

CREA  
CON ESTILO  
Creating Style

**iyosei**  
PROFESSIONAL



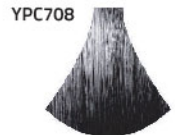
La expresión

DEL COLOR  
The Expression of Color

KERATIN  
ARGININE

PROFESSIONAL INNOVATIONS by IYOSEI®

**NATURALES**  
NATURALS



**1**  
NEGRO  
BLACK  
PRETO



**3**  
CASTAÑO OSCURO  
DARK BROWN  
CASTANHO ESCURO



**4**  
CASTAÑO  
BROWN  
CASTANHO



**5**  
CASTAÑO CLARO  
LIGHT BROWN  
CASTANHO CLARO



**6**  
RUBIO OSCURO  
DARK BLONDE  
LOURO OSCURO



**7**  
RUBIO  
BLONDE  
LOURO



**8**  
RUBIO CLARO  
LIGHT BLONDE  
LOURO CLARO



**9**  
RUBIO MUY CLARO  
VERY LIGHT BLONDE  
LOURO MUITO CLARO



**10**  
RUBIO EXTRA CLARO  
PLATINUM BLONDE  
LOURO PLATINADO

**CENIZAS**  
ASH



**5.1**  
CASTAÑO CLARO CENIZA  
ASH BROWN  
CASTANHO CLARO CINZA



**6.1**  
RUBIO OSCURO CENIZA  
ASH LIGHT BROWN  
LOURO OSCURO ACINZENTADO



**7.1**  
RUBIO CENIZA  
ASH DARK BLONDE  
LOURO ACINZENTADO



**8.1**  
RUBIO CLARO CENIZA  
ASH BLONDE  
LOURO CLARO ACINZENTADO



**9.1**  
RUBIO MUY CLARO CENIZA  
ASH LIGHT BLONDE  
LOURO MUITO CLARO ACINZENTADO



**6.11**  
RUBIO OSCURO CENIZA PROFUNDO  
DEEP ASH LIGHT BROWN  
LOURO OSCURO CINZA PROFUNDO



**7.11**  
RUBIO CENIZA PROFUNDO  
DEEP ASH DARK BLONDE  
LOURO CINZA PROFUNDO



**10.1**  
RUBIO EXTRA CLARO CENIZA  
ASH VERY LIGHT BLONDE  
LOURO CLARISSIMO ACINZENTADO



**5.12**  
CASTAÑO CLARO CENIZA IRISADO  
ASH IRISSEE BROWN  
CASTANHO CLARO COBRE IRISADO



**6.12**  
RUBIO OSCURO CENIZA IRISADO  
LIGHT ASH IRISSEE BROWN  
LOURO OSCURO CINZA IRISADO



**7.12**  
RUBIO CENIZA IRISADO  
DARK ASH IRISSEE BLONDE  
LOURO CINZA IRIZADO



**8.12**  
RUBIO CLARO CENIZA IRISADO  
ASH IRISSEE BLONDE  
LOURO CLARO CINZA IRISADO



**9.12**  
RUBIO MUY CLARO CENIZA IRISADO  
LIGHT ASH IRISSEE BLONDE  
LOURO MUITO CLARO CINZA IRIZADO

**COBRIZOS**  
COPPER



**5.4**  
CASTAÑO CLARO COBRIZO  
LIGHT COOPER BROWN  
CASTANHO CLARO COBRE



**7.44**  
RUBIO COBRE INTENSO  
INTENSE COOPER BLONDE  
LOURO MEDIO COBRE INTENSO



**6.34**  
RUBIO OSCURO DORADO COBRIZO  
COPPERY GOLD LIGHT BROWN  
LOURO OSCURO DOURADO A COBREADO



**8.34**  
RUBIO CLARO DORADO COBRIZO  
COPPERY GOLG BLONDE  
LOURO CLARO DOURADO A COBREADO

**MARRONES**  
CHOCOLATE



YPC722

**5.23**

CASTAÑO CLARO MALVA DORADO  
GOLDEN MALVE BROWN  
CASTANHO CLARO ACAJU DOURADO



YPC719

**5.73**

CASTAÑO CLARO MARRON DORADO  
GOLDEN CHESTNUT BROWN  
CASTANHO CLARO MARROM DOURADO



YPC723

**6.73**

RUBIO OSCURO MARRON DORADO  
GOLDEN CHESTNUT LIGHT BROWN  
LOURO ESCURO MARROM DOURADO



YPC724

**7.73**

RUBIO MARRON DORADO  
GOLDEN CHESTNUT DARK BLONDE  
LOURO MARROM DOURADO



YPC725

**8.73**

RUBIO CLARO MARRON DORADO  
GOLDEN CHESTNUT BLONDE  
LOURO CLARO MARROM DOURADO



YPC716

**5.74**

CASTAÑO CLARO MARRON COBRIZO  
COPPERY CHESTNUT BROWN  
CASTANHO CLARO MARROM ACOBREADO



YPC718

**7.74**

RUBIO MARRON COBRIZO  
COPPERY CHESTNUT DARK BLONDE  
LOURO MARROM ACOBREADO



YPC717

**6.41**

RUBIO OSCURO COBRE CENIZA  
COPPERY ASH LIGHT BROWN  
LOURO ESCURO ACOBREADO ACINZENTADO



YPC720

**6.7**

RUBIO OSCURO MARRON  
CHESTNUT LIGHT BROWN  
LOURO ESCURO MARROM



YPC721

**7.14**

RUBIO CENIZA COBRIZO  
COPPERY ASH DARK BLONDE  
LOURO ACINZENTADO ACOBRE

**DORADOS**  
GOLDEN



YPC731

**5.3**

CASTAÑO CLARO DORADO  
GOLDEN BROWN  
CASTANHO CLARO DOURADO



YPC732

**6.3**

RUBIO OSCURO DORADO  
GOLDEN LIGHT BROWN  
LOURO ESCURO DOURADO



YPC733

**7.3**

RUBIO DORADO  
GOLDEN DARK BLONDE  
LOURO DOURADO



YPC734

**8.3**

RUBIO CLARO DORADO  
GOLDEN BLONDE  
LOURO CLARO DOURADO



YPC735

**9.3**

RUBIO MUY CLARO DORADO  
GOLDEN LIGHT BLONDE  
LOURO MUITO CLARO DOURADO



YPC726

**6.13**

RUBIO OSCURO CENIZA DORADO  
GOLDEN ASH LIGHT BROWN  
LOURO ESCURO ACINZENTADO DOURADO



YPC727

**7.13**

RUBIO CENIZA DORADO  
GOLDEN ASH DARK BLONDE  
LOURO ACINZENTADO DOURADO



YPC728

**8.13**

RUBIO CLARO CENIZA DORADO  
GOLDEN ASH BLONDE  
LOURO CLARO CINZA DOURADO



YPC729

**9.13**

RUBIO MUY CLARO CENIZA DORADO  
GOLDEN ASH LIGHT BLONDE  
LOURO MUITO CLARO CINZA DOURADO



YPC730

**8.31**

RUBIO CLARO BEIGE DORADO  
GOLDEN BEIGE BROWN  
LOURO CLARO BEGE DOURADO

**SUPER ACLARANTES**  
SUPER BLEACHING



YPC747

**900S**

RUBIO ULTRA CLARO NATURAL  
ULTRA LIGHTEST NATURAL BLONDE  
LOURO ULTRA CLARO NATURAL



YPC749

**901S**

RUBIO ULTRA CLARO CENIZA  
ULTRA LIGHTEST ASH BLONDE  
LOURO ULTRA CLARO CINZA



YPC748

**902**

RUBIO ULTRA CLARO NACARADO  
ULTRA LIGHTEST PEARL BLONDE  
LOURO ULTRA CLARO PERLADO

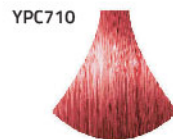
**ROJIZOS**  
REDS



YPC709

**5.60**

CASTAÑO CLARO ROJIZO INTENSO  
VERY LIGHT RED BROWN  
CASTANHO CLARO VERMELHO INTENSO



YPC710

**6.60**

RUBIO OSCURO ROJIZO INTENSO  
VERY LIGHT RED DARK BLONDE  
LOURO ESCURO VERMELHO INTENSO



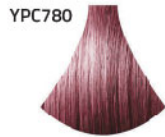
YPC711

**6.66**

RUBIO OSCURO ROJIZO PROFUNDO  
DEEP RED DARK BLONDE  
LOURO ESCURO VERMELHO PROFUNDO

**MALVAS / CAOBAS / VIOLETAS**

**MAHOGANY**



YPC780

**5.2**

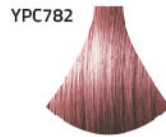
CASTAÑO CLARO MALVA  
MAUVE BROWN  
CASTANHO CLARO VIOLINO



YPC781

**6.2**

RUBIO OSCURO MALVA  
LIGHT MAUVE BROWN  
LOURO ESCURO VIOLINO



YPC782

**7.2**

RUBIO MALVA  
DARK MAUVE BLONDE  
LOURO VIOLINO



YPC783

**8.2**

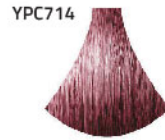
RUBIO CLARO MALVA  
MAUVE BLONDE  
LOURO CLARO VIOLINO



YPC784

**9.2**

RUBIO MUY CLARO MALVA  
LIGHT MAUVE BLONDE  
LOURO MUITO CLARO VIOLINE



YPC714

**5.20**

CASTAÑO CLARO MALVA INTENSO  
VERY MAUVE BROWN  
CASTANHO CLARO VIOLINE INTENSO



YPC786

**7.20**

RUBIO MALVA INTENSO  
INTENSE DARK MAUVE BLONDE  
LOURO VIOLINO INTENSO



YPC785

**10.2**

RUBIO EXTRA CLARO MALVA  
VERY LIGHT MAUVE BLONDE  
LOURO CLARÍSSIMO VIOLINO



YPC787

**5.21**

CASTAÑO CLARO MALVA CENIZA  
ASH MAUVE BROWN  
CASTANHO CLARO VIOLINE CINZA



YPC788

**6.21**

RUBIO OSCURO MALVA CENIZA  
ASH MAUVE LIGHT BROWN  
LOURO ESCURO VIOLINE CINZA



YPC789

**7.21**

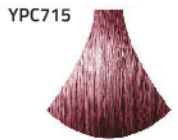
RUBIO MALVA CENIZA  
ASH MAUVE DARK BLONDE  
LOURO VIOLINE CINZA



YPC790

**8.21**

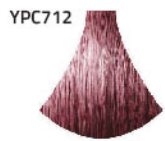
RUBIO CLARO MALVA CENIZA  
ASH MAUVE BLONDE  
LOURO CLARO VIOLINE CINZA



YPC715

**9.21**

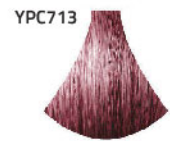
RUBIO MUY CLARO MALVA CENIZA  
ASH MAUVE LIGHT BLONDE  
LOURO MUITO CLARO VIOLINE CINZA



YPC712

**3.16**

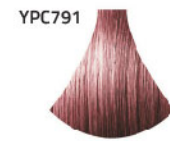
CASTAÑO OSCURO CENIZA ROJIZO  
ASH RED DARK BROWN  
CASTANHO ESCURO ACINZENTADO VERMELHO



YPC713

**4.51**

CASTAÑO CAOBA CENIZA  
MAHOGANY ASH DARK BROWN  
CASTANHO ACAJU CINZA



YPC791

**5.5**

CASTAÑO CLARO CAOBA  
LIGHT MAHOGANY BROWN  
CASTANHO CLARO ACAJU



YPC792

**6.5**

RUBIO OSCURO CAOBA  
DARK MAHOGANY BLONDE  
LOURO ESCURO ACAJU



YPC798

GRIS METÁLICO  
METALIC GREY  
CINZA METALICO



YPC799

ROSA METÁLICO  
METALIC PINK  
ROSA METALICO



YPC800

LAVANDA METÁLICO  
METALIC LAVENDER  
LAVANDA METALICO



YPC801

AZULINO METÁLICO  
METALIC BLUE  
AZUL METALICO



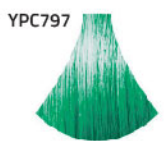
YPC795

AMARILLO  
YELLOW  
AMARELO



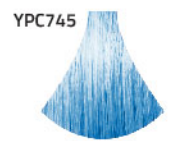
YPC746

ROJO  
RED  
VERMELHO



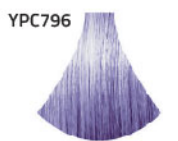
YPC797

VERDE  
GREEN  
VERDE



YPC745

AZUL  
BLUE  
AZUL



YPC796

VIOLETA  
VIOLET  
VIOLETA

**METALICOS**

**METALICS**

**CORRECTORES**

**COLOR INTENSIFIER**



# DEVELOPER CREAM

# DEVELOPER CREAM

Formulas developed to maximize the action of hair color and bleaching powder. Its delicate creamy texture makes it easy to mix and distribute through the hair. Especially recommended for use with **LUXURY COLORS** by **IYOSEI PROFESSIONAL®**.



**10 VOLUMES**  
1000 ml.

BOTTLE - COD. YPC756



**20 VOLUMES**  
1000 ml.

BOTTLE - COD. YPC757



**20 VOLUMES**  
90 ml.

BOTTLE - COD. YPC760



**30 VOLUMES**  
1000 ml.

BOTTLE - COD. YPC758



**40 VOLUMES**  
1000 ml.

BOTTLE - COD. YPC759

# BLEACH POWDER

Discoloration is the reduction of the concentration of hair color due to an action exerted on the pigments. The oxidant + the bleaching powder, in combination, release active oxygen that acts on the pigments, reducing their concentration and producing a lightening effect. **IYOSEI PROFESSIONAL® - LUXURY BLONDS** Bleaching Powder was specially developed to lighten all hair types. It achieves perfect and luminous blondes, allows you to obtain highlights, sun rays and medium discolorations, acting delicately on the hair pigments. It is indicated for obtaining very light or fantasy special colorations, transparencies, decapping, reflections, sweeps and gradients.



**BLEACH POWDER - WHITE**

500 grs. - DOY PACK - COD. YPC761



**BLEACH POWDER - BLUE**

500 grs. - DOY PACK - COD. YPC762



GUIDA AI COLORI

# COLOR CARE

# COLOR CARE

# LUXURY COLORS

## ACID SHAMPOO PH Neutralizer

PRO VITAMINA B5 - PH 3.5 - ACID

Ideal product to use during the first washes after coloring. Formula specially designed for hair whose PH has been altered by chemical treatments (dyes, perms, bleaching or straightening). **Restores the natural qualities of the hair, returning shine and silkiness.**

230 ml.

TUBE - COD. YPC773

1500 ml.

BOTTLE WITH DOSING VALVE - COD YPC765



## COLOR SHAMPOO WITH NEUTRAL PH

For dyed or damaged hair - PH NEUTRAL

Color treated hair requires specific care. The dyes alter the acidity of the hair, and it becomes porous. The balanced PH makes it a product with optimal results. **The action of Keratin proteins acts to provide the hair with all the necessary protection after coloring**, allowing it to last longer through washing.

230 ml.

TUBE - COD. YPC774

1500 ml.

BOTTLE WITH DOSING VALVE - COD. YPC767





# COLOR CARE

# LUXURY COLORS

## SUPER CONDITIONER

Damaged Hair with Post Color Damage

MAXIMUM SOFTNESS & SHINE - PROTEÍNAS DE KERATINA SULFATE FREE

Detangles and conditions leaving hair much more manageable and easier to comb. **Repairs hair and protects its elasticity, strengthening each fiber**, to prevent breakage, significantly reducing the percentage of brittle hair. **Nourishes and gives new life to the hair, providing looseness and movement.**

230 ml.

TUBE - COD. YPC775



## RESTRUCTURING MASK FOR DYED HAIR

Damaged or Post Color Hair

INTENSE RECOVERY AND RESTRUCTURING OF THE FIBER  
FLAX OIL + PRO KERATIN - ACID PH - SULFATE FREE

The restructuring treatment is an intensive repair process for all hair types. **Its effective formula with Flax Seed Oil + PRO KERATIN helps to deeply restructure, nourish and hydrate the hair fiber from within.** It produces an immediate effect on the external appearance of the hair, cauterizing the cuticle to result in flexibility and luminosity to the hair, also restoring health and vitality.

230 ml.

TUBE - COD. YPC776

1000 grs.

POT - COD. YPC769



# COLOR CARE

LUXURY  
COLORS

## 10 IN 1 INTENSIVE TREATMENT

Damaged or Post Color Hair

**Intensive treatment free of sulfates and parabens.** By applying a generous amount to damp hair and distributing it over the length and ends, after leaving it to act for 2 to 3 minutes, an effective contribution of shine and softness, **VITAMIN E**, hydration, reduction of chemical damage, detangling, repairing is produced. of hair cuticles, prevention of split ends, antioxidant, anti-frizz, enhances natural color.

**01. Shine and softness**

**02. Vitamin E**

**03. Hydration**

**04. Reduces chemical damage**

**05. Detangler**

**06. Hair cuticle repairer**

**07. Prevents split ends**

**08. Antioxidant**

**09. Anti-frizz**

**10. Enhance natural color**

230 ml.

TUBE - COD. YPC777



# MATIZER

## BLOND ART + VIOLET

### ANTI BRASS BLOND AND GRAY HAIR

YELLOWISH HIGHLIGHTS NEUTRALIZER

Products specifically formulated with violet pigments, ideal for neutralizing yellowish tones in blond and naturally white hair. Neutralizes yellow and orange highlights. Reconstructs, nourishes and stimulates hair fibers, providing healthy hair.

**ACTION=** Mattifying treatment for blond and bleached hair. **RESULT=** Color balance.



SHAMPOO BLOND ART  
230 ml.  
TUBE - COD. YPC770



MASK BLOND ART  
230 ml.  
TUBE - COD. YPC772



SHAMPOO SILVER ART  
230 ml.  
TUBE - COD. YPC771

## SILVER ART + GREY & WHITE

### MATTIFYING SHAMPOO FOR WHITES, GRAYS AND BLONDES.

YELLOWISH HIGHLIGHTS NEUTRALIZER

Shampoo specifically formulated to mattify yellowish tones in white, gray or blonde hair. Reconstructs, nourishes and stimulates hair fibers, providing healthy hair.

**ACTION=** Mattifying treatment for blond and bleached hair.

**RESULT=** Color balance.



**HAIR CARE**

**iyosei**  
PROFESSIONAL

## FORTIFYING ANTI-AGING SHAMPOO

Loss of capillary density

Shampoo developed to delay the hair loss process, with regular use it effectively delays the weakening process. It tones and strengthens the hair fiber and achieves a deep cleansing that oxygenates the hair bulb. Its formula based on **Urtica Dioica** thickens the hair fiber, strengthens the hair root and increases blood flow.

230 ml.

TUBE - COD. YPL200





# MOROCCAN OIL ARGAN

Argan oil repairs split and dry ends as it is super rich in nutrients and very moisturizing, thanks to the **VITAMINS A, C AND E**, it contains. Vitamin E, in particular, makes the hair look healthy, shiny and with movement. As it contains vitamins, minerals and fatty acids, it is highly beneficial for skin and hair. It prevents premature aging and repairs hair damage in just a few applications. **It provides intense moisture to the hair and relieves dry scalp, sealing in hydration and nourishment from roots to ends.**



## SHAMPOO ARGAN BIO ACTIVE

IYOSEI PROFESSIONAL® ARGAN OF MOROCCAN OIL Bio Active Shampoo restores life to your hair by strengthening and moisturizing it. Its anti-drying formula has ingredients that fight hair aging. The shampoo is free of sulfate, paraben and petrolatum.

230 ml. - TUBE - COD. YPA290

**SULFATE FREE - PARABEN FREE - PETROLATE FREE**



## MASK BIO ACTIVE

IYOSEI PROFESSIONAL® ARGAN OF MOROCCAN OIL Bio Active Mask acts deeply on the internal structure of the hair fiber, repairing and fortifying it from root to tip. Its anti-frizz conditioning restores life to the hair from the first application. The mask is free of sulfate, paraben and petrolatum.

230 ml. - TUBE - COD. YPA291

**SULFATE FREE - PETROLATE FREE**



## OIL ARGAN **COOMING SOON**

The Argan of Moroccan Oil by IYOSEI PROFESSIONAL®, is enriched with 5 precious oils including ARGAN "liquid gold" from Morocco that leaves your hair irresistibly soft to the touch and radiant. It instantly nourishes your hair without weighing it down, as it has a light texture.

50 ml. - TUBE

**SULFATE FREE - PARABEN FREE**



## SHOCK ARGAN BOOSTER **COOMING SOON**

The ampoule restructures the hair fiber, providing the lost material and filling in the micro-injuries of the damaged surface, improving its texture and appearance. It recovers **KERATIN** bonds, retains hair moisture and achieves a high shine index. It is a total hair renewal.

10 ml. - BLISTER - COD.



HAIR  
THERAPY +

**iyosei**  
PROFESSIONAL



Due to lack of nutrients, the scalp generates rough, dull and brittle hair. **This line of treatment products is extremely effective in restoring shine and natural texture to the hair in a short time.** They contain active ingredients of great affinity with the hair fiber. They include a high content of moisturizing agents that deeply moisturize the hair, thus regulating the level of hydration to restore the normal values that hair needs to look really beautiful and healthy. **COLLAGEN** and **KERATIN** help to restore the hair's natural flexibility, making it silky and natural.

## 31 SHAMPOO - KERATIN & COLLAGEN

HYDRATION  
Restructuring of the hair fiber

Deeply removes residues and prepares the hair for the intense reconstruction program. Its formula with **KERATIN** and **COLLAGEN** seals the cuticle and retains hair moisture, restoring shine and softness. **Salt-free product (CI Na).**

230 ml. - TUBE - COD. YPS900

1500 ml. - BOTTLE WITH DOSING VALVE - COD. YPS915



## 32 CONDITIONER - KERATIN & COLLAGEN

EXPRESS REPAIR + ELASTICITY  
Restructuring of the hair fiber

Lightweight express conditioning formula, a combination of **KERATIN** and **COLLAGEN** that reaches the core of damaged hair repairing it to restore its natural shine and elasticity.

230 ml. - TUBE - COD. YPS901

1500 ml. - BOTTLE WITH DOSING VALVE - COD. YPS916



## 33

**MASK - KERATIN & COLLAGEN**  
**RECONSTRUCTION + INTENSE NUTRITION**  
 Restructuring of the hair fiber

Its formula fortified with **KERATIN**, penetrates deeply into the three layers of the hair fiber, rebuilding it from the inside out. Collagen controls hydration, preventing frizz.

230 ml. - TUBE - COD. YPS902  
 1000 grs. - POT - COD. YPS917



## 34

**KERATIN SHOCK AMPOULE**  
**KERATIN BOOSTER**  
 Restructuring of the hair fiber

It **restructures the hair fiber**, providing lost matter and filling in micro lesions on the damaged surface, improving its texture and appearance. It reaches the cortex to recover keratin bonds weakened during chemical processes. **Retains the natural moisture of the hair**, to achieve a high shine index. Total renewal and strength for chemically treated hair.

10 ml. x 12 uni. - BLISTERS - COD. YPS907



## 38

### KERATIN PEARLS

45 SINGLE DOSE

Restructuring of the hair fiber

Recovers the hair's lost **KERATIN** in a deep hair restructuring, making it more flexible, with more movement and free of imperfections. **It is recommended to use 1 or 2 beads weekly for intensive repair.**

13 grs. x 45 uni. - CARMELERA - COD. YPS908



## 39

### COLLAGEN PEARLS

45 SINGLE DOSE

Restructuring of the hair fiber

**IYOSEI PROFESSIONAL® COLLAGEN** pearls retain the hair's natural moisture, preventing dryness and breakage. **They restore elasticity and balance the internal hydration levels of fragile hair** prone to premature aging. **Hydration + Tonicity + Silkiness + Elasticity + Shine**

13 grs. x 45 uni. - CARMELERA - COD. YPS909



## 40

### ARGININE PEARLS

45 SINGLE DOSE

Restructuring of the hair fiber

The new **IYOSEI PROFESSIONAL® COLOR** pearls concentrated with **ARGININE** protect, nourish and fortify hair weakened and vulnerable by chemical treatments. They prevent drying out, achieving an intense and bright color over time. **Nutrition + Strength + Vibrant Color + UVB Protection**

13 grs. x 45 uni. - CARMELERA - COD. YPS910





**MODELADO**

They define hairstyles while keeping hair soft and uniform. They allow movement to be preserved, maintaining the desired shape. Its light texture formulas provide a soft and long-lasting effect, leaving hair healthy and protected. They nourish and give flexibility, providing maximum softness. They instantly control static and split ends without weighing hair down. **They are super hydrating.** They achieve defined, disciplined and healthy hairstyles without hardening the hair.

## 01

**SOFT WAX**  
[RELAXING LOOK] - CLASSIC EFFECT  
Fixation and Shine

Dry modeling wax. Deconstructs and textures. **It allows you to define all types of hairstyles with high precision without greasing the hair.** Excellent for adding softness, shine and definition to all types of hairstyles. Ideal for medium-short hair. Frizz-free hair throughout the day. Transform your look with style. **More original and well-defined hairstyles.**

75 grs. - POT - COD. YPS920



## 05

**WET HAIR GEL**  
WET GLOSS EFFECT  
Soft Hold

Innovative gel to create long-lasting wet effect hairstyles. Hair will look extremely wet and fixed. Its formula is enriched with **PRO - VITAMIN B5** to provide health and strength to your hair. **Ideal for creating very straight styles or structuring tousled finishes.**

180 grs. - TUBE - COD. YPS970



## 08

**FIBER GUM**  
MEDIUM FIXATION  
Flexible Texture

Its innovative texture with fibers provides support and control in hairstyles. **Hair looks moisturized and flexible**, with natural feel and movement. Does not add extra weight to hair. **Waste free.**

150 grs. - POT - COD. YPS924

**LEAVE IN**



## 12

### CURLING CREAM

ELASTICITY + MOISTURE FOR CURLERS

Ultra Light Formula

Developed specifically for curly and wavy hair. Moisturizes, controls and defines **curls & coils** with a fantastic anti-frizz effect. Ultra light formula. Keeps curls more elastic and perfect throughout the day. **ANTI-FRIZZ**

200 ml. - CREAM - COD. YPS926

**LEAVE IN**

## 16

### COMBING SPRAY

ANTI FRIZZ + CONTROL

Active Shine + Restorative + Moisturizer

Its advanced, ultra-light formula instantly detangles hair, reducing breakage and eliminating frizz. **Repairs and protects hair, enhancing its shine** and highlighting its beauty. Control static. **Ideal for misaligned hair.**

200 ml. - SPRAY - COD. YPS950

**LEAVE IN**



Line of products that define and fix the hairstyle, without leaving residue. Its high-tech fixation is due to the selection of resins used to achieve its softening effect. Its formulation highlights the natural shine of the hair, leaving it docile and protected. In addition, they provide deep hydration, helping to avoid dryness problems.

## 02 HARD WAX [CREATIVE LOOK] - RIGID EFFECT Body and Texture

Gives body and texture. Model, sculpt and style your hairstyle. Allows you to create peaks and highlights without leaving residue. Ideal for medium short hair. Create an extreme and long-lasting style in modern hairstyles. Long-lasting guarantee.

Define your look without limits!

75 grs. - POT - COD. YPS921

## 07 STRONG HOLD GEL RIGID EFFECT Strong hold

Get long-lasting control for the most difficult-to-fix looks with the **IYOSEI PROFESSIONAL®** Rigid Effect Hair Gel. Its texture reinforced with fixing agents allows you to create extra rigid hairstyles for 24 hours. Its formula is enriched with **PRO-VITAMIN B5** to provide health and strength to your hair.

180 ml. - TUBE - COD. YPS971

## 10 FINISHING SPRAY [GRAVITY 0°] - LIQUID FIXATIVE SATIN SHINE + CONTROL Ultra thin

Ultra fine spray. Flexible fixation. Its exclusive formula contains active polymers that provide incomparable control and strong weather resistance. Provides **high drying speed and ultra shine**, preventing humidity and fighting frizz. Its holding power supports the most difficult styles to style.

200 ml. - SPRAY - COD. YPS973

**LEAVE IN**



## STRONG SHAPING + MODERATE CONTROL

# STYLING

# 17

### HAIR SPRAY

[GRAVITY 0°] - HAIRSTYLE FINISHER.

Strong hold

Quick-drying spray, controls and sets all types of looks. Provides healthy shine with a firm, flexible finish. Wide spray angle for uniform application. Protect your hairstyle from humidity. **It does not stick or stiffen the hair.** It perfectly maintains your hairstyle and leaves hair flexible and silky.

488 ml. - SPRAY - COD. YPS974



## EXTRA STRONG SHAPING + MAXIMUM CONTROL

# STYLING

It provides maximum fixation and ultra-resistant duration, exceeding the classic limits of fixation.

# 09

### CEMENT HAIR GEL

CEMENT EFFECT - Fix Power

Extreme Hold

This advanced formula provides an extra rigid hold ideal for designing, sculpting and setting the most defined styles. Product enriched with **PRO - VITAMIN B5** to provide health and strength to your hair. Dare to show off extreme hairstyles and unlimited looks!

150 grs. - POT - COD. YPS972





This complete line of products results from the harmonious fusion between technology and the most intelligent imagination to **create particular effects and fantastic textures that allow us to enjoy excellent results.**

## 03

**MATE WAX**  
Body and Texture

Extreme hold gel cement. This advanced formula provides an extra rigid hold **ideal for designing, sculpting and setting the most defined styles.** Product enriched with **VITAMIN B5** to provide health and strength to your hair. Dare to show off extreme hairstyles and unlimited looks.

75 grs. - POT - COD. YPS962



## 14

**VOLUMINIZING**  
CREAM TO GIVE VOLUME TO THE HAIR  
VOLUME + BODY + SOFTNESS + SHINE.  
Fine hair

Airy texture, provides extra volume, shine and softness to the hair, without making it greasy or drying it out. **Gives body to all types of hairstyles, without weighing hair down. Eliminates frizz.** Ideal for fine and weak hair. **Volume Expander.**

200 ml. - CREAM - COD. YPS960

**LEAVE IN**



## 15

**NOURISHING SERUM - [OLEO]**  
EXTREME LIGHTNESS + ULTRA SOFTNESS  
HYDRATION + REPAIR.  
Dull and very damaged hair

Nourishing serum with a shiny texture. It contains active ingredients that guarantee luminosity and extreme lightness. **Designed to nourish, hydrate and soften all hair types. Defines hairstyles, protects from heat and eliminates frizz.** Its light formula provides softness and control without weighing down the hair. **Non-greasy product.**

60 ml. - TUBE - COD. YPS906

**LEAVE IN**



## 18

### SILK THERMAL CREAM

THERMAL CREAM FOR STRAIGHTENING  
SILK SENSATION - CASHMERE - ANTIFRIZZ  
Hair subjected to thermal tools

Its innovative **Thermo - Activa** formula works simultaneously with heat straightening tools (Dryers and Irons), **achieving the desired straightness with maximum protection**. Proven to defend against damage and neutralize static.

200 ml. - CREAM - COD. YPS980

**LEAVE IN**



## 20

### MIRACULOUS HAIR SILK

ANTI FRIZZ + LEAVE IN  
Dry ends of hair

Instantly corrects critical imperfections in dry and damaged hair, giving it an ultra-soft, smooth and radiant texture. **Returns the natural moisture that hair loses due to blow drying and the stress of daily styling**. Achieves a perfect, extra satin finish.

50 ml. - TUBE - COD. YPS904

**LEAVE IN**



## 21

### SPLIT ENDS OIL

CUTICLE SEALANT  
NUTRITION + REPAIR  
Hair with dry or split ends

**Instant, repairing and smoothing treatment for dry and split ends**. Repairs split ends and seals the cuticle, **controlling hair dehydration and preventing the appearance of split ends**. Silky and ultra light texture, non-greasy. **Eliminates Frizz**.

30 ml. - OIL - COD. YPS905

**LEAVE IN**





BARBER

**iyosei**  
PROFESSIONAL

# BARBER LINE



## MOUSTACH POMADE

BEARD & MUSTACHE - HYDRATION AND MODELING

Traditional formula that **hydrates and models the beard and mustache**, thus achieving a uniform appearance. Provides a soft hold and a natural finish. **Does not grease.**

75 grs. - POT - COD. YPB931

## BEAR & MOUSTACH OIL

BEARD & MUSTACHE - 100% VEGETABLE OIL - VEGAN SUITABLE

Moisturizing oil with macadamia oil, almond oil, jojoba oil and avocado oil. 100% vegetable. Developed and formulated to achieve **greater moisture in both the beard and mustache**, leaving a feeling of softness and a pleasant fragrance.

15 ml. - TUBE - COD. YPB932

LEAVE IN



## SHAVE GEL

BEARD & MUSTACHE - MOISTURIZING EFFECT

The ideal ally to create precise and millimetric beard and mustache designs, with a razor and effortlessly. **Moisturizing formula that cares for the skin and keeps it soft and firm.**

150 grs. - TUBE - COD. YPB930

## AFTER SHAVE

BEARD & MUSTACHE - REFRESHING BALM

Designed to help skin regeneration naturally after shaving. Moisturizes, refreshes, softens, nourishes the skin and leaves a great feeling of freshness and well-being

150 grs. - TUBE - COD. YPB933

LEAVE IN





COMPLEMENTOS  
**ACCESSORIES**

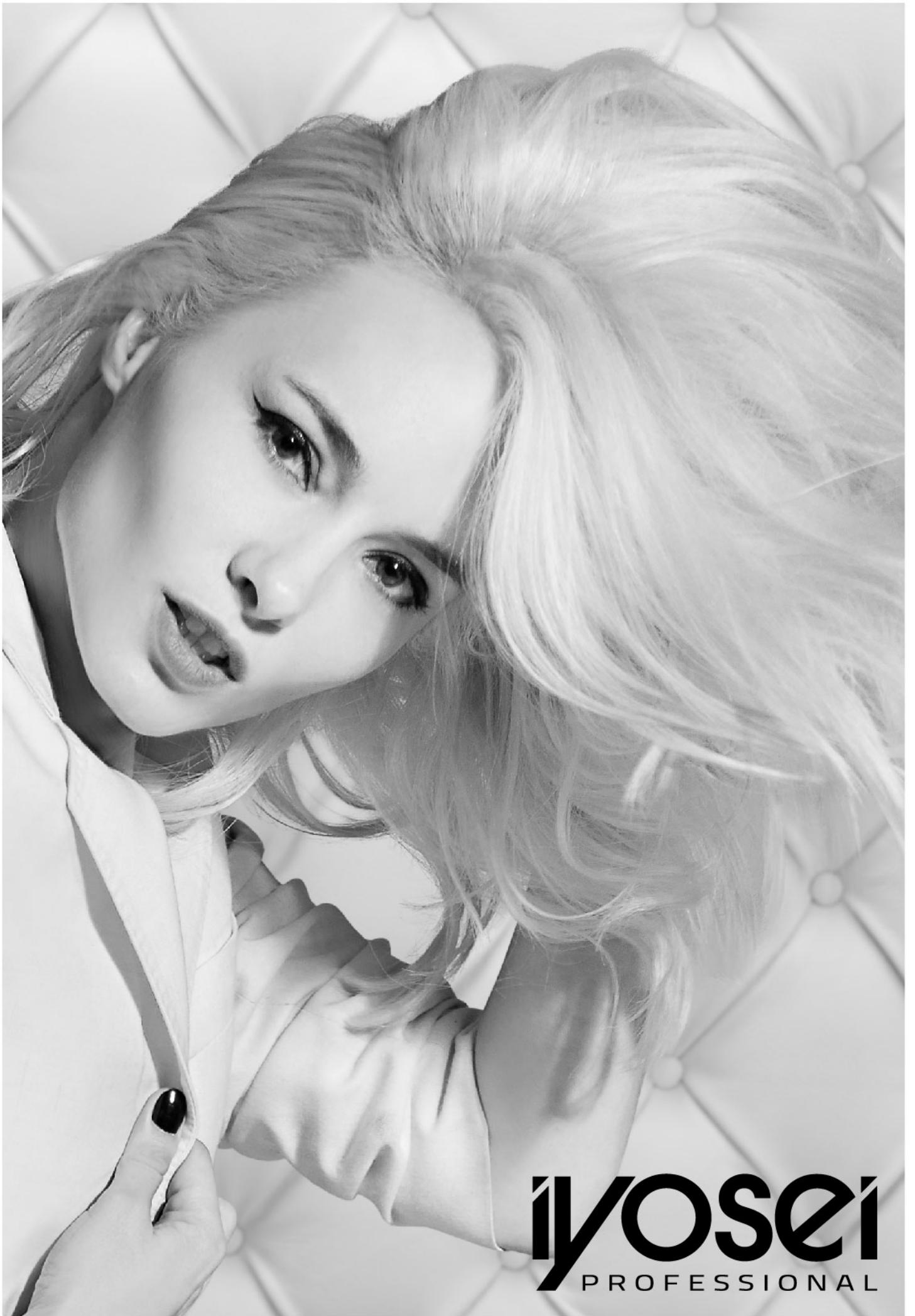
## TOOLS FOR CUTTING AND STYLING



**CUTTING LAYER**  
Material PVC  
COD. YPO345



**APRON COLORING**  
PVC - Coloristic Use  
COD. YPO344



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