



SOUL SECRET

Taking care of your beauty
and balancing your soul

A Brazilian Cosmetic Company

Our Story

Mission statement

Soul Secret is a Brazilian company that arrived in the beauty market to offer consumers high performance and quality products. We use raw materials grown in the Amazon and sold by local cooperatives, which help in the region socio-economic development.

Sustainable development expresses the relationship between economic growth, environmental conservation, and social concern.

Our products are formulated with essential oils, the highest technology, and the quality of inputs.

We take care to bring our consumers the best for hair care and soul balance, aiming at their day-to-day well-being.


Soul Secret has the Arab Chamber of Commerce seal, which certifies exports to Arab countries and guarantees the origin of the products to the importer.





Products

Soul Secret develops high-quality products for hair alignment, hydration, nutrition, and restoration so that you always have healthy hair. Hair is composed (90%) mainly of a protein called keratin, which is made up of about 20 amino acids, which are present in our skin, nails, and hair. In addition to proteins, the hair also contains water, lipid pentoses, glycogen, glutamic acid, and 2% minerals, resulting in a complex and resistant structure. Our products are manufactured with Nanotechnology, which reduces the size of particles, allowing the penetration of the actives in this complex structure and spreading them evenly, giving a homogeneous distribution of the product in the threads.



AMAZON CARE



SOUL SECRET

The Amazon Care line has natural assets of the Amazon, that deliver the most perfect experience for your treatment and daily care



Hair Protein - Amazon Care

A powerful protein with 11 amino acids that immediately restore damaged capillary fiber, returning mass to the hair. Developed with a potent blend of oils and butter from the Amazon, which leave the hair extremely hydrated and nourished from the first use.

A night mask which works while you sleep to deeply regenerate hair;

A protective treatment to shield the hair's structure before and restore precious vitamins after chemical processes.



How to use

Pass the Hair Protein on dry or wet hair over the entire length of the strands, massaging lock by lock. Leave to act for at least 20 minutes and wash as usual. As a night mask: iron on dry hair in the entire length of the strands and wash the next day. It can also be used as a protector before and during the chemistry process.

Amazon Liss/Brazilian Keratin

Advanced Thermal Alignment
An organic treatment

- ❖ Amazon butter: Murumuru, cupuaçu and Buriti Oil
- ❖ Blend of Aminoacids
- ❖ Nano brazilian keratin
- ❖ Rice protein - D-panthenol
- ❖ Zero Formol (Formaldehyde free)

Amazon Liss is an innovative hair treatment for aligning hair strands, which combines hair fiber treatment with an impeccable alignment effect. Resulting in healthy hair with much more softness and shine. The rice protein contained in its formula guarantees the preservation of the threads. The exclusive and powerful blend of amino acids protects the hair against damage. And the exclusives butter from the Amazon, murumuru, and cupuaçu, guarantee shine and softness.



How to use Amazon Liss

Wash your hair twice with the shampoo of your choice to eliminate the grease. Apply AMAZON LISS over the entire hair length, respecting the distance of 05cm from the root.

Pause time:

Blond hair:

pause for 10 to 30 minutes.

Normal and wavy hair:

pause for 40 to 60 minutes.

Resistant hair (curly, virgin, or Afro):

pause for 60 to 90 minutes.

After the break, rinse partially with running water, leaving approximately 25% of AMAZON LISS on the hair strands.

After rinsing, dry the hair strands with a hairdryer and brush, and then straighten your hair using the curling iron, in the following proportions:

Blond hair:

10 to 15 times per section at 180 °

Normal and wavy hair:

15 to 20 times per section at 215 °

Resistant hair (ringed and virgin):

20 to 25 times per section at 230 °



Shampoo - Amazon Care

The Soul Secret Shampoo AMAZON CARE is a mild and nourishing daily shampoo that helps repair damaged hair by smoothing the cuticles. Its composition contains a high concentration of botanical oils rich in Omega 3 and 6 proteins nourishing and restoring hair fiber. This association prevents the natural oxidation of highlights.

How to use

With wet hair, apply the Soul Secret Nourishing Shampoo and Gently massage the scalp. Then repeat the application and rinse.



Nourishing Mask - Amazon Care

The Intense Nourishing Mask AMAZON CARE was developed with an oil blend bio-elixir, an association of 12 Nutri-oils, specially selected for advanced nutrition and protection. The nutrition ingredients include the following oils: macadamia, argan, coconut, cotton, chamomile, aloe vera, and karité butter—the combination of these ingredients moisturizes and nourishes intensely dry hair without shine.

The Soul Secret Nourishing Mask also has a nano link - an activated composed of minimal amino acids - that penetrates deeply in the cuticle and acts directly under the hair fibers innermost part, promoting strength and smoothness to the strands. Additionally, the mask has an antioxidant action that helps repel the free radical damage, promoting healthy hair growth.

How to use

After washing your hair, apply the nourishing mask Amazon Care massaging the hair strands from root to ends. Let it act for 5 to 10 minutes and rinse.



Summer Protein

Summer Protein is a reconstructive treatment with UV protection for all hair exposed to the sun, sea, pool, and sweat. Protects and recovers the hair from summer aggressions and during gymnastics practice.

With active origin from the fruits of the Amazon palm trees, it helps to untangle, reduces static, gives more discipline in addition to helping to maintain the color of tinted hair.

Restores the natural hydrolipidic layer of the hair without weighing. It makes the hair soft, shiny, and hydrate.

- ❖ Avocado natural oil: rich in fatty acids, amino acids, and vitamins (A, B1, B2, C, and D), it is highly emollient for the hair.

How to use

Apply Summer Protein to wet or dry hair before playing sports, at the beach or in the pool. Reapply when wetting hair.



Nutrition Booster

It is a nutritious booster to intensify hair treatment masks. Recovers the hairs protective lipid layer, preserving the water balance in the strands and restoring its natural impermeability, leaving the strands with intense shine.

How to use

Separate enough Booster AMAZON CARE portion in a clean, dry container for a single Amazon Care Nourishing Mask application. Add four drops of Nutrition Booster. Mix and apply immediately, lock by lock. Leave on for 5 to 10 minutes. Rinse. Weekly use.



Açaí Extra Shine Oil

The Extra Shine Reparative Oil promotes a multifunctional treatment for all hair types. It nourishes and restores the strands, eliminates frizz, and provides shine. The acai oil present in the composition completely nourishes, restores the damaged hair threads. It also has an antioxidant action that helps prevent hair aging. With a natural UV filter, the Extra Shine Reparative Oil is almost a magical elixir, allowing the hair to remain beautiful and alive without the threat of fading color.

How to use

Spread a small amount of the extra glow repairman Amazon Care on the palms and distribute evenly on the bottom of the hair. It can be applied to dry or damp hair. For dry hair: spread only on the hair ends before washing for protection of the strands.



Keratin

Keratin is a protein made up of 15 amino acids, which helps form the structure of the hair strand. It should be used when the hair is very damaged, elastic, and fragile. The moderate and progressive use of keratin guarantees strength and resistance to the hair fiber. It also can be used to enhance the nutrition mask or placed directly on elastic threads (caused by chemical processes).



How to use

Spread a small amount of Amazon Care Extra Shine Repair on the palms of your hands and distribute evenly on the underside of the hair. It also can be applied to dry or damp hair. For dry hair: use only at the ends before washing to protect the hair.

Nutrition Leave-in

- ❖ Disciplines and controls hair frizz, prevents hair from frizzing, repairs dry and damaged strands. In addition, it has moisturizing and conditioning agents that improve the texture and suppleness of the hair.
- ❖ Controls frizz: in dry or wet weather, it protects against environmental aggression and It prevents hair from the damages caused by the hairdryer.
- ❖ Protects from the damages caused by the heat of the hairdryer and curling iron: it forms a film around the hair fiber, protecting it from high temperatures.
- ❖ Smooths and leaves a silky touch: it has powerful conditioning agents, hair softening and controlling.



How to use wet hair: after washing the hair with Soul Secret nourishing shampoo and the Soul Secret Nutrition Mask, pass the Leave-in over the entire length of the strands and comb as usual.

How to use dry hair: It can be used on dry hair to remove frizz and protect from external damage.

S.O.S Mandatory

The S.O.S Mandatory is an intensive treatment fluid that reconstructs damaged hair, restoring the strength and resistance of the strands. Protects chemically treated hair, restores shine, disciplines hair and protects it from the heat of the dryer, preventing the formation of split ends.

Active:

- ❖ Creatine
- ❖ Sodium PCA
- ❖ Coconut oil
- ❖ Hydra Chem - Moisturizer for hair with Urea, Sodium PCA, Lactose, Panthenol, Arginine, Serine, Proline, Glycine and Honey.
- ❖ Silicone ADM 8301E - Amodimethicone non-ionic micro emulsion (30%). High conditioning power, improves wet and dry combing, increases shine, reduces frizz, soft and dry touch.



How to use

Spray the Mandatory S.O.S through the hair length and hair ends. Also can be used as thermal protector before brush and anti-frizz.

AMAZON CARE

curly crush



SOUL SECRET

The line
Curly Crush
ensures
everything a
curly hair needs
to reveal all
your power



Low-poo Curly Crush Shampoo

The Curly Crush Shampoo guarantees hydration, definition and cleaning of the hair with bactericidal action. It fixes the shape of the curls, leaving them silkier and softer, combats dryness and protects against frizz. It guarantees hydration hydrating It also has no added salt and colorings, protects the color and is Low-poo.

How to use

Apply, massage, leave to act for 2 minutes and rinse. Repeat.



Curly Crush Conditioner

Moisturizes, untangles, brings shine, softness and definition of curls. All this without leaving the hair oily. It eliminates hair dryness so that the hair looks healthy and promotes the protection of frizz.

How to use

After shampoo, apply, massage, let act for 2 minutes and rinse.



Curly Crush Mask

Nourishes completely, brings softness and reduces the frizz of curls. Perfect for having much more defined hair. The Curly Crush Mask is rich in nutritious actives and ensures the perfect hydration level for the strands. It softens, the rebel threads of your hair and leave defined curls.



How to use

Apply to clean and damp hair. Leave to act for 5 minutes and rinse thoroughly.

Curly Crush Leave-in

Ideal for the fit technique, the Leave-in Curly Crush texturize and define the curls, in addition to reducing frizz and increasing brightness. The hair becomes softer, hydrated and without the dry aspect. The curls gain impeccable definition and look healthy.

How to use

Remove moisture from the wires and separate the hair in 4 parts , apply the product in each part and release the hair slowly. Repeat the process on all wicks, allow to dry naturally or use a diffuser.





SOUL SECRET