



Affinität

PROFISSIONAL

ESPECIALIST IN PRODUCTS FOR HAIR TREATMENT

Product Guide

PROFESSIONAL

www.affinitat.com.br

The Company

Created in 2008 with the COMMITMENT to be a differential in its segment, the Affinität has been consolidated in the professional cosmetics market, being recognized by hairdressers as a brand that brings solutions to their needs, as worries in combining innovative technology with the best quality actives to ensure maximum efficiency and excellent results.

Technical Support

In a market increasingly competitive and demanding , the specialized knowledge and a well-educated and competent technical team are indispensable tools for the success of the professional hair stylists.

The Affinität has a highly qualified staff, realizing trainings and workshops covering the entire product line, allowing professionals to refine their knowledge and perform their duties with greater efficiency, creativity and safety.

For more information about the Trainings and Workshops consult your technical distributor Affinität.



Training and Workshops Professional Affinität

The Affinität has several types of trainings and workshops , such as:

TECHNICAL KNOWLEDGE

CHEMICAL

Compatibility and incompatibility between chemical

Neutralization and hair recovery

GUANIDINE RELAX

STRAIGHTENING

Types of straightening

Techniques straightening

AFFINI-PLEX

DISCOLORATION

Extreme discoloration and pickling

whitening funds and precious metals

TINTORETTO

COLORING

Colorimetry, reflexes and numbering nuances

Pre -pigmentation

Guanidine Relaxation

The favorite of Mega Hair users!

Transforms frizzy hair, curly and wavy
in: Smooth, soft and disciplined.

Ideal for straightening curly hair;

Does not harm the scalp;

Less aggression index to the wires;

Easy application (fewer steps),
reducing costs and time of
application;



Bálsamo neutralizante 1 liter (33,814 Fl. Oz.)
Creme de relaxar 1Kg (35,274 Oz.)
Protetor de couro 120ml (16,907 Fl. Oz.)
Ativador de Guanidina 500ml (4,057 Fl. Oz.)

Neutralizing Balm

The rescue at your fingertips at all times you need!

Universal neutralizer that can be applied in any type of hair chemistry.

Ideal for neutralization of relaxations (guanidine, ammonia, sodium). Also indicated after discolorations and permanent colorings preventing dryness of the wires.

It is an excellent S.O.S for rubberized hair recovery by chemical incompatibility, acts instantly.

Neutralizes, normalizing and moisturizes the hair strands at the same time.



Bálsamo neutralizante 1 liter (33,814 Fl. Oz.)

Affini-Plex Line

Maximum protection in extreme coloring and discoloration processes !

It is an indispensable tool for the professional hairdresser. Provides maximum security in discoloration and coloring processes to achieve the desired platinum and blond tones for women, keeping hair healthy, strong and healthy.

The Affini-Plex unites and maintains fragile disulfide bridges intact, giving the wires resistance and protection for the duration of the procedure and maintaining their integrity until the end.

Yield: Minimum 50 applications.



Córtes PLUS 500 ml (16,907 Fl. Oz.)
Fluid Oil Protector 500 ml (16,907 Fl. Oz.)

Manual de Aplicação

NORMAL AND EXTREME DECOLORATION:

The Affini-Plex gives the hair greater resistance to aggression during the chemical process, increasing its limits with maximum safety and vitality.

One should be aware of the mixing proportions as the final result will depend on the correct use of the products.

How to use:

- For up to 50g of bleaching powder use 10ml of Fluid Oil Protector STEP 1.
- From 50g to 100g of bleaching powder use 20ml of Fluid Oil Protector **STEP 1**.
- Too much product can make the procedure too slow.
- Only add the Fluid Oil Protector Step 1 to the end of the Powder and Ox blend.

Example: Prepare 50g of bleaching powder + 100ml of hydrogen peroxide and add 10ml of Affini-Plex Fluid Oil Protector STEP 1.

1. Apply to the wires, following the technique, the pause time informed by the manufacturer of the bleaching powder.
2. If the desired whitening tone is reached, thoroughly rinse the threads, remove excess water with a towel and apply Cortex Plus STEP 2, wick to wick, waiting for 15 minutes. Rinse again and move on to the next step of your work.
3. If you have NOT reached the desired whitening tone, DO NOT RINSE THE WIRES to remove dust; wipe them completely with a wet towel and apply the Cortex Plus STEP 2 wick to the wick, letting it act for 15 minutes. After this pause, repeat the discoloration procedure and wait for the necessary time.
4. Reaching the desired whitening tone, wipe the wires completely, remove excess water and repeat the application of Cortex Plus STEP 2 and wait for another 15 minutes. Rinse the last time and proceed to the next step of your work.

PERMANENT AND CONCEALING COLOR

1. After mixing with Ox, add 7.5 ml of Affini-Plex Fluid Oil Protector STEP 1 for each 50g of coloring or 9ml for each 60g of coloring.

2. Rinse the hairs for total removal of excess paint without using shampoo and towel drying.

3. Apply 20ml of Cortex Plus STEP 2 from the root to the tips and let it act for 15 minutes. Rinse and finish as desired.

DECORATION IN HAIR RELAXED WITH GUANIDINE

This procedure allows hair bleaching procedures to be relaxed with Guanidine Hydroxide.

1. Prepare 50g of decolorizing powder + 100ml of hydrogen peroxide and add 10ml of Affini-Plex Fluid Oil Protector STEP 1.

2. Apply to the wires, following the technique, the pause time informed by the manufacturer of the bleaching powder.

3. Reaching the desired whitening tone, thoroughly rinse the threads, remove excess water with a towel and apply Cortex Plus STEP 2, wick to wick, waiting for 15 minutes.

Important:

Because the fibers of the hair are well sensitized, the action of the powder for depigmentation is very fast and the professional must be aware of the change in the characteristic of the yarn.

THE TOTAL PRE-CHEMICAL REPAIR (BROKEN HAIR OR BROKEN)

This procedure should be done when the condition of the hair is extremely damaged (Hair Rubber or Crumbly) in order to stop breaking the hair and return normal hair elasticity.

How to use:

1. In a container put 12.5ml of drinking water add 7.5ml of Affini-Plex Fluid Oil Protector STEP 1 and another 20ml of Cortex Plus STEP 2.
2. Apply the root mixture to the tips and leave to act for 30 minutes.
3. Rinse and dry the hair completely. Carefully evaluate hair conditions, if you wish, continue with the application of chemistry.

Important:

Hair with rubberiness means that some chemical procedure has been done and it has not been neutralized correctly, so the chemistry still acts on the wires. This will neutralize, normalize and return forces to the hair in addition to shine and softness.

NUTRITION AND PREVENTION TREATMENT

Indicated for hair sensitized by any type of chemical, its action will nourish, repair and replace lipids lost in the chemical procedures, returning health to the threads and protecting from the aggressions of the day to day.

How to use:

1. Without washing the hair, moisten them and apply the Cortex Plus STEP 2 wick to the wick from the root to the tips.
2. Leave on for 15 minutes and rinse thoroughly.
1. Finish as you wish.

Important:

The use of Affini-Plex is NOT a substitute for the need for a sensitivity test or wick test that you would normally use as a precaution.

CAUTIONS AND PRECAUTIONS:

1. Correctly follow the manufacturer's instructions for use of the de-bleaching powder and hydrogen peroxide.
2. The use of Affini-Plex DOES NOT replace the need for sensitivity test or wick test that you would usually do as a precaution.
3. It is common knowledge that chemical reactions of the decolorizing powder with ferrous minerals found in the hair raise the temperature of the mixture in the hair. After this reaction, immediately wash the hair and apply Step 2. This reaction is caused by the decolorizing powder interacting with the minerals and never because of the Affini-Plex.
4. Because the Affini-Plex slows the action of the discoloration process can increase the volume of hydrogen peroxide in order to obtain the desired bleaching background. This procedure should only be done with decolorizing powder. Do not do in cases where the hair is extremely discolored, thin and sensitized. Also Do not do in coloring or toning so as not to run the risk of non-fixing dye.

Example:

Use OX 20vol. to obtain OX 10vol result.

Use OX 30vol. to obtain OX 20vol result.

Use OX 0vol. to obtain OX 30vol result.

Liiss Line

Brazilian Progressive with Triple Action

An innovative product that provides greater practicality and better results in hair straightening processes. Smokeless, no formaldehyde, shorter application time, progressive liiss will amaze you!

Deep Clean Shampoo

Developed to prepare hair leaving them completely clean and free of impurities such as cream, leave-in residues and oils that may interfere with the final treatment result, not allowing the penetration of Volume Reducer (STEP 2) into the cortex of the hair fiber. Leaves hair clean, clear and with capillaries dilated to receive The Volume Reducer (STEP 2)

Volume Reducer

Developed with a Blend of amino acids, proteins and vitamins, which with the contact with the hair and activated by heat, release particles that act organically in the internal structure of the strand (Cortex), reducing their volume, leaving them realigned, without Frizz and with brightness. Duration: 1 to 3 months.



Deep Clean Shampoo 1 Liter (33,814 Fl. Oz.)
Volume Reducer 1 Liter (33,814 Fl. Oz.)

New Boutox PRO Line

The right way for a complete and safe hair realignment

It is the only non-formalin capillary realignment that treats the scalp, avoiding hair loss, recomposing the hair mass while smoothing the hair.

New Boutox Peeling Pro

Specially created to potentialize the result of progressive brushes, it cleans and dilates the cuticles as much as possible without leaving the strands tangled. It makes excellent scalp cleansing (detox effect), treating the hair follicles and minimizing hair loss due to excessive chemistry and oiliness.

New Boutox Thermic Pro

Capillary realigner with smooth and long lasting effect. Reduces volume while re-combing the capillary mass so that the wires are thin, "spiky" and lifeless. It recovers the natural balance, the shine and the silkiness of the hair.



New Boutox Peeling Pro 1 Liter (33,814 Fl. Oz.)
New Boutox Thermic Pro 1 Liter (33,814 Fl. Oz.)

New Boutox PRO Line Tinting and getting the right tone has never been easier!

Helps the professional reach the desired blonde tone or correct unwanted tones very safely and quickly.

Shampoo Violet PRO

Indicated to revive the color of blond hair that went through a process of discoloration and coloring and that after some time are oxidizing, losing the original tone of the color, leaving them opaque and dull.

Age quickly and efficiently, used in conjunction with the Mascar a Violet PRO you get the desired hue effect.

Mask Violet PRO

Developed with a blend of violet, black and blue pigmentation, it neutralizes unwanted background colors like gold, orange and intensifying the gray to platinum effect.

It completes the action, neutralizing the ammonia and normalizing the ph, avoiding and preventing the subsequent dryness of the threads.



Shampoo Violet PRO 1 Liter (33,14 Fl. Oz.)
M scara Violet PRO 1 Liter (33,14 Fl. Oz.)
Shampoo Violet 500ml (16,907 Fl. Oz.)
M scara Violet 250g (8.81 Oz.)

S.O.S. Line

Shampoo and conditioner for hair chemically sensitized!

Treatment for all types of hair that have undergone chemical processes such as relaxations, colorings, discolorations and brazilian progressives.

S.O.S Shampoo

It has astringent action, clean without drying, moisturizes, revitalizes and restores the natural shine to the hair.

S.O.S Conditioner

Nourishes, moisturizes and protects the wire of wind and heat action, providing shine, softness and strength.



Shampoo S.O.S. 1 liter (33,814 Fl. Oz.)
Condicionador S.O.S. 1 liter (16,907 Fl. Oz.)
Shampoo S.O.S. 500ml (33,814 Fl. Oz.)
Condicionador S.O.S. 500ml (16,907 Fl. Oz.)

Restore Line Total Repair Shampoo and Mask Total Repair

Designed to nourish and invigorate the extremely dry hair or chemically sensitized. Acts recovering the cellular structure of the threads restoring the lost mass during chemical processes, returning combing, flexibility, softness and natural shine of the hair.

Total Repair Shampoo

carefully prepares the hair leaving them clean and free from debris undesirable.

Total Repair Mask

Promotes a deep hydration, restoring and revitalizing the entire hair fiber. Enriched with hydrolyzate milk protein (active that stimulates and regenerates the wire cortex cells), poliquatérnios and special silicones, protecting against dryness caused by chemical processes or excessive use of dryers and boards. Realigns cuticles returning combing, flexibility and brightness to the hair.



Shampoo Total Repair 1 liter (33,814 Fl. Oz.)
Máscara Total Repair 1 Kg (35,274 Oz.)
Shampoo Total Repair 250ml (8.45 Fl. Oz.)
Máscara Total Repair 250g (8.81 Oz.)

Liquid Mask

Suitable for all kinds of hair that need instantly restore the normal condition of the wires and for professionals seeking agility combined with efficiency and high performance ;

untangling , moisturizing and sealing the hair instantly letting them in the brush point;

Results are fully untangled hair, looses, silky and shiny hair.

Yield: Until 100 applications.



Liquid Mask 1 liter (33,814 Fl. Oz.)
Liquid Mask 250ml (8,45 Fl. Oz.)

Keratät Line - Cauterization

The replacement of keratin in ideal measure!

Treatment for hair that has suffered aggression by procedures of discolorations and relaxations, combating the 5 extreme damage of the threads:

- Porosity;
- Smash;
- Double and dry ends;
- Saturation;
- Fissures in the hair fiber;

It acts by returning the lost keratin, sealing and strengthening the threads, restoring the brightness, softness and natural balance of hair.



Shampoo Revitalizante 500 ml (16,907 Fl. Oz.)
Reestruturador 500 ml (16,907 Fl. Oz.)
Finalizer 500 ml (16,907 Fl. Oz.)

Tintoretto Permanent Colouring

Elegance and sophistication in color!

Moisturizes and repairs while coloring, 100% coverage of white hairs, exclusive pigmentation enriched with Argan and Murumuru oil, intense and lasting colors.

43 nuances that enhance the brilliance and beauty of the strands.



Tintoretto 50g (1.76 Oz.)

Naturals



GRAY



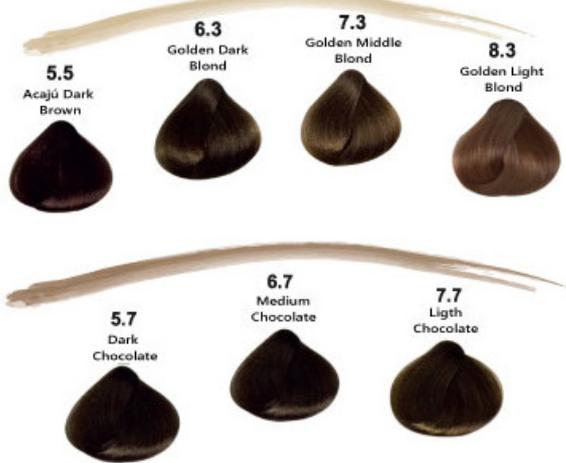
BEGES AND MATES



PEARLS



ACAJU AND GOLDEN



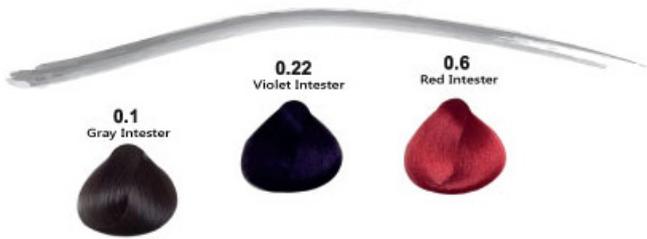
SPECIAL BROWN



SPECIAL RED



BROKERS /INTENSIFIERS



SUPER BLEACHERS



Tintoretto Line

Protagonists of the discoloration with maximum precision.

Tintoretto Decolorizing Powder

Decolorizer uniform and progressive of powder blue ,dust free technology, extra strong , lightens up to 9 tones. Enriched with collagen and moisturizers that protect the hair .

It provides maximum safety and comfort during application , providing softness and resistance wires.

Tintoretto HydrogenPeroxide

creamy hydrogen peroxide stabilized perfumed and 20 , 30 and 40 volumes .



Tintoretto Decolorizing Powder 500 g (17,63 Oz.)
Tintoretto Hydrogen Peroxide 900 ml (30,43 Fl. Oz.)

Liquid Keratin

Return brightness and Softness to your hair!

Our Liquid Keratin has been specially developed to treat hair that has suffered chemical aggressions such as discoloration, coloration, chlorine, pollution and contact with solar rays that act by removing the natural keratin from the threads, weakening the hair, leaving them brittle, dry, opaque and without life.

It can be used in many ways such as:

- Capillary Reconstruction: Suitable for all hair types, replacing proteins, keratin, amino acids and minerals, which are responsible for the treatment of the outer layers of the hair, giving glow, softness and natural balance to the hair.
- Cuticular Sealing: This process simply consists of spraying the liquid keratin on previously washed, treated and dried hair in an amount sufficient to moisten the threads, allow to act for 5 minutes, brush and pluck the yarns for excellent finishing, donating softness and extreme shine to the hair.



Liquid Keratin 160 ml (5,41 Fl. Oz.)

Deffrizant - Thermal Protector

It assists in the work of the professional, providing better results in the brushing processes, making easier the slide of the brush or hair straightener

Formulated with protective silicones and capillary regenerators, it guarantees total protection against the damages caused by the excessive heat of dryers and hair straighteners, leaving them without volume, with intense brightness and softness.

Ideal for any type of hair.



Deffrizant 500 ml (16,907 Fl. Oz.)

LEAVE-IN CONDITIONER

Quality and economy together
in one product.

It is a non-rinse cream suitable for all types of hair. Easy to distribute and absorb, which gives gentleness and provides intensive protection throughout the day.

It nourishes, hydrates and aids in the recovery of the threads, protects against the mechanical aggressions of the brush and against the damages of excessive heat.

Reduces frizz, gives intense shine and lightness to wires.



Leave-In 1 Liter (33,814 Fl. Oz.)
Leave-In 240ml (8,11 Fl. Oz.)

STYLE SERUM REPAIRER

Beautiful hair all the time!

Tip repairer composed of Argan oil and Macadamia that with their vitamins, strengthen and restore the threads.

Regenerates and controls the volume, leaving the hair with an intense glow and with a natural look.

It has a pleasant fragrance and rapid absorption, not leaving the hair with greasy residues.

Tip: Can be used before brushing the hair as a thermal protector.



Serum Repairer 120 ml (4,057 Fl. Oz.)
Serum Repairer 35 ml (1,28 Fl. Oz.)

NANO ARGAN OIL ENCAPSULATED

One step, thermo activated sealing

Treatment for extremely porous and double-pointed hair.

Moisturizes the yarn from the inside out completely sealing the cuticles resulting in hair: strong, disciplined and healthy.

- High performance: sealing power for up to 4 washes;
- Finalizes while treating the wires;
- Nano Cosmetic Technology;
- Activates with the heat of the hair straightener and dryer.

Nano Argan - 160 ml (5,41 Fl. Oz.)



Sink Line Shampoo and Mask

- Developed for daily use in hairdressing salons;
- Pearly and concentrated shampoo with excellent yield;
- Moisturizing mask with high performance;
- Excellent cost benefit;
- Delicate fragrances: Marine and Fresh



Fresh and Marine Shampoo 5 Liters (169,07 Fl. Oz.)
Fresh and Marine Mask 5 Liters (169,07 Fl. Oz.)

Nail Care - Melaleuca Oil

Treatment for porous, brittle and mycosis nails.
Completely eliminates the fungi that cause
weakening and breaking of the nails.



Nail Care - 8 ml (,27 Fl. Oz.)

Hair Perfume

Perfume for the hair with citrus and floral notes, very harmonious and elegant.

Protects wires from unpleasant odors, cigarettes, pollution.

Dry jet



Hair Perfume - 50 ml (1,69 Fl. Oz.)

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www.affinitat.com.br

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