

**LSV**  
beauty



# PRIVATE LABEL

BRING YOUR BRAND AND  
WE PRESENT INNOVATIVE SOLUTIONS



**LSV Beauty** is a manufacturer specialized in private label cosmetics for different types of treatments in the hair segment. We have a modern infrastructure and a large production capacity, to provide our customers with unique projects and with the latest trends in the world beauty segment.

Since 2005 in the field, the company has great expertise in the manufacture of hair products. Always keeping up to date and looking for innovations.

Bring your project to **LSV Beauty!** Our consultants will be honored to create a successful project for your brand, through exclusive, differentiated and innovative developments.

#### **OUR MISSION**

The development of Brazilian singular and innovative cosmetic products and insert them in domestic and international markets.

#### **OUR VISION**

Completely supply the needs of our clients on manufacturing revolutionary products.



# Create YOUR OWN COSMETICS BRAND



## DEVELOP YOUR OWN COSMETIC LINE

Our **R&D (research and development)** department is able to develop new products, optimize existing products and innovate on global cosmetic market by developing new formulas, enriched by exclusive natural ingredients from Brazil.

**LSV's** technical know-how allows us to offer the newest capillary cosmetics proposals, creating brand new technics and tendencies.

### RESEARCH AND DEVELOPMENT

Responsible for the constant search to expand the ability to create, innovate, contratype and analyze market trends, both in products and processes. Within the technical center, all products undergo sensory and performance tests, optimizing development time and ensuring effectiveness.

### LABORATORY

**LSV** counts on its fully equipped laboratory which allows total control and analysis on all stages of manufacturing processes, assuring reproduction and tracking of each bottle ever produced.

- Prime matter quality control;
- Water and microbiological analysis;
- Research and development of brand new products;
- Prototyping and stability control (Shelf life test);
- Analysis of finished and in production samples;

### PRODUCTION

Automatized weighting and integrated high-tech production area, controlling all processes. Manufacturing flexibility, which allows all sizes of production.

### MARKETING

**LSV** counts on a team totally focused on offering the best solutions for creation of brand new products, concepts, brands, labels, stickers, bottles, and handlings. You don't need to care about your company's image because we offer you the best solutions!

### REGULATION

Our company offers you full orientation about specialized services and documentation, so our products can be always compatible with destination regulatory agencies.

### QUALITY MANAGEMENT

Warranty of highest quality due our rigorous control of all processes related to manufacturing and investments on high technology and quality certifications necessary for all national patterns required by **ANVISA (National health regulatory agency)** and other international regulatory agencies.

### SUCCESS AND PROGRESS

Enter cosmetic market with innovative, authorial and capable products ready for international wholesale market.



# BRAZILIAN

*Sounds*

COLLECTION

LSV Beauty is pleased to present its newest collection!

With concepts that unite Brazilian biodiversity and technological innovation, the collection named **Brazilian Sounds** is inspired by the desire for renovations, trends and quality.

“The particularities of Brazilian culture and biodiversity are what make the collection special. Therefore, we use ingredients and actives that are capable of translating our expectations as a basis in the development of each formula.”, says Rodrigo Jorge, CEO of **LSV Beauty**.

The inspiration for the development of the collection was the desire to better disclose to our customers part of our Brazilianness, through regional rhythms and active principles. Brazil is known worldwide for several reasons, and music and nature are certainly two strong reasons that refer to Brazilian memories.



# BRAZILIAN

*Sounds*

COLLECTION

WE BRING IDEAS AS  
WAYS OF INSPIRATION, SO  
YOUR BRAND BECOME A  
MARKET LEADER.



**MPB**  
Smoothing



**XOTE**  
Post chemistry



**MARACATU**  
Micellar



**CARIMBÓ**  
Nutrition



**FREVO**  
Curly



**FORRÓ**  
Smooth



**AXÉ**  
Reconstruction



**BOSSA NOVA**  
Hair SPA



**SAMBA**  
Hydration

**CHOOSE THE IDEAL VOLUME REDUCER FOR YOUR LINE AND CUSTOMIZE THE ASSETS.**

# SMOOTHING MPB

Popular Brazilian Music or **MPB** is a trend in post-bossa nova urban popular music in Brazil that revisits typical Brazilian styles such as samba, samba-canção and baião and other Brazilian regional music, combining them with foreign influences, such as jazz and rock.

**Line Concept:** Smoothing and straightening products, developed with proteins, acids and oils, promotes hair alignment and intensive hair repair. Leaving them disciplined, glowing and extremely soft.



**Açaí**  
Antiage, nutrition and emollience.



**Fiber Protein**  
A complex of oils and proteins with an intensive repair technology.



**Tannin**  
Powerful antioxidant and anti-inflammatory.



**Barbatimão**  
Strong antioxidant, anti-inflammatory, antibacterial.



## ACTIVES



**Avocado**  
This ingredient is rich in lipids, natural oils and amino acids.



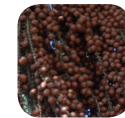
## ACTIVES



**Coffee Extract**  
Coffee helps clean the scalp and stimulates hair growth.



## ACTIVES



**Buriti**  
It is used as a hair strengthener, in addition to prolonging the duration of color in dyed hair.



## MASK BTX BLOND

### INDICATION

Returns nutrients and amino-acids to hair, reduces volume and eliminates frizz, resulting in extremely soft hair. Contains tinting pigments, which avoids fading of blond hair strands.

### MODE OF USE

Apply on cleansed and moist hair, Let for 45 min and thoroughly rinse. Blow-dry and iron the hair.

### FEATURED PRODUCT

- Straightener Mask BTX Blond
- Protein Jelly Rosé
- Protein Jelly Blond
- Protein Fast 2.0
- Regular Brazilian Keratin
- Hair Mask P.H. Balancer

## JELLY ROSÉ

### INDICATION

Gel based formulation, that permits a better spreading and high absorption by hair. Contains a complex of oils and acids that reconstruct and hydrates the hair fiber.

### MODE OF USE

1) Dampen the hair to begin the application. Only if the hair is dirty pre-treatment washing is required. 2) Divide the hair into sections and apply 1 cm from the roots, starting from nape. 3) Spread the product along the entire length of the hair. 4) Let it sit for 30 min. 5) Rinse the hair with water (NO SHAMPOO), removing 30% of product. For blond hair, rinse 100% before iron. 6) Dry the hair and separate it into thin sections straightening each one, about 15 to 20 times at 390°F - 445°F. 7) If desired, rinse the hair with warm or cold water (NO SHAMPOO) and apply any mask on the hair.

## JELLY BLOND

### INDICATION

Gel based formulation, that permits a better spreading and high absorption by hair. Contains a complex of oils and acids that reconstruct and hydrates the hair fiber, while tones the blonde hair with its anti-yellow system.

### MODE OF USE

1) Dampen the hair to begin the application. Only if the hair is dirty pre-treatment washing is required. 2) Divide the hair into sections and apply 1 cm from the roots, starting from nape. 3) Spread the product along the entire length of the hair. 4) Let it sit for 30 min. 5) Rinse the hair with water (NO SHAMPOO), removing 30% of product. For blond hair, rinse 100% before iron. 6) Dry the hair and separate it into thin sections straightening each one, about 15 to 20 times at 390°F - 445°F. 7) If desired, rinse the hair with warm or cold water (NO SHAMPOO) and apply any mask on the hair.

## FAST 2.0

### INDICATION

Advanced yet fast and simple to use keratin treatment that instantly straightens, smooths, repairs, conditions, and strengthens the hair using an intense conditioning remedy which restores vitality by repairing the hair from the inside out.

### MODE OF USE

1) Dampen the hair to begin the application. Only if the hair is dirty pre-treatment washing is required. 2) Divide the hair into sections and apply 1 cm from the roots, starting from nape. 3) Spread the product along the entire length of the hair. 4) Let it sit for 30 min. 5) Rinse the hair with water (NO SHAMPOO), removing 30% of product. For blond hair, rinse 100% before iron. 6) Dry the hair and separate it into thin sections straightening each one, about 15 to 20 times at 390°F - 445°F. 7) If desired, rinse the hair with warm or cold water (NO SHAMPOO) and apply any mask on the hair.

## BRAZILIAN KERATIN

### INDICATION

Made from keratin, coffee extract, essential oils and proteins, it aligns hair fiber, helps with the volume control and provides a long-lasting smooth effect for all types of hair.

### MODE OF USE

1) Wash twice the hair with a Shampoo. 2) Divide the hair into sections and apply 1/2 centimetre from the roots, starting from nape. 3) Spread the product along the entire length of the hair to ensure full application on all sections. 4) Let it sit for 10-20 min. 5) Dry the hair with a hairdryer. Separate the hair into thin sections and straighten each section, approximately 15 to 20 times at 390°F - 445°F. 6) Only if desired, rinse the hair with warm or cold water (NO SHAMPOO) and apply any mask on the hair.

## P.H. BALANCER

### INDICATION

Seals the cuticles and enhances hydration and reconstruction. Rebalances the hair after chemical processes.

### MODE OF USE

After washing the hair, apply the mask evenly on all the hair. After 10 min rinse it thoroughly. Finish as desired.





# SMOOTH FORRÓ

**Forró** is the most popular genre of music and dance in Brazil's Northeast, to the extent that historically "going to the forró" meant simply going to party or going out. The music is based on a combination of three instruments (accordion, zabumba and a metal triangle).

**Line Concept:** A dedicated line to aligning the hair and sealing the cuticles. Instantly reduces volume and frizz.

## ACTIVES



**Cupuaçu Oil**  
Highly moisturizing and emollient.



**Balsamic Extract**  
It reduces the porosity and roughness of the hair and seals the cuticles.



# POST CHEMISTRY XOTE

The word **Xote** originated from the German word "schottisch", which means Scottish, as the dance was initially a reference to Scottish polka. **Xote** became a typical dance of the Northeast of Brazil. It is played by a band composed mainly of accordion, tambourine and triangle.

**Line Concept:** Assets that provide extreme hydration and nutrition make up the products in this line. The main idea is to bring elasticity and resistance to the hair.

## ACTIVES



**Avocado Oil**  
This ingredient is rich in lipids, natural oils and amino acids.



**Pequi**  
It is rich in vitamins A, E and antioxidants, as well as having anti-inflammatory action.



**Murumuru**  
Has a high content of lauric acid, that penetrates the hair allowing better moisture retention and cuticle sealing.



## FEATURED PRODUCT

- Smooth Thermo Activated Fluid

## THERMO FLUID

### INDICATION

The product has the objective of aligning the hair using actives that give emollience and that leave the cuticles sealed. Helps in hair brushing and has thermo protection.

### MODE OF USE

The product can be used as a brush finisher, leaving the hair more aligned and with umbrella effect - protecting against moisture and prolonging the smooth effect.

## LIQUID MASK

### INDICATION

Liquid mask that in contact with water transforms into a powerful cream that moisturizes, untangles, seals the cuticles, and reduces frizz. It has an ultra-concentrated formula with emollient, moisturizing, and nourishing action of the avocado oil, that leaves hair soft, silky and with intense shine.

### MODE OF USE

With clean and damp hair, apply the mask along the hair, covering in thin hair and causing the product to heat up. Let it act for 10-15 minutes. Comb the hair gently, rinse off with warm water and finish as desired.

### FEATURED PRODUCT

- Post Chemistry Shampoo
- Post Chemistry Liquid Mask
- Post Chemistry Infusion Mask

## SHAMPOO

### INDICATION

In everyday life, metal particles present in the water and in the products used can penetrate the hair fibers. The Metal Detox shampoo gently removes impurities such as chlorine and heavy metal particles from the hair. It promotes softness, shine, silkiness, longer color durability.

### MODE OF USE

Apply evenly to wet hair. Apply it to your scalp and massage until it lathers. Rinse well and repeat if necessary. Afterwards, apply a mask and finish as you wish.

## INFUSION MASK

### INDICATION

With an infusion of highly moisturizing ingredients of brazilian biome, this mask replenishes elasticity and resistance to wires, acting as a powerfull anti-aging, anti-frizz balsam, providing softness, extra shine and a protective layer to seal cuticles.

### MODE OF USE

Apply to dry hair, section by section, through the length and ends (do not apply it close to the root). Massage and leave in for 30 minutes. Wash with shampoo and apply conditioner.

**HAVE TRENDS IN YOUR BRAND AND SURPRISE YOUR CUSTOMERS.**

# RECONSTRUCTION AXÉ



**Axé** is a popular music genre originated in Salvador, Bahia, Brazil in the 1980s, fusing different Afro-Caribbean genres, such as marcha, reggae, and calypso. The main characteristic of the **Axé** Musical Genre is the micareta style of music and the mixture of elements from samba-reggae, pop, rock, frevo and Latin styles.

**Line Concept:** The Axé line has assets with reconstructive properties that treat and repair the most damaged hair.



## ACTIVES



**Patauá**  
Rich in Omega 3 and 6.



**Copaíba**  
Nourishes and prevents dryness.



**Aroeira**  
Antioxidant, toning, balsamic and astringent.

# MICELLAR MARACATU



**Maracatu** is an Afro-Brazilian performance genre practiced in the state of Pernambuco, mainly in the cities of Recife and Olinda. The term, often shortened simply to nation, that refers not only to the performance but to the performing groups themselves.

**Line Concept:** The line consists of products that contain actives that clean and renew the hair, removing impurities and giving it a lot of shine.



## ACTIVES



**Micellar Water**  
Balances the Ph and oil microparticles.



**Caatinga Cactus Flower**  
Rich in linoleic acid which has super moisturizing power.

## S.O.S. INDICATION

Developed to restore lost protein during chemical process, it improves elasticity in hair structure, leaving it revitalized and stronger.

## MODE OF USE

Apply product evenly onto moist hair and leave it for 10 min. Do not rinse out! Apply Force Mask.

## FEATURED PRODUCT

- Reconstruction S.O.S
- Reconstruction Shampoo
- Reconstruction Mask

## SHAMPOO INDICATION

Made with Copaíba resin, Patauá and Aroeira, Axé Reconstruction Shampoo cleanses and restores porous and dull looking hair strands.

## MODE OF USE

Apply to wet hair, gently massage it in for about 2 min. Rinse and repeat if necessary.

## MASK INDICATION

Made with Copaíba resin, Patauá and Aroeira, rich actives from Brazilian biodiversity. Deeply repairs damaged hair, leaving it soft, silky and shiny.

## MODE OF USE

After cleansing, apply the mask evenly on all the hair. After 10 min rinse it thoroughly.

## FEATURED PRODUCT

- Micellar Shampoo
- Micellar Gelatin

## SHAMPOO INDICATION

This soft, purifying and moisturising shampoo is silicone-free and gently cleanses with water-rich complexes to remove impurities, promote shine and emollience to unhealthy hair.

## MODE OF USE

Apply the shampoo to wet hair, massage well to treat scalp and wires. Rinse well.

## GELATIN INDICATION

This super nourishing and conditioning treatment promotes silky and soft strands, banishing frizz and dryness. Leaves your hair with a sublime shine and lightweight bounce.

## MODE OF USE

Apply to damp hair after cleansing. Leave for a minute and rinse. Use once a week for an intense treatment or more often if needed.



**CHOOSE PRODUCTS, PACKAGING AND ASSETS. CUSTOMIZE YOUR BRAND!**

# HAIR SPA BOSSA NOVA



The phrase **Bossa Nova** means literally “new trend” or “new wave” in Portuguese. It is mainly characterized by a “different beat” [nb 3] that altered the harmonies with the introduction of unconventional chords and an innovative syncopation of traditional samba from a single rhythmic division.

**Line Concept:** The line is based on products that, in addition to treating the hair, promote a pleasant experience to relax and revitalize body and mind.



## ACTIVES



**Activated Charcoal**  
Rich in mineral salts.



**Ginger**  
Vitamins Zinc and Phosphorus.



**Biotin**  
It help to ensures the formation of collagen and keratin.

# NUTRITION CARIMBÓ

The name refers to the **Carimbó**, the main musical instrument used in this Brazilian rhythm. The **Carimbó** is a kind of drum played with the hands, made with wood. The rhythm was common in the northern part of Brazil, from the time that Brazil was still a Portuguese colony, originally from the Brazilian region of Pará, around Marajó island and the capital city of Belém.

**Line Concept:** The line is based on nourishing fruits that restore smoothness and shine to the hair, in addition to having antioxidant properties.



## ACTIVES



**Açaí**  
Antiage, nutrition and emollience.



**Jabuticaba**  
Vitamins B and C.



**Amazonian Oils**  
Growth, nutrition and silkiness.

### FEATURED PRODUCT

- Hair Spa Shampoo
- Hair Spa Mask

## SHAMPOO

### INDICATION

Detox shampoo for all hair types. Eliminates oiliness and removes flakiness from the scalp. Promotes scalp skin cell renewal for faster growth of strong, healthy and shiny hair.

### MODE OF USE

Apply evenly to wet hair, emphasizing the scalp and massage until it lathers. Rinse well and repeat if necessary. Afterwards, apply a mask and finish as you wish.

## MASK

### INDICATION

Made with Activated Charcoal, Ginger and Biotin, a trully therapy to your hair. Purifies and restores the health of the wires, returning natural movement.

### MODE OF USE

Apply to damp hair, gently massaging it. Let the product sit for 10-15 minutes. Rinse well.

### FEATURED PRODUCT

- Nutrition Açai Oil
- Nutrition Mask

## OIL

### INDICATION

Nutritive oil for antioxidant purpse, made from Açai oil, with vitamins and UV filter, nourishes, repairs, seals and strngthens damaged hair, resulting in a smooth, shiny and healthy hair.

### MODE OF USE

Apply the product from the middle to the end. If preferred, add in some drops to your hydration mask and continue the usual procedure.

## MASK

### INDICATION

Its exclusive complex of Amazonian actives immediately reduces damages caused by chemical processes while intensively nourishes and restores the hair.

### MODE OF USE

Apply to damp hair, gently massaging it. Let the product sit for 10-15 minutes. Rinse well.

**COMBINE TECHNOLOGICAL ASSETS WITH NATURAL ASSETS AND CREATE A DIFFERENTIAL.**

# HYDRATION SAMBA



Brazilian music genre that originated in the Afro-Brazilian communities of Rio de Janeiro in the early 20th century. Having its roots in Brazilian folk traditions, especially those linked to the primitive rural **Samba** of the colonial and imperial periods, is considered one of the most important cultural phenomena in Brazil and one of the country's symbols.

**Line Concept:** The Samba line products have an intense hydration capacity generated by Brazilian assets and a touch of technological assets.



## ACTIVES



**Hyaluronic Acid**  
Restorative and reconstructive action.



**Rose Water**  
Balances the Ph, purifying.



**Brazilian Jasmine**  
Anti-inflammatory and soothing properties.



**Blackberry**  
Vitamins C and E, antioxidant action.

# CURLY FREVO



**Frevo** originated in the 19th century in the city of Recife, Pernambuco. It resulted from the rivalry between the military bands and the slaves who had become free. The word frevo appears as a corruption of the verb to boil ("frever"), this is because frevo is a frenetic dance, with a very fast pace.

**Line Concept:** The products in this line are intended for curly and afro hair. The assets are able to treat in addition to helping in the best definition of hair strands.



## ACTIVES



**Cashew**  
Rich in selenium and fatty acids.



**Cocoa Butter**  
Rich in vitamin A and B2. High hydration power.



**Coconut Water**  
Nourishing, shine and softness.

### FEATURED PRODUCT

- Hydration All in One Fluid
- Hydration Night Mask

### ALL IN ONE INDICATION

With Hyaluronic acid, Rose water, brazilian jasmine and Blackberry, all in one is an intensive thermal fluid treatment that Recovers damaged hair by chemical process. Efficiently recovers devitalized and brittle hair.

### MODE OF USE

From length to the end on the hair just after shampooing and before applying conditioner or mask. Suitable as a thermal protection before blow dry finishing.

### NIGHT MASK INDICATION

Night treatment for all hair types. Formulation that intensely hydrates and provides a blindness, keeping nutrients inside the hair fiber. The result is regenerated hair, without frizz and with a lot of shine.

### MODE OF USE

Apply to dry hair, through the length and ends. Massage and leave in for all night long. Wash on next morning.

### FEATURED PRODUCT

- Curly Co-Wash
- Curly Curl Jelly

### CO-WASH INDICATION

With extremely moisturizing properties such as coconut water, cashew and cocoa butter, the Frevo line is dedicated to the treatment of frizzy, curly and afro hair.

### MODE OF USE

Apply a small amount to the palms of the hands with wet hair and distribute throughout the scalp. Massage with your fingertips as you would a conventional shampoo and rinse. \*Repeat the operation if you feel the need for further cleaning.

### CURL JELLY INDICATION

This finishing jelly is intended for curly and afro hair. The actives are able to treat in addition to helping in the best definition of hair strands.

### MODE OF USE

Squeeze a small amount into your palm. Rake the product through your hair using your hands. Turn your head and twist the curls up towards your scalp. Let hair air-dry or diffuse for extra volume. Loosen a little after it dries.





# LSV beauty



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