



streak[®]
PROFESSIONAL

HAIROLOGY

SPECIALIZED SOLUTIONS FOR YOUR HAIR

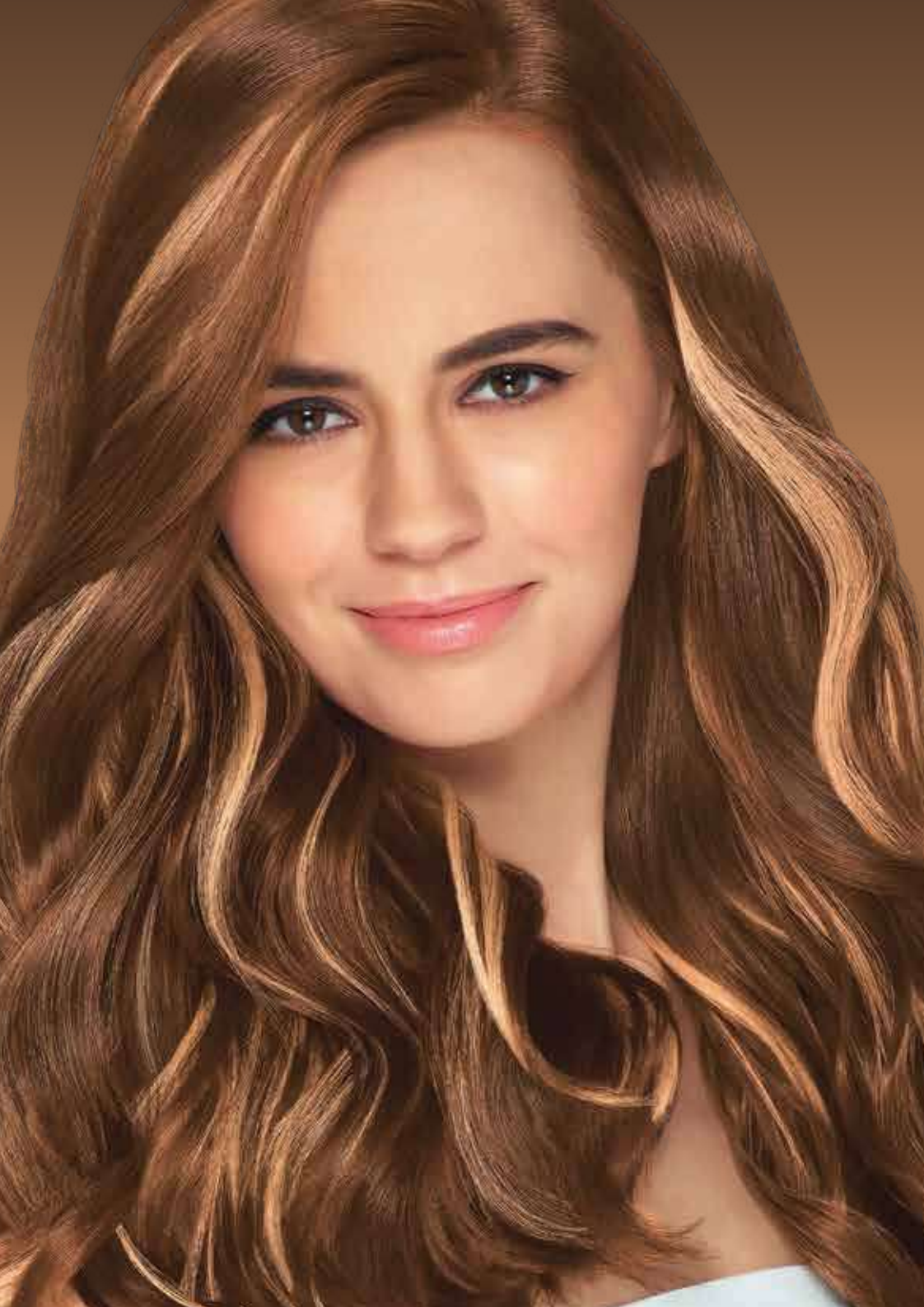


HR IPL made a foray into the salon professional category in 2008, under the brand name Streax Professional and hasn't looked back ever since.

The Streax Professional Division surged ahead by successfully meeting hair and beauty requirements of both stylists and customers, year after year.

With its expertise in the hair category, Streax professional offers a range of products that cater to salon professional needs like colour, styling, texture & hair care. A state of the art Research & Development Laboratory along with a competent R&D team ensure that Streax Professional continues to craft high quality products, keeping up with the latest trends and fulfilling customer requirements satisfactorily.

Streax Professional works tirelessly to ensure consumer satisfaction through quality, innovation, expertise and trust.





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COLOUR





ARGAN SECRETS

Streak Professional Argan Secrets Hair Colourant

Cream gives Vibrant, rich colour plus softness, bounce and shine . Infused with Argan Oil and Walnut Oil to help nourish hair and counter dryness. Enriched with an unique Silicone Active System to help seal in moisture and protect hair colour, keeping it radiant and lustrous for longer.



Available in sizes : 60g / 90g

HIGHLIGHTS :

- Argan oil is rich in Natural Antioxidants and Vitamin E which is good for healthy Hair.
- Silicone Active system is a blend of conditioning agents consisting of silicone with Dual cationic polymeric system which helps to increase and maintain depth of Hair colour.



Streax Professional Argan secrets hair colourant developer is rich and creamy that keeps the colour in active contact with Hair without dripping.

It releases oxygen while colouring and gives excellent coverage and uniformity of colour.



Available in sizes : 60ml / 250ml / 1000ml





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FUNKY COLOURS

Streak Professional Hold & Play funky colours are bold vibrant semi permanent hair colour.

HIGHLIGHTS

Ammonia and Peroxide Free.

Available in sizes : 100g





ULTRALIGHTS

Streax professional Ultralights blonder powder
for the perfect highlights, natural balayage or all over
blonde look.

HIGHLIGHTS

- Highly Reliable & controlled blonde results up to 7 levels
- Advanced conditioning for soft & shiny Hair



Available in sizes : 10g / 350g



COLOUR CLEAN

Streakx Professional Colour Clean has gentle emulsifying properties that delicately remove all the hair colour stains from the scalp.

HIGHLIGHTS

- Gentle emulsifying properties



Available in sizes : 100ml



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TREAT TREATMENT MENT



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SPA NOURISHMENT

The healing power of the spa range from Streak professional gives your hair that extra dose of Nourishment. It deeply treats and the rehydrating therapy intensely moisturizes your hair to make it healthy, soft and full of life.



HONEY & VITAMIN E

Streax Professional Spa

Nourishment Hair Masque enriched with Honey Extract and Vitamin E, deeply conditions, softens and detangles hair and also helps reduce hair static. Its nourishing and revitalizing effect helps reveal hair that is smoother, softer & shinier.

HIGHLIGHTS

- For Normal to dry hair



Available in sizes : 200g / 500g

OLIVE & SHEA BUTTER

Streax Professional Spa Nourishment

Hair Masque is enriched with Olive Oil for an intense moisture boost to help revitalize & strengthen dry, coloured and chemically treated hair. Infused with antioxidant-rich oils such as Coconut Oil, Jojoba Oil, Flaxseed Oil, plus hydrating Shea Butter and Wheat Amino Extracts, this nourishing spa cream provides much needed moisture to dry and damaged hair, making them soft, shiny, supple and manageable.

HIGHLIGHTS

- For Very Dry & Damaged Hair



Available in sizes : 200g / 500g



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TEXTURE



CANVOLINE STRAIGHTENING

Streax Professional Canvoline Straightening Range is crafted to give your customers a superior straightening in-salon experience. Enriched with KERA-CHARGE, Canvoline offers the Straight, Smooth, Glamorous look your customers always longed to have while imparting the benefits of a Protein recharge!

HIGHLIGHTS

HYDROLYZED PROTEINS COMPLEX:

- It is a source of Arginine which helps to reinforce & strengthen hair fiber and protect hair shaft from breakage and brittleness
- It helps to mitigate damage due to chemical hair treatments.

HAIR CONDITIONING AGENTS:

- Moisturize and condition hair to the roots. They penetrate up to the hair shaft making hair healthier and easy to comb & maintain; while keeping them tangle free.

PRE-TREATMENT

- Purifying Shampoo is a deep-cleansing, pre-treatment shampoo that helps to wash away impurities, product build-up, minerals and chlorine from the hair; while keeping hair at an optimum pH level

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ENRICHED WITH
KERA-CHARGE[™]
COMPLEX



Available in sizes :

Canvoline hair straightening cream (mild/intense) - 160g / 500g

Canvoline neutralizing cream - 500g / 1000g

Canvoline purifying shampoo - 1000 ml



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CARE





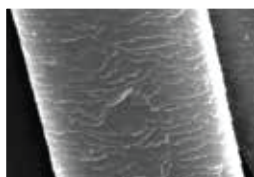
VITARICHE CARE

Streax Professional Vitariche care range of hair care products enriched with Biovit-A-OX complex – a combination of Biotin and antioxidant-rich Vitamin B5 and Vitamin E is rich in vitamins that gives a surge of nourishment for healthy looking and nourished Hair.

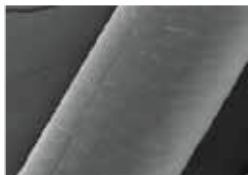
Streax Professional Vitaiche care Repair Max Range-
Vitariche Repair Max Range of Shampoo, Masque and Serum helps repair & revitalize dry, distressed hair.

HIGHLIGHTS

- Damage reduction by upto 14X times less hair breakage*.
- Up to 2 X significantly better tensile strength.*
- Reduced cuticle lifting* for softer, smoother hair.
- Hydrating ingredients help reduce split ends.



Before



After

*Based on study (manual combing and instrumental test) conducted for Vitariche Repair Max range of shampoo+masque+serum vs non-conditioning shampoo. Test performed by external agency under controlled laboratory conditions.

Repair Max Shampoo helps revitalize dry, distressed hair with a surge of nourishment from Biovit-A-OX complex - a combination of Biotin and antioxidant-rich Vitamin B5 and Vitamin E. Hydrolyzed Flax Protein and Ceramide mimic molecules help repair and rejuvenate rough, damaged hair.



Available in sizes :
300ml / 1000ml / 1500ml

Repair Max Masque is packed with a surge of nourishment from Biovit-A-OX complex - Hydrolyzed Flax Protein and Ceramide mimic molecules that helps repair and rejuvenate rough, damaged hair.



Available in sizes : 200g / 500g

Repair Max Serum is packed with reconditioning and smoothening hair serum infused with Vita-Oils Repair Complex- a fusion of 4 nourishing oils of Avocado, Sunflower, Macadamia and Musk Rose, plus antioxidant Vitamin E. Helps repair, restore and revitalize dull, dry, damaged hair. Reveals hair that is soft and supple, smooth and silky.



Available in sizes : 100g

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StreaX Professional Vitariche care Smooth & Shine Range-
Vitariche Smooth & Shine Range of Shampoo, Masque and Serum helps to give you smooth & shiny looking hair.

Smooth & Shine Shampoo- Deep-hydrating, cleansing shampoo that helps revitalize hair with a surge of nourishment from Biovit-A-OX complex – a combination of Biotin and antioxidant-rich Vitamin B5 and Vitamin E. Hydrolyzed Silk Protein helps add moisture to improve elasticity.



**Available in sizes :
300ml / 1000ml / 1500ml**



Smooth & Shine Masque- Deep-hydrating, detangling hair masque that helps condition and revitalize hair with a surge of nourishment from Biovit-A-OX complex – a combination of Biotin and antioxidant-rich Vitamin B5 and Vitamin E. Hydrolyzed Silk Protein helps add moisture to improve elasticity.



Available in sizes : 200g / 500g

Smooth & Shine Leave in Conditioner- Aloe vera enriched, nourishing Leave-In Conditioner that helps to soften, smoothen and rejuvenate normal to dry hair, giving them renewed shine and improved manageability in any weather condition



Available in sizes : 100ml

Vitariche Gloss-

Streax professional Vitariche Gloss serum with vitamin rich macademia oil & Vitamin E ,helps to nourish hair & tame frizz making hair smooth,while its unique shine enhancers help to give hair a gorgeous,shiny & Glossy finish.

HIGHLIGHTS

- Macademia oil is rich in fatty acids that help to add shine, strengthen, and nourish the hair follicles,



Available in sizes:
100 ml / 200 ml / 45 ml





ARGAN SECRETS POST CARE

Streax Professional Argan Secrets Colour Protect paraben free range has been created with advanced Colour Reinforcer Technology and UV Protection. Enriched with Argan oil known to nourish hair, this range helps keep coloured hair soft, lustrous, bright & radiant.

HIGHLIGHTS

More than 90% colour retention, softness & smoothness for upto 10 weeks.*



Argan Secrets Colour Protect Shampoo.

Argan Secrets Colour Protect Shampoo is a paraben free shampoo that cleanses, nourishes and helps preserve the vibrancy of hair colour for longer.

Available in sizes : 100ml

*Tested as a regime under controlled laboratory conditions with 3 washes per week.



Argan Secrets Colour Protect Conditioner.

Argan Secrets Colour Protect Conditioner helps to deeply nourish, soften and smoothen coloured hair.

**Available in sizes :
250ml / 1000ml**

Argan Secrets Colour Protect Serum.

Argan Secrets Colour Protect Hair Serum prevents frizz and provides instant sheen and smoothness to coloured hair, thereby enhancing its radiance and keeping it manageable and soft.



Available in sizes : 100ml



CANVOLINE POST CARE

Streax Professional Canvoline Post Care shampoo, Conditioner & serum is specially curated with potent actives to nourish and rejuvenate chemically straightened hair or sensitized hair.

Enriched with a unique Kera Charge Complex to give hair a protein boost, and powered with Ceramide mimic molecules to aid in Strengthening hair and minimise hair Breakage.

Also infused with nutrient rich Baobab oil known for its inherent moisturizing properties and shea butter for extra conditioning.

Canvoline Post Care helps to retain the **SALON STRAIGHT LOOK, just like Day 1***.

This includes retention of the '**Straight Alignment**' of the hair fibers, along with maintaining the key parameters of healthy hair, **Softness, Smoothness, Strength, Shine.**





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HIGHLIGHTS

- **Straight Alignment-** 3.5X better retention of straight look*
- **Shine-** Retains shine of Straightened hair, protecting it from dullness*
- **Smoothness & Frizz-** Gives 9x better retention of Smoothness of chemically straightened hair*
- **Softness-** 19.5x better in maintaining hair softness*
- **Strength-** Protects Straightened hair from breakage, showing no reduction in tensile strength of hair*



Canvoline Straightening Care Shampoo -

StreaX Professional Canvoline is a gentle sulphate free and paraben free Shampoo specially curated to nourish and rejuvenate chemically straightened or sensitized hair, even as it cleanses.

Available in sizes :
250ml / 1000ml

Canvoline Straightening Care Conditioner-

Streax Professional Canvoline deeply nourish, condition and restructure chemically straightened or sensitized hair.



**Available in sizes :
250ml / 1000ml**



Canvoline Hair Serum-

Streax Professional Canvoline Hair Serum is lightweight and specially formulated to help give chemically straightened or sensitized hair a soft, sleek finish by locking in moisture and enhancing shine.

Available in sizes : 100ml

MAGNASCOPE TEST

DAY 1



After 10 washes



With Canvoline
post care

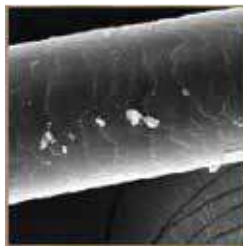
This Magnascope image shows the effect on retention of Salon
Straight Look with Canvoline post care.*

CUTICLE TEST (SEM)

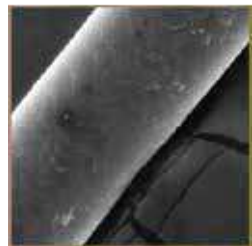
BASELINE



POST 20 WASH CYCLES



With Non-Conditioning
shampoo



With Canvoline
post care

Post 20 wash cycles, Cuticle breakage is observed with Non conditioning
shampoo while in case of Canvoline Regime Treatment, more
smoothing and less lifting of Cuticle was observed. #

*Based on Canvoline Post care versus Non Conditioning shampoo external study conducted for 10 washes
under controlled laboratory condition.



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STYLING





HOLD & PLAY

Streax professional Hold & Play, is an International styling range with Amino and organic extracts are exclusively developed by a team of professionals from Italy for perfect hair styling. This exclusive range of products are a revolutionary leap in the field of hair styling and offers excellent hold, volume and shine to your hair.

Hold & Play products are enriched with Honey and willow extracts, that are known to keep hair soft, shiny & conditioned, thus giving them a healthy look and super finish. So, go ahead... play with your hair and have fun!



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HARD GEL

Streax Professional Hold & Play Hard Gel is non-sticky, residue-free, & ideal for creating long-lasting, well-defined, avant-garde hair styles.

HIGHLIGHTS

- Instantly fixes and sculpts sections.
- Moisturizes and protects hair structure.
- Ideal for Long lasting wet look, party, special occasions or to experiment with hair styles and looks.



Available in sizes : 150ml



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WATER WAX

StreaX Professional Hold & Play Water Wax can be used to style all hair types. It provides control & shine, is easy-to-use, & works wonders for free-hand styling.

HIGHLIGHTS

- Brings Definition and shine to hair.
- Eliminates frizz, strengthens and moisturizes Hair.
- Easy to handle texture.
- Ideal for everyday office groomed look for short hair.



Available in sizes : 75ml



SHINING GEL MOUSSE

Streax Professional Hold & Play Shining Gel Mousse is a regular hold mousse that can be used for creating natural-looking, shiny & silky blow dry styles, as well as, well-defined waves & curls. It is also ideal for creating a perfect sculpted look, or a messy, wet look.

HIGHLIGHTS

- Ideal for styling natural hair styles.
- Conditions and Restores hair, giving it softness and shine.



Available in sizes : 300ml



SHINE SPRAY

Streak Professional Hold & Play Shine Spray is a soft- hold finishing spray that provides instant gloss & shine to hair & a light hold to any hair style.

HIGHLIGHTS

- Spray on liquid gloss for Instant shine.
- Guarantees maximum protection, shine & elasticity.
- Fixes flairs.
- Mild and does not leave residue.



Available in sizes : 200ml



STRONG MOUSSE

Streax Professional Hold & Play Strong Mousse provides volume and a strong hold to create defined curls and waves.

HIGHLIGHTS

- Brings reinforced volume to create excellent well defined curls using Tong machine.
- Ideal for strong flexible support.
- Helps in controlling, defining and maintaining blow dry styles.
- Protects and creates perfect hold, body, definition & shine.



Available in sizes : 300ml

HOLD SPRAY

Streax Professional Hold & Play Hold Spray gives support to even the most complicated hair styles, by providing a firm hold to hair, without weighing them down.

HIGHLIGHTS

- For lasting support.
- Non Aerosol spray, so convenient that leaves no residue.
- Holds and protects hair.
- Flexible Hold.
- Adds to shine.



Available in sizes : 250ml



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