

CADIVEU
PROFESSIONAL

**BLONDE
RECONSTRUCTOR**

A COMPLETE IN SALON RECONSTRUCTION
AND DAMAGE PREVENTION SYSTEM

INTRODUCING THE BLONDE RECONSTRUCTOR #GAMECHANGERSERIES



In recent research hairdressers claim it's very difficult to find products that efficiently reconstruct blonde hair yet make the hair feel soft alive and radiant. The Blonde Reconstructor is designed to do just that, combating all 5 specific problems pre, during or post lightening service.

- 1 BREAKAGE
- 2 POROSITY ISSUES
- 3 UNWANTED YELLOW AND GOLD TONES
- 4 FRIZZ
- 5 HAIR HOLDING GREEN TONES POST SWIMMING

TECHNOLOGY PEARL SHIELD

HIGH TECH GREEN

- CYCLODEXTRIN
- OCTIL RESTORE
- PEARL PROTEIN

Inspired by the world's rarest and most precious pearls, the unique Blonde Reconstructor formula has been developed from molecular encapsulation to create a unique, instantaneous defense mechanism that allows you to recover, protect and keep discoloured strands intact and healthy.

RECONSTRUCTION IN 4 STAGES



1 CLARIFYING SHAMPOO Deep Cleansing Shampoo pH 4.5-5.5 - 1L

High Tech Green: Sequestrant Polymer + Essential Amino Acids + Pearl Protein

Purifying shampoo with slightly acid pH that removes heavy metals and minerals. It avoids unwanted reactions during the lightening process and improves the absorption of nutrients in cosmetic treatments.



3 pH BALANCING MASK Rebalancing Mask pH 2.2-3.0 - 1L

High Tech Green: Lipids + Essential Amino Acids + Pearl Protein

Balancing mask with pearl protein and lipids that rebalances the pH of discolored strands while reducing porosity, and deeply seals the cuticles, making hair resistant and glossy.



2 FIBER FILLER Protein Mask pH 4.5-5.5 - 1L

High Tech Green: Low Molecular Weight Protein + Pearl Protein

Mask with slightly acid pH and low molecular weight proteins that internally recovers the hair fiber from the cortex and enhances hair resistance against future breakage and damage.



4 BLONDE LOCK Protector Leave-in For Blondes - 200ml

High Tech Green: Adhesive Protein + Pearl Protein

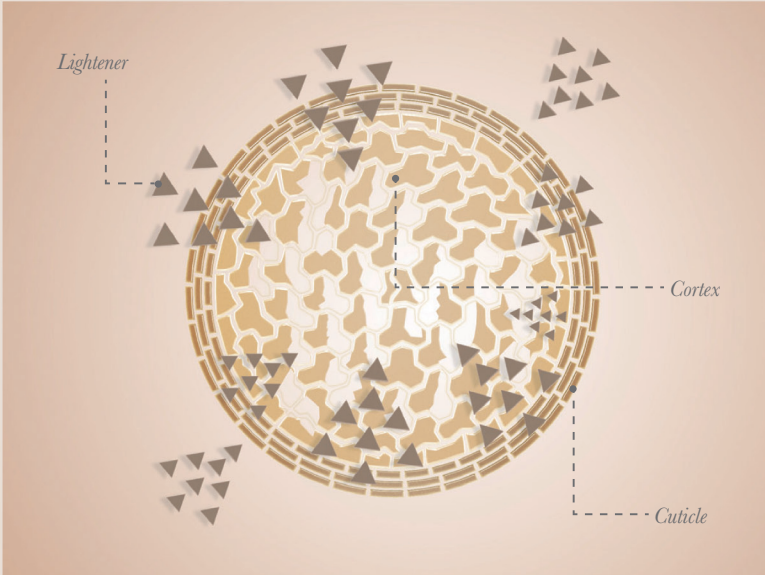
No rinse leave-in moisturiser with adhesive protein and sunblock that prevents against brassiness and the green overtones caused by swimming pools. It reduces porosity of strands, blocks humidity, seals double ends and provides long-lasting frizz control.

FIBER FILLER

STEP BY STEP GUIDE

- 1 **CLARIFYING SHAMPOO**
Apply to damp hair, Lather and leave on for 5 minutes. Rinse thoroughly. Repeat if necessary.
- 2 **FIBER FILLER**
Apply to clean, towel dried hair. Separate hair into sections. Apply evenly, comb through hair for better distribution. Leave on for 5 minutes. **DO NOT RINSE.** Overlap with pH BALANCING MASK.
- 3 **pH BALANCING MASK**
Separate hair into sections. Apply evenly, comb through hair for better distribution. Leave on for 10 minutes and rinse thoroughly.
- 4 **BLONDE LOCK LEAVE-IN**
Apply evenly on damp hair. Comb through, and style as desired.
TIP - Use as a heat protector and before sun exposure, as well as before swimming in saltwater or chlorine.

HOW DOES IT WORK?



THE LIGHTENING PROCESS

(ACTION OF LIGHTENER ON KERATIN)

Lighteners have a high pH level to open the hair cuticles and remove the **melanin** pigments. However, because it is not a selective system, it also degrades the keratin **structure**.

PEARL SHIELD

Reconstruction and **absolute prevention** against damages for all types of discolored hair.



STRUCTURE

OCTIL RESTORE

Organic compound with high adherence to keratin, which **strengthens the internal structure** of the strand.



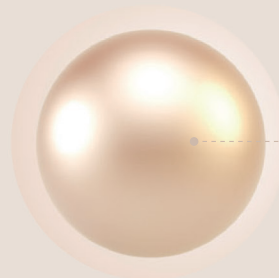
CYCLODEXTRIN

Composed of cyclic oligosaccharides (sugars) obtained from vegetable sources, it guarantees gradual release of the active ingredients and **potentiates the results**.



PEARL PROTEIN

Amino acid that restores the **natural elasticity** of the fiber and prevents brassiness.



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LIGHTENING

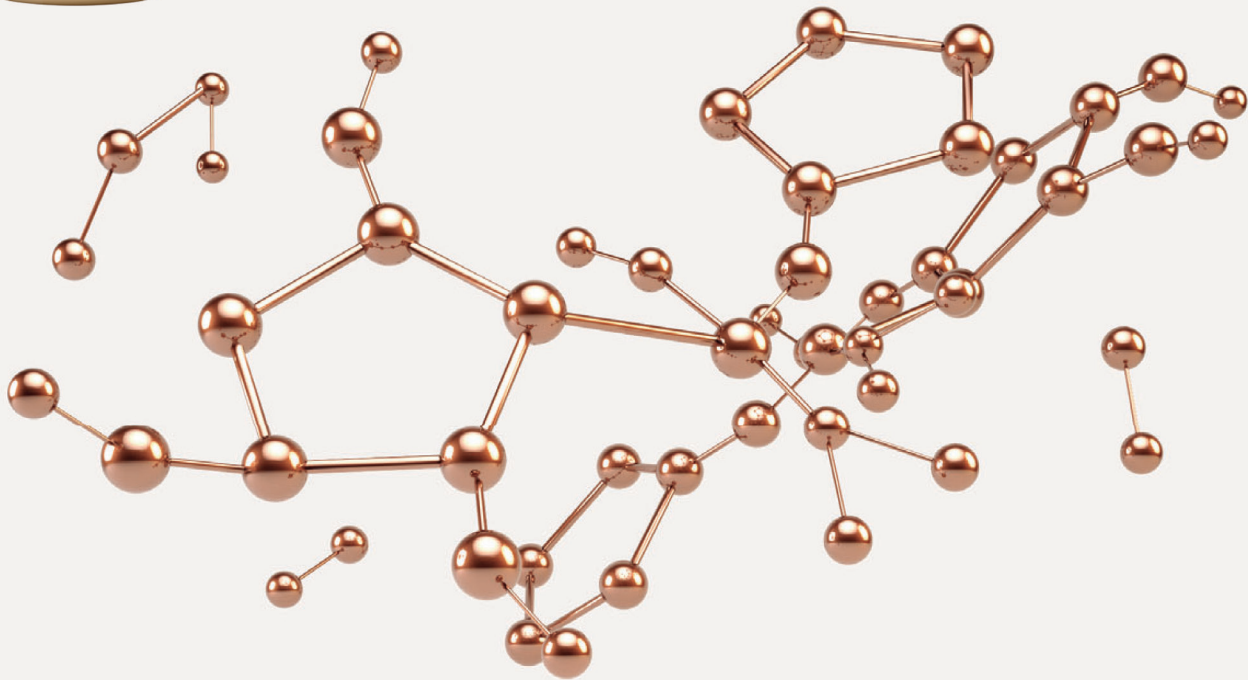
UNBROKEN BLONDE DAMAGE PREVENTION



BLEACH SERVICE | UNBROKEN BLONDE Highlights Protector - 1L

Long Lasting Release Technology: Cyclodextrin + Octil Restore

Anti-damage system that raises the cellular keratin levels that are automatically depleted when bleaching and lightening the hair, providing protection and preventing breakage keeping the strands healthy. It provides more protection against damage in the lightening process. Ideal for damaged and bleached hair.



UNBROKEN BLONDE STEP BY STEP GUIDE

- 1 Mix your preferred bleaching powder and peroxide as per manufacturer's instructions.
- 2 Add 6 grams of Unbroken Blonde per 20 grams of bleaching powder.
- 3 Mix well until a creamy mixture is formed, then commence the bleaching process.

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HOME CARE

Reconstruction and damage prevention system to make your blonde hair unbreakable and radiant.



1

BLONDE KEEPER SHAMPOO

250ML

Intense reconstruction shampoo enhances color, prevents fading and unwanted tones.



3

ACIDIC MASK

200ML

Acidifying mask with pearl protein balances the pH of damaged hair while making it resistant and ultra-shiny.

2

RECONSTRUCTIVE MASK

200ML

Reconstructive mask with slightly acid pH and low molecular weight proteins reconstructs the hair from the cortex and protects against future damage.



4

BLONDE LOCK

200ML

Leave-in for thermal and solar protection. With adhesive protein, it prevents yellowing and guarantees maximum protection against greening from swimming pools. It fights porosity and frizz, and promotes maximum shine.

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3 POSSIBILITIES OF USE OF BLONDE RECONSTRUCTOR

1

COMPLETE TREATMENT

Do you want to make your blonde hair unbreakable and ultra-radiant?



Wash hair with **Blonde Keeper Shampoo**, rinse and towel dry. Repeat if necessary.

Apply **Reconstructive Mask** evenly. Do not rinse.

By overlapping, apply **Acidic Mask** evenly and leave in for 5 minutes. Rinse.

Finish with the **Blonde Lock** leave in, and style as desired.

2

ULTRA-FAST TREATMENT

Lacking time but want your blonde hair nourished and protected from damage?



Wash hair with **Blonde Keeper Shampoo**, rinse and towel dry. Repeat if necessary.

Apply **Acidic Mask** evenly and leave in for a few minutes. Rinse.

Finish with the **Blonde Lock** leave in, and style as desired.

3

PRE SWIMMING PROTECTION

Do you want pure blonde hair free from green or yellow tones?



Apply a generous amount of **Blonde Lock** evenly. Comb through and enjoy swimming.

CADIVEU PROFESSIONAL INNOVATES WITH
THE #GAMECHANGER SERIES:

BLONDE RECONSTRUCTOR



NEW ADVANCED TECHNOLOGY

Fight the 5 specific problems of damaged hair immediately.

FOR UNBREAKABLE AND RADIANT STRANDS!