

PROFESSIONAL PROBELLE

TECHNICAL MANUAL 2025



About our **TECHNICAL MANUAL**

Innovation and sophistication that aims to address all types of hair health problems. We invest and innovate with the best components to develop the best high-quality formulas.

This material aims to support beauty professionals so that they can perform high-quality work, with confidence in approaching clients, with additional information to guide the development of new professionals and to improve the knowledge of those who already work in the area.



LUMINO MAX

THE PERFECT BALANCE FOR YOUR HAIR.

Specially developed for hair that is oily at the roots and dry at the ends, in addition to preventing the appearance of split ends and hair degeneration due to chemical processes.



SALES PITCH

Suitable for hair with dry ends and oily roots.

INDICATION: *Especially suitable for hair that is oily at the roots and dry at the ends.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



1 - Clean the wires

SHAMPOO

Gently cleanses the fiber while replenishing essential elements. Promotes natural movement and a soft, silky feel while rejuvenating the fiber. Specially developed to nourish, repair and protect sensitized hair. Prevents split ends and balances the pH of the scalp and fiber.

2 - Treat

TREATMENT CREAM

It has a very high concentration of nutriliplids. It promotes incredible capillary energy action with intense shine and silky texture. It promotes elasticity, silky texture and reconstruction of cellular cement, intensifies the reconstruction of the hydrolipidic film and lipotexturization of the fiber.



3 - Condition

CONDITIONER

Formula that replenishes amino acids and proteins lost due to external aggressions and chemical processes. Hair with unparalleled shine, silky texture, with mass replacement and reconstruction of cellular cement.



INDICATION: *Especially suitable for hair that is oily at the roots and dry at the ends.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



4 - Finish

LEAVE-IN

Finishing, leave-in conditioner with a formula specially developed to protect the fiber from the high temperatures of the straightener, the dryer and the mechanical brushing process. Contains heat protector and third-generation sunscreen. Restores natural movement, elasticity, shine and a soft touch with substance.



4 - Finish

MULTI-PURPOSE HEAT PROTECTOR

Highly sophisticated product. Developed with high-tech silicones to protect hair from the high temperatures of straighteners. Contains high-performance sunscreen. Protects hair from the high temperatures of straighteners. Wraps the hair in a protective film that prevents the unit from entering or leaving the hair. Ideal for daily use.



Special Product

CORRECTIVE SERUM

Sensational high-performance finishing product. Contains coconut oil and avocado oil in thermoactive action. Protects against high temperatures from straightening irons. Maximum disciplining action. Restores natural movement with energizing action. Contains low molecular weight raw materials and high penetration into the fiber with long-lasting effect.

LUMINO MAX ANTI DRYNESS

DEEPLY REPAIRS THE HAIR FIBER

Developed to penetrate deep into the hair fiber, restoring natural moisture and strengthening strands. Its restorative action combats dryness, split ends and porosity, providing healthier and shinier hair.



SALES PITCH

Suitable for dry hair.

INDICATION: *Especially suitable for dry hair.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



COCONUT OIL

Its main function is to neutralize dryness and preserve the natural hydration of the skin and hair.



1 - Clean the wires

SHAMPOO

Gently and gently cleanses sensitized hair. High-performance formula with Castor Oil, DPantenol and 14 Amino Acids. Developed to restore hair fiber damaged and dried out by the action of time.

2 - Treat

TREATMENT CREAM



Anti-free radical action and forms a protective film that strengthens the hair's natural protein. Elasticity, mirror-like shine and vitality with a fortifying action, solidifying the natural protective barrier. Replenishes lost proteins and amino acids.



3 - Condition

CONDITIONER

Special formula with cutting-edge, high-performance active ingredients, with Castor Oil, DPantenol and 14 Amino Acids. Provides softness, satin shine and emollience. Fiber texturizing with a long-lasting effect.

LUMINO MAX MORE GROWTH & ANTI-HAIR LOSS

THE PERFECT FORMULA FOR LONGER, STRONGER HAIR.

It acts directly on the hair bulb, stimulating the hair growth phase. Its exclusive formula penetrates deep into the scalp, providing essential nutrients for healthy and vigorous growth.

In addition, it promotes mirror-like shine and natural hair movement.



SALES PITCH

Indicated to promote hair growth.

INDICATION: *Especially indicated to promote hair growth.*



BAMBOO EXTRACT

It helps fill the hair fiber, aiding in hair regeneration, improving texture, volume and preventing hair breakage.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



1 - Clean the wires

SHAMPOO

Provides energy to sensitive hair, with anti-hair loss action; repairing and protecting hair. Its high-performance formula, with state-of-the-art active ingredients, provides softness, satin shine and emollience.



2 - Treat

TREATMENT CREAM

Specially developed for hair that has difficulty growing, it deeply nourishes. Anti-hair loss action with a soft and silky touch. Special formula with dermo-soothing action. Raw materials with a high concentration of nutrients reinforce the scalp's natural defenses.



3 - Condition

CONDITIONER

Nutrition with molecular precision, with anti-hair loss action that combats split ends. Elasticity, shine and vitality with fortifying action. Strengthens natural protein with low molecular weight raw materials that act deep into the fiber without making it heavy.

LUMINO MAX MORE VOLUME

THE PERFECT FORMULA FOR MORE VOLUME.

Specially formulated to provide more volume to the hair, it offers a complete solution for those looking for more voluminous and bouncy hair.

Its innovative formula penetrates deeply into the hair fiber, strengthening it and providing long-lasting volume.



SALES PITCH

Recommended to provide more volume to the hair, thickening the strands.

INDICATION: *Especially suitable for fine hair.*



GRAPE OIL

It helps to hydrate the hair, preventing it from becoming brittle and frizzy. It also helps with hair growth and prevents hair loss.



SUNFLOWER OIL

Enriched with vitamins E and C, they help restore dry and brittle hair.



1 - Clean the wires

SHAMPOO

Much more volume, with natural movement. With capillary energy action and gentle cleansing that restores softness and shine to hair. Specially developed to increase hair density, nourish, repair and protect sensitized hair.

2 - Treat

TREATMENT CREAM



Developed with high technology and specially formulated with very low molecular weight raw materials and increasing capillary density.

Penetrates more easily, acting in depth, with absolute nutrition, increased elasticity, exceptional shine and antioxidant power.



3 - Condition

CONDITIONER

Sophisticated formula developed to maximize hair volume. High-performance finish. Detangles, adds shine and movement. Penetrates the cortex more easily with long-lasting results. Lightness, increased elasticity, intense shine and a silky touch.

FORCE ULTRA

INTENSE NUTRITION FOR HAIR THAT NEEDS SPECIAL CARE.

Its innovative formula was specially developed to treat extremely dry and sensitized hair. By penetrating the hair cuticle, our formula creates a protective barrier, sealing in moisture and preventing nutrient loss.



SALES PITCH

Recommended for extremely dry, sensitized hair with special nutritional needs.

INDICATION: *Especially suitable for extremely dry, sensitized hair*



AVOCADO OIL

Provides hydration for dry and weak hair, giving shine and softness to the strands, helping to strengthen them and stimulating healthy growth.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



1 - Clean the wires

SHAMPOO

Special protective and restorative formula that intensifies color; enhancing shine and delaying fading with disciplining and volume-reducing action. Regenerates fiber from the first application. Soft fiber, pleasant feel and anti-static action.



2 - Treat

TREATMENT CREAM

Strengthens natural protein, keeping hair soft and natural, protecting it from damage caused by external agents. Contains active ingredients that provide satin shine, resistance, heat protection and anti-aesthetic action. Deep nutrition with maximum volume control for extremely dry and sensitized hair. Promotes intense shine, natural movement and a silky feel.



3 - Condition

CONDITIONER

Nourishing action for dry and sensitized hair. Has high disciplining and volume-reducing power. Regenerates the fiber in the first application. Formula specially developed to restore elasticity, densification and natural movement with a dermo-soothing effect.

INDICATION: *Especially suitable for extremely dry, sensitized hair*



CASTOR OIL

Provides hydration for dry and weak hair, giving shine and softness to the strands, helping to strengthen them and stimulating healthy growth.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



4 - Finish

RELAX FLUID

Developed with state-of-the-art silicones and enriched with keratin. Provides exceptional nourishment for dry and very unruly hair, without weighing it down. Restores natural movement, with long-lasting disciplining action. Anti-humidity barrier and soft, smooth feel. Sophisticated shine and long-lasting finish.



4 - Finish

NUTRITIVE REPAIR

Highly sophisticated product. Developed with high-tech silicones to protect hair from the high temperatures of straighteners. Contains high-performance sunscreen. Protects hair from the high temperatures of straighteners. Wraps the hair in a protective film that prevents moisture from entering or leaving the hair, ideal for daily use.



Special product

CORRECTIVE SERUM

Sensational high-performance finishing product. Contains coconut oil and avocado oil in thermoactive action. Protects against high temperatures from straightening irons.

Maximum disciplining action. Restores natural movement with energizing action. Contains low molecular weight raw materials and high penetration into the fiber with long-lasting effect.

AGE ULTRA

RESTORE THE NATURAL STRENGTH OF YOUR HAIR

Our advanced formula acts directly on the root of the problem, strengthening weakened strands and revitalizing the hair fiber. With this product, you will have healthier hair, with more life and intense shine. Ideal for those looking to restore the strength and natural beauty of their hair.



SALES PITCH

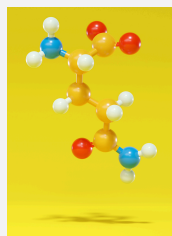
Recommended for weakened hair that has lost its substance over time.

INDICATION: *Especially recommended for weakened hair and hair that has lost its substance over time.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



PRODEW 500

Prodew 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



1 - Clean the wires

SHAMPOO

Formula that replenishes amino acids and proteins lost due to the natural aging of the fiber, external aggressions and chemical processes. Gently cleanses hair, providing elasticity and vitality, with unparalleled shine and texture by replacing cellular cement lost over time, through chemical aggressions or brushing.

2 - Treat

TREATMENT CREAM



Densifying, anti-free radical and strengthening action of natural protein, forming a matrix for retaining water in the skin and hair, keeping it hydrated. The surprising texture between gel and cream, penetrates more easily, acting deep into the fiber, without weighing it down.

3 - Condition

CONDITIONER



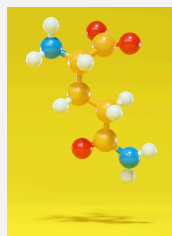
Promotes in-depth reconstruction of the hydrolipidic film with mirror-like shine and unparalleled texture with color protection. Formula specially developed to restore elasticity, densification and natural movement with a dermo-soothing effect.

INDICATION: *Especially recommended for weakened hair and hair that has lost its substance over time.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



PRODEW 500

ProdeW 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



Special product

CORRECTIVE SERUM

Specially developed to revitalize hair that has lost mass due to the effects of time. Restores essential elements with sophisticated shine and a soft, silky touch. Deep reconstruction. Anti-free radical action. Restores elasticity and natural movement.

AGE ULTRA PURE COLLAGEN

DEEP HYDRATION, RENEWED STRENGTH.

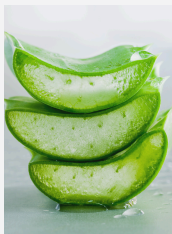
Our exclusive formula combines high-performance ingredients that penetrate deep into the hair fiber, providing intense and long-lasting hydration. The regenerative action repairs damage caused by chemical processes and external aggressions, strengthening the hair structure and preventing the appearance of split ends.



SALES PITCH

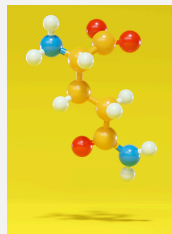
Recommended for hair that needs deep hydration.

INDICATION: *Especially suitable for hair that needs deep hydration.*



ALOE VERA EXTRACT

Helps to hydrate, nourish, strengthen and add shine to hair. Helps combat dandruff, reduce frizz, prevent hair loss and protect hair from sun damage.



PRODEW 500

Prodew 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



1 - Clean the wires

SHAMPOO

The collagen in its formula will rejuvenate the scalp, promoting natural and healthy hair growth. More strength and resistance to your fiber. Rejuvenated and strengthened hair.



2 - Treat

TREATMENT CREAM

The hydration mask has a high concentration of collagen in its formula with moisturizing and regenerative action, which will act by creating a protective film around the hair fiber. It protects the hair from the sun, hair dryer, straightener and wind. It restores vitality and youthfulness to the hair. The result will be young and healthy hair.



3 - Condition

CONDITIONER

The conditioner with concentrated collagen will work as an agent that will create a protective film. It makes the hydration last longer, thus protecting the hair against daily aggressions.

SMOOTH STRONG MOLECULAR PRECISION

STRONGER, HEALTHIER HAIR, FROM ROOT TO TIP.

Formulated with cutting-edge technology that guarantees the molecular precision of its active ingredients. This precision allows the ingredients to penetrate deep into the hair fiber, reaching the innermost layers. At the same time, the lightweight formula prevents product build-up, providing healthy, strong hair with natural movement.

This unique combination of penetration and lightness guarantees visible results from the first application, revitalizing and nourishing the hair without weighing it down.



SALES PITCH

Suitable for hair with dry ends and oily roots.

INDICATION: *Especially recommended for hair with dry ends and oily roots.*



ARGAN OIL

helps hydrate and nourish the hair, reduce breakage and frizz, as well as promoting natural movement in the hair.



COCONUT OIL

Provides shine and softness to hair, penetrating the hair fiber and replenishing the necessary nutrients to prevent dry hair.



1 - Clean the wires

SHAMPOO

The active ingredients in its formula have high molecular precision that will deeply nourish the hair bulb. Gentle and precise cleaning, without drying out the ends of the hair.

2 - Treat

TREATMENT CREAM



With a revolutionary formula, the mask with incredible molecular precision will be able to penetrate deeper into the hair fiber, without weighing it down. It will penetrate the hair cortex, regenerating its entire structure. Complete nutrition.

3 - Condition

CONDITIONER



The conditioner will combat split ends and frizz caused by them, sealing the cuticles of your hair. The result will be smooth, nourished, healthy and strong hair due to the high penetration of the active ingredients into the hair fiber.

DEFINED CURLS

DEFINED CURLS, LUSH VOLUME, NATURAL MOVEMENT.

Our innovative formula is designed to define every curve, providing lush volume and natural movement. Feel the difference in every strand: more shine, less frizz and long-lasting definition.



SALES PITCH

Suitable for hair that needs definition.

INDICATION: *Especially suitable for hair that needs definition.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.



BAMBOO EXTRACT

It helps fill the hair fiber, aiding in hair regeneration, improving texture, volume and preventing hair breakage.



1 - Clean the wires

SHAMPOO

Shampoo with a luxurious and sophisticated formula. Maximum curl definition. Maximum curl formation. Increased elasticity, exceptional shine and antioxidant power with long-lasting effect.

2 - Treat

TREATMENT CREAM

Maximizes curl formation, increases volume and mirror-like shine. High-performance finish. Detangles, adds shine and natural movement with anti-free radical action.



3 - Condition

CONDITIONER

Maximum curl definition. Maximum curl formation. Developed with cutting-edge technology and specially formulated with very low molecular weight raw materials. Penetrates more easily, acting in depth, providing surprising results with absolute nutrition.



SENSATIONAL CURLS

UNLEASH THE NATURAL BEAUTY OF YOUR CURLS.

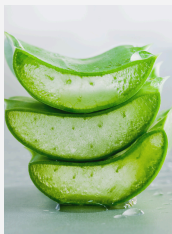
Discover the technology that transforms your curls! Our exclusive formula combines nourishing ingredients that deeply hydrate the strands, providing definition and volume without weighing them down.



SALES PITCH

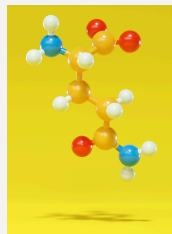
Suitable for hair that needs natural movement.

INDICATION: *Especially suitable for hair that needs natural movement.*



ALOE VERA EXTRACT

Helps to hydrate, nourish, strengthen and add shine to hair. Helps combat dandruff, reduce frizz, prevent hair loss and protect hair from sun damage.



PRODEW 500

ProdeW 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



1 - Clean the wires

SHAMPOO

Gentle cleansing with maximum protection against dryness. Shine with a soft touch. Maximum volume with nourishing and repairing action. Detangles, adds shine and volume with anti-free radical action.



2 - Treat

TREATMENT CREAM

Prevents split ends. Promotes natural movement and maximum volume with thermal protection action. Protects against dryness. With nourishing repair and capillary energy action. Detangles, adds shine and moisturizes. Long-lasting results.



3 - Condition

CONDITIONER

Conditioner with maximum capillary energy action. Protects against dryness. Sophisticated and luxurious formula. Long-lasting results. Creates a protective film that prevents natural moisture from entering or leaving the hair. Soft and silky touch.

ANTIQUE

11 ACTIVE INGREDIENTS FOR COMPLETE REGENERATION.

Our innovative vitamin compound has been meticulously developed to offer a complete solution for hair health. With a unique combination of 11 high-performance active ingredients, we act on all layers of the hair, from the medulla to the cuticle.



SALES PITCH

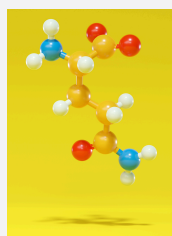
Recommended for hair that needs intense regeneration.

INDICATION: *Especially recommended for hair that needs intense regeneration.*



PEA SPROUTS EXTRACT

It envelops the hair fiber and keeps hair strong and vibrant. It also helps to rebalance the hair growth cycle.



PRODEW 500

ProdeW 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



1 - Clean the wires

SHAMPOO

Its formula contains ginger roots, an active ingredient responsible for increasing blood circulation in the scalp, stimulating hair growth. Stronger hair with healthy growth, without hair loss.

2 - Treat

TREATMENT CREAM

Innovative formula, with eleven super active ingredients chosen to prevent hair loss. Contains pea sprout extract, which contains a large amount of iron, zinc and potassium that envelops the fiber, keeping hair strong and vibrant.



3 - Condition

CONDITIONER

The conditioner will help to repair the weakened hair fiber internally. Restoration of the hair's natural strength, thus promoting hair growth.

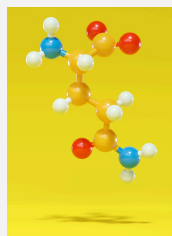


INDICATION: *Especially recommended for hair that needs intense regeneration.*



PEA SPROUTS EXTRACT

It envelops the hair fiber and keeps hair strong and vibrant. It also helps to rebalance the hair growth cycle.



PRODEW 500

ProdeW 500 is a combination of amino acids that can be used in hair products to moisturize, strengthen, protect color and repair damage.



Special product

CRYSTALLIZING POLYMER

The Anti-Hair Loss Polymer is a vitamin compound that will take care of the health of the length and ends of your hair. It prevents breakage, and thus, allows it to grow healthily.

ARGAN OIL

FOR ALL HAIR TYPES, A COMPLETE SOLUTION.

Argan Oil, a natural elixir extracted from the almonds of the Argan tree, is a complete and versatile hair treatment, suitable for all hair types.

Its rich composition of essential fatty acids, vitamin E and antioxidants provides deep nutrition, treating scalp dysfunctions and restoring silkiness and natural shine to the hair.

By penetrating the hair fiber, Argan oil repairs damage caused by chemical processes and external agents, rebuilding cellular cement and increasing the useful life of the hair.



SALES PITCH

Recommended for hair that needs intense nutrition.

INDICATION: *Recommended for hair that needs intense nutrition.*



CASTOR OIL

Deep hydration, penetrating the hair fiber and nourishing the strands from root to tip. In addition to preventing hair loss and breakage, it combats dandruff and stimulates healthy hair growth.

Hair nutrition

ARGAN OIL



Developed with the most sophisticated and extraordinary Argan Oil. High antioxidant action, hair rejuvenation and replacement of essential elements. High-performance nutrition, regeneration and rejuvenation, suitable for all hair types.

10 IN 1 TREATMENT

FOR ALL HAIR TYPES, A COMPLETE SOLUTION.

With 10-in-1 Multi-Functional Treatment, your hair will be transformed into a work of art, where each strand reflects the shine of gold. It's not just a product; it's the key to unlocking the true vitality of your hair.

With 10 functions: Hair Schedule, Nutrition Enhancer, Hydration Enhancer, Reconstruction Enhancer, Hydration Treatment, Nutrition Treatment, Reconstruction Treatment, Pre-poo, Moisturizing and Hair SOS.



SALES PITCH

Ampoules for 10 types of hair treatment.

HAIR PERFUME

PROTECT YOUR HAIR AND BOOST YOUR SELF-ESTEEM WITH A STRIKING PERFUME.

A line designed to provide an enveloping and long-lasting fragrance to hair, this product was developed with the highest technology to neutralize everyday external odors.

Its exclusive compositions guarantee an intense and long-lasting fragrance, revitalizing the hair and providing a unique sensory experience. Ideal for those looking for striking and long-lasting perfumes that accompany their routine and boost their self-esteem.



SALES PITCH

Recommended for those who want to have scented hair.

INDICATION: *Epecially recommended for those who want to have scented hair.*

Essential Hair Perfume



HAIR MIST

Sophisticated, striking and engaging formula, with a citrus essence that combines notes of bergamot, fresh pineapple, nutmeg, violet, papaya, jasmine, musk, amber and green tea. Immediate and lasting action. Delicately scented hair leaving an ultra-refined trail of powerful fragrance. Perfect for day or night use at any type of event. All hair types.

Essential Hair Perfume



DESIRE FREE

For a modern, seductive, sweet, affectionate, spontaneous and fully realized woman. Powerful oriental floral. With notes of Bergamot, Tangerine, Pink Pepper, Flower Petals, Gardenia, Cotton Candy, Sandalwood, White Musk and Vanilla. Perfect for use at any time of day. Ensures unparalleled shine and a silky touch.

Essential Hair Perfume



ELEGANCE GOLD

Beautiful, mysterious and unforgettable. It has rich blends of Lavender with the luminous vibration of Madagascar Black Pepper. Translation of a sophisticated and elegant fragrance, with a modern and relaxed touch. Perfect for use at any time of day. Guarantees unparalleled shine and a silky touch.

Essential Hair Perfume



POWERFUL

For the man with a sporty, serene and assertive soul who stands out as the main element. Perfect for use at any time of the day. Guarantees unparalleled shine and a silky touch.

CRYSTALIZER POLISHING

RADIANT SHINE, PERFECT MOVEMENT. YOUR FINISH WILL NEVER BE THE SAME AGAIN.

The search for hair perfection finds its answer in our crystallizing polishing line.

With a high-performance combination, this line provides intense shine, natural movement and impeccable definition to curls. Your hair will be healthier, nourished and protected, revealing all its natural beauty. Feel the difference in every strand.



SALES PITCH

Suitable for finishing the threads.

INDICATION: *Especially recommended for finishing the threads.*



Finishing product for straight hair

MORE GROWTH

Developed to strengthen natural protein and maximize hair growth. Intensifies shine, nourishing and repairing the hair bulb. Helps in the formation of healthy fiber with long-lasting action.



Finishing product for straight hair

MIRRORED SHINE

Fluid with high performance finishing, nutrition with molecular precision. Mirror-like shine, anti-free radical action, nutrition and repair. Helps in the formation of healthy fiber with long-lasting action.



Finishing product for curly hair

NATURAL MOVEMENT

Fluid developed to maximize a soft and silky sensation with maximum definition and long-lasting effect. Luxurious, high-performance formula with low molecular weight active ingredients that penetrate deeper into the cortex and provide long-lasting action.



Finishing product for curly hair

SUPER DEFINED

Maximizes curl formation elasticity and natural movement. Natural movement of curls and untangling of strands. Helps in the formation of healthy fiber with long-lasting action.

NUANCERS

VIBRANT HAIR FOR LONGER.

Formulated with active ingredients that replace amino acids and keratin lost during chemical processes, our products provide precise and long-lasting toning, neutralizing unwanted tones and revitalizing the hair. Your hair will be stronger, shinier and protected, with an intense and long-lasting color.



SALES PITCH

Recommended for dyed or bleached hair, with the aim of maintaining the intensity of the hair color and neutralizing unwanted tones.

BRAZILIAN PROTEIN

SMART STRAIGHTENING: FAST, EFFECTIVE AND LONG-LASTING.

Developed for those seeking flawless, long-lasting straightening, our thermal realignment offers surprising results. Its advanced formula acts directly on the hair structure, promoting thermal realignment that disciplines the most unruly hair and eliminates frizz.

The result is perfectly straight hair, with natural movement and a radiant shine. In addition, its moisturizing and nourishing action provides soft and healthy hair for much longer.



SALES PITCH

Recommended for those who want to straighten their hair.

INDICATION: *Recommended for those who want to straighten their hair.*



BRAZILIAN PROTEIN

SUPER BLOND KERATIN

Smoothing with exceptional performance, driven by a unique formula of Vegetable Keratin and Argan Oil, and enriched with toning pigments that minimize the risk of color changes in colored hair, but also intensify the tone. Ideal for those with blonde nuances.



BRAZILIAN PROTEIN

SUPER STRENGTH KERATIN

Our formula, powered by cutting-edge technology, features Hyaluronic Acid and ProdeW 500, meticulously formulated to shield the hair fiber and cauterize with super protection. Provides exceptional shine with antioxidant properties. Discover the perfect synergy between science and beauty, achieving long-lasting results.



BRAZILIAN PROTEIN

SUPER GOLD KERATIN

High performance thermal realigner enriched with Serine and Collagen. Improving hair settling and eliminating frizz through thermal realignment in the alpha and beta zones of the fiber, SUPER GOLD KERATIN provides a unique texture, between cream and liquid, which penetrates easily, acting in depth. The result is high-performance straightening, with quick and easy application, leaving hair not only straight, but also incredibly soft for a long time.

BTX

*HIGH PERFORMANCE THERMAL
STRAIGHTENING.*

BTX represents the most advanced technology in hair straightening. Its innovative formula provides high-performance thermal straightening, effectively reducing volume and frizz. Developed for all hair types, BTX offers natural, long-lasting results with intense shine. Its exclusive composition minimizes the risk of color changes, preserving the natural beauty of the hair.



SALES PITCH

Suitable for hair of all types of resistance.

INDICATION: *Especially suitable for hair of all types of resistance.*

Harmonization of Curls

JAPANESE



Exclusively developed for opening 3C and 4A curls, restoring shine and silkiness. Its formula enriched with special oils such as argan oil, coconut oil, castor oil, shea butter and keratin deeply reconstructs the hair during the harmonization process, ensuring prolonged vitality, hydrated, nourished and styled curls.

Harmonization of Curls

AFRO



Developed for opening curls. Its formula provides intense treatment to curly hair types 4B and 4C, restoring shine and silkiness. Its formula enriched with a Blend of Amino Acids in synergy with 7 Essential Oils and Keratin deeply reconstructs the hair during the harmonization process, ensuring prolonged vitality, hydrated, nourished and styled curls.

Harmonization of Curls

SUPER STRENGTH



Developed for opening curls. Its formula provides intense treatment to frizzy hair with open curls of types 3A and 3B, restoring shine and silkiness. Its formula enriched with Argan Oil plus a Blend of Amino Acids and Corn Starch deeply reconstructs the hair during the harmonization process, ensuring prolonged vitality, hydrated, nourished and styled curls.

Shampoo

ANTIRESIDUO



Formulated to open the cuticles, allowing the straightener to penetrate and ensuring greater performance and longer-lasting straightening. Protects against dryness and fading. Minimizes the risk of changes in tone. Reveals and intensifies color.

INDICATION: *Especially suitable for hair of all types of resistance.*

Thermal Realignment



MEGA BTX GEL CREME

High-performance thermal realigner developed with third-generation technology and specially formulated with very low molecular weight raw materials. Promotes hair settlement and eliminates frizz through thermal realignment of the alpha and beta zones of the fiber.

Thermal Realignment



BTX AZURE

High-performance straightening, formaldehyde-free, fast and easy. It has toning elements that significantly reduce the risk of stripping the colored fiber, platinuming strands oxidized by the sun. Permanent straightening with sophisticated mirror-like shine.

Thermal Realignment



BTX SMOOTH INFUSION

Developed with the highest technology and specially formulated with raw materials of very low molecular weight, it promotes hair settling and eliminates frizz through thermal realignment of the alpha and beta zones of the fiber. Immediate and long-lasting results, with absolute nutrition, increased elasticity and manageability with exceptional shine and hair densification.

Thermal Realignment



BTX ZERO ABSOLUTO

Developed with cutting-edge technology and specially formulated with very low molecular weight raw materials, it promotes hair settling and frizz elimination, due to its high penetration capacity in the cortex. Immediate and long-lasting results, with absolute nutrition, increased elasticity and malleability with exceptional shine and hair densification.

INDICATION: *Especially suitable for hair of all types of resistance.*

Thermal Realignment



BTX SUPER STRENGTH

Permanent straightening, in one step, without formaldehyde, quick and very easy. Intended for uncolored hair. Its sophisticated formula straightens hair of all resistance levels. Mega straight hair with exceptional shine. Sealed and armored fiber, with silky, natural appearance and long-lasting effect.

**TOUCH
TEST**

Apply a small amount of product to your forearm or behind your ear. Leave for a period of 40 minutes. Wash the area and wait 48 hours. If irritations, burning or itching appear on the skin, the person is hypersensitive to the product and should therefore not be used.

**HOW TO
USE**

Wash your hair twice with anti-residue shampoo, remove moisture with a towel, apply Botox to all of your hair and wait for the necessary time for the structure (ideal time: 40 minutes). A strand test is required to determine the appropriate time for each client. After the time, rinse your hair completely and brush it thoroughly, and finally apply a straightening iron in the amount appropriate for each structure.

ATTENTION!

Wash your hair twice with anti-residue shampoo, remove moisture with a towel, apply Botox to all of your hair and wait for the necessary time for the structure (ideal time: 40 minutes). A strand test is required to determine the appropriate time for each client. After the time, rinse your hair completely and brush it thoroughly, and finally apply a straightening iron in the amount appropriate for each structure.

FOR SALE

Nowadays, women want to show their strength through their hair, often through perfectly straight hair. Seeking to meet the needs of each client, Probelle has created several straighteners and BTX, which will restructure the hair fiber, providing hydration and a smooth effect for longer. Developed to reduce hair volume and replace lost mass at the same time, leaving hair smoother, softer and shinier. However, before achieving perfect straight hair, check out the straighteners and BTX appropriate for your client's hair type.

BLEACHERS

BLEACHING HAS NEVER BEEN SO PRECISE AND EFFECTIVE.

Developed to meet the needs of the most demanding professionals, our bleaching powder offers maximum performance and versatility. Its exclusive formula ensures precise and controlled bleaching, allowing you to create a wide range of effects, from soft highlights to platinum blondes. The high concentration of bleaching agents provides fast and long-lasting results, while the conditioning actives protect the hair during the process.



SALES PITCH

High-performance professional bleaching powder for bleaching, creating highlights and balayage.

POWERFUL

*FOR THE POWERFUL, CONFIDENT MAN WHO EXPRESSES
MASCULINITY, HUMANITY AND AUTHENTICITY.*

Developed for men who value authenticity and inner strength, this product takes your masculinity to a new level.



SALES PITCH

For the powerful, confident man who expresses masculinity, humanity and authenticity.

INDICATION: *For the powerful, confident man who expresses masculinity, humanity and authenticity.*



1 - Clean

SHAMPOO

Provides gentle cleansing and helps strengthen hair, beards and mustaches against hair loss. Combats excessive oiliness. Deeply restores the natural texture of hair in a healthy way, promoting vitality and vigor from root to tip.



2 - Condition

CONDITIONER

Restores the natural texture of hair and fur, strengthening hair, beard and mustache against hair loss. Enhances hair restoration, providing softness and shine. With a rich and emollient texture, it detangles and provides manageability to hair, providing nutrients.



3 - Hair tonic

ENERGIZING ANTI-HAIR LOSS TONIC

Developed to stimulate natural hair growth and help prevent hair loss. It has a mix of active ingredients rich in nutrition, hydration and shine. It stimulates blood microcirculation, increasing oxygenation in the applied area. It stimulates the strengthening of hair, beard and mustache strands, as it acts directly on the follicle.



4 - Finish

POWERFUL GLUE GEL 2

Powerful Glue Gel controls your hairstyle and moisturizes, maintaining natural shine while you express your style with personality. Developed for all hair types. Sophisticated and energetic formula with powerful active ingredients. With it, you can style your hairstyle and finish your look naturally without leaving residue. Prevents dry hair and strengthens strands with active ingredients that combat hair loss.

INDICATION: *Easy-to-apply colors, vibrant colors and a burst of vitality.*

4 - Finish



POWERFUL GEL GLUE 3

Powerful Glue Gel not only controls your hairstyle, but also moisturizes, preserving natural shine, allowing you to express your style with authenticity and personality. Sophisticated and energetic formula developed with powerful active ingredients that prevent hair loss, for all hair types. Style your hairstyle and finish your look naturally, without residue.

4 - Finish



POWERFUL GEL GLUE 4

Master your style with Powerful Glue Gel, which not only controls your hairstyle but also moisturizes, preserving its natural shine. Express your personality with confidence and authenticity. For all hair types, our sophisticated and energetic formula is the right choice for a flawless look. Style your hairstyle and finish naturally, without unwanted residue. Prevent dryness and strengthen hair with anti-hair loss actives.

FACIAL SCRUB

EXPERIENCE THE TRANSFORMATION OF YOUR SKIN WITH OUR RANGE OF FACIAL EXFOLIANTS.

With formulas concentrated in powerful ingredients such as Vitamin C and Glycolic Acid for luminosity, Niacinamide and Salicylic Acid for oil control, Rosehip and Hyaluronic Acid for hydration, Activated Charcoal for purification and White Clay and Coconut Particles for gentle exfoliation, you will find the perfect care to revitalize and renew your skin. Feel the difference with each application!



SALES PITCH

Provides brighter skin, with an even texture and a more youthful appearance.

INDICATION: *Provides brighter skin, with an even texture and a more youthful appearance.*

Facial Scrub

ANTI-ACNE WITH NIACINAMIDE AND SALICYLIC ACID



Our formula provides a deep and effective cleanse, removing blackheads and impurities, while controlling oil, reducing redness and evening out skin tone. Experience healthier, more radiant skin. Ideal for acne-prone and oily skin.

Facial Scrub

VITAMIN C WITH GLYCOLIC ACID



Ideal for all skin types, our formula provides brighter, more even-textured, and younger-looking skin. Whether it's to combat aging, reduce blemishes, or refine pores, Vitamin C and Glycolic Acid are powerful allies.

Facial Scrub

ROSEHIP WITH HYALURONIC ACID



Ideal for all skin types, our formula helps combat aging, reduce blemishes and hydrate the skin, providing healthier, more revitalized skin.

Facial Scrub

ACTIVATED CARBON



Our formula combats acne, removes impurities, excess oil and dead cells, leaving your skin deeply cleansed and purified. In addition, Activated Charcoal helps prevent premature aging, reducing the appearance of enlarged pores and fine lines. Feel the difference!

INDICATION: *Provides brighter skin, with an even texture and a more youthful appearance.*

Facial Scrub

WHITE CLAY AND COCONUT PARTICLES



It provides gentle exfoliation, removing dead cells and impurities, leaving your skin smooth and radiant. White Clay absorbs excess oil, soothes and purifies the skin. While Coconut Particles remove impurities, providing gentle exfoliation, leaving your skin clean and revitalized.

EXFOLIATORS

TRANSFORM YOUR BATH INTO A BEAUTY RITUAL.

Awaken your skin with our range of body scrubs. Feel the softness and freshness with each application, while removing dead cells and revealing radiant, renewed skin. Turn your bath into a self-care ritual and start each day with a sense of well-being.



SALES PITCH

Suitable for exfoliating the body.

BODY MOISTURIZERS

THE PERFECT COMBINATION FOR HEALTHY, RADIANT SKIN.

Discover the perfect combination for your skin.

Our line of body moisturizers offers a variety of fragrances and benefits, from the intense nourishment of almond oil to the antioxidant action of vitamin C. Find the ideal moisturizer for every moment of your day and feel your skin healthier and more radiant.



SALES PITCH

Body moisturizer with active ingredients for softer, more hydrated skin.

FACIAL SERUMS

EXPERIENCE THE TRANSFORMATION OF YOUR SKIN WITH OUR RANGE OF FACIAL SERUMS.

With formulas concentrated in Rosehip, Vitamin C, Hyaluronic Acid and Glycolic Acid, you will find the perfect care to revitalize, hydrate, illuminate and renew your skin. Feel the difference with each application!



SALES PITCH

Intensely hydrates the skin, reducing the appearance of fine lines and wrinkles.

P R O F I S S I O N A L
PROBELLE

(+1) 438 348-9922

info@probellecana.ca

Achieve your
**Dream
Hair**

<https://www.probellecana.ca/>

