

Product Catalog
SORALI COSMETIC



We believe in the balance between beauty and healthy.

Sorali Cosmetic is a company in the Beauty and Hair Cosmetics branch of activity, which is in the market for some time, trading our products inside of Brazil and foreign countries. We are pioneers in the manufacturing of the Single Step Brazilian Straightening system, and our products are directly sold to professional hairdressers and hair stylists.

In other words, in the Brazilian market, you won't find our products on the shelves of retail beauty stores, only through our partnered dealers or direct sales through the phone, where we are willing to provide more than a simple customer service, but a whole consultancy experience. We wish that our products could safely reach people who want to obtain the best possible results with their hair treatments. As for foreigner countries, we work in association with great distribution agents overseas, and they deliver our products to famous retail stores and big commercial centers all over the world.

The excellence in elaboration of hair formulas is a part of our brand's concept, without leaving the sustainability behind during all of our production's stages. Our products are crafted with care and a handmade zeal, while at the same time we apply high technology in the process of research and development of them. We value the organic assets coming from the Brazilian flora in our formulas, besides the practicality and safety for professionals as well as their customers. We seek to grant all the possible wishes related to hair treatments, and we already have a wide range of cosmetics that goes from hair straightening to daily home care treatments, all of them providing perfect results.

Sorali Cosmetic is a dream that came true! It's the secret of the beauty that is here to stay.



Single Step Brazilian Straightening | O% formaldehyde Restores, Repairs, Moisturizes and Protects. Compatible with all chemicals

Macadamia, D-Panthenol, Lactic Acid and Lactobionic Acid

THERAPY ILISS

Developed with powerful assets, Therapy Liss straightens, restores, nourishes, moisturizes and protects the strands. Enriched with Macadamia Oil and D-Panthenol, which together prevent aging of the hair fiber, it offers high emollience and hair sealing. Elaborated to straighten and restore any type of hair, including rebel, thick, curly, kinky and afro hair types, while providing a natural appearance.

With a formula rich in natural assets that helps with the water replacement process, it eliminates porosity and dryness, making the hair more smooth and silky for a longer time. The Therapy Liss acts in the realignment of hair fiber, perfectly straightening even the most resistant hair, like afros. With a durability of at least three months, it might become a permanent straightening after the third application. Free from formaldehyde or other preservatives, Therapy Liss offers a safe and effective application for professionals and their customers.

Exclusive for Hair Professionals.





BEFORE

AFTER

Lactic Acid and Lactobionic Acid

Derived from lactose, they have the ability of retain water inside the hair, to keep it moisturized. These acids are antioxidants, cellular regenerators and pH regulators. Both acids contain bacteriostatic agents that prevent the bacteria growth by keeping the scalp dry and healthy.

Because of the low pH, when applied to the hair, they slightly dilates the cuticles through the conductive lactic acid, allowing the entry of the straightener agent, the lactobionic acid, so it can act inside the hair. It breaks a part of sulfur bridges that are between two amino acids named cysteine, which are responsible for the hair's spiral or wavy shapes, and resistance.

HOW TO USE

- 1. With hair clean and dry, divide it into four parts.
- **2.** Apply the Therapy Liss in small hair sections one by one, from half centimeter of the scalp until the edges. Spread evenly the product until all the hair strands are moistened. Do not apply it directly on the scalp.
- **3.** Pause for 60 minutes if it's a resistant hair, or 40 minutes if it's a thin or fragile hair.
- **4.** Remove the product's excess with a brief rinse or a thin comb.
- **5.** Dry the hair thoroughly, without brushing.
- **6.** Use the flat iron with a temperature of 230°C, from 10 to 12 times on each thin hair section. For thin or fragile hair, use the flat iron with a temperature from 180°C to 220°C, from 15 to 20 times on each thin hair section.
- **7.** After finishing the hair stylist can choose to rinse the hair.

*The secret of a good hair straightening is always to set the proper temperature of the flat iron for each type of hair, always sorting out small hair sections all around the head, which will guarantee a perfect and uniform result.



Single Step Brazilian Straightening | 0% formaldehyde Restores, Repairs, Moisturizes and Tones the Hair Color. Compatible with all chemicals.

Macadamia, D-Panthenol, Lactic Acid and Lactobionic Acid

SILVER THERAPY

Enriched with creatine and amino acids, the Silver Therapy provides emollience and revitalization, besides the immediate hair restoration, as the active assets in its composition promotes the intercellular cement process, granting more vitality to the hair.

With a formula rich in natural assets that helps with the water replacement process, it eliminates porosity and dryness, making the hair more smooth and silky for a longer time. Silver Therapy acts in the realignment of hair fiber, perfectly straightening and toning thin and fragile blond, gray and platinum hair. With a durability of at least three months, it might become a permanent straightening after the third application. Free from formaldehyde or other preservatives, Silver Therapy offers a safe and effective application for professionals and their customers.

Exclusive for Hair Professionals.







Color Pigments

Silver Therapy has blue and violet color pigments in its composition, which promote an antioxidant action, preventing the fading of the hair colors and protecting it from external aggressions, besides neutralizing the unwanted shades of yellow and orange in the blond, gray and platinum hair.



HOW TO USE

To obtain 100ml of it, to straighten and tone blond, gray and platinum hair, mix **90ml of Therapy liss + 10ml of Silver Therapy** until the mix is homogeneous.

- 1. With clean and dry hair divide it into four parts.
- **2.** Apply the Silver Therapy in small hair sections one by one, from half centimeter of the scalp until the edges. Spread evenly the product until all the hair strands are moistened. Do not apply it directly on the scalp.
- **3.** Pause for 40 minutes.
- **4.** Check the tone of the hair. If it is not blond enough, apply only the Silver Therapy on the hair massaging it from 1 to 3 minutes, or pause until you reach the desired tone.
- **5.** Remove the product's excess with a brief rinse or a thin comb.
- 6. Dry hair completely without brushing.
- **7.** Use the flat iron from 10 to 12 times, with a temperature of 180°C to 220°C, according to the hair resistance.



Single Step Brazilian Straightening Straightens, Nourishes and Moisturizes. Compatible with all chemicals. Coconut Oil, Avocado Oil and Aldehydes

SOFT ILISS

Developed with Coconut Oil and Avocado Oil, highly moisturizing and nourishing assets, which replenish nutrients and help the hair retain water, eliminating dryness and appearance of opaque and brittle hair. The aldehydes eliminate all the impurity and metals from the hair, wrapping the strands and keeping a temporary straightened form. It provides a volume reduction and sealing for all types of hair, making them more disciplined and with a natural straightened appearance. Wraps the strands with a thermic protection. It can be applied over any previous hair chemical, including hair relaxers and henna. It does not fade the hair colors, be they blond or red, and it can be applied to fragile and thin hair. Promotes a Lifting 4D effect.

Exclusive for Hair Professionals.

HOW TO USE

- 1. Apply the Soft Liss on clean and dry hair.
- **2.** Align hair and spread the product in small hair sections one by one, from half centimeter of the scalp until the edges. Do not apply it directly on the scalp.
- 3. Dry the hair completely without brushing.
- **4.** Finish with the flat iron on thin hair sections, from 10 to 12 times (at 220°C).





BEFORE

AFTER



HOME CARE

Keep the results!

SOFT LISS | POST-CHEMICAL

HOME CARE SHAMPOO AND CONDITIONER

Shampoo: Cleanses and restores the hair fiber. Its formula is enriched with Amino Acids, Ginseng and Shiitake Extract, which hydrate, recover the smoothness and retain the natural moist inside of the hair, promoting a healthy and strong growth. It does not contain salt.

Conditioner: It helps to restore and moisturize the strands that went through a chemical treatment. Formulated with Amino Acids, Ginseng and Shiitake Extract, it provides restorative and fortifying action, retaining the natural moist inside the hair fiber, making it easier the detangling process. Makes the hair smoother, resistant and shiny.

Single Step Brazilian Straightening | 0% formaldehyde Straightens, Tones the Hair Color and Provides Shine. Compatible with all chemicals.

Chamomile, Black Pearl, Pomegranate, Lactic Acid and Lactobionic Acid

KIT IPARIS.

Thermal Finishers specially developed for straighten all types of hair, the Paris Kit provides an intense smooth with shine, toning the hair and preventing the color fading.

Paris Lisse Blond

Especially for Blondes | With blue and violet color pigments

Straightens and tones the hair at the same time, without any risk of staining. It can be used in thick or thin hair, since it has an extremely light formula that is quickly absorbed by the strands.

Rich in moisturizing and mass repository assets, it promotes intercellular regeneration, giving the blond hair more resistance and flexibility.

Developed with Chamomile Extract.

Paris Lisse Brunett

Especially for Brunettes

Developed specifically to reconstruct, straighten, reduce volume and give back the properties of dark hair colors, lost by the action of the sun light or by the previous chemical use.

Provides a volume reduction and straightening through the alignment of the hair fibers, promoted by the organic acids. It also provides shine and smoothness, thanks to the Black Pearl Extract.

Paris Lisse Rouge

Especially for Ginger | With red color pigments

Developed to highlight the beauty of the ginger and red hair.

Its composition, rich with organic acids, also acts with the realignment of the bridges of cysteine and sulfur, promoting an efficient straightening effect and preventing the fading of the red and copper hair color. Enriched with Pomegranate Extract.





Professional Bleaching High Performance. Ideal for all techniques.

Fructose, Jojoba, Lanolin and Hazelnut Oil



Blue Bleaching Powder

- Seven bleaching levels.
- Flexible for all techniques.
- Neutralizes the bleaching background.
- Dust free.
- Very fast.
- With Jojoba and Fructose, which protects the hair from damages.

HOW TO USE

- 1. In a non-metallic container, add the following proportion: 1 part of Blue Powder Bleach for each 2 parts of Hydrogen Peroxide (of the chosen volume strenght for the desired technique to be used). Mix them until the consistency is creamy and homogenous.
- 2. The action time of bleaching is 55 minutes.
- **3.** After the pause, rinse the hair and finish with the chosen toning or dyeing technique.

Revealing Emulsions

Revealing Emulsion - 1,8% Hydrogen Peroxide - 3%, 6%, 9% and 12%

Ultra creamy and high performance formula. Ensures the best results to the techniques of dyeing or bleaching. Soft fragrance.

Perfect Results.

HOW TO USE

Use the right amount required in the directions of the hair technique that will be performed, until obtaining a homogeneous mixture.

Exclusive for Hair Professionals.

Keep the results!

AQUARELLA MIX | COLORED HAIR

HOME CARE SHAMPOO AND CONDITIONER

Shampoo: For colored hair, moisturizes and protects the color of dyed hair. Its formula is enriched with Pomegranate and Goji Berry, which are known for their antioxidant and repairing properties, providing nourishment and increasing the hair resilience.

Conditioner: For colored hair, detangles, intensifies shine and protects the color of dyed hair. With Pomegranate and Goji Berry, it moisturizes, regenerates and improves the resilience of the hair fibers.





Professional Color Creme Better color retention. Total coverage of the gray hair.

Luna Matrix, Hydragloss and Amino Silicon

QUARELLA MIX

Professional line of creme hair dyeing products. It has several different options in its color chart, including Mixtons, Toners and Super Bleachers.

Enriched with Luna Matrix and Hydragloss, which provides more vibrant colors to the strands, with more fixation, more shine and total coverage of the gray hair. Thanks to its antioxidant assets with glossy effect, which makes the hair stronger, moisturized and with more durability to the color. It also has a delicious fragrance, making the application of the product a lot more pleasant, for professionals and their customers.

HOW TO USE

- 1. In a non-metallic container, add the tube's content of the chosen color creme in the following proportion:
 - *Hair dye: (60g) and add 90ml of Hydrogen Peroxide. Pause for 35 minutes.
 - *Hair toners: (60g) and add 90ml of Hydrogen Peroxide (6 or 10 volumes).

Pause for 20 to 30 minutes.

- *Super Bleachers: (60g) and add 120ml of Hydrogen Peroxide. Pause for 45 minutes.
- 2. Mix them until the consistency is homogenous. Apply the mix with a brush over the dry hair.
- 3. After the pause, before rinsing, emulsify the hair by soaking it with lukewarm water little by little, and massaging the hair. Rinse it all, with plenty of water and apply a conditioner. It is not necessary to use a shampoo.





The power of Red! RED COLOR MASK

Red Color Mask High fixation power. Dyeing effect. Intense and Revitalized Red. Lumine™ System and Red Fruits



- 1. Wash the hair with Shampoo.
- **2.** Apply the Red Color Mask in small hair sections, covering all the strands.
- 3. Leave it for 20 minutes.
- 4. Rinse and finish as desired.

Intensifies, tones and revives the red and copper hair colors, while moisturizes and nourishes them. It does not change the hair structures.

Promotes more resistance to the strands.

With the natural assets of Pomegranate and Red Fruits, it has an anti-aging action, which strengthens the hair, and promotes more retention and maintenance of the color, besides conditioning, brighten and restoring the hair fibers. It has micro particles of red color pigments.

INTENSE red!



Line of Toners for Blond Hair Long lasting color fixation. Neutralizes yellow and orange shades. Wheat Protein, Sodium PCA and Amino Acids

l PRÓ LUMINOUS

The Pró Luminous was developed to treat blond, gray and platinum hair, and it has three products in this line: Shampoo, Conditioner and Color Mask – all of them working as toners.

They are capable of neutralizing both shades of yellow or orange that appears with the time in light colored hair, because of the oxidation process, with micro particles of blue and violet color pigments. It improves the color and has a high power of moisturizing and conditioning.

HOW TO USE

- 1. Wash the hair with Pró Luminous Blond Shampoo.
- **2.** Apply the Blond Color Mask in small hair sections, covering all the strands.
- **3.** Leave for 3 to 5 minutes or until desired tone is reached.
- **4.** Rinse and apply the Pró Luminous Blond Conditioner. Rinse again and finish as desired.

Color Mask: Tones, intensifies and bring back the color, besides promoting the cuticular sealing. Neutralizes unwanted shades. Its assets complex promotes an antioxidant and anti-aging action, repairing the hair fibers and providing conditioning, strenght and shine.

Shampoo: Contains balanced pH, which keeps the moisturizing effect, providing a deep cleansing without drying the hair strands.

Conditioner: Formulated with the Chlorhydrate of Behentrimonium complex – a highly moisturizing asset, which provides an instant emollience to the strands.

*The Shampoo and the Conditioner can be used daily, because the concentration of blue and violet color pigments is controlled, so it will not cause the hair to become grayed out.



Moisturizing and Regeneration

Antioxidant Properties.

Prevents the hair aging.

Andiroba, Cupuaçu, Coffee Seed, Grape Seed, Proline e Collagen

DAILY THERAPY

Developed for the daily care of the hair at home, the Daily Therapy line has antioxidant and moisturizing properties, which helps with the nourishment of the chemically treated hair and promotes a long lasting effect after the straightening process. Rich in amino acids and collagen, it improves the strands flexibility, repairing and reducing the hair breakage. It contains solar and thermic protection: protects the hair from the UV rays and from the high temperatures of the blow dryer and flat iron.

HOW TO USE

1. Wash the hair with the Moisturizing Shampoo.

2. Apply a generous amount of the Repair Mask over moist small sections of hair, starting from the edges and gently massaging the strands all the way up until the scalp.

3. Pause from 10 to 20 minutes, with or without a heat source.

4. Rinse and apply the Amino Conditioner.

5. Finish as desired.

Mask: Moisturizes the hair fibers preventing the water loss and providing moist, making it easier for the components absorption. Repairs and return the softness and natural shine. Promotes emollience and hair revitalization.

Shampoo: It has antioxidant properties which prevents aging of hair and stimulates the blood circulation. Rich in amino acids that restores hair elasticity.

Conditioner: It has moisturizing, regenerative and antiallergic properties. Increases hair flexibility combats brittleness and reduces breakage.



MOISTURIZING

Professional Moisturizing Strengthens the strands. Nourishes, Revitalizes and Provides Shine. Tucumã, Cereals, Ginger, Arginine, Vitamin E, Andiroba and Cotton Oils



Professional moisturizing treatment, which maps the structure of the hair fibers and penetrates the strands easily, because it has a liquid appearance.

Developed with powerful assets such as Ginger, Arginine and Vitamin E, it straightens the hair, moisturizes and end with the dryness since the first application, promoting a healthier, silkier and shinier hair, from the follicles until the edges.

HOW TO USE

- **1.** Wash hair with the Nourishing Shampoo, slightly massaging until a rich and creamy foam is formed. Rinse.
- **2.** Apply the Repair Mask gently on the hair and let it act for 20 minutes. Rinse.

*If you wish for an immediate treatment, use the Instant Mask instead of the Repair Mask, which has the "Cobweb Effect" and only needs 5 minutes to work.

3. Apply the Thermic Gloss, spreading the product over all the hair. Dry it and finish with the Hair Edges Repairer Amino Plex.

Exclusive for Hair Professionals.

Keep the results!

JUST SOFISTIC | DRY HAIR

HOME CARE SHAMPOO AND CONDITIONER

Shampoo: Moisturizes and revitalizes dry hair. With Bamboo Shoot Extract and Wheat Germ, which are powerful active ingredients to moisturize and nourish hair fibers, providing restoration, intense shine and a soft touch.

Condicionador: Moisturizes and repairs dry hair. With Bamboo Shoot Extract, Wheat Germ, Olive Oil and Vegetable Butters in its formula, the product has highly moisturizing, nourishing and repairing properties, resulting in silky smooth hair.

Cleansing, Moisturizing and Restoration Straightens the hair and treats the scalp. Biofunctional Assets.

Green Clay, Zinc Oxide, Amino Acids, Nano Smooth, Tea Tree Oil, Soybean Polypeptides and Coconut Oil

ARGILO DETOX



Professional treatment line with five products: Detox Shampoo, Detox Equalizer, Astringent Clay Mask, Plastic Mask and Fluid Control.

The Argilo Detox is a line for professional treatment, which provides a deep cleansing to the scalp, activating the blood circulation and controlling the oiliness and peeling, thanks to its exfoliating action. At the same time, it gives back the nutrients, vitamins and minerals lost because of the external agents actions, promoting stronger and healthier strands, free from oiliness, frizz and hair loss.

HOW TO USE

- **1.** Wash the hair with Detox Shampoo, slightly massaging the scalp. Rinse and repeat the process for a total cleansing.
- **2.** With the hair moist, apply the Astringent Clay Mask on the scalp and massage it lightly, doing an exfoliation. Pause for 10 minutes.
- **3.** Rinse and if necessary wash it again with the Detox Shampoo, for a total removal of the clay.
- **4.** Apply the Plastic Mask over the entire hair and pause for 15 minutes. Rinse.
- **5.** Apply the Detox Equalizer, and pause for 10 minutes. Rinse again.
- **6.** Apply the Fluid Control growth accelerator all over the scalp, and finish brushing with the hair dryer and applying the flat iron, in order to seal the hair cuticles.

Exclusive for Hair Professionals.

The Astringent Clay Mask and the Fluid Control can also be used on the face's skin for a deep cleansing, moisturizing and oiliness control.

Safety for Pre and Post Chemical Treatments
Helps with dyeing and bleaching techniques.
Intensity and safety. Anti-Aging action.
Amino Acids, Sodium PCA, Brazil Nut, Vegetable Butters,
Jojoba Oil, Ginseng and Shiitake Extract

AMINO - PLEX



The Amino Plex line, with anti-damage action, allows the attainment of the dyeing, bleaching, highlights and straightening techniques with safety, because of its powerful PLEX technology, which prevents the hair breakage, and preserves the structure and integrity of the strands.

Perfect for aiding during the pre-chemical treatments, preventing the hair to be damaged during the processes, and for recovery hair already damaged, through its post-chemical treatment.

Exclusive for Hair Professionals.

HOW TO USE

SOS Anti-Rubbery Hair

Pre-chemical treatment – Indicated for prevention of extreme damage caused by chemical procedures such as hair dyeing and hair bleaching, stabilizing the hair fibers and avoiding breakage.

- **1.** Mix the bleaching powder or the dyeing crème with the hydrogen peroxide needed for the chosen technique. Add 5ml of Amino Keratin and mix well.
- 2. Apply it normally as you would usually do.
- **3.** Rinse and apply the Amino Reconstructor on the hair and pause for 10 minutes.
- **4.** Rinse and spray the Selaplex System on both hands, applying it to the hair. Dry and finish as desired.

Selaplex System

The Selaplex is a special treatment inside the salon. It has a rich formula with Jojoba, Lactic Acid and 10 more benefits besides the anti-aging action, which prevents the aging of the strands.

It moisturizes, repair, strengthens, controls frizz, nourishes, protects from heat, facilitates brushing, restore softness, reduces the volume e activates brightness.

Stop Breakage

Post-chemical treatment - Indicated for extremely damaged hair, sensitized by chemical processes, aiding with the recovery and stability of the strands.

- 1. Wash the hair with Nourishing Shampoo.
- **2.** Rinse and apply the Amino Keratin on the entire hair, pausing for 10 minutes.
- **3.** Moist the hair and apply the Amino Reconstructor, leaving it for 10 minutes.
- **4.** Rinse and spray the Selaplex System on both hands, applying it to the hair. Dry and finish as desired.
- 1. Wash hair with the Reconstructor Shampoo.
- 2. Remove the water excess with a towel.
- 3. Spray the Selaplex System on the hair.
- 4. Pause for 15 minutes.
- 5. Brush and finish with a flat iron.

Keep the results!

AMINO PLEX | DAMAGED HAIR

HOME CARE SHAMPOO AND CONDITIONER

Shampoo: Cleans while restoring and reconstructing the hair fibers. With Keratin and Creatine, this shampoo provides a complete restoration, while reducing porosity and recovering shine, strength and softness.

Condicionador: Detangles and moisturizes hair. With Keratin and Creatine, powerful active components for restoring the hair and reducing the fibers porosity. Makes the hair becomes stronger, more resilient, softer and with an intense shine.

Men Care Line Protects, Moisturizes and Restores. Natural Assets.

Ginger, Guaraná, Mint and Jaborandi

MENTHERAPY



The Sorali Cosmetic's quality you already know, now with a Men Care line too!

Men Therapy is a complete line of daily Men Care products for protection, moisturizing and restoration of hair, beard and skin. The products of this line are: 3 in 1 Shampoo, Shaving Cream, Beard Balm and Beard Wax. Contains natural assets in all the formulas of this line's products, such as Ginger, Guaraná and Jaborandi. It does not contain parabens or mineral oil.

HOW TO USE

1. 3 in 1 Shampoo - Hair, beard and face Emollient, moisturizing and restoring action.

Apply it on wet hair and beard massaging them. Wash them slightly at first, to remove residues that prevent the foam from forming. Rinse and repeat, massaging the scalp and face gently, until a rich and creamy foam is formed. Spread it towards the strands ends. Rinse and apply the conditioner.

2. Shaving Cream

Protects and moisturizes the skin.

Makes the razor blade runs smoother.

Apply a generous amount of the cream on the palms of your hands, rub them against each other and spread the product on the beard to be shaved. Shave it and rinse.

3. Beard Balm

Provides shine and softness to the beard

Apply a generous amount on the palms of your hands, rub them against each other and spread the product throughout the beard.

4. Beard Wax - Natural Effect
With refreshing and moisturizing action.

Apply enough of the product on your palms and rub them against each other to spread the wax. Then apply the wax on the beard and model it however you like.







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