

nanokeratin®  
SYSTEM



softSmooth®  
retexture



nanokeratin®  
S Y S T E M

Synergizing beauty, science and wellbeing at the forefront of hair technology, Nanokeratin System is a global Bio-Technological pioneer, focused on researching & developing innovative convalescence technologies.

Nanokeratin System Laboratories have developed and formulated unique innovative series Inspired by Nature and based on pioneering patented Biomimetic technologies.

Inspiration by Nature and Biomimicry concept means studying natural hair process and understanding how natural healthy hair acts so we can provide damaged hair the tools and conditions for it to heal itself by itself from the inside in order to retrieve back to natural healthy state.

Nanokeratin Systems Biomimetic particles and polymers perform Enzyme alike affinity to hair structure which means they generate processes, as biological Enzyme does, in order to stimulate and enable inner self recuperation by damaged hair.



SCIENCE



HEALTH



BEAUTY



# softSmooth®

## Smooth hair day every day

Within modern era, global men, everywhere, challenge themselves on a daily basis to manage a healthy designed hair and independently express their creativity at home not depending on hair salon.

Innovative softSmooth by Nanokertin System, based on pioneering patented SM157A Biomimetic technology, invites men of all hair types and textures to Have a Smooth Hair Day Every Day and enjoy a progressive hair smoothing with every use.

Applying softSmooth constructs outer foundation and solid inner layer to seal nourishing nutrients inside hair enabling its self recuperation.

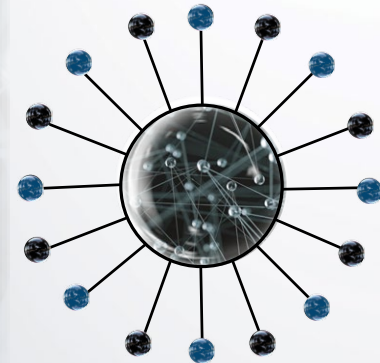
Consecutive usage of softSmooth enhances fibre alignment and frizz control as well as curly & wavy hair relaxation regaining hair perfection - soft smooth, anti frizz, healthy, elastic, shiny, silky and manageable.



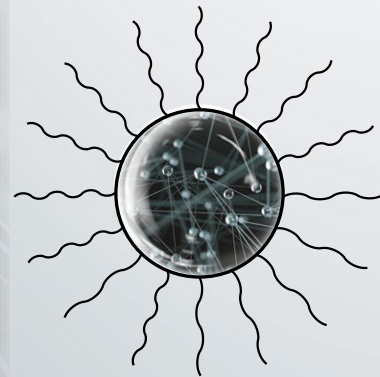


softSmooth Retexture - An advanced innovative series for natural Soft Smoothing & Sculpting men's Hair & Beard, based on pioneering patented Molecular Biomimetic technologies, to be applied within In Salon service and complementary Home Care service





01 - 10 mm



SM157A patent

Smoothing Surfactant

## softSmooth Retexture - Natural Soft Smoothing & Sculpting men's Hair & Beard

### SM157A Biomimetic Technology

softSmooth Retexture comprises highly substantive micro-polymers performing Enzyme like affinity to men's Hair & Beard structure for a customized natural progressive Soft Smoothing & Sculpting by performing the followings:

- Progressive hair smoothing with every use
- Smoothing & Frizz Control
- Enhancing fibre alignment
- Curly & Wavy hair relaxation
- Reducing friction between hair strands for freedom of movement
- Entering gaps between cuticles
- Closing Cuticles
- Forming solid inner layer to seal natural nourishing nutrients inside hair enabling enhanced inner fluent nourishment from roots to tips
- Emulating natural hair process by enabling hair to recuperate itself from the inside
- Forming outer layer to construct outer foundation and restructure hair fibre as well as protecting hair making it elastic
- Cross Linking, creating, multiplying and stabilizing all hair bonds as Di-Sulphide (Sulphur) bonds & Van der Waals
- Encouraging hair growth
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion
- Regaining hair perfection - smooth, anti frizz, healthy, elastic, shiny, silky and manageable



320 ml / 10 fl oz

## Retexture Shampoo

Retexture Shampoo comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Balancing and refreshing hair and scalp keeping their natural pH
- Progressive hair smoothing with every use
- Detangling and reducing friction between hair strands for freedom of movement and improving combability



500 ml / 16 fl oz  
150 ml / 5 fl oz

## Retexture Smoother

Retexture Smoother comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Progressive hair smoothing with every use
- Cross linking separated hair bonds as Di-sulphide (Sulphur) & Van der Waals, creating new bonds, multiplying and stabilizing existing bonds as well as restructuring all bonds to a straight formation for a smooth hair
- Reforming hair fibre texture to smooth
- Emulating natural hair process by enabling hair to recuperate itself from the inside
- Forming solid inner layer to seal natural nourishing nutrients inside hair fibre enabling enhanced inner fluent nourishment from roots to tips so hair recuperates itself from the inside
- Forming mild outer layer to insulate hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat and making it elastic
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion
- Detangling and reducing friction between hair strands for freedom of movement and improving combability
- Encouraging hair growth



320 ml / 10 fl oz  
100 ml / 3.4 fl oz

## Retexture Conserve

Retexture Conserve comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Forming outer layer to protect hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat and making it elastic
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion
- Sustaining and prolonging smoothing texture
- Sustaining healthy, elastic and strong hair structure
- Enhancing shine
- Taming and Controlling Frizz
- Detangling and reducing friction between hair strands for freedom of movement



230 ml / 8 fl oz

## Retexture Sculpture gloss

Retexture Sculpture gloss comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Forming outer layer to enable a continuous elasticity and sculpting of hair fibre
- Forming outer layer to protect hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion
- Sustaining and prolonging smoothing texture
- Sustaining healthy, elastic and strong hair structure
- Enhancing shine
- Taming and Controlling Frizz
- Detangling and reducing friction between hair strands for freedom of movement
- Gloss look of hair



## Retexture Sculpture matte

Retexture Sculpture matte comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Forming outer layer to enable a continuous elasticity and sculpting of hair fibre
- Forming outer layer to protect hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion
- Sustaining and prolonging smoothing texture
- Sustaining healthy, elastic and strong hair structure
- Taming and Controlling Frizz
- Detangling and reducing friction between hair strands for freedom of movement
- Matte look of hair



230 ml / 8 fl oz







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