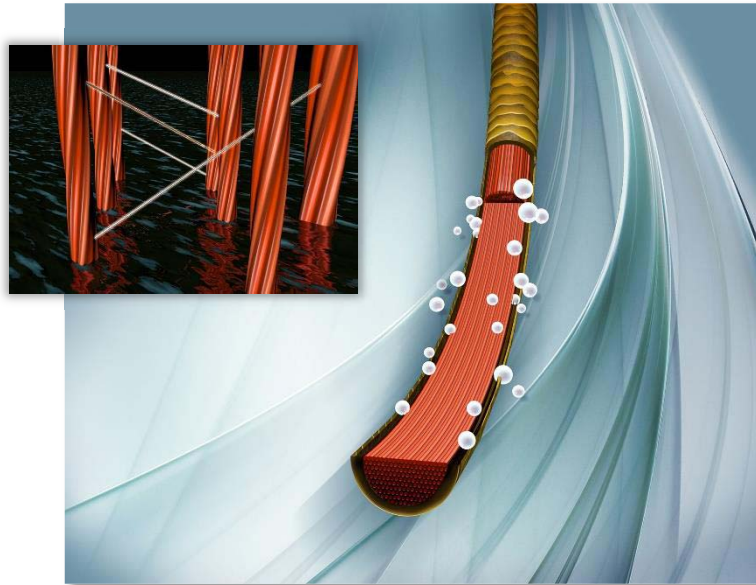


STEP 2 - FORTIFIER

OUTSIDE ACTION

- Fusing between the keratin bonds
- extra-nourishing

THE SYSTEM: How does the STEP 1 work



STEP 1 - BUILDER

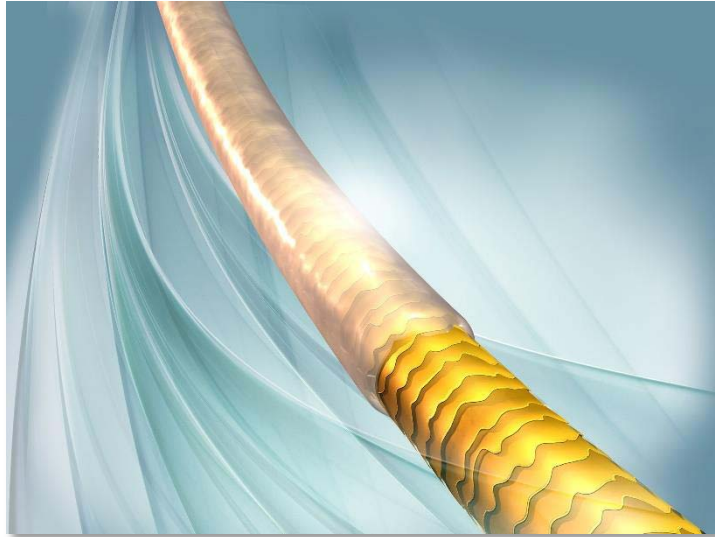
INSIDE ACTION

Innovex BUILDER contains:

- **10 specifically selected amino acids** that constituted the structure of hair in nature.
The blend of these amino acids, in association with the active ingredients as pomegranate seed oil, yeast extract and blueberry extract, directed to the hair cortex, gurantees a correct **rebuilding and fusing of the bonds between the kartin fibers** in the hair.
- Sodium PCA and filmogenic polymers as the PVP: substances appointed to increase and **preserve the level of hydration** of the hair.

The combined action of these active ingrredients **act inside of the hair cortex**, exactly where hair color, bleaching, straighteners and permanents act, **build and strenght the bonds between the keratin fibers and offer hydration** during the chemical process.

THE SYSTEM: How does the STEP 2 work



Innovex cream treatment FORTIFIER **fuses the bonds** created inside the hair and **seal the cuticle** providing in the same time extra nourishment and hydration.

STEP 2 - FORTIFIER

OUTSIDE ACTION

THE RANGE: Size 130 ml



Salon Intro Kit

SALON INTRO KIT (cod. INX 130)

Composed by:

- 1 pc. INNOVEX BUILDER N° 1 (130 ml)
- 2 pcs. INNOVEX FORTIFIER N° 2 (130 ml)
- 1 pc. Measuring syringe
- 1 pc. Use Manual

Up to 20
applications

THE RANGE: Size 600 ml

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KIT 600 ML (cod. INX 600)
Composed by:

Kit 600 ml

**Up to 100
applications**

- 1 pc. INNOVEX BUILDER N° 1 (600 ml)
- 2 pcs. INNOVEX FORTIFIER N° 2 (600 ml)
- 1 pc. PUMP FOR FORTIFIER
- 1 pc. Measuring Cup
- 1 pc. Use Manual