

Kadus
PROFESSIONAL



LEARN IT
LIVE IT
SHARE IT



OUR CARE & STYLING

Kadus
PROFESSIONAL



LEARN IT
LIVE IT
SHARE IT



THE SECRET LANGUAGE OF PROFESSIONAL CARE

INTRODUCING THE NEW SYMBOLS THAT CHANGE THE WAY WE COMMUNICATE

We reinvent the way we communicate with our new symbols. Inspired by the magical connection between stylists and clients, we have created an intuitive and easy-to-understand design. Our colourful symbols mimicking two strands of hair, graphically express the product benefits, bringing to life a new language.

A new language that sparks conversations about care and styling and helps you recommend the right solution to your client's unique hair needs.

- The left line introduces the colour-coding for each category
- The right line serves as an easy-to-understand graphic representation that explains the solution for every client's unique care needs



LISTEN TO THE HAIR

Discover the secret to our unique hair code for each of your client's needs.

Color Radiance
Instant protection against colour fading and shifting for coloured hair.

Visible Repair
Instant repair and nourishment for damaged hair.

Deep Moisture
Instant moisture and protection from dehydration for dry hair.

Impressive Volume
Instant volume boost and strengthening for thin and fine hair.






























Curl Definer
Instant elasticity and bounce for curly hair.

Sleek Smoother
Instant ultra-smoothness and anti-frizz for unruly hair.

Scalp Vital Booster
Instant vitalization of the scalp and helps protect against hair loss from breakage.

CARE COLLECTION

Our well-trusted care collection changes its look. Discover how you can use each of our products to best effect in your salon.

								
	COLOR RADIANCE	VISIBLE REPAIR	DEEP MOISTURE	IMPRESSIVE VOLUME	CURL DEFINER	SLEEK SMOOTHER	SCALP	VELVET OIL
	Instant protection against colour fading and shifting for coloured hair.	Instant repair and nourishment for damaged hair.	Instant moisture and protection from dehydration for dry hair.	Instant volume boost and strengthening for thin and fine hair.	Instant elasticity and bounce for curly hair.	Instant ultra-smoothness and anti-frizz for unruly hair.	For resilience against environmental and physical stress.	Instantly revives hair without weighing it down.
SHAMPOO	 Shampoo	 Shampoo	 Shampoo	 Shampoo	 Shampoo	 Shampoo	 Shampoo	
CONDITION				 Leave-in Conditioning Mousse	 Leave-in Conditioning Lotion	 Leave-in Conditioning Balm		
	 Conditioner	 Conditioner	 Conditioner					
TREATMENT	 Intensive Mask	 Intensive Mask	 Intensive Mask					 Velvet Oil
							 Stimulating Sensation Tonic	
	 Post-Color Treatment	 In-Salon Treatment				 In-Salon Treatment		



Leave-in products



Rinse-off products development time 5-10 minutes

COLOR RADIANCE



Coloured hair needs special treatment to keep the colour looking as fresh and vibrant as the day it was done. The Radialux Micro-Ions and our colour protecting polymers not only remove chemical residue but also help to seal and lock in the VitaFlection Microspheres within our Professional Colour Range.

The result? An improved shine and longer lasting, vibrant colour.

Our formula with special ingredients for coloured hair is inspired by passion fruit and orange peel:

Passion fruit is known for its healing power due to its key nutrition ingredients.

Orange peel with an acidic pH is renowned for helping to stop unwanted oxidation.



SHAMPOO

- Helps to instantly protect coloured hair from fading and shifting for longer lasting brilliant colour.

Application: Massage on wet hair. Then rinse.



CONDITIONER

- Instantly helps to protect coloured hair against fading and shifting.
- For stronger, shinier hair.

Application: Massage onto wet hair for 1-3 minutes then rinse.



INTENSIVE MASK

- Instantly provides protection for coloured hair from fading and shifting.
- For visibly shinier, longer lasting radiant colour.

Application: Massage onto wet hair and leave for 5 minutes. Rinse well.



POST-COLOR TREATMENT

- Instantly protects colour by locking colour pigments in the hair.
- For noticeably more vibrant and longer lasting colour.

Application: Use after the colouring process or as intensive mask. Apply on damp hair. Leave 5-10 minutes, then rinse out well.

VISIBLE REPAIR



Visible Repair has been specially designed to work with hair that is chemically treated, badly damaged and porous.

The Radialux Micro-Ions are attracted like magnets to the sites of existing damage, repairing the structure of the hair, filling the cuticle micro-cracks to restore the surface of the hair. Formulated with a special mix of ingredients. This formula will instantly leave your hair soft, shiny and easy to comb.

Our formula with special ingredients for damaged hair is inspired by silk and almond:

Silk is reputed for its composition of natural protein-based polyamide fibers that are extremely strong and smooth. They also reflect light effectively and provide intense shine.

Almond is known for providing strength and protecting lipids.



SHAMPOO

- Instantly repairs and nourishes damaged hair.
- For a smoother, even structure.

Application: Massage on wet hair. Then rinse.



INTENSIVE MASK

- Instantly repairs and strengthens damaged hair.
- For stronger, silky and visibly shinier hair.

Application: Massage on wet hair. Leave 5 minutes. Rinse thoroughly.



CONDITIONER

- Instantly repairs and nourishes damaged hair.
- Providing strength and combability from root to tip.
- For stronger, shinier and silky hair.

Application: Massage onto wet hair for 1-3 minutes then rinse.



IN-SALON TREATMENT

- With Panthenol, instantly provides deep repair to damaged hair.
- Giving strength and conditioning from within.
- For softer, shinier hair.

Application: Distribute on damp hair. Leave 5-10 minutes. Then rinse well.

DEEP MOISTURE



Our environment, lifestyle and heat styling can remove already depleted moisture from the hair, leaving hair dull and lifeless. With Radialux Micro-Ions and a blend of special moisturizing ingredients we can instantly deliver moisture for the hair with instant shine, softness and movement.

Our formula with special ingredients for dry hair is inspired by honey and mango:

Honey is known for its caring properties and ability to absorb moisture directly from the air.

Mango contains a huge variety of phytochemicals and is known for its healing powers due to its key nutrition ingredients.



SHAMPOO

- Helps to instantly moisturize dry hair.
- For softness, shine and ease of combability.

Application: Massage on wet hair. Then rinse.



CONDITIONER

- Provides moisture to dry hair.
- Hair is instantly softened, easy to detangle, with better combability and shine.

Application: Massage onto wet hair. Leave for 1-3 minutes then rinse.



INTENSIVE MASK

- Instantly and deeply moisturizes dry hair.
- Hair is extra soft, glowing with healthy shine.

Application: Massage onto damp hair. Leave for 5 minutes. Rinse thoroughly.



IMPRESSIVE VOLUME



Fine hair is sensitive to everyday wear and tear. It lacks strength and hold, therefore making it difficult to style. It is hard to retain body and volume as hair can be weighted down. With Impressive Volume you can achieve instant body and volume for hair that instantly feels and looks fuller than before.

Our formula with special ingredients for thin and fine hair is inspired by lemongrass and bamboo: **Lemongrass** is a declared medical plant that contains a large amount of essential oils known for their caring properties.

Bamboo is one of the fastest growing plants and consists mainly of lignin which is famous for its strengthening effect, lightness and flexibility.



SHAMPOO

- Instantly volumizes thin hair.
- For fuller looking and feeling hair.

Application: Massage on wet hair. Then rinse.



LEAVE-IN CONDITIONING MOUSSE

- Instantly volumizes thin hair for noticeably fuller hair.
- Provides weightless strength and condition to fine hair.

Application: Spray into damp hair. Do not rinse.



CURL DEFINER



Curly hair can be prone to looking dull or dry, because its natural oils have to work harder to reach its ends. This means it needs extra special care. Radialux Micro-Ion technology and special curl-defining ingredients directly target thirsty hair – leaving it instantly moisturized with bounce, elasticity and shine.

Our formula with special ingredients for curly hair is inspired by ginger and olive leaves:

Ginger is used in traditional medicines and has a high content of ethereal oils that are known for providing a stabilizing effect.

Olive leaves have been known since ancient times for their caring properties such as providing healthy skin.



SHAMPOO

- Instantly provides bounce and elasticity to naturally curly or permed hair.
- For conditioned and shiny hair.

Application: Massage on wet hair. Then rinse.



LEAVE-IN CONDITIONING LOTION

- Provides instant elasticity.
- Conditions hair for noticeably more defined, bouncier curls.
- Prevents static, gives extra shine.

Application: Distribute on damp or dry hair. Do not rinse.

SLEEK SMOOTHER



Dry, unruly and wiry hair is often rough to touch. It has too much volume and is difficult to style. It needs moisture to help tame it, giving it smoothness and shine. The Radialux Micro-Ions, soften and moisturize the hair smoothing the cuticle for immediate smooth and silky looking hair.

Our formula with special ingredients for unruly hair is inspired by avocado and wheat germ.

Avocado is rich in many nutrients, especially unsaturated fatty acids. These are known for being rapidly absorbed by the skin and hair and acting as an efficient conditioner.

Wheat germ is known as a storehouse of essential nutrients and especially for being rich in fatty acids.



SHAMPOO

- Conditions and instantly smoothens frizzy hair after just one application.

Application: Massage on wet hair. Then rinse.

PRO TIP: Use Sleek Smoother Leave-In Conditioning Balm.



LEAVE-IN CONDITIONING BALM

- Instantly conditions dry, frizzy hair.
- Moisturizes unruly hair strands. For shiny, smoother hair.

Application: Massage into damp hair. Do not rinse.



IN-SALON TREATMENT

- Prepares, protects and nourishes hair before, during and after the straightening process.

Application: Apply on damaged hair before straightening. Do not rinse. After straightening, apply on damp hair for 5 minutes, then rinse. If used as intensive smoothing treatment, leave 5-10 minutes, then rinse well.



The scalp has an important part to play in the production of healthy hair:

It must maintain a balance between moisture and oils, supply nutrients to the hair through the blood supply and deal with irritations from the environment and also from physical stresses.

Our formula with special ingredients for the scalp is inspired by:

Caffeine, an alkaloid and central nervous stimulant, that is said to prolong the hair growth cycle and is therefore used to combat hair loss.

Menthol has disinfecting and cooling properties and is used as a cooling component in hair tonics and body lotions.

Camphor, a natural substance which is known for its antipruritic properties.

Jojoba, a traditional hair and skin care product that is known for its moisture-binding and soothing properties. It is also used by American Indians for treating wounds.

Calendula Flower contains ethereal oils and carotinoids and is known for its caring properties on damaged cells.



VITAL BOOSTER SHAMPOO

WITH JOJOBA SEED OIL, CAFFEINE AND MENTHOL.

- Instantly vitalizes the scalp.
- Use it before the Serum to help protect against hair loss from breakage.

Application: Massage on wet hair and scalp. Then rinse.

PRO TIP: Normal hair growth is on average 1 cm per month, so we recommend using for a period of 3 to 4 months.



STIMULATING SENSATION LEAVE-IN TONIC

WITH MENTHOL AND CAMPHOR.

- Instantly refreshes the scalp.
- For a feeling of renewed invigoration after application.

Application: Massage gently onto the scalp. Do not rinse.

VELVET OIL



INSTANTLY REVIVES HAIR WITHOUT WEIGHING IT DOWN.

Our formula with special ingredients to revive hair is inspired by:

Argan Oil, intensely nourishing and protecting, with potent cuticle restoring properties.

Vitamin E, a powerful antioxidant, prevents UV-damage and the effects of ageing, whilst maintaining incredible softness.

Panthenol, renowned for its fortifying properties, provides deep moisture and allows hair to be easily detangled.



VELVET OIL










- Helps repair and restructure all hair types.
- Gives lightweight styling for fine hair.
- Provides heat protection from styling appliances.






Application: For instantly healthy looking hair distribute 1-2 pumps throughout the mid-lengths and ends and leave-in. Use on damp hair for heat protection, on dry hair for anti-frizz effect.





EXPRESS & EXPERIENCE SERVICES

You can treat your client using the following in-salon services, whether it be the 'Express' or the more luxurious 'Experience' service. Each service is adapted and available for each product range to benefit each client's different needs.

	 COLOR RADIANCE	 VISIBLE REPAIR	 DEEP MOISTURE
EXPRESS	 <p>Shampoo + Awakening Massage + Conditioner</p>	 <p>Shampoo + Awakening Massage + Conditioner</p>	 <p>Shampoo + Awakening Massage + Conditioner</p>
EXPERIENCE	 <p>Shampoo + Awakening Massage + Intensive Mask + Energizing Massage + Velvet Oil</p>	 <p>Shampoo + Awakening Massage + In-Salon Treatment + Relaxing Massage + Velvet Oil</p>	 <p>Shampoo + Awakening Massage + Intensive Mask + Velvet Oil</p>

 CURL DEFINER	 SLEEK SMOOTHER	 IMPRESSIVE VOLUME
 <p>Shampoo + Awakening Massage + Leave-in Conditioning Lotion</p>	 <p>Shampoo + Awakening Massage + Leave-in Conditioning Balm</p>	 <p>Shampoo + Awakening Massage + Leave-in Conditioning Mousse</p>
 <p>Shampoo + Awakening Massage + Leave-in Conditioning Lotion + Energizing Massage + Velvet Oil</p>	 <p>Shampoo + Awakening Massage + Straightening Treatment + Relaxing Massage + Velvet Oil</p>	 <p>Shampoo + Awakening Massage + Leave-in Conditioning Mousse + Energizing Massage</p>

	SCALP  Vital Booster
EXPERIENCE	 <p>Shampoo + Awakening Massage</p>

INSTA-CARE SERVICES

Did you know that Care treatments have the highest profitability among all in-salon services, thanks to the minimal time stylists need to spend on them?

Such services also increase your salon revenue in another way. Trying and liking professional products during an in-salon treatment is the number one reason why clients buy corresponding products for home use!

Discover three new in-salon hair rituals that you can propose to your clients, as well as corresponding gift sets for home use.

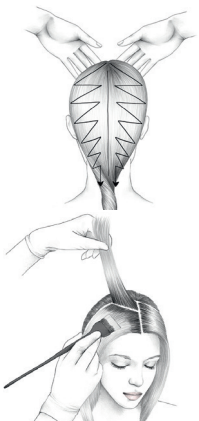
GLAZE IT

The perfect solution to make hair colour radiant and more vibrant, for longer lasting brilliant colour.



GLAZE IT TREATMENT

- 1 part Color Radiance Stabilizer Mask
- 1 part 10/0 Mix Tone Clear
- 1 part Demi-Permanent
- 1 part Demi-Permanent Developer 1.9%



1. Shampoo the hair with Color Radiance Shampoo and do the Awakening Massage. Rinse.
2. Mix the Glaze It Treatment in a bowl. Apply section by section to the hair with a brush and develop for 5 minutes. Rinse off and towel dry.



3. Apply Velvet Oil to the mid-lengths and ends. Leave in.
4. Finish with the Energizing Massage.

VITALIZE IT

A specialized Care service for men to vitalize the scalp, support hair growth and protect against hair loss from breakage.



1. Shampoo the hair with Vital Booster Shampoo and do the Awakening Massage. Rinse.

2. Apply the Stimulating Sensation Tonic using the dedicated sectioning technique. Leave In then do the Relaxing Massage

3. Finish with the Energizing Massage

RESCUE IT

The emergency treatment for damaged hair, which instantly provides deep repair, making the hair stronger, smoother and shinier.



1. Shampoo the hair with Visible Repair Shampoo and do the Awakening Massage. Rinse.

2. Mix the Rescue It Treatment in a bowl. Apply section by section to the hair with a brush and develop for 5 -10 minutes.

3. Do the Relaxing Massage. Rinse off and towel dry.

RESCUE IT TREATMENT

- 30g Visible Repair In-Salon Treatment
- 2-3 drops of Velvet Oil (1 drop per every 10g of Visible Repair In-Salon Treatment)



STYLING



STYLING COLLECTION

5 BENEFITS AND HOLD LEVELS FOR LONG-LASTING STYLING

Category	VOLUME	TEXTURE	SHINE	FINISH	MEN
Top benefits	Double the body of the hair from roots to tips, using premium mousses and lotions.	Create any shape adding texture and definition to the hair, using various product forms such as gels, waxes or creams.	Magnify style and colour and add extra shine with our highly concentrated serums, sprays and creams.	Lock the hair into place for up to 24h, using various hold level sprays.	Add texture and style.

01234
FLEXIBLE _____



PROTECT IT
Volumizing
Heat
Protection
Spray
150ml

01234
FLEXIBLE _____



**SMOOTH
DOWN**
Sleek Heat
Protection
Lotion
150ml

01234
NO HOLD _____



SATIN ON
Anti-Frizz
Serum
40ml

01234
FLEXIBLE _____



SHIFT IT
Matt Clay
75ml

01234
FLEXIBLE _____



**CHANGE
OVER**
Remoldable
Paste
75ml

01234
STRONG _____



LIQUEFY IT
Wet Look Gel
150ml

01234
X-STRONG _____



DRAMATIZE IT
X-Strong
Hold Mousse
250ml
500ml

01234
X-STRONG _____



FIBER UP
Texture Gum
75ml

01234
X-STRONG _____



LOCK IT
X-Strong Spray
300ml
500ml



SWAP IT
X-Strong Gel
100ml

VOLUME

DOUBLE THE VOLUME AND BODY OF THE HAIR



01234
FLEXIBLE

PROTECT IT

VOLUMIZING HEAT
PROTECTION SPRAY

- Instant heat protection & volume.
- Flexible hold and instant volume up to 48 hours.
- Light formula. Ideal for use on fine hair and before blow-drying.

Application: Use a small amount; apply evenly to damp or dry hair and blow-dry.



01234
X-STRONG

DRAMATIZE IT

X-STRONG HOLD MOUSSE

- Instant dramatic volume up to 24h.
- Helps to protect your hair from heat without leaving it sticky or greasy.
- Rich moisturizing mousse helps to protect your hair from heat without leaving it sticky or greasy.

Application: Shake well before use. Apply a small amount to hands and work into towel-dried hair. Blow-dry or style as normal.

CREATE ANY SHAPE



01234
FLEXIBLE

SMOOTH DOWN

SLEEK HEAT PROTECTION LOTION

- Instant heat protection - anti-frizz effect.
- Makes blow-drying easier, provides flexible hold and increases shine until the next shampoo.

Application: Use a small amount, apply evenly to damp or dry hair. Blow-dry the hair straight.



ADAPT IT

GEL/WAX

- Dual action for infinite creativity.
- Gel on damp hair, wax on dry hair for long lasting styles with no compromise on creativity.

Application: Distribute a small amount into hands and work into towel-dried hair to style, or use as a wax to create texture on dry hair.



01234
X-STRONG

FIBER UP

TEXTURE GUM

- Instantly provides perfect definition.
- Its mega fibers create an extra strong hold.
- Dual application allows your creativity to flow. Non greasy.

Application: Work product between hands and apply to hair on damp hair or pull hands apart to create fibers then apply to dry hair for more texturized effect.



SWAP IT

X-STRONG GEL

- Instantly hold, define and accentuates any style.
- Washes out easily.

Application: Work a small amount into damp or dry hair and style as desired. Can be used to define individual strands.



MAGNIFY THE STYLE

01234
NO HOLD

SATIN ON

ANTI-FRIZZ SERUM

- Instantly seals hair lengths and tips.
- Highly concentrated Anti-Frizz Serum which fights unruly hair, moisturizes and instantly creates silky-smooth hair.

Application: Use a small amount and work into mid-lengths and ends of dry or slightly damp hair. Use sparingly!



LOCK THE HAIR INTO PLACE

01234
X-STRONG

LOCK IT

X-STRONG SPRAY

- Instant dramatic hold up to 24h.
- Does not leave the hair greasy or sticky.
- Washes out easily with no visible residue.

Application: Shake well. Spray onto finished style from a distance of approx. 30 cm. Provides x-strong to extreme hold depending on amount of spray used.



ADD TEXTURE AND STYLE



01234
FLEXIBLE

SHIFT IT

MATT CLAY

- Instant long-lasting matt finish.
- Exceptional hold without stiffness.
- Unlimited modeling experience.

Application: Distribute onto the palms of the hands and work into dry hair, mould to shape or create texture.



CHANGE OVER

REMOLDABLE PASTE

- Instant remoldable experience
- Allows restyling throughout the day.
- Washes out easily with no visible residue.

Application: Distribute onto the palms of the hands and work into dry hair to create texture, can be reworked for restyling.



01234
STRONG

LIQUEFY IT

WET LOOK GEL

- Instant definition and brilliant shine.
- Gives strong hold while allowing for a creative or classic style.
- Washes out easily, flake free formula.

Application: Work into damp or dry hair, style as desired.