



PRODUCT  
CATALOG  
2020



## About TRUSS

TRUSS has an impressive presence in more than 22 countries and offers a high-end complete hair care line to professional stylists and can be found in the finest hair salons all over the world. Constantly investing in innovative active ingredients and high technology, TRUSS insists on continuously exceeding expectations by delivering results that are incredibly noticeable from the first application and creating instant customer loyalty amongst its consumers, also known as **#crazyfortruss**! Although TRUSS may be considered a young brand by some, it has built and consolidated 18 years of absolute success and credibility wherever it goes. Currently taking the United States by storm, what this brand offers to the American beauty market are the most exquisite hair products in the world!

“

You would think a common factor such as delivering promised results is the primary goal of every brand, right? Well, you would be surprised to know that TRUSS' main goal is to not only deliver what is promised, but to constantly exceed our client's expectations! Try our products and understand why TRUSS is different.

”

**Manuella Bossa**

CEO at TRUSS Professional

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# —PERFECT BLOND

## BEAUTIFUL HAIR IS HEALTHY HAIR

and that can only be achieved with products that are developed for the integrity of the hair first. This has always been our philosophy and

### "The Perfect Blond"

kit of products has changed the way hairstylists around the world do hair. Our lighteners are the only ones that "treat as they bleach" and our powder bond builder is a revolutionary system that allows you to push your creativity to its limits without damage. Try it out and find out why Truss is different.



## 8x Powder

204.022

8x Powder is a breakthrough powder that is 8x more powerful than the leading bond builder. It gives maximum protection for hair during lightening and coloring processes.

This damage minimizer vegetal complex, is derived from beeswax which intelligently distributes lightening agents inside the cortex. It provides ultimate protection to the hair while maintaining its integrity, resulting in amazingly vibrant colors, without bumping up developers or delaying processes. Ensures results like never seen before!

**Active Ingredients:** Damage Minimizer Vegetal Complex.

1

Improves **VISCOSITY** for easy application.

2

Increases **STABILITY** during lightening processes (without concerns of puffing/swelling).

3

**IMPROVES** lifting and supports precise color results with no delays.

4

**DECREASES HEATING** during foil highlighting.

5

Ultra **PROTECTION** and Extra Hydration during Bleaching Processes.

6

**NO CHANGES** in your formula / developer.

7

Easy **DETANGLING**.

8

Extra **SHINE**.



## Air.Libre

409.006

The **TRUSS Air Libre Bleaching Powder** is ideal for the freehand technique (open air - without foiling), providing natural whitening, from two to five levels, depending on the color and thickness of the hair. Its Dust-Free formula prevents dust inhalation since it does not disperse waste during mixing.

This low-chemical collagen based lightener can also be used with foil, delivering up to 7 levels of lift. The blend of essential oils will keep in the moisture and hydration, delivering amazing healthy results.

**Active Ingredients:** Collagen, Macadamia Oil, Peach, Hazelnut Oil, Chia Oil, Kukui, Moring Oil, Baobab, Batana Oil and Argan Oil.



## Blanc.Blond

409.007

Blond Lightening Powder enables fast bleaching and lifts up to 7 levels; suitable for all bleaching, highlighting and balayage techniques. Its Dust-Free formula does not disperse residue during mixing, preventing inhalation of unwanted properties.

LIGHTENING  
**UP TO 7  
LEVELS**

**DOES NOT  
DISPERSE  
RESIDUE**

**FAST LIGHTENING  
FOR A PERFECT  
PLATINUM SHADE**



## Truss Color Permanent

Acts inside the hair fiber with low Ammonia. Made with exclusive Nano-Crystal Pigments that penetrate deep into the hair fiber due to their very small size. A big differentiator from other colors in the market is after revealing the color, the pigments go through a process of agglutination, (Combining themselves and creating much larger molecules) for the next 30 hours. This will keep the tones from fading. The TRUSS Permanent Colors offer amazing grey coverage and color hold. They contain nutrients that will keep the hair nourished and shiny.

**Active Ingredients:** Keratin, Amazon Buriti Oil and Soy Glycine.



## Truss Color Semi Permanent

Made with intelligent technology from High Performance Nano Pigments, it acts outside the hair fiber without the addition of Ammonia. Indicated when a subtle change in color is desired, it is ideal for toning highlights and widely used in pre-pigmentation processes. It creates color reconstruction in bleached hair and provides shine, conditioning and incredible fixation. It has a creamy formula with advanced technology in fixing nano pigments into the hair fiber, this creates longer color durability and intense shine. Enriched with "SPECIAL VEGETABLE OIL BLENDS" it is high in nutrition, promotes hair reconstruction while coloring, and creates ultra hydration.

**Active Ingredients:** Keratin, Amazon Buriti Oil and Soy Glycine.

**407.031** Light Brown 5.0 60G

**407.032** Dark Blonde 6.0 60G

**407.033** Medium Blonde 7.0 60G

**407.034** Light Blonde 8.0 60G

**406.016** Light Brown 5.0 S/P 60G

**406.017** Dark Blonde 6.0 S/P 60G

**406.018** Medium Blonde 7.0 S/P 60G

**406.019** Light Blonde 8.0 S/P 60G

**406.006** Dark Golden Blonde 6.3 S/P 60G

**406.026** Very Light Golden Beige Blonde 9.31 S/P 60G

**406.010** Medium Chestnut Blonde 7.7 S/P 60G



## Truss Color Perfect Blond

It has a creamy formula with advanced technology in fixing nano pigments into the hair fiber, longer color durability and intense shine. Enriched with "SPECIAL VEGETABLE OIL BLEND", it is high in nutrition and promotes hair reconstruction while coloring, creating Ultra Hydration.

**Active Ingredients:** Macadamia Oil, Peach Oil, Hazelnut Oil, Chia Oil, Kukui Oil, Moringa Oil, Baobab Oil, Batana Oil and Argan Oil.

- 414.001** Natural Copper Golden 0.43 60G
- 414.002** Natural Golden 0.03 60G
- 414.003** Natural Golden Copper 0.34 60G
- 414.004** Lightest Golden Blond 10.3 60G
- 414.005** Lightest Burgandy Blonde 10.72 60G
- 414.006** Lightest Pearl Blonde 10.89 60G
- 414.007** Light Brown Golden Blonde 8.73 60G
- 414.008** Super High Lift Platinum Blonde 11.2 60G
- 414.010** Super High Lift Violet Ash Blonde 11.21 60G



**SHINE LIGHTS**  
(PRE PIGMENTATION)



**BEIGE - NUDES**  
(TIPPING NUANCES)



**ICE**  
(TIPPING NUANCES)



## Skin Protector

**K.212.005**

Protects the skin from hair dye stains during coloring. Forms a protective layer, protecting skin from possible irritation, burning or absorption of pigments during coloring.



## Basic Shampoo & Conditioner

**W.201.015**

**W.202.014**

**Shampoo:** Gentle Cleansing. Protects, Revitalizes and Hydrates. Restores Shine. Indicated for salon's day-to-day use.

**Conditioner:** Hydrates and restores shine. Protects scalp and colored hair. Anti-aging action. Prevents hair loss. Highly nourishing actives rich in vitamins and oils, promoting hydration and intense shine.

**Active Ingredient:** Exclusive H300, Ceramides, Phospholipids, Soft Hair, Creatine, Vitamin E, Vitamin F, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Avocado Oil, Soy Lecithin.



## TRUSS COLOR Foil Paper

**416.000** 4.33 in. X 9.84 in. - Approx. 200 foils

**415.000** 4.33 in. X 19.68 in. - Approx. 100 foils

What makes it different?

- Double sided foil that does not require the use of a foil board during the highlighting process;
- No need for sealing clips;
- Does not slip, has infinite memory;
- Speeds up the discoloration process;
- Maintains safe temperatures while lightening;
- Does not disperse aluminum residue during the process;





## Infusion

203.008

The wax is derived from a highly nutritive fruit from the Andes called Myrica and its biggest differentiator is its ability to protect. Due to the fact that it is extracted from a fruit that is resistant to extreme temperatures, the fruit naturally produces a protective wax, which truly seals in all its internal nutrients and protects the external agents. Acting the same way in the hair, it promotes ultra-effective protective layers.

**Active Ingredients:** Myrica Fruit Wax, Phospholipids, Bio Cysteine, Blend of Miracle Oils, Ceramides, Vitamin E, Vitamin F and Soft Effect.



To complement the in-salon **Infusion** treatment, we have created the **HOME CARE** version **TRUSS Night Spa**.

A light Serum recommended for weekly application so hair remains healthy until the next salon visit.

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**STEP BY STEP**

[youtube.com/trussprofessional](https://youtube.com/trussprofessional)



## K Recovery

**204.025**

K Recovery 3D Shine salon treatment is a professional conditioning recovery treatment with multiple uses. The treatment repairs the interior cortex of the hair, while also restoring the exterior of the hair strands. Packed with Amino Acids, K Recovery 3D Shine protects hair from damage caused by bleach and other harsh chemicals while rejuvenating and revitalizing strands. K Recovery 3D Shine can be used in conjunction with other TRUSS products to address each client's specific needs and create a customized, full-service, in-salon experience, such as a Reconstructive Blowout and protection before and after highlighting.

**Active Ingredients:** Glow System, Polisl, Bio Affinity Complex, Nano Repair, Sericin, Creatine, Keratin, Collagen and Wheat Protein.

## Keratin Infused Flat Iron & Recovery Complex

**600.001**

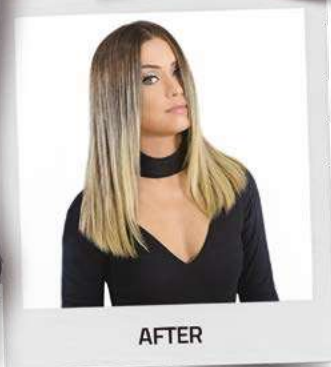
**204.003**

The TRUSS Keratin Infused Flat Iron works combined with Recovery Complex, which is rich in Keratin and Jaborandi, to infuse hydrating and re-constructive ingredients into the interior of the hair at the right temperature. The temperature is also ideal for a more intense penetration of the active ingredients from other TRUSS products, without the need of hooded dryers that can cause scalp dysfunctions, making hair oily. This versatile flat iron can be used with or without steam, to reconstruct or just give hair beautiful style.

**Active Ingredients:** Keratin and Jaborandi.



BEFORE



AFTER

## High Liss

210.010

TRUSS High Liss is a revolutionary multi-functional **Soothing Treatment** that reduces volume and frizz, while restoring and moisturizing damaged hair, offering immediate recovery in just one application!

**Active Ingredients:** High Liss, Polsil, Amisil, Nano Repair, Soft Amid, Kerahair, Moisturizing Agents, Blend of Miracle Oils and Amazon Gloss.

## High Liss Blond

210.011

This version was specially developed for blond, bleached or colored hair. Formulated with a **Blend of Violet Pigments** which neutralizes warm tones.

### Product Benefits:

- Formaldehyde free;
- Compatible with all other chemical treatments;
- Dermatologically Tested;
- Releases no fumes in the air;
- No irritation in the eyes or throat;
- No waiting time for first wash



211.004

## FAST REPAIR

**TRUSS Fast Repair** is a back bar fast treatment that repairs damaged hair and promotes shine. The trio is designed to be a **12 minute** in-salon service to condition and add manageability to the hair.

## Bidimensional Shampoo 201.011

The **Bidimensional Shampoo** contains natural Keratin and our exclusive Glow System. It provides a gentle moisturizing cleanse and is recommended for sensitive, damaged and dry hair. It helps to protect and maintain colored hair, increasing its natural elasticity.

**Active Ingredients:** Glow System, Exclusive H300, Hyaluronic Acid and Keratin.

## Lipidic 204.006

Followed by either **Bidimensional** or **Clarifying** shampoos, **Lipidic** is recommended for dry hair, with no shine or elasticity. It provides color protection and anti-aging action.

## Intensive Nutrition 203.006

Intensive hydration mask. Color Protection and Anti-Aging action. Restores elasticity and shine while sealing the cuticles and reducing frizz.

**Active Ingredients:** Glow System, Bio Affinity Complex, Nano Repair, Blend of Miracle Oils, Bio-Cysteine, Creatine, Sericin, Keratin, Collagen, Pro vitamin B5, Vitamin E, Vegetable Protein, Bio Lipids, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Soy Lecithin and Cereal Butter. **Intensive nutrition:** Hyaluronic Acid.

## Clarifying Shampoo 201.012

Provides deep cleansing while opening the cuticles. Recommended for resistant hair textures.

**Active Ingredients:** Glow System and Keratin.

## Amino 205.011

Essential Oils increase hydration and replenish Amino Acids lost through chemical processes. Seals the cuticles, detangles and protects hair from the heat of hot tools. Offers intense glossy shine, creates a protective layer for color treated hair and acts as an anti-aging treatment.

**Active Ingredients:** Blend of Miracle Oils, Nano Repair, Amisil and Keratin.



## No Metal Equalizer Shampoo

201.028

The newest ally of the professional hairstylist, it cleanses the strands, making it free of residues and impurities, without harming it. Formulated with Vegan Complex; a vegan technological ingredient that has a large capacity to neutralize heavy metals such as copper, mercury and chlorine. It prevents tints caused by free radicals and their toxic effects. Highly recommended before and after chemical treatments to reduce chemical incompatibility. No Metal Equalizer Shampoo equalizes the hairs' Ph and promotes an anionic cleanse without opening the cuticles.

**Active Ingredients:** Anionic cleaning, vegan complex, carob vegan sap, glow system.



## Deep Reconstruction Fluid

204.026

This treatment gives hair immediate anti-breakage and anti-fading strength while also reconstructing the hair fibers. This product fortifies the hairs' protective barrier and repairs damage caused by discoloration, coloring, hot tools and thermal processes. TRUSS ' Deep Reconstruction Fluid contains the Matrix System, a unique technology that combines amino acids identical to the hair's composition. It can truly be considered as "liquid hair", perfect for internal and external restructuring of the hair fibers. It replenishes the lost build of hair and promotes strength and elasticity. To use, simply spray the length and ends of rinsed, wet hair, then massage for 10 to 15 minutes or until the strands absorb the product. Without rinsing, apply Intensive Nutrition TRUSS to seal the cuticles.

**Active Ingredients:** Vegan complex, carob vegan sap, glow system.



## Protein

**W.204.011**

Indicated for damaged hair. Strong hair restoration conditioner. Restores protein mass. Conditions and increases strenght promoting a healthier hair growth. Color Protection and Anti-aging Action.

**Active Ingredient:** Glow System, Bio Affinity Complex, Nano Repair, Blend of Miracle Oils, Bio-Cysteine, Keratin, Pro vitamin B5, Collagen, Vegetable Protein.



## Volume Therapy

**W.205.012**

Volumizing texturizer blowout. Indicated for thin hair with oily tendencies. Increases volume and balance. Provides extraordinary softness, shine and conditioning with a long lasting protective layer.

**Active Ingredient:** Glow System, Bio Affinity Complex, Nano Repair, Quatercare, Bio-Cysteine, Vegetable Protein.



## Blond

### Shampoo & Mask

Bring your client's beautiful blonde hair back to life with **TRUSS' Blond Professional Line**. It restores health and softness while avoiding oxidation and frizz, adding intense shine like you've never seen before! Highly recommended to be used immediately after highlighting services at the salon for more vibrant shades.

### Blond Shampoo

**201.013**

**Active Ingredients:** Blend of Violet Pigments, Bio Affinity Complex, Exclusive H300, Nano Repair and Wheat Protein.

### Blond Mask

**203.005**

**Active Ingredients:** Bio Affinity Complex, Polisol, Nano Restore, Nano Repair, Wheat Protein, Illipe Butter.



## Therapy Shampoo

**201.027**

Gently cleanses and refreshes with a cooling feeling. Recommended as an anti-dandruff and hair loss control treatment, treats scalp disorders and the follicles for healthier and stronger hair growth.



**95,8%**

**Dandruff Control**  
for a fresh and clean scalp



**75,0%**

**Oil Control**  
and reduced dryness

**Active Ingredients:** Dandruff Control, Nano Repair, Cool Ice Menthol and Vegetal Complex (Cinchona, Capsicum, Pollen, Arnica, Nettle, Pfaffia, Wheat Germ, Burdock, Hop, Timus, Aquileia, Juá, Lemon, Apple, Grape and Chlorophyll).



## Deluxe Prime Colors

Color treatment that recovers, intensifies and neutralizes unwanted tones by overlaying noble pigments that will adhere to the most porous areas of the hair. Free of metal and oxidants, this product intensifies the color in colored hair, adding new life and shine to the highlights.

**Active Ingredients:** Soft Hair, Nano Repair, Nano Restore, Amisil, Polsil, Complex Repair, Arginine, Panthenol, Bio-Cysteine, Creatine, Keratin and Tahiti Monoi Oil.

**104.028** Champagne Blond

**104.031** Honey Blond



## Infusion

### Shampoo & Conditioner

**101.042 102.038**

Made with Vegan ingredients to hydrate and restore dry, dull and damaged hair. It covers the fibers with a protective layer while promoting strength and shine. Recommended for daily use.

**Active Ingredients:** Exclusive H300, Soft Effect, Nano Repair, Kerahair, Panthenol, Myrica Fruit Wax, Keratin Vegan, Ceramides, Vitamin E, Vitamin F, Wheat Germ Oil, Cotton Seed Oil, Sweet Almond Oil, Sunflower Oil and Soy Lecithin.



## Equilibrium

### Shampoo & Conditioner

**101.001 102.001**

Recommended for hair with an oily scalp and dry ends. It cleans the scalp removing the excessive oiliness replenishing hydration. Leaves hair strong and vibrant.

**Active Ingredients:** Soft Hair, Nano Repair, Panthenol, Keratin, Vegetal Complex (Cinchona, Capsicum, Pollen, Nettle, Pfaffia, Wheat Germ, Burdock, Hop, Timus, Aquilea, Juá, Lemon, Apple, Grape and Chlorophyll), Argan Oil, Avocado Oil and Pracaxi Oil.



## Ultra Hydration

### Shampoo & Conditioner

**101.002 102.002**

Recommended for dry and damaged hair, it promotes deep hydration. Restores and revitalizes hair compromised by chemical or external aggressions.

**Active Ingredients:** Nano Repair, Exclusive H300, Keratin, Collagen, Panthenol, Vitamin E, Vitamin F, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil and Soy Lecithin.



## Ultra Hydration Plus

Shampoo & Conditioner

**101.008** **102.008**

Recommended for extremely damaged and dry hair. Promotes extra deep hydration. Restores elasticity and revitalizes hair compromised by chemical processes

**Active Ingredients:** Nano Repair, Nano Restore, Doublesil, Polasil, Amisil, N-Effect, Soft Hair, Quaterphyl, Keratin and Panthenol.



## Curly

Shampoo & Conditioner

**101.038** **102.036**

Daily treatment for curly and wavy hair. Promotes curl definition and frizz control for soft, silky and flexible curls.

**Active Ingredients:** Quaterphyl, Polasil, Amisil, Panthenol, Vegan Creatine, Keratin, Avocado Oil, Cereal Butter and Polar Rose Elixir.



## Therapy

Shampoo

**101.007**

Gently cleanses and refreshes with a cooling feeling. Recommended as a treatment for all scalp disorders including dandruff and hair loss. Stimulates the hair follicles for healthier and stronger growth.

**Active Ingredients:** Scurf Control, Nano Repair, Cool Ice Menthhol and Vegetal Complex (Cinchona, Capsicum, Pollen, Arnica, Nettle, Pfaffia, Wheat Germ, Burdock, Hop, Timus, Aquilea, Juá, Lemon, Apple, Grape and Chlorophyll).



## Miracle

### Shampoo & Conditioner

**101.006 102.006**

Recommended for all hair types. With special anti-aging ingredients, Miracle restores elasticity while providing intense 3D shine, strength, softness and color protection.

**Active Ingredients:** Glow System, Exclusive H300, Bio affinity Complex, Nano Repair, Keratin, Blend of Miracle Oils, Bio-Cysteine, Sericin, Collagen, Pro vitamin B5, Vitamin E, Vegetable Protein, Bio Lipids, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Soy Lecithin and Cereal Butter.

## Miracle Mask **103.003**

**Indication:** For highly dry and dehydrated hair. Composed of high performance active ingredients that nourish, untangle, and above all, instantly recover the strands. Allows hair to regain nutrition while leaving it silky with luster.

**Active Ingredients:** Glow System, Bio affinity Complex, Soft Hair, Nano Repair, Blend of Miracle Oils, Panthenol, Bio-Cysteine, Sericin, Keratin, Pro vitamin B5, Vitamin E and Wheat Protein.



## Blond

### Shampoo & Conditioner

**101.003 102.003**

Recommended for blonde, bleached and gray hair. Promotes color protection, adds hydration and controls frizz. Restores natural elasticity and leaves hair feeling soft and vibrant. Contains Violet Pigments to help avoid color oxidation.

**Active Ingredients:** Blend of Violet Pigments, Bio Affinity Complex, Exclusive H300, Nano Repair, Wheat Protein, Illipe Butter.

## Blond Mask

**103.010**

Recommended for blonde, bleached and gray hair. Promotes extra hydration and maintains a vibrant color, avoiding unwanted warm tones. Contains Violet Pigments.

**Active Ingredients:** Blend of Violet Pigments, Bio Affinity Complex, Polissil, Nano Restore, Nano Repair, Vitamin E, Vitamin F, Wheat Protein, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Soy Lecithin, Tahiti Monoi Oil and Illipe Butter.



## Perfect

Shampoo & Conditioner

**101.030** **102.029**

Perfect anti-aging treatment for all hair types. Its bio-synthesized technology will balance the hair porosity and the hyaluronic acid will prevent hair from thinning.

**Active Ingredients:** Bio Affinity Complex, Nano Repair, Polycare, Quatercare, Hyaluronic Acid, Panthenol, Bio-Cysteine, Sericin, Creatine, Collagen and Wheat Protein.

## Perfect Mask

**103.019**

**Indication:** For fine and brittle hair. It has a vegetable biosynthetic technology, which rebuilds the hair fiber in addition to being endowed with perfect active ingredients.

**Active Ingredients:** Bio Affinity Complex, Nano Repair, Polycare, Quatercare, Hyaluronic Acid, Panthenol, Bio-Cysteine, Sericin, Creatine, Collagen and Wheat Protein.



## Miracle Summer

Shampoo & Conditioner

**101.037** **102.035**

Protects against the summer aggressions such as the sea, sun and pool and protects against UV rays and color fading. With a pleasant and refreshing fragrance, it cleans the hair while making it feel soft and healthy

**Active Ingredients:** Sun Protection, Quaterphyl, Polsil, Amisil, Creatine, Keratin, Collagen, Pro Vitamin B5 and Menthol.

## Deluxe Prime Miracle Summer

**104.040**

For all hair types. Reconstructs, protects and seals the hair strands providing intense shine and avoids summer damages.

**Active Ingredients:** Amazon Gloss, Avocado Oil, Sun Protection, Nano Repair, Amisil and Vegan Block.



## Deluxe Prime

104.002

Versatile protein infused spray that restores fragile, damaged and chemically treated hair (colors, bleach, smoothing treatments, hot tools). Easily detangles hair while locking in shine and leaving it frizz free. Use in between shampoo and conditioner or use as a leave-in.

**Active Ingredients:** Soft Hair, Nano Repair, Nano Restore, Amisil, Polislil, Arginine, Panthenol, Bio-Cysteine, Creatine, Keratin and Tahiti Monoi Oil.



## Net Mask

103.016

Offers nano-replenishment of protein mass and nano-regeneration of damaged hair, restoring the elasticity, strength and natural look. Seals the cuticles for long lasting hydration and intensifying shine. Promotes volume reduction, softness and heat protection. Manageable look. Contains proteins that will fulfill the hair porosity, ensuring alignment between the cuticle and cortex. Creates a layer against humidity for frizz control. Protection and shine. Long-lasting fragrance.

**Active Ingredients:** Linum Seed Fiber, Polislil, Amisil, Panthenol, Sericin, Creatine, Keratin and Cotton Seed Oil.



## Shock Repair 104.001

4 week treatment (one ampoule a week). Highly concentrated ampoules for weekly reconstruction. Promotes hydration, strength and protection.

**Active Ingredients:** Soft Hair, Nano Repair, Nano Restore, Arginine, Panthenol, Bio-Cysteine, Creatine, Wheat Protein and Avocado Oil.

## Specific Mask 103.011

**Indication:** For all hair types. It deeply repairs and treats the weakened strands, returning brilliance, softness and vitality.

**Active Ingredients:** Bio Affinity Complex of, Soft Hair, Nano Repair, Panthenol, Bio-Cysteine, Sericin, Keratin, Vitamina E, Vitamina F, Vegetable Protein, Bio Lipids, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Soy Lecithin, Argan Oil and Cereal Butter.



## #CrazyforTruss

**111.002**

This travel kit is practical and efficient and has 3 functions: it moisturizes, nourishes and restores hair. It increases durability of treatments done in the salon and protects both colored and natural hair. It consists of a shock repair treatment done during the shower in only 7 minutes to recover fragile hair that has been compromised by chemical processes.

**Active Ingredients:** Glow System, Exclusive H300, Multifunctional Active, Soft Hair, Nano Repair, Sericin, Keratin, Panthenol, Phospholipids, Bio Lipids, Wheat Protein, Blend of Miracle Oils and Cereal Butter.

## Night SPA

**104.041**

It's an innovative product that along with TRUSS Infusion, will entirely revolutionize your concept of hair treatment. TRUSS Night SPA Serum is the home care version, a light serum formula recommended for weekly application so the hair remains healthy until the next salon visit.

**Active Ingredients:** Myrica Fruit Wax, Bio Cysteine, Blend of Miracle Oils, Ceramides, Vitamin E, Vitamin F and Soft Effect.



## Scrub Therapy

**212.002**

Scalp Exfoliant. Pre Treatment. For exfoliating the scalp. Prevents against possible fungus and dandruff. Refreshing and relaxing action, anti-aging treatment.

**Active Ingredients:** Prebiotics, Multifunctional Actives, Apricot Microspheres, Cool Ice Menthol, Bio-Cysteine, Creatine, Wheat Protein and Vegetable Complex (Cinchona, Capsicum, Pollen, Arnica, Nettle, Pfaffia, Wheat Germ, Burdock, Hop, Timus, Aquilea, Juá, Lemon, Apple, Grape and Chlorophyll).



## Day by Day

305.013

Daily leave-in protector. A highly moisturizing leave-in protector and detangling spray that facilitates a frizz free blow out while providing thermal protection. It nourishes without making hair oily, is easy to apply and provides daily protection. For even better results use as an intense reconstruction during night time.

**Active Ingredients:** Glow System, Bio-Cysteine, Creatine, Keratin, Ceramides, Vitamin E, Vitamin F, Phospholipids, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Avocado Oil and Soy Lecithin.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Hair Protector

305.024

A light-weight gel-based daily leave-in that restores hair's natural structure, detangles, and offers thermal protection from the blow dryer and flat iron. Promotes nutrition, hydration and rejuvenates the natural structure of the hair, protecting the strands from external aggressions, while keeping it frizz free.

**Active Ingredients:** Glow System, Bio Affinity Complex, Sun Protection, Cereal Protein and Wheat Protein.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Brush

305.022

Recommended for porous and chemically treated hair, Brush is a weekly thermal leave-in treatment extremely rich in Proteins, Collagen and Lipids for an intensive reconstruction. Restoring the Keratin lost during chemical processes, it provides strength and resistance from the middle shaft to the ends of the hair. This product requires heat in order to be activated.

**Active Ingredients:** Glow System, Bio Affinity Complex, Nano Repair, Bio-Cysteine, Creatine, Bio Amino Acids, Keratin, Ceramides, Vitamin E, Vitamin F, Phospholipids, Cereal Protein, Wheat Protein, Wheat Germ Oil, Cottonseed Oil, Sweet Almond Oil, Sunflower Oil, Avocado Oil and Soy Lecithin.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Body & Volume

305.010

Gel leave-in for extra body & volume to be applied on damp hair (two to three pumps). Ideal for hair that needs volume, texture and body, with added shine, softness and anti-agents

**Active Ingredients:** Bio Affinity Complex, Nano Repair, Repair Fiber, Holding Layer, Bio-Cysteine, and Cereal Protein.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Curly Light

305.033

Curl activator leave-in. Definition, softness and shine. Defines curls in wavy and curly hair, reduces volume providing softness and shine. A great ally for undisciplined, dry hair and split-ends prevention.

**Active Ingredients:** Glow System, Bio Amino Acids, Wheat Protein, Cereal Protein and Polar Rose Elixir.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Curly Fix

305.032

Curl definition. This cream-based leave-in formula defines and holds curls and acts as a humidity blocker. For a long-lasting curly hairstyle, free of fly aways and frizz. Apply product evenly on wet hair. Style hair with a diffuser for maximized results.

**Active Ingredients:** Holding Layer, Bio Affinity Complex, Bio Amino Acids, Wheat Protein, Cereal Protein and Polar Rose Elixir.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Curly Twist

305.034

Brings volume and high definition to curly and wavy hair, sealing split ends. With a pleasant fragrance and highly moisturizing ingredients, this product is suitable for the hair fitting technique, bringing new dimension and shine to your curls.

**Active Ingredients:** Curly Vegan, Quaterphyl, Polsil, Amisil, Panthenol, Creatine, Keratin, Avocado Oil, Cereal Butter and Polar Rose Elixir.



## Fluid Fix

313.012

Medium hold leave-in spray for curl definition that lasts up to 24 hours while using the curling iron. It adds volume to the roots, controls frizz and protects hair from the heat at the same time that it recovers the hair's natural structure. Fluid Fix can also be cocktailed with other finishing products for extra hold and volume. Spray product on a dry section of hair. Use curling iron to create the curls.

**Active Ingredients:** Holding Layer, Bio Affinity Complex and Wheat Protein.

HOLD > 0 1 2 3 4 5  
SHINE > 0 1 2 3 4 5  
VOLUME > 0 1 2 3 4 5



## Beach Waves

313.013

Beach Waves TRUSS is not just any texturizing spray: it protects against urban aggressions and dust by forming a pollution protection film, as well as having antioxidant and thermal protection properties. Formulated without salt and without alcohol, it is\* suitable for all hair types. Beach Waves TRUSS is the ideal choice to guarantee the look we always wanted: natural, with a "just left the beach" look.

**Active Ingredients:** Curly Control, Pollublock, without salt and without alcohol.



## Instant Repair

305.023

Daily hair protector and humidity blocker leave-in. Protects, recovers and seals split ends. Shiny, silky and soft results.

**Active Ingredients:** Polsilil, Amisil, Nano Repair, Avocado Oil, Argan Oil, Pracaxi Oil and Amazon Buri Oil.



## Fluid Shine

**K.305.028**

Adds shine, tames frizz and protects. Blocks moisture, nourishes, prevents split ends. Anti-frizz.

**Active Ingredient:** Polislil



## Gloss Shine

**K.305.027**

It protects hair from dryness and gives you a frizz-free look.

**Active Ingredient:** Monoil Oil e Amaranth Oil



## Acqua Gel

313.003

Medium/Strong hold and moderate shine. Versatile, can be used to style dry or damp hair. Flexible gel, does not contain alcohol, defines and protects providing perfect styling. For daily use, FREE of cosmetic residue (PVC and PVA) that causes hair loss.

**Active Ingredients:** Holding Layer, Bio Affinity Complex and Wheat Protein.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5



## Fix Pomade

305.005

Medium and malleable hold. Matte effect. Can be used to style dry or damp hair.

**Active Ingredient:** Holding Layer.

HOLD 0 1 2 3 4 5  
SHINE 0 1 2 3 4 5  
VOLUME 0 1 2 3 4 5



## Volumizing Styling Powder

313.008

Powder fibers for styling, texture and volume at the roots. Apply small quantity on dry hair and style. Matte effect.

**Active Ingredient:** Holding Layer and N-Effect.

HOLD ▶ 0 1 2 3 4 5  
SHINE ▶ 0 1 2 3 4 5  
VOLUME ▶ 0 1 2 3 4 5





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