



Tahe **BIO**

ORGANIC FOOD FOR HAIR

PRODUCT BOOK

ORGANIC CARE

LIQUIDS

CONCEPT

AN ECOLOGICALLY RESPONSIBLE BEAUTY EXPERIENCE TO MAINTAIN HEALTHY HAIR AND PROTECT THE ENVIRONMENT, PRIORITISING ECO-CERTIFIED INGREDIENTS OF NATURAL VEGETABLE ORIGIN OVER SYNTHESISED INGREDIENTS WHEREVER POSSIBLE, WITHOUT IMPACTING THE EFFECTIVENESS OF THE PRODUCT.



Suitable for vegans



Natural ingredients



Essential oils



Eco-certified



Organic active ingredients

SHAMPOOS



Original Shampoo



Original Oil Shampoo



Micellar Shampoo



Illuminating Shampoo



Neutral Shampoo



Innate Shampoo



Intensive Shampoo

MASKS



Nutritium Mask



Nutritium Oil Mask



Luminus Mask

TREATMENTS



Extreme Mask



Extreme Oil Mask



Intensive Treatment



Micro-Oil Protec



3 Protect

BOOSTERS



Power Oil



Supreme Oil



Bondor

STYLING



Radiance
Conditioner



Radiance Oil
Conditioner



Tecnic
Waves



Infinium



Flexible
Fix

**ESSENTIAL
OILS**



Tea tree
essential oil



Bergamot
essential oil



Lime
essential oil



Lemon
essential oil



Orange
essential oil



Rosemary
essential oil



Organic Care Original Shampoo
300, 500 and 1000 ml



What is it?

Shampoo for thin hair.
For frequent use.

What does it do?

Effectively cleanses the hair for hydration, shine and strength.
Natural pracaxi oil.
Pro-vitamin B5.

How is it used?

Wash hair with a gentle massage. For the second shampoo massage with the fingertips in circular movements according to the desired beauty ritual. Rinse with warm water.



Organic Care Original Oil Shampoo

300, 500 and 1000 ml



What is it?

Shampoo for thick hair.

For frequent use.

What does it do?

Nourishes the hair without weighing it down.

Argan oil.

Protects the hair's fibres.

Vitamin E.

How is it used?

Wash hair with a gentle massage. For the second shampoo massage with the fingertips in circular movements according to the desired beauty ritual. Rinse with warm water.



Organic Care Micellar Shampoo
300 and 500 ml



What is it?

Anti-pollution shampoo.
For all hair types.

What does it do?

Deeply cleanses, cares and respects the pH of the scalp and hair's fibres.
Aloe vera, mint and calendula.

How is it used?

Wash hair with a gentle massage and leave for a few minutes, rinse with warm water.



Organic Care Illuminating Shampoo

300 ml



What is it?

Shampoo cool blonde effect.
For all hair types.

What does it do?

Maintains and adds shine to a cool blonde effect. Use for the same effect on hair with grey.

Violet pigment.
Extract of acai.

How is it used?

Wash hair with a gentle massage and leave for a few minutes, rinse with warm water.



Organic Care Neutral Shampoo

300 ml



What is it?

Neutralising shampoo for blonde hair.
For all hair types.

What does it do?

Neutralises unwanted shades.
Cool blonde effect.
Violet pigment.
Extract of acai.

How is it used?

Wash hair with a gentle massage and leave for a few minutes, rinse with warm water.



Organic Care Innate Shampoo

300 ml



What is it?

Solar protection shampoo.
For all hair types.

What does it do?

Eliminates impurities and dirt for shine and body. Improves the action of photoprotective products.

Coconut, olive and argan oils.

How is it used?

Wash hair with a gentle massage and leave for a few minutes, rinse with warm water.



Organic Care Intensive Shampoo
300 and 500 ml



What is it?

Anti-hair loss shampoo.
For all hair types.

What does it do?

Thickens and strengthens.
Turmeric.
Adds thickness and volume to thin hair.
Omega 6.

How is it used?

Wash hair with a gentle massage and leave for a few minutes, rinse with warm water.



Organic Care Nutritium Mask
300, 500 and 1000 ml



What is it?

Hydrating mask.
For thin hair.

What does it do?

Healing and anti-aging power.
Propolis.
Purifies, stimulates and hydrates.
Essential oils of lemon, grapefruit
and orange.

How is it used?

Apply to clean wet hair, detangle
and leave for a few minutes. Rinse
with plenty of warm water.



Organic Care Nutritium Oil Mask
300, 500 and 1000 ml



What is it?

Nourishing mask.
For thick hair.

What does it do?

Antioxidant.

Brazil nut.

Repairs and protects the hair's
fibres for nourishment and shine.

Argan and camellia oils.

How is it used?

Apply to clean wet hair, detangle
and leave for a few minutes. Rinse
with plenty of warm water.



Organic Care Luminous Mask
300 ml



What is it?

Cool blonde effect mask.
For all hair types.

What does it do?

Balances pH levels and
restores the hair's bonds.
Extract of acai.
Reflective.
Coconut oil.

How is it used?

Apply to clean wet hair, detangle
and leave for a few minutes. Rinse
with plenty of warm water.

TREATMENTS



Organic Care Extreme Mask
300 and 500 ml



What is it?

Intensive pre-wash treatment.
For thin hair.

What does it do?

Reconstructs, nourishes and hydrates the hair to restore the hair's fibres from within.

Propolis.

For shine and softness without weight.

Honey.

How is it used?

Apply to dry hair on the mid-length and ends, leave under heat for approximately 10 minutes. Wash with the indicated shampoo. For longer-lasting effects mix with Supreme Oil.



Organic Care Extreme Oil Mask

300 and 500 ml



What is it?

Intensive pre-wash treatment.

For thick hair.

What does it do?

Repairs, nourishes and regenerates.

Argan oil and royal jelly.

Antioxidant properties and protection for the hair.

Olive oil.

How is it used?

Apply to dry hair on the mid-length and ends, leave under heat for approximately 10 minutes.

Wash with the indicated shampoo. For longer-lasting effects mix with Supreme Oil.



Organic Care Intensive Treatment

15 x 5 ml



What is it?

Anti-hair loss treatment.

For all types of hair.

What does it do?

Thickens and strengthens hair, with essential nutrients to stimulate action in the roots.

Turmeric and omega 6.

How is it used?

After washing with Intensive Shampoo, soak up excess water with a towel, and apply the product to the scalp using a circular massage to stimulate the hair follicles.



Organic Care Micro-Oil Protect

125 ml



What is it?

Micro oil spray.

For dry or very dry hair.

What does it do?

Antioxidant effect.

Protects the hair from solar radiation.

Olive oil.

UVA filter.

How is it used?

Apply to the mid-length and ends, concentrating on the most porous areas affected by sun damage. Wash with Innate Shampoo.



Organic Care 3 Protect

300 ml



What is it?

Protective cream. Triple action.
For all hair types.

What does it do?

Protects, nourishes and adds radiance to hair colour.

Olive oil.
UVA filter.

How is it used?

Apply to the mid-length and ends, concentrating on the most porous areas affected by sun damage. Wash with Innate Shampoo.



Organic Care Power Oil

30 ml



What is it?

Boosts results and effects.
Concentrated repair treatment.
For all hair types.

What does it do?

Gives maximum hydration. Repairs and protects.
Seals the hair's fibres for radiance and elasticity.
Argan and pracaxi oils.

How is it used?

1. On wet hair to help keep hair smooth from brushing. Apply 3-5 drops.
2. Mixed with other styling products to prevent frizz. Apply 3-5 drops.
3. To dry hair for repair and to seal split ends.



Organic Care Supreme Oil

30 ml



What is it?

Boosts results and effects.
Maximum concentrate of natural oils.
For all hair types.

What does it do?

Prolongs shine and softness from pre
and post-wash masks.
Lavender, bergamot and myrrh.

How is it used?

Mix 5 pumps of the mask or the pre-wash
mask with 2 drops of Supreme Oil.



Organic Care Bonder
100 ml



What is it?

Boosts the reconstructive effects of masks and pre-wash masks.

For all hair types.

What does it do?

Triple effect: Restores, protects and fixes colour.
Oils of pracaxi, argan, camellia and Brazil nut.

How is it used?

1. With masks and pre-wash masks to restore and reconstruct: Mix 5 pumps of the selected mask with 1 pump of bonder.
2. To protect hair during the bleaching process: After mixing the bleach and peroxide, add 1 pump of bonder for every 30g of bleach.
3. To fix colour: Mix 60g of tint with 1 pump of bonder. Apply to mid-length and ends.



Organic Care Radiance Conditioner
100 ml



What is it?

Leave-in conditioner.
Light hold.
For thin hair.

What does it do?

Protects against damage from factors in the atmosphere.
Olive oil.
For nourishment, shine and elasticity.
Honey and nettle.

How is it used?

Apply to wet hair on the mid-length and ends.
Comb through to distribute evenly.

Short hair ½ pump.
Medium-length hair 1 pump.
Long hair 2 pumps.



Organic Care Radiance Oil Conditioner

100 ml



What is it?

Leave-in conditioner.

Light hold.

For thick hair.

What does it do?

Protects against damage from factors in the atmosphere.

Vitamin B.

For nourishment, shine and elasticity.

Olive oil, honey and nettle.

How is it used?

Apply to wet hair on the mid-length and ends.

Comb through to distribute evenly.

Short hair ½ pump.

Medium-length hair 1 pump.

Long hair 2 pumps.



Organic Care Tecnic Waves
100 ml



What is it?

Strong-hold lotion for curls.
For curly hair.

What does it do?

Hydrates, nourishes and defines
natural-looking curls.
Cedar and mint.

How is it used?

Apply to wet hair on the mid-length and ends.
Comb through to distribute evenly.

Short or medium-length hair 3 pumps.
Long hair 4-5 pumps.



Organic Care Infinium
100 ml



What is it?

Hair lotion for brushing.
For all hair types.

What does it do?

For light flexible hold and
gentle hydration.
Extract of propolis and nettle.

How is it used?

Apply to wet hair on the mid-length and ends.
Comb through to distribute evenly.

Short or medium-length hair 3 pumps.
Long hair 4-5 pumps.



Organic Care Flexible Fix
200 ml



What is it?

Organic hair spray with 2 strengths:
Strong or extra-strong hold.

For all hair types.

What does it do?

Holds style for body and texture without stickiness.

100% organic molasses alcohol.

With natural regenerative properties.

Extract of pomegranate and tannins.

How is it used?

Spray onto hair from a distance
of about 20cm.

ESSENTIAL OILS



Tea tree essential oil
10 ml



Bergamot essential oil
10 ml



Lime essential oil
10 ml



Lemon essential oil
10 ml



Orange essential oil
10 ml



Rosemary essential oil
10 ml

What is it?

100% pure essential oils.

What does it do?

With great benefits for haircare, cosmetics and therapies.

How is it used?

On their own or mixed with the other products in the line. (See application table).

Citrus origin: Orange, lime, bergamot and lemon.
For products that are rinsed out, 2 to 6 drops. For non-rinse products, 2 to 4 drops.

Non-citrus origin: Tea tree and rosemary. Mixed with shampoo for their anti-oil, anti-hair loss or anti-dandruff effects.

Add 2 to 4 drops to shampoo for the second wash.



ESSENTIAL OILS PROPERTIES	LEMON	LIME	ORANGE	BERGAMOT	ROSEMARY	TEA TREE	
COSMETICS	Anti-wrinkle-strengthening	✿		✿		✿	
	Refreshing	✿		✿			
	Smoothing and moisturizing			✿			
	Bleach (face and hands)	✿				✿	
	Anti-redness	✿		✿		✿	
	Cold protector	✿	✿			✿	
	Stimulating skin and hair					✿	
	Anti stretch marks	✿					
	Anti-oily skin	✿	✿		✿	✿	✿
	Nails	✿	✿				
	Balancing	✿			✿		
	Anti-inflammatory			✿			
	HAIR CARE	Anti-grease	✿	✿		✿	✿
Anti-dandruff		✿				✿	
Anti-fall						✿	
Toning and stimulating		✿		✿		✿	
Brittle and dull hair						✿	
Toning capillary			✿			✿	
Moisturizing		✿	✿	✿	✿		
Anti-oxidant		✿				✿	✿
Perfuming agent				✿		✿	✿
THERAPEUTIC		Anti-muscle tension, relaxing	✿		✿		✿
	Antidepressant, stimulant	✿			✿	✿	
	Aphrodisiac, sensual			✿		✿	
	Calming, sedative and relaxing	✿		✿	✿	✿	
	Purifying, detoxifying	✿		✿		✿	✿
	Stimulating	✿				✿	
	Slimming	✿		✿		✿	✿
	Astringent	✿				✿	✿
	Healing	✿				✿	✿
	Antiseptic, anti-acne, bactericidal,	✿	✿	✿	✿	✿	✿
	Insect repellent					✿	✿
	For concentration	✿		✿		✿	
	Menopause						
	Anti-rheumatic		✿				
	Herpes, mouth ulcers, insect bites		✿				
	Varicose veins		✿				

* Essential oils are photosensitizers so it is recommended to avoid sun exposure or UVA rays 24 hours after application.

HYDRO-NOURISHING RITUAL	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
EXTREME OIL MASK	10 pumps	15 pumps	20 pumps
ORIGINAL OIL SHAMPOO	6 pumps	8 pumps	10 pumps
RADIANCE OIL CONDITIONER	1/2 pump	1 pump	2 pumps
POWER OIL	2 drops	3 drops	4 drops
ESSENTIAL OIL OF LIME	5 drops	7 drops	8 drops
ESSENTIAL OIL OF TEA TREE	2 drops	2 drops	2 drops

RELAXING SPA RITUAL	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
ORIGINAL SHAMPOO	6 pumps	8 pumps	10 pumps
NUTRITIUM MASK	2 pumps	3 pumps	5 pumps
ESSENTIAL OIL OF ORANGE	8 drops	9 drops	10 drops
ESSENTIAL OIL OF ROSEMARY	2 drops	2 drops	2 drops
POWER OIL	2 drops	3 drops	4 drops

DEEP RECONSTRUCTION RITUAL	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
EXTREME OIL MASK	10 pumps	15 pumps	20 pumps
SUPREME OIL	4 drops	6 drops	8 drops
BONDER	2 pumps	3 pumps	4 pumps
ORIGINAL OIL SHAMPOO*	8 pumps	10 pumps	12 pumps
NUTRITIUM OIL MASK	3 pumps	4 pumps	5 pumps
RADIANCE OIL CONDITIONER	1/2 pump	1 pump	2 pumps
POWER OIL	1 drop	2 drops	3 drops
ESSENTIAL OIL OF ORANGE	9 drops	12 drops	14 drops

*Shampoo three times if required.

STIMULATING RITUAL (ANTI-HAIR LOSS)	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
ORIGINAL OIL SHAMPOO	6 pumps	8 pumps	10 pumps
NUTRITIUM OIL MASK	4 pumps	6 pumps	10 pumps
INFINIUM	1/2 pump	1 pumps	2 pumps
ESSENTIAL OIL OF ROSEMARY	8 drops	8 drops	8 drops

PURIFYING RITUAL (ANTI-OIL)	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
ORIGINAL SHAMPOO	6 pumps	8 pumps	10 pumps
NUTRITIUM MASK	2 pumps	3 pumps	4 pumps
INFINIUM	1/2 pump	1 pump	2 pumps
ESSENTIAL OIL OF BERGAMOT	2 drops	3 drops	4 drops
ESSENTIAL OIL OF TEA TREE	4 drops	4 drops	4 drops

BALANCING RITUAL (ANTI-DANDRUFF)	SHORT HAIR	MEDIUM-LENGTH HAIR	LONG HAIR
ORIGINAL OIL SHAMPOO	6 pumps	8 pumps	10 pumps
INFINIUM	1/2 pump	1 pump	2 pumps
ESSENTIAL OIL OF LEMON	5 drops	6 drops	7 drops
ESSENTIAL OIL OF TEA TREE	3 drops	3 drops	3 drops

AMOUNTS (weight of each pump or drop)			
SHAMPOO (1 pump)	1.5 grams	RADIANCE (1 pump)	1.3 grams
MASKS (1 pump)	1.5 grams	INFINIUM (1 pump)	1.3 grams
BONDER (1 pump)	1.3 grams	TECNIC WAVES (1 pump)	1.3 grams
SUPREME OIL (1 drop)	0.06 grams	POWER OIL (1 drop)	0.03 grams
ESSENTIAL OIL (1 drop)	0.03 grams		



ORGANIC CARE

App Organic Care

Easytouch for diagnosis - Application- Recommendations for rituals!!

Exclusive for mobile, tablet or computer.



ORGANIC CARE

COLOUR

CONCEPT

PEROXIDE COLOUR WITH NATURAL INGREDIENTS THAT CARE FOR THE HAIR AND OPTIMISE COLOUR SHADES

WITHOUT

Ammonia

PPD

Silicones

Paraffin

Parabens

Perfume

WITH



Unique gel texture

With an exclusive combination of natural oils .



A combination of hi-tech pigments

Covers 100% grey.



Vegetable glycerin

Hydrates the hair.



Jojoba esters

For long-lasting colour



Bisabolol, bergamot oil and magnolia

Prevents scalp irritation.

STEP-BY-STEP COLOUR PROCESS

Step 1

Follow the recommended proportions for each application. Using scales to measure is recommended.

Step 2

APPLY the colour only to the roots with a brush and **LEAVE** for 30 minutes before applying to the mid-length and ends. If it must be done earlier, make a new mixture using a lower volume of peroxide and apply to the mid-length and ends without transferring any mixture from the roots.

Step 3

Once the colour is applied, **DO NOT LIFT** the roots with the brush or applicator to oxygenate the colour. The low percentage of ammonia in Lumière colours is correct for correct development.

Step 4

30 vol peroxide is recommended for covering grey hair.



100 ml

103 references



Purpose	Peroxide	Mix	Time
Semi-permanent Shading Darkening	10 Vol.	1+1	20'- 30'
Grey coverage Normal-problem *Mix with base	20 Vol.	1+1	30'
Grey coverage Very problematic hair * Mix with base	30 Vol.	1+1	35'
Extra-lift	40 Vol.	1+2	45'



BASES

- Formulated for use as a complete treatment or in combination with any of the shades from the chart.

- 100% coverage.

- Normal or problem grey 20 vol

- Very problematic grey 30 vol



GOLDEN

- Natural high-shine colour.
- Grey coverage:
 - Mix with bases.
 - Normal or problem grey 20 vol
 - Very problematic grey 30 vol



COPPERS

- T- Ultra-radiant tones with mirror shine.

- Grey coverage:

- Mix with bases.
- Normal or problem grey 20 vol
- Very problematic grey 30 vol



REDS AND VIOLETS

- Highly intense and radiant tones.

- Grey coverage:

- Mix with bases.
- Normal or problem grey 20 vol
- Very problematic grey 30 vol

Tobaccos



Browns



Chocolates



BROWNS AND WARM BEIGES

- Natural shades with extreme shine.
- Grey coverage:
 - Mix with bases.
 - Normal or problem grey 20 vol
 - Very problematic grey 30 vol



COOL TONES

- BROWNS AND COOL BEIGES.

Nomenclature	Coverage
.13	80%
.23	80%



COOL TONES

- ASHES

Nomenclature
.01 (blue)
.1 (green)

Coverage
80%
60%



COOL TONES

- PEARLS.

Nomenclature	Coverage
.02	0%
.2	0%
.22	0%

*Do not apply directly to grey hair.



COOL TONES

- FOR GREY COVERAGE 100%.

- Mix with base.

- Normal / problem grey use 20 vol,
reduce half a tone.

*Example: Client's request 8.23,
Mix 8.23 + 7 ; 1 + 1 20 vol*

- Very problematic grey use 30 vol,
reduce one tone.

*Example: Client's request 8.23,
Mix 7.23 + 7 ; 1 + 1 30 vol*



EXTRA-LIFT

- Lift capacity from 4 to 5 tones.
- For maximum lift, use 30 vol / 40 vol
- Mix 1 + 2, processing time 45 minutes.
- On blonde hair with different shades caused by repeated bleaching, this product is highly effective at correcting colour difference.

100



100.02



102



EXTRA-LIFT

100

- Natural golden shade.
- Ideal for lifting hair with a high percentage of grey.
- Can be used as a colour regulator with the other extra-lift products.

100.02

- Natural pearlescent shade.

102

- Pearlescent shade.

100.01

**EXTRA-LIFT****100.01**

- Natural ash shade.
- Can be applied to hair with a low percentage of grey and porous blonde hair.
- Ideal for shading highlights.

101



111

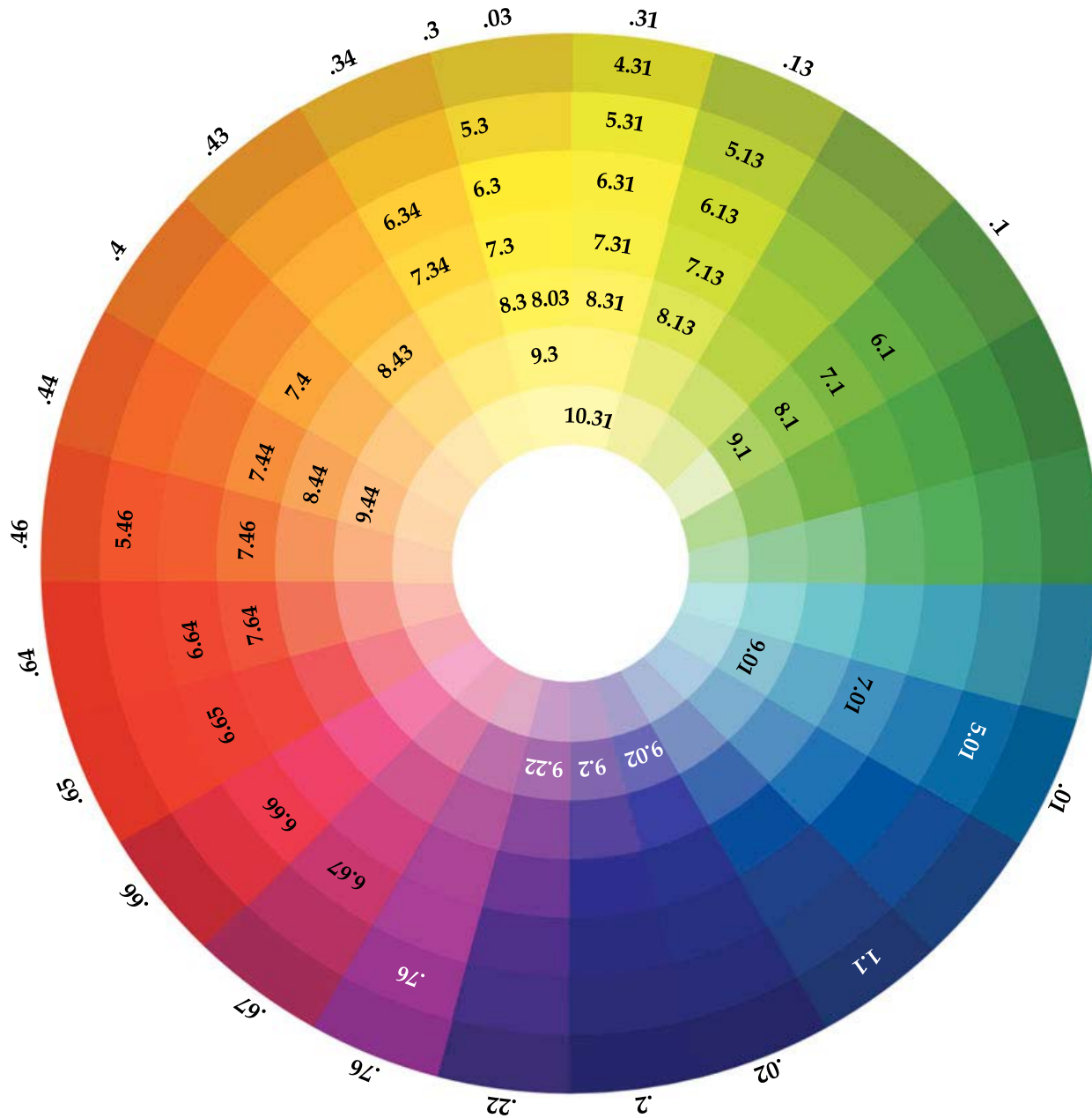
**101/111**

- Cool tones.
- These tones are the best correctors, giving Nordic tones.
- Be especially careful when there is grey hair and on porous blonde hair to avoid unwanted tones.

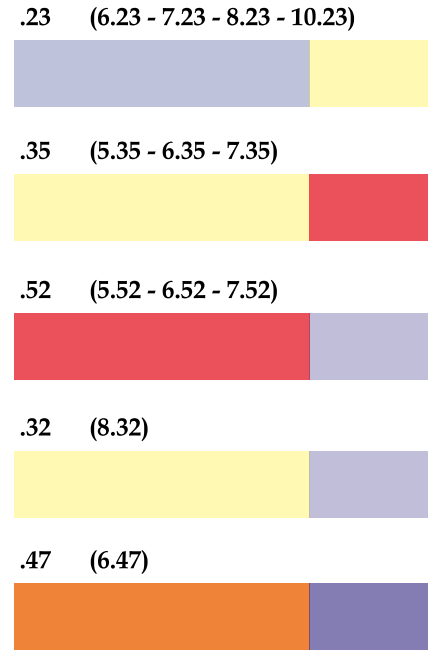


CORRECTOR SMOKE

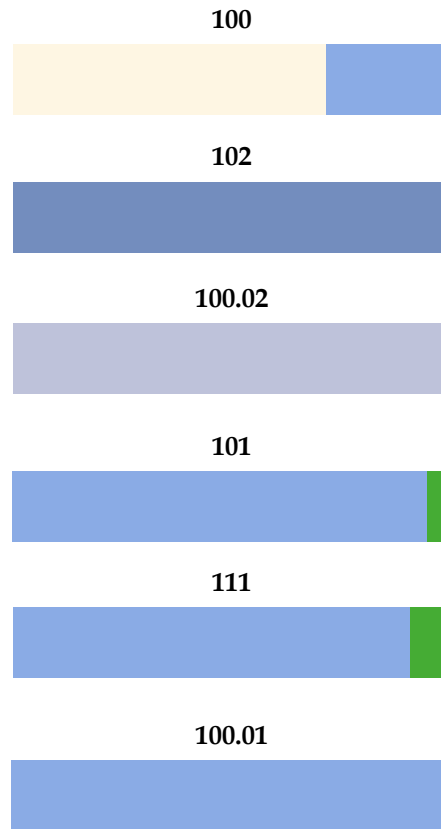
- Ideal for shading level 8 and 9 highlights and correcting warm tones.
- Proportions 1 + 1 or 1 + 2 (depending on the required intensity of correction).
- Apply to wet hair.
- Mix with 10 vol / 20 vol, depending on hair porosity.



Chromatic circle



Extra lift





Organic Care colour.Treatment lotion
100 and 900 ml



What is it?

Peroxide conditioner to mix with Organic Care colour.

What does it do?

Activates the colouring process and protects the hair's fibres.
Jojoba oil.

How is it used?

See application table

**PROMOTIONAL
MATERIAL**



Organic chart
(12054500)



Printed Organic chart
(12054501)



Tints display
(12054506)



Colour welcome pack
(12054503)



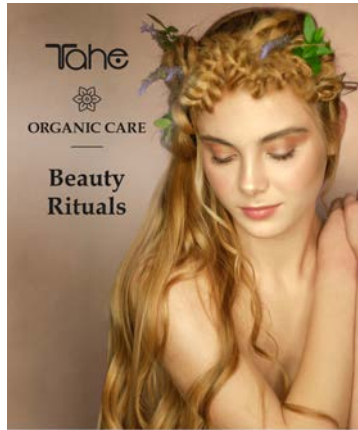
Organic tint towels
(12049082)



Cardboard display unit
(11001043)



Lit wood display unit
(88880155)



Product catalogue
(11001101)



Sales cases
(11001044)



Client robe
(12049060)



Paper bag
(11027432)



Antiaging treatments
chart (11001085)



Vinyl window display
(11001072)



Sample sachets (Original
Shampoo/ Original Oil Shampoo/
Nutritium Mask/Nutritium Oil
Mask/Radiance Conditioner /
Radiance Oil Conditioner



Organic cotton towel
(12049049)

BEAUTIFYING

YOUR

LIFE

tahe

f t y i in

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