



Creating Cuteness and Fun

[emorte]

Freer!

Happier!

Making waves and curls more positive than ever before.

emorte is here to deliver more enjoyment to styling and self-expression.



Product Introduction

Creating Cuteness and Fun [emorte]

The salon's vision, and the customer's smile.

4 points for increasing the quality of wave and curl creation.

POINT 01 Reducing unforeseen overprocessing and simplifying the chemical agent selection and treatment process

The lineup caters to both cold and heated processing, balancing hair condition and reducing excessive damage and overprocessing. By moderating the variation in wave and curl forming capability, mistakes such as over-application on hair ends, including unevenly damaged hair, are reduced. In addition, chemical agent selection as well as treatment processing becomes easier.

Pre-treatment



Care Mist

Cold processing pre-treatment for waves and curls
Damage adjuster*1 balances hair condition to reduce excessive damage and overprocessing.
Reduction type keratin*2 protects the hair for a silky finish with bounce.



Care Mist Hot

Heated processing pre-treatment for waves and curls
Damage adjuster*1 balances hair condition to reduce excessive damage and overprocessing. High molecular keratin*3 and heat work to give wavy and curly designs a more three-dimensional finish.

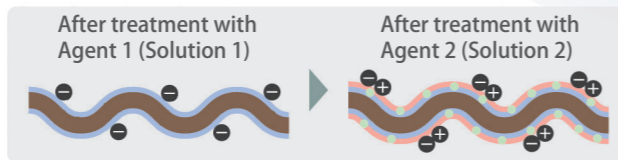
*1 Hydrolyzed keratin (wool) (Hair protectant)/Diammonium dithiodiglycolate (Wetting agent) *2, *3 Hydrolyzed keratin (wool) (Hair protectant)

POINT 02 A wide selection of products to choose from according to hair condition, from healthy hair to highly damaged hair

A wide array of products to choose from according to hair condition
Comprehensive range of Agent 1 (Solution 1) products from neutral to high pH are available to meet the needs of healthy to highly damaged hair.

Improved elasticity and 3D effect

Curl-assist ingredients*4-6 contained in Agent 1 and Agent 2 (Solutions 1 and 2) form a flexible and elastic film on the hair surface. This allows for richer expression of waves and curls, expanding the possibilities of design.



- Agent 1 (Solution 1)
 - Anionic polymer*4
- Agent 2 (Solution 2)
 - Cationic polymer*5
 - Cellulose nanofiber*6

*4 Methoxyethylene-MA copolymer (Quasi-drug) (Methyl vinyl ether/maleic acid) copolymer (Cosmetic) (Base)

*5 Trimethylammonium chloride hydroxypropyl hydroxyethyl cellulose (Quasi-drug) Polyquaternium-10 (Cosmetic) (Base)

*6 Crystalline cellulose (Base)

Cellulose nanofiber is a material made from wood fiber reduced to nanometer size, and is attracting attention as a sustainable raw material.

Agent 1 (Solution 1) • Agent 2 (Solution 2)



*Be sure to use quasi-drug Agent 1 products in conjunction with quasi-drug Agent 2 products, and cosmetic Solution 1 products in conjunction with the cosmetic Solution 2 product.

POINT 03 Better 3D formation makes hair look more beautiful and attractive

Post-treatment



Curl Treatment

Post-treatment for waves and curls (Treatment for use after processing)

Styling Support

Lightweight finish with excellent manageability

Curl support polymer*7 makes waved/curl-treated hair more three-dimensional and beautifully attractive.

Perm Odor Reduction

Masks unpleasant odors after treatment and reduces the smell of perm residue. Natural floral fragrance.

*7(PPG-12/SMDI) copolymer (Base)

POINT 04 Enjoy long-lasting waves and curls

Home Care



Curl Treatment Home Care

Makes it easy to reproduce salon styling and enjoy long-lasting wave and curl designs. The natural floral fragrance helps to alleviate any lingering odor after treatment.

Other



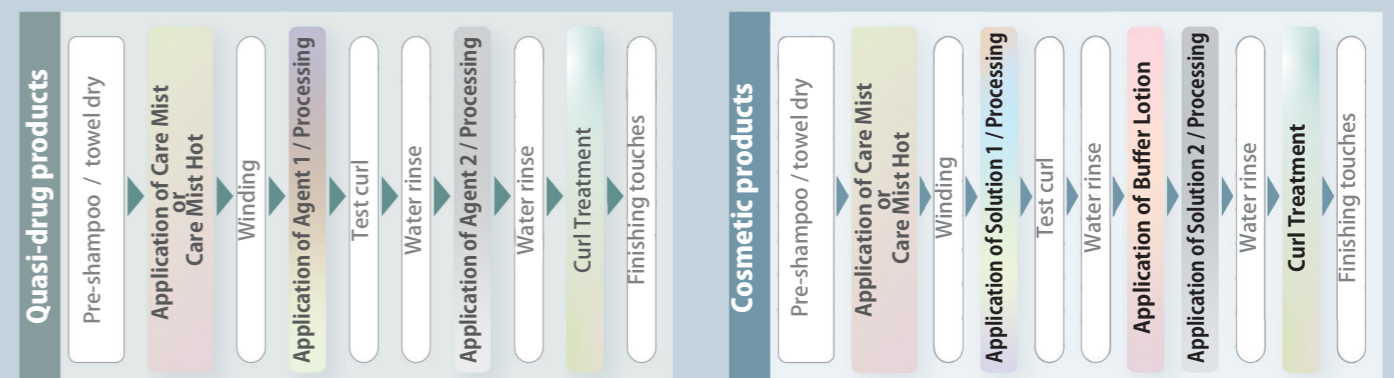
Intermediate Treatment (Cosmetic)

Buffer Lotion



















Conditions hair by buffering and replenishing PPT ingredients*8. The process is simple because the solution is used as is, eliminating the need for dilution.

*8 Hydrolyzed pea protein (Hair protectant), Hydrolyzed silk (Hair protectant), Hydrolyzed soybean protein (Hair protectant)

Process プロセス



Lineup

Type	Quasi-drugs					Cosmetics					Type
	Agent 1			Agent 2※		Solution 1				Solution 2	
Product Name	emorte Thio Hard Agent 1 (Thioglycolic Acid Cold 2-bath Agent 1) Sales Name: Wave QD-CA-I Agent 1	emorte Thio Soft Agent 1 (Thioglycolic Acid Heated 2-bath Agent 1) Sales Name: Wave QD-CA-J Agent 1	emorte Cys Agent 1 (Cysteine Heated 2-bath Agent 1) Sales Name: Wave QD-CA-K Agent 1	emorte Hydrogen Peroxide solution Agent 2 (Permanent wave agent Agent 2 (Hydrogen Peroxide solution)) Sales name: Wave QD-CA-L Agent 2	emorte Bromate Agent 2 (Permanent wave agent Agent 2 (Bromate)) Sales name: Wave QD-CA-M Agent 2	emorte Cosme Hard Solution 1	emorte Cosme Soft Solution 1	emorte Cosme Mild Solution 1	emorte Cosme Light Solution 1	emorte Cosme Solution 2	Product Name
Design											Design
Amount	400ml	400ml	400ml	400ml	400ml	400ml	400ml	400ml	400ml	1000ml	Amount
Reducing Agent Oxidizing Agent	Thioglycolic Acid	Thioglycolic Acid	Cysteine Thioglycolic Acid* * Included as a stabilizer	Hydrogen Peroxide	Sodium Bromate	Cysteamine Cysteine Thioglycolic Acid Thioglycerin	Cysteamine Cysteine Thioglycolic Acid	Cysteamine Cysteine Thioglycolic Acid Thioglycerin	Cysteamine Cysteine Thioglycolic Acid Thioglycerin	Sodium Bromate	Reducing Agent Oxidizing Agent
Reducing Agent Concentration (TG conversion) Oxidizing Agent Concentration	7%	4%	4%	1.5%	8%	4.5%	3%	4.5%	4.5%	8%	Reducing Agent Concentration (TG conversion) Oxidizing Agent Concentration
pH	9	9	9	3.5	7.5	8.5	8.5	8	6.5	7.5	pH
Alkali	3.5	2	5	—	—	3	2.5	1.5	—	—	Alkali
Wave Guideline	Healthy hair 	Healthy hair 	Healthy hair 	Rod used: 17mm Agent 1: 10 minutes Agent 2: 10 minutes		Medium damage High damage  	Medium damage High damage  	Medium damage High damage  	Medium damage High damage  	Rod used: 17mm Solution 1: 10 minutes Solution 2: 10 minutes	Curl Guideline

※ Either Hydrogen Peroxide or Bromate can be used as the second agent for each first agent (but not in combination).

choice Guide for selecting chemical agent according to damage level

For healthy hair to hair with low damage

For hair with medium damage

For hair with high damage



Product Name	Supporting Items				Home Care Item
	emorte Care Mist For cold processing	emorte Care Mist Hot For heated processing	emorte Buffer Lotion	emorte Curl Treatment	emorte Curl Treatment
Design					
Amount	400ml	400ml	1000ml	400g	150g ¥1,980 (tax included)