



AR

professional beauty

BRAZILIAN EXCELLENCE FOR THE WORLD

# STRAIGHTENING



## KERATIN PRO MASK

Keratin Pro Mask promotes cuticle sealing, rejuvenation, amino acid and lipid replenishment, conditioning, and hydration of the hair.

It can be used on all hair types, delivering highly effective results.

Keratin Pro Mask 1L



## ANTI-METALS DETOX SHAMPOO

The Anti-Metals Shampoo works to remove heavy metals present in water, the scalp, and the hair fiber. It provides immediate protection against photodegradation, resulting in strong, shiny, and manageable hair, as well as an anti-free radical action for a healthier scalp.

Anti-Metals Shampoo 1L

The purifying action of the Anti-Metals Shampoo combined with the reconstructive power of the Keratin Pro Mask delivers longer-lasting and healthier straightening results.

# STRAIGHTENING

Discover the power of Coconut Supreme AR Professional Beauty, which deeply nourishes the strands, repairs damage, and provides intense shine, softness, and silkiness. Developed with high-performance actives, it ensures strong, hydrated hair with absolute frizz control.



## MAK PREMIUM ANTIFRIZZ

Coconut Supreme Hair Mask AR Professional Beauty was developed with a defrizzing complex that acts synergistically on the hair. It contains low-molecular weight proteins and amino acids that help replenish cortical mass, repair damage, act quickly, and support the reconstruction of all areas affected by chemical treatments. It deeply nourishes and hydrates the hair, delivering intense shine, softness, silkiness, and strengthening the strands.

Premium Antifriz Mask 1L



## SHAMPOO

The Coconut Supreme Shampoo AR Professional Beauty was specially developed with Aloe Vera Extract and Collagen, which help maintain hair care while nourishing, controlling frizz, and supporting hair growth.

Shampoo 1L

### MAIN ACTIVE INGREDIENTS



COCONUT OIL



SILK PROTEIN



KERATIN



PANTHENOL

# TREATMENT



## NUTRI ELIXIR

Instant-action mask that restores the natural pH of the fiber, promoting nutrition, mass replenishment, and essential actives for healthy hair. Immediate nourishment for dry, brittle, and dull hair.

**Blend of Vegetable Oils + Mass Replenisher**

Nourishing Emulsion Mask 200ml

## FIBER RESTORE

Instant-action mask that restores the natural pH of the fiber, promoting reconstruction, mass replenishment, and essential actives for healthy hair. Repairs the structure of hair damaged by chemical processes.

**Collagen + Hydrolyzed Keratin + Wheat Protein**

Reconstructing Emulsion Mask 200ml



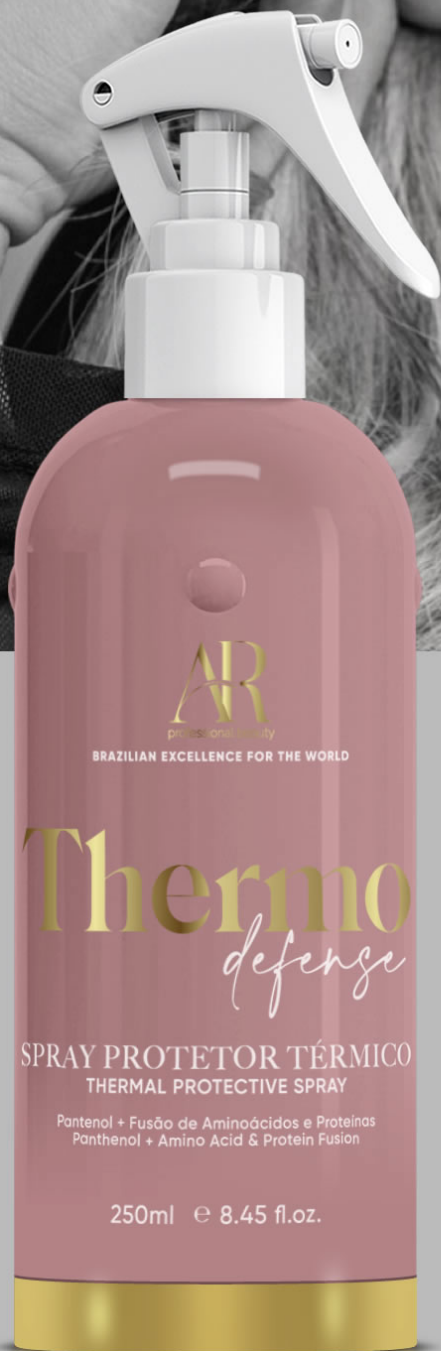
## RESET SPRAY

Liquid mask with instant action. Restores the natural pH of the fiber, promotes nourishment, hydration, mass replenishment, and essential actives for a healthy hair fiber.

**Blend of 13 Vegetable Oils + Collagen + Mass Replenishing Active**

pH Equalizing Mask 200ml

TREATMENT



## THERMO DEFENSE

Specially developed for brittle and sensitized hair. Offers thermal and mechanical protection, as well as defense against damage caused by external aggressions, ensuring healthy, shiny, and protected hair.

**Pantenol + Fusion of Amino Acids and Proteins**

Thermal Protection Spray 250ml

# FINISHING



## ROUGE SUBLIME

An irresistible fragrance that envelops your hair with lightness and freshness, providing shine, softness, and a striking scent that accompanies you throughout your day.

**Blend of Vegetable Oils + Panthenol + Seaweed Extracts**

Hair Perfume 60ml



## SCANDAL TOUCH

A charming aroma that softly perfumes your hair, offering freshness, elegance, and a long-lasting feeling of well-being that stays with you from morning to night.

**Blend of Vegetable Oils + Panthenol + Seaweed Extracts.**

Hair Perfume 60ml

FINISHING



## LUXE REPAIR OIL

An oily complex with a repairing and protective system developed to restore hair health. Its advanced formula has a high ability to reduce split ends, promote softness, flexibility, and intense shine, leaving the hair silkier and more resistant for everyday life.

**Luxury Multi-Benefit Serum**

Finishing Oil 50ml



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## SARA FREITAS

With more than 20 years of experience in the beauty industry, AR Professional Beauty was born with the purpose of combining technology, innovation, and remarkable results for industry professionals.

Our story began with founder Sara de Freitas Oliveira, who has worked in the beauty market from a very young age, driven by her passion for transforming lives and self-esteem. Throughout her journey, Sara specialized in management, education, and cosmetics, always guided by the vision of offering effective and accessible solutions for professionals and clients.

The brand carries in its DNA a combination of technical knowledge, advanced research, and an entrepreneurial vision that values excellence. Each product is developed to deliver performance, quality, and real results, strengthening the work of hairdressers, makeup artists, barbers, and other beauty professionals.

More than products, AR Professional Beauty represents an ecosystem of transformation—offering tools, education, and support so professionals can expand their potential and reach new levels in their careers.

Our commitment is to stand alongside beauty professionals, providing not only high-performance cosmetics but also inspiration, training, and partnership so we can grow together.

