



KholoBeauty
— MADE IN ITALY —



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KholoBeauty combines the best from Eastern and Western philosophies into one holistic beauty culture created for top-level professionals. Modern scientific technology in synergy with traditional botanical alchemy creates superior cosmetic creations for the renovation and therapy of hair and skin.

KholoBeauty brings you exclusive and ethical products that are dermatologically safe, vegan-friendly and eco-sustainable.

We believe in tangible, beautiful results you can see and feel. Made in Italy

“I love, I dream, I live and breath the beauty industry” . . .

“I hold a passion and empathy in my heart for the beauty professional. My mission is to search and provide the most exquisite technologies and products the industry has to offer.”

Kholoud Aljorayed



KholoColor

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OpalBlonde Ultra-Lightening White Powder 9-10 Levels

This new OpalBlonde bond-building hair lightening clay bleach enriched with KholoPlex and Hydrolyzed Silk, ensures up to 9-10 levels of lift with superior protective properties. Professional application ensures the hairs structure remains supple and elastic even after total lightening. This Low Ammonia, MEA-free PLEX formulation adheres well to hair and at 74°F (23°C) (ideal ambient temperature) does not swell or expand preventing overlap. For extra lightening capacity, cover and evenly apply gentle warmth up to 98°F (27°C). For 9-10 level lightening please refer to technical manual for suggested application techniques.

Active Elements: *KholoPlex *Guar Gum *Corn Protein *Hydrolyzed Silk Protein *Mineral Oil *Hydrolyzed Corn Starch *Inulin Pre-Biotic

OpalBlonde White Cream Lightener 7-8 Levels

A professional neutral white clay cream lightener for hair, enriched with KholoPlex, essential extracts and protective oils that delicately lightens up to 7-9 levels while protecting the hair and scalp. Ideal for on-scalp and off-scalp application.

Active Elements: *KholoPlex *Guar Gum *Corn Protein *Hydrolyzed Silk Protein *Natural Oils *Hydrolyzed Corn Starch *Inulin Pre-Biotic

OpalBlonde Illuminating Oil Lightener 4-6 Levels

A professional pure oil hair lightener for soft natural highlights, enriched with KholoPlex and protective essential extracts and natural oils that delicately lightens 100% natural hair 4-6 levels while protecting the hair and scalp. Ideal for on-scalp and off-scalp application. Can be used for diluting the potency of our powder and cream lighteners.

Active Elements: *KholoPlex *Aloe Barbadensis Leaf Juice *Natural ST Johns Wort oil (Hypericum Perforatum) *Inulin Pre-Biotic



To Be... Or Not To Be Blonde...

BLONDING
A complete 360° system of technical products created for lightening hair.

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OnyxBlonde Ultra-Lightening Black Powder 9-10 Levels

This is a new and revolutionary, high performance, dust-free black powder lightener for hair. Formulated with special Black Onyx pigments that neutralize unwanted brassy tones. Enriched with KholoPlex, hydrolyzed keratin, protective extracts and natural oils, it delicately lightens up to 8-9 levels while protecting the hair and scalp.

Active Elements: *KholoPlex *Guar Gum *Hydrolyzed Keratin *Polyamino Sugar Condensate *Natural Protective Oils



OnyxBlonde Black Cream Lightener 8-9 Levels

A protective and conditioning black cream lightener for hair, formulated with special Black Onyx pigments that neutralize unwanted brassy tones. Enriched with KholoPlex, hydrolyzed keratin, protective extracts and natural oils, this creamy lightener delicately lightens up to 7-8 levels while protecting the hair and scalp. Is ideal for on-scalp and off-scalp application.

Active Elements: *KholoPlex *Silk Proteins *Guar Gum *Castor Oil *Hydrolyzed Keratin *Polyamino Sugar Condensate *Cera Alba (Bees Wax)

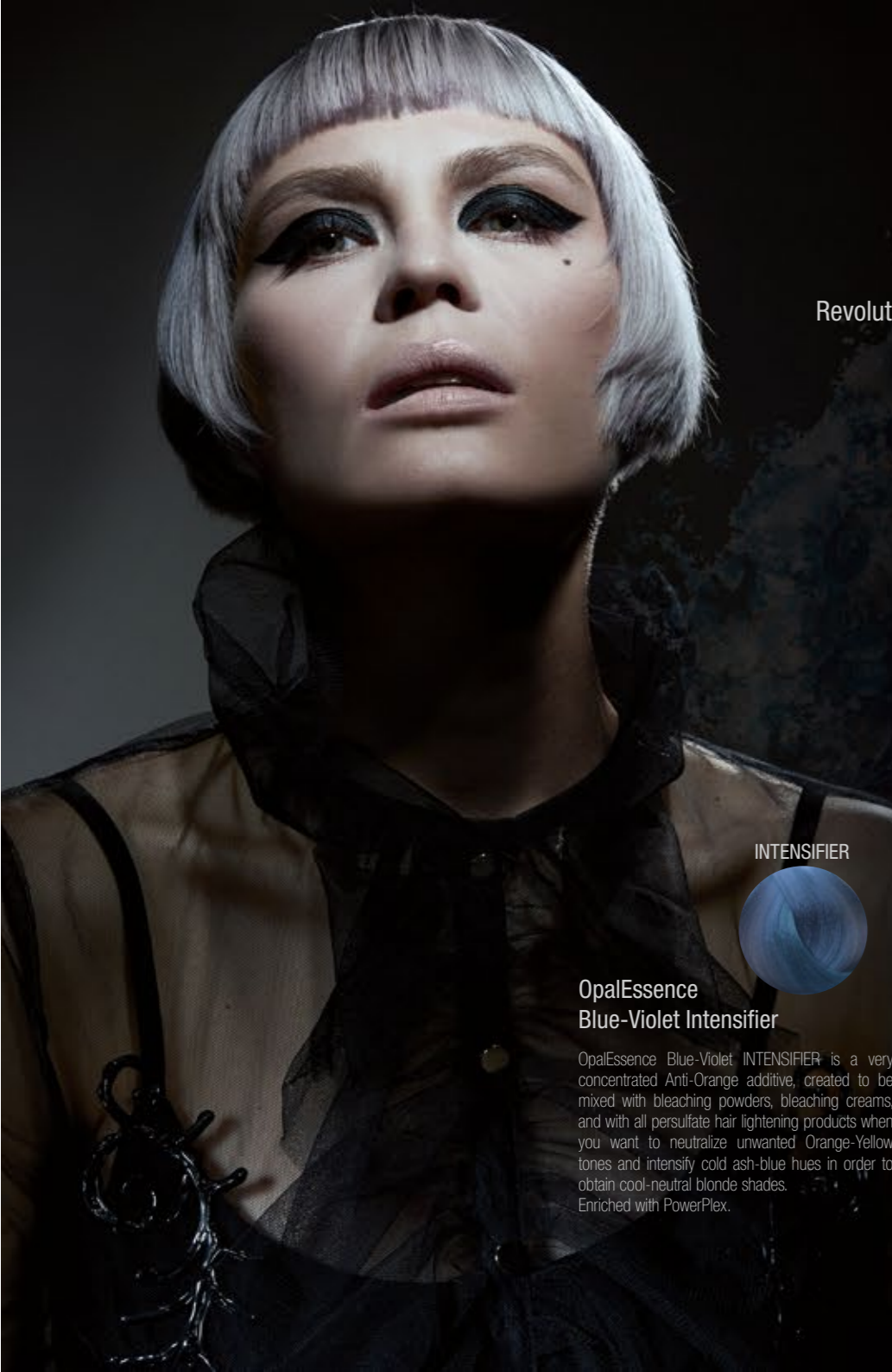


MIDNIGHT BLONDES

BLACK BLONDING

A new generation of pigmented hair lighteners created for dramatic cool blonde effects.





OpalEssence Blue-Violet Intensifier

OpalEssence Blue-Violet INTENSIFIER is a very concentrated Anti-Orange additive, created to be mixed with bleaching powders, bleaching creams, and with all persulfate hair lightening products when you want to neutralize unwanted Orange-Yellow tones and intensify cold ash-blue hues in order to obtain cool-neutral blonde shades. Enriched with PowerPlex.

INTENSIFIER



CATALYZER



OpalActivate Blue-Violet Catalyzer 33VOL. 9%

OpalActivate Blue-Violet Catalyzer 9% is a Anti-Yellow-Orange velvety cream Catalizer, it is a 9.2% 33-volume, stabilized peroxide additive that contains a high concentration of special violet-blue pigments that are activated when mixed with oxidation hair-bleach and hair-color dyes to counteract/neutralize unwanted Yellow-Orange tones whilst lightening and coloring hair. This concentrated formula is ideal to be mixed together with classic hair color developers. Enriched with PowerPlex.

ICE BLONDES

COOL BLUE BLONDING

Revolutionary Anti-Orange, Anti-Yellow Pigment Additives created to be used in oxidation hair lightening and coloring applications.

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COOL VELVET OXY

3VOL. 1%

10VOL. 3%

20VOL. 6%

30VOL. 9%

40VOL. 12%

Conditioning creamy fresh-feeling oxidation developers, created to safeguard the scalp while activating the oxidative processes and deliver the active ingredients directly deep into the hair's structure. Formulated with molecular stabilizers to ensure a consistent accurate preservation of the peroxide volume percentages.

These developers are enriched with thick protective emollients and oils that calibrate free-radical chemical activity and impart reconstructive conditioning and strengthening action while forming a protective shielding film on the surface of the hair to smoothen and safeguard the cuticle.

Active Elements: *KholoPlex *Glycerin *Coconut & Palm Fatty Acids, *Essential Oils *Glycerin



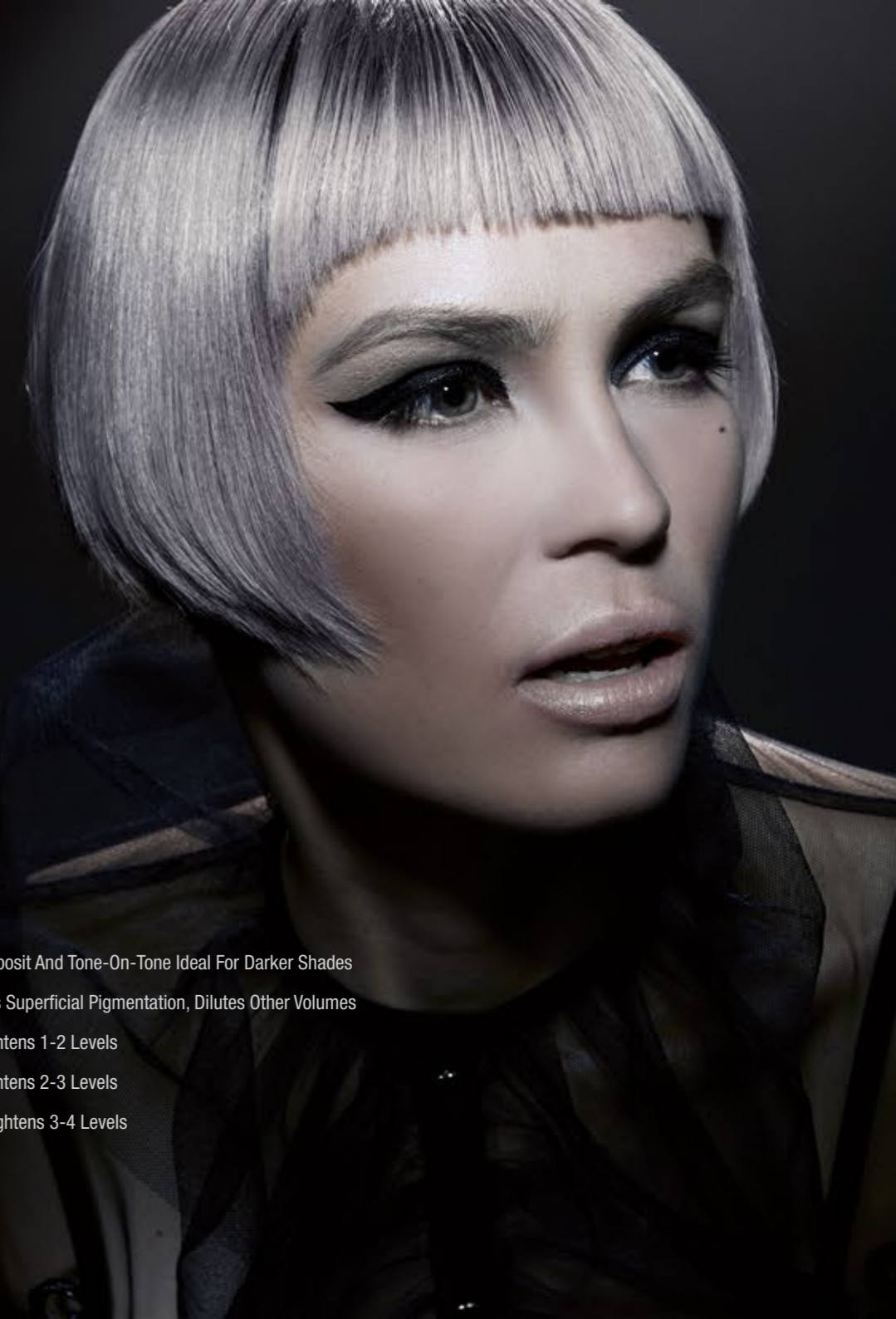
3 Vol. (1 %) - Covers Gray Hair, Color Deposit And Tone-On-Tone Ideal For Darker Shades

10 Vol. (3 %) - Stains Gray Hair, Deposits Superficial Pigmentation, Dilutes Other Volumes

20 Vol. (6 %) - Covers Gray Hair And Lightens 1-2 Levels

30 Vol. (9 %) - Covers Gray Hair And Lightens 2-3 Levels

40 Vol. (12 %) - Covers Gray Hair And Lightens 3-4 Levels





OpalEssence Blonding Pigments

OpalEssence Blonding Intensifiers are specialized pigmented cream concentrates that can be added to persulfate hair bleaches and lighteners in order to lift-lighten and color hair all at the same time.

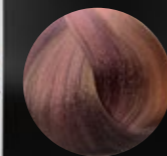
These new amazing color additives when added to hair bleach and lighteners will deposit color into the hair while lightening.

There are unlimited multi-chromatic opalized-marbleized color effects that result from these special pigments, depending on the type of technical application, the temperature, foil placement and concentration of product.

OpalEssence Blonding Intensifiers are a very new and unique product concept that creates variegated chromatic hue & tone effects. There are no limits to the colorists creativity...



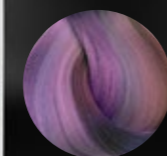
Irridecent
Champagné



Irridecent
Silver



Irridecent
Lilac Fumé



Irridecent
Rose Gold Irisé



Irridecent
Pink



Irridecent
Violet



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HerbalSpectrum

PURE LIQUID PIGMENTS

When used directly or diluted with Transformer Neutral Mousse or Cardamon Neutral:

- ° Direct semi-permanent color dipping
- ° Direct semi-permanent color painting
- ° Direct semi-permanent color staining
- ° Direct semi-permanent color toning and intensifying
- ° Direct semi-permanent color pastelling
- ° Direct semi-permanent color bath
- ° Direct semi-permanent color shampooing & conditioning

When mixed together with Developers can:

- ° Color melting from oxidation color into direct color in one application
- ° Oxidation permanent coloration
- ° Oxidation permanent color toning and intensifying
- ° Oxidation permanent color staining
- ° Oxidation permanent color pastelling
- ° Oxidation permanent color painting and as Oxidation permanent color baths...

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HerbalSpectrum

PURE LIQUID PIGMENTS

New special liquid pigments that can be used as direct semipermanent colors. These Direct liquid colors are free from PPD, PTDS, TD, Ammonia, Resorcinol or MEA. These shades can be applied to wet or dry hair, can be rinsed or left in the hair without rinsing. They can be deluted in the Transformer Neutral Mousse, Cardamon Neutral and or mixed into the Flower Essence Color Masks as well as mixed into shampoos and conditioners to send home with clients to help maintain color and hue intensity.





KholoColor
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Ton Dynamique

All-Free Professional Cream Color

Free-Radical Control System
Free-radical scavengers, anti-oxidants and metal chelators are used within conditioning polymers to provide protection from and neutralize free radical activity from chemical oxidation processes the potential development of harmful heavy metals and hydrogen peroxide aggression.

Organic Botanic Complex
The KholoColor cream base is formulated with our exclusive O.B.C. Technology (Organic Botanic Complex); a synergy of pure organic ingredients: Argan oil, Olive oil, Macadamia oil as well as Rose, Avocado and Aloe Vera extracts that all work together providing long lasting protection and ultra-rich conditioning nutrients.

Natural Italian Thermal SPA Water
Our Natural colour cream-base is also composed of Italian Thermal SPA Water, rich in minerals that are easily absorbed by the scalp, it helps balance the micro biome, reduces inflammation and restores the natural pH, providing deep hydration and protection it against oxidative stress. Its presence ensures a remarkable level of comfort during the hair colouring process for even the driest, most sensitive and dehydrated of scalps.

3D KholoPlex
3D KOLOPLEX is a protective reformation integrator complex that protects significantly reducing damage to the hydrophobic lipid layer of the skin and hair whilst increasing regenerative molecular activity creating New-Keratin to greatly improve the hairs elasticity, resistance, resilience and density. Sugar derived Glucose Polymers form a smooth, protective layer on the skin and hair whilst reinforcing bisulfide links generating hair bond and cuticle reconstruction. Our amino acid complex protects hair from chemical free radicals and extreme heat treatments. Its anti-inflammatory lenitive substances hydrates, shields and soothes the scalp while leaving hair protected, silky, shiny and elastic.

Enriched with Plant Collagen & Fito Keratin
Collagen makes hair strands more elastic and less prone to breakage. Collagen also calms frizz, provides smoothness, and makes your hair shinier and more manageable. Keratin is the primary component of hair fibers and is responsible for a healthy, strong and elastic hair structure.

- KholoColor Formulations are:**
- Enriched with **KholoPlex**
 - Patented **KholoTech** Technologies: Radical Scavenging And Antioxidant Properties
 - Botanic-Spice Complex
 - Eu Compliance Approved
 - Dermatologically Tested
 - Versatile Mixing Ratios To Give You The Perfect Amount Of Pigment Saturation
 - 99.9% Pure, Double-Ultra-Refined "Synthetic-Organic" Italian Color Pigment
 - Gluten Free
 - Sls Free
 - Sodium Chloride Free
 - Paraben Free
 - Vegan Friendly
 - Tested Only On Humans
 - Sustainable
 - Water-Soluble Formulation
 - Faster By Reducing Up To 50% Color Processing Times
 - Lifts And Deposits Without Bond Breakage Or Damage
 - Pigment Rich, Deep, Long Lasting Italian Color 99.9% Pure Pigments
 - Technological Innovation For Safer Chemical Applications
 - Sustainable, Pure, Clean & Simple
 - **MADE IN ITALY**

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TON DYNAMIQUE
ZERO PPD, Resorcinol, Ammonia
Professional Hair Color Cream

كليه خاليه من اللي بي دي والامونيا والسيليكون
كريم تلوين الشعر الاحترافي



ALL FREE
Equimolar Formula
Dermo-Protective Elixir
pH 5.5 Progressive H2o-Release
Free-Radical Control System
Organic Botanic Complex
Natural Italian Thermal SPA Water

+ 3D KholoPlex



MILANO
100ml e | 3.4 fl.oz.





DIVINE SPECTRUM Chemiluminescence Professional Color



KholoColor

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Divine Spectrum

Equimolar Formula
Thanks to our innovative Equimolar manufacturing process we produce an optimal balanced amalgamation and atomization of the PRIMARY INTERMEDIATE DYES and DYE COPULANTS creating a perfectly calibrated cosmetic texture without alterations in stability. The result is a flawlessly composed safer colouring cream without separations or deposits. The colour results are more vibrant, vivid, long lasting and extremely consistent through diverse applications with zero toxicity during the application and minimalized allergic impact on the body.

Controlled CHEMILUMINESCENCE Technology is the calibrated emission of light / colour (luminescence) as the result of chemical reactions between PRIMARY INTERMEDIATES and COPULANTS. Therefore the Primary Intermediates and Copulants equally react with oxygen to produce (high-energy) intermediates releasing energy as photons of 'lightwide dynamic ranges' that we read through our retina as "Balanced Colour"...

Dermo-Protective Elixir
Our Dermo-Protective Elixir (Lactosafe) is a compound of natural origin based on lipophilized fruit acids. The fruit acids of Lactosafe are "slow releasing buffers" that moderate and calibrate the alkalinity of the dye during the oxidation hair colouring process making it perfectly tolerated by the skin and hair, even in case of incorrect application.

PH2oR. Progressive Hydro-Release
Our natural, plant-based PH2oR. Progressive Hydro-Release technology releases lactic acid on the hair that transforms into ammonium lactate during the alkaline colouring process. Ammonium lactate is the fundamental component of the NMF (Natural Moisturizing Factor) that regulates the hydration of the skin and hair. This technology significantly increases the moisturizing properties on the hair, improving the hair's structure and resistance by over 38%.



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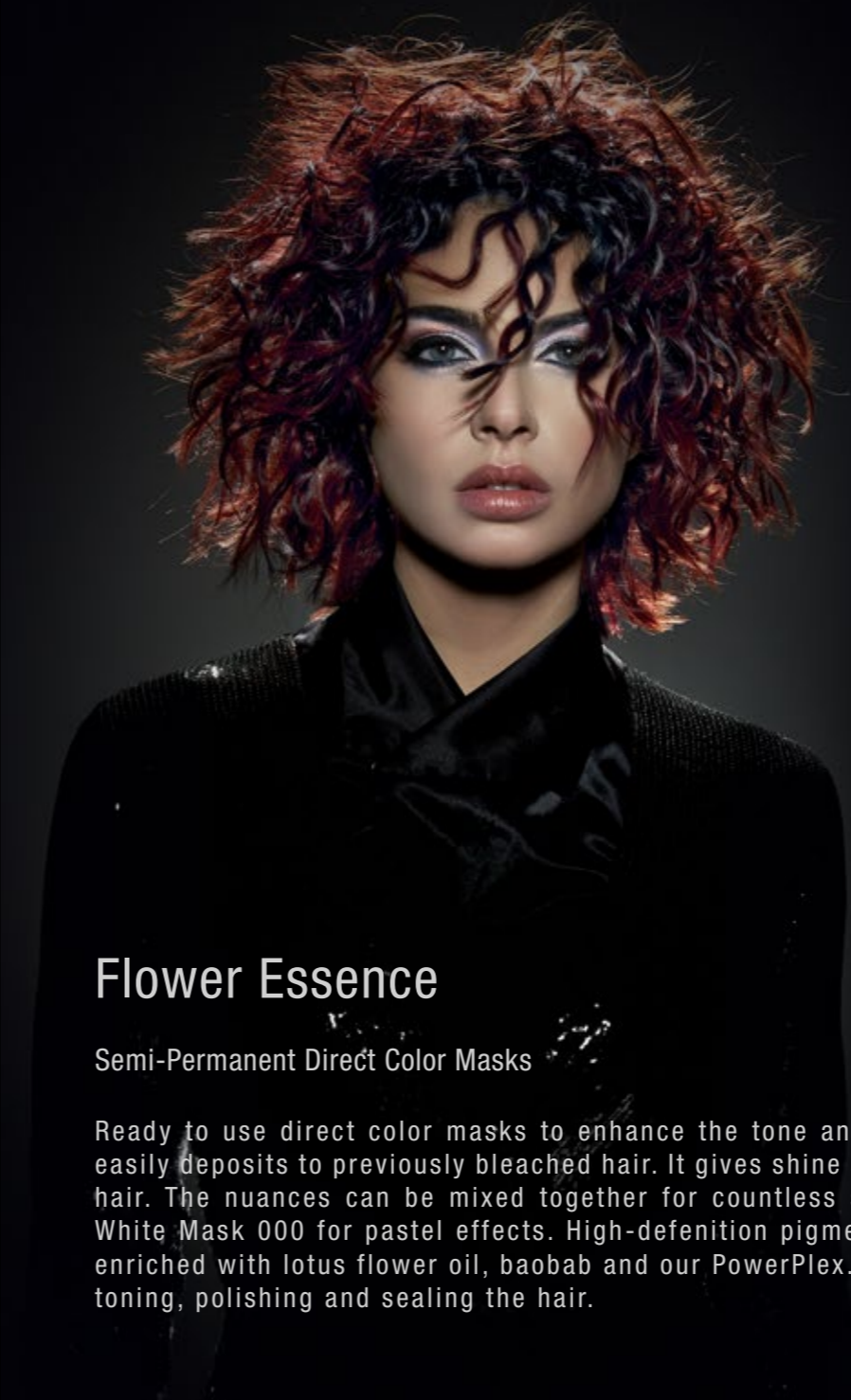
<p>Green Verde KholoColor MADE IN ITALY</p> 	<p>Gold Oro KholoColor MADE IN ITALY</p> 	<p>Black 000 Nero KholoColor MADE IN ITALY</p> 	
<p>Black 01 Tobacco Pepper KholoColor MADE IN ITALY</p> 	<p>Black 05 Chocolate Caramel KholoColor MADE IN ITALY</p> 	<p>Black 08 Red Red KholoColor MADE IN ITALY</p> 	
<p>Black 02 Purple-Red Pink KholoColor MADE IN ITALY</p> 	<p>Black 04 Coral Pink KholoColor MADE IN ITALY</p> 	<p>Black 06 Ruby Red KholoColor MADE IN ITALY</p> 	
<p>Black 03 Cyanine Magenta KholoColor MADE IN ITALY</p> 	<p>Black 07 Chestnut Copper KholoColor MADE IN ITALY</p> 	<p>Black 09 Hydrangea Green KholoColor MADE IN ITALY</p> 	
<p>Black 10 Golden Honey KholoColor MADE IN ITALY</p> 	<p>Black 12 Violet KholoColor MADE IN ITALY</p> 	<p>Black 14 Kaka Lily Grey KholoColor MADE IN ITALY</p> 	
<p>Black 11 Silver Shimmer KholoColor MADE IN ITALY</p> 	<p>Black 13 Plum KholoColor MADE IN ITALY</p> 	<p>Black 15 Lila KholoColor MADE IN ITALY</p> 	<p>Black 16 Platinum Shiny Sable KholoColor MADE IN ITALY</p> 

Flower Essence

Semi-Permanent Direct Color Masks

Ready to use direct color masks to enhance the tone and intensity of hair color. Evenly, quickly and easily deposits to previously bleached hair. It gives shine and brilliance to the opaque, natural or tinted hair. The nuances can be mixed together for countless shades or mixed in percentage with T-Juice White Mask 000 for pastel effects. High-definition pigments in a restructuring and moisturizing base enriched with lotus flower oil, baobab and our PowerPlex. Ideal for coloring, illuminating, intensifying, toning, polishing and sealing the hair.

KholoColor Flower Essence Direct Color Masks





KholoPlex

TOTAL-PROTECT BOND BUILDING TREATMENT SYSTEM
KholoPlex works to rebuild broken bonds from within repairing, protecting, and strengthening hair.

KholoPlex MULTI-PLEX BENEFITS; Hair Reconstructive Treatments That Can Also Be Used As A Plex-Booster Additive For Chemical Applications.

PROTECTION, HYDRATION AND RECONSTRUCTION OF HAIR: KholoPlex repairs the capillary structure and protects the scalp from from chemical aggression.

SCALP PROTECTION: KholoPlex protects the scalp shielding it from external, chemical and mechanical agents

REDUCTION OF AMMONIA PERCEPTION: KholoPlex reduces ammonia odor perception generated during chemical treatments

- KholoPlex does not alter the texture or final result of the color / bleaching service
- KholoPlex can be mixed directly in the coloring cream or bleaching powder.
- KholoPlex can be used after technical services.
- In perming products, KholoPlex is applied after the rinsing phase of the neutralizing agent.
- In straightening products, KholoPlex can be applied after the treatment.
- KholoPlex can also be used alone as a deep reconstruction mask treatment for the hair.

KholoPlex no.1, 3D IONIC ADVANCE Shampoo Total-Protection 250ml e 1000ml

This gentle cleansing, intensive restructuring pH 4.5 vegan shampoo deeply deposits Hygroscopic Polymers whilst Three-Dimensional Ionic-Amino-Keratin stratifies a network of reticular disulfide links generating multifaceted 3D hair bond and cuticle reconstruction. Our essential blend of pomegranate, green tea, baobab and hibiscus has antioxidant, anti-inflammatory, moisturizing benefits. It hydrates and soothes the scalp while leaving hair protected, silky, shiny and elastic.

KholoPlex no.2, 3D IONIC REFORMER Intensive Disulfide Bond Building Treatment 400ml

This specialized and exclusive Bond-Building Hair-Reconstructor-Protector, deeply deposits Hygroscopic Polymers whilst Three-Dimensional Ionic-Amino-Keratin stratifies a network of reticular disulfide links generating multifaceted 3D hair bond and cuticle reconstruction. A select complex of vegetal amino acids protect hair from chemical free radicals, extreme heat treatments and has anti-inflammatory, moisturizing benefits. It hydrates and soothes the scalp while leaving hair reconstructed, silky, shiny and elastic.

KholoPlex no.4, 3D TOTAL-PROTECT COLOR-FIX Leave-In Spray pH 3.5 150ml

3D TOTAL-PROTECT COLOR-FIX is a protective, multi-action, bond-building, pH neutralizing, Color-Fixative, conditioner spray that deeply deposits Hygroscopic Polymers Sugar derived Glucose Polymers that form a smooth, protective layer on the skin and hair whilst reinforcing disulfide links generating hair bond and cuticle reconstruction. Our anti-inflammatory vegetal amino acid complex protects hair from free radicals and extreme heat. It moisturizes, shields and soothes the scalp while leaving hair protected, hydrated, silky, shiny and elastic.

KholoPlex

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KholoPlex no.5, 3D IONIC Treatment Mousse 250ml

A nutrient, hydrating, reconstructive, porosity control mousse enriched with natural grain 3D hydrolyzed amino acids. Our anti-inflammatory vegetal amino acid complex protects hair from free radicals and extreme heat. It moisturizes, shields and soothes while leaving hair protected, hydrated, full of body, bounce and shine.

- MULTI FUNTIONAL MOUSSE:**
- There are no limits to the benefits when applied to hair before, during and after chemical services... to enhance color, shine and elasticity.
 - Can be mixed directly with oxidation color for extra hydration and more luminous, brighter colors.
 - Can be applied to hair before hair coloring and toning to balance porosity, extra protection and hydration.
 - Before and after permanent wave services for more soft, elastic and vigorous curls.
 - Apply before heat styling for extra protection and control.

KholoPlex no.6, 3D IONIC ULTRA-GLOSS Treatment Oil 50ml

A concentrated lightweight repairing gloss-oil that dramatically increases shine, adding brilliance to hair color. Promotes softness and smoothness whilst providing heat protection, reducing flyaway and frizz to a minimum. It contains Cotton Oil and UV Filters that help protect the hair from external agents, such as UV rays and atmospheric agents, leaving hair protected, hydrated, silky, shiny and elastic.



KholoCare

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DETOX TREATMENT SYSTEM

You may be wondering how to clean that scalp slate, especially after years of treatments, relaxers, or chemicals. When it comes to going natural, we're here to help you embark on a hair journey that your clients' scalp and locks will thank you for!

The Best Way Is To Start With A Hair Detox
Many people detox their hair because they've been using conventional hair care products made with chemical toxins or low-quality ingredients.

When it comes to clarifying harsh chemicals, which is especially common in Arabic hair care, a detox can help to rebalance the scalp. It rids hair of suffocating buildup while nourishing the scalp.

It helps stimulate hair follicles, allowing for hair growth, and clears the scalp of dandruff, acne, and scabbing. When the hair follicles begin to flourish at their maximum potential, your clients should see the difference in their hair texture after the very first treatment.

DETOX PRE SHAMPOO TREATMENT

A detoxifying pre-shampoo treatment for stressed, oily or dandruff-prone scalp and hair. Restores the natural biological equilibrium, eliminating pollutants and impurities that bind toxins that suffocate the scalp, restoring proper blood circulation promoting oxygenation and nutriment to the hair follicles. It has anti-inflammatory, antioxidant, antiseptic and constricting properties while leaving a fresh cooling effect.

DIRECTIONS: Apply to warm damp scalp and hair, massage delicately to distribute evenly. Leave in pose 3-5 minutes, add and apply shampoo, massage and rinse.



DETOX NATURE FRESH TREATMENT SHAMPOO

Our exclusive blend of essential elements gently cleanses and clarifies all residues that suffocate the scalp and dull the hair without drying out the hair's fiber. Is ideal for eliminating excessive sebum, unpleasant odors, dandruff, styling products, smoke and pollution. Enveloped in a deliciously fresh cooling eucalyptus scent, the scalp feels clean, and the hair incredibly soft, light and supple.
DIRECTIONS: Evenly apply to wet hair and scalp. Massage on scalp and into hair working from roots to ends producing a feather-soft lush lather. Rinse and repeat if necessary.

DETOX NATURE FRESH TREATMENT BALM

Our exclusive blend of essential elements and vegetal amino acids restructures the hair fiber, restores the protective layer, deposits moisture magnets for continuous hydration, improves shine and elasticity, significantly reducing frizz while bestowing a nourishing freshness to the scalp without leaving heavy residues.
DIRECTIONS: evenly massage onto scalp then distribute throughout hair with a wide toothed comb. Wait 3/5 minutes before rinsing with tepid water.

DETOX NATURE FRESH SCALP LOTION

Our exclusive blend of essential elements together with purifying oils and hydrolyzed vegetal collagen nourish, oxygenate, detoxify, sanitize and tone the scalp. It stimulates elasticizing cell renewal restoring proper blood circulation promoting oxygenation and nutriment to the hair follicles. Regulates excessive sebum while neutralizing unpleasant odors.
DIRECTIONS: apply directly on scalp, distribute with a vigorous circular massage, and proceed with styling.



DETOX GLACIAL MINERAL MUD

This precious detoxifying activated glacial mud decontaminates, purifies, hydrates, rebalances, exfoliates and normalizes. It actively eradicates dandruff and captivates oil while regulating sebum production. Free-radical scavengers and oligoelements calibrate, nurture and rejuvenate scalp and hair.
DIRECTIONS: Gently and evenly distribute to warm damp scalp, gently massage using circular movements with finger pads while little by little adding warm water. Leave in pose for 5-10 minutes, rinse and proceed.

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