

CYSTEINE COMPLEX



Amazon Series
Cysteine Complex
CURL SOFTENING TREATMENT

Combines Cysteine proteins with Dendrobium Orchid extract
Absolutely No Formaldehyde
For Professional Use Only

by **JE FABULOUS**
33.8 OZ. / 1000 ML



Beauty Essentials Marketing Pvt. Ltd.
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INTENSE
SMOOTHENING

Flawless gloss, softness & manageable frizz-free hair that puts you in the spotlight.



ABOUT US

The Kabani family first made its foray in the hair & beauty industry in 2007. Beauty Essentials is a brain child of Ayaz Kabani. Our Success Mantra has always been “Teach & Sell” and we have always been a solution-driven company.

VISION

We stand for Prime Professional Beauty Essentials that help people Experience, Express & Emerge.

MISSION

We want to become the biggest house of premium, exclusive beauty care branded experiences for professionals.

MILESTONES

2008 Launched the world’s first hair retexturizing system in India.

2009 Footlogix – the world’s first and only pediceutical foot care line

2010 Kerafusion – India’s first FDA approved Keratin treatment

2011 Cysteine – India’s first formaldehyde free curl softening treatment

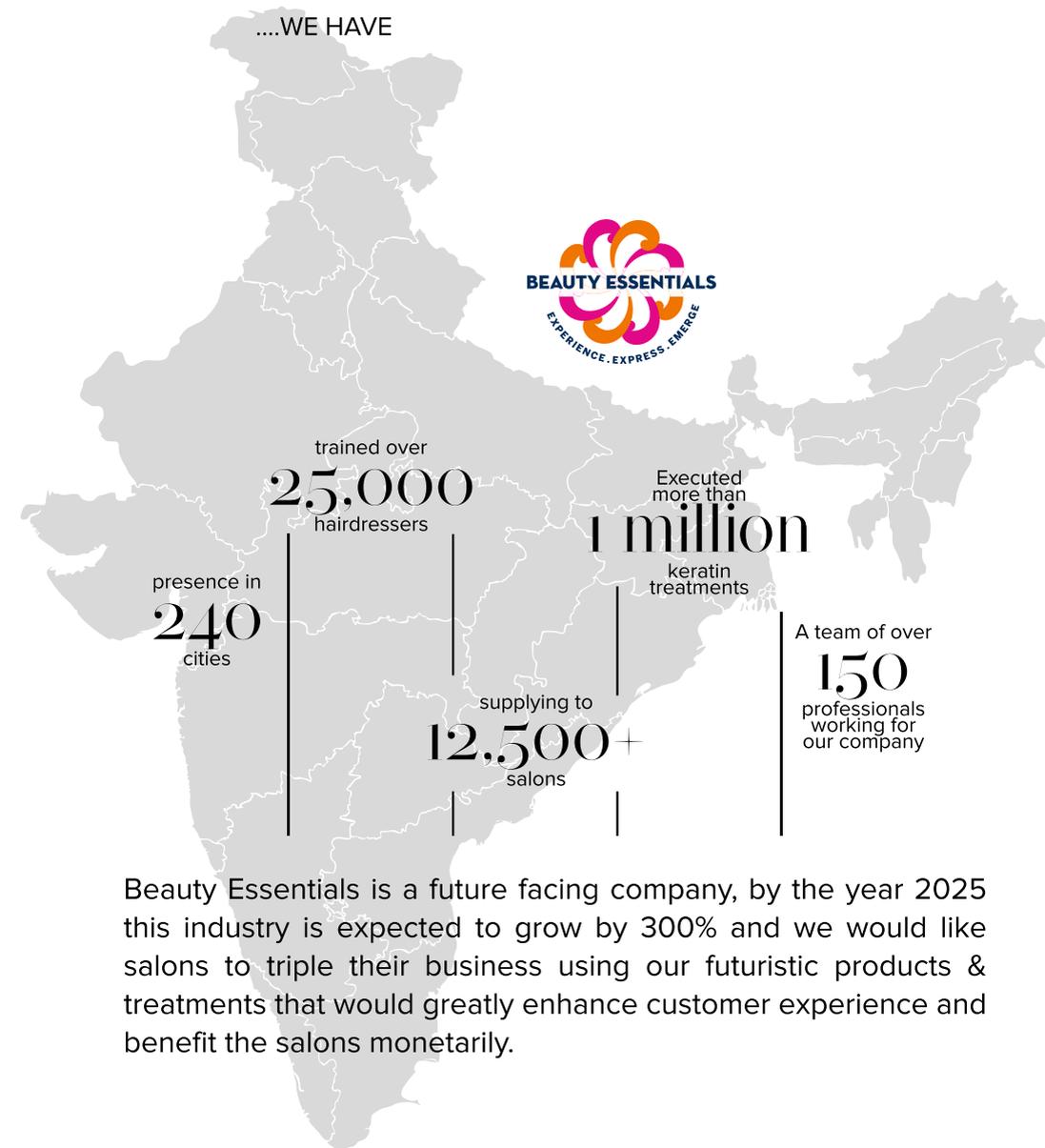
2015 Indian School of Hairdressing – a school dedicated to the craft of hairdressing.

2017 QOD Max Prime S Fiber Treatment - which mimics the result of a conventional keratin treatment.

2019 - ZAP, All Time Keratin Treatment & D'ORO, 24K Gold Luxury Moisturizing System

CURRENTLY

....WE HAVE



Beauty Essentials is a future facing company, by the year 2025 this industry is expected to grow by 300% and we would like salons to triple their business using our futuristic products & treatments that would greatly enhance customer experience and benefit the salons monetarily.

(data as on 11 Jun 2018)

WHAT IS CYSTEINE COMPLEX

Cysteine Complex is a formaldehyde free protein treatment that reduces curl volume leaving the hair frizz-free with a lot of smoothness & shine. It contains the finest botanical ingredients and pure proteins



WHY CYSTEINE COMPLEX

Cysteine Complex offers a natural way to restore and transform hair. Often times stylists use too much of those harsh chemical treatments which results in harmful smoke and fumes that can disrupt the atmosphere of any salon and cause harm to clients.

Cysteine Complex works in synergy with hair's existing proteins to restructure, soften,

and release curls from hair. The healing capabilities of the Dendrobium Orchid absorb and eradicate free radicals.

It improves the texture of the hair and eliminates frizz from it, while adding strength and shine to the hair and giving the hair a smoother look. The treatment gradually fades away from the hair lasting for 12 to 15 weeks.

BENEFITS TO THE SALON

- Cysteine Complex is the first monopolistic formaldehyde free treatment in the market.
- Cysteine Complex has been very well accepted by the Indian market and its' consumers in the past 8 years, and has become an integral part of every salons' service menu.
- Service can be performed without causing any discomfort to the other clients.
- Salons can offer attractive annual packages to regular clients.

BENEFITS TO THE STYLIST

- Cysteine Complex is one of the first protein treatments launched in the market and most experienced and new stylists are well trained on this treatment.
- Lack of harsh fumes makes it a favourite among most stylists.

BENEFITS TO CUSTOMER

- Cysteine Complex penetrates inside the hair shaft, without altering the bonds and repairs the hair inside out.
- Well accepted and known amongst customers as it contains no harmful chemicals like formaldehyde, hence completely safe for the client as well as hairdresser.
- Results that last up to 36-40 washes depending on hair type and the use of right after-care products.
- No line of demarcation is visible as the treatment fades away gradually.

ON WHAT **TYPE OF HAIR** CAN YOU PERFORM CYSTEINE?

Cysteine Complex can be performed on almost all hair types, but we recommend not to perform the service on coated hair.



EXPECTED RESULTS

Cysteine Complex reduces frizz, giving a naturally smooth look to the hair with brilliant shine and softness.

OUR SUPPORT

TECHNICAL

On purchase of Cysteine Complex, an in salon training will be lined up with our expert trainers for your salon & stylists. All our trainers are professional **Kerationologists** trained by our education arm **INDIAN SCHOOL OF HAIRDRESSING** and have a minimum 5 years of experience.



SALES SUPPORT

Our sales executives will visit you regularly to service your salon and take valuable feedback from you. They would also offer you innovative purchase schemes that will help maximise your business and profits.



BRANDING*

We believe that without the right branding, a customer service and experience is incomplete. Brochures & accessories, which will help your stylist perform the service, will be provided to you. You can choose from our international portfolio of branding, which will aide you in not only uplifting the salons' image but also impress your consumers.

MARKETING*

Our marketing expert team will help you create and celebrate special Cysteine days.

* Purchase value driven