



Isoepidermic pH formula, suitable for the most sensitive and delicate skin-types.



Recyclable packaging for optimal environmental impact reduction. The entire line is composed of r-PET bottles. A choice bringing a small but vital contribution to reducing plastic waste and CO₂ emissions, to show nature how deeply grateful we are for the well-being we are provided each day.



High Naturality Index. An average of 90% of the raw materials contained in the formulas are naturally-derived.



Dermatologically and microbiologically tested products.



Wholeheartedly
100% Made in Italy.



Non animal-tested Formulas.

f @ v in
bbcosinternational

www.bbcos.it

LAB37 srl
Cherasco (CN) • Italy
T. +39 0172 495277
info@lab37group.com
www.lab37group.com



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EMPHASIS

bbCOS[®]
HAIR • PRO

COLOR-TECH EFFECT

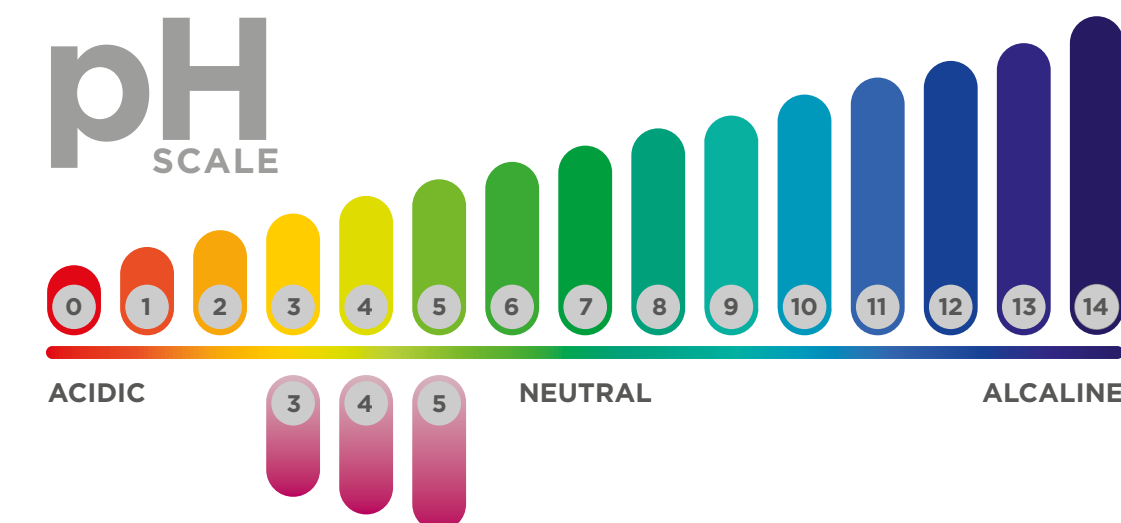


**IRRADIATE
BEAUTY,
TURN ON
THE COLOUR**

THE SOLUTION FOR PERFECT DYED HAIR

Dyed, bleached and treated hair requires special care. Emphasis Color-Tech, an advanced formula made of high quality natural ingredients, is the treatment studied to take on unique challenges, offering an extensive solution for healthy and shiny hair. If you wish to preserve your dyeing and make your hair better than ever before, discover the revolutionary bbcos line: embrace beauty with Emphasis Color-Tech.

THE IMPORTANCE OF pH ACIDITY



COLOR-TECH EFFECT

1 Hair undergoing technical treatments in alkaline pH environment, experiences a **structural transformation**.

The alkalinity makes the hair **cuticles open**, allowing the product seeping into the shaft and carrying out its action.

3 The **acidic pH** is vital to the **restoring of the natural hair fibre structure**: it seals and shuts the cuticles ensuring smooth and protected hair, extending the lifespan of the hair care.

2

HY.NO.RE. COMPLEX

HYDRATING, NOURISHING, RESTRUCTURING

HY.NO.RE. COMPLEX formula is the result of research and innovation made in Lab37 laboratories. Hy.No.Re. Complex is the perfect fusion between cutting-edge science and the most precious natural ingredients. **Sapindus Mukorossi fermentation, Verbascum Thapsus Flower molecular bioliquefaction along with rice and hemp enzymatic bioliquefaction, join their forces to protect and revive the color while maintaining the technical hair care effects.**

Sapindus Mukorossi

Soapwort

Sapindus Mukorossi, fruit of the “soap plant” originating in India, recognized as **Ayurvedic plant (Reetha)**, naturally contains **saponin**. This organic detergent acts as an important **antimicrobial** and **anti-inflammatory** by which COLOR-TECH products are allowed to have a **soothing action** on the hair, as well as special care of the scalp.

Verbascum Thapsus Flower

Mullein Flower

Verbascum Thapsus is a plant that holds extraordinary beneficial properties. Featuring rich enlightening properties, it is capable of emphasizing any technical treatments' cosmetic quality. An active ingredient extracted by the molecular bioliquefaction of Mullein flowers brings **plant photoluminescence qualities** to the product, protecting from harmful UV radiations and transforming them in a glow that confers the hair a shiny, radiant, healthy and young aspect.

Hemp and rice phytokeratin

Hemp & Rice

Phytokeratin coming from hemp and rice, reinvigorates frail hair. Hemp is crucial for ensuring the **strengthening effects** of the treatment, giving nutrition to the hair, guaranteeing it improved shine and softness. Rice-derived actives are rich in minerals, vitamins and antioxidants shielding from damages caused by weather conditions. Through **enzymatic bioliquefaction**, proteins are hydrolized and can get into the skin more easily, providing it with the necessary to complete the natural strenghtening process.

HY.NO.RE. COMPLEX

HAIR TYPE

Dyed, bleached and treated hair

ACTION

DETOXIFYING
Eliminates impurities left by chemicals and metals

HYDRATING/ NOURISHING
Hydration and nourishment to enhance hair glow

RESTRUCTURING
Strengthens the inner structure of the hair

ACIDIFYING
Seals the cuticles of the hair shafts

RESULTS

HAIR

- + SUPPLENESS
- + HEALTH
- + STRENGTH
- + PROTECTION

COLOR

- + INTENSITY
- + DURABILITY
- + VIBRATION
- + RADIANCE



DETERGING

Detox Shampoo

Shampoo for coloured, bleached and treated hair. With the innovative Hy.No.Re. Complex detoxifies the skin and hair, giving moisture, nourishment and shine to the hair fibres. The acidic pH helps lock the outer layers, enhancing the colour and shine, for healthier, stronger and protected hair with lasting colour. Professional product.



Method of use: Apply to damp skin and hair. Massage. Emulsify and rinse. If necessary, reapply. For optimum results, complete the Color-Tech Effect treatment.

Size: 1000 ml/33,81 fl.oz. - 250 ml/8,45 fl.oz.



ACIDIFYING

Acidifying Mask

Mask for coloured, bleached and treated hair. The acidic pH closes the hair cuticles, enhancing its shine and colour. The Hy.No.Re. formula Complex moisturises, nourishes and restructures the fibre for healthier, stronger, protected hair and longer-lasting colour. It does not weigh it down. It detangles and softens the hair. Professional product.



Method of use: Apply to washed and towel-dried hair, lengths and ends. Leave on for 3 to 5 minutes. Comb through and rinse. For optimum results, complete the Color-Tech Effect treatment.

Size: 1000 ml/33,81 fl.oz. - 250 ml/8,45 fl.oz.



AFTER DYEING,
FOR AN IMPROVED
ACIDIFYING TREATMENT,
USE ACIDIFYING MASK
BEFORE SHAMPOOING

BALANCING

Lock Controller

Porosity regulator, multifunctional product ideal for all hair types; easy to use without weighing it down. The Hy.No.Re. Complex action protects and enhances colour; moisturises and smoothes the surface of the hair, strengthening its structure. Anti-frizz moisturising effect. The hair is easy to work with, and is light and shiny. Professional product.



Method of use:
1. Apply to washed and towel-dried hair, directly onto the lengths and ends, proceed to blow-dry as desired.
2. When applied before a technical treatment, it helps to control the absorption of the product. No rinse product.

Size: 200 ml/6,76 fl.oz.

REMOVING STAINS

Stain Out

Gentle, skin-cleansing oil. It acts as a stain remover, gently removing colour residues from the epidermis. Professional product.



Method of use: Before colouring, apply directly to the facial contour with the help of a cotton wool pad. Use the product afterwards to remove any colour residues from the skin by massaging the area. Carefully rinse. For external use only.

Size: 200 ml/6,76 fl.oz.



KEEPING
A BALANCED POROSITY
OF THE HAIR IS ESSENTIAL
TO OBTAIN HEALTHY HAIR,
WITH A VIBRANT
LONG-LASTING
COLOR

RESTRUCTURING

1. MyPlex Active. The special MYPLEX1 intensive formula, combined with the action of Hy.No.Re. Complex, protects hair from intensive oxidising and heat treatments, reducing possible breakage. It helps to the rebuild damaged structures and gives the hair a more vigorous and natural appearance. Professional product.

2. MyPlex Refiner. The specific conditioning formula of MYPLEX2 with its sealing action and the unique Hy.No.Re. Complex, makes even the most brittle hair look good and easy to comb. Professional product.



Size: 250 ml/8,45 fl.oz. + 250 ml/8,45 fl.oz.



MYPLEX IN SINERGY WITH BLEACHING*

50 gr / 1,76 oz. BLEACH	+	100 gr / 3,52 oz. ACTIVATOR	+	15% 1. MYPLEX ACTIVE Ex. on 50 gr / 1,76 oz. of bleach add 8 ml / 0,27 fl.oz. of 1. MYPLEX	After the normal pose time, wash with DETOX SHAMPOO	Apply 2.MYPLEX REFINER throughout the hair. POSE TIME 10'/15' rinse and proceed as wished
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MYPLEX IN SINERGY WITH DYEING*

100 gr / 3,52 oz. BBCOS DYE COLOUR	+	150 gr / 5,29 oz. OXYGEN CREAM	+	6% 1. MYPLEX ACTIVE Ex. on 100 gr / 3,52 oz. coloring cream add 6 ml / 0,20 fl.oz. of 1. MYPLEX	After the normal pose time, wash with DETOX SHAMPOO	Apply 2.MYPLEX REFINER throughout the hair. POSE TIME 10'/15' rinse and proceed as wished
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* do not exceed the given quantities.

MYPLEX AS A PRE-TREATMENT

Wash with **DETOX SHAMPOO**

Mix 20 ml / 0,67 fl.oz. of **1. MYPLEX ACTIVE** with 20 ml / 0,67 fl.oz. of **2.MYPLEX REFINER**. With the help of a brush apply the mixture throughout the hair. Leave on for 10'/15'; rinse and proceed as wished.



NATURALITY
≥90%