



Discover the secrets of natural Brazilian beauty with **Novex**, the #1 selling keratin product line in Brazil. **Novex** is a deep conditioning system developed to treat the hair and restore shine and smoothness. **Novex** can be used on ALL hair types as it is based on Brazilian women who come in all colors and forms. **Novex** is consumer friendly and easily used at home. It does not take out curls or waves and simply defrizzes the hair for ultimate shine and silkiness. **Novex** is one of the only keratin companies available in the US that is Brazilian owned and manufactured. To accommodate every hair type, **Novex** is available in six Vitamin E enriched formulas: *Brazilian Keratin*, *Olive Oil*, *Argan Oil*, *Bamboo*, *My Curls* and *Coconut Oil*.

***Brazilian Keratin*** (Smoothing and Deep Repair)

Keratin is the primary protein found in hair particles and is essential for healthy hair. However, 70-80% of the keratin in hair is lost due to blow drying, curling irons, straighteners, sun rays, excessive heat and dryness and other harmful chemicals. Keratin reinforces the structure of the hair and results in shiny, soft hair with natural movement.

***Olive Oil*** (Deep Hydration)

With an innovative formula using the finest Portuguese Olive Oil, **Novex Olive Oil** treats dry hair by giving deep hydration and protection. Ideal for curly and wavy hair, the family of Olive Oil Shampoo and Conditioning Treatments will provide all day shine, protection and life into curls.

***Argan Oil*** (Frizz Control)

Enriched with pure Argan Oil from Morocco, **Novex Argan Oil** is full of powerful moisture and natural antioxidants for the hair. Ideal for straight hair and extensions, **Novex Argan Oil** repairs damages on the cellular membrane of the hair particles, increasing the strength of the capillary fiber and restoring shine and smoothness on hair. Split ends are reversed and hair is no longer frizzy, dry or dull.

***Bamboo*** (Hair Growth and Strength)

With super concentrated actives from Bamboo and enriched with a mixture of amino acids, minerals and Vitamins A, B and C, **Novex Bamboo** is ideal for broken/weak hair that needs an extra dose of strength and growth. The shampoo and conditioning treatments are specifically developed to naturally strengthen the hair and stimulate the roots for growth.

***Coconut Oil*** (Nourishment & Silkiness)

These products are enriched with the purest Coconut Oil from Brazil and Vitamin E, resulting in an intense treatment to repair dry and undisciplined hair. It restores shine and prolongs a smoother and straight effect on the hair.

***My Curls*** (Curls & Hydration)

**Novex My Curls** is specially created to take curls and give them movement and lots of hydration. Since curly hair requires a lot of moisture, **Novex** combined 7 hydrating oils into the **My Curls** products. These include Olive, Argan,

Ojon, Monoi, Coconut, Shea Butter and Moringa Oils. This special mix of oils will bring curly hair intense hydration, nutrition, anti-frizz and spectacular shine. Cranberry, the small but powerful fruit, also helps shape the curls perfectly while maintaining shine.

***Mystic Black***

**Novex's Mystic Black** collection contains intense, hydrated oil from the seed of the Baobab Tree which originated in Africa. The new extreme treatment from Novex helps to prevent dryness and brittleness. The Baobab seed is a soothing and rich element from Africa that is rich in Vitamin A, C, D and E. It also has omega 3, 6 and 9. These vitamins combined with Novex technology protects the hair from split ends, prevents frizz and adds an intense hydration.

For more information on **Novex** visit [www.novexhaircare.com](http://www.novexhaircare.com).

For press information on **Novex**, please contact Susan Small of Bella Public Relations, Inc. 212.868.8183 – [s.small@bellapr.com](mailto:s.small@bellapr.com)