

## RESULTS ARE INSTANT!

The minute you leave the salon, you can wash your hair, wear a pony tail, use clips and pins and it will be straighter, smooth, frizz free and EXTREMELY radiant!

No need to wait 72 hours.



BEFORE



AFTER



**CADIVEU**  
PROFISSIONAL

SÃO PAULO | BOLOGNA | DUBAI | LAS VEGAS

# REVOLUTIONARY SUGARCANE CYSTEINE KERATIN SYSTEM INFUSED WITH AÇAÍ BERRY



# BRAZILIAN KERATIN RECONSTRUCTION

The **BRAZILIAN CACAU KERATIN TREATMENT** by CADIVEU is the **most innovative and effective** professional smoothing treatment **in the WORLD!**

**AUTHENTIC & GENUINE** brazilian keratin treatment **MADE IN BRAZIL**



**Brasil CACAU**'s exclusive formula combines rich natural raw materials and incorporates the latest BRAZILIAN KERATIN technology. Brasil CACAU reinforces the internal structure, improves the condition of the hair **SMOOTHING THE CUTICLE & ELIMINATING FRIZZ** while providing external protection.

### **Why** BRAZIL CACAU KERATIN TREATMENT?

- Not damaging and no harsh chemicals.
- No formaldehyde!

### **Results are instant!**

- No need to wait 72 hours.
- The minute you leave the salon, you can wash your hair, wear a pony tail, use clips and pins and it will be straighter, smooth, frizz free and **EXTREMELY** radiant!

**Brasil CACAU**'s aftercare products ensure long lasting results

Results last up to 3 months.

The revolutionary exclusive formulation of **Brasil Cacau** combines Sugarcane carbohydrates and Cysteine which synergise with the hair's natural Keratin filling, sealing and smoothing the cuticle. The combination of these ingredients and the Amazon Acai berry rich in antioxidant, Omega 3 & 6 has the power to reconstruct.

### **How this works:**

The smoothing results are obtained by following 3 important application steps.

- 1 Anti Residue Shampoo.** With a **pH 9** (alkaline) this opens the hair shaft so **Brazil Keratin Reconstruction pH 2.8** (acidic) will be effective.
- 2** A combination of heat from the hair dryer and the thermal keratin iron activate the key ingredients, which are infused into the cuticle.
- 3** The **Deep Conditioning Mask**, with its **pH 4.5**, finally equilibrates the hairs pH values. The hair will be straighter, softer, shiny, smooth, frizz-free with instant manageability which will reduce styling time.

### **HOME CARE**

Brazil Keratin Cacau's aftercare range combines keratin, Cacau butter and Panthenol in the anti frizz shampoo, conditioner and the leave-in. The Hydrating Hair Complex provides extreme nourishing and replenishes the treatment ensuring longevity. The Agadir spray treatment protects against thermal appliances, softens and gives hair shine from roots to ends.



## STEP BY STEP GUIDE

PLEASE NOTE THAT THIS TREATMENT MUST BE USED BY A LICENSED PROFESSIONAL AND ALL SAFETY PRECAUTIONS AND MANUFACTURERS INSTRUCTIONS SHOULD BE FOLLOWED AT ALL TIMES.

PLEASE ALWAYS SHAKE CONTENTS WELL BEFORE USE.

**CONSULTATION:** It is highly recommended you complete a thorough client consultation and hair/scalp analysis prior to treatment application. Both the consultation and hair analysis will confirm whether the client is suitable for the **Brazilian keratin Cacau** Treatment. Confirm the client is aware of maintenance and post treatment care. (We recommend **Brazilian keratin Cacau** after care hair products).

**1** To prepare the hair for the **Brazilian keratin Cacau** treatment you need to clarify the hair first. This is done with ANTI RESIDUE shampoo. We recommend you shampoo twice, then towel dry.



**2** Blow dry the hair. Working in sections in a downward motion with your fingers dry the hair, leaving about 15-20% dampness throughout, this makes the hair a little more pliable.



**3** Section the head into clean quarter sections with a Black Diamond plastic tail comb and secure with sectioning clips. Pour a desired quantity of **Brazilian keratin Cacau** in to a plastic bowl (Approximately 35-40ml for shoulder length hair)



**4** Wearing gloves (optional) and starting from the nape section, take fine secondary sections and apply the product sparingly Using your fingers work the product through to the ends. (The product slips through the hair effortlessly and then comb through). Complete the entire head using this procedure throughout the whole application.



**5** Using your fingers in a downward motion or by using a ceramic hot tube brush, blow dry the hair completely.



**6** Divide the hair again into clean quarter sections with your plastic tail comb secure with clips.

**7** Turn on your Thermal Keratin Iron (230deg).

For optimum results we do recommend the Thermal Keratin Iron. This is to be used with caution at all times and take extra precautions when processing highly bleached/sensitive hair. We recommend adjusting the Thermal Keratin Iron reducing the temperature on the hair in these delicate cases.



**8** Maintain clean sections, starting at the nape again. Taking fine secondary sections using the tail comb, flat iron the secondary sections from root to ends. Each section should be flat ironed (8-10 times approximately, this will depend on porosity/texture of hair etc) continue until the hair is silky and shiny.



**9** Return to the basin and rinse hair until water runs clear.



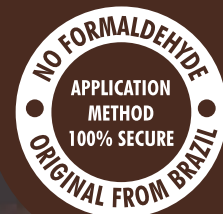
**10** Squeeze excess water from the hair. Apply a generous amount of the **Deep Conditioning Mask**, comb through with a wide tooth comb. Leave on the hair for 5 minutes and rinse.



**11** Using your fingers in a downward motion blow dry the hair completely. After this final process you will notice hair is straighter, smooth, frizz free with **extreme** shine.



**KEEPING IT UP AT HOME.** We advise the client uses **Brazilian keratin Cacau Anti Frizz** After Treatment Shampoo, **Anti Frizz** After Treatment Conditioner and **Leave-in Anti Frizz** and **Agadir Spray Treatment** to finish off the maintenance programme. To re-refresh the treatment, use **Hydrating Hair Complex** every 5-7 days. The importance of **Brazilian keratin Cacau** maintenance programme should be discussed with the client initially during the consultation. These products have been developed specifically to support the maintenance of the **Brazilian keratin Cacau** treatment. The maintenance programme should always be followed as instructed by the hairdresser.



**1 What does Brazilian keratin Cacau treatment do, and why has the popularity of this treatment grown worldwide?**

Brazilian Keratin Cacau treatment has been designed to replenish and rejuvenate the hair which has been depleted of its essential nutrients. Nutrients are normally lacking from the hair due to environmental factors, chemical/thermal damage and daily wear and tear. Brazilian Keratin Cacau treatment is very popular worldwide as it gives the hair the ability to return to its natural state, without damage or change to the hair molecule structure. Due to our climate and lifestyle this treatment is now an important service that salons should offer their clients.

**2 What results can be expected and how should it be described to customers?**

Our Smoothing system leaves hair totally frizz-free, straighter, softer, shiny and smooth with instant manageability which considerably reduces styling time. Brasil Cacau provides an option to wear hair curly or with body/volume (depending on hair type/texture). The best way to describe the system is "A SMOOTHING RECONSTRUCTIVE TREATMENT"

**3 I love the body/volume in my hair but hate the frizz, is this treatment for me?**

Yes, it's the perfect treatment for you. This treatment allows you to keep the body/volume while eliminating frizz. Your hair will still react to curling tongs for curls and blow drying if you want straight hair.

**4 Can you do the treatment on previously chemically treated and virgin hair?**

Yes, this treatment can be done on any previously chemically treated and virgin hair.

**5 Does the New & Improved formula produce vapour/fumes?**

No. There are no irritant fumes like some of the other treatments on the market (no teary eyes or throat irritation)

**6 Can you do the Brazilian keratin Cacau treatment after colouring/highlighting?**

We advise against any colour service prior to the treatment. As we are now working on regenerating the cells we prefer to colour after the penetration of the treatment. 4-5 days after is advisable, and if a client has recently had a colour service, explain that her hair may fade a shade or two lighter during the process, but can be re-freshened 4-5 days after.

**7 What is the percentage of Keratin in the Brasil Cacau treatment?**

Brasil Cacau does not contain synthetic or animal based keratin. Our unique and exclusive formula combines Sugarcane Cysteine & Açai Therapy which rejuvenates the hair's natural Keratin.

**8 Can I swim in a salt pool or the ocean after my treatment?**

Yes. We recommend you apply a generous amounts of the leave-in anti frizz before and after you enter salt water. This will aid in longevity and optimum results.

**9 Can the treatment be done on pregnant or nursing women?**

We do not recommend the treatment on pregnant or nursing women.

**10 How long does the treatment last in the hair?**

The treatment is designed to last up to 3 months depending on the hair texture/porosity etc. Brazilian keratin Cacau has no regrowth.

**11 How often can I have the treatment?**

Every 4-8 weeks: Brasil Cacau is a cumulative reconstructing treatment, therefore, the more it's done the healthier the hair becomes and the longer the results last.

**12 How much time does it take to have the treatment done?**

Depending on the length and thickness of the hair the time will vary, although there is NO processing time with Brazilian keratin Cacau which makes the procedure quicker than other treatments on the market.

**13 Once I've had the treatment done, is it possible to re-fresh at home?**

Yes, to re-fresh the treatment use Brazilian keratin Cacau Hydrating Hair Complex once every 5-7 days.

