

NOVELLISS

WWW.NOVELLISS.COM



HAIR THERAPY SYSTEM

NOVELLISS is manufactured
by one of the leaders in hair health
technology.

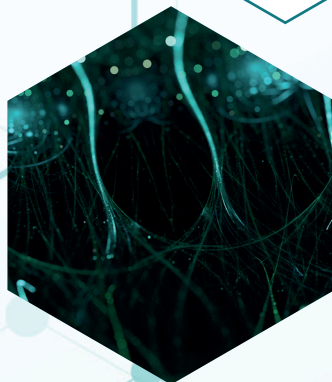
The company grew out of cooperation
between leading grooming and aesthetics
professionals and advanced international
research laboratories that engage in the
development of biochemical and cosmetic
dermatology.

40 years of knowledge, expertise, and
advanced technology are bringing the new
gospel to the field that rejuvenates the hair
from its first use!

NOVELLISS

A winning combination of four
registered patents makes NOVELLISS
system products the next product in
the field of hair restoration.

This is the only product on the market
that rejuvenates the hair from its first
use!



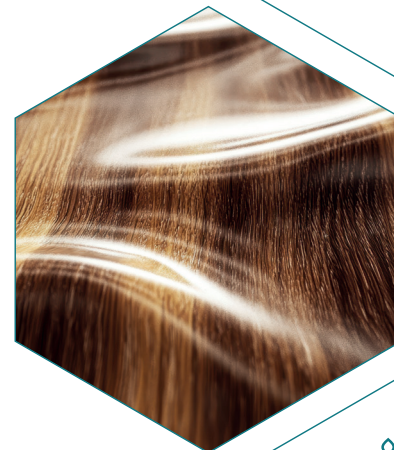
PRO SHINE

GIVES 3 TIMES MORE
INTENSE SHINE

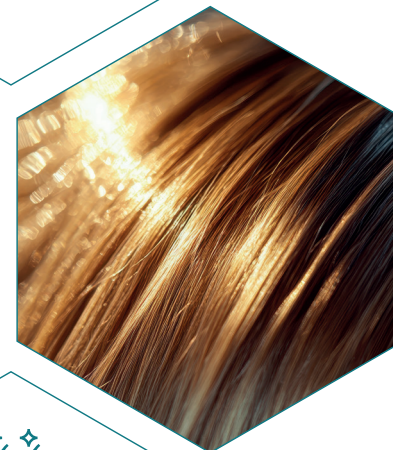


CORUM 5118

CLOSES SPLIT ENDS
AND SOFTENS



4 BREVETS DÉPOSÉS



FERMENTOIL

MOISTURISES AND
NOURISHES THE HAIR



RESTART PRO

RESTORES AND
STRENGTHENS HAIR UP
TO 300%

GET TO KNOW THE INGREDIENTS OF OUR PRODUCTS AND THEIR BENEFITS FOR HAIR



ARGAN OIL

- Promotes hair growth
- Moisturizes hair
- Eliminates dandruff and dry scalp
- Treats hair loss
- Protects against the sun
- Anti-frizz effect



CAMELLIA SEED OIL

- Moisturizes hair
- Prevents split ends
- Makes hair shiny and smooth
- Strengthens hair fiber
- Protects from the sun
- Anti-oxidant effect



GREEN TEA SEED OIL

- Moisturizes & softens deeply the hair
- Promotes hair growth
- Revitalizes dull & very tired hair
- Stimulates all the hair follicles
- Anti-oxidant effect



WEET ALMOND OIL

- Treats dandruff
- Reduces hair loss
- Moisturizes then strengthens hair
- Adds suppleness and shine to ends
- Specially for dry, dull hair

OIL-BASED HAIR COMPLEX

This combination is the result of a process we call "fermentation".

It's the most natural but delicately controlled process.

EACH OIL HAS A DIFFERENT EFFECT

When combined and fermented, the added effect of our technology gives the oil a better texture and a fresher feel, making it more effective.

FERMENTOIL PRODUCTION & ACTION

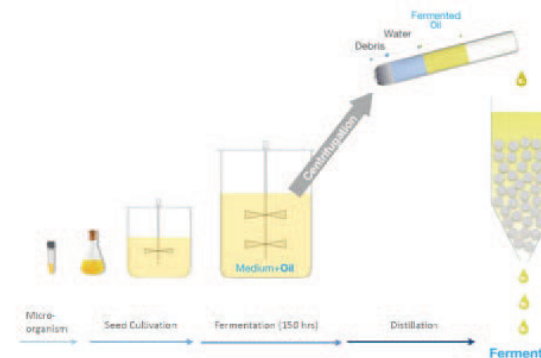


DIAGRAM OF THE FERMENTOIL SHARE



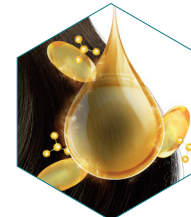
FERMENTOIL HAIR COMPLEX



ANTI-FRIZZ ACTION

The Fermentoil complex, derived from the fermentation of plant oils, penetrates the hair fiber to moisturize.

Its action enhances shine and suppleness, leaving hair more disciplined and silky.



ADDITIONAL EFFECT

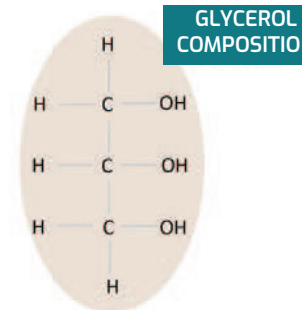
Each oil has different effects; when combined and fermented, we can expect an additional effect.



BETTER TEXTURE

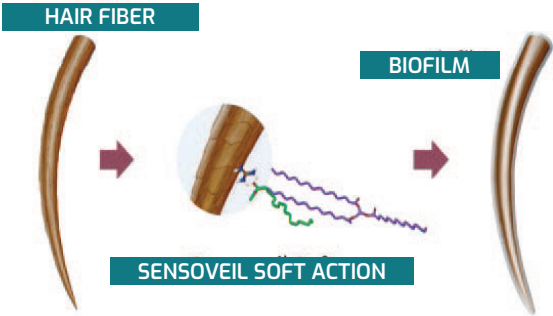
Biotechnology makes the oil feel fresher and more effective. This is made possible by a process we call **fermentation**.

It's the most natural process, but delicately controlled.



SENSOVEIL SOFT MECHANISM OF ACTION

Sensoveil Soft is a plant-based product developed using proprietary technology that acts as an alipid substitute, forming a biofilm on the hair fiber thanks to intermolecular attractive forces.

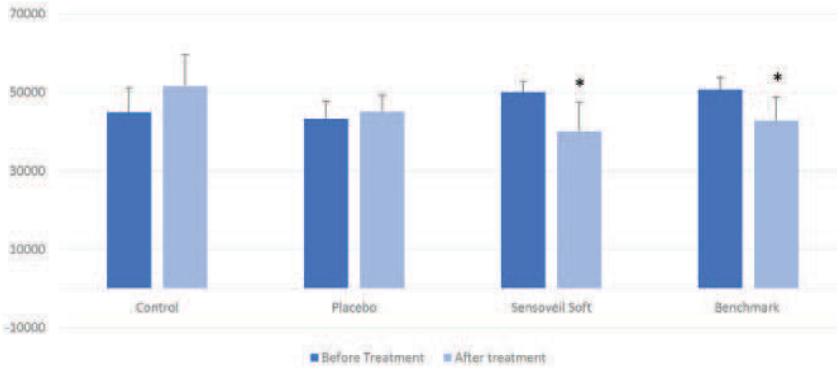


HOW DOES IT WORK?

On the outside of the hair fiber, Sensoveil Soft forms a homogeneous biofilm and ensures cuticle alignment.

FRIZZ REDUCTION

Sensoveil Soft offers similar frizz reduction to Benchmark, with the advantage of being a plant-based product.



HAIR DAMAGE FACTORS & THE NOVELLISS SOLUTION



ENVIRONMENT, LIFESTYLE

- Ultraviolet rays
- Sun
- Chlorine
- Outdoor chemicals
- Pollution



PHYSICAL TREATMENTS

- Brushing & thermal smoothing,
- Curling iron, blow-drying
- External agents that damage hair



CHEMICAL TREATMENTS

- Incorrect use of strong hair care products,
- Frequent perming
- Hair bleaching and dyeing

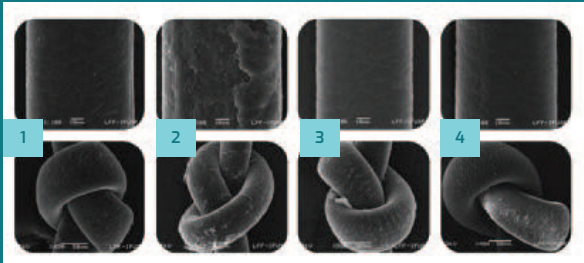
Degradation of cuticles and/or the protective layer (lipids) manifests itself in the following characteristics :
increased frizz, dryness, tangled hair, damaged appearance.

NOVELLISS PROVIDES THE SOLUTION :

A complex of 4 chemical technology patents results in restored, healthy hair

RESTART PRO ACTION

Restart PRO protects the surface of the hair cuticle, reducing signs of abrasion, breakage and opening without build-up.



- 1) On virgin hair
- 2) On bleached hair
- 3) With Benchmark 2
- 4) With Restart Pro



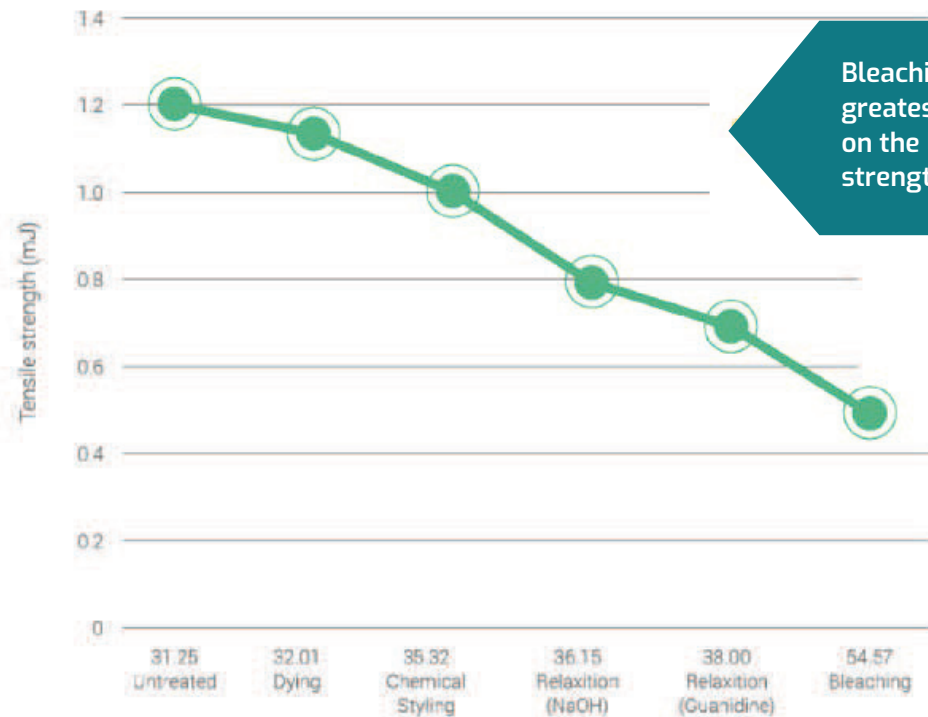
REPAIRING BROKEN HAIR

THE RESTART PRO EFFECT IN DETAIL

A cross-linking active ingredient based on the synergistic combination of an unsaturated dicarboxylic acid (itaconic acid), an amino acid (arginine), pro-vitamin B5 (D-panthenol) and polysaccharides extracted from linseed and chia seed, using repair and protection mechanisms that enable proactive treatment of chemically damaged hair.

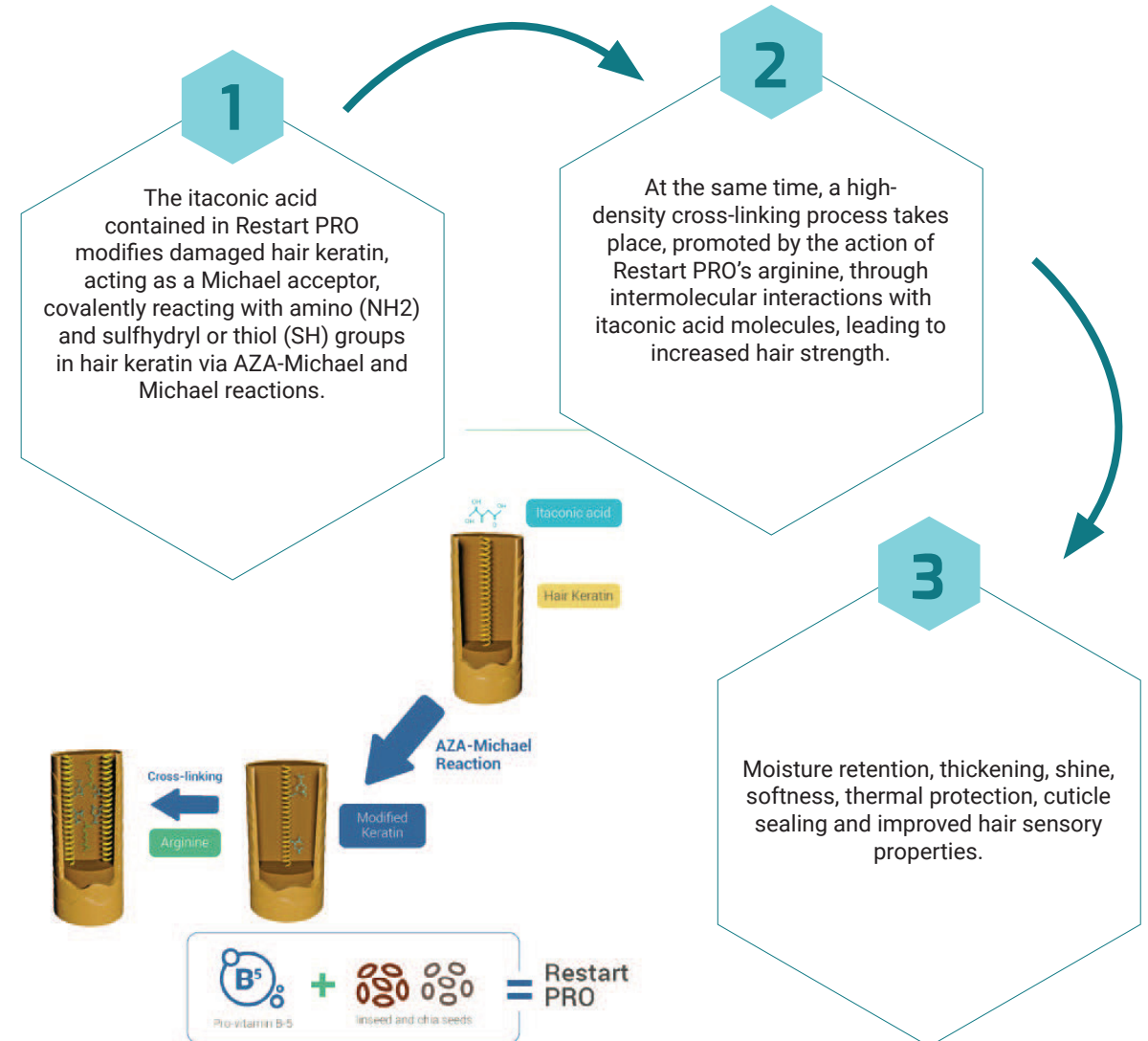
HAIR DAMAGED BY AGGRESSIVE CHEMICAL TREATMENTS

Correlation between different chemical treatments, porosity and hair strength.



FERMENTOIL PRODUCTION & ACTION

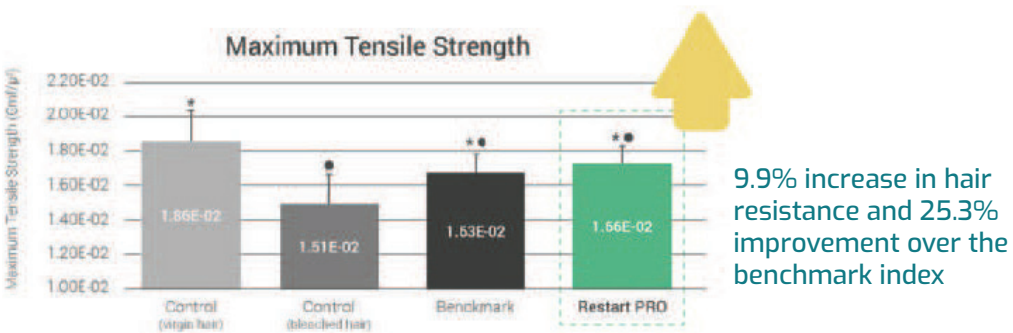
Restart PRO proactively repairs chemically damaged hair in 3 simultaneous steps :



COMPANY PERFORMANCE

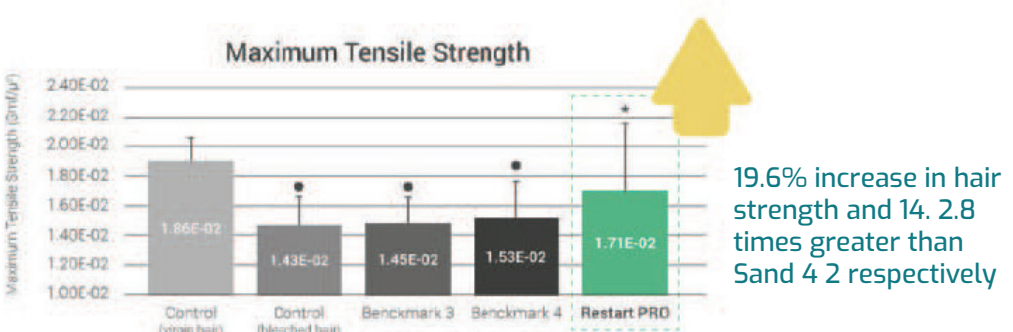
Protocol: Hair strength assessment was carried out using Dia-Stron Ltd's FDAS-770 equipment to measure hair fiber diameter. After diameter measurement, the fibers were subjected to a tensile strength breakage test using Dia-Stron Ltd's MTT-680 - Automated Miniature Tensile Tester.

1. Resistance protection during hair bleaching



Restart PRO protects hair against up to **89%**

2. Resistor repair after bleaching



Restart PRO repairs hair against damage up to **82%**

Note:
* Significant increase compared to the bleached and benchmark 3 control groups (p<0.01 and p<0.05)
* Significant increase compared to the virgin Control group (p<0.001)

BENEFITS

3. Assessment of hair cuticle protection by Scanning Electron Microscopy (SEM)



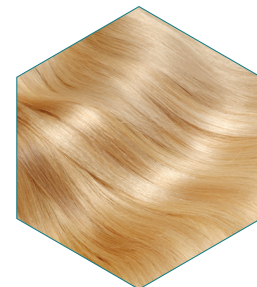
Protects hair from chemical aggressions such as bleaching



Increases the resistance of chemically damaged hair by up to 9.9%.



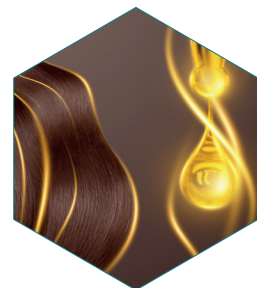
Repairs chemically damaged hair, increasing its resistance by up to 25.3%.



Forms a protective barrier on hair, with no build-up effect



Improves manageability by 19.5%.



Up to 29% more shine, protecting cuticles from aggressive chemical damage

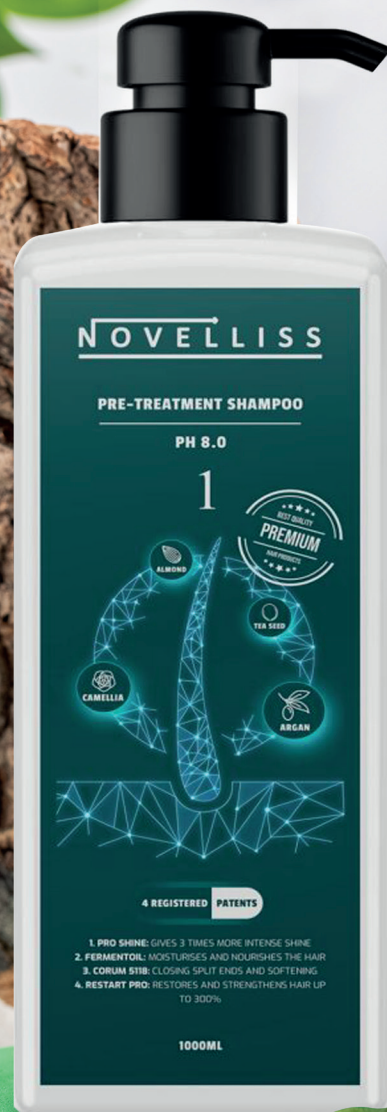


Restores up to 89% of hair's strength*.
Repairs up to 92% of damaged hair*.



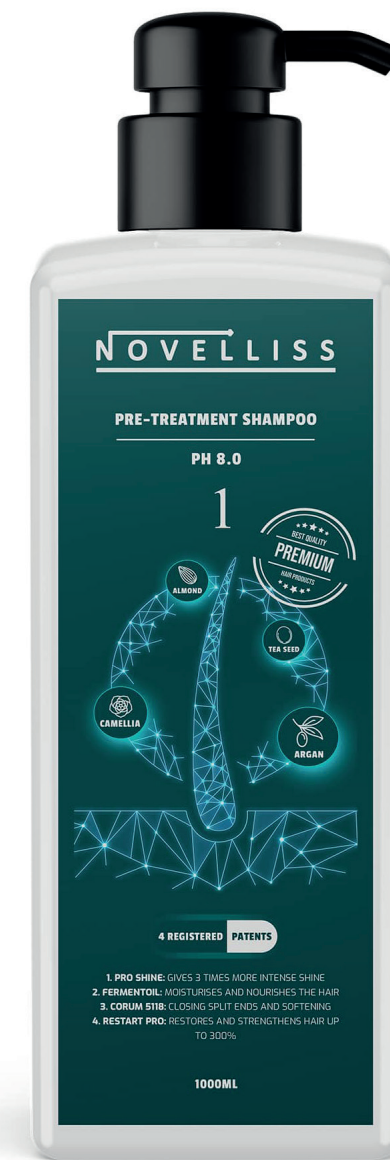
*Compared to virgin hair

4 PATENTS
REGISTERED

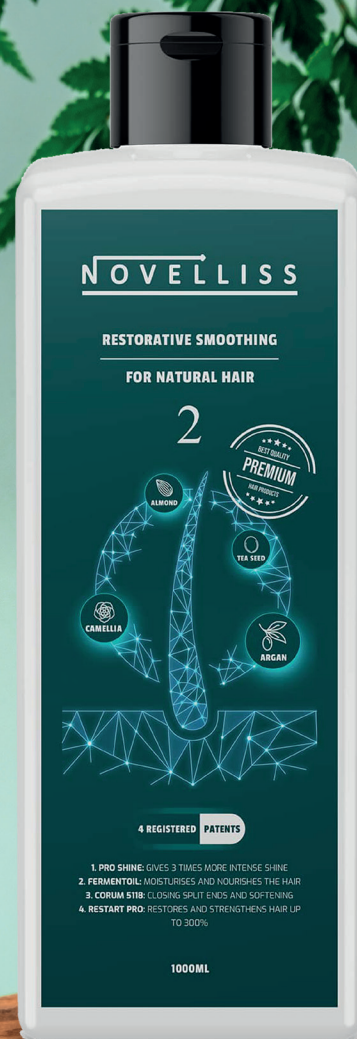


NOVELLISS
PRE-TREATMENT
SHAMPOO

NOVELLISS pre-treatment
shampoo prepares hair
for optimal straightening
results and eliminates styling
residues and environmental
pollution.
1000 mL



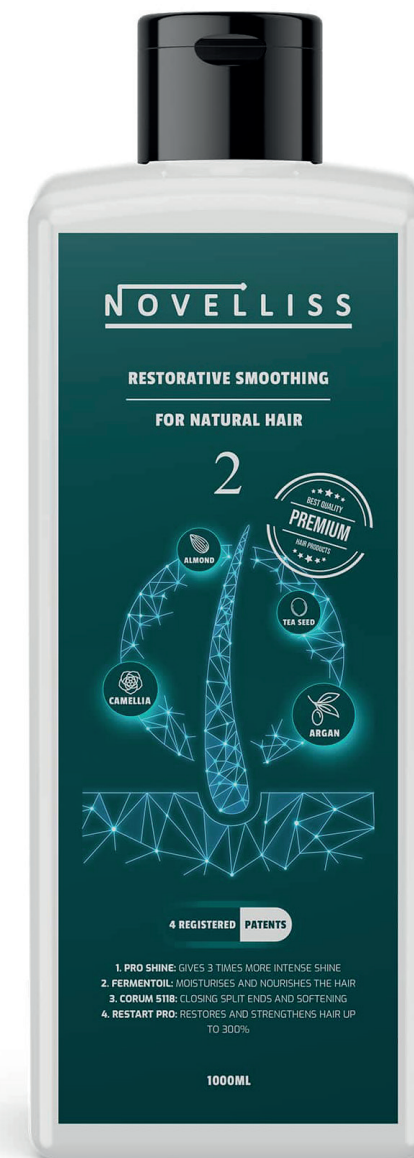
4 PATENTS
REGISTERED



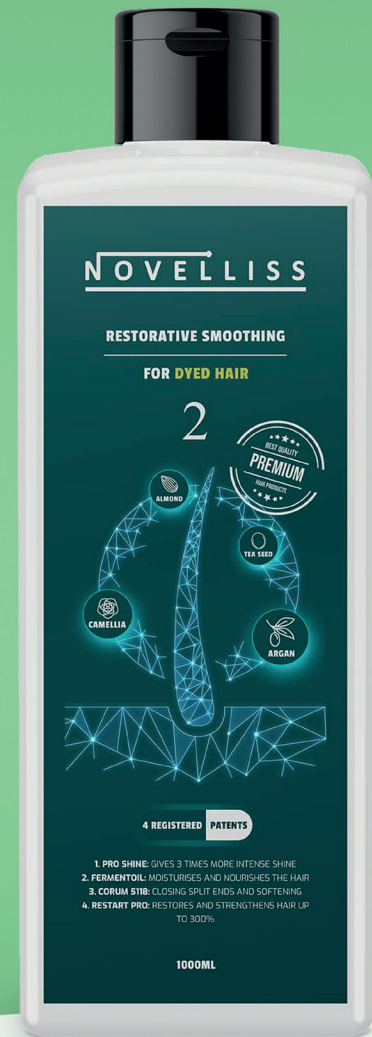
NOVELLISS
RESTORATIVE
SMOOTHING
FOR NATURAL
OR VIRGIN HAIR

NOVELLISS hair
straightener is the latest
development in safe, effective
hair straightening products. We
use innovative new components,
protected by four patents, to create
an even more effective straightener
to meet the growing demands of
hairdressers.

1000 mL



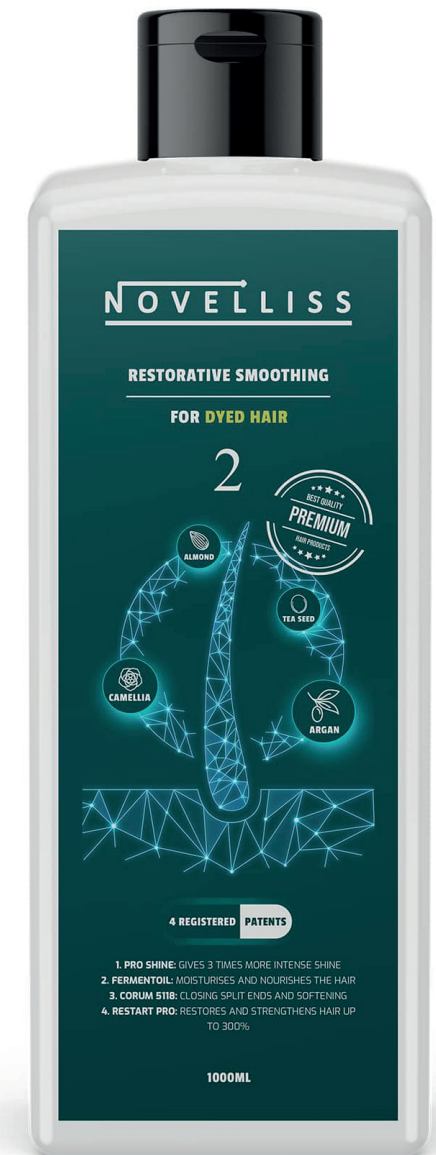
4 PATENTS
REGISTERED



NOVELLISS
RESTORATIVE
SMOOTHING
FOR DYED HAIR

NOVELLISS hair
straightener is the latest
development in safe, effective
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use innovative new components,
protected by four patents, to create
an even more effective straightener
to meet the growing demands of
hairdressers.

1000 mL





NOVELLISS Therapy Shampoo features a unique, 4-patent formula to restore and strengthen hair.

It contains a unique combination of natural oils: argan oil, camellia oil, green tea seed oil and almond oil to improve hair growth and prevent split ends.

Leaves hair shiny and silky. Suitable for all chemically-treated hair, especially after straightening.

1000ml



NOVELLISS HAIR MASK, whose unique formula has been patented 4 times, restores and strengthens hair.

It features a unique combination of natural oils: argan oil, camellia oil, green tea seed oil and almond oil to deeply nourish chemically-treated hair.

The mask prevents split ends and leaves hair moisturized, soft and silky, giving it body without weighing it down. Ideal for color-treated, bleached, permed or relaxed hair.

500ml



NOVELLISS THERAPY SERUM protects hair from heat and provides extra hydration and nourishment, making it strong and healthy.

It helps repel environmental pollutants. Keep it in your handbag and use it daily to enjoy the refreshing sensation of its special fragrance.

Use 1 to 2 drops of serum, rubbing it evenly into the middle and ends of your hair.

The Therapy Serum provides optimal protection against heat.

50ml

USE OF NOVELLISS PROFESSIONAL SMOOTHING

Contact of the iron with the straightening product or hair coated with the product should be avoided at all times.

Step 1 : Shampoo

Shampoo your hair three times with **RESTORATIVE SMOOTHING NOVELLISS**. During the third shampoo, leave the shampoo on for at least 10 minutes to allow the hair's pH to reach 9.2, which will free the hair from silicone residue and allow the smoothing product to penetrate optimally into the hair structure.

Step 2 : Drying

Dry hair thoroughly using a hairdryer and a bristle brush.

Step 3 : Apply

Apply the product using a brush. Start 1 cm from the scalp and work towards the ends. Comb through.

Step 3 : Wait

The development time for dyed hair is 40 minutes for fine hair and 60 minutes for thick hair. For normal/virgin hair, it is 1 hour for fine hair and 1 hour 30 minutes for thick and very curly hair. Pay attention to the ends of the hair. If the ends are dry, add 10 to 20 g of product to the ends to moisturize them.

Step 5 : Wet and rinse

Without rinsing the product, then lather for about half a minute, and comb carefully using a cutting comb - first on the wide-toothed side, then on the narrow-toothed side. Wait 5 to 10 minutes. Wash off the entire product with warm water.

Step 6 : Smooth

Start by straightening 1 cm sections of hair, going slowly for 15 seconds, then going faster 7 to 10 times. We recommend using the **TURBO LISS PRO TITANIUM**, straightener, which is specially designed for straightening and reaches 250°C. If you use this iron, you can make half as many passes. If the section has a lot of split ends, it should be ironed separately at a lower temperature, not exceeding 190°C. It is recommended to iron four sections together in a controlled manner. On blond hair, it is recommended to perform a test on a strand to determine the correct iron temperature. If the hair turns yellow, reduce the temperature to 190°C or 130°C.

Step 7 : Wait a bit

Une fois le lissage terminé, refroidissez les cheveux à l'aide d'un sèche-cheveux sur la position « froid » et attendez 10 minutes.

Step 8 : Shampoo and rinse

Shampoo and rinse hair twice with **NOVELLISS THERAPY SHAMPOO** to neutralize the pH level after straightening.

Step 9 : Apply the mask

Apply a generous amount of **NOVELLISS THERAPY MASK** to towel-dried hair. Comb first with a wide-toothed comb, then with a dense comb to distribute the mask evenly. Leave the mask on for 10 to 15 minutes, then rinse with water. It is recommended to apply additional heat to the hair for best results.

Step 10 : Apply the Serum

Then apply a small amount of THERAPY SERUM and dry the hair for a perfect result.



LEARN ABOUT OUR NOVELLISS KITS AND STRENGTHEN YOUR HAIR



HEALTHY AND
RESTORATIVE HAIR
SMOOTHING KIT
NOVELLISS

TREATMENT AND
RESTORATION
PRODUCT KIT
NOVELLISS



3-STEP
ACTIVE KITS FOR
DAMAGED AND
DRY HAIR
NOVELLISS

HAIR PRODUCTS
IN A PERSONAL
GIFT BOX
NOVELLISS



KOVATECH
ONE STEP AHEAD OF EVERYONE →

TURBO LISS PRO PROFESSIONAL NANO-TITANIUM STRAIGHTENER




The titanium hair straightener is suitable for professional straightening treatments. It allows for faster straightening and increased shine. It produces silky, smooth, and revitalized hair. Adjustable temperature (80-250°C).

This straightener is ideal for all hair types and lengths. For silky, smooth, and static-free hair. Maintains the temperature throughout the treatment. Voltage circuit for global compatibility.

Ergonomic design with a professional 360° swivel cord.



ADVANTAGES OF THE TURBO LISS PRO TITANIUM :

-  100% Solid Nano Titanium
-  Adjustable Temperature
-  Maximum Temperature
-  Fast and Even Heating
-  Swivel Cord
-  Electromechanical Menu

- ☆ Power : 50-80W
- ☆ Voltage : 100-240V
- ☆ Plate Size : 42x106mm
- ☆ Temperature Range : 80-250°C (170-480°F)
- ☆ Temperature Step : 5°C (9°F)
- ☆ Sleep Mode : 10 to 60 minutes
- ☆ Cord Length : 3 meters



☆☆☆
SPECIAL STRAIGHT HAIR
3 X STRONGER
HIGH QUALITY
☆☆☆

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