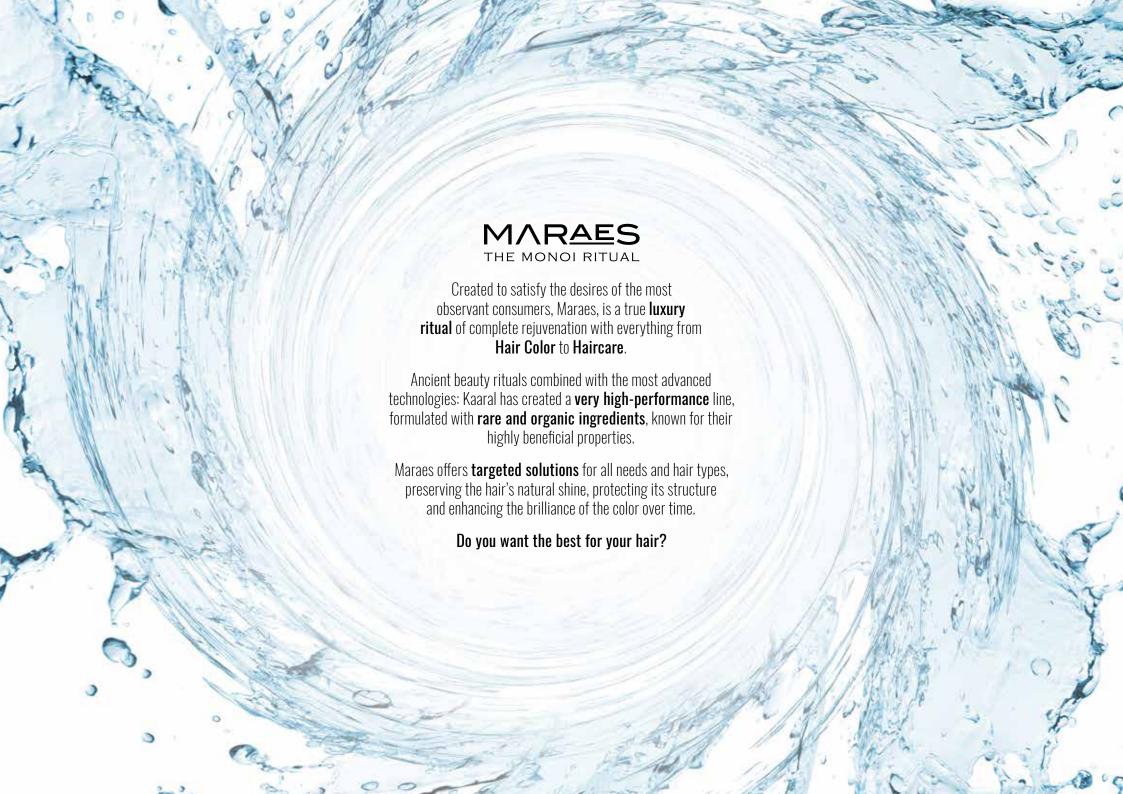


MARAES
THE MONOI RITUAL

BRILLIANT COLOR
INTENSE PROTECTION
UNSURPASSED NOURISHMENT

















MARAES PERMANENT HAIR COLOR

FOR HEALTHY HAIR AND INTENSE COLOR

Ancient beauty rituals connected to modern technologies

Dermatologically tested

formulated with **organic ingredients**, Maraes is the permanent coloring ritual with **no Ammonia**, **PPD**, **SLES**, **Parabens**, **and Gluten**. It deeply nourishes the hair, regenerating it.

The precious **Monoi de Tahiti**, Certified Organic, in combination with **natural antioxidants**, gently treats the hair, making coloration a pleasant experience.

It is composed by more than 50 shades which create **extraordinary chromatic effects** when mixed together. 3 High Lift series; 5 Intensifiers; 4 Oxidants and an exclusive Lightener Oil.

KEY INGREDIENTS



Monoi de Tahiti



Coconut Oil



Keratin



Flax Seeds



Sunflower Seeds



Olive Leaf



COLOR NOURISHING PERMANENT HAIR COLOR

AMMONIA FREE

Permanent Oxidation Coloring free from Ammonia, PPD, Gluten, Parabens, SLES.

Monoi of Tahiti and Beeswax

protects the hair during the coloring process, favoring the brightness of the color and preserving the hairs integrity and softness.

Its soft and creamy texture make the application of the coloring cream pleasant and comfortable. The color result will be intense and vibrant, and the hair will look soft and bright.

More than 50 shades divided into Natural, Ash, Golden, Copper, Red, Violet, Mahogany, Brunette and Cool Brunette:

- 3 series of High Lifts
- Color Mixing ratio: 1:1
- High Lift Mixing ratio: 1:2
- 5 Intensifiers
- 4 Oxidants to choose, depending on the desired result
- · 100% white/grey hair coverage
- Lightens up to 4 levels
- · Dermatologically tested

• Size: 60ml



MARAES DEVELOPER

10-20-30-40 VOL.

A complete range of cream activators

Enriched by Monoi de Tahiti Oil, Coconut Oil and Keratin.

The conditioning and lenitive actives act in combination with the coloring cream, guaranteed controlled processing time, and specific height of tone and vibrant reflection.

- · No Mineral Oils, Parabens, Gluten
- · Dermatologically tested



• Sizes: 120 ml and 1000 ml



MARAES COLOR

TONES AND REFLECTION

Maraes uses a universal numeric system that allows to easily interpret and read the height of tone and the reflection.

The universal numeration provides:

- Base level or height of tone: it is indicated by a number before the decimal point:
- Primary reflection: it is indicated by the first number after the decimal point;
- Secondary reflection, it is indicated by the second number after the decimal point.

The reflection contained in the color chart are:

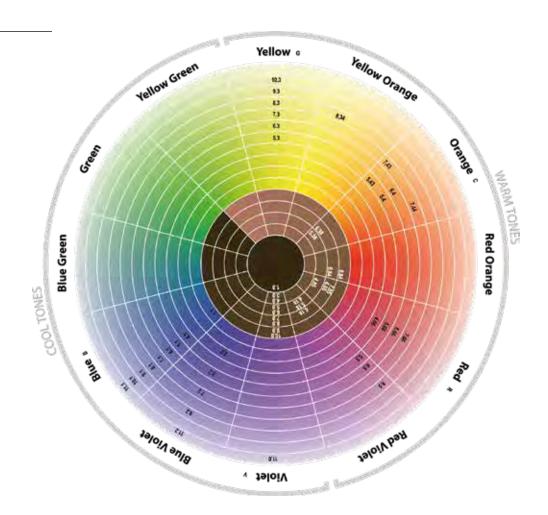
- .0: natural
- .1: ash
- .2: violet
- .3: golden
- .4: copper
- .5: mahogany
- .6: red
- .8: brunette

If we take a 7.43 as an example (Blonde, Copper-Golden) we will read it in the following way:

- 7: Height of level Blonde
- .4: Primary reflection Copper
- 3: Secondary reflection Golden

Moreover, in the color chart, we have the intensifiers **B** (blue) – **V** (violet) – **G** (yellow) – **C** (copper)

- **R (red)**, that can be mixed inside of the nuances, in order to customize and create a multitude of reflections or to neutralize the undesired reflections.



CORRECTOR SERIES

Nuances of BLUE-VIOLET help to correct unwanted ORANGE-YELLOW tones/highlights.

Blue-Violet CORRECTOR

TO NEUTRALISE Orange-Yellow

Add blue-violet nuances in small amounts to the chosen color, depending on the desired effect and using the table:

NATURAL OR TARGET LEVEL	3	4	5	6	7	8	9	10
MAX. CORRECTOR AMOUNT	7g	6g	5g	4g	3g	2g	1g	1g

The amounts listed in the table refer to the measure of color (60 ml of coloring creme + 60 ml of Maraes Developer). The amount of oxidant varies based on the amount of corrector used.

INTENSIFIER SERIES

G - C - R nuances act to intensify red-golden highlights.

INTENSIFIER G (Yellow) FOR Golden INTENSIFIER INTENSIFIER C (Orange) FOR Copper INTENSIFIER INTENSIFIER R (Red) FOR Red INTENSIFIER

The intensifier series can be used in larger amounts than the correctors. The amount of oxidant varies based on the amount of corrector used.

For example: mix 30 ml of 6.66 + 30 ml of R with 60 ml of Maraes Developer.



DISCOVER THE **COLOR** CHART

NATURAL



ASH



VIOLET



GOLD



COPPER



MAHOGANY



BRUNETTE COOL



HIGH LIFT



RED



BRUNETTE WARM



INTENSIFIER



COLOR NOURISHING LIGHTENER OIL

GENTLE, CONTROLLED, HAIR LIGHTENING

Ammonia free nourishing oil with a controlled lightening

The Lightening Complex

composed by Monoi de Tahiti, Flax Seeds, Sunflower Seeds and Olive Leaf extract, allows a natural and bright lightening in the full respect of the hair.

- Mixing ratio: 1:1
- · Dermatologically Tested
- · No Ammonia, SLES, SLS, Prabens, DEA, Perfume

How to be used

Mix the Lightening Oil and its Activator in a non-metallic bow, in a proportion of 1:1.

Decide the application method depending on the service. Processing time: from 5 to 20 minutes, depending on the target to achieve and on the structure of the hair.

The lightening process and the time of action of the product could be influenced by the structure of the hair and the presence of an artificial color on lengths and ends. The maximum result is visible on natural hair.

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PROCESSING TIME	LIGHTENING		
5 minutes	½ lighter tone		
10 minutes	1 tone		
15 minutes	1 tone and 1/2		
20 minutes	2 tones		



FAQ

What are the advantages of MARAES compared to traditional colors?

MARAES lets you offer your clients a highly personalized and a comfortable service for the whole processing time, thanks to its combination of natural ingredients. The valuable certified organic Tahitian Monoi oil in combination with natural antioxidants, all odor-free, ensures a brilliant color result and maximum coverage of white hair.

What does PPD-free mean?

Without p-Phenylenediamine. This substance is used as a coloring pigment, and for susceptible people it can cause signs of hypersensitivity. In Maraes, this problem is limited by the absence of this pigment. You should always do a preliminary sensitivity or patch test.

Can I mix MARAES with an oxidant different from MARAES DEVELOPER?

No. The formulation of this oxidant was designed to act in synergy with the color and contains Monoi Oil from Tahiti, Coconut Oil and Keratin to protect and beautify the hair strand during coloring process.

Can I mix MARAES with its activator in different percentages from those described in the instructions?

No. This would change the alkalinity of the product, with results different from what is promised.

Can I mix various highlights with each other? And superlighteners?

High Lifts can be mixed together to customize the tone or shade, but they cannot be mixed into the other colors. All the shades can be mixed together to customize the target result, as long as you follow the basic rules for coloring.

Which services can be provided with Color Nourishing Lightener Oil?

Pre-color treatment: To prepare very dark hair to receive a vibrant or lighter color, such as auburn, reds or High Lifts. Apply the mixture to the hair, let it process for 20 minutes, wipe off the excess product without rinsing and apply the desired Maraes shade.

Natural highlights: To lighten natural hair up to two tones to create light effects along the strands and ends. Apply the mixture with a lightening technique at your discretion and let process up to 20 minutes, depending on the desired effect.

Soften the regrowth effect: to quickly reduce the contrast between the natural dark base and the lighter strands. Apply the mixture to the area in question and let process up to 20 minutes depending on the desired shade.

HAIR CARE:



MARAES HAIR CARE

PROTECTION, CARE AND LASTING COLOR

From the ancient Polynesian tradition

Caring for colored hair

Maraes offers targeted solutions that preserves the brightness and liveliness of the hair, protecting and enhancing its natural structure and the brilliance of the color over time.

Ingredients inspired by nature, known for highly beneficial properties, along with Monoi Oil, makes the hair sublime.

NO DEA, Sulphates, Parabens, Gluten, Mineral Oils, No added salts

KEY INGREDIENTS



Monoi de Tahiti



Marula Oil



Moringa Oil



Keratin



Karité Butter



Avena Strigosa Complex



Yogurt



SLEEK EMPOWERING

STRAIGHT, STRESSED HAIR



Shampoo and Leave-in Spray Treatment for straight, frizzy, and stressed hair

The Monoi de Tahiti, in combination with the Avena Strigosa Complex and the Moringa Oil, regenerate the hair, giving it body, brightness and softness. The emollient properties allow the frizziest hair to be disciplined and hydrating the shaft without weighing it down.

Sleek Empowering Shampoo

Key Ingredients: Monoi de Tahiti, Avena Strigosa, Moringa Oil Dermatologically tested

No Dea - Sulfates - Parabens - Gluten - Added Salts

Sizes: 300 ml and 1000 ml

Sleek Empowering Spray Treatment Leave In

Key Ingredients: Monoi de Tahiti, Avena Strigosa, Moringa Oil Dermatologically tested

No Parabens - Mineral Oils - Gluten

Size: 150ml



COLOR NOURISHING

COLORED, DRY HAIR



Shampoo and Nourishing Mask for colored, treated and particularly dehydrated hair

The Oil of Monoi and Keratin

strengthen the hair and protect the color from the action of free radicals, favoring its brightness and lasting over time. The Karitè Butter gives intense nourishment to damaged hair, strengthening the shaft and increasing brightness.

Color Nourishing Shampoo

Key Ingredients: Monoi de Tahiti, Keratin Dermatologically tested

No DEA - Sulfates - Parabens - Gluten - Added Salts



Color Nourishing Mask

Key Ingredients: Monoi de Tahiti, Keratin, Karitè Butter Dermatologically tested

No Parabens - Mineral Oils - Gluten

Size: 200ml e 1000ml



CURL REVITALIZING

CURLY, COARSE HAIR



Shampoo and revitalizing treatment for curly and coarse hair

The sweetness of Yogurt

Together with the precious Monoi de Tahiti and the Marula Oil, performs a revitalizing and restores the elasticity of the curl. Defining the natural movement of the hair and eliminating frizziness. Hair will look soft, defined and hydrated.

Curl Revitalizing Shampoo

Key Ingredients: Monoi de Tahiti, Yogurt, Marula Oil Dermatologically tested

No DEA - Sulfates - Parabens - Gluten - Added salts

Sizes: 300ml e 1000ml

Curl Revitalizing Treatment

Key Ingredients: Monoi de Tahiti, Yogurt, Marula Oil Dermatologically tested

No Parabens - Mineral Oils - Gluten

Sizes: 200ml e 1000ml



TRASVERSAL

TREATMENTS



COLOR NOURISHING

DOPPIO ELIXIR

Salon reconstruction treatment for all hair types

Monoi de Tahiti, Keratin and Silk Protein

have high nourishing, strengthening and restructuring properties, giving body to colored, weakened and chemically treated hair.

Doppio Elixir

could be used in combination with the three Maraes haircare lines, allowing the creation of some different rituals depending on the hair type.

How to use: mix Elixir Monoi and Elixir Keratin in a bowl until you obtain a smooth cream. Mixing ratio 1:1. Apply on washed and towel-dried hair and leave for 5-10 minutes. Rinse thoroughly.

Key Ingredients: Monoi de Tahiti, Keratin, Silk Protein Dermatologically tested

No Parabens - Gluten - Mineral Oils

Size: 15ml x12

COLOR NOURISHING

SHIELD

Leave-In Spray for all hair types

With its hydrating, UVA/UVB filters, and detangling action it protects the color from weather aggressors and from the heat of dryers and straighteners.

The Oil of Monoi and the Limnanthes Oil support the color to avoid loss of brightness during time.

How to use: spray uniformly on washed and towel-dried hair. Detangle with a comb and proceed drying with a dryer or let it dry naturally. It is possible to use the Shield on dry hair to increase brightness and protection.

Key Ingredients: Monoi de Tahiti, Limnanthes Oil Dermatologically tested
No Parabens - Gluten

Size: 150ml





COLOR NOURISHING

OLIUM

Nourishing, hydrating and conditioning oil for all hair types

The Flax Seed in combination with the Monoi de Tahiti

act as a "repairing" effect, particularly on brittle and damaged hair, preventing against split ends.

How to use: apply a small quantity of product on dump hair (depending on length and the porosity of the hair) then comb. Blow-dry or let it dry naturally. On dry hair, apply a few drops on lengths and tips to control unruly hair and soften dry ends.

Key Ingredients: Monoi de Tahiti, Flax Seeds Dermatologically tested **No Parabens - Mineral Oils - Gluten**

Size: 30ml



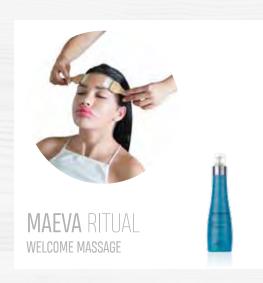


ENJOY A MOMENT OF

WELL-BEING

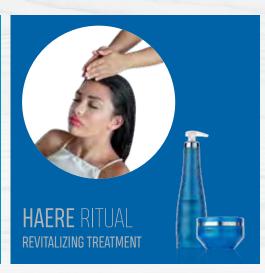
The **Maraes Rituals** make the salon the perfect place to have an extraordinary and **exciting beauty experience** amidst a **Spa atmosphere**, among the fragrances of Polynesian flowers, to the notes of relaxing music, in the light of scented candles. An exclusive course of relaxation and well-being designed **specifically for every need** and customised based on the time available to maximise the benefits of Maraes.

The ancient Polynesian tradition, which for centuries has passed down the art of massage with Monoi Oil, gave rise to **three treatment philosophies** associated with different combinations of Maraes products, to embrace and fulfil **every wish**.









It begins with the welcoming **Maeva Ritual**, leading to the Regenerative Treatment for **stressed hair**, combined with the **AUAHI** massage, which means fire; to nourish dry, **colored hair**, there is the Restorative Treatment, with the relaxing **MAMU** massage, and then the Revitalising Treatment that improves the **hair's elasticity** with **HAERE**, the pleasure massage.

For those in a hurry, **EXPRESS SOLUTIONS** offer a brief but rejuvenating moment of well-being.



MAEVA RITUAL WELCOME MASSAGE

WELCOME MASSAGE

Objective: offer a different welcome playing with sensoriality; an emotional welcome that could be a distinctive element to engage an immediate and direct contact with the client.

Maeva means «Welcome» in Polynesian.

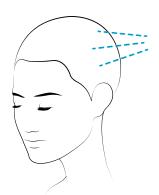




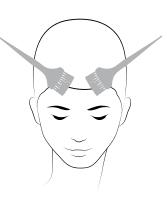
1. Make sure your client is sitting comfortably then start the relaxation experience beginning from the neck, then getting to the head.



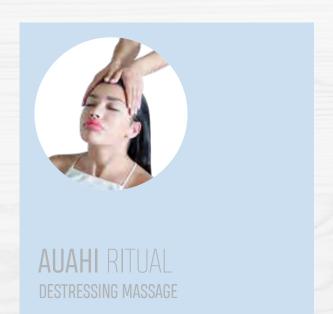
2. Massage the neck with small circular movements descending to the shoulders. Repeat it 3 times.



3. Spray Color Nourishing Shield over the head.



4. Gently massage with the Maraes Wooden Brushes starting from the forehead then moving along the head. From time to time, make some light pressures on the scalp to relax your client.

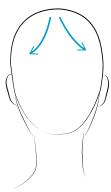


REGENERATIVE TREATMENT

Objective: give life to particularly stressed hair. Stress occurs to each person and it is identified with the element of fire.

Auahi means «Fire» in Polynesian.





1. Start massaging from the top of the head: this gesture is your first contact with the client. Pressures should be delicate, but the client must be able to feel them.



2. With both hands, make some light circular movements on both temporal lobes in order to erase tension. Massage relaxes and pushes away all worrying thoughts.



3. Hold the head with one hand. Make some rake-like movements with the other, performing a light pressure with your fingertips. Repeat it also on the other side.



4. Gather up the hair and pull it upwards, as if you were making a ponytail: pull it slightly upwards in order to stimulate blood circulation.

*It is advisable to repeat each single step at least 3 times.

AUAHI RITUAL REGENERATIVE TREATMENT



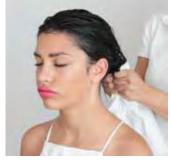
- Sleek Empowering Shampoo
- Color Nourishing Doppio Elixir
- Color Nourishing Mask
- Sleek Empowering Spray



1. Wet the hair with water and make a shampoo with Sleek Empowering Shampoo.



2. Towel dry the hair and make the client sit comfortable at your work station.



3. Mix Maraes Color Nourishing Doppio Elixir in its special bowl with a 1:1 mixing ratio.



4. Divide the hair into small sections. Apply the treating cream on lengths and tips using the Maraes Wood Brush then make some strand twists to facilitate the penetration of the product inside of the hair shaft. Leave for 10 minutes.



5. While waiting, pamper your client with the Auahi Ritual.



6. Rinse Doppio Elixir and towel dry the hair.



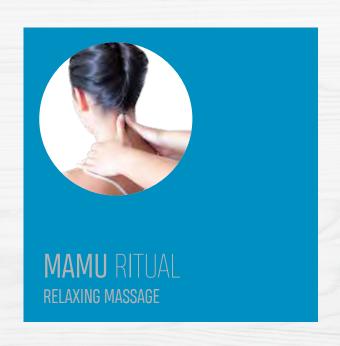
7. Apply Color Nourishing Mask for a better hydration and to bind the Doppio Elixir treatment, Leave for 3-5 minutes then rinse off.

Wrap a warm towel around your head for a perfect hydration.





8. Spray Sleek Empowering Spray Treatment on towel-dried hair and brush as desired.

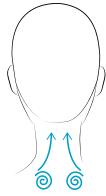


RESTORATIVE TREATMENT

Objective: nourishment for colored, dry and dehydrated hair.

Mamu means "Peacefulness" in Polynesian.





1. Gently massage with circular movements of the thumbs from the bottom of the spine going up to the neck.



2. Place your hands on the sides of the head with the fingers pointed upwards. Apply light pressure and slowly move your hands upwards as if you were shampooing the hair, trying to keep the base of the hands and the fingers touching the scalp.



3. Hold the head with both palms and apply gentle pressure with light circular movements starting from the front of the head. Let the last gestures move the head slightly to the back.



4. End the ritual by gently massaging the hair downward, slightly touching the nape of the neck, in order to release the tension.

MAMU RITUAL RESTORATIVE TREATMENT



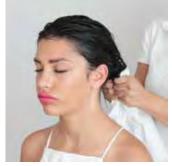
- · Color Nourishing Shampoo
- · Color Nourishing Doppio Elixir
- Color Nourishing Mask
- · Color Nourishing Olium



1. Wet the hair with water and shampoo with Color Nourishing Shampoo.



5. While waiting, pamper your client with the **Mamu Ritual**.



2. Towel dry the hair and make the client sit comfortable at your work station.



6. Rinse Doppio Elixir and towel dry the hair.



3. Mix Maraes Color Nourishing Doppio Elixir in its special bowl with a 1:1 mixing ratio.



7. Apply Color Nourishing Mask for a better hydration and to bind the Doppio Elixir treatment. Leave for 3-5 minutes then rinse off.

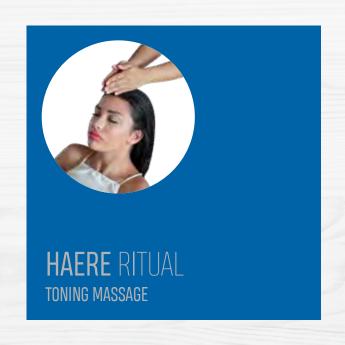
Wrap a warm towel around your head for a perfect hydration.



4. Divide the hair into small sections. Apply the treating cream on lengths and tips using the Maraes Wooden Brush then make some strand twists to facilitate the penetration of the product inside of the hair shaft. Leave for 10 minutes.



8. Towel dry the hair and apply Color Nourishing Olium to facilitate brushing.

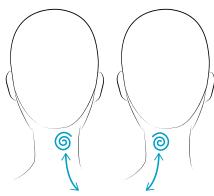


REVITALIZING TREATMENT

Objective: give elasticity to curly and particularly frizzy hair.

Haere means "Pleasure" in Polynesian.





1. Hold the head with the left hand, while making circular movements at the base of the neck with the right hand. Keep rotating for around 10 seconds and invert the movement of the hands for 10 second more.



2. Place your hands like a spoon on both sides of the head and make downward movements, making a light pressure that goes from the palm to the fingertips.



3. Place your thumbs firmly on the head and make some pressures, by alternating the pressure of the fingers simultaneously, in order to stimulate microcirculation.



4. Finish your massage with some circular movements which start from the center of the head and let tension slide on the shoulders.

HAERE RITUAL REVITALIZING TREATMENT



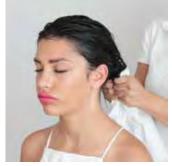
- · Curl Revitalizing Shampoo
- · Color Nourishing Doppio Elixir
- Curl Revitalizing Treatment



1. Wet the hair with water and shampoo with Curl Revitalizing Shampoo.



5. While waiting, pamper your client with the **Haere Ritual**.



2. Towel dry the hair and make the client sit comfortable at your work station.



6. Rinse Doppio Elixir and towel dry the hair.



3. Mix Maraes Color Nourishing Doppio Elixir in its special bowl with a 1:1 mixing ratio.



7. Apply Curl Revitalizing Treatment for a better hydration and to bind the Doppio Elixir treatment. Leave for 3-5 minutes then rinse.

Wrap the hair in a warm towel for perfect hydration.



4. Divide the hair into small sections. Apply the treating cream on lengths and ends using the Maraes Wooden Brush then make some strand twists to facilitate the penetration of the product inside of the hair shaft. Leave for 10 minutes.



8. Rinse with a cold-water in order to stimulate blood microcirculation and brush as desired.

MARAES BEAUTY EXPRESS

FOR THOSE IN A HURRY

Three different rituals to enjoy a **quick but effective** moment of **relaxation and well-being**, perfect for all women who are always in a hurry or travel often, who don't have much time to spend on themselves but still want to **take care of their hair**.

The benefits of the Express Treatments are maximized by using the **Kaaral Ultrasonic+Infrared Haircare Iron**, which encourages the penetration of the active ingredients in the Maraes products used.

REGENERATIVE EXPRESS For Stressed Hair

- Sleek Empowering Shampoo
- Color Nourishing Doppio Elixir
- Sleek Empowering Spray







To ensure the maximum performance during Maraes treatments and rituals, it is possible to use the ULTRASONIC+INFRARED HAIRCARE IRON KAARAL

It is a professional tool, perfect for deep restructuring treatments. The synergic action of ultrasonic and infrared facilitates the deep penetration of those active ingredients found inside of the reconstructing products: Color Nourishing Doppio Elixir, Color Nourishing Mask and Curl Revitalizing Treatment.

ULTRASONIC: pushes the micro-particles of water, proteins, and other treating actives inside of the hair.

INFRARED: closes the cuticles and binds the treatment in deep.

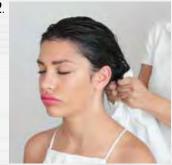
RESULT: a restored, hydrated, nourished and full-bodied hair.





Shampoo with the Maraes product of reference, depending on the chosen Ritual.

2.



Dry the hair with a towel.



Apply the Double Elixir or Curl Revitalising Treatment product, depending on the chosen Ritual.



Help the product to penetrate the hair with Ultrasonic + Infrared Haircare Iron, then rinse.



Spray with the product of reference and/or proceed to brush or style as desired.

PURE PARFUM



MARAES

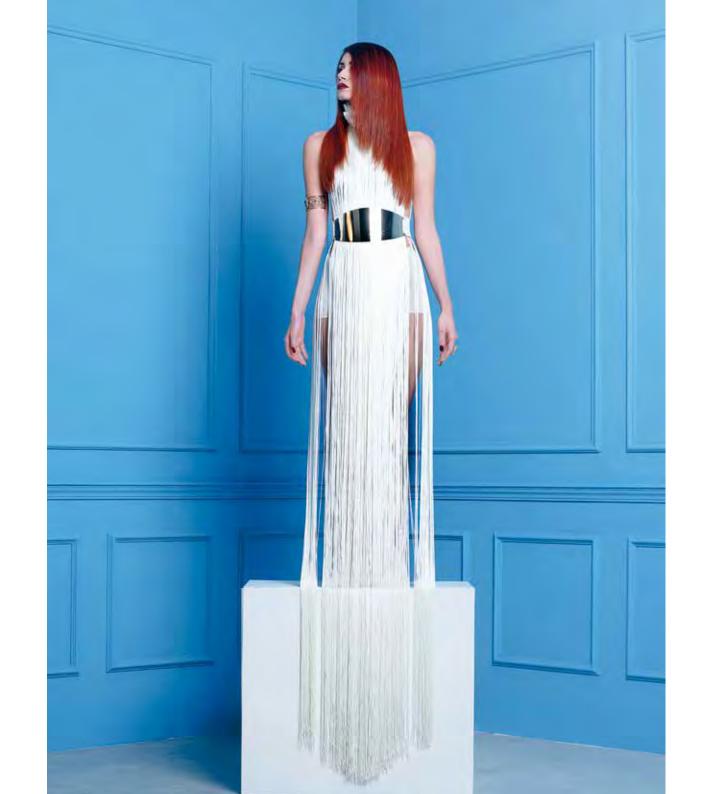
PURE PARFUM

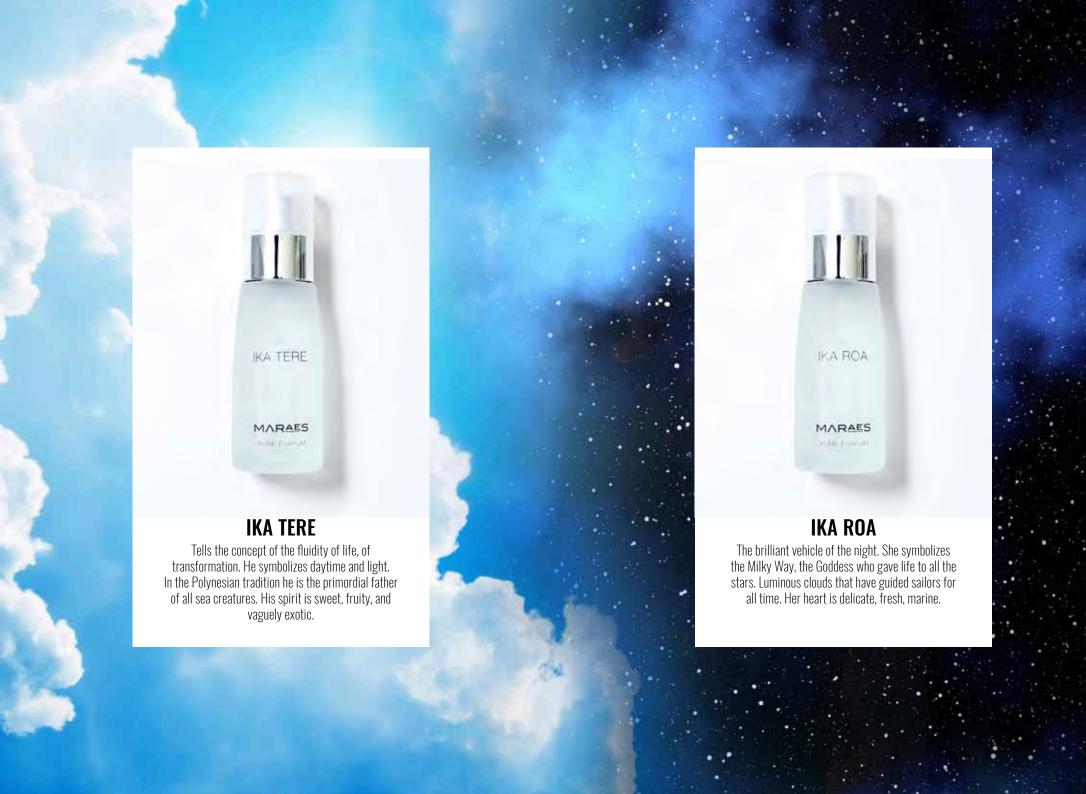
THE SEA THAT BECOMES PERFUME

The sensory experience of the rare Maraes line is enhanced with something totally new for the world of Kaaral. Two elegant Pure Parfum fragrances, **Ika Tere** and **Ika Roa**.

Drop by drop, wearing a perfume is telling a story through your skin...

Maraes fuses ancient wisdom and modern rituals into elegant fragrances tied to the water of life, in the constant cycle between day and night, light and darkness.







Discover the product. Download Maraes APP from:









