



Your hair,
Your way
No limits

INNOLUXE

Express yourself

*Vibrant colour and gutsy style? Or healthy, shiny hair?
You can't have both, can you?*

INNOLuxe makes compromise a distant memory, so you can go as creative with your hair as you like.

Our seriously game-changing Advanced AminoBond Technology rebuilds hair from the inside, so you can see and feel the difference on the outside.

Do whatever you want with your hair, confident that it's fabulously healthy.

*Strong, soft, shiny hair =
Healthy hair = Hair goals*



We've got *science* on our side

Healthy hair can be over 90% protein. INNOluxe's Advanced AminoBond Technology uses a powerful infusion of amino acids (the building blocks of proteins) to build a superstrong network of protein bonds to feed your hair with exactly what it needs to be healthy, strong and shiny.

And just to make it EVEN better, we top it all off by creating a deeply conditioning shield that nourishes and protects every strand.

The result?

Hair that's unbelievably strong, silky-soft and super-shiny, however you choose to wear it!





Colour damage?

We're so over it

You should be too...

INNOLuxe is a game-changer.

Used with your colour, INNOLuxe revives and renews your hair, rebuilding bonds deep inside each strand.





Along the way, it adds even more strength and elasticity, as well as resistance to heat and other stresses.

Your hair will look thick, feel sumptuous and be super-shiny

You're welcome.

Damaged hair in the
depths of despair?

INNOluxe's Stand-Alone treatment is your best friend if you want to breathe life back into dry or damaged locks

It creates incredible repair and shine on all types of hair – even on hair that's never been coloured.

*Plus the whole experience is relaxing
and oh-so indulgent.*





CRUELTY FREE
RECYCLE WITH CAP

V3

FOAM

MNOluxe

500ml e 16.9 fl.oz.

BALANCE PLUS
MNOluxe
500ml e 16.9 fl.oz.

PLATINUM

VEGAN
CRUELTY FREE
RECYCLE WITH CAP

And it doesn't stop there...

INNOLuxe also works wonders with other chemical services.

It's...

Amazing at rebuilding the hair's structure and enhancing keratin treatments.

Fabulous at repairing hair when it's used with relaxers, reversing the damage that straightening can cause.

Ridiculously good at boosting curl retention and energy to perms, and even makes perms possible for people with damaged or weak hair!

Impressive, right?



Everybody loves Elixir

*Elixir contains our **Advanced AminoBond Technology** and works as a top-up leave-in treatment, rebuilding your hair to create ongoing permanent repair between appointments.*

It's a real game-changer for anyone who wants to grow their hair – enjoy the strength, shine and silky softness of INNOluxe every single day!

***Top tip:** Use a couple of pumps on wet hair before styling, or a few more on dry hair through the day or 3-4 drops overnight. You'll be amazed by the results!*



VITAMIN

CLEAN

RECYCLED

V3

ELIXIR

molecule

100ml e 3.3 fl.oz.

#SAVED:

Self-care for you hair

*A cleansing ritual that locks in your colour for longer and makes your hair look and feel **in-cred-ible**. Try it and you'll see what we mean.*

#SAVED

Shampoo

enhances your colour, nourishes, strengthens and leaves your hair shiny and silky.

***Oh and naturally,
it's free of sodium chloride
and sulphates.***

#SAVED

Conditioner

is the helping hand coloured hair is crying out for. It keeps your colour rich, conditions, detangles and adds even more shine.

#SAVED

Mask

is a bit extra. Extra nourishing. Extra clever at boosting colour. And extra good at adding the shine and softness that tell you your hair is healthy and nourished.



PLATINUM:

Designed with cool blondes in mind

*Colour technology that keeps blonde, ash, grey and white tones chilled? **Check.** Deeply nourishing and conditioning? **Check.** We've got you covered.*

PLATINUM *Shampoo's*

purple pigments cool off yellow tones. Free of sodium chloride and sulphates, the shampoo also strengthens, hydrates, thickens and boosts shine!

#PLATINUM *Conditioner's*

violet tones neutralise pesky yellow pigments, while its lightweight formula nourishes, strengthens, moisturises and builds shine.

#PLATINUM *Mask*

is our sumptuous, deep blue showstopper! This is a deeply nourishing, mud-like treatment that enhances and seals in goodness, as well as neutralising lingering deep yellow and orange pigments.



CALM DOWN:

Flakey, dry scalps, meet your match with the Calm Down range.

Our unique formula with their anti-inflammatory, anti-bacterial and anti-fungal properties goes beyond cleansing, leaving scalps clean, flake free, calmer and stronger than ever.

CALM DOWN Shampoo

Combat hair frustrations with Calm Down Shampoo. Going beyond cleansing ,your scalp won't only be left clean and flake-free, but your hair will also be nourished and calmer ensuring a total hair transformation.

CALM DOWN Conditioner

Plunge intense hydration deep into every strand, providing not only a soothed and invigorated scalp, but hair that's insanely silky and shiny inside and out.

CALM DOWN Mask

Let your clients walk away with a scalp that's not just refreshed but infused with freshness, but also hair that's wrapped in deep hydration and radiating health.



**CALM
DOWN**

SHAMPOO
SCALP CARE/ITRIT/BIODOL/AMINO

Nioxin
250ml e 8.4fl.oz.

**CALM
DOWN**

CONDITIONER
SCALP CARE/ITRIT/BIODOL/AMINO

Nioxin
200ml e 7.0fl.oz.

**CALM
DOWN**

SCALP CARE/ITRIT/BIODOL/AMINO

Nioxin
200ml e 7.0fl.oz.



Queen of colour

Sophia Hilton

Queen of Colour, founder of the **amazing**
Not Another Salon, educator, TV personality,
winner of the Creative Head Legend Award...
and INNOLuxe Brand Ambassador!

Nobody understands healthy, coloured hair quite
like Sophia.

*"I've always had a saying with my clients,
it's hair health first, colour after.*

*So I will always put condition as more im-
portant than the tone I create.*

*INNOLuxe means that I can look after both,
so it's a dream."*

@hiltonsophia @notanothersalon

It's time to
show off...

Go on, you know
you want to.

Show us your style

 @innoluxe

 @innoluxe

 @innoluxeuk

#innolove



*Push the boundaries of colour
and style with INNOLuxe.*

The only limit is your imagination.

INNOLuxe



www.innoluxe.com