



NEXUS
X[®]

SALON PRODUCT GUIDE





ORGANIC NATURAL HAIR CARE – FORMULATED WITH ORGANIC QUINOA PROTEIN, RARE AROMATHERAPEUTIC OILS AND EXOTIC BOTANICALS FROM AROUND THE WORLD, PHYTO ORGANICS® REFRESHES, RESTORES AND REJUVENATES THE HAIR.



NUTRIENT RICH DUO



INERGY® NUTRIENT SHAMPOO adds vitality, sheen and softness to normal/ healthy hair types. Contains nurturing organic Herbs, Quinoa Protein, Manele, and essential oils of Ylang Ylang, Coriander and Rosemary.

NECTARESS® NOURISHING CONDITIONER is blended with nourishing fruit nectar, replenishing Bringraj extract and nurturing organic Herbs to add body, health and shine. This lightweight conditioner instantly detangles, restores and smoothes. With essential oils of Grapefruit, Orange and Guaiacwood.



VOLUMIZING DUO

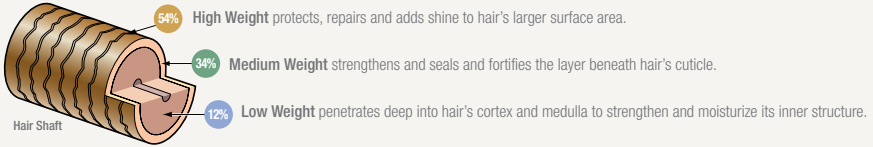


SYNTRESS® VOLUMIZING LIFT SHAMPOO Contains Quinoa Protein and fortifying Botanicals to add volume, body and fullness to hair. Panthenol (Vitamin B-5) and Baizhi extract help build thickness. With a vitalizing aromatherapy blend of Orange, Lemongrass and Jasmine.

BABASSU BODIFYING CONDITIONER restores body, pliability, strength and shine to lifeless hair with a conditioning blend of Babassu, Kaolin, and Quinoa Protein. Restorative Vitamins and Minerals mend and strengthen. With aromatherapy essences of Sage, Cedarwood and Geranium.



QUINOA PROTEIN COMPLEX - PERFECTLY BALANCED MOLECULAR WEIGHT DISTRIBUTION FOR MAXIMUM BENEFITS



WEIGHTLESS MOISTURIZING DUO



HYDRUSS® MOISTURIZING SHAMPOO

rehydrates and rejuvenates hair with an exotic blend of Gru Gru extract, moisturizing Shea Butter, nourishing Alfalfa and essential oils of Mandarin, Ylang Ylang and Orange Flower.

HYDRAIDE MOISTURIZING CONDITIONER

moisturizes and rejuvenates with an exotic blend of Bamboo extract, Shea Butter and nourishing Alfalfa. Hydrating emollients provide manageability, elasticity and shine. With essential oils of Mandarin, Ylang Ylang and Orange Flower.



EXTREME MOISTURIZING DUO



THERATIN EXTREME MOISTURE SHAMPOO

helps restore and maintain hair's vital moisture balance and rejuvenates dry, brittle hair with an exotic blend of cleansing Soapbark, nurturing Botanicals, moisturizing Manuka Honey and aromatherapy essences of Pineapple and Coconut.

HUMECTIN EXTREME MOISTURE

CONDITIONER helps restore and maintain moisture balance, with a blend of Vitamins, Minerals, Manuka Honey and Coconut Milk. Ultra hydrating emollients provide manageability, elasticity and shine. With aromatherapy essences of Sandalwood and Lime.



SUPERIOR RENEWING PROPERTIES OF PHYTO ORGANICS

	QUINOA*	WHEAT*	SOY*	ANIMAL*	HUMAN HAIR KERATIN*
AMINO ACIDS					
*CYSTEINE/CYSTINE	4.7	2.7	1.5	0.1	1.3
TYROSINE	5.6	3.0	3.4	1.0	.08
TRYPTOPHANE	2.1	1.3	1.2	0.6	.00
LYSINE	12.9	2.9	7.0	4.5	3.6
METHIONINE	4.7	1.5	1.4	0.8	0.8

*From published reports, amino acid composition weight % after hydrolysis

Cysteine and Cystine are the most important Amino Acids for repairing damaged hair. Quinoa Protein has the highest Cysteine and Cystine content of all proteins found in hair care products. This unique advantage is what gives Quinoa its superior hair renewing properties.

CLARIFYING



KELATE® PURIFYING SHAMPOO gently removes medications, residue, chlorine and other impurities leaving hair clean and lustrous. Use prior to colour services, ensuring accurate colour deposit. With a refreshing aromatherapy blend of Cedarwood, Eucalyptus and Peppermint.

LIGHT MOISTURIZING



LUXXTRESS® LEAVE IN HAIR MOISTURIZER conditions and detangles. Sunscreen shields hair from damaging UV rays. Green Tea and Vitamins A & E help protect against heat and environmental stress.

RECONSTRUCTING



ENPHUSE INTENSIVE RECONSTRUCTOR® repairs weak, brittle hair with strengthening Quinoa Protein and renewing Botanicals. With relaxing aromatherapy essences of Lavender.

STYLING & FINISHING



DESIGNING SPRAY GEL is an alcohol-free, ultra fine mist with long lasting hold for control without flaking or stickiness. Utilizes nourishing Huangqi extract, natural holding ingredients, UV and thermal protectants.



AMBIENT VOLUMIZING FOAM STYLER is a non-aerosol, alcohol-free, lightweight mousse that adds shine and volume. This air-infused, natural hold styler tames frizz and maintains body and style without build-up or weighing hair down. Contains Marshmallow Root for thickness and Indian Vanilla for moisture and body.



MAXIFY VOLUMIZING MOUSSE is an alcohol-free formula that adds amazing fullness and shine with a smooth, natural look and feel. Blended with the finest natural ingredients, Maxify nourishes and protects hair and scalp from damaging heat and UV rays.



CHEMICAL-FREE PHYTO ENZYMATIC PROCESS

Nexxus developed a unique Phyto Enzymatic Process. This "friendly," patent-pending preservation method uses natural plant (phyto) enzymes and water at a neutral pH to convert Quinoa into liquid protein. It guarantees the optimal molecular weight balance and preserves crucial Amino Acids, promoting consistent and effective hair conditioning.

**CERTIFIED ORGANIC
QUINOA GRAIN** –
Superior Amino
Acid profile.



**PROTEIN LIQUIFICATION USING
WATER & PLANT ENZYMES** –
Creates ideal molecular weight
ratio and preserves Amino Acids.



**PHYTO ORGANICS WITH
QUINOA PROTEIN** – Perfectly
balanced for optimal hair
conditioning.



EMPHASIS REDEFINING GEL is an alcohol-free, medium hold, shine enhancing gel ideal for molding, wet styling, roller setting, defining curls and blow drying. Formulated with Quinoa Protein, Alfalfa, Vitamins and thermal protectants.



RIGID GEL EXTREME STYLER is a super hold, alcohol-free gel that creates firm, long-lasting results with shine, body and volume. Ideal for hard-to-hold styles. Contains strengthening Quinoa Protein, Bamboo extract, nutrient rich Alfalfa, Vitamins, UV and thermal protectants.



OMNISTYLER VERSATILE DESIGNING LIQUID is an alcohol-free formula that adds texture and hold for scrunched, slicked, spiked or finger styles. For any creation from wet looks to soft, blow dried styles. Provides superior curl retention.



CANOPY THERMAL PROTECTION protects hair from damage caused by thermal appliances and UV rays with the Phyto Shield Conditioning Complex, which contains Aloe and Chamomile. Quinoa Protein keeps hair strong and shiny.



SEA SWELL OCEAN AIR TEXTURE MIST is infused with Marine Minerals to reproduce the effects of a day at the beach. Adds thickness, texture and volume.



VENEER SHINE DROPS instantly smoothes hair and eliminates frizz for glistening shine and a silky feel. Excellent for maintaining sleek styles and restoring shine to chemically treated hair.



EXOTIC BOTANICALS: BEAUTY SECRETS FROM DIVERSE CULTURES

BABASSU (South America) repairs dry, brittle hair.	ROSE HIBISCUS (Polynesia & China) adds shine & hold.	GRAPE SEED (Various) protects hair by combating free radicals.	IPU (South Pacific) treats hair loss, adds softness & shine.
BAIZHI (China) keeps hair full, healthy & strong.	COHUNE (Belize) protects & adds softness.	GRU GRU (Philippines) promotes soft, shiny hair.	KALAMANSI (Philippines) imparts shiny brilliance to hair.
BRINGRAJ (India) replenishes moisture & stimulates hair growth.	FOTI (China) treats hair loss, prevents premature greying & strengthens hair.	HUANGQI EXTRACT (China & Tibet) benefits hair and scalp's resistance to damage.	MANELE (South Pacific) improves health & sheen.
BUNGA RAJA (South America) adds lustre & sheen.	FU LING (China) invigorates and purifies hair.	INDIAN VANILLA (Mexico) moisturizes & adds body.	OSWEGO TEA (North America) blends into a pomade for definition.



TRANSFIGURE MOLDING PASTE provides a medium hold with a flexible finish for piecing, defining and texturizing. Contains Acacia Senegal for a flexible hold, and Bunga Raja extract for a natural sheen.



RESILIENT ALCOHOL FREE FINISHING SPRAY is a fast drying spray with a natural hold. Chinese Rose Hibiscus extract adds shine, Quinoa Protein strengthens and Grape Seed extract protects.



ABSOLUTE FIRM HOLD HAIR SPRAY is a fast drying formula that firmly holds and adds shine. With Quinoa Protein for strength, exotic Ipu extract for softness and shine, nutrient rich Alfalfa, organic Herbs and Vitamins to nourish and protect.



NATURAL FLEXIBLE HOLD MEMORY SPRAY provides a touchable, natural hold that you can brush through. The extra fine workable mist adds fullness and shine to all hair types. This colour safe formula will not flake, dull or build-up. Contains UV and thermal protectants.



ABSOLUTE FIRM HOLD FINISHER provides long-lasting hold and maximum control. With Quinoa Protein for strength, nurturing organic Herbs, Fang Feng extract for shine, Vitamins to protect and nutrient rich Alfalfa. With UV and thermal protectants.



VAPORGEL FIRM HOLD MICRO-GEL MIST is a fast drying gel spray fixative that provides style flexibility and texture with firm hold control. Adds fullness and shine to any hair style. Colour safe. Won't leave hair dull or sticky. Contains UV and thermal protectants.





CHROMALIFE™

FADE BLOCK COMPLEX™ – contained within each ChromaLife formulation, is a proprietary blend of natural and technologically advanced ingredients that maintains colour vibrancy up to 5 times longer!*



COLOUR LOCK SHAMPOO is an ultra mild SULFATE FREE formula that helps restore essential nutrients lost during colour services. Blended with nourishing Blue Lotus Root, EFA rich Perilla Seed Oil and our FADE BLOCK COMPLEX.



COLOUR LOCK CONDITIONER is blended with nourishing Blue Lotus Root, replenishing Vitamins, and a proprietary FADE BLOCK COMPLEX to leave colour treated hair in exceptional condition.



COLOUR LOCK TREATMENT contains concentrated doses of FADE BLOCK COMPLEX and a unique combination of botanicals that provides protection from UV rays and thermal appliances while decreasing hair's drying time. Retains hair colour up to 5 times longer!*



COLOUR LOCK MASQUE
Rescue and revive colour treated hair with this deep repairing, moisture rich masque. Restores silky softness, elasticity and incredible shine to even the most severely damaged hair. Contains natural anti-oxidants, UV and thermal protectants.

*When using the ChromaLife™ Colour Lock Shampoo, Conditioner and Treatment vs. ordinary shampoo and conditioner. Results may vary depending on hair colour (colour loss due to shampooing hair).

CHROMALIFE™

CHROMALIFE™ – GET A LIFE ... FOR YOUR COLOUR!

The ChromaLife Colour Retention System is a simple and powerful colour care program born from extensive research and testing that combines a unique blend of Botanicals, Quinoa Protein, natural antioxidants and the exclusive FADE BLOCK COMPLEX™ to extend the life of your colour and leave hair in exceptional condition.

BENEFITS OF THE CHROMALIFE COLOUR LOCK SYSTEM

Colour Lock Shampoo

- Ultra mild
- Sulfate free
- Rich lather
- Infused with essential fatty acids

Colour Lock Conditioner

- Instantly detangles
- Increases strength and shine
- Repairs split ends
- Protects from damage

Colour Lock Treatment

- High concentration of Fade Block Complex
- UV & thermal protection
- Decreases hair's drying time

Colour Lock Masque

- Repairs damage
- Infuses moisture
- Restores elasticity and shine
- Leaves hair silky soft

UNIQUE BOTANICALS WITHIN THE CHROMALIFE SYSTEM



PERILLA EXTRACT: Rich in vitamins and high in essential fatty acids, Perilla extract penetrates the hair shaft to help restore lost nutrients and retain moisture.



BLUE LOTUS ROOT: Known for its conditioning properties Blue Lotus Root is beneficial for strengthening hair and leaving it silky soft.



SUNFLOWER EXTRACT: Known for its heat protection properties and its ability to inhibit absorption of UV rays while adding shine and softness.



QUINOA: With the highest beneficial amino acid content found in hair care products, Quinoa is known for its superior renewing properties.

FADE BLOCK COMPLEX™ UNIQUE INGREDIENTS

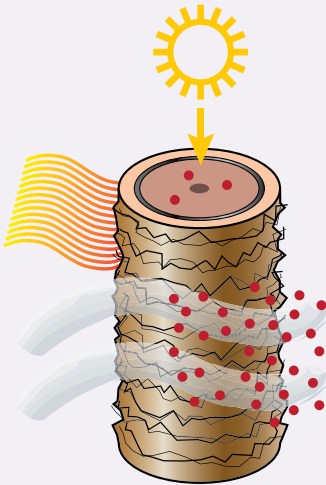
- Micro-emulsion Silicone System – Repairs hair and prevents damage, aids in colour retention, provides thermal protection and the adherence of nutrients
- Panthenol (B5) – Adds body, strength and shine
- Phytantriol – Boosts benefits of panthenol. Helps mend and prevent split ends
- Heliogenol – A natural sunscreen made from sunflower extract
- Sunflower Oil – Provides natural emollients for hair and scalp. High in essential fatty acids
- Vitamin E – A natural antioxidant and scalp conditioner
- Pomegranate Extract – One of the most potent natural antioxidants

CHROMALIFE™

HOW IT WORKS

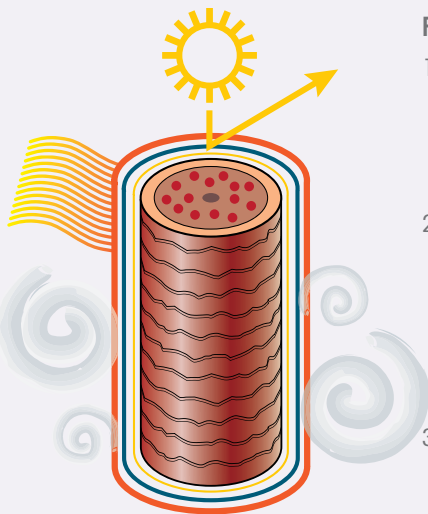
REVOLUTIONARY FADE BLOCK COMPLEX™ MAINTAINS HEALTHY, VIBRANT COLOUR UP TO FIVE TIMES LONGER!*

FADE BLOCK COMPLEX, contained within each ChromaLife formulation, is a proprietary blend of natural and technologically advanced ingredients that maintains colour vibrancy up to 5 times longer. Blended with Pomegranate extract - a powerful super antioxidant, Sunflower extract – a UV blocker, essential Vitamins and Quinoa Protein, Fade Block Complex synergistically targets the 3 main causes of dull, faded hair leaving hair colour looking vibrant, healthy and shiny longer than ever before.



3 MAIN CAUSES OF FADED COLOUR

1. SHAMPOOING
When hair gets wet the hair shaft expands. Repeated expansion can cause colour to fade.
2. UV & ENVIRONMENTAL EXPOSURE
Sun and environmental pollutants can damage hair's structure while degrading pigment and fading colour.
3. CHEMICAL & THERMAL DAMAGE
Harsh chemicals and thermal appliances can cause deterioration of the hair fiber and protein structure, resulting in split ends, loss of lustre, reduced tensile strength and dull, faded colour.



FADE BLOCK COMPLEX

1. Contains a unique micro-emulsion that penetrates the hair shaft into the cortex to help lock out unwanted water and lock in protective nutrients and colour pigment.
2. Contains powerful UV screens, including a natural Sunflower extract to help protect hair from the sun's lightening effects. It also contains antioxidants to help neutralize free radicals and protect hair against oxidation.
3. Contains micro-nutrient particles that help repair, replenish, and protect hair from chemical and thermal damage and colour loss.

*When using the ChromaLife™ Colour Lock Shampoo, Conditioner and Treatment vs. ordinary shampoo and conditioner. Results may vary depending on hair colour (colour loss due to shampooing hair).



VitaTress®

THINNING HAIR SOLUTIONS

NON-DRUG FORMULAS – VITATRESS® UTILIZES NATURAL INGREDIENTS SUCH AS RED ALGAE, GINSENG, GINKGO BILOBA, LICORICE ROOT AND SOY ESTROGENS TO TREAT THE SEVEN CONDITIONS THAT CONTRIBUTE TO THINNING HAIR.

SYSTEM



BIOTIN SHAMPOO

meticulously cleanses the scalp of excess sebum with Jojoba, Biotin, Cysteine, Inositol, Methionine, revitalizing Botanicals, Amino Acids and Nutrients to renew, increase thickness and add body.

BIOTIN SCALP-CREME

contains DHT inhibitors, Biotin, B-Complex Vitamins, Amino Acids and Proteins to help in the growth of healthy hair. Swertia Japonica, Red Algae, Wild Mint, Niacin, Ginkgo Biloba and Ginseng help deliver vital nutrients.

FOOD SUPPLEMENT

contains B-Complex Vitamins, Biotin, Choline, Inositol, Methionine and other nourishing ingredients to treat thinning hair internally.



TREATMENT



ESSENTIALS KIT contains the three vital components to treat thinning hair: Biotin Shampoo, Biotin Scalp-Creme and Food Supplement.

CYSTINE TREATMENT

Proteins, Vitamins and Botanicals revitalize thinning hair. Low weight Amino Acids penetrate hair shaft to allow Cystine bonding to reinforce hair's internal structure and add incredible body.

VitaTress®

THINNING HAIR SOLUTIONS



UV DEFENSE: A unique combination of UV protectants and botanicals protect hair from the damaging rays of the sun. This formulation has been added to all VitaTress® leave-in formulas for maximum protection.

STYLING & FINISHING



BODIFYING MOUSSE is an alcohol-free, lightweight, body boosting formulation that blends instantly into hair producing natural looking results.



B5 LIQUID-GEL is an alcohol-free gel that maintains style with added texture and shine. Fortified with Panthenol (Vitamin B-5), to impart incredible body and fullness.



VITA HOLD MIST is a medium hold hairspray that is specifically formulated with sheer, featherweight holding ingredients to provide long-lasting control, maximum body and noticeable fullness.



VOLUME FINISHER is specifically formulated to deliver a medium hold while adding maximum body, lift and fullness.



WITH UV DEFENSE

HAIR LOSS IS A GROWING CONCERN

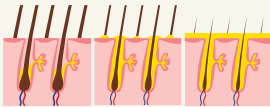
Over 30 million women (1 out of every 4) suffer from hair loss. For men the numbers are even more staggering, with over 40 million experiencing Androgenetic Alopecia (male pattern baldness). These numbers are expected to dramatically increase in the years ahead as the population ages. With the VitaTress Thinning Hair Solutions Program, Nexxus provides the most complete, non-drug approach that is an effective and easy to use system to help you and your clients achieve success.

CONDITIONS THAT CONTRIBUTE TO HAIR LOSS

EXCESS SEBUM

Sebum, a major cause of thinning hair, is a mixture of fats, protein, cholesterol and salts produced by the sebaceous or oil glands. The body produces about one ounce of sebum every three months. Genetics, body chemistry and diet can contribute to an overactive sebaceous gland that may produce an overabundance of sebum. The accumulation of sebum can slowly close the hair follicle, forcing the hair shaft to become thinner, finer and weaker over time.

Once the follicle becomes completely clogged, hair growth becomes virtually impossible. Sebum also feeds microscopic head mites (*Demodex Folliculorum*), contributing to an even unhealthy condition on the scalp. VitaTress is formulated with ingredients that not only cleanse the scalp of excess sebum, but special compounds that prevent oxidation that cause sebum to solidify and block hair follicles.



NUTRIENT DEPRIVATION

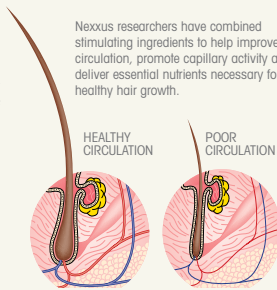
Molecular studies have shown that thinning hair is often an indication of the lack of essential nutrients. VitaTress formulations are packed full of every essential nutrient necessary for the growth of healthy hair.

INADEQUATE CIRCULATION

Without proper blood circulation to the scalp and hair follicles, the body is unable to transport vital nutrients for healthy hair growth. In response, Nexxus researchers have combined stimulating ingredients to help improve circulation, promote capillary activity and increase oxygen delivery. This exclusive blend of Red

Algae (*Palmaria Palmata*), *Swertia Japonica*, Ginseng, Ginkgo Biloba and Niacin help to counteract the negative effects associated with inadequate circulation.

Nexxus researchers have combined stimulating ingredients to help improve circulation, promote capillary activity and deliver essential nutrients necessary for healthy hair growth.



5-ALPHA-REDUCTASE & DIHYDROTESTOSTERONE (DHT)

5-Alpha-Reductase is an enzyme the body produces that contributes to hair loss by changing Testosterone into Dihydrotestosterone, or DHT. DHT is a harmful form of the male hormone Testosterone and is often regarded as the leading cause of hair loss. In addition to increasing sebum production, DHT is extremely detrimental to healthy hair. During young adult years, hair follicles can become permanently damaged due to increased levels of DHT. To reduce the activity of 5-Alpha-Reductase, Nexxus has formulated a proprietary Zinc compound extracted from Licorice Root that lowers the availability of this enzyme, thus helping to inhibit localized DHT activity.

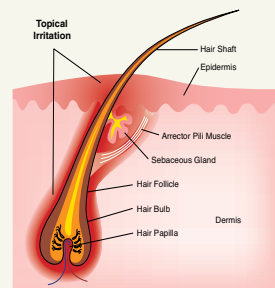
DEMODEX FOLLICULORUM (MITES) & LIPASE

Demodex is a microscopic organism that is present on the scalp and contributes to thinning hair. Demodex feeds on and proliferates in excess sebum, using its Lipase enzyme to breakdown the sebum into fatty acids. These fatty acids eventually oxidize, harden and contribute to the

clogging of hair bulbs. To combat this, VitaTress formulations contain ingredients with strong anti-Lipase activity, helping to diminish the devastating effects of this enzyme. Additionally, an effective chelating agent derived from Rice helps dissolve Demodex's exoskeleton, disabling its adverse effects on the scalp.

TOPICAL IRRITATION AND IMMUNE RESPONSE

Scalp irritation can be caused by harsh cosmetic ingredients, environmental stress factors, as well as Demodex. This can trigger an immune response that makes the body attack and weaken its own hair follicles, contributing to problems of thinning hair. To reduce this overblown immune aggression against the hair bulb, a natural anti-inflammatory agent is added. VitaTress also contains gentle ingredients to lessen the possibility of topical irritation, thus enhancing the opportunity for hair revitalization.



LOW ESTROGEN LEVELS

Research indicates that low and erratic fluctuations of Estrogen can help trigger finer hairs. In response, Nexxus has blended a complex containing plant Estrogens (derived from Soy) that actually helps to balance Estrogen levels on the scalp, improving the metabolic process for the continued growth of healthy hair.



AloXXi®

COLOUR COLLECTION



ALOXXI CHROMA CREME COLOUR provides long-lasting colour and superior grey coverage. AloXXi's low (1.3% - 1.5%) ammonia content makes it perfect for even the most fragile hair. Offers five colour options from the same tube.



ALOXXI PLATINUM LEVEL 11 SERIES is formulated to achieve the ultimate in high lift blondes. Negates unwanted brassiness or warm tones.



ALOXXI BOOST CREME LIFTER provides one to two additional levels of lift without pre-lightening.



H₂O₂ CREME DEVELOPER is available in 10, 20, 30 and 40 Volumes, has a rich, creamy consistency for easy mixing and is buffered and stabilized to ensure strength.



BLUE CREME DEVELOPER is available in 20 and 40 Volumes, has a rich, creamy consistency for easy mixing and is buffered and stabilized to ensure strength. Use Blue Developer to control brassy tones.



WHITE LIGHTENER is a gentle dust free lightener, great for on and off the scalp lightening. Lifts 5-7 shades. Use White Lightener to create natural tones.

AloXXi®

WHY ALOXXI CHROMA?

- Five colour options in the same tube.
- Contains only 1.3% – 1.5% ammonia. Platinum Series contains only 3.0%.
- Provides 100% grey coverage in the N, NN, NT and NA Series.
- Colour is calibrated and non-progressive.
- Colour is in a natural botanical base.
- Outstanding tonal value and longevity of reds.
- Easy-to-use level system with stunning shades.
- Aloxxi Lock locks in colour and neutralizes residual peroxide for long-lasting colour.
- Dust free Lighteners can be used on and off the scalp with 40 Volume Developer.
- Offers a "booster" to provide extra levels of lift without pre-lightening.



BLUE LIGHTENER is a gentle dust free lightener, great for on and off the scalp lightening. Lifts 5-7 shades. Use Blue Lightener to reduce brassy tones.



TONES NO LIFT COLOUR is a non-ammonia colour formulated for deposit only colour. Tones revives faded colour, enhances natural colour and beautifully blends grey. Provides rich, vibrant, long-lasting results and conditions while adding a high gloss sheen.



H₂O₂ CREME ACTIVATOR is a 7 volume activator formulated to be used with Aloxxi Tones No Lift Colour for consistent, uniform deposit. This rich, creamy formula allows for easy application without dripping. Gentle on the scalp for client comfort.

BACK BAR PLUS



BLOCK BARRIER CREME blocks colour contact with skin to prevent staining and irritation.



LOCK HAIR COLOUR FIXER is used after rinsing but before shampooing to lock in colour and prevent fading by neutralizing residual peroxide and constricting the cuticle.



PLATINUM PRO is a blue/violet base colour toning shampoo specifically formulated to eliminate yellow casts and unwanted brassiness while enhancing colour tones.

AloXXi®

EASY TO MASTER . STUNNING SHADES . BOTANICAL BASE . VIVID COLOUR BRILLIANT SHINE . GREAT CONDITIONING . LOW AMMONIA . COST EFFECTIVE

Whether you're going for natural, bold or creative colour, the Aloxxi Chroma Collection provides a variety of glorious Tonal Series for an infinite range of creative possibilities. Aloxxi Chroma offers rich, radiant and long-lasting colours formulated from only the finest Italian pigments. From tone on tone, to covering grey, to lightening and highlighting, Aloxxi Chroma will renew your creativity and your colour business.

Aloxxi Chroma offers the stylist the opportunity to formulate five colour services from one tube: Permanent Colour, Demi-Permanent Colour, Semi-Permanent Colour, Toners & Fillers. Everything you need to provide a complete range of professional colour services is at your fingertips – including the best grey coverage available.



pH3 ACIDIFYING CONDITIONER can be used as a pre-conditioner, additive and post-conditioner to make hair more receptive to colour, ensure deeper penetration and longer-lasting colour. Returns hair to its optimal pH while correcting cuticle damage.



KERAMIX PROTEIN RECONSTRUCTOR is used to repair hair before colour application and restore depleted proteins. Mixed with colour creates: demi and semi permanent colour formulas; protein fillers for colour-backs and corrective colour and toners to enhance lightening services and resist colour loss.



EPITOME™ BOTANICAL RECONSTRUCTOR is a synergistic blend of natural botanicals. Makes hair more receptive to colour and to create deeper, richer, longer-lasting colour; mist onto hair prior to hair colour service.



BOTANIC OIL™ ESSENTIAL NATURAL OILS is a great additive to colour and lightener to reduce surface tension on the cuticle. Botanic Oil penetrates the hair keeping it soft, pliable and shiny during and after the colour process.



POLYMEDIC EMERGENCY RECONSTRUCTOR repairs and strengthens hopelessly damaged hair and structurally reinforces chemically processed or thermally abused hair. Use before colour service to restore hair's integrity, leaving the hair extremely receptive to colour services.

SHAMPOO, CONDITIONER AND TREATMENT USAGE CHART		HAIR TYPE	Normal, Healthy Hair												
SHAMPOOS			Normal, Healthy Hair	Dry Hair	Ultra-Dry Hair	Oily Hair	Colour Treated Hair	Damaged Hair	Brittle, Fragile Hair	Fine, Thin, Limp Hair	Permed/Relaxed Hair	Swimmer's Hair	Hair with Chemical Build-up / Residue	Thinning Hair	Aged Hair
Phyto Organics® Inergy® Nutrient Shampoo		●													
Phyto Organics® Syntress® Volumizing Lift Shampoo					●				●						
Phyto Organics® Hydruss® Moisturizing Shampoo			●												
Phyto Organics® Theratln Extreme Moisture Shampoo				●						●					
Phyto Organics® Kelate® Purifying Shampoo					●						●	●			
ChromaLife™ Colour Lock Shampoo						●				●					
VitaTress® Biotin Shampoo									●				●		
Aloxxi® Platinum Pro Colour Toning Shampoo						●									●
CONDITIONERS & TREATMENTS															
Phyto Organics® Nectaress® Nourishing Conditioner		●													
Phyto Organics® Babossu Bodifying Conditioner							●		●						
Phyto Organics® Hydraide Moisturizing Conditioner			●								●				
Phyto Organics® Humeclin Extreme Moisture Conditioner				●							●				
Phyto Organics® Enphuse Intensive Reconstructor®						●	●	●		●	●				
Phyto Organics® Luxtress® Leave in Hair Moisturizer		●	●							●					
ChromaLife™ Colour Lock Conditioner						●				●					
ChromaLife™ Colour Lock Treatment						●				●					
ChromaLife™ Colour Lock Masque						●	●			●					
VitaTress® Biotin Scalp-Creme									●				●		
VitaTress® Cystine Treatment									●				●		



For more information contact your local Nexxus distributor or call 1-877-NEXXUS-PRO
 Quality and satisfaction guaranteed only when purchased from authorized hairstyling salons.
 Nexxus products are never tested on animals.