



THE NEW, NATURAL GENERATION OF HAIR STRAIGHTENING

# STRAIGHT FROM THE AMAZON





ARGILA AMAZONIA IS THE FIRST-OF-ITS-KIND:  
AN EASY-TO-APPLY, ALL NATURAL  
STRAIGHTENING SYSTEM THAT PRODUCES  
EFFECTIVE AND LONG LASTING RESULTS.  
AND IT DOES SO WITH ABSOLUTELY ZERO  
FORMALDEHYDE.

## CHAPTERS

- 04 THE LATEST GENERATION IN  
**HAIR STRAIGHTENING**
- 05 AMAZON WHITE **ARGILA CLAY**
- 06 HAIR **ARGILATHERAPY**
- 07 **MURUMURU OIL**
- 08 THE **PRODUCT LINE**
- 09 HOW TO **APPLY** STEP BY STEP
- 10 TREATMENT **RESULTS**
- 11 **FAQ**









## THE NEXT GENERATION IN HAIR STRAIGHTENING

Argila Amazonia is a revolutionary hair-straightening system that provides long-lasting results.

Using all natural ingredients from the Amazon, such as White Argila Clay and Murumuru Oil, Argila Amazonia leaves hair smooth and silky soft.

Pure, rare and rich in nutrients, White Argila Clay is the active ingredient in our groundbreaking system.

It contains minerals that enhance hair's health, such as magnesium, copper, zinc, aluminum, potassium and iron.



**Oil extracts from the exotic Murumuru seed help nourish and maintain healthy hair**

- Proven duration of 3 to 4 months.
- The first powder based smoothing system.
- Individualized application ensures outstanding results on all hair types.



All Argila Amazônia products were formulated free of formaldehyde, parabens, ammonia, dyes or any other chemical that could be considered harmful. In the same vein, all of our Amazonian ingredients are extracted sustainably through partnerships with indigenous people's cooperatives.





## AMAZONIAN WHITE **ARGILA CLAY**

White Argila Clay comes from the Marajó Island, one of the best-preserved ecological sanctuaries in Brazil. The island has an extreme climate of high temperatures, high humidity and heavy rainfall. Instead of the normal four seasons, Marajó's climate is divided in only two: summer and winter.

This unique climate leads to the formation of White Argila Clay, found exclusively on the island. It's the only place in the world with the right combination of nutrient rich topsoil and heavy rainfall. The island's unique ecosystem is equal parts savannah and dense forest.



The clay forms through the decomposition of certain types of rocks over a period of thousands of years. It is rich in minerals and metals such as titanium, magnesium, copper, zinc, aluminum, calcium, lithium, iron and trace elements.



As the rocks erode under the constant heat and rain, they fuse with organic components of the land and turn into White Argila Clay. The unique environmental characteristics of the island form a one-of-a-kind clay that is extremely beneficial to human health.



## HAIR **ARGILATHERAPY**

Argila Amazônia brings Argilatherapy, known for rejuvenating skin treatments, to the world of professional hair care. Argilatherapy's principal function is to remove toxins and impurities, allowing for the full reconstruction of hair follicles. The healing power of White Argila Clay combines with the rich fatty acids present in Murumuru Oil to create a powerful defense against the effects of chemical and environmental damage on hair.



### How Does Argilatherapy Work?

- Works on a cellular level, allowing for deep restoration without damaging the core DNA of the hair.
- Does not contain chemicals or toxic agents that can damage hair's health.
- Base is composed of trace elements, proteins and the exotic Murumuru Oil.

### The Purity of White Argila Clay

- ✓ Cell Regeneration
- ✓ Mineral Replacement
- ✓ Revitalization





## MURUMURU AMAZON OIL

The murumuru seed grows in the Brazilian state of Pará, in the Amazonian region.

It's found along rivers and flooded areas, in dense or semi-dense forests. It grows on a thorny palm easily recognizable due to its large leaves.

The trunk is black with wide thorns, arranged in a series of rings.



Murumuru Oil offers numerous advantages to our skin and hair. It is a highly effective emollient and moisturizer. It helps hair to recover long-last moisture and regain its natural elasticity. Murumuru Oil is a powerful, nourishing anti-frizz oil that is unique to the Argila line of products.

### The richness of exotic Murumuru Oil

- ✓ Replenishes the natural nutrients of the hair.
- ✓ Reinforces the structure of damaged hair.
- ✓ Restores the natural hydrolipidic layer, providing brightness, softness, hydration and protection.







## THE PRODUCT FAMILY

INTEGRATED TECHNOLOGY FOR A VERSATILE SOLUTION.

Our unique straightening system is customizable according to the type of hair and desired degree of straightening. Our Special Edition kit comes with 4 products:



### ARGILA SMOOTH PROLONGING MASK

Enriched with White Argilla Clay and natural Murumuru Oil, the Smooth Prolonging Mask reconstructs hair from the inside out. It improves hair's health, intensifies softness and reduces frizz.



### ARGILA ACTIVATOR STRAIGHTENING CREAM SOLUTION

Restores and improves frizzy hair, leaving it healthier and more manageable. Contains extremely beneficial amino acids which contribute to straighter, shinier and healthier hair.



### DETOXIFIER PRETREATMENT SHAMPOO

Its high pH removes toxins and impurities, preparing the hair for the straightening process.



### PROLONG YOUR TREATMENT

Our home care products harness the same beneficial White Argilla Clay and Murumuru Oil as the Salon System and are specially formulated to extend the life of your Argila smoothing treatment.

### SMOOTH-PROLONGING SHAMPOO SMOOTH-PROLONGING MASK MURUMURU SEALER



### MURUMURU SEALER PROTECTION AND SHINE SPRAY

The cutting edge nanotechnology in our Murumuru Sealer naturally strengthens the lipid barrier of the hair, providing lasting brightness, smoothness, hydration and protection. The sealer is responsible for completing the straightening treatment, fully closing the hair cuticles and balancing the hair's pH.





# HOW TO APPLY STEP BY STEP



## Step 1

**DETOXIFIER - Cleaning**  
Wash hair well (2 times) and rinse thoroughly.



## Step 3

**DIVIDE HAIR**  
Divide hair in 4-6 sections to easily apply the product. Apply the product with a fine tooth comb while wearing gloves.



## Step 5

**APLICATION**  
Start applying from the back of the neck, along the extension of the hair. Mantain a minimum distance (0,2 cm) from the scalp. Use a fine toothed comb on each section to insure an even distribution. For best results, pass the back of the comb 4-6 times on each section.



## Step 7

**WASH**  
After the wait time, rinse well with warm water. Remove excess water with a towel.



## Step 9

**BLOW DRY HAIR AND USE FLAT IRON**  
Blow dry hair before applying a flat iron. Use a flat iron on a thin section of hair, repeating 6 – 8 times. Repeat until all hair has been treated.



## Step 2

**DRY**  
After cleaning, blow dry hair, leaving it slightly damp.



## Step 4

**MIX**  
For most hair types, use **only the ARGILA ACTIVATOR**. Only use the Argila Powder on extremely oily hair (see tables below).



## Step 6

**WRAP AND WAIT**  
Wrap hair tightly with plastic. Apply heat for best results (see FAQ for tips).



## Step 8

**MURUMURU SEALER**  
Apply the murumuru sealer as a leave-in.

FOR ALL HAIR TYPES BELOW, USE ONLY THE ARGILA ACTIVATOR:

	TYPE OF HAIR	SIZE OF THE HAIR	ACTIVATOR	WAIT TIME (MIN)
4.1)A	FINE, NORMAL OR WAVY HAIR	SHORT TO MEDIUM	70 / 100ml	30 / 40'
4.1)B	FINE, NORMAL OR WAVY HAIR	LONG AND VOLUMINOUS	100 / 150ml	40 / 60'
4.1)C	THICK, VERY CURLY OR COARSE HAIR	SHORT TO MEDIUM	70 / 100ml	30 / 40'
	THICK, VERY CURLY OR COARSE HAIR	LONG AND VOLUMINOUS	100 / 150ml	40 / 60'

FOR EXTREMELY OILY HAIR, MIX THE ARGILA ACTIVATOR (100ml) WITH THE ARGILA POWDER (1 SPOON OR 1 SACHET).



## TREATMENT RESULTS

AFTER

BEFORE



BEFORE



AFTER



# FAQ

## IMPORTANT

•The Argila Pwoder should only be used in the case of extremely oily hair. For all other hair types, use only the Argila Activator.

•Using more than the recommended quantities DOES NOT improve the treatment. Please respect the quantities stated in the step-by-step and the conditions expressed in the instructions.

**1) Does Argila Amazônia contain formaldehyde? How can I be sure?**

Argila Amazônia is completely free of formaldehyde. We have solicited testing from multiple independent laboratories that have confirmed this. All results are available at [www.argilabeauty.com.br](http://www.argilabeauty.com.br).

**2) Is Argila Amazônia compatible with other chemical processes? Are there any potential complications?**

Argila Amazônia can be applied in conjunction with the vast majority of chemical processes available on the market, including guanidine or sodium hydroxide based smoothing and relaxation treatments, sodium hydroxide, ammonium thioglycolate, ethanolamine, regular perms, African perms, locks or lights based peroxide treatments, permanent stains, semi-perms and tints.

However, there are some restrictions on finishing touches and other chemical applications. The porosity and strength of hair should always be evaluated before performing any chemical process. It should not be used on heavy metal-based colors and hennas.

**3) Can I receive chemical treatments on the same day as Argila Amazônia?**

We do not recommend applying two different smoothing processes on the same day. Wait 15 days for the hair to return to its natural pH. However, hair can be dyed on the same day, after an Argila treatment.

**4) If I use Argila Amazônia will it have the same result as a product with formaldehyde?**

Yes, but with many key advantages. Argila Amazônia will leave hair with a smooth, natural appearance. It reduces volume, hydrates and gives hair shine. Since it does not contain formaldehyde, it does no harm to your hair's health and does not cause allergies. Does not irritate the scalp or cause hair loss.

**5) Is the procedure suitable for all types of hair?**

Yes, but is important to always evaluate the porosity and elasticity of the hair before performing any treatment.

**6) Can Argila Amazônia be applied on pregnant women, children and adolescents?**

Pregnant women and children above 12 years old can use Argila Amazônia.

**7) How long does the application process of Argila Amazônia take?**

About 3 hours (depending on the size and volume of the hair).

**8) How long does the treatment last?**

The result lasts 3 to 4 months, depending on the type and texture of the hair.

**9) How and how often should an Argila smoothing treatment be retouched?**

Argila Amazônia is a progressive system and therefore its effects are cumulative. Before reapplying, note the smoothness and volume reduction from the first treatment. If the result is not satisfactory, repeat the process step by step after 20 days. The standard interval between applications is 2 to 3 months.

**10) What kind of home care maintenance can be used?**

We recommend the Argila Amazônia maintenance line, which ensures the long lasting results.

- Argila Smooth - Prolonging Shampoo 300 ml
- Argila Smooth - Prolonging Mask 250 g
- Argila Murumuru Sealer 300 ml - Protecting spray.

**11) How do I get my Argila Amazônia treatment to last longer?**

If you color your hair, try to dye it 15 days before or after the application of the smoothing procedure. The dye interferes with the process by opening the cuticles of the hair. Before drying with a blow-dryer, do not forget to use the leave-in Murumuru Sealer. This will protect the hair's health. Do not use anti-residue shampoo, as this speeds up the deterioration of the straightening treatment. Ideally, you should use the Argila Home Care line. Chlorine from pools and beaches are also harmful to straightened hair.

**12) What are the effects of environmental factors such as sun, sea water, pool water and pollution on hair straightened with Argila Amazônia?**

While there are no specific restrictions against exposure to any of these elements, excessive exposure can reduce the effects of the smoothing treatment.

**13) Pay attention to the recommended temperatures for flat iron usage:**

- Hair with dyed ends, fine and sensitive hair = up to 180 degrees
- Thick hair = up to 220 degrees

**14) How should I let my hair dry after applying a progressive straightening treatment?**

Many people have the tendency to want to let their hair dry naturally after treatment. However, it's good to use a blow dryer, even if only to eliminate humidity. Progressive straightening is heat activated and the heat enhances the straightening process.

**15) The right brush makes all the difference.**

- We recommend a square paddle brush. Its size makes it easy to distribute the natural sebum of the hair.
- United, natural bristles help to give hair shine.
- It's best to start with a fine-toothed comb to disentangle hair.

**16) Take care of your hair and it will become more beautiful every day**

Take care of your hair's health, not only with Argila Amazônia, but also through a healthy lifestyle and a balanced diet.

**17) Important Tips for applying Argila Amazônia:**

- For red or grey hair, we don't recommend the use of a heat accelerator. For all other hair, it depends on the responsible professional's judgement.
- While applying the product, we recommend that the professional doesn't align the hair behind the ear. Instead, following the natural growth direction of the hair.
- It is important that the plastic film be applied with respect to the natural growth direction of the hair.

**18) General hair care tips**

- Regularly stimulating the scalp leaves your hair healthier.
- Stress and certain medications can cause hair loss.
- A monthly restoration treatment, such as Hair.Toxx, can make all the difference in your hair's health and appearance.
- Use the Argila Home Care line of products to maximize the life span of your treatment.
- The idea that you must change shampoo from time to time is a myth! Each hair type has specific needs, and changing shampoo can actually worsen your hair's health.
- Take advantage of your newly straight hair to experiment with new styles!
- Avoid very hot water, as it causes split and damaged ends. It also can increase unwanted frizz.





THE NEW, NATURAL GENERATION OF HAIR STRAIGHTENING

 /brsecretshair

 @braziliansecretshair

 Brazilian Secrets Hair



[www.argilabeauty.com.br](http://www.argilabeauty.com.br)  
[info@argilabeauty.com.br](mailto:info@argilabeauty.com.br)