



BIO STRAIGHT MANUAL



NATURE EVA
Professional Hair Products

Straightens, hydrates, rebuilds, gives incredible shine and even improves hair growth



BEFORE



AFTER





NATURE EVA

**Nature Eva is a Brazilian brand,
born of passion for the safe and effective cosmetics.**

We believe that sustainable and lasting results are those achieved through strong relationships. Our products are the highest expression of our essence. To develop them, we mobilize professionals capable of integrating scientific knowledge to popular knowledge, promoting at the same time, the sustainable use of Brazil's rich botanical biodiversity. The results are innovative and safe creations that provide pleasure, beauty and welfare.

Mission: *Provide products that take care of beauty, without harming the health of our customers. Achieve full satisfaction of our customers for their quality and effectiveness. We identify with people who are committed to the construction of a better world.*

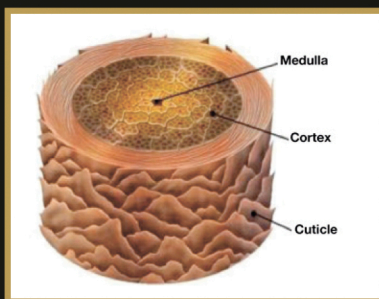
BIO STRAIGHT

BENEFITS:

- Faster application. It is easy to apply.
- There is no need to wash your hair before the procedure.
- The hair can be washed in the same day.
- Does not contain formaldehyde.
- Does not burn eyes or respiratory system.
- There is no need to brush the hair before applying the straightener iron.
- Holds no risk to the health of the client or the professional.
- It does not produce a strong smell.
- Straightens hair 100%.
- Is dermatologically tested.
- We are notified at national level in the European Union. Notification Portal Cosmetics. (CPNP).



Skin Test Apply a small amount of the product on the hair using the forearm. Leave for 30 minutes, and rinse well. Check for any irritation or itching where the product has been applied. Continue observing for 24 hours. If no irritation or itching occurs, it is safe to continue with the treatment. In case of any abnormality, do not proceed, as there may be sensitivity to a component of the formula.



BIO STRAIGHT!

What was good has just gotten better!

Which hairdresser wouldn't love to reduce the time of a straightening treatment procedure? The anti-residue shampoos, used as the first step to open the cuticle of the hair thread, causing the hair to dry and make it difficult to comb. This takes a lot of time from the hairdresser. BIO STRAIGHT was developed promoting intracellular nutrition with nanotechnology. Its effect reconstructs the fiber, leaving it shiny, frizz-free with long-lasting smooth effect. BIO STRAIGHT is a straightening treatment with just one step, very practical and fast, as it is not necessary to wash the hair before applying the product. This reduces the procedure time up to 40-60 minutes.

Important Notes

1. For damaged hair and split ends: Apply Argan oil on the ends of the hair and apply flat iron, at a temperature of 180°C to a maximum of 200°C.
2. For blonde damaged hair, iron with a temperature from 180 °C to a maximum of 200 °C to prevent colour loss according to the fiber strength. Always iron the roots more and the tips less, thus preventing excessive dryness from the heat.
3. In hair processed by aggressive chemicals, do a strand test. Wait a period of at least 120 days to make the application of the straightening. Repeat the strand test.
4. When you see smoke coming out of the hair when using the straightening iron, do not be alarmed because this is as a result of the straightening product. Example: If you apply the straightener iron with shampoo or mask on, the hair will smoke.
5. Do not apply excess amount of the product on the topmost part of the scalp, because with the temperature of the straightening iron and the accumulated product on the scalp can cause thick hard dandruff on hair scalp and it make the customer feel some pain.
6. It is not only the product that make hair straighten, but the product and the straightener iron. The more time spend using the straightener iron will get a the better result.
7. Hair dyed or highlighted may suffer discoloration. Work with low temperatures during volume reduction according to each type of hair.

NOTE: Follow the instructions for use: Floractive and Nature Eva is not responsible for misuse of the product. Precautions. This product should only be used for the intended purpose, it is dangerous for any other use (Article 109-Decree 79.094/77). Keep out of reach of children and pets. Carefully follow the instructions. Do not apply if scalp is irritated or injured. Product with acid PH. It can produce allergic reactions, before use, test the hair. If irritation occurs, discontinue use. If irritation does not disappear, consult a doctor. Avoid contact with eyes and mucous membranes, and if there is contact, wash with water. Not recommended for pregnant women and children. Use on pregnant women only with written permission from a doctor.

Step by Step

1. Shake the bottle.
2. Apply the product to every hair strand, distribute with the help of a fine tooth comb from roots to ends.
3. Let the product act for 40-60 minutes.
4. Wet the hair, DO NOT REMOVE the product.
5. Dry the hair with the hairdryer. No need to brush.
6. Apply straightener iron slowly in small sections, 15 times on average according to the structure and strenght of the fiber.
7. Wash the hair with post-straightening Kit, BIO STRAIGHT shampoo / BIO STRAIGHT (3 em 1)
8. Dry the hair again. No need to brush.

Step By Step:

SHAKE THE BOTTLE



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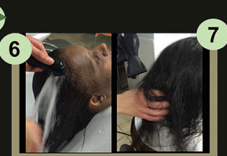


3- Wet the hair, DO NOT REMOVE the product.

4- Dry the hair with the hairdryer. No need to brush.



5- Apply straightener iron slowly in small sections, 15 times on average according to the structure and strenght of the fiber.



6- Wash the hair with post-straightening shampoo and mask.

7- Dry the hair again. No need to brush. Apply the straightener iron if you need to.



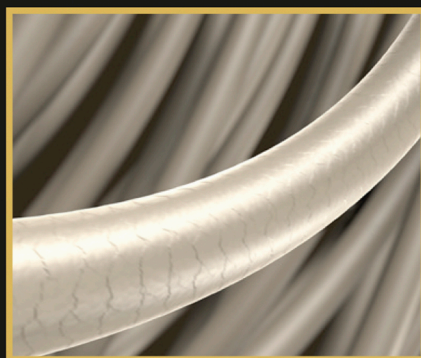
NATURE EVA

Brazilian Hair Products



STRAIGHTENING WITHOUT FORMALDEHYDE

BIO STRAIGHT gave all women the ability to have non-frizzy straight hair. It is a Complex Hair Treatment containing natural ingredients that restore health to damaged hair, reducing volume and eliminating curls, leaving it smooth and shiny. This treatment relies on the correct implementation by professionals, the treatment also smoothes the hair, leaving it with a silky and shiny look. The hair is conditioned and there is no need to fear moisture caused by rain or by the sea.



What is the principal active ingredient of the BIO STRAIGHT?

Organic acids: lactic acid (milk)

Acetic acid (vinegar)

Ascorbic acid (vitamin C or citric acid)

Argan Oil

Sericin (silk protein)

Shea Butter

If the product is natural, why should I use gloves and not touch the scalp?

Because the pH of the product is 1,5 and the pH of our skin is 7. If there would be any cuts or or other injury on the skin, the product could cause burning at points. However, the product doesn't burn your eyes.

Can I apply BIO STRAIGHT in previously straightened hair?

It can be applied as long as the hair is healthy and passes the strand test. In hair treated previously with chemicals it is especially important to test it and wait a few days to apply throughout the hair.

Is there any need for straightening the hair?

There is no need to straighten the hair with any chemicals because the product reduces volume up to 100%.

How long after the straightening can I straighten the hair again?

Give a gap of at least 120 days. It is recommended to test the hair because straightening with chemicals (like Guanidina) is more aggressive to the hair than straightening. Where hair does not pass the strand test we indicate the use of the reconstruction Kit Force Therapy or S.O.S Macadamia and wait longer to change to the chemical treatment.

What should I do if I have doubts in applying the product?

If you have doubts, apply only in one strand to verify the results and wait for a few days before applying it throughout the hair.

Does the product cause any change in colour?

On coloured hair there could be a change in colour, especially in red tinting. To minimize the colour change use the straightener iron a low temperature.

How to proceed with colouring?

The colouring or rinsing should be done after the straightening. Depending on the volume, wait 3-4 days.

How to proceed with highlights?

They should be done after applying the straightening. And we suggest you use W.two straightening for blonde hair.

What to do to prolong the results?

Moisturise your hair at least once a week.

How long will the treatment last?

Depending on how it was done and the conservation of the hair, it could last 90-120 days.

Can it be applied on a pregnant woman?

We recommend pregnant women to seek medical approval before applying the keratin, check that you are not allergic to lactic acid (milk) or any component of the formula.

After ironing the hair, can the customer leave without washing the hair?

Ideally the hair should be washed with the post-straightening shampoo and mask, balances the pH of the hair, leaving it stronger.

If the hair was not straight and smooth after the first application, can I apply a chemical straightener?

No, if the hair was not straight, let the product act longer. Reapply the product and leave it to act longer. Chemical straightening should not be done for 90 days and only after a strand test.

Can I apply the product on hair treated with henna?

The test results proved to be compatible, however, for safety, we recommend applying the product on a strand and wait 10 to 15 days before making the process throughout the hair. Depending on the condition of hair and time of use of henna, we recommend making a demineralization and moisturising before applying keratin.

What type of hair can be treated with BIO STRAIGHT?

All types of hair, regardless of its condition and whether it has been dyed, treated with chemicals, had a perm, or straightened. In fact, the treatment effect is better and longer on hair that has been treated with chemicals before, compared to virgin hair (not treated with chemicals).

How often can the straightening with BIO STRAIGHT can be done?

Normally every 3 to 4 months, according to the needs of the hair. If you do not want to have the hair straight anymore, you only need to wait for the treatment to wear off your hair gradually. You can come back to the Brazilian Straightening any time.

How long does the application process last?

2 to 4 hours. Depending on the length and volume of the hair, this has to be evaluated by a professional.

After applying the treatment, how many days do I have to be without washing my hair?

*After the treatment the hairdresser will wash your hair immediately.
After 2 or 3 weeks, it is recommended to do a cauterization (to close the cuticles of the hair) treatment to help the straightening stay longer.*

Can I go to the beach after the Straightening?

Yes, you can have a normal life at the beach or pool. The treatment may last less time but nothing that extreme. We recommend using sunscreen for hair and never stand with chlorine or salt in the hair. You must wash the hair once finished at the beach or pool.

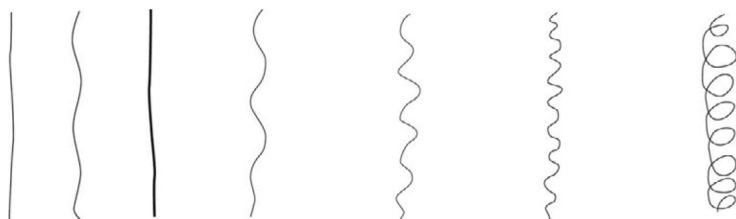
Can men use this treatment?

Brazilian Straightening is unisex.

Hair Types:

Similar to different hair textures, human hair also comes in different hair types. Hair type is defined by the thickness and the amount of curl in a hair strand. There are basically four hair types - straight, wavy, curly, and tightly curled.

1a 1b 1c 2a 2b 2c 3a



Type 1:

The type 1 hair has no curl pattern and is straight naturally. This type of hair is shiny and oily because of a lack of curl. Since the hair is straight, natural oil present in the scalp comes down to the hair shaft. There are three sub categories under type 1. The first type is flat from the root up to the tip and doesn't hold any curl. Many Asian girls tend to fall in this category. The second type of hair isn't completely flat and has more body and will hold curls. They have bends here and there and the end tends to curl slightly. The third type of hair is straight, has a body and few areas are wavy. This type of hair also bends slightly.

Type 2:

Type 2 hair is naturally wavy and forms an S shape. This type of hair is neither oily nor dry. There are three sub categories under type 2. The first kind has loose and natural waves all over the scalp. They are not frizzy. The second kind has waves, which can easily be defined. This type of hair also doesn't have a bounce. The final kind also has waves that form loose spiral curls. It is the frizziest of all the hair types in this category.

3b



3c



4a



4b



4c



Type 3:

Type 2 hair is S shaped and naturally curly. They form ringlets, which can be defined without using any hair product. They tend to be dry and the natural oils found in the scalp are not heavy. There are three sub categories under type 3. The first kind is silky in texture and curls can be easily defined. The second kind of hair consists of spiral and springy curls and is prone to extreme frizziness without the use of styling products. The third kind of hair has oily curls; they are closely packed and look clumpy.

Type 4:

Type 4 hair is tightly curled and coiled. This type of hair keeps its shape whether it is dry or wet. It is extremely dry because of the shape of the hair strand. The natural oils do not come down to the tips. There are three sub categories under type 4. The first category of hair is tight and coily. The curls are springy and look cylindrical in shape. The second category of hair has tight patterns and can be clearly defined. The final hair type under this category is Z shaped and has a zigzag pattern. They look confusing and the texture ranges from fine to wiry and coarse. They shrink by more than half of its actual length.



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