

PORTFOLIO

FLORACTIVE

Nature in favor of your beauty!

WHO WE ARE

Floractive Cosmetics Industry and Trade is a Brazilian company that operates in the beauty market since 2011, we provide quality products that are efficient and safe for our costumers.



OUR VISION

To produce and market products for hair treatment, with the commitment to deliver quality and beauty to our customers.

Customer loyalty through product quality and excellent service!



OUR MISSION

To be the national and international reference in hair treatment, admired by customers and respected by the Market.



WE OFFER GREAT SERVICES

Contact our sales team and be amazed at the variety of products we manufacture. Certainly one of them will be ideal for you.



ONLINE SUPPORT

Via chat, we offer help to all our customers with any type of question they have.

VALUE

Page 5



ENVIRONMENT

Respect for nature and preservation.



MANAGEMENT

Focus on quality and innovation.



SUPPORT

Long-lasting relationship with the customer.



WELL-BEING

Relationship with Employee.



Currently with two industrial centers and with administrative headquarters in Cajamar, the company is constantly evolving and improving to better serve. We have the Halal Certificate, ISO 9001, records of Anvisa in addition to being affiliated with ABIHPEC and the Arab Brazilian Chamber of Commerce.

Floractive is totally against animal testing.



RELAX

AND ENJOY. FROM NOW ON YOU WILL MEET OUR INCREDIBLE PORTFOLIO

ELEMENTS USED

FRUTOS DA TERRA



The Frutos da Terra line Aloe Vera and Quiabo is anti-fat, provides strength and regeneration of the hair fiber. It reduces the sensitivity of the scalp and invigorates the capillary metabolism.



Manioc and linseed combat anti-aging and create protection.

FRUTOS DA TERRA



The most selected, perfect fruits and seeds from Brazil.

Handled to extreme care, providing numerous benefits to the strands.



MASK & OIL **GOJIBERRY**

The Mask-Gojiberry contains special moisturizers, along with red pigments that revive the red color of the hair, giving color, shine and increasing the durability of the coloring.

Gojiberry Bi-Phase Oil is a powerful blend of elements that help treat and prevent double ends. It makes a protective film on the strands, giving a shine and softness. Rich in Omega 9, fatty acids, vitamins A and C and anti-oxidants.



MASK & OIL
GOJIBERRY
ELEMENTS USED

Protective film
on the strands.

brightness, softness, color,
increased coloring durability.



FINISH
glow
PURPLE

The **MORINGA**, known in its home country, India as "Tree of Life" or the "super-food tree", is used for various cell regeneration treatments. Excellent thermal protector, pre and post blowout. A unique and indispensable product on the beauty salon and on a day to day use for those who want the hair protected. Approximately 10 times lighter than Argan oil and with rapid absorption.

Moroccan Golden **ARGAN** Plus Oil promotes hair fiber renewal, gives shine, flexibility and protects the strands during and after chemical processes. These results are achieved thanks to its antioxidants, vitamin A and E, omega 6 and 9, fatty acids, phenolic acid, carotenes among others.

The Spray **FINISH GLOW** of noble and pleasant fragrance with high quality elements for an instant result: Brightness, clarity, velvety and light hair sensation in addition to protection against external agents. Great odor neutralizer.



argan
OIL

moringa
OIL

Moringa

OIL

Prevention against
double ends.

POTASSIUM

Cell Regeneration

Thermal Protector

CALCIUM

IRON

Vitamin A

Antioxidant

PROTEIN

Vitamin C


Floractive
Professional

Brightness, flexibility and
strands protection.



ARGAN OIL

VITAMINS



**OMEGA
3 AND 6**



A



E

PERFECT BLONDER



Perfect Blonder Professional line is exclusive for blond, colorful and gray hair. It neutralizes yellowish reflections and intensifies color at the same time that it treats and restores. The result you will get is a loose, treated, shiny and radiant hair.

It has a Blend of Amino Acids, Cationic Silicones, Karité butter (emolience and clearance), Açaí (energy and strength), Burití (carotenoids with antioxidant properties).

POWER Fitness

Power Fitness Mass is a capillary mass repository, which supplies the needs of the hair strands, leaving it light, clear, shiny and treated.

Creatine is one of the proteins in the hair. A set of amino acids that recovers the hair fiber and forms a protective barrier against external agents. With correct use, this protein can increase the energy and strength of the hair strands. Creatine recovers the mass of the strands, its difference is in the particle size in relation to Keratin, smaller and that resembles micro versions of the protein, which is an asset at the time of application on the hair, as it facilitates the absorption and avoids the saturation effect.

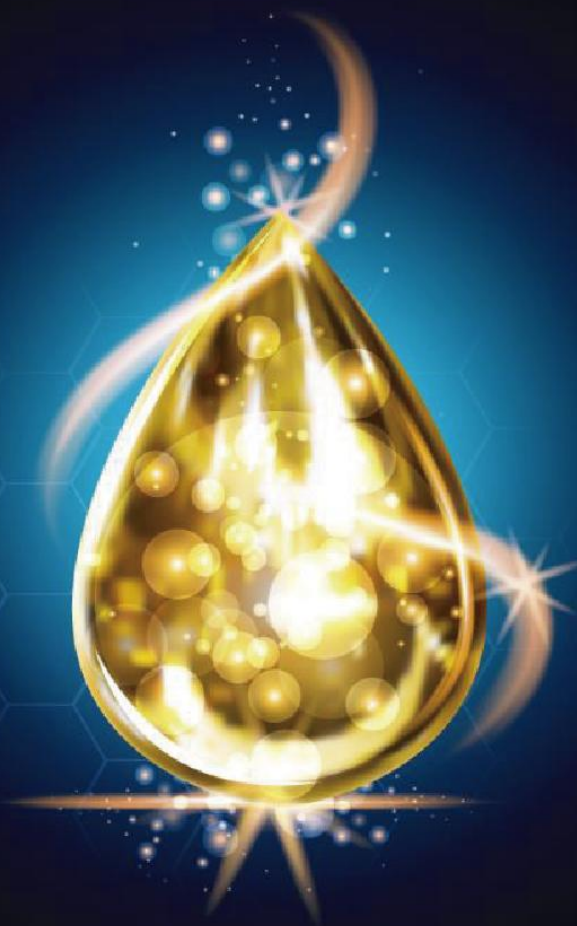
The Vitamin B Complex helps in the growth, healing of the scalp

Ceramide is a powerful agent for moisturizing dry hair. A natural lipid that, in treatments, enhances the hydration of the hair, nourishes and gives the resected strands more shine. It works as a natural protective barrier, helping to keep the hair cuticles tightly together and the result is a shiny and healthy hair.

Wheat is a hydro-insulating and hydrocaptor agent for strands. Hairstyling facilitator decreases the static electricity charge of hair strands.



POWER Fitness



Creatin, Ceramide
and Wheat.

Recovery, Nutrition
and Hydration.

B

VITAMINS

FLOWER COLLOR

Precision



Oxygenated Water was developed with active moisturizers that treat hair while it discolors. To be used in coloring and toning effect. Lanolin has a moisturizing action and increases the flexibility of the strands. Active Argan Oil is rich in fatty acids (oleic and linoleic). Vitamin E, essential for leaving hair silky, combating the aging of the strands.

In the combination of these assets, they assist in the protection of the scalp and treat the strands during colorations, shades or tonalizations.

W Protection

W Protection is an excellent protector for the hair strands, and can be used on a daily basis before modeling brushes or even as a soft Leave-in with a natural drying for sun protection and external harmful effects. Because it's liquid and light it's ideal for fine and opaque hair.

Blue Tox 5 in 1 is moisturizing, anti-frizz, shader, volume reducer and thermal protector, that is, several simultaneous results. Special for opaque, yellow and armed hair. Rich in blueberry, it restructure and donate softness and brightness. It contains organic fruit acids, dairy acids and arginine.



20ⁱⁿ1 VINTE^{em}



The 20 in 1 BB Cream is the union of vitamins, amino acids, fatty acids, omega 6, antioxidants and minerals which makes it a mega treatment with 20 simultaneous benefits to the hair strands.

1. Anti-frizz - 2. Anti rubber - 3. Anti breaks - 4. Pre and post coloring - 5. Moisturizer - 6. Reconstructor - 7. Mass repository - 8. Brush Facilitator - 9. Brightness - 10. Chemical Reverser - 11. Untangle the hair - 12. Pre-relaxation - 13. Anti-humidity effect - 14. Post relaxation - 15. Conditioner - 16. Softness to strands - 17. Cuticle sealing - 18. Color Protection - 19. Prevention of double ends - 20. Immediate repair

FLORA Cachos



The Flora Cachos treatment line was specially developed to hydrate and define the curls. Rich in macaúba oil, it has the benefit of moisturizing and the luminosity to the hair strands, it's also rich in fatty acids and vitamins that are strong allies in the repair of the hair. It still has a bactericidal and healing action, helping to keep away the dandruff and irritation problems on the scalp. Besides being an antioxidant, it's able to act against the aging of the strand and stimulate hair regeneration.

Cumaru oil extracted from the cumaru seed is millennia long used by the Indians for the purpose of giving shine to the hair. In addition, this oil also helps in strengthening the strands, avoiding the fall and the dryness.

Argan oil is rich in fatty acids such as linolenic and oleic, rich in vitamins A, D and E. "Moroccan Gold" is a powerful moisturizer and natural antioxidant, slows aging of hair, restores hair fiber, strengthens, nourishes and revitalizes the scalp and strands.

FORCE Therapy

Force Therapy is a wonderful capillary mass repository treatment. Its formula treats and returns to the strands the vitality, flexibility and malleability lost by exposure to the sun, wind, dust, dryer and flat iron.

Bamboo: Natural giver of shine and softness, besides protecting hair from chemicals or the sun. Vitamins A, B, C and E, amino acids and minerals.



Therapy

FORCE

Page 23

Brightness, softness and
devolution of vitality



www.floractive.com.br


Floractive
Profissional

Reduxer^{ECO}



The Eco Reduxer Professional line was developed with the technological innovation assets that promote sealing of the cuticles through the heat, giving a 100% smooth effect. This result is obtained because the Eco-reducer contains pectin of the mulberry and alpha hydroxy acids of fruits. The heat of the flat iron seals the cuticle, leaving the strands completely straight. Eco-reducer Mask is an advanced capillary reconstruction and replenishment treatment based on the synergy of amino acids with alpha-hydroxy acids, restores natural flexibility and recovers fiber.

Pectin of mulberry and alpha-hydroxy acids of fruits. Pectin with the alpha-hydroxy acids acts on the inner structure of the strands, making them more flexible.

ORGANIC Nanogel

Organic Nano Gel is a gel based sealant, has a strengthening serum that ensures greater luster to the strands. It brings the organic oil of Rosa Mosqueta that has a powerful effect, giving emollience and returning hydration to the dry strands. With gentle fragrance that brings delicacy, freshness and femininity, Rosa Mosqueta is rich in fatty acids like omega 6 and 3, they represent 80% of its components. Together they avoid dehydration and still form a protective film of the strand against external aggressions;

Vitamin A and E, with properties that aid in the rejuvenation of cells. Betacarotene and lycopene.



W Two PLEX



Treatment with Nano Technology special for blond hair. Its nano particles enter the hair without having to open the cuticles with a deep cleansing shampoo. In this way, the treatment becomes practical, fast and efficient, reducing frizz without damaging the strands. The kit contains formula for light blonde hair and dark blond, and it can be mixed with World One to obtain new shades of blond.

Two PLEX

Nanotechnology
at your favor.

Reduces the frizz without
damaging the strands

FLOWER Color



The innovative powder of Flower Color Precision is made with silicone and seaweed, which moisturizes, repairs and preserves the hair fiber. Its formulation opens from 7 to 9 shades of whitening and accompanies the market trends for white bleaching powder. With a maximum adhesion to the hair, it lasts longer. The result is uniform and you accompany it visually. Its formula has the technology "Dust free" prevents the lifting of the powder during the preparation with a mild and pleasant fragrance.

FLORACTIVE Collor

Floractive Collor has 45 nuances in amazing colors that blended together make endless possibilities. Perfect coverage of white strand, strong reds, nuances for tinting, natural colors and fancy.



NATURAL OIL

Macadâmia

Macadamia Natural Oil is a high performance capillary reconstructor. Its unique formula recovers brittle, rubbery, porous strands, provides beauty, silkiness and malleability to the hair. With high rejuvenating power, the Macadamia kit provides indispensable support for the professional hairdresser. Used as chemical reverser, SOS, rebuilder and preventive of aging.

Main Actives

Rich in Vitamin B, E, Omega 7 and Selenium, substances that together strengthen and form an anti-free radical capillary shield.



GOLDEN PLUS Marrocco



The Marrocco Golden Plus line consists of Shampoo, Conditioner and Mask. It has in its formulation: Argan oil, Omega 3 and 6, vitamins, cationic silicones, golden flax and Karité butter. It restores and rebalances the lipid content of the strands, provides shine, softness and deep hydration. Ideal for pre and post chemical use. The continuous use strengthens the hair fiber, provides emollience and strengthening of the strand.

Bomba Turbo

RAPUNZEL EFFECT

The Bomba Turbo Rapunzel Effect line was developed to give the hair the necessary nutrients for a better growth. Rich in natural assets of the Brazilian flora, they stimulate the growth of effectively nourishing the hair bulb. The perfect line that caters to all your needs.

Aloe Vera: astringent, Vitamin C, D, B1, B2, Beneficial minerals. Decreases sensitivity.

Jaborandi: Stimulate hair renewal. It promotes a toning action, acting on the scalp, prevents falls of the hair and stimulates hair growth, which occurs due to Pilocarpina, present in high concentration in the plant.

Cocoa: assists in blood circulation in the scalp, which promotes healthy and shiny hair growth. It also acts as a circulation booster, minimizing hair loss. Brightness for strands.

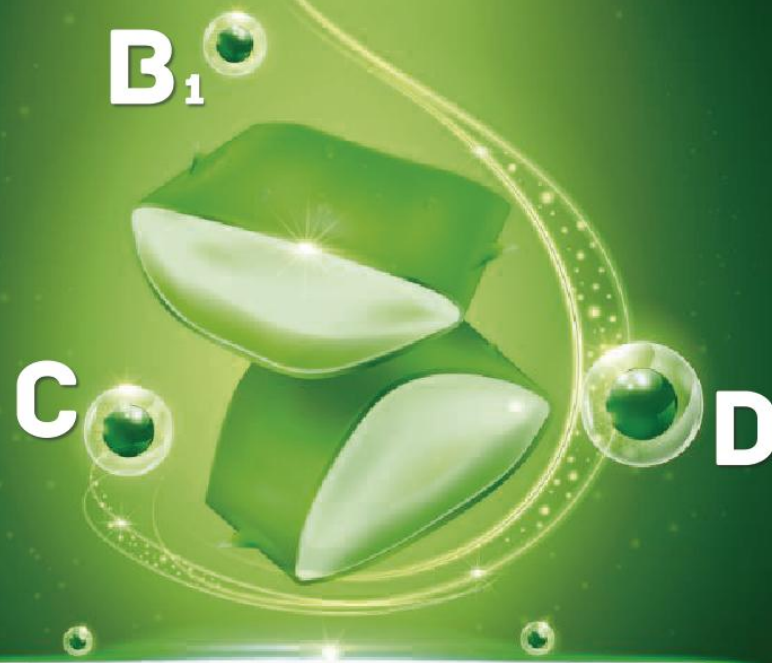
Acai with Guarana: combats aging and promotes hair hydration. Antioxidants act by reversing losses from external agents. Giver of luster and vitality. Carbohydrates, proteins, vitamins B1 and B2, minerals, flavonoids and antioxidants promote nutrition, emollience and conditioning to the strand.



Bomba Turbo

RAPUNZEL EFFECT

Page 33



VITAMINS

www.floractive.com.br




Floractive
Profissional

Hair Salon LINE

Moroccan Golden Plus Shampoo and Flower and Fruit Shampoo cleans and prepares strands for day-to-day salon services such as brushes, haircuts and more. It smells really nice. No sodium chloride (salt).

The Conditioner Flowers and fruits condition giving shine and softness, can be used by all types of hair.



Excellent source of minerals, carbohydrates, organic acids, phenolic compounds, aromatic compounds and resinoids. No silicones, parabens and preservatives.

Coffee - It's able to boost hair growth and extend its life cycle because it is responsible for blocking the effects of DHT, which acts within the hair follicles. It's stimulating and has the additional benefit of making hair grow much stronger and healthier.



Professional

1L

e 33.8 fl. oz.

Cocoa - Rich in antioxidant compounds, flavonoids, vitamins and minerals. It moisturizes and it's a giver of softness, luster and aids in the growth of the strands, it also acts as an anti aging. With younger hair, the hair fiber becomes more solid, shiny, strong and supple. Rich in vitamin A, B2, potassium, phosphorus and magnesium, they act to aid in the growth of strands leaving stronger and brighter.

Coconut - Coconut is rich in vitamin E and fatty acids, having as one of its advantages the immediate absorption by the strands.



Floractive
Vegam

OIL



Homecare Kit

WONE

A revolutionary hair care product based on exclusive Intracellular Nutrition. Its nanoparticles enter the strand without opening with deep cleansing shampoo.



Its formula also has the exclusive treatment Ozone Protein plus coconut oil which are able to increase the absorption of hydration and help in the reconstruction of the capillary fiber leaving it shiny and without frizz. Its natural actives are based on organic acids (lactic acid, ascorbic acid, acetic acid and malic acid).

Try it too and revolutionize your life and your customers.

Raspberry

VINEGAR

Floractive Raspberry Vinegar was developed to restore and strengthen the hair fiber. It has an active that seal the cuticles, regenerate and treat them, leaving the strands soft, shiny and silky.



Raspberry Vinegar balances the PH from the strands, seals hair cuticles, gives shine and reduces double ends. It also helps maintain hydration for longer and "hold" nutrients and actives within the hair fiber.

Desembucha

CABELO

Specially developed to restore fiber and maintain the pigment, it contains vitamin B5 that penetrates deep into the capillary cortex.

The urea derivatives and the amino acids present in the formulation retain water molecules giving hydration, shine and softness, disentangling, combability and emollience.



D Panthenol has a very fast moisturizing action. It adds softness and suppleness to the strands, precisely because of its property of absorbing water. Sensitive Aqua: Rich in minerals such as zinc, iron, manganese and eselenium, replenish the water level of the strands, an essential item to keep them healthy. It binds the strand, leaving it firmer and protected. It hydrates without leaving hair heavy, besides recomposing the shine and diminishing the frizz. Urea Derivatives: It's a super-powerful moisturizer, which helps retain water in the hair essential for rubbery, brittle hair with excess chemistry.

Flora Plex



Flora Plex's nanotechnology is activated when it comes in contact with any professional discoloration and coloring system, interconnecting the hair fibers, reinforcing and sealing the hair disulfide bridges, reducing hair breakage by up to 94%. With this technology colorists can dare more without the fear of compromising the integrity of the strand, even in already sensitized hair.



BLACK MASK

Deep cleaning face mas, developed with charcoal and vitamin E.
Remove Blackheads.

www.floractive.com.br



FLORACTIVE

Barbers

The Floractive Barbers product line was developed specifically for Male well-being with the aim of making your appearance irresistible and attractive.



A wide-angle photograph of a vast lavender field at sunset. The rows of purple flowers stretch across the landscape towards a horizon line marked by a few trees. The sky is a mix of soft pinks, oranges, and purples. Overlaid on the center of the image is a large white plus sign (+) formed by two intersecting diagonal lines.

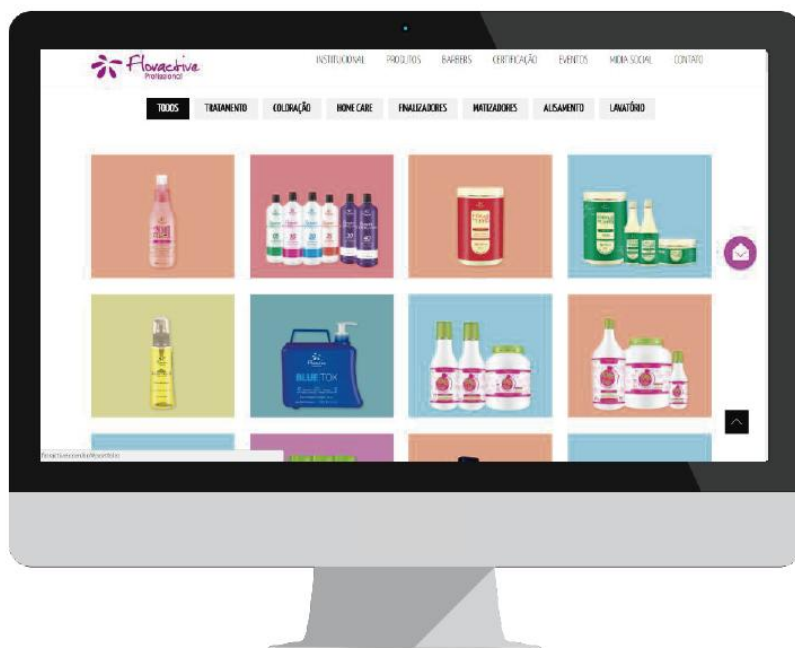
AMAZING + PRODUCTS

Floractive International

Page 41



40 countries around the world.



Get to know our website.

There you stay tuned of all our updates and events,
as well as direct contact with our professionals.



NICE INTERFACE



EVENTS



COMMERCIAL ORDERS



ON-LINE SERVICE VIA CHAT

**Also available on
your mobile**



Get in contact



+55 11 4408 6582



sac@floractive.com.br



Rua Josué Lemes de Lima
412 - Cajamar 07792-340



<http://floractive.com.br>



@floractiveofficial



@floractiveofficial





Thank you

Be a member of the Floractive Family

