



barex[®]
italiana
Mastery Lab

italiana

One word that defines a company with strong, deep-rooted ties to its local area, reflecting a **style** inspired by a rich artistic heritage, ranging from unique natural landscapes and the **Italian way of life**, that is renowned and loved worldwide.



Mastery is:

- **Know-how** stemming from **over 50 years of experience**.
 - Highly-specific **creativity** and **expertise**.
 - **Authentic passion**.
- The perfect blend of **tradition and modern trends**.
 - **Constant, meticulous attention to detail**.

Following age-old traditions to produce a **unique product** using **ultra-modern technology**.



Lab

- This is **the heart** of the company.
- It is **constant innovation** technology.
- It is **concrete creativity** that brings solutions to life.





NEW WAVE, NEW BEAUTY

A return in grand style.

Invented in 1906 by a hairdresser, Karl Ludwig Nessler. **A lengthy history and many transformations.** From the rebel and shaggy hair styles the seventies until the real boom of the 1980s, with voluminous, well-defined curls, the permanent has enjoyed immense popularity.

Today the great return, but in a contemporary version. Trend alerts launched by celebrities and style icons, **the next generation permanent focuses on natural, soft and light curls.**

Women want it. They dare to try it.
They like themselves with it.

Being curly-headed is a sign of sparkling personality and a glamorous image.

A style that lets a woman enhance herself and feel unique.

A NEW OPPORTUNITY



Business on the wave



For hair salons, the permanent is an extremely interesting opportunity.

A way to retain customers and let their business flourish. A wave to catch as soon as possible to give women what they want and position themselves as trend setters.

The permanent is, in fact:

- A highly personalized and well-paying service.
- Curls require a lot of maintenance and therefore provide a strong incentive to buy after-treatment products.





JOC

WAVE

PERM REVOLUTION

An advanced concept line for a next generation permanent.

Easy Curl Lotion and Easy Curl Neutralizer, two formulas that work in synergy for infinite possibilities.

Delicate on curls and eclectic in effect, easy to use and lends to high personalization.

NEW
SIMPLICITY

A **universal lotion** for all hair types.

NEW
MULTI-PURPOSE USES

Only two products for **different effects.**

NEW
DELICACY

Thio-free and **Ammonia-free** formulas, enriched with **Cysteamine** and **natural ingredients.**

HIGH DEFINITION SERVICE

effects for all trends



Those who love the natural effect?

Just use the Easy Curl Lotion.

For extremely soft waves and curls.

Apply it to each curler and check the curl every 5 minutes.

Duration 8 - 10 weeks.

Curly addicted?

At the end of Lotion setting time, rinse thoroughly, without removing the rods. Then distribute Easy Curl Neutralizer.

Duration up to 15 weeks.

JOC
WAVE

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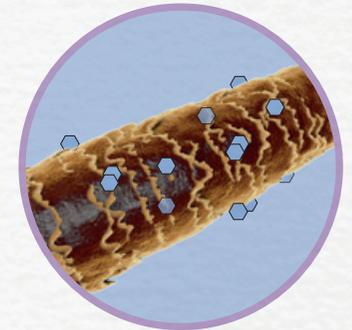
NATURAL INGREDIENTS



Before Joc Wave, the permanent was synonymous with stressed, weakened and dehydrated hair.

Barex Italiana selects **the most effective natural ingredients** to create a treatment that **nourishes and protects** the structure of the hair.

Science and nature together, **for exceptionally soft, shiny and vital curls.**



CYSTEAMINE
A force of nature.

Source
It comes from Cysteine, one of hair's essential amino acids that allows the natural movement of hair.

Action
Gently **modifies and strengthens** the **keratin structure.**

Results
Natural movement and defined waves.

BECAUSE JOC WAVE LOVES HAIR.



MALLOW EXTRACT A precious lymph.

Source

It comes from the medicinal plant of Mallow. Rich in vitamins A, B and C and sugar and with anti-inflammatory properties, it is widely used in cosmetics for its moisturising and emollient action.

Action

Restores the hair's correct hydration, regenerating it for a long time.

Results

Exceptional softness.



CASHMERE PROTEINS A sensual caress.

Source

They are obtained from the Cashmere wool which is collected, according to respectful criteria, from the undercoat of the Hircus goat. Its soft and fine fibers are extremely rich in Keratin proteins.

Action

They rebuild the hair cortex, restoring **body and strength.**

Results

Elastic and defined curls, shiny, easy-to-comb hair, anti-frizz effect.



EASY CURL LOTION

What is it?

WAVING LOTION

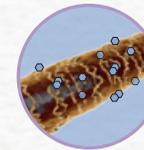
KEY BENEFITS:

- **Universal:** for dyed, treated, natural, normal, fine, thick hair.
- **Multi-purpose:** the setting time can be modulated according to the hair type.
- **Ultra delicate:** without Thioglycolic Acid, Ammonia-free.
- **Semi-permanent effect:** soft and light curls and waves for 8-10 weeks.

· pH 8



INGREDIENTS:



- **Cysteamine** to enhance the hair's natural movement.



- **Mallow Extract** to hydrate, soothe and regenerate.



- **Cashmere Proteins** to reinforce and give shine.

HOW TO USE:

5 minutes - sensitive and damaged hair.

10 minutes - fine and treated hair.

15 minutes - coloured hair.

20 minutes - normal and thick hair.

EASY CURL NEUTRALIZER

What is it?

NEUTRALIZING LIQUID

KEY BENEFITS:

- **Synergic:** formulated as a functional complement to the Lotion.
- **Ultra delicate:** without Thioglycolic Acid and Ammonia-free.
- **Permanent effect:** long-lasting curls and waves, up to 15 weeks.



INGREDIENTS:



- **Mallow Extract** to nourish and restore hydration.



- **Cashmere Proteins** for hair that is stronger, while being soft and shiny.

HOW TO USE:

After rinsing the lotion thoroughly, apply the Easy Curl Neutralizer.

Leave it to set for 5 minutes, then remove the rollers and re-apply for 2/3 minutes. Rinse.

Permesse

Sublime Experience

PUSH POTION

A SUBLIME TOUCH: THE MAGICAL PUSH POTIONS

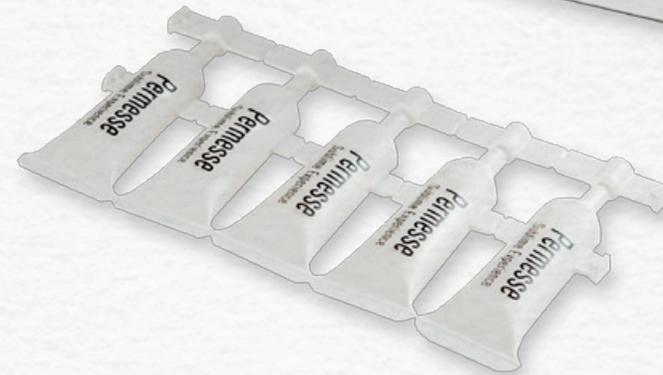
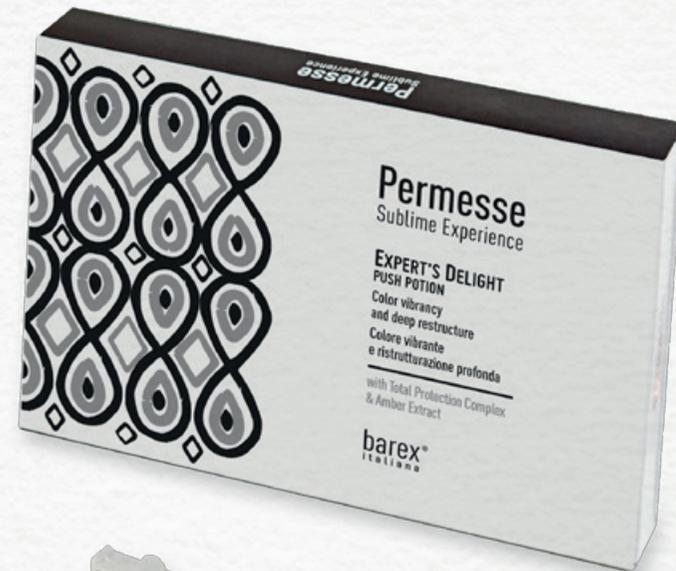
How to make this experience even more enveloping and sublime?
With the final touch of the **Push Potions**.

Result of the most **advanced cosmetic research**, these magical potions awaken all the splendour of the hair, keeping it beautiful for even longer.

What is it?

PUSH POTION Fluid of youth

A high-concentration formula with intense rejuvenating and revitalizing power.



EASY TO USE

After having shaken the Lotion well and wrapped the strands of hair on the rollers, in a bowl, mix 1 phial of the product with the Lotion. Afterwards, distribute on the hair the same way as is done for the Easy Curl Lotion.

INCREDIBLE RESULTS

An immediate effect of sublime splendour and softness enhances the JOC WAVE waves and curls.

INGREDIENTS:

Ambra Extract

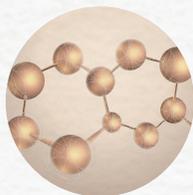
A rare and precious ingredient rich in antioxidants.



It performs an effective anti-age action, giving exceptional sheen with a laminated effect.

Total Protection Complex

An innovative and effective technology that preserves the integrity of the shaft.



- It penetrates within the hair's cortex, strengthening it internally and protecting it.
- Improves elasticity, hydration and resistance to breakage.
- It activates a supreme conditioning, leaving the hair exceptionally soft, shiny and silky.





THE REVOLUTION AT A GLANCE

JOC WAVE

A SYSTEM FOR A PERMANENT THAT IS UNIQUE ON THE MARKET
for performance, personalisation of the service, respect for the hair and the absolutely
trendy effect.

TRADITIONAL WAVING	JOC WAVE
With Thioglycolic Acid <ul style="list-style-type: none">· breaks the disulphide bridges· damages the hair · has a pungent smell	Without Thioglycolic Acid
Without Cysteamine	With Cysteamine <ul style="list-style-type: none">· rebuilds the disulphide bridges· treats the hair gently · it has a pleasant smell
With Ammonia <ul style="list-style-type: none">· opens the cuticles and allows the Thioglycolic Acid to penetrate· increases the aggressiveness and unpleasant smell of the treatment	Ammonia-free <ul style="list-style-type: none">· has a more delicate action
Complex application <ul style="list-style-type: none">· different formulations depending on the hair type	Use that is simple and versatile <ul style="list-style-type: none">· a universal product for all hair types· two products in synergy for different effects

