

NOVELLISS

HAIR THERAPY
SYSTEM

4 PATENTS
REGISTERED

PROFESSIONAL
SMOOTHING

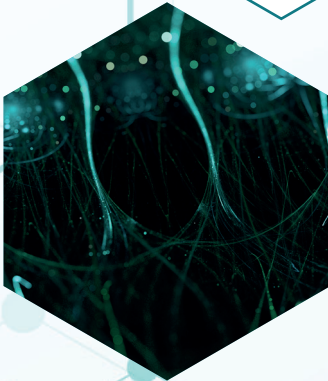


**NOVELLISS is manufactured
by one of the leaders in hair health
technology.**

**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!**



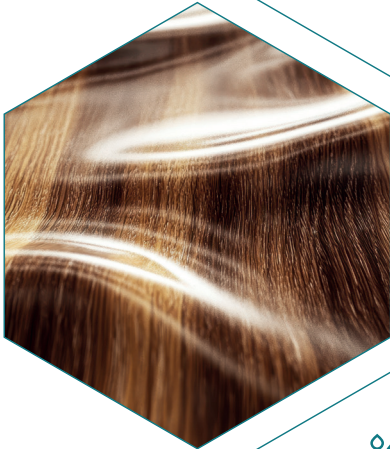
PRO SHINE

GIVES 3 TIMES MORE
INTENSE SHINE

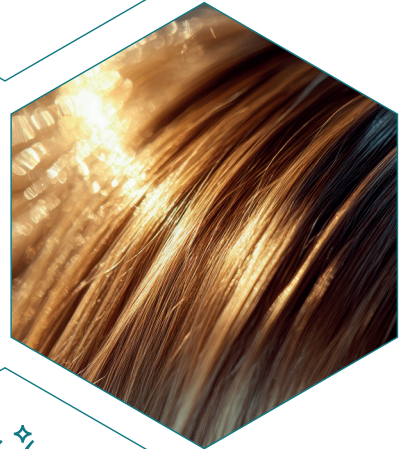


CORUM 5118

CLOSES SPLIT ENDS
AND SOFTENS



**4 PATENTS
REGISTERED**



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".

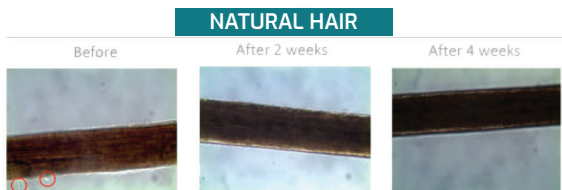
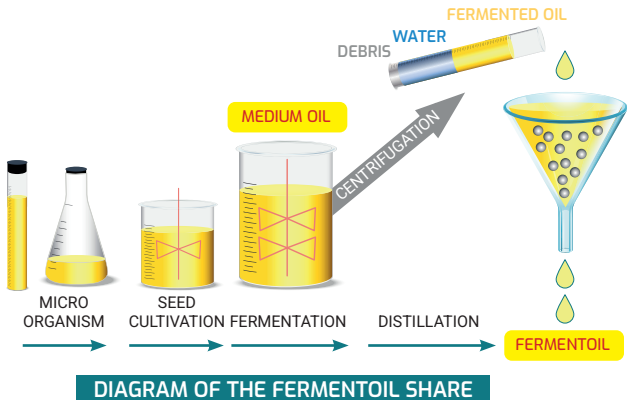
It's the most natural but delicately controlled process.



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



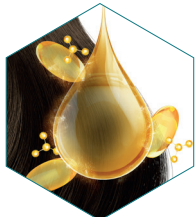
FERMENTOIL HAIR COMPLEX



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.

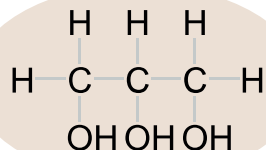


BETTER TEXTURE

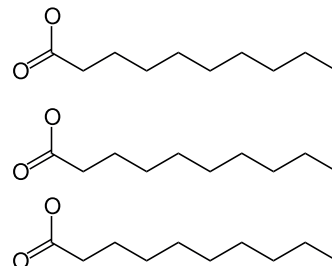
Biotechnology makes the oil feel fresher and more effective. This is made possible by a process we call **fermentation**.

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

GLYCEROL COMPOSITION

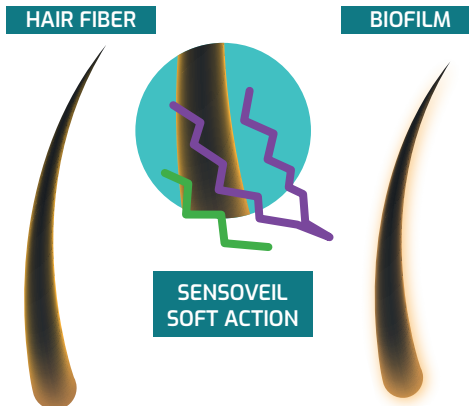


"FREE" FATTY ACID DIAGRAM



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.

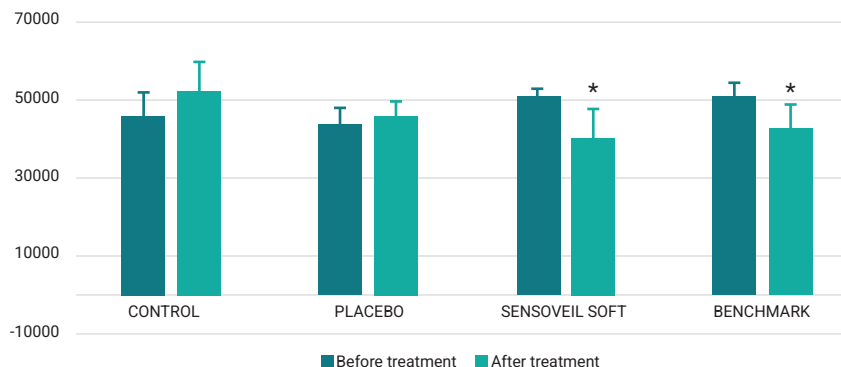


HOW DOES IT WORK?

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

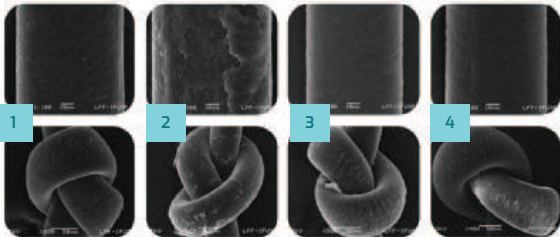
Degradation of cuticles and/or the protective layer (lipids) manifests itself in the following characteristics :
increased frizz, dryness, tangled hair, damaged appearance.

NOVELLISS PROVIDES THE SOLUTION :

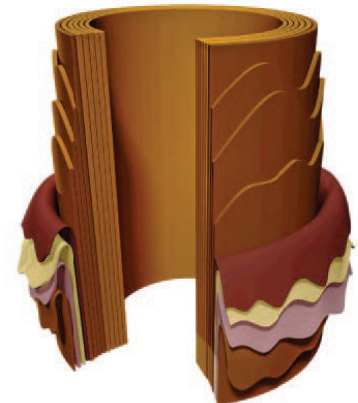
A complex of 4 chemical technology patents results in restored, healthy hair

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



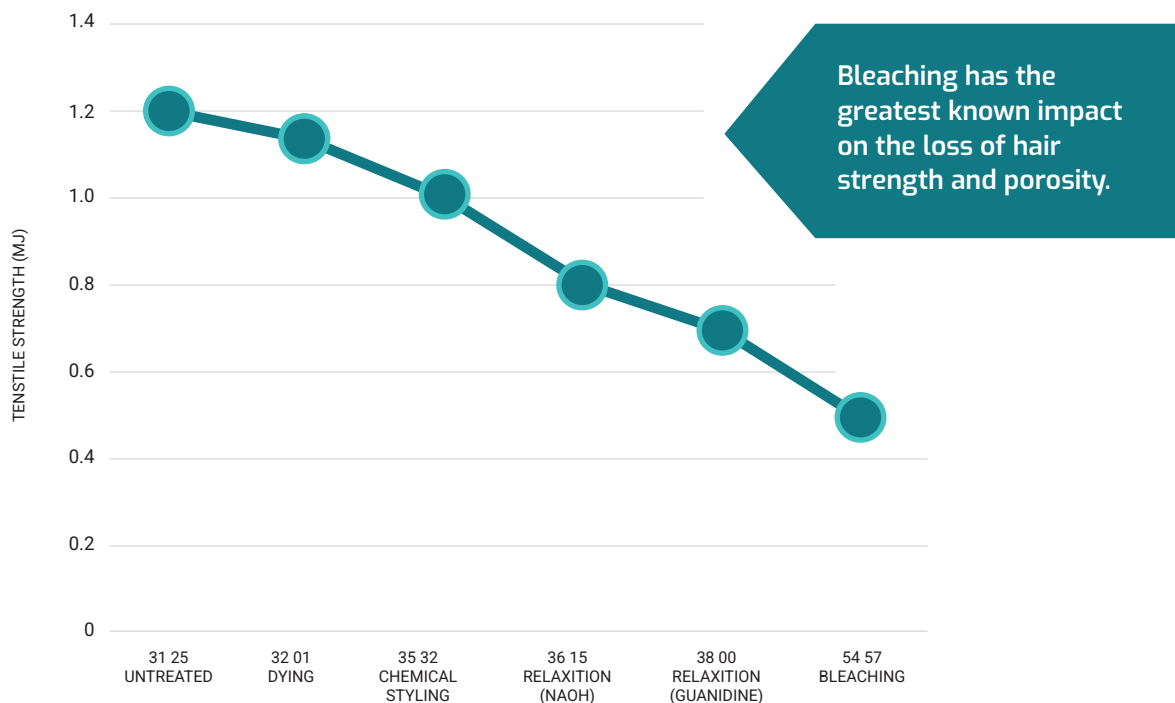
REPAIRING BROKEN HAIR

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 :

1

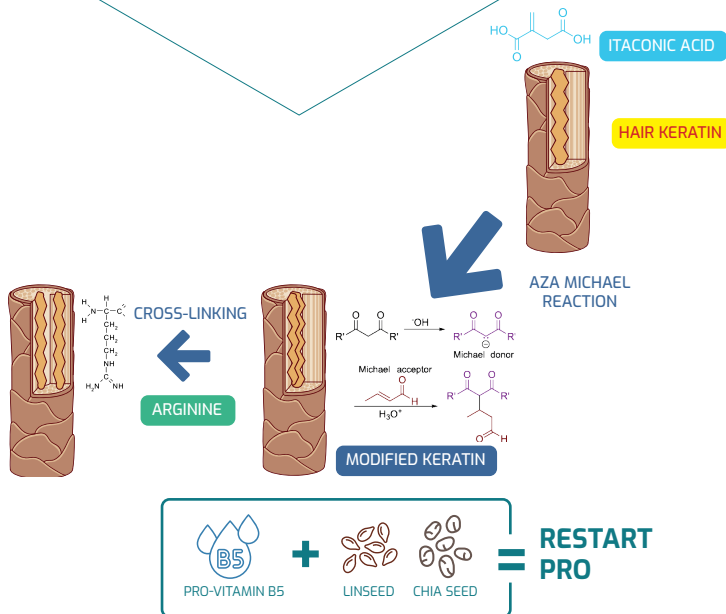
The itaconic acid contained in Restart PRO modifies damaged hair keratin, acting as a Michael acceptor, covalently reacting with amino (NH₂) and sulfhydryl or thiol (SH) groups in hair keratin via AZA-Michael and Michael reactions.

2

At the same time, a high-density cross-linking process takes place, promoted by the action of Restart PRO's arginine, through intermolecular interactions with itaconic acid molecules, leading to increased hair strength.

3

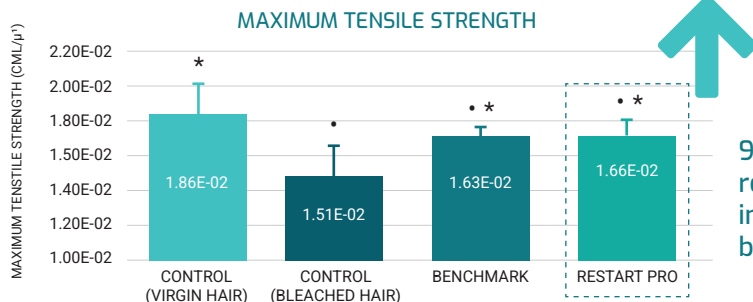
Moisture retention, thickening, shine, softness, thermal protection, cuticle sealing and improved hair sensory properties.



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.

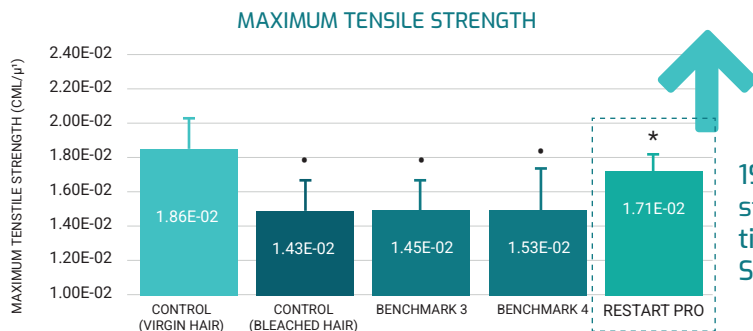
1. Resistance protection during hair bleaching



9.9% increase in hair resistance and 25.3% improvement over the benchmark index

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

2. Resistor repair after bleaching



19.6% increase in hair strength and 14.28 times greater than Sand 4 2 respectively

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

NOTE

- * SIGNIFICANT INCREASE COMPARED TO THE BLEACHED AND BENCHMARK 3 CONTRL 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%.



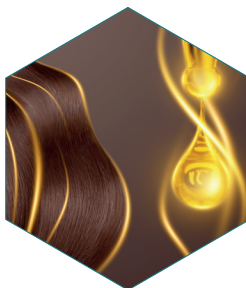
Repairs chemically damaged hair, increasing its resistance by up to 25.3%.



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*.



100%
BIODEGRADABLE



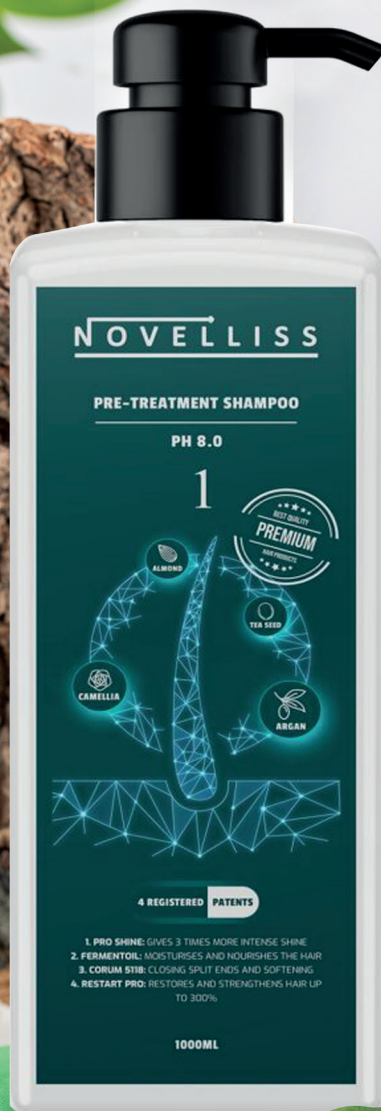
OBTAINED THROUGH
BIOTECHNOLOGY



90% NOC
NATURAL ORIGIN CONTENT

**Compared to virgin hair*

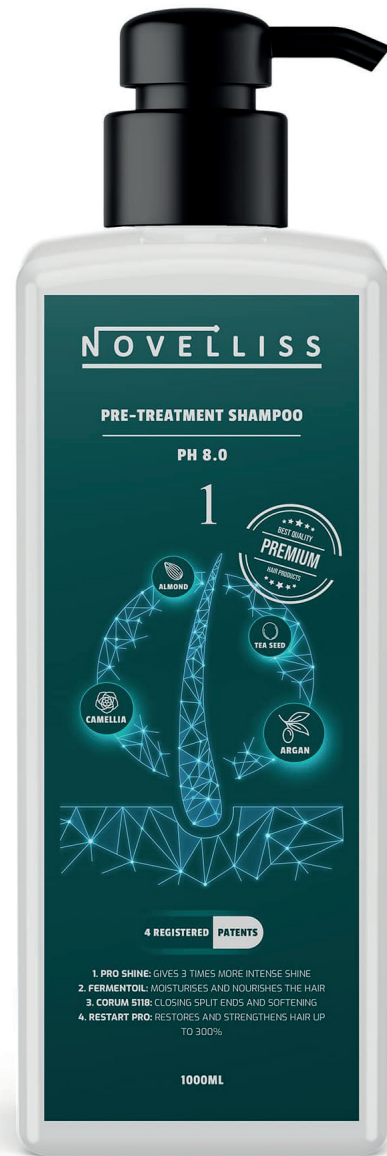
4 PATENTS
REGISTERED



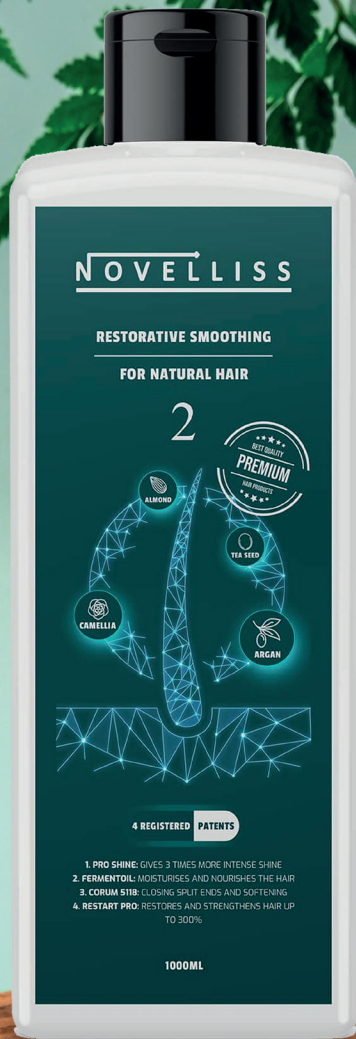
NOVELLISS
PRE-TREATMENT
SHAMPOO

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

1000 mL



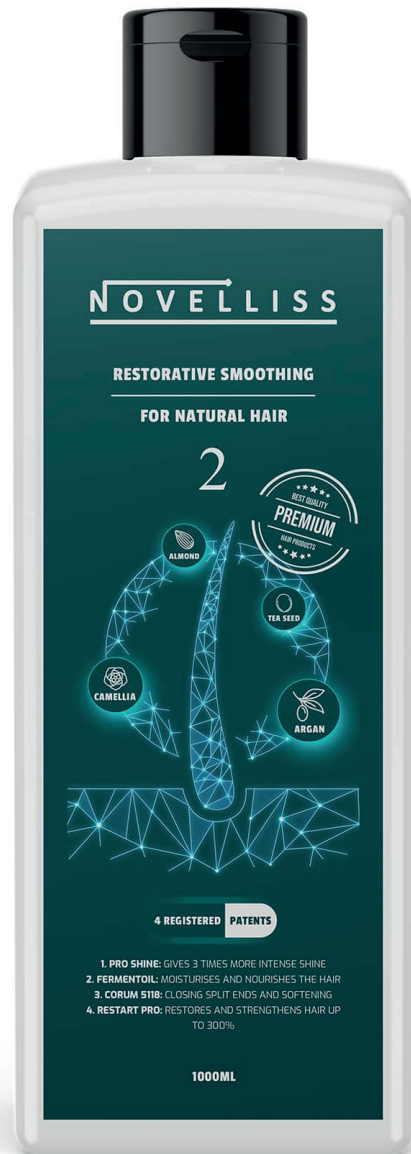
4 PATENTS
REGISTERED



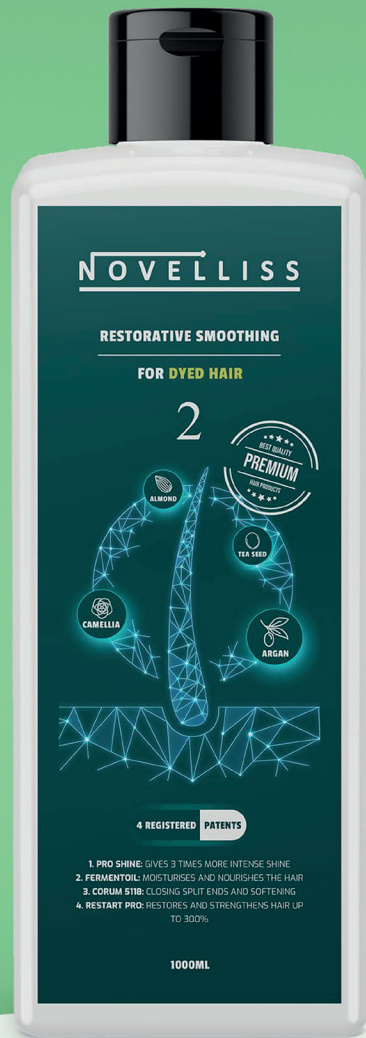
NOVELLIS
RESTORATIVE
SMOOTHING
FOR NATURAL
OR VIRGIN HAIR

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

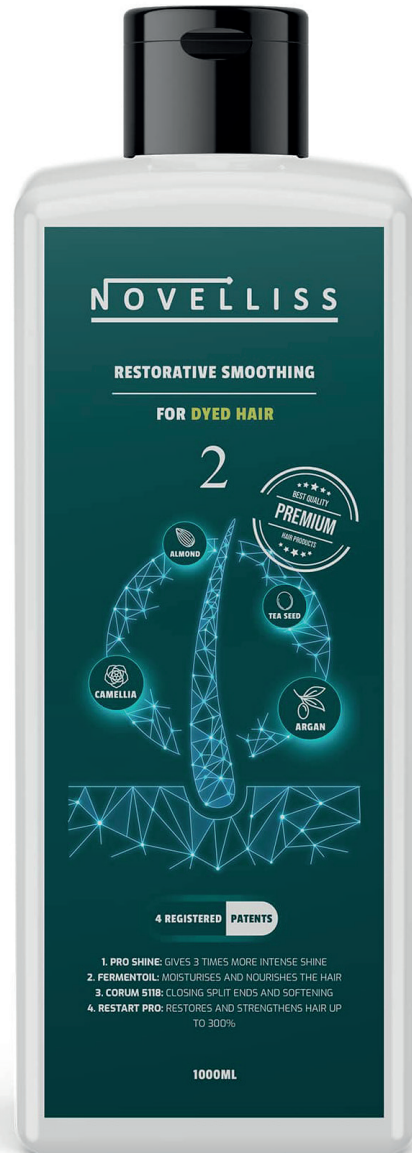


NOVELLISS

RESTORATIVE
SMOOTHING
FOR DYED HAIR

NOVELLISS hair straightener is the latest development in safe, effective 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





250ML

1000ML

THERAPY SHAMPOO

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.



250ML

500ML

THERAPY MASK

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.



50ML

THERAPY SERUM

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.

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

Once the lissage is finished, refroidise the cheeses at the ready of a six-cheveux on the "froid" position and wait for 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 :

 **Ti** 100% Solid Nano Titanium

 Adjustable Temperature

 250°C Maximum Temperature

 Fast and Even Heating

 360 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
☆☆☆

OFFICIAL
NOVELLISS
PROFESSIONAL
COSMETIC
PROTOCOL

PERMANENT
SMOOTHING & HAIR
BOTOX IN-SALON
TREATMENT SERVICES
FOR PROFESSIONAL
USE ONLY



PROFESSIONAL USE DISCLAIMER

This protocol is intended exclusively for trained and licensed hair professionals.

NOVELLISS services are cosmetic hair treatments. They are not medical procedures and are not intended to diagnose, treat, cure, or prevent any medical condition.

Professional performing the service is responsible for :

- Correct diagnosis of hair condition
- Evaluating previous chemical history
- Respecting safety limits
- Performing strand and patch tests
- Maintaining client safety and comfort

Failure to follow this protocol may result in hair damage or scalp irritation.

PATCH TEST REQUIREMENT

A sensitivity test must be performed at least 24 hours before service. Do not proceed if redness, burning, itching, or irritation occurs.

VENTILATION & SALON SAFETY

Service must be performed:

- In a well-ventilated area
- Using protective gloves
- Avoiding product inhalation
- Avoiding scalp contact
- With controlled use of heat tools

In case of eye contact: rinse immediately with water.

RESULT DISCLAIMER

Results vary depending on hair structure, history, maintenance, and environment.

No guarantee of identical results can be made.

CLIENT SAFETY REQUIREMENTS

Before performing any NOVELLISS service :

- ✓ Conduct a professional consultation
- ✓ Perform a strand test
- ✓ Perform a skin sensitivity test 24 hours prior
- ✓ Evaluate chemical compatibility
- ✓ Refuse service if hair integrity is compromised

Do not proceed if hair is:

- ✗ Severely over-processed
- ✗ Breaking or melting when wet
- ✗ Extremely fragile
- ✗ Recently bleached without recovery
- ✗ Showing scalp irritation or rash

Hair health always overrides aesthetic goals.

HEAT TOOL LIABILITY NOTICE

Temperatures above 230°C are reserved only for:

- Natural resistant hair
- Experienced professionals
- Verified strand testing

Improper heat use may cause irreversible damage.

Manufacturer is not responsible for misuse.



1. MANDATORY DIAGNOSIS (COMMON TO BOTH SERVICES)

BEFORE CHOOSING BETWEEN SMOOTHING OR BOTOX TREATMENT :

Observe hair type

- Fine, normal, thick, condition (healthy, sensitized, damaged, split ends)
- Chemical history (coloring, balayage, highlights, bleaching, henna, perm, relaxer, etc.)



Ask questions

- Date of last technical service
- Daily use of straightener / blow dryer / flat iron
- Presence of brittle or highly sensitized areas



NOVELLISS



Choose the service

NOVELLISS SMOOTHING :
Smooths, disciplines, removes volume and frizz

NOVELLISS HAIR BOTOX TREATMENT : repairs, plumps, adds shine, provides light to medium discipline without full straightening



Protocol in 2 axes

- A. SMOOTHING
A 11 steps NOVELLISS routine
- B. BOTOX
A 7 steps NOVELLISS routine

A. NOVELLISS SMOOTHING PROTOCOL

1. DEEP CLEANSING (PRE-SHAMPOO #1)

- Wash the hair three times with Novelliss Pre-Shampoo No. 1.
- During the third wash, leave it on for 10 minutes to raise the pH to approximately 8, open the cuticles, remove residue, and prepare the hair shaft to absorb the smoothing solution.
- Rinse thoroughly until the water runs clear.

2. DRYING

- Dry your hair completely using a hair dryer and a non-ceramic flat brush
- Your hair should be dry, detangled, and free of knots

3. PRODUCT APPLICATION (NOVELLISS STRAIGHTENING SOLUTION #2)

- Pour Novelliss Solution No. 2 into a non-metallic bowl.
- Apply strand by strand, 1 cm from the scalp.
- Never touch the scalp.
- If you experience irritation or a visible rash on the scalp, do not proceed with the straightening treatment.
- Apply evenly without letting the product drip.

4. PROCESSING TIME

Depending on hair type :

- Blonde / very damaged: 30 to 60 minutes
- Colored: 60 minutes
- Natural / very curly / thick: 90 minutes

Additional notes: Check the ends after 30 minutes; if they are dry, add 10 to 20 g of product. Use a shower cap or a gentle heat source to optimize absorption.

5. LATHER AND RINSE

- Lather with cold or lukewarm water for 10 seconds.
- Gently work into a lather for 30 seconds until the foam turns white.
- Detangle: wide-tooth comb / fine-tooth comb.
- Leave the lather on for 5 to 10 minutes, then rinse.
- Slight residue is acceptable for coarse hair.

6. LET DRY BEFORE IRONING

- Dry completely using a hair dryer and a flat brush
- Lightly blow-dry to make ironing easier (optional)

7. A SMOOTHING PRIMER FOR FLAT IRONS

- Use the KOVATECH TURBOLISS PRO TITANIUM straightening iron (up to 250°C)

Work in 0.5 cm sections / Temperature & passes:

Blonde / chemically treated :

- 130–170°C / 6–8 passes
- Always test on a small strand first

Colored hair :

180–210°C / 8–10 passes

Natural / coarse hair :

- 220–230°C standard / 10–12 passes
- Up to 240–250°C on natural, coarse hair

8. COOLING

- Dry on a cool setting
- Let it sit for 10 minutes

9. RINSE YOUR HAIR

- Thoroughly wet your hair with lukewarm water.
- Apply NOVELLISS THERAPY SHAMPOO.
- Rinse thoroughly.
- Make sure no residue remains.

10. NOVELLISS THERAPY MASK

- Apply generously to towel-dried hair, then comb through.
- Leave on for 10 minutes under a gentle heat source.
- Rinse thoroughly.

11. NOVELLISS THERAPY SERUM

- Apply 1 to 3 drops, depending on hair length.
- Style as desired.
- We recommend the NOVELLISS at-home care kit for long-lasting results.

B. NOVELLISS BOTOX TREATMENT

CLEANSING

- Wash 3 times with NOVELLISS PRE-TREATMENT SHAMPOO #1
- During 3rd wash : 10-min pause
 - Rinse until clear

EMULSIFY & RINSE

- Emulsify 10 seconds
- Lather 30 seconds
 - Detangle
- Leave foam 5–10 minutes
- Rinse thoroughly until completely free of residue

FLAT IRON SEALING

(Recommended : KOVATECH TURBOLISS PRO TITANIUM flat iron)

- Goal : seal care, not straighten
 - Blonde / sensitized : 130–150°C, 2–4 passes
- Colored : 170–190°C, 4–6 passes
- Natural / thick : 190–210°C (max 220°C), 6–8 passes



01

02



03



04



05



06



APPLICATION (#2 BOTOX)

- Use non-metal bowl
 - Apply 1 cm from scalp
 - Even saturation
- Processing :
- Blonde / sensitized: 20 minutes
 - Colored : 30 minutes
 - Natural / curly : 45 minutes
 - Add product to dry ends if needed
 - Use cap or heat

DRY

- Dry hair 100% using paddle brush

FINISH

- Shampoo with NOVELLISS THERAPY SHAMPOO, rinse thoroughly, towel dry
- Apply Therapy Mask for 5–10 min, rinse well
- For very dry hair, apply a light mask veil a second time
- Apply NOVELLISS THERAPY SERUM to wet hair
- Style as desired
- Optional serum veil for very dry hair

OFFICIAL TEMPERATURE PHILOSOPHY



SMOOTHING

- Fine hair: 120–170°C
- Normal hair: 150–190°C
- Thick/resistant: 180–230°C
- 240–250°C reserved only for trained professionals on resistant natural hair
- 5–15 passes depending on hair



BOTOX

- Moderate temperatures
- Fewer passes
- Focus on care over straightening

OFFICIAL RECOMMENDED IRONING STANDARD



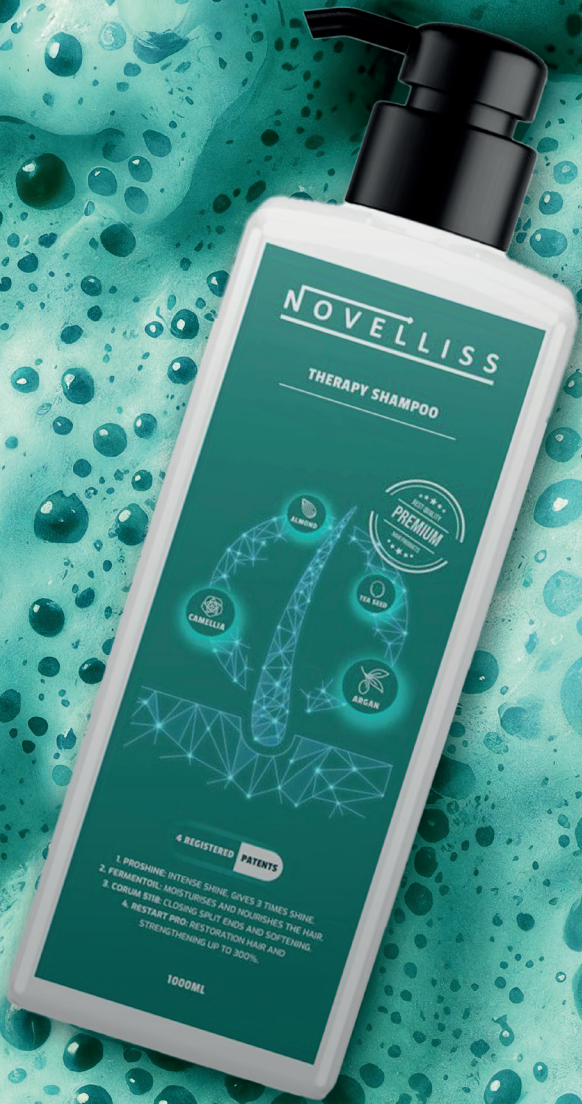
- Blondes :
6–8 passes



- Colored :
8–10 passes



- Natural, curly :
10–12 passes



Contact

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www.novelliss.com