# LENDAN



# COLOR

### COLORS TO SUIT ALL TASTES.

Lendan hair color takes perfect care of the hair and scalp. A sophisticated range of permanent cream hair color that offers an endless chromatic array of tones, reflects and hues to successfully achieve any profes-sional technique. It also gives you the best possible results when it comes to intensity, brightness, shine, softness and cover...In short, total artistic freedom.

## PLEXFORTE

PROFESSIONAL KIT



### THE PERFECT ALLY TO TECHNICAL TREATMENTS

- Multiplies x 5.6\* the strength of chemically processed hair.
- Hair strength is increased proportionally with use.
- Hair is still stronger even after being brushed 5.000 times.
- Repairs the hair structure and protects and strengthens to prevent damage.
- Reduces cuticle fiber wear and tear caused by drying and brushing.
- Increases the strength of both virgin and damaged hair.
- Improves hair strength even in extremely humid conditions.
- Thanks to its concentration and technology, application is in just two steps.
- Doesn't affect color or lightening results or the exposure time of technical processes.

\* the **PlexForte** treatment has been shown to increase the resistance of damaged hair by up to 560.8 % in flexabrasion studies carried out by external laboratories.



### PLEXFORTE

A FASTER AND MORE EFFECTIVE PROCESS

Proceso más eficaz y rápido

LE DAN

CONT. OFF

LET W. BUCK

Repairs and nourishes damaged hair fibers deep down, rejuvenating their appearance from the very first application.

## TREATMENT STEPS

### Nº 1 (Bond Booster)

Is an additive for technical products (mainly hair color and lightening) with the main aim of increasing strength and reducing post-treatment breakages.

### N° 2 (Bond Filler)

Is a concentrated treatment which stabilizes bonds after treatment with N° 1 (Bond Booster). It not only increases strength but also nourishes with essential amino acids and seals the structure to guaranty longer-lasting results for the applied technical treatment.

### PROFESSIONAL KIT COD. 1114004

1 u. - Bond Booster 6.8 FL. OZ. 200 ml 1 u. - Bond filler 6.9 OZ. 200 ml 1 u. - Dispenser valve / Válvula dosificadora

### **PROFESSIONAL KIT COD. 1114007**

1 u. - **Bond Booster** 0.5 FL. OZ. 15 ml 1 u. - **Bond filler** 0.5 OZ. 15 ml

### **MAINTENANCE COD. 1114005**

1 u. - **Bond filler** 6.9 OZ. 200 ml



### NO-LIMITS COLOR

The Lendan hair color range has something for everyone. Activia Plant is a sophisticated range of permanent cream color that is especially kind to hair yet offers great coverage.

SÔ:UNIC is an ammonia-free permanent color capable of lifting up to three tones and covering gray hair 100%. Diamond Color Age is the first anti-aging hair color with exceptional coverage and radiant results. Choose a color and enjoy.

# ACTIVIA PLANT

## Permanent hair color cream. The color in you!

A sophisticated line of cream permanent hair color that offers an infinite palette of shades, highlights and hues and can be used with any professional technique with the best results in coverage, intensity, shine, softness and luminosity. Ensuring total artistic freedom to the hair specialist. The gentle low-ammonia formulas fully respect the natural balance and structure of the hair shaft, and are enriched with 5+color system or Hi. Reflect to obtain even more natural, luminous and intense results.

- · Absolute care.
- · Infinite variety of colors.
- · Professional guarantee.

CREAM HAIR COLOUR COLORACION EN CREMA ULTRA BLONDE

# activia plant

# **ABSOLUTES**



### REPAIRING HAIR COLOR WITH EXCEPTIONAL GRAY COVERAGE AND ANTI-AGING EFFECT.

Activia plant Absolutes have been designed especially for hair with a high percentage of gray and sensitive scalps. They offer 3 outstanding features:

- Total gray coverage and greater tone intensity, due to highly pure chromatic pigments.
- Deep hydration and extremely gentle hair care thanks to hyaluronic acid.
- Clinically proven. With 'comfort-scalp' system which makes it ideal for sensitive scalps..

Rejuvenating hair color that protects











A colour as unique as you



#### **DISCOVER THE LATEST GENERATION OF HAIR COLOR TREATMENTS!**

Sô:unic hydra color is the first hydrating 0% ammonia permanent color treatment. For the first time ever, ammonia free sô:unic hydra color allows you to lighten up to three levels, cover 100% of gray and obtain long-lasting color results. In addition its post-color treatment effect leaves hair soft, hydrated and shiny thanks to its exclusive natural ingredient: moringa oleifera seed oil. Let yourself be seduced by its attractively sweet, aromatic fragrance.

- 0% ammonia. 100% respect, softness and protection.
- 100% effectiveness and guaranteed results.
- 100% sensorial, unique and eye-catching color.



2.1 OZ. 60ml

# ACTIVIA OXILEN

### Stabilized developer cream

Exclusive stabilized cream developer with a treating effect on the hair cuticle. Stabilized for longer-lasting volume concentration cohesion, to prolong the product's shelf life and assure uniform color development. Its creamy texture ensures perfect color results with any of the products from the Lendan color range.





activia oxiden oxiden

### COD. 1116003 - 9V COD. 1116004 - 20V COD. 1116005 - 30V COD. 1116006 - 40V 36 OZ. 1000 ml COD. 1116007 - 9V COD. 1116008 - 20V COD. 1116009 - 30V

3.2 OZ.90 ml

# **LENDYS**

# Hair lightening system LIGHTENING POWDER

A new hair lightening system tailor-made to cater for your client's ne-eds, whether their hair is natural or color-treated. Your perfect ally for creating all kinds of color effects while at the same time protecting and respecting the hair and leaving it silky soft. Discover the new LENDYS line, products with textures and scents designed to ensure maximum comfort, safety and effectiveness whatever the technique being used.



### **ORIGINAL**

A white, unscented lightening powder. Its even and creamy consistency, together with its white color allow you to monitor the lightening process from start to finish guaranteeing maximum accuracy and precision results.

All types of technique.

### **Lendys Original**

COD. 1114001 - 26.5 OZ. 750 g

**Lendys Premium** 

COD. 1114002 - 17.6 OZ. 500 g

### PREMIUM

### Ideal for precision, foil and comb highlights.

A lilac-blue colored lightening powder with a pleasant apple scent. Enriched with silk proteins, LENDYS Premium delivers intense hydration and protects the hair shaft, leaving hair silky soft and healthy. Advanced color blending that neutralizes warm, yellow or gold highlights.



# CARE

# ADVANCED TECHNOLOGY TREATMENT

Introducing Lendan's professional hair care range, created to nurture and beautify each specific hair type. A personalized and professional multistep ritual based on high-tech products designed to care for, protect and enhance the hair's beauty.





Because your hair is unique, there's Hair Id, made just for you.

COD. 1150002 LD HAIR ID DISPLAY LD EXPOSITOR HAIR ID



Lendan, after years of investigation, has managed to break with conventional thinking, thanks to HAIR ID technology. A pioneering and personalized treatment that, with the assessment of the professional stylist, adapts to the particular needs of each client's hair and scalp in a totally individualized way.

This system represents a pioneering advance in the personalization of hair treatment, allowing the characteristics of each product to be adapted to the individual to achieve visible results from the very first application.

### **HAIR ID SYSTEM**

is made up of:

- · Smart Base
- · Two active concentrates.
- · One essence.





COD. 1144001 6.2 OZ. 175 ml



### **SMART BASE**

A hair mask with intelligent technology that detects the hair's most damaged areas and fills and repairs them, boosting the action of the active ingredients included in the blend. Its formula specifically developed for the Hair Id range allows for personalization of the treatment to suit each hair type, with one unique base that can be adapted to each particular need depending on the concentrates used.

+ THAN 140 COMBINATIONS OF DIFFERENT MASKS

## ACTIVE CONCENTRATES CONCENTRADOS ACTIVOS



**WAX FLOWER CONCENTRATE** Skin soothing.



**BAOBAB** CONCENTRATE Added body

and volume.



LIPOSOMES AND SILK CONCENTRATE Shine, softness and manageability.



COD. 1144008

COD. 1144004



**MULTIVITAMIN** CONCENTRATE

Nourishment, strength and vigor.

COD. 1144007



Color protection, nourishment and shine.



### **STEM CELLS** CONCENTRATE

Anti-aging, intensive repair.

COD. 1144002



COD. 1144009



**CERAMIDES** CONCENTRATE Damaged hair repair.

COD. 1144005



DIAMOND CONCENTRATE

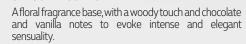
Hair shaft heat protection.







#### **SENSUAL ESSENCE**



COD. 1144012

### **RELAX ESSENCE**

With lilac floral notes, this essence evokes the soft, tenderness of lavender, and takes you to a quiet and relaxing place.

COD. 1144010

#### **ENERGY ESSENCE**

A touch of citrics such as lime, grapefruit and lemon which activate and recharge flat batteries. Pure

COD. 1144014











4 u. X 0.34 FL. OZ. 10 ml

**ESSENCES** 

ESENCIAS

### **PURITY ESSENCE**

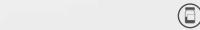
Close your eyes, get the city out of your system, and go back to the purity of nature with this delicate and gentle allergen-free fragrance. This woody essence with amber and musk, has been designed to guarantee maximum softness and comfort on contact with the skin.

COD. 1144011



Infancy is probably one of the happiest of times and the notes of watermelon and melon in this essence evoke memories associated with happiness.

COD. 1144013





### Ethernal Moringa



Rejuvenates hair from its core Rejuvenece el cabello desde el interior





### Quite the hair experience

**SHAMPOO** capable of renewing the hair's appearance from the very first application thanks to an innovative formula based on Moringa Oleifera oil. Ideal for intensive hair care and gentle cleaning. Sulfate free.

**MASK** Anti-aging hair mask. Rejuvenates the appearance of hair and nourishes from the core. Its formula contains antiaging properties provided by the seeds of the. Moring Oleifera tree, native to the Himalayas. This helps to reduce breakages and provide additional nourishment and softness. Improves hair shine and movement.

**OIL** Ethernal Moringa from the seeds of the Moringa Oleifera tree, native to the Himalayas and known to the Greek, Roman and Egyptian cultures as the tree of life and eternal youth, comes an oil that is capable of rejuvenating the appearance of hair and nourishing it from its core. Its anti-aging properties strengthen the hair, providing it with important minerals and vitamins. It leaves hair naturally shiny and soft, prevents split ends and gives hair a nutrient-rich boost.

#### **SHAMPOO**

Cod. 1154080 - 11.0 OZ. 300ml Cod. 1154083 - 3.7 OZ. 100ml

#### MASK

Cod. 1154081 - 16.4 OZ. 500ml <u>Cod</u>. 1154082 - 1.6 OZ. 50ml

COD. 1154067 - 3.2 OZ. 100 ml COD. 1154074 - 12 u. x 0.32 OZ. 10ml



ESSENCES



### A selection of oils to suit all hair types

A selection of the most beneficial hair oils from each of the continents like Tsubaki oil, extracted from the Camellia Japonica which has an anti-aging effect on the hair and boosts strength and vigor. Argan oil, the liquid gold from Morocco, illuminates and leaves hair shiny and soft. 'Meadowfoam seed' oil originating from California hydrates even the driest hair. European sourced Wheat Germ oil protects the hair from ageing and hydrates from the root and Macadamia oil strengthens hair and combats frizz.

### Selección de aceites para todo tipo de cabellos

COD. 1150001 LD OIL ESSENCES DISPLAY

**COD. 1154069** - 12 u. X 0.34 FL. OZ. 10 ml **COD. 1154066** - 3.4 FL. OZ. 100 ml



# SENSO CARE

### SAY HELLO TO A MORE COMFORTABLE SCALP

**SHAMPOO** Soothing sulfate and paraben free shampoo that relaxes the scalp to provide unparalleled comfort. With calming, refreshing and relaxing properties. Tested under dermatological control.

**REGULATING SOOTHING LOTION** Prevents the itching associated with chemical treatments. Offers maximum protection for sensitive scalps. Tested under dermatological control and clinically proven.

**DERMOCALM SERUM** A specific serum for sensitive scalps that combats itching, redness, irritations and any other related discomfort. Tested under der-matological control.



No Parabens No Sulfates



Regulating soothing lotion
COD. 1154070 - 12u x 0.10 FL. OZ. 3 ml
Dermocalm shampoo
COD. 1154072 -11.1 OZ. 300 ml
Dermocalm serum

COD. 1154071 -1.5 FL. OZ. 45 ml

# TRUE WHITES

### SHAMPOO FOR GRAY AND LIGHTENED HAIR Removes brassy yellow tones

True Whites shampoo can be used for frequent washing and neutralizes brassiness in gray, lightened and very blonde hair.

On gray hair: eliminates yellow tones and adds shine. On very blonde and lightened hair: the advantages are double: regulates the hair's pH and corrects color for a more natural finish.

COD. 1154077 33.6 OZ. 1000 ml

COD. 1154065 10.0 OZ. 300ml



# CC HAIR CREAM 360° HAIR TREATMENT

LEAVE-IN 360° ACTION, HAIR TREATMENT



The Lendan CC Hair Cream system with its 360° degree global action provides more than ten benefits in just one product. This leave-in system offers effective hair shaft repair with results that are noticeable from the first application. Its heat protection and chromo-protective UV filter ensure longer-lasting color. It also prevents split-ends and makes untangling easier. Global action from just one product for immediate and long-lasting results.

1/ Intense repair

2/+Shine

3/ + Body

4/ + Softness 5/ + Hydration 6/ Heat protection

7/ Chromo-protective filter 8/ Split-end prevention

9/ Frizz control

10/ Easier combing and untangling.



## COLOR PROTECTIVE TREATMENT. COLOR-TREATED HAIR









#### Protects your hair and prolongs color.

COLOR ADDICT with the exclusive color protect system repairs and protects the hair fibre, leaving color brighter and longer-lasting.

### Color protector shampoo.

COD. 1154001 - 36.1 OZ. 1000 ml COD. 1154005 - 10.8 OZ. 300 ml

Color intesifying cream.

COD. 1154006 - 7.0 OZ. 200 ml

# RICH NUTRITION



### Treats and enriches your hair providing maximum nutrition.

RICH NUTRITION's exclusive formula incorporates Brazil nut oil, which is rich in omega-6 and omega-9 essential fatty acids. It hydrates, nourishes, and repairs the hair shaft from the inside out, delivering softer, more radiant hair and deeper, long-lasting nutrition.

#### Intensive hydro-nutritive shampoo.

COD. 1154031 - 36.1 OZ. 1000 ml COD. 1154036 - 10.8 OZ. 300 ml

#### Intensive hydro-nutritive mask.

COD. 1154033 - 17.6 OZ. 500 ml COD. 1154032 - 5.3 OZ. 150 ml

# EXTRA LISS

## INTENSIVE SMOOTHING TREATMENT. FRIZZY AND UNRULY HAIR









Disciplines straight hair and keeps it that way for longer. **Extra Liss** with its exclusive d-frizz system protects the hair and prevents frizz to enhance its authentic beauty, softness and shine.

Intense smooth relax shampoo.

COD. 1154011 - 35.6 OZ. 1000 ml COD. 1154015 - 10.8 OZ. 300ml Intense smooth relax mask.

COD. 1154014 - 17.6 OZ. 500 ml COD. 1154012 - 5.3 OZ. 150 ml Intense smooth relax cream.

COD. 1154013 - 5.3 OZ. 150 ml



### VOLUMIZING TREATMENT. FINE AND LIMP HAIR







Provides long-lasting volume and bodifying strength. **Full Volume** with its exclusive amplitex system complex strengthens and revitalizes the hair shaft. Strengthens and restores your hair, retexturizing it from roots to ends.

### Volumising shampoo.

COD. 1154021 - 36.1 OZ. 1000 ml COD. 1154024 - 10.8 OZ. 300 ml COD. 1154026 - 3.6 OZ. 100 ml

### Volumising treatment.

COD. 1154022 - 5.3 OZ. 150 ml

#### Volume amplifier spray.

COD. 1154025 - 6.8 FL.OZ. 200 ml



### HAIR REPAIR TREATMENT. **HEALTHIER HAIR**







Deep Repair contains a special concentration of active ingredients including Guar and Keratin which restore lifeless hair from deep within. For smoother, more nourished hair.

DEEP

#### Shampoo repair with Keratin.

COD. 1154052 - 35.8 OZ. 1000 ml COD. 1154050 - 8.9 OZ. 250 ml COD. 1154054 - 10.7 OZ. 300 ml

# **PEELING CONTROL**

DANDRUFF CONTROL TREATMENT

Peeling Control is formulated with antidandruff ingredients such as zinc pyrithione which helps to eliminate scalp flaking. Its gentle peeling effect and mint extract produce a refreshing sensation.



COD. 1154061 9 OZ. 250 ml

COD. 1154063 10.8 OZ. 300 ml



# OIL CONTROL

DERMO-REGULATING. OIL CONTROL FOR HAIR

**Oil Control** helps to normalize the scalp. Contains lime extract, source of essential minerals and antioxidants.

COD. 1154060 - 9 OZ. 250 ml

COD. 1154062 - 10.7 OZ. 300 ml

# ALGAS GLYCOLIC



### A SHAMPOO THAT RETURNS THE HAIR'S PH TO NORMAL. CHAMPÚ QUE NORMALIZA EL PH

A shampoo that normalizes the hair's pH.

Hydrate your hair with micronutrients and minerals derived from marine algae. Contains glycolic acid which normalizes the hair's pH. Perfect after technical treatments.

### **Shampoo Neutral Algas Glycolic**

COD. 1128001 - 36 OZ. - 1000 ml COD. 1128002 - 10.8 OZ. - 300 ml



### INSTANT, FLEX EFFECT CONDITIONER ACONDICIONADOR INSTANTÁNEO, EFECTO FLEXIBILIZANTE

Conditions and hydrates, leaving hair soft and shiny without weighing it down. Neutralizes alkaline residues from color treatments and perms. Suitable for all hair types. Perfect for use after technical treatments. Leaves hair feeling soft and manageable.

### **Conditioner Balsam Algas Glycolic**

COD. 12172 - 35.1 OZ. - 1000 ml

## PILOSOME STIMUL



Pilosome Stimul Extract.

12 u. x 0.2 FL.OZ. 6 ml

COD.1123001









#### Pilosome Stimul Shampoo.

300 me COVI. 307 g N I Wt. 10 H OZ.

LENDAN

COD.1123005 - 10.9 OZ. 300 ml COD.1123006 - 36.3 OZ. 1000 ml

### ADVANCED PROFESSIONAL TREATMENT SYSTEM TO PREVENT HAIR LOSS

Highly effective active ingredients that restore hair's health, bringing it back to its full original beauty.

PILOSOME STIMUL is formulated with b-trixil complex®, an exclusive complex that acts directly on the hair bulb, regulating its biological cycle and the causes of premature aging. It also combats the action of external factors and acts as an antioxidant.



# SHAPE

## Naturalness

Straight or curly. Change your look to suit your style. Curly for laid-back looks with enhanced shape and body. Or straight, smooth, healthy, conditioned and shiny hair with reduced frizz and volume thanks to kera-cysteine and the 18-MEA system.

Lendan gives you the texture you need to make your hair unique.

# FLASH

### Stabilized perm

FLASH is a stabilized multi-dose permanent wave solution that pro-vides permanent wave with added protection.

Its neutralizing lotion seals the action of the perm solution thanks to its carefully elaborated formula containing collagen, which re-plenishes the hydration lost during the perming process.

FLEXIBLE AND BOUNCY CURLS, HEALTHY HAIR, AND HAIRSTYLES WHICH ARE EASY TO MAINTAIN.



**Flash Stabilized Perm 0** COD. 1119010 - 10.1 FL. OZ. 300 ml

**Flash Stabilized Perm 1** COD. 1119011 - 10.1 FL. OZ. 300 ml

**Flash Stabilized Perm 2** COD. 1119012 - 10.1 FL. OZ. 300 ml

FLASH

300 mt @ 10.1 FL 02

LENDAN

Neutralizer Flash COD. 10270 33.8 FL. OZ. 1000 ml







# STYLING

Give shape to your ideas. Create. Innovate and set new styling trends. Express yourself!

Discover HAIR TO GO professional styling products with innovative textures, scents and applications and extreme or flexible hold for any type of hairstyle or occasion. Straight and shiny; curls and ringlets; body and volume...Any look is possible, the effects are limitless. An inexhaustible source of inspiration and creativity...Unlimited expression. Surprise yourself. Let your imagination run wild. HAIR TO GO will do the rest.





### Extra hold finishing hairspray.

Long-lasting hairspray with extreme hold. Even dispersion microdiffusion, brushes out without leaving any residue. Ideal for sharply defined static hairstyles, extremely elaborate updos and spectacular finishes.

COD. 1152000 - 12 OZ. 650 ml





### Super hold flexible hairspray.

Long-lasting, flexible, high-hold hairspray. Even dispersion microdiffusion, brushes out without leaving any residue. Ideal for all types of hairstyles.

> COD. 1152001-12 OZ. 650 ml COD. 1160107-1.8 OZ. 75 ml



# cool fix

### No gas hair spray.

Achieve a natural and defined hairstyle with shine, even with the most sophisticated looks, with Cool Fix by Lendan-the long-lasting no gas hair spray. No dampness or matting.

COD. 1152014 - 10.1 FL.OZ 300 ml







### **SUPERGLUE**

### Hard hold styling gel.

Long-lasting, hard-hold styling gel. Instant glue effect. Ideal for designing, sculpting, holding the most daring styles and achieving the spikiest finishes. Perfect for short and medium-length hair.

COD. 1152007 - 5.3 OZ. 150 ml



### **Construction fibrous pomade.**

Long-lasting, high-hold fibrous pomade. Defines and enhances structures, marks out and mixes surfaces, controls opposite directions. Ideal for the most tousled hairstyles.

COD. 1152009 - 3.4.0Z. 100 ml







### **POLISH**

### **Finishing shine spray**

A finishing spray to give you spectacular, instant, long-lasting mirror shine. Enhances color and colored highlights. Ideal as the final touch for all types of hairstyles.

COD. 1152004 - 6.3 OZ. 210 ml





### **HOT WORKS**

Thermo setting gel
Special creamy and "string-effect" elastic setting gel for hot tools. Memorises the shape of the hair and maintains its lightness. Ideal for straightening, styling or setting waves.

COD. 1152005 - 5.2 OZ. 150 ml



### **ART MANIAC**

### Flexible defining wax

Flexible hold, ultra-malleable finishing wax. For highprecision parting and constant style re-definition. The perfect finishing touch for casual, messy looks.

COD.1152008 - 4.4 OZ.125 g







### **GREEN FIX**

### **Ecological defining spray.**

Long-lasting, hard-hold styling gel. Instant glue effect. Ideal for designing, sculpting, holding the most daring styles and achieving the spikiest finishes. Perfect for short and medium-length hair.

COD. 1152002 - 6.7 FL. OZ. 200 ml



www.lendan.com