



Natural Brazilian Essence with  
amazonian bioingredients

# FROM RIO, TO THE WORLD

Recognized by the Brazilian excellence in hair straightening, our work has been recognized worldwide by continuously bringing unique out-of-the-box solutions for the international hair care market.

BSH, a pioneer of high-end concepts like hair cryotherapy and DIY keratin straightening is strongly committed to both the environment and society, using green resources tools and modern processes to provide a touch of Brazilian natural beauty everywhere.



Know more  
about us



FROM RIO DE JANEIRO



# WE CARE

## Eco-friendly from inside-out

Each ingredient respects the time of Mother Nature and human beings, promoting ecological, social, and physical well-being.



### Officially Vegan

Formulas officially proven to be free of animal origin ingredients or genetically modified (GMO).



### Cruelty-Free

No product or ingredient is ever tested on any animal.



### Biodegradable Bottles

When it comes to packaging, our bottles are made of biodegradable plastic that reduces environmental contamination through faster decomposition.



### Proudly Brazilian

Packaging and formulas 100% made in Brazil.



### FSC Certified Paper

Our paper's origin comes exclusively from sustainable management, responsible for keeping the forest alive and preserving hydric sources.



### Soy-Ink Printing

Boxes are printed with vegetal-based soy ink.



### Upcycling ingredients

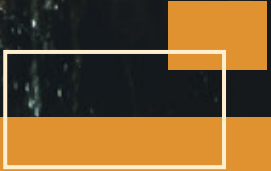
Amazonian actives and other green resources sourced from the upcycling process.



### Fair Trade

We promote ecological and social development through the work with "bridge-action-suppliers" and local cooperatives.





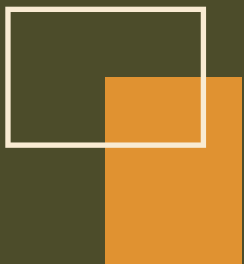
# OUR MISSION

Our mission is to empower customers to unleash their inner beauty and confidence by awakening their Brazilian side, which is the physical and emotional well-being brought by the energy of natural ingredients obtained ethically and sustainably.

# VEGAN

The Vegan trademark is an internationally recognized certification for vegan products, provided by the Vegan Society, which has contributed to consumer trust in products that are genuine vegan, free of animal-derived ingredients or genetically modified organisms (GMOs)

To gain the official certification, the company must submit to a rigorous assessment of the whole production chain until the final product, as well as each ingredient.



# BRIDGES FOR A BETTER TOMORROW

The sustainable use of biodiversity helps to promote that the forest worth much more when standing, assisting in the environmental conservation of the biomes in which BSH fully supports.

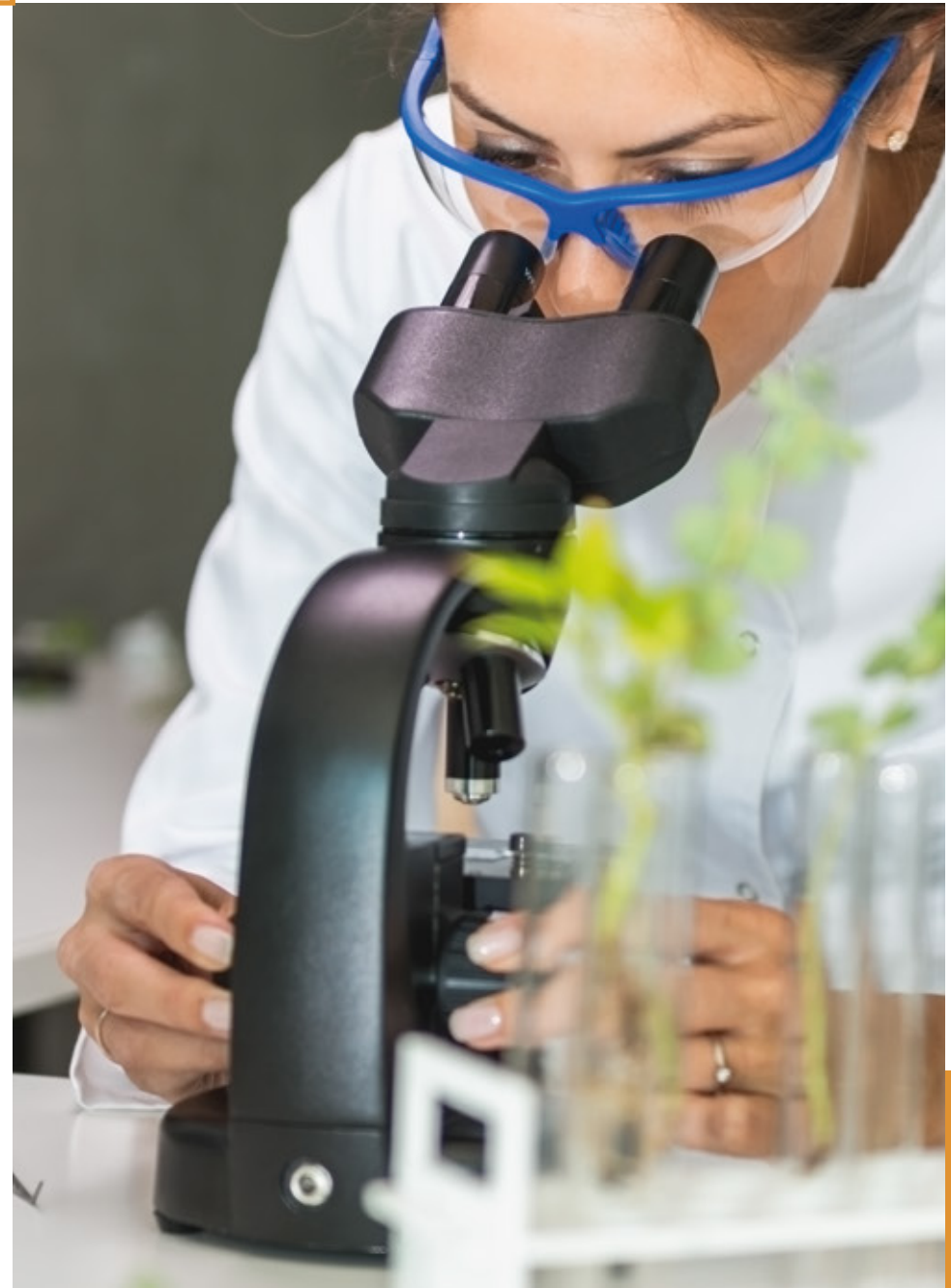
BSH is connected to the Amazonian communities through “Bridge-Suppliers” which guarantee the community's economic organization for continuously selling the assets. This allows the cooperatives to sell the natural oils with as much added value as possible, providing the community with a much higher profit margin than the sale of the raw material.



# RESEARCH & DEVELOPMENT

Our product excellence reflects our R&D dedication to preserving nature and creating the most innovative vegan and cruelty-free hair care products.

This is how we continuously innovate our products, methods, and techniques, staying up to date to the changes in many different cultures.





# INTERNATIONAL APPROVALS

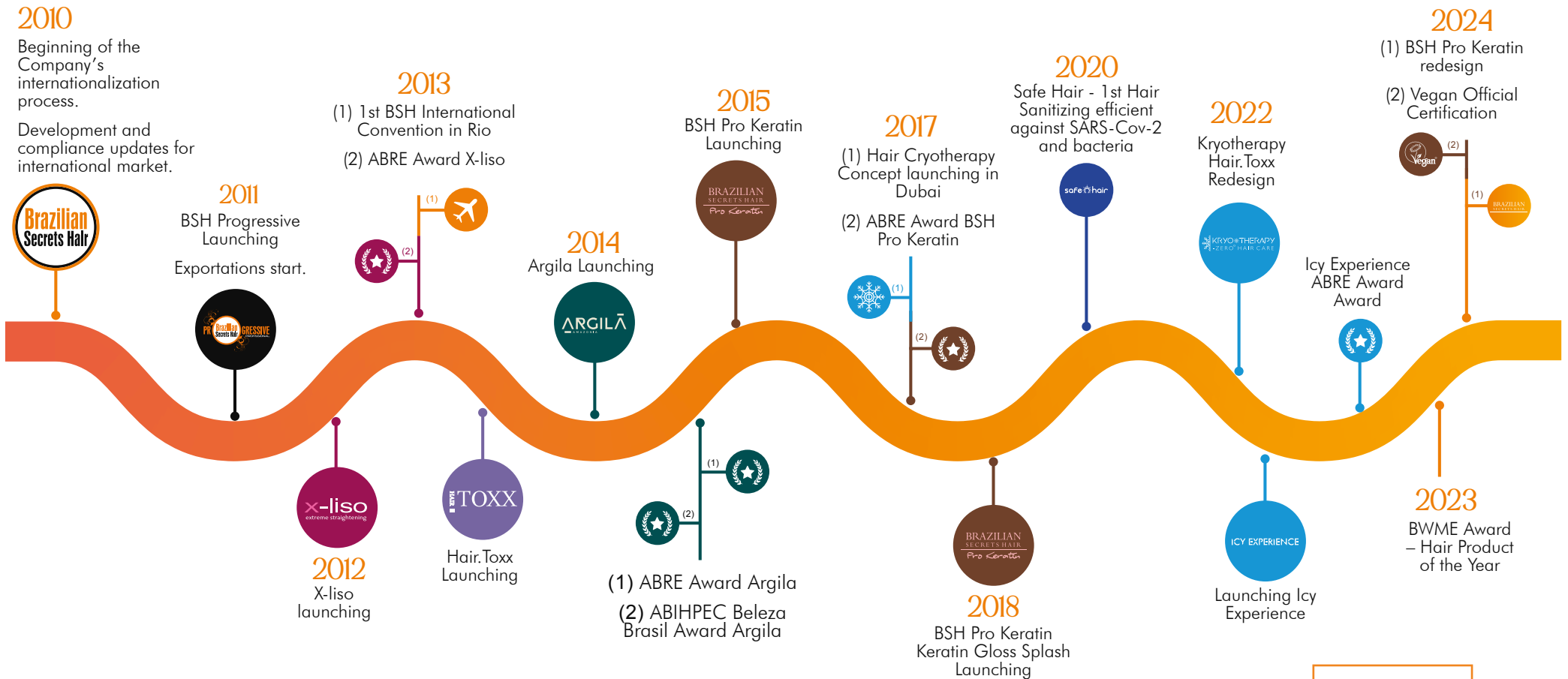


We have the highest commitment to deliver safe formulas and our products have been approved by the strictest regulatory bodies world-wide.



# Our History

Redefining beauty standards through premium hair solutions with the greenest and most responsible formulas and techniques.





HAIR **TOXX**  
FULL TREATMENT

 **KRYO THERAPY**  
ZERO° HAIR CARE

## IT'S TIME TO FREEZE THE HAIR

- Multi-services for all hair needs below  $-16^{\circ}\text{C}$ .
- Recovers even the most over-processed hair, nutrition, hydration, and scalp care.
- Restores elasticity and strength with high-end natural ingredients and low temperatures from the Kryotherapy Machine.



CHECK HOW  
TO APPLY





# BRAZILIAN SECRETS HAIR

## VEGAN PRODUCTS WITH AMAZONIAN BIOINGREDIENTS

Full vegan straightening-expert line with 4 different solutions for your salon to attend to all hair types and results using ethically sourced assets from Amazonia biodiversity like Babassu coconut.

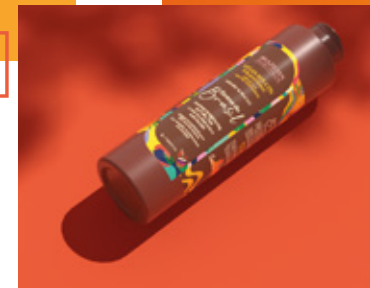
- Bossa do Brasil: vegan keratin.
- Força da Floresta: protein straightening
- Areia da Praia: vegan botox
- Águas do Rio: one-step express straightening

All in catchy packaging, inspired by the Brazilian culture of vivid colors, music, and natural beauties.

Available for both professional and retail channels.



Know more  
about us



# ARGILĀ

AMAZONIA

STRAIGHT FROM THE HEART  
OF THE AMAZON RAIN FOREST

- Premium hair straightening system.
- With all-natural Amazonian murumuru and white clay from Marajó Island.
- Deep Amazonian SPA for your hair.
- The first Hair Candle SPA in the world: promote intense nutrition to recover the softness of extra dry hair while bringing the forest relaxing ambiance to your salon.



CHECK HOW  
TO APPLY



*Silk  
protein*

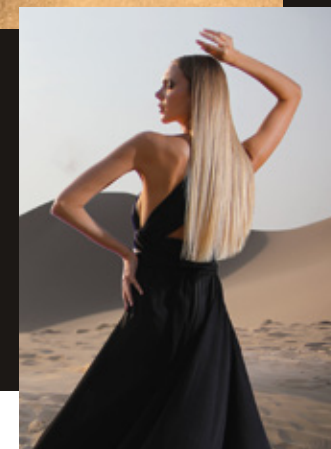
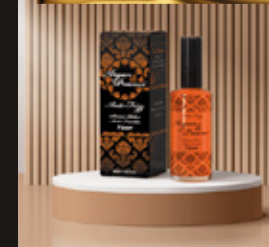
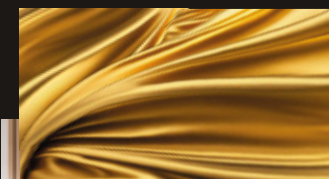


## LUXURIOUS STRAIGHTENING TREATMENT

- Take your technique to the next glam level.
- Straight and frizz-free hair for months with Keratin & Protein straightening options.
- Fresh-repaired look with super brilliance with CC3R Chewing Gum treatment.
- Full hair schedule with metal detox power from activated charcoal.
- Superior cuticle sealing from apple's vinegar's low pH.



CHECK HOW  
TO APPLY





# x-liso

extreme straightening

## SAY GOOD-BYE TO BAD HAIR DAYS!

- Authentically made-in-brazil keratin straightening and nutrition on the same kit.
- DO-IT-YOURSELF kit with competitive price.
- Found on the main international stores and e-commerce platforms.
- Short and efficient line: easy to introduce and communicate.



CHECK HOW  
TO APPLY



# REGISTERED TRADEMARKS

## Official protection and international recognition

Our registered trademarks establish brand credibility, drive market recognition, and safeguard your distribution rights with confidence in our protected brand identity and innovative concepts.



**Australian Government**

**IP Australia**



**INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES**



# AWARDS

## RECOGNIZING EXCELLENCE

Through the years those incredible milestones have been recognized by their unique concept and finest design, getting awarded in and outside of Brazil.

Product of The Year by BWME Awards 2023  
Hair.Toxx Kryotherapy

Export Design by ABRE 2022  
Hair.Toxx Icy Experience

Export Design by ABRE 2017  
BSH Pro Keratin

Export Design by ABRE 2014  
Argila Amazônia

Innovation Beleza Brasil Award by  
ABIHPEC 2014 - Argila Amazônia

Export Design by ABRE in 2013  
X-liso





For BSH, beauty transcends appearance.  
It begins in nature and blooms in attitudes.



## Exhibitions

Since 2012, we have attended the world's leading hair cosmetics events and the largest franchises like Cosmoprof, BeautyWorld, and others like MCB (France), Hair Beauty (Australia), and Cosmetista (Morocco).

## Training

We go further than the products training. We teach partners technical concepts, sales techniques, and new perspectives. Our international team is always exchanging tips and sharing global knowledge.



## Influencers

We made our voice go far through partners who match their personalities and goals with the chosen brand. They are strategically supportive from social media reach to technical education.

An aerial photograph of a large waterfall cascading down a rocky cliff face in a dense Amazon rainforest. The water is white and foamy as it falls, creating a misty spray at the base. The surrounding forest is lush and green, with sunlight filtering through the trees. The waterfall is the central focus, surrounded by a thick canopy of tropical vegetation. The rocky cliff is a mix of brown and tan colors, showing some vertical fissures and ledges. The water flows from the top left towards the bottom center of the frame. The overall scene is vibrant and natural, capturing the beauty of the Amazon basin.

This journey into beauty began in the heart  
of the Amazon Rain Forest, in Brazil.



# GLOBAL REACH

We have been exporting our  
products for more than

14

years

05

continents

+

30

countries

# BORN TO BE INTERNATIONAL

The richness of Brazilian DNA provided us the perfect environment to create solutions that cover a huge sort of hair textures and multiple cultural tastes.



- Brazil (Head Office)
- France
- Italy
- Germany
- Netherlands
- Belgium
- UK
- Poland
- Greece
- Cyprus
- Bosnia
- Czech Republic
- Turkey
- UAE
- Saudi Arabia
- Kuwait
- Baharain
- Qatar
- Oman
- Iraq
- Egypt
- Morrocco
- Tunisia
- Algeria
- Madagascar
- Reunion Island
- Australia
- New Zealand
- Philippines
- Malaysia
- Singapore
- Nepal
- Colombia
- Puerto Rico