

#innolove



INNOLUXE





Your hair  
Your way  
*No limits*

*Feel the*  
**#innolove**

INNOLuxe V3 is like  
pressing *“factory reset”*  
on your hair

*Think right back to before your hair was introduced to  
colour, chemicals and the stresses of everyday life  
(heat tools and crazy weather, we're looking at you).*

Thanks to our **Advanced AminoBond Technology** (more on that later),  
INNOLuxe repairs and rebuilds your hair so that it feels as good as new.

It'll be shiny, soft and **genuinely healthy** inside and out.

*It'll be full of life!*

Express *yourself*

*Vibrant colour and gutsy style? Or healthy, shiny hair?  
You can't have both, can you? Yeah... you can.*

INNOLuxe V3 makes compromise a distant memory,  
so you can go as creative with your hair as you like.

Our seriously game-changing Advanced AminoBond Technology rebuilds hair from  
the inside, so you can see and feel the difference on the outside.

**Do whatever you want with your hair, confident\* that it's fabulously healthy.**

*Strong, soft, shiny hair = Healthy hair*

=

*Hair goals*

\*You can also be confident that INNOLuxe is 100% cruelty free and, in most cases, vegan. The move to become 100% vegan will be complete when the new formulations for the #SAVED range hit the shelves in early 2022!



We've got *science* on our side

*When INNOluxe launched in 2015, it revolutionised the world of colour treatments and bond-builders thanks to our game-changing protein technology.*

Since then, we've kept evolving, researching relentlessly in the lab to uncover the next cutting-edge secrets to ***even better repair***.

***And we've packed all those secrets into INNOluxe V3.***

Our uncompromising commitment to always push the boundaries of hair health – so that you can push the boundaries of colour and style – makes us the only true choice for hair repair.

## Introducing *Advanced AminoBond Technology*

Healthy hair can be over 90% protein. INNOluxe V3's ***Advanced AminoBond Technology*** uses a powerful infusion of amino acids (the building blocks of proteins) and a superstrong network of protein bonds to feed your hair with exactly what it needs to be healthy, strong and shiny.

And just to make it even better, we top it all off by creating a deeply conditioning shield that nourishes and protects every strand.

***The result? Hair that's unbelievably strong, silky-soft and super-shiny, however you choose to wear it!***





Colour damage?

*We're so over it*

*You should be too*

INNOLuxe V3 is a game-changer. It lets you push boundaries, going as bold as you like with colour, confident that our **Advanced AminoBond Technology** is rebuilding your hair's structure faster than your colour service can damage it.

*Our in-salon treatment is crazy good at locking in colour, building health and adding shine.*

*And it makes your hair **feel** amazing too.*

You'll be  
*selfie-ready*

in no time

Used with your colour, INNOLuxe V3 revives and renews your hair, rebuilding bonds deep inside each strand.

Along the way, it adds even more strength and elasticity, as well as resistance to heat and other stresses.

*Your hair will look thick, feel sumptuous and be super-shiny.*

*You're welcome.*



## Damaged hair in the *depths of despair?*

The INNOluxe Stand-Alone treatment is your best friend if you want to breathe life back into dry or damaged locks.

It creates incredible repair and shine on all types of hair – even on hair that's never been coloured.

*Plus the whole experience is relaxing and oh-so indulgent.*



And it doesn't  
*stop there...*

*INNOluxe V3 also works wonders with other chemical services. It's...*

- *Amazing at rebuilding the hair's structure and enhancing keratin treatments.*
- *Fabulous at repairing hair when it's used with relaxers, reversing the damage that straightening can cause.*
- *Ridiculously good at boosting curl retention and energy to perms, and even at making perms possible for people with damaged or weak hair!*

*Impressive, right?*



Take it away:  
*INNOLuxe at home*

*INNOLuxe isn't just for the salon.*

*With Elixir V3 and our homecare ranges,  
#SAVED and PLATINUM, you can carry on  
the INNOLuxe way every single day.*

Everybody loves *Elixir V3*

*Take home your very own bottle of Elixir V3 –  
exactly the same concentrated leave-in treatment  
as salons use.*

*Elixir V3 works as a top-up leave-in treatment, rebuilding your hair to  
create ongoing permanent repair between appointments.*

*It's a real game-changer for anyone who wants to grow their hair,  
and everyone who uses it will enjoy the strength, shine and silky  
softness of INNOLuxe every single day!*

**Top tip:** Use a couple of pumps on wet hair before styling, or a few  
more on dry hair through the day or overnight. You'll love the results!







## **#SAVED:** *Self-care for your hair*

*A cleansing ritual that locks  
in your colour for longer  
and makes your hair look  
and feel **in-cred-ible**.*

*Try it and you'll see  
what we mean.*



### **#SAVED** *Shampoo*

*enhances your colour,  
nourishes, strengthens  
and leaves your hair  
shiny and silky.*

**Oh and naturally,  
it's free of sodium  
chloride and  
sulphates.**

### **#SAVED** *Conditioner*

*is the helping hand  
coloured hair is crying out  
for. It keeps your colour  
rich, conditions, detangles  
and adds even more shine.*

### **#SAVED** *Mask*

*is a bit extra. Extra nourishing. Extra clever at boosting  
colour. And extra good at adding the shine and softness  
that tell you your hair is healthy and nourished.*







## **PLATINUM:** *Designed with cool blondes in mind*

*Colour technology that  
keeps blonde, ash, grey and  
white tones chilled? **Check.***

*Deeply nourishing and  
conditioning? **Check.***

***We've got you covered.***



### **PLATINUM Shampoo's**

*purple pigments cool off  
yellow tones.*

*Free of sodium chloride (salt)  
and sulphates, the shampoo also  
strengthens, hydrates, thickens  
and boosts shine!*

### **PLATINUM Conditioner's**

*violet tones neutralise pesky yellow  
pigments, while its lightweight  
formula nourishes, strengthens,  
moisturises and builds shine.*

### **PLATINUM Mask**

*is our sumptuous, deep blue showstopper! This is a deeply  
nourishing, mud-like treatment that enhances and seals  
in goodness, as well as neutralising lingering yellow and  
orange pigments.*



Queen of colour

# Sophia Hilton

Queen of Colour, founder of the **amazing** Not Another Salon, educator, TV personality, winner of the Creative Head Legend Award... and INNOLuxe Brand Ambassador! Nobody understands healthy, coloured hair quite like Sophia:

*"I've always had a saying with my clients, it's hair health first, colour after. So I will always put condition as more important than the tone I create. INNOLuxe means that I can look after both, so it's a dream."*

@hiltonsophia  
@notanother salon



It's time to  
**show off...**

Go on, you know  
you want to.

**Show us your style**



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