

INOAR



PRODUCT CATALOGUE 2026



Argan Oil Range

Trusted formulas with Argan Oil to soothe hair & scalp

A luxurious haircare range infused with **argan oil** to provide **deep hydration** and **frizz control**.

- Includes **shampoo, conditioner, mask, and pure argan oil**
- **Restores moisture, adds shine, and enhances hair elasticity**

Types of hair: Dry, Damaged, Thick, De-hydrated, Chemically Damaged & Coarse hair

Category: Moisture & Hydration



Available in 1 litre Argan Shampoo & Conditioner 250ml Argan Shampoo & Conditioner 250g Argan Mask 60ml Argan Oil 7ml Argan Oil



Available in 240ml Thermoliss Anti-Frizz Balm

Thermoliss Anti-Frizz Styling Balm

Multi-award-winning, innovative formula with a progressive action.

A heat-activated styling balm with a progressive alignment action that **protects hair** and **smooths frizz**.

- Provides **heat protection up to 230°C**
- Enhances **shine** and **seals hair cuticles**
- **Detangles & Moisturise**
- Progressive **smoothing effect** with continued use

Type of hair: Heat damaged hair, frizzy hair

Category: Anti-frizz Styling aid & heat protector

Absolut Speed Blond Range

Colour- & Tone-Corrector for blonde and grey hair

Our iconic hydrating and toning formula, specially developed for **natural or chemically lightened blonde and grey hair**, that neutralises yellow tones while enhancing softness and shine.

- **Eliminates brassiness** in blonde, grey and highlighted hair
- **Deeply hydrates** and revitalises colour, reducing brassiness and yellow tones
- **Prevents discolouration** and colour fading
- **Adds intense glow, manageability and softness**

Type of hair: Blondes, grey, and highlighted hair

Category: Moisture hydration and colour correction



Available in 800ml Speed Blond Shampoo & Conditioner 250ml Speed Blond Shampoo & Conditioner 250g Speed Blond Mask and 200ml Speed Blond Leave-In Mist

Absolut Daymoist CLR™ Range The absolute end to damaged hair

A premium **moisture repair range** designed to **restore shine, elasticity, and hydration** while preserving hair colour. Ideal for **colour-damaged, dry, and frizzy hair**.

- Provides intense **moisture repair**
- **Restores shine** and enhances hair glow
- Deep conditioning for **improved hair elasticity**
- **Strengthens hair** while preserving colour and hydration
- Best used after a Keratin treatment

Types of hair: All hair types

Category: Moisture Repair



Available in 800ml Daymoist Shampoo & Conditioner, 250ml Daymoist Shampoo & Conditioner, 250g Daymoist Mask, 240ml Daymoist Leave-In Spray Mist, 15ml Daymoist Ultra-Moisturising Shot





Available in 250ml Multi-functional Shampoo,
250ml Multi-functional Treatment Mask,
100ml Multi-functional Oil - for hair, body & face

Kálice Range Multi-Functional Hydration

The queen of oils, Kálice is our premium multi-functional haircare range infused with **Vitamin E** and **7 precious vegetable oils** to deeply **moisturise, protect, and nourish**.

- **Cleanses, hydrates, and nourishes**
- **Restorative, antioxidant, and softening** properties
- **Lightweight formula** for everyday use
- **Protects** against environmental damage

Types of hair: Fine, normal to dry hair

Category: Moisture & hydration

Hair Therapy Range All-in-One Repair System

Specially developed as an all-in-one homecare solution, this **salon-quality repair system** is formulated for damaged, chemically treated, or dehydrated hair.

- Formulated with **KERASYSTEM3** - INOAR's patented complex of Amino acids - for **deep restoration**, and **Arginine** to boost **healthy hair growth**
- Improves **hair strength, moisture levels, and shine** from the inside out, **minimising hair loss and breakage**, leaving hair soft and with bounce.

Types of hair: All hair types. Salon results at home.

Category: Amino-acid and moisture repair



500ml Hair Therapy Shampoo & Conditioner 250g Hair Therapy MASK

Revolution Smooth Perfection Oil Seal the Deal

A **silicone-free styling oil** powered by **Bio-Organic Complex, Coconut Oil, and Turmeric Extract** for **ultimate frizz control** and shine.

- **Smooths, tames frizz, and seals split ends**
- **Protects hair** from moisture loss
- Facilitates **straightening & enhances shine**
- **Heat protection** up to 230°C
- **Lightweight silicone-free** gel-textured formula for all hair types

Types of hair: All hair types

Category: Moisture Repair & Styling Oil



Available in 100ml Revolution Smooth oil



Available in 1 liter Glycolic Force Shampoo and 800ml Conditioner, 500ml Glycolic Force Shampoo & Conditioner, 500ml Glycolic Force Mask & 45ml Glycolic Force Super Ampoule

'NEW' Glycolic Force – Advanced Hair Repair

Unlock the secret to healthy, silky and radiant hair with Inoar's **Glycolic Force**. Formulated with **Glycolic Acid** and **Mango Seed Butter**, this innovative treatment transforms damaged, lifeless strands into strong, hydrated and vibrant hair.

Key Benefits

- **Seals Hair Cuticles** – Locks in moisture for smoother, shinier hair
- **Reduces Porosity** – Strengthens fragile, damage-prone strands
- **Improves Elasticity** – Enhances resistance to breakage
- **Long-Lasting Colour Protection** – Maintains vibrancy for colour-treated hair
- **Deep Hydration & Frizz Control** – Nourishes and tames flyaways, while giving bounce and body
- **Promotes Scalp Health** – Exfoliates, removes buildup, and improves hair growth

Active Ingredients

- **Glycolic Acid** – Exfoliates the scalp, enhances elasticity, and boosts shine
- **Mango Seed Butter** – Provides intense hydration, frizz control, and restores natural radiance

A complete hair treatment that deeply cleanses, conditions, and moisturises the hair with every use. Whether your hair is curly, straight, damaged, or colour-treated, this system will help you achieve soft, healthy, silky, frizz-free, and radiantly shiny hair in no time.

Types of hair All hair types

Category: Hair Strengthening & Repair

NEW!



Available in a 1 liter Hyaluronic Force Shampoo and 800ml Conditionador
500ml Hyaluronic Force Conditionador and 500ml Shampoo

NEW Hyaluronic Force – The Revolution Your Hair Needs!

The INOAR **Hyaluronic Force Line** combines high-performance ingredients and the power of Hyaluronic Acid to fill every layer of the hair fiber – strengthening, rebuilding, and locking in deep hydration.

The result? **Healthier, softer, and revitalized hair from the very first application.**

Key Benefits

- **Intense, Long-Lasting Hydration** – Delivers deep moisture that keeps hair supple and nourished
- **Lightweight, Free-Flowing Texture** – Leaves hair airy, silky, and never weighed down
- **Instant Smooth & Anti-Frizz Effect** – Tames frizz immediately for a sleek, polished finish
- **Softness, Shine & Manageability** – Enhances touchable softness with luminous, healthy shine
- **Easy Detangling & Healthier Ends** – Minimises knots, breakage, and split ends for smoother styling

Main Active Ingredient

Hyaluronic Acid - Hyaluronic Acid has an **extraordinary capacity to attract and retain moisture**, delivering intense hydration to the scalp and hair. It restores dry, porous, and damaged strands – leaving them silky, strong, and luminous from the first use. This advanced ingredient acts as a **hydration magnet**, maintaining the hair's natural elasticity and resilience while protecting it from external aggressors like heat and pollution.

A next-generation haircare line designed with professional expertise to meet the demands of modern beauty routines – for clients who seek instant results with long-term benefits.

Types of hair All hair types

Category: Deep hydration

Virgin Coconut Oil The Holy Grail of Hair and Scalp Nutrition

A **deeply nourishing** oil that penetrates the hair and scalp to promote hydration, repair, and healthy growth.

- **Repairs and moisturises** hair & scalp
- **Promotes healthy hair growth** and reduces hair loss
- **Fights dry, flaky scalp & inflammation**
- **Strengthens hair** while protecting against damage
- **Versatile use** for both hair & skin

Best for: Dry, inflamed, sensitive scalp; dehydrated, damaged hair
Category: Scalp Health & Nourishment



Available in 200ml

Sensitine Cream Cleanser 3-in-1 Scalp Treatment

An exclusive technology designed to treat dry, sensitive or inflamed scalps while promoting healthy hair growth. This **3-in-1 formula** functions as a **shampoo, conditioner, and scalp treatment** in one step.

- Provides **instant relief for scalp irritation** and **dryness**
- Helps **accelerate hair growth** and **reduce hair loss**
- **Deeply cleanses** while moisturising and healing the scalp
- **Strengthens hair** and improves overall scalp health
- Safe for all hair types, including dry and damaged hair
- Gentle enough for use on babies to treat cradle cap

Types of hair: Dry, sensitive & inflamed scalp; Damaged & dry hair; All types; Struggling with Hair loss; Struggling with Hair Growth; Cleanses; moisturises & heals; Can be used on babies to treat cradle cap.

Category: Scalp Health & Nourishment



Available in 400ml

Coconut Oil & Sensitine (Scalp & Hair Care)

A **powerful duo** that **nourishes** the scalp and **promotes healthy hair growth**.

- **Repairs and hydrates** both hair and scalp
- **Reduces dryness, irritation, and hair loss**
- **Protects against environmental damage**



RETAIL RANGES - CURLS

Afro Vegan Range

The ultimate range for curly, kinky and coily hair

Our award-winning moisture-packed curl system specially formulated with only the best vegan ingredients for curly, kinky, coily and Afro hair, up to type 4ABC.



This sulphate-free range is formulated with moisturising Shea Butter and replenishing Castor Oil to define, strengthen, and enhance natural curls without weighing them down.



300ml Afro Vegan Shampoo, 300ml Conditioner, 300ml Leave-in Conditioner, 300ml Curl Activator, 500g Mask

- Intensely hydrates and nourishes curls
- Enhances natural curl definition
- Promotes hair growth and strengthens strands
- Leaves curls soft, bouncy, and frizz-free
- Low Poo, No Poo, Co-Wash

Types of hair: Kinky, coily, curly, wavy, and natural hair (2ABC - 4ABC curls)

Category: Curls

Liso com Ondas Texturizing Spray

Adding volume & texture for effortless beach waves



Available in 240ml

A styling spray that

- Boosts volume
- Defines hair texture without weighing it down
- Provides heat protection up to 230°C
- Perfect for creating soft, natural-looking waves

Types of hair: All types of hair.

Category: Curls, beach waves & volume





'NEW' My Curl, My Crush Range

The revolutionary new curl system your kinks, coils and curls will fall in love with

A premium haircare line **enriched with natural oils, botanical extracts, and essential nutrients** to restore, define, and enhance curls of all patterns. Designed to deeply penetrate the hair fiber, this collection provides **intense hydration** and **long-lasting nourishment**. From shampoo to styling cream, the products were created for hair of all curvatures and to enhance each one of them.

- **Restores & Strengthens** – Revitalises hair, repairing damage caused by environmental factors and chemical treatments
- **Deep Hydration & Emollience** – Provides intense moisture, leaving curls soft, silky, and well-nourished
- **Frizz Reduction & Shine** – Controls frizz and enhances natural radiance for a sleek, polished look
- **Healthy Growth Support** – Infused with essential vitamins to strengthen hair and prevent breakage
- **Curl Definition & Control** – Shapes and enhances natural curls with elasticity, structure, and volume
- **Professional-Approved Formula** – Developed to support various styling techniques for curly hair

Types of Hair All types of curls

Category: Curl Enhancement & Definition

Magic One 7 Instant Hair Reconstructor

Our award-winning immediate hair reconstructor that promises to revitalise your hair in the blink of an eye. Infused with amino acids and powerful repairing ingredients, Magic One 7 **strengthens, restores elasticity, and enhances shine** – leaving your hair healthier, smoother, and more manageable, making it the perfect solution for devitalised and brittle hair.

Key Benefits

- **Instant Repair** – Restores shine, softness and movement
- **Strengthens & Reconstructs** – Reinforces hair structure and prevents breakage
- **Restores Elasticity** – Revitalises lifeless, brittle hair
- **Detangling & Frizz Control** – Smooths cuticles for sleek, polished hair
- **Heat Protection** – Shields hair from styling tool damage
- **Color Maintenance** – Prolongs vibrancy of colour-treated hair

Types of hair: All hair types, especially damaged, brittle and devitalised hair



Available in 300ml



Available in 200ml

UAU Anti-Frizz Serum Intense Shine & Supernatural Smooth Effect

Say goodbye to frizz and humidity with our award-winning UAU Anti-Frizz Serum! Powered by heat-activated polymer technology, it creates a **lightweight, waterproof shield** that locks out moisture, delivering **intense shine and silky-smooth hair** without oiliness.

Key Benefits

- **Hydrophobic Matrix** - Ensuring ultimate humidity- and frizz control for prolonged silky results
- **Instant Transformation** – Frizz-free, sleek results in one application
- **Hydrates & Nourishes** – Provides deep, long-lasting moisture
- **Intense Shine & Silkiness** – Creates a polished, salon-finish look
- **Heat & Environmental Protection** – Shields against styling tools and external damage
- **Lightweight Formula** – Smooths hair without feeling heavy or greasy

Types of hair: All hair types

INOAR Intense Professional Colour Range

Inoar Intense Professional Colour has been formulated with **ultimate hair condition** in mind and **treats the hair during the colouring process**, with the inclusion of Argan Oil micro-capsules which burst as the colour develops. Inoar Intense has a **superior quality vegan formulation** - free from animal-derived ingredients and not tested on animals - provides the most extensive and best coverage for white strands, with intense, **well-defined**, and **longer-lasting colours**.

It's formula **moisturises** and **protects your hair** throughout the colouring process

- **Argan oil in the bleach, peroxide and tints, ensuring gentleness and ultimate condition**, keeping moisture in the hair.
- Visible micro Argan granules burst into hair shaft with colour application which results in amazing shine and condition, with unbelievable shine especially on blondes
- **100% grey coverage** from level 1-7
- **Zero scalp irritation**
- Ammonia levels in tints between 0.2%-0.8% therefore way more colour
- **52 Colours** but when mixed you can create **100 different tones**



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VERGE
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