

INOVATE YOURSELF

INOV  
A  
PROFESSIONAL

# ABOUT US

We all love how keratin treatments work miracles to tame client's unruly locks, but wouldn't it be great if there were a way to extend the life of the treatment and improve the health of our client's hair?

Innovative senior hairstylists New York City salon owners Simon Aminov and Daniel Babishov figured out how to do just that. The pair came together to create Inova Professional, a company dedicated to rebuilding damaged hair and restoring it to maximum health. The result is a revolutionary line of products.



# THE POWER OF KERATIN

Our Pure Keratin Treatment uses revolutionary hair smoothing technology formulated with nano-molecules of keratin, amino acids, collagen, fruits and mineral oil to repair various types of damage from chemical treatments, heat styling, or naturally frizzy hair. Once heat is applied, the hair is transformed from dull, dry, tangled, and frizzy into healthy, smooth, and brilliantly shiny hair.



## PURE KERATIN CLARIFYING SHAMPOO

Deeply cleanses the hair and scalp of everyday build-up while opening up the cuticles to promote deeper penetration of any hair treatment. Clarifying Shampoo is specially formulated for use in the preparation of chemical treatments and should not be used to shampoo hair after treatment.

## ORGANIC ONE-STEP KERA-QUIK KERATIN TREATMENT

A shampoo-in organic smoothing treatment that uses a mixture of organic acids to achieve straightening through interaction with a flat iron. No formaldehyde, no chemicals, and no parabens. Uses half the amount of products other treatments, takes half the time, and is 100% safe for everyone. No gloves, no mask, no fumes!



## PURE KERATIN 24 HOUR GOLD KERATIN TREATMENT

An easy and fast treatment. When speed is a factor, this treatment is convenient for the customer by being readily available to be washed out after only 24 hours.

## PURE KERATIN ULTRA HAIR SMOOTHING TREATMENT

An easy and fast treatment. When speed is a factor, this treatment is convenient for the customer by being readily available to be washed out after only 72 hours.

# REPAIR & RESTORE TREATMENT SERIES

## INTENSE REPAIR MIRACLE MASK

Our Repair & Rejuvenate Deep Conditioning Hair Mask fixes damaged hair using nanotechnology; closes cuticles to protect and coat the hair, quickly repairs split-ends and chemically damaged hair white simultaneously detangling and improving manageability.

Formulated with keratin and silk proteins to provide intense nourishment and hydration, it protects hair during thermal styling while retaining smoothness and shine. Hair will be healthier, luxurious, and manageable.

## PRO-FUSION THERAPY

The Pro-Fusion Therapy fuses liquid keratin proteins and liquid collagen to create an intensive restoration treatment for extremely weak, over-processed, severely damaged, and chemically treated hair.

Restores keratin that becomes depleted through heat styling and chemical treatments and seals the hair cuticle with collagen to create a shield against frizz and humidity. After just one treatment, hair restores its luster and texture and transforms into luxuriously soft, easy to manage, shiny hair.



## **SILK KERATIN SMOOTH PROTECTION**

Sulfate-Free Shampoo gently cleanses hair of everyday build-up without stripping away treatment and infuses hair with strengthening keratin, nourishing coconut oil, and Vitamin-C. With use, hair feels smoother and is conditioned for increased manageability and shine.

## **SILK KERATIN SMOOTH HYDRATION**

Nourishes and moisturizes hair without disturbing any treatment. Hair is infused with strengthening keratin and silk proteins which instantly smooth frizz, de-tangle and increase shine.

## **SILK KERATIN THE MIRACLE MASK**

Our Miracle Mask is formulated with avocado oil, keratin protein, silk protein and white carnation oil to provide intensive nourishment and hydration. The Miracle Mask repairs splits-ends and other symptoms of dry, weak and damaged hair, while simultaneously de-tangling and improving manageability. Hair will be healthier, luxuriously smooth and brilliantly shining.

## **SILK KERATIN SHEER MAGIC**

Combines an ultra-conditioning leave-in treatment with a smooth styling product for the ultimate style preparation. Our blend of keratin and amino acids infuses hair with moisture and produce a strengthening barrier that blocks out humidity while locking in essential nutrients. Hair is nourished and easier to manage, style lasts longer, and hair feels luxuriously soft and silky smooth with luminescent shine.

## **SILK KERATIN PURE SHINE**

A luxurious blend of protein-rich keratin and silk with conditioning cocoa, the finishing touch to seal and shine any style. Hair is treated with a non-greasy protective barrier that blocks out humidity and other environmental elements. Hair will feel wonderfully soft, silky-smooth and will beam with reflective shine.

## **KERATIN COLOR REVIVE & ENHANCE**

FOR 4 DIFFERENT HAIR COLORS:  
**BLACK | BROWN | RED | SHIMMER**

## **COLOR DEPOSIT SULFATE-FREE SHAMPOO**

A Triple-Action Shampoo that is Sulfate Free, Keratin enriched, and color depositing and protecting. This uniquely developed Sulfate Free shampoo cleanses in a gentle way, while the color deposit ingredients eliminate hair color fading.

## **COLOR DEPOSIT CONDITIONER**

Your hair will love Inova Professional's new conditioner, which deposits and protects color while de-tangling and de-frizzing your hair.

## **COLOR DEPOSIT THE MIRACLE MASK**

Repair & Rejuvenate - Deep Conditioning Mask  
Inova Professional's therapeutic, the color-depositing mask uses advanced nano-technology to penetrate and nourish hair down to the cellular level.

# STYLE & VOLUME SERIES

## BOOST IT UP | ROOT BOOST

The perfect solution when your hair needs a lift. This product is easy to apply and will give your hair the lift and body that you desire.

## VOLUME IT UP | VOLUMIZING MOUSSE

Give your hair an effortless boost of volume. This lightly fragranced volumizing hair mousse is guaranteed to give your hair some lift.



## LOAD & FLEX | FINISHING HAIRSPRAY

Seals out humidity, eliminate frizz and flyaways. Leaves your hair feeling flexible with a glowing firm finish that lasts all day long.

## LOAD & HOLD | FIRM-HOLD HAIRSPRAY

For all hair types, helps prevent frizz and keeps hair in place all day long. Look fabulous longer with this non-sticking, frizz-fighting, weightless finishing spray.

## TOUCH CLEAN & GO | DRY SHAMPOO

Exhilaratingly refreshes while lusciously enriching hair. Our Dry Shampoo will give your hair the boost you desire and will leave hair oil-free and gorgeously full of volume.



# TITANIUM ULTRA PRO FLAT IRONS (1/1.75/DUAL)

STRAIGHTENS, SMOOTHES, CURLS &  
FLIPS ALL HAIR LENGTHS AND TEXTURES

- Digital, adjustable temperature 122–455F (50–230C). The ideal heat for sealing thermo-reconditioning treatments.
- Rapid heat plates, 60-minute automatic shut off.
- Lightweight and ergonomically designed. 360 swivel cord for flexibility and movement.
- Solid Nano-Titanium plates ensure even heat distribution and glide through hair without pulling.
- Negative ions smooth and close the cuticle, sealing in hair's original moisture and eliminates static electricity.
- Infrared heat heats hair evenly inside and out to reduce styling time.
- Available Worldwide.

