



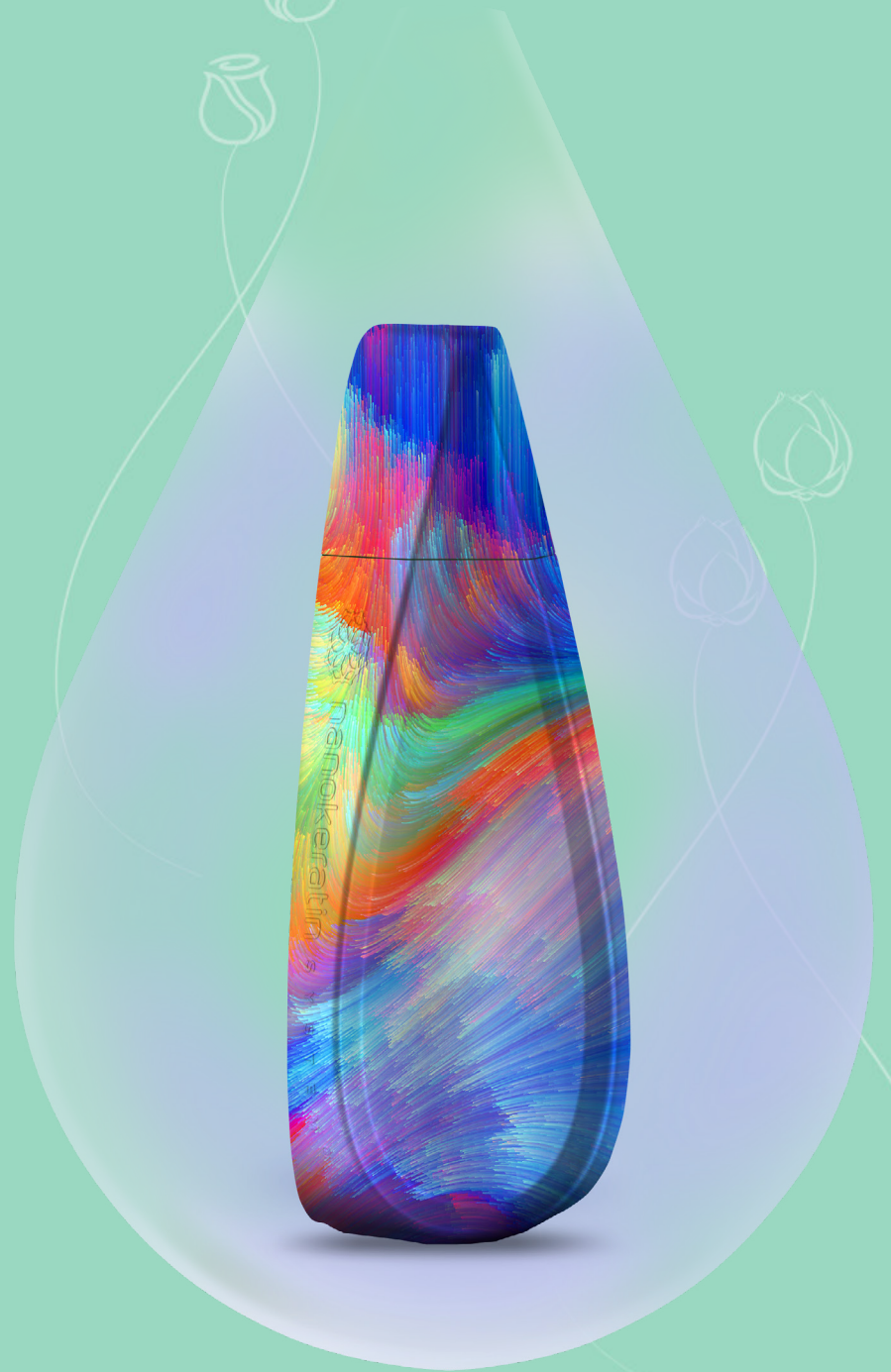
nanokeratin®
SYSTEM



Relaminate®

nano®
lamination

Relaminate®



Catalogue

nano[®]
lamination

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 pioneering knowledge beyond boundaries.

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 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.



Relaminate[®]

Relaminate - Revolution

Introduction

Since its inception, Nanokeratin System has been synonymous with creating top-notch hair treatment products, leveraging cutting-edge technology to improve hair health. This reputation is solidified with the introduction of company's latest series, Relaminate, which integrates advancements in nanotechnology to revolutionize the hair care experience.

Abstract

This paper examines the latest innovation in the field of haircare technology, the Relaminate series by Nanokeratin System.

The new Relaminate series is an innovative breakthrough in the field of hair care. This revolutionary series combines cutting-edge technology, targeted marketing, and an elegant brand experience to provide an all-encompassing solution for hair health and design. It penetrates hair at a molecular level, restructures hair bonds, and offers comprehensive protection against environmental damage as well as perfect hair fibre - healthy, toned, smooth, elastic, soft, humidity-proof, static and frizz controlled, intensified natural shine and radiant colour vibrancy, easily designed and manageable.

The primary focus of this review is on the technological, marketing, and branding features of this groundbreaking series, shedding light on the novel developments that have the potential to redefine the cosmetic and haircare industry.



Relaminate®

One Step nanoLamination shield building

Advanced, Innovative & Swift Biotechnology for All Hair Types, to be applied In Salon within versatile services, generating multiple benefits including Super Express nanoLamination to retrieving youth back to hair.



Relaminate Restructurer

All Hair Types

Relaminate Restructurer for All Hair Types comprises highly substantive particles performing Enzyme like affinity to hair structure for a Bond Reformation nanoLamination treatment by performing the followings:

- 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 new formation for a smooth hair
- Reforming hair fibre texture to smooth
- 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 outer layer to construct outer foundation and insulate hair fibre against damaging environmental sources as humidity, salty water and UV rays
- Reducing friction between hair strands for freedom of movement
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water & dirt adhesion

Claims: healthy, smooth, toned, elastic, soft, humidity-proof, static and frizz controlled, insulated against damaging environmental sources, intensified natural shine and radiant colour vibrancy, easily designed and manageable



550 ml

Relaminate Shampoo

All Hair Types

Relaminate Shampoo for All Types Hair comprises highly substantive particles performing Enzyme alike affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Gentle and effective cleansing of hair and scalp
- Balancing and refreshing hair and scalp keeping their natural pH
- Enhancing colour shine, prolonging colour retention and keeping colour from fading
- Detangling and reducing friction between hair strands for freedom of movement and improving combability

Claims: healthy, toned, elastic, soft, fresh, light, static and frizz controlled, luminous, intensified natural shine and colour vibrancy



150ml / 550 ml

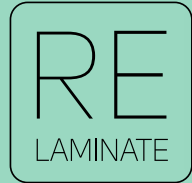
Relaminate Sustainer

All Hair Types

Relaminate Sustainer for All Hair Types comprises highly substantive particles performing Enzyme like affinity to hair structure and enabling hair to recuperate itself by performing the followings:

- Forming outer layer to construct outer foundation and insulate hair fibre against damaging environmental sources as humidity, salty water and UV rays, providing anti-dryness protection under heat and making it elastic
- Light smoothing using heating sources as sunrays, blow drier and flat iron
- Speeding up drying time
- Enhancing shine
- Detangling and reducing friction between hair strands for freedom of movement

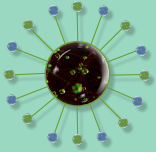
Claims: perfect hair fibre, healthy, toned, smooth, elastic, soft, humidity-proof, static and frizz controlled, intensified natural shine and colour vibrancy, easily designed and manageable



150ml

Molecular Biomimetic Technologies

MNSP4868 - Hair Lamination

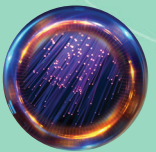


Relaminate comprises highly substantive particles performing Enzyme alike affinity to hair structure to enable hair recuperating itself and for hair lamination.

CLAIMS:

- Hair lamination based on cross linking and creating all hair bonds as Disulphide (Sulphur) & Van der Waals as well as restructuring them
- Constructing inner foundation
- Constructing outer foundation

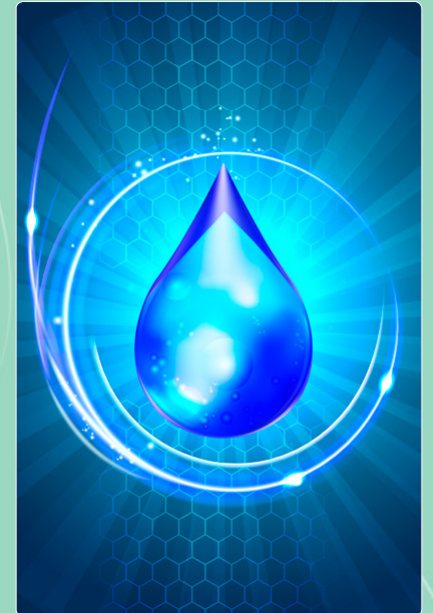
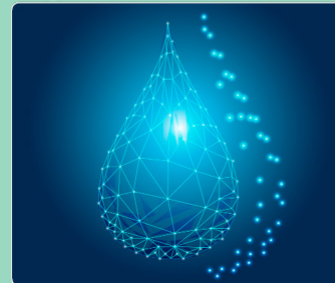
MLRP4882 - Intensification of Natural Shine and Colour Vibrancy



Relaminate comprises highly substantive particles performing Enzyme alike affinity to hair structure for Intensification of Natural Shine and Colour Vibrancy.

CLAIMS:

- Detangling and reducing friction between hair strands for freedom of movement
- Attaching to pigments, particles act as receptors reflecting vivid light beams and intensifying natural shine and colour vibrancy



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MFCP8464 - Taming and Controlling Frizzed Unruly Hair

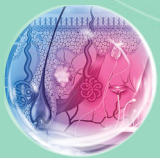


Relaminate comprises highly substantive particles performing Enzyme alike affinity to hair structure for Taming and Controlling Frizzed Unruly Hair.

CLAIMS:

- Forming 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
- Forming solid inner layer to seal natural nourishing nutrients inside hair fibre enabling enhanced inner fluent nourishment from roots to tips
- Knitting hair fibre back to its hydrophobic state implementing Lotus Effect of minimizing water and dirt adhesion

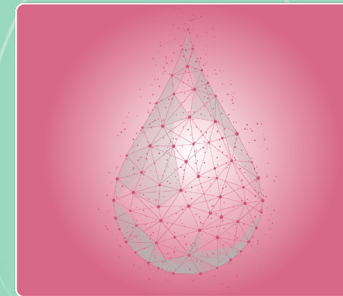
MGRP6864 - Hair Growth Encouraging



Relaminate comprises highly substantive particles performing Enzyme alike affinity to hair structure for Hair Growth Encouraging.

CLAIMS:

- Actively pulsating scalp for enhanced blood flow
- Encouraging hair growth, allowing hair to grow long



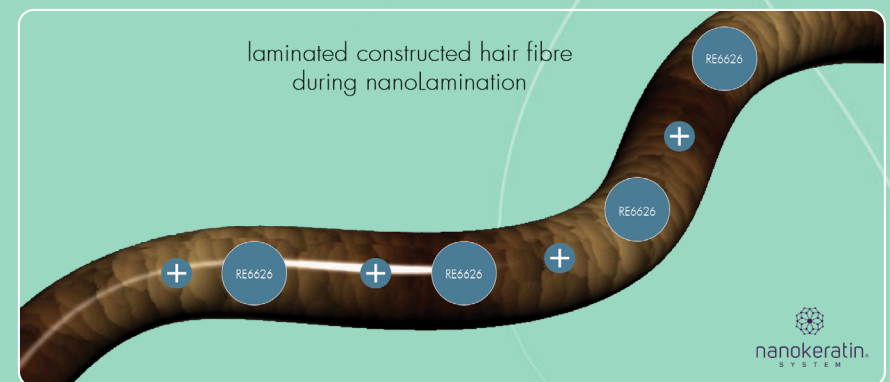
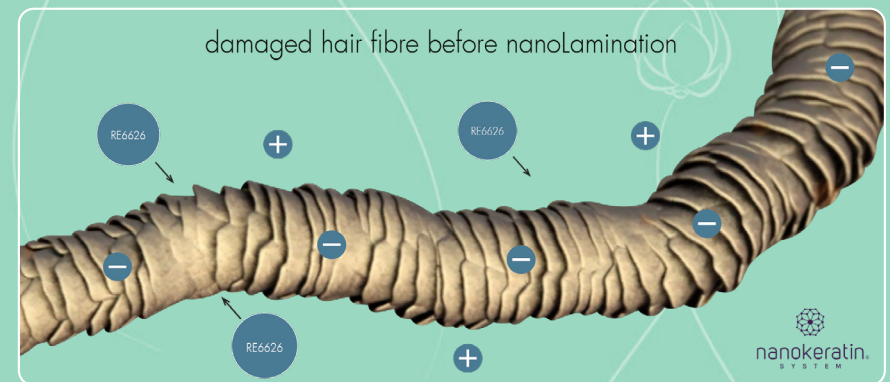
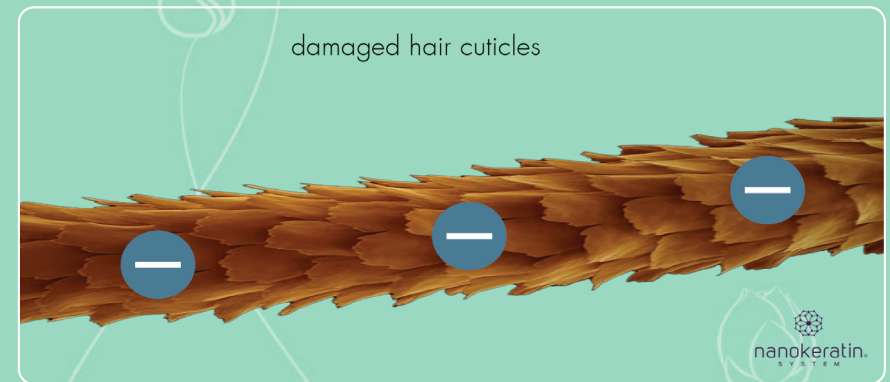
Relaminate®

Technological Features

Nanokeratin System's Relaminate capitalizes on the power of nanotechnology to provide the best hair care solution to date. At its core, Relaminate uses nano-molecular polymeric particles that penetrate the hair shaft and repair it from the inside out. This technology helps infuse the hair strands with polymeric particles, thereby restoring the hair's health, reducing frizz, increasing shine and improving manageability.

Furthermore, the Relaminate series also incorporates a unique moisture lock feature. This advanced technology aids in sealing moisture within the hair, thus providing superior hydration, preventing dryness, and promoting the overall health of the hair. Through these features, Relaminate creates a protective layer on the hair, defending it from environmental factors, styling tools' heat and various chemical treatments.

▶ One Step nanoLamination shield building

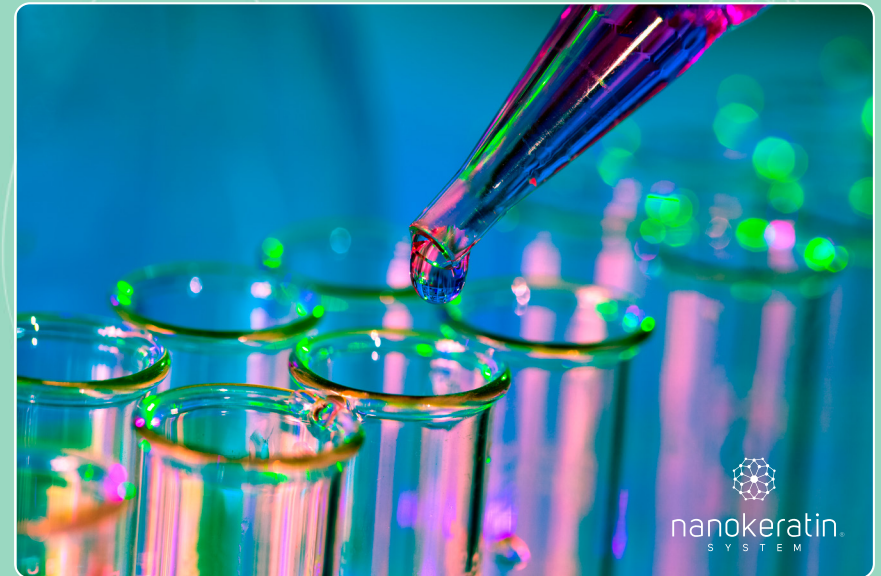


Integration of Technological and Cosmetic Excellence in Relaminate

The Relaminate series by Nanokeratin System goes beyond conventional haircare solutions by introducing a care essence that transforms the hair to exhibit a beautiful radiant colour. The series encapsulates the philosophy that beautiful hair starts from within. It supports the self-restorative functions of hair, essentially restarting body's own ability to regenerate its original state of beautiful hair.

A Care Experience Like No Other

The Relaminate series is more than just a product. It synergizes technology with this new damage-care concept of correcting the cross-sectional shape of hair to make it smooth and undistorted. This pioneering approach uses Nanokeratin System's own cutting-edge technology which enhances the quality of hair design and solves the major causes of hair damage.



Relaminate®

Promoting Hair Health and Design Flexibility

Relaminate not only brings hair to a healthy state, but it also makes it possible to create hair designs exactly as envisioned. It repairs the alpha helix - the part of the hair structure that has lost its resilience due to damage - and creates hair that is supple and resilient.

Addressing Core Issues of Hair Damage

The innovative formula of the Relaminate series also repairs the Cell Membrane Complex (CMC), which often loses its original thickness due to damage. When damage causes the breakdown of lipids and leakage of proteins, the CMC is unable to maintain its original thickness. This results in the uneven penetration of chemicals, a common problem in damaged hair.

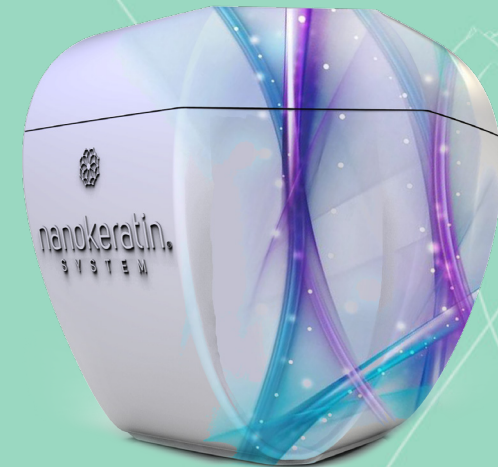
In addition to this, the Relaminate series also strengthens the reduced disulfide bonds, another major cause of hair damage. When damage progresses, the disulfide bonds are reduced, and the hair loses its strength. Relaminate assists in the function of these bonds, creating hair that is firm and full of body.



Relaminate®

Technological Features - Summary

- Nano-molecular Polymeric Particles: The Relaminate series employs nano-molecular polymeric particles that deeply penetrate the hair shaft, providing exhaustive restoration and reconstruction of hair fibres.
- Highly Substantive Nano Polymers: The innovative technology utilizes nano polymers with high affinity to hair structure, ensuring ultimate recuperation during the swift nanoLamination process.
- Advanced Application and Treatment Technologies: The application, heat treatment, and cooling processes are all optimized using Pascal physics, leading to enhanced absorption and overall effectiveness.
- Hair Shape Correction: The Relaminate series employs its innovative technology to correct the cross-sectional shape of hair strands, ensuring a smoother texture and undistorted appearance.
- Outer Layer Construction: The products form an outer layer on hair strands, sealing in natural nutrients and providing inner nourishment from roots to ends, enabling self-healing.
- Environmental Protection: The series insulates the hair against harmful environmental elements such as humidity, salty water, and UV rays.



Relaminate®

- Enhanced Shine and Colour Retention: The products enhance hair shine and prolong colour retention, preventing colour fade and enhancing radiant colour vibrancy.
- Supple and Resilient Hair: The Relaminate series offers a care experience that creates supple, resilient hair, allowing for greater design flexibility.
- Speedy Drying and Light Smoothing: The products speed up drying time and offer light smoothing using various heat sources, leading to easily manageable, style-friendly hair.
- Detangling and Friction Reduction: The series reduces friction between hair strands, promoting detangling and enabling hair to move freely.
- Comprehensive Hair Fiber Repair: The series addresses core hair damage issues, including CMC repair and strengthening of reduced disulfide bonds. It also encourages hair growth by nourishing the scalp and hair follicles.
- Anti-dryness Heat Protection: The series offers effective protection against heat-induced dryness, maintaining hair hydration levels and preventing hair breakage.
- Perfect Hair Fiber Result: The end result is perfect hair fibre - healthy, toned, smooth, elastic, soft, humidity-proof, static and frizz controlled, intensified natural shine and radiant colour vibrancy, easily designed and manageable.



Relaminate®

Branding Features

Branding has always been a strength of Nanokeratin System, and the Relaminate series is no exception. The company has smartly used its existing brand image of innovative, high-quality products to reinforce trust in the new line.

The Relaminate series is presented as a premium product, with packaging that exudes luxury and sophistication, attracting a high-end customer base. The brand name itself, Relaminate, alludes to the innovative technology used and the benefits offered as laminated, protective layer for hair, emphasizing the unique selling proposition of the product.

Moreover, Nanokeratin System's branding also lays emphasis on education about the product and its benefits, using informational materials, website content, and salon-based training programs. This educative approach empowers customers and stylists to understand the technology and its benefits, establishing Relaminate as a leader in hair care innovation.

Branding Features - Summary

- **Premium Brand Positioning:** The Relaminate series is marketed as a high-end, scientifically-backed hair care solution, appealing to customers seeking superior, effective hair treatments.
- **Elegant, Science-inspired Packaging:** The product's packaging aligns with its high-quality, innovative product offerings, further enhancing the brand image.
- **Educational Content and Training:** The company offers detailed resources and training sessions to educate customers and stylists about the unique benefits and technology of the Relaminate series.



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Marketing Features

When it comes to marketing, Nanokeratin System adopted a multi-faceted approach for the Relaminate series. Company targeted its existing user base while expanding its reach towards customers looking for high-quality hair treatments and care products. With its slogan, "Healthy hair at a molecular level", company emphasized the science behind its products, appealing to educated consumers who value the importance of technology in hair care.

Furthermore, the company has leveraged digital platforms for marketing, using social media, influencers, and online tutorials to showcase the product's efficacy. A series of "before and after" testimonials from users has been instrumental in highlighting the product's transformative power. The marketing strategy also includes collaborations with hair salons and professional stylists to provide nanoLamination treatments, thereby amplifying its reach and awareness.

Marketing Features - Summary

- Relaminate for All Hair Types: Marketed as a safe, salon-grade treatment, the Relaminate series caters to all hair types, offering a quick, efficient solution for bond reformation and hair nanoLamination.
- Comprehensive Digital Marketing Strategy: The company uses a multi-pronged digital approach, leveraging social media, influencers and online tutorials to boost visibility and consumer awareness.
- Strategic Salon and Stylist Partnerships: Nanokeratin System fosters relationships with salons and stylists, offering hands-on experience with the Relaminate series and enhancing brand credibility.



Conclusion

The Relaminate series by Nanokeratin System marks a significant milestone in the world of hair care technology. It achieves what many haircare lines aspire to. It addresses hair health at a molecular level, transforming it from within, and enabling the creation of diverse hair designs without compromising the integrity of the hair structure. Its formula repairs, strengthens, and revitalizes hair, making the hair not only appear healthier but also be truly healthier.

By harnessing the power of nanotechnology, Nanokeratin System offers unprecedented hair health and protection benefits. This innovative series of Relaminate is the embodiment of the idea that beauty does indeed start from within. It is a testament to company's commitment to offering technologically advanced solutions for hair health and beauty. Furthermore, the strategic branding and marketing efforts further ensure that this innovation is well communicated and reaches a wide customer base.



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