

# AMERICANA

EXCELLENCE TREATMENT



*White*

TRC SYSTEM<sup>®</sup>





# AMERI

EXCELLENCE  
TREATMENT

# CANA

*White*



TRC SYSTEM<sup>®</sup>





PHYSICAL CONDITION: LIQUID CREAM

SHAPE: VISCOUS LIQUID

COLOR: WHITE

SIZE: 1000ML

- \*TRC System - Thermal Realignment Capillary decreases the volume and provides gradual smooth effect based on amino acids.
- \*Bio Restore - Restores dry and chemically weakened hair. Provides cuticle sealing and color protection.
- \*Grape Seed Oil - a powerful antioxidant that works to moisturize dry ends and prevents them from becoming brittle.
- \*Nano Care Fiber - deep fiber care and immediate results on the hair surface. Promotes capillary hydration, makes hair flexible and lubricated, in addition to conferring shine, strength and softness.
- \*Vitamin E microspheres - Antioxidant Vitamin, prevents white hair and stimulates blood circulation to the scalp, which consequently promotes hair growth.



*Main actives*

### Active systems:

1. TRC System - Thermal Realignment Capillary decreases the volume and provides gradual smooth effect based on amino acids.
2. Bio Restore - Restores dry and chemically weakened hair
3. Nano Care Fiber - deep fiber care
4. Vitamin E microspheres - Antioxidant Vitamin

### Oils:

1. Vitis Vinifera Seed Oil (Grap Seed Oil)
2. Olea Europaea (Olive) Fruit Oil
3. Prunus Amygdalus Dulcis Oil (sweet Almond Oil)

### Extracts & Proteins:

1. Acorus Calamus Root Extract
2. Cinnamomum Commiphora Myrrha Resin Extract
3. Rice Bran Wax Ethyl Esters
4. Hydrolyzed Keratin
5. Hydrolyzed Wheat Protein
6. Hydrolyzed Rice Protein





## HOW TO USE

THIS IS A GENERAL INSTRUCTIONS,  
HAIRDRESSER'S ANALYSIS IS ESSENTIAL  
FOR A SUCCESSFUL APPLICATION

- Wash twice with a suitable professional pre-treatment shampoo.
- Dry the hair 80% by a towel.
- Apply the product in thin strands using a brush and a fine comb, keep 0.5 cm from the root to the hair ends.
- It is very important to analyze the texture of the hair for the exact time for each type of hair
- Remove the extra product with water only
- Dry 100% with drier using a brush for better alignment.
- Use the flat iron slowly as many as required, according to the texture and strength of the hair, in very thin strands.
- Keep the hair to cool down and finish as desire.

# AMERICANA

PLATINUM TREATMENT



*Blue*

LUNA MATRIX®



# AMERICAN PLATINUM TREATMENT

Blue



LUNA MATRIX®





PHYSICAL CONDITION: LIQUID CREAM

SHAPE: VISCOUS LIQUID

COLOR: BLUE

SIZE: 1000ML

AMERICANA PLATINUM TREATMENT - High performance professional anti-volume treatment, developed for dyed and blond hair to provide an intensive cosmetic treatment to the hair, bringing conditioning, shine, and softness to the hair.

\*Luna Matrix System: High technology acts in all hair cuticle layers as the cortex bringing back shine and the natural silk touch as delivering deep restoring inside and outside of hair strands.

\*Nano Care Fiber: Deep fiber care and immediate results on the hair surface. Promotes capillary hydration, makes hair flexible and lubricated, in addition to conferring shine, strength and softness.

\*Tannic Acid: Increase the hydrogen bond providing smooth effect and action anti-frizz.

\* Almond Oil: Contains protein, OMEGA 9 and Vitamin E. Improve your hair's strength and shine, reduce damage while styling hair and effective in hair growth and improves the scalp.



*Main actives*

### Amino Acids:

1. Tannic Acid
2. Hyaluronic Acid
3. Amino Acid L
4. Lactic Acid
5. Violet 43 Acid
6. Amino Acid Glycine
7. Arginine HCL

### Active systems:

1. Luna Matrix System: High technology acts in deep restoring inside and outside of hair structure.
2. Nano Care Fiber - deep fiber care

### Oils & Extracts:

1. Hydrolized Keratin
2. Panthenol (Vitamin B5)
3. Glycerin
4. Euphorbia Cerifera (Candelilla) Cera
5. Propolis Extract
6. Prunus Amygdalus Dulcis (Almond) Oil
7. Auroyl lysine



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Home Care



COMING SOON

HOME CARE KIT  
SHAMPOO 500ML  
MASK 500 GR



[www.amaracosmetics.com.br/americanana](http://www.amaracosmetics.com.br/americanana)