



  
**Floractive**  
Professional

**"Floractive Revealing The  
Beauty That Exists In You."**





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*Who are we?*

*Floractive is a dream project of its Presidents, Jane Sarrasi and Wilson de Oliveira, which is established to provide efficient products with maximum safety for both, the Professional and the end customers. Since 2011 floractive has been innovating products containing natural actives from Brazil and worldwide Flora, combining technology and nature to formulate high standard products specially curated for your gorgeous tresses.*





# W One Premium Nanoplastia

Premium  
Rápida Aplicação  
Faster Application

Com Exclusivo  
Intracelular Nutrition  
With Exclusive  
Intracelular Nutrition

Ozone Protein+Óleo de Coco  
Ozone Protein+Coconut Oil

Professional

1L  
e33.8 fl. oz.

# WOne Premium Nanoplastia

*About the product :* It is a product enriched with hydrolyzed Keratin essential amino acids hydrolyzed wheat protein and the Exclusive Ozone protein plus coconut oil treatment, enhancing the absorption and hydration aiding in the reconstruction of hair fibre leaving hair Straight, Shiny and with no frizz. It's blend of organic acids have been perfectly balanced to give 100% straight result on the toughest type of hair.

*About the Treatment :* Nanoplastia is an innovative hair restoration treatment. It is an effective method of straightening that provides a healthy appearance. The formulas for this procedure are rich with amino acids, which, under the action of temperature, penetrate the cortical layer of the hair. Therefore, the structure of the hair becomes strong.

*USP :* 1. No cleansing shampoo required. 2. One Step Hair Reconstructor.  
3. Nanoplastia Technology. 4. Intra-cellular repair.

## *Procedure :*

- Consultation & Diagnosis.
- Wash the hair only if the hair is greasy, oily or any styling product has been used, rinse with water and 100% dry.
- Moist the hair with Serum Illuminador, only in chemical treated/ colored/ sensitized hair. don't use on healthy/ virgin hair.
- Apply W-One treatment leaving 1" from the roots. Take 40 ml of treatment & start with nape area. [Dab – Dab – Smooth Method].
- Let the product saturate for 60 to 90 minutes, according to hair texture.
- Rinse 10% of the product at backwash.
- Moist the hair with Serum Illuminador, only in chemical treated/ colored/ sensitized hair. don't use on healthy/ virgin hair.
- Blow-dry the hair 100%. [medium heat only].
- Iron the hair 15 to 20 times, taking thin sections; from roots to ends.  
[Healthy/Virgin/Curly/ Resistant Hair - 230 °C - 210 °C]  
[Wavy/Coloured/Normal hair - 210 °C - 190 °C]  
[Sensitized/ Chemical-treated/ Damaged hair - 190 °C - 170 °C]
- Leave for 5 minutes. Let the hair come to room temperature.
- Rinse the hair, treat the hair with Marroco Gold Plus Mask, keep for 15 minutes & rinse.
- Blow-dry as desired.  
[On Healthy/ Virgin/ Curly hair Its advisable to wash on next day]



  
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## WOne Shampoo



**WOne Shampoo :** This is a mild surfactant shampoo which contains Active Amazon, a healing derivative from Brazilian palm trees, which cleanse & hydrates the hair with every wash.

### **Procedure :**

- Rinse your hair thoroughly.
- Squeeze out the shampoo on your palm.
- Emulsify the shampoo on your scalp.
- Massage your scalp with the tips of your fingers, till you get a soft, creamy lather.
- Work your way down to the middle and ends of the hair strand, and distribute the lather evenly.
- Rinse out and ensure the product is washed.

  
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## W One Conditioner



**W One Conditioner:** This miracle treatment-based conditioner contains goodness of Active Amazon & richness of coconut oil derivative, which allows nourishment to the hair, along with providing shine, softness and vitality to the hair.

### Procedure :

- Wash your hair with W One shampoo.
- Massage your scalp with the lather and distribute the lather all over the hair.
- Rinse out the shampoo and ensure the product is washed.
- Squeeze out W One Conditioner on your palm.
- Distribute the conditioner evenly on damp hair.
- Comb your hair to ensure the conditioner is evenly saturated in the hair.
- Let the hair rest for 2 minutes.
- Rinse out excess conditioner and towel dry.
- Style as desired. You can dry the hair with a blow-dryer also.





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**ew**  
two  
plex

**Rápida Aplicação**  
Faster Application

Proteção da Cor  
e Fibra Capilar  
Color Protection  
and Hair Fiber

Nanoplastia  
Nanoplasty

**Professional**

**1L**  
e 33.8 fl. oz.

# W Two Plex

*About the product:* Enriched with Ojon oil combined with the Plex Technological system and enhances the absorption and hydration aiding in the reconstruction of hair fibre resulting in straight Shiny and frizz-free hair. The powerful action of the violet pigment nanoparticles neutralizes the unwanted nuance in blonde hair.

*About the treatment:* Treatment with Nano Technology specially formulated for blonde hair. Its nano particles enter the strand of hair without having to open the cuticles with any anti-residue shampoo. In this way the treatment becomes practical, fast and efficient, reducing frizz without damaging the hair.

*USP:* 1. No cleansing shampoo required. 2. One Step Hair Reconstructor.  
3. Intra cellular repair 4. Violet based pigments.

## *Procedure :*

- Consultation & Diagnosis.
- Wash the hair only if the hair is greasy, oily or any styling product, rinse with water and 100% dry.
- Mist the hair with Serum Illuminador, only in chemical treated/ colored/ sensitized hair. don't use on healthy/ virgin hair.
- Apply W-two treatment leaving 1" from the roots. Take 40 ml of treatment & start with nape area. [Dab – Dab – Smooth Method].
- Let the product saturate for 60 to 90 minutes, according to hair texture.
- Rinse 10% of the product at backwash.
- Mist the hair with Serum Illuminador, only in chemical treated/ colored/ sensitized hair. don't use on healthy/ virgin hair.
- Blow-dry the hair 100%. [medium heat only].
- Hard press the hair 15 to 18 times, taking thin sections; from roots to ends.  
[Wavy/Coloured/Normal hair - 210 °C - 190 °C]  
[Sensitized/ Chemical-treated/ Damaged hair - 190 °C - 170 °C]
- Leave for 5 minutes. Let the hair come to room temperature.
- Rinse the hair, treat the hair with Marroco Gold Plus Mask, keep for 15 minutes & rinse.
- Blow-dry as desired.





## Perfect Blonder Shampoo

**About the product :** An exclusive line for coloured and grey hair. It has a blend of amino acids, cationic silicones, shea butter (softening and detangling), acai (energy and strength), moriche palm fruit oil (carotenoids with antioxidant properties). It neutralizes yellowish reflections and intensifies the colour while treating and restoring them. The result gives you treated, shiny and radiant hair.

**USP:** 1) Dual action toner-based shampoo [violet/blue] 2) Acai berry extract  
3) Moriche palm fruit oil

### Procedure :

- Rinse your hair thoroughly.
- Squeeze out the shampoo on your palm.
- Emulsify the shampoo on your scalp.
- Massage your scalp with the tips of your fingers, till you get a soft, creamy lather.
- Work your way down to the middle and ends of the hair strand, and distribute the lather evenly.
- Rinse out and ensure the product is washed.





## Perfect Blonder Mascara

***About the product :** An exclusive line for coloured and grey hair. It has a blend of amino acids, cationic silicones, shea butter (softening and detangling), acai (energy and strength), moriche palm fruit oil (carotenoids with antioxidant properties). It neutralizes yellowish reflections and intensifies the colour while treating and restoring them. The result gives you treated, shiny and radiant hair.*

***USP:** 1) Dual action toner-based shampoo [violet/blue] 2) Acai berry extract  
3) Moriche palm fruit oil*

### ***Procedure :***

- Taking generous amount of mascara [mask] on your palm and emulsify it all over the hair.
- Massage with the tips of your fingers, till the product gets evenly absorbed in the hair.
- Keep the mascara in hair for 10 - 12 minutes.
- Rinse out and ensure the product is washed.



  
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## Serum Illuminador

*About the Product:* The Macadamia Serum Illuminador is designed to rejuvenate hair that has been damaged by chemicals. Its exclusive formula recovers and restores vitality to the hair. The unique formula that recovers damaged and dry hair. The product is a highly concentrated fluid, rich in vitamins, minerals, and antioxidants. Works best even with W One and W Two plex.

*About the Treatment:* Directly apply to the damaged hair fibres, it recovers and restores elasticity and vitality of the hair strands. It provides softness, shine, and smoothness. It can be used to restore damaged hair or simply as an anti-frizz and thermal shield before a brush and flat iron.

**USP:** 1. Anti-porosity 2. Anti-breakage  
3. Heat protector 4. PH balancer 5. Anti-frizz





## Mask Botox

*About the Product:* The Mask Botox is rich in vitamin B, E, omega 7 and selenium, substances that together strengthen and form a capillary shield against free radicals.

*About the Treatment:* Macadamia Natural Oil is a high-performance hair reconstructor. Its exclusive formula recovers brittle, rubbery, porous strands, providing beauty, silkiness and malleability to the strands. With high rejuvenating power, the macadamia kit provides indispensable support for hairdressing professionals. Used as a chemical reversing, SOS, reconstructive treatment.

**USP:** 1. Anti-breakage 2. Capillary recovery  
3. Chemical reverser 4. Hair rebuilder 5. Anti-ageing

### Procedure :

- With the hair washed, spray the serum iluminador and massage from the top to the end and wait 10 minutes.
- Apply SOS botox mask on damp hair; section by section. Spread the mask all over by emulsifying the mask. [comb evenly to distribute the mask]
- Blast dry 100%, to activate the mask. [medium heat]
- Rinse and use a towel to remove excess water from the hair.
- Spray serum macadamia all over & emulsify by your fingers.
- Dry your hair with hair dryer. Blow-dry as desired.  
[For better results, Iron with thick sections 3 to 4 times at 200°C]



  
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## Marroco Golden Plus Mask

*About the Product:* Marroco Golden Plus Floractive Argan Oil is a mask known as Gold Marroco, promotes renewal of the hair fibre, returns brightness, flexibility and protects the strands during and after chemical processes. Provides hydration to the hair with promoting more health to the hair.

### *Procedure :*

- Wash your hair with W One shampoo.
- Massage your scalp with the lather and distribute the lather all over the hair.
- Rinse out the shampoo and ensure the product is washed.
- Apply marroco golden plus mask on damp hair; section by section.  
Spread the mask all over by emulsifying the mask. [comb evenly to distribute the mask.]
- Massage for 15 minutes. [cling-wrap for better results]
- Rinse out the mask and towel dry.
- Style as desired. You can dry the hair with a blow-dryer also.





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# BLUE TOX

5 in 1

Blueberry Complex

TANINOPLASTIA

STRAIGHT

NANOPROTECTION



SHINE HAIR

ANTI - FRIZZ EFFECT

1 kg 35.27 oz

PROFESSIONAL USE



# Blue Tox

*About the product:* Blue Tox treatment was developed to obtain a smooth, soft & instant repair control effect for very chemical-treated coloured hair. It has a blue pigment that neutralizes yellowing, leaving hair light with shaded and platinum nuances. Floractive's 5 in 1 Blue Tox treatment was developed with very high technology and specially formulated with very low molecular weight materials. Rich in blueberry extract, which restructures and gives softness and a lot of shine. Contains organic fruit acids, lactic acids, and arginine.

*About the treatment:* Promotes total volume reduction and frizz elimination through thermal realignment of the alpha and beta zones of the hair fibre. Its effect gives you ultra-soft hair, with a long-lasting straight effect up to 30 to 40 washes.

*USP:* 1) 5-in-1 Treatment [Moisturizing, Anti-frizz, Toning, Volume Reducer, and Thermal Protector]  
2) One Step Treatment 3) Violet based pigments 4) Taninoplastia Technology

## *Procedure :*

- Consultation & diagnosis.
- Wash the hair with w one shampoo. Towel dry. [Hair has to be 70% wet]
- Taking a profile parting, take 40 ml of Blue Tox, & start the application from the nape area. [Dab - Dab - Smooth method].
- Let the hair saturate for 40 minutes.
- Secure the hair with cling wrap/ showercap.
- Blowdry with paddle brush with medium heat. [100%]
- Iron the hair to seal the product taking thin sections. [13 - 15 strokes]  
[190 - 200 for highly sensitized & over-processed hair]  
[210 - 230 for chemical treated hair]
- Leave for 5 minutes for hair to cool down.
- Wash with perfect blonder shampoo. Treat with the perfect blonder mask. Saturate for 10 mins & rinse thoroughly.
- Style as desired.





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BioBTx  
BT

MANDIOCA

REPOSITOR DE MASSA

Mass Replenisher  
Reponedor de Masa

Elasticidade / Hidratação / Brilho / Antifrizz  
Elasticity / Moisturizing / Shine / Anti-frizz



Coffee and Lactic Acid

1Kg 35.27 oz



# Btx Biobotox Mandioca

*About the product:* BTX Mandioca treatment is indicated for all types of hair, as the treatment reconstitutes the structure of the threads, replenishes lost capillary mass, restoring shine and the hairs' natural balance. So, the visual result is straight, silky hair, full of shine and balance. The treatment acts on the threads leaving the hair soft, shiny, and hydrated. Its application is quick and more effective than any hydration.

*About the treatment:* This treatment restores the hair mass lost to the hair over time and by daily aggressions such as the sun, the flat iron, the blow dryer, and other chemicals. 8 in 1 service - completely restoring the cortex, restoring the hair's protective film, restoring in addition to elasticity, shine, and liveliness, sealing the strands. Indicated for opaque hair, highly sensitized & chemical treated, and with a high degree of porosity caused by chemical processes.

*USP:* 1) 8-in-1 service. 2) Instant capillary recovery  
3) Hair replenisher 4) Volume reduction with chemical reverser effect.

## *Procedure :*

- \_ Consultation & diagnosis.
- \_ Wash the hair with W one shampoo. Towel dry. [Hair has to be 70% wet]
- \_ Taking a profile parting, take 40 ml of BTX, & start the application from the nape area. [Dab - Dab - Smooth method].
- \_ Let the hair saturate for 40 minutes.
- \_ Secure the hair with cling wrap/ shower cap.
- \_ Blowdry with paddle brush with medium heat. [100%]
- \_ Iron the hair to seal the product taking thin sections. [13 - 15 strokes]  
[190 - 200 for highly sensitized & over-processed hair]  
[210 - 230 for chemical treated hair]
- \_ Leave for 5 minutes for hair to cool down.
- \_ Wash with W One shampoo. Treat with W One 3 in 1 conditioner. Saturate for 10 mins & rinse thoroughly.
- \_ Style as desired.





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# International



**55 Countries Around The World.**



*Marketed And Distributed By*



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