

THE FOUNDATION OF BEAUTIFUL BUSINESS



Kebelo[®]
SYSTEM

The foundation of beautiful hair

THE FOUNDATION OF BEAUTIFUL HAIR

info@kebelo.com www.kebelo.com

KEBELO SYSTEM®: THE SECRET TO LONG-LASTING HAPPINESS

We know how stressful bad hair days can be for your clients.

We know how years of heat styling and colouring can leave it prone to frizzing.

We know how much time and effort they put into keeping their hair beautiful.

And we know how much time and effort you put into making your salon successful.

That's why we created Kebelo System®.

It's an intense, single salon treatment and aftercare programme that nourishes cuticles, replenishes natural proteins and revitalises hair from the inside.

The result is beautifully shiny, conditioned, frizz-free, easy-to-manage hair that lasts for up to 100 days.

Kebelo System® represents the next generation of smoothing system and a major step forward from the Brazilian Keratin products currently available across the world.

Born from in-depth research, it's been formulated and tested over the last 18 months in leading laboratories in Brazil and the UK, to offer a new level of performance and safety for you and your clients, and a new level of profit for you and your salon.

*It's the end of frizz,
it's the beginning of shine;
it's the foundation of beautiful hair.*



MASSIVE DEMAND, MASSIVE CONFUSION

Over the last year there's been an explosion of Keratin products in the UK's salons.

More and more brands are jumping on the bandwagon. More and more clients are demanding a 'Brazilian' or 'Permanent Blow-dry.' But this has only led to more and more confusion.

Research with industry professionals and consumers found that there was plenty of demand for the results, but little consistency when it came to messaging, pricing and safety among existing brands.

'PERMANENT
BLOW-DRY' ?

'BRAZILIAN' ?

THE PERFECT SOLUTION FOR YOUR CLIENTS AND YOUR BUSINESS

Kebelo System® is the perfect answer to all this confusion. It's been specially formulated and designed to help salons and customers achieve the hair they've always dreamed of with the maximum amount of knowledge and safety. It's part of our commitment towards making the industry more professional through:

- Education and face-to-face training for stylists
- Beautiful, premium design and packaging
- Ethically-sourced products that are formaldehyde-free

With the right training, the right education, the right marketing, and the right product, we know we can help you capitalise on this growing market, giving your clients added confidence and your salon added business.



100 DAYS, 3 SIMPLE STEPS

Kebelo System® uses a unique three-step process to restore your clients' hair to its optimum, conditioned look and feel, and keep it that way for as long as possible afterwards – up to 100 days of gloriously smooth and shiny hair. That's a lot of stress-free, frizz-free, care-free days.



STEP 1: CLEANSE

Kebelo Clarifying Shampoo
1 Litre/ 35.19fl.oz bottle

Kebelo Clarifying Shampoo prepares your clients' hair for the Kebelo Treatment. The gentle, balanced formula removes build-up and fully opens the cuticles to allow the treatment to penetrate deep into the core of the hair.

STEP 2: TREATMENT

Kebelo Treatment
60ml/ 2fl.oz individual tubes for each application



Formulated specially for professional salon application, Kebelo Treatment is rich in botanical proteins and amino acids that are absorbed deep into the cuticle layer, reinforcing each strand and building the foundation for healthier hair. The treatment is locked in through heat sealing, preventing atmospheric moisture from affecting the hair and leaving it silky smooth, shiny and frizz-free.

Whilst other treatments can take up to three days to take full effect, Kebelo System® is completed in one single salon session, so your clients can stand out the moment they step out of your salon.



STEP 3: MAINTAIN

Kebelo System® offers two specially formulated aftercare ranges depending on your hair type, consisting of Shampoo, Conditioner and weekly Masque.

Enriching Aftercare – retains essential moisture in naturally dry hair.

Revitalising Aftercare – balances moisture levels in naturally oily hair.

Both ranges are 100% free from parabens and SLS, ensuring your clients' hair stays smooth, glossy and frizz-free for even longer.



Kebelo Enriching Shampoo

250ml/ 8.5fl.oz tubes

Gently cleanses and hydrates each strand leaving it gloriously clean, smooth and glossy day after day.



Kebelo Enriching Conditioner

250ml/ 8.5fl.oz tubes

Specially formulated to maintain the beauty of your hair, softening and detangling with pure wheat protein complex, leaving hair incredibly smooth and silky day after day.



Kebelo Enriching Masque

100ml/ 3.5fl.oz tubes

An intensive weekly treatment that mimics your scalp's natural oils, leaving hair deeply nourished and smooth day after day.



Kebelo Revitalising Shampoo

250ml/ 8.5fl.oz tubes

Gently nourishes your scalp and leaves hair gloriously soft day after day. Recommended for use 2-3 times a week.



Kebelo Revitalising Conditioner

250ml/ 8.5fl.oz tubes

Specially formulated to maintain the beauty of your hair, gently replenishing each strand with hydrolysed wheat, soy and jojoba proteins, and leaving it full of natural body and shine day after day.



Kebelo Revitalising Masque

100ml/ 3.5fl.oz tubes

An intensive weekly masque that's specially formulated to deeply nourish your scalp and leave hair with amazing shine and added lustre.

