



# BIOKAP<sup>®</sup>

NATURA E SCIENZA PER I CAPELLI

Materiale riservato agli operatori dei settori della Medicina, dell'Alimentazione, della Farmacia e dell'Erboristeria (Art. 6 c.2 Dlvo 111/92) ad esclusivo uso interno. Non divulgabile. Ogni riproduzione anche parziale è assolutamente vietata e chi dovesse divulgarla se ne assume la piena responsabilità.

NEW  
IN LIMITED EDITION

# BIOKAP<sup>®</sup>

NATURA E SCIENZA PER I CAPELLI

QUENCHES YELLOW-ORANGE HUES

NOURISHING AND BRIGHTENING



BIOKAP<sup>®</sup>  
NATURA E SCIENZA PER I CAPELLI

bellezza



Shampoo  
Viola Antigiallo

con ARGILLA VIOLA  
e FIORDALISO BIO

CAPELLI BIONDI, BIANCHI O CON STRIATURE

Anti-yellow Violet Shampoo  
with Purple Clay and Organic Cornflower  
Blonde, lightened and grey hair types

Bios Line S.p.A.  
Ponte San Nicolò (PD) Italy

200 ml e 6.7 FL.OZ.

I'm  
green

Etichetta 100% origine vegetale  
Verificata da ASTM 150009

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# A new hair market

- Blonde hair, whether natural or colored, often are prone to yellow and orange hues that turn off shine and radiance from the hair.
- Thanks to movie stars and influencers that show platinum blonde, white and silver hair, this color has become very popular, hence a growing market.

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# Why does hair become yellow



Yellow hair is a natural process caused by the **deterioration of Tryptophan, an amino acid**. The product of this degradation is called “Kynurenines”, that creates a yellow colour on hair fibres' surface.

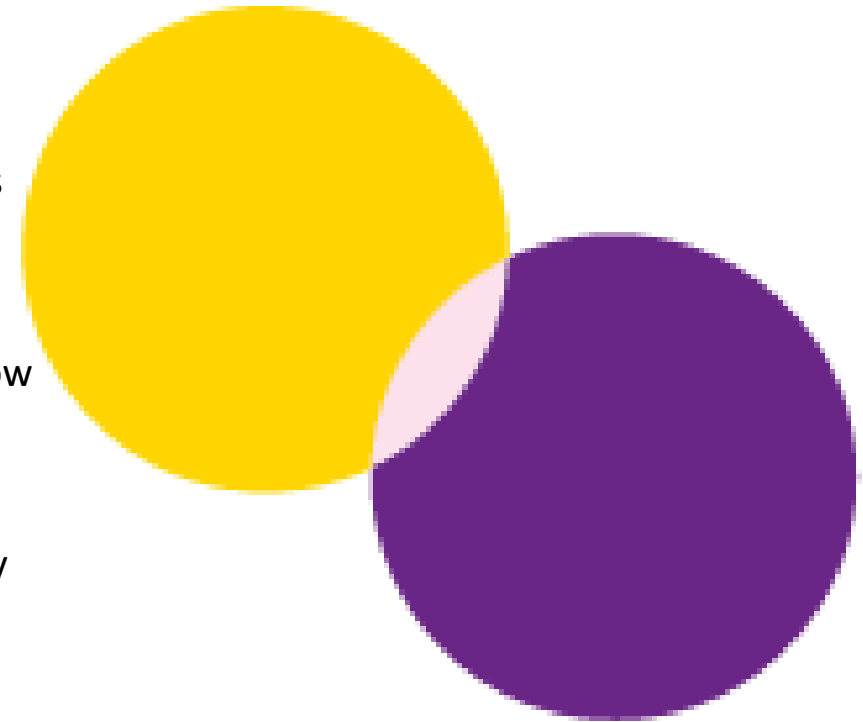


Yellowing affects all hair types, but is more visible on light hair, that have a lower amount of melanin.

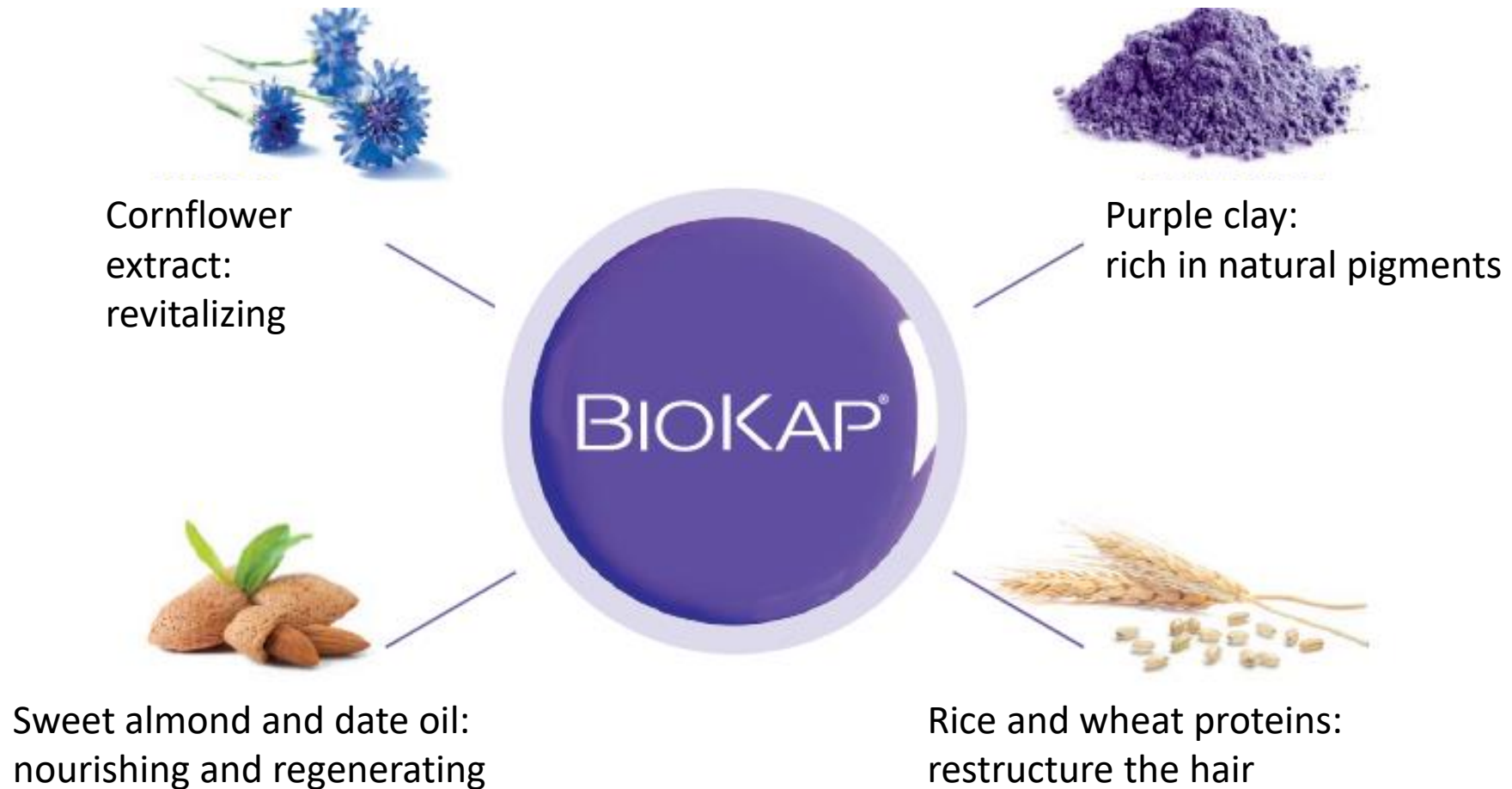
# Violet pigments' technology

## *Complementary colours*

- To give back a more natural look to the hair and quench the undesired yellow/orange hues, the cosmetic violet pigments technology can help.
- This technology uses complementary colours. As purple is complementary to yellow, this means that they neutralize each others.
- Inserting a concentrate of purple pigments in a cosmetic formula allows to “delete” yellow hues and enhance cold tones (ashy or platinum).
- This solution is effective also to correct orange hues in chestnut and dark hair, caused by highlights.
- To reach these results it is necessary to use synthetic pigments, in association with ingredients that are naturally rich in pigments.



# BioKap Bellezza has the answer



# ANTI-YELLOW VIOLET SHAMPOO and MASK

*Reduce yellow hues on blond, white, gray and highlighted hair.*

Ingredients:

- **Purple clay:** naturally rich in pigments
- **Organic cornflower:** revitalizing
- **Wheat and rice proteins:** restructure hair fibres
- A mix of **vegetable oils** to give shine and radiance to dull hair.



200 ml

150 ml

Without: PEG - Silicones - SLES  
Nickel tested  
Dermatologically tested  
Suitable for vegans

# How to use



## Anti-Yellow Violet Shampoo

1. Apply to wet hair and massage
2. Leave on for a few minutes
3. Rinse off with plenty of lukewarm water. For best results apply uniformly from roots to tips.

## Anti-Yellow Violet Mask

1. Apply to washed hair
2. Comb and leave on for 2-3 minutes
3. For a more intensive effect leave on for 5/10 minutes, then rinse.

*Due to the presence of purple pigments, we recommend wearing single-use gloves not to stain hands and nails.*



# For whom



For naturally blond or colored/highlighted hair, quenches yellow hues

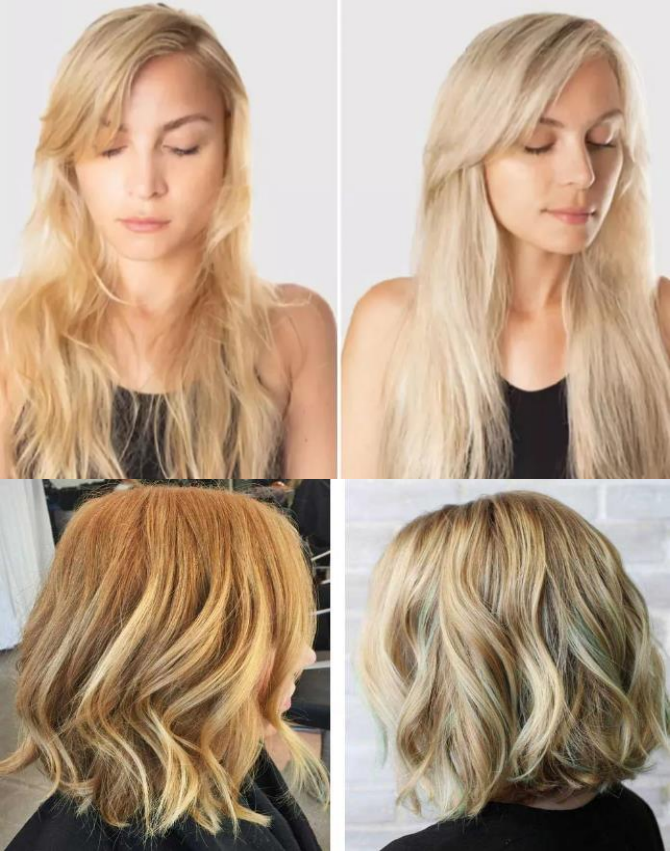


For light chestnut or chestnut hair, quenches copper or orange hues



For grey or white hair, it eliminates the natural yellowing process and gives a natural-looking silvery shade

# What is the result?



Before/After



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# FAQ



## How long does it last?

- It washes off in 5 / 8 shampoos, depending on hair porosity.

## How often shall I use it?

- 1-2 times per week, better if alternate with your regular BioKap shampoo.

## What happens if I use too much product?

- It could enhance the ashy tones of your hair.

# A new market

- Ashy hair is a new trend
- Very few competitors in our channels (pharmacy/health food stores)
- Very interesting price in comparison to the prices in beauty salons
- Two treatments:
  - Shampoo treatment: use 1 - 2 times per week, in addition to your regular shampoo
  - Mask treatment: use as a leave-on, 1 time per week
- Purple Clay will not make your hair turn purple

# POP marketing materials



Shelf-talker frame



Window panel  
Cm. 50 x 70

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# Biokap Nutricolor Promo

- With the purchase of 1 BioKap hair dye
- The consumer gets a bowl and brush kit in recycled plastic for only **3,00 €** instead of € 9,50

Round sticker  
upon request  
(MOQ applies)



# POP marketing materials



Maxi Window panel 70 x 100 cm



Colour Chart



Sticker

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# Availability

- Violet Shampoo/Violet mask available from mid September 2022
- Brush and Bowl in recycled plastic already available in our warehouse