



 **BrowXenna**

O₂

BROWXENNA[®]
OXYGEN

MOLECULAR INNOVATION

**THE SMART
COLORING SYSTEM**



WE HAVE CREATED THE FIRST HENNA
FOR EYEBROWS IN THE WORLD

**AND NOW, WE WOULD LIKE
TO INTRODUCE YOU
A REVOLUTIONARY
INNOVATION FOR EYEBROWS
AND EYELASHES**

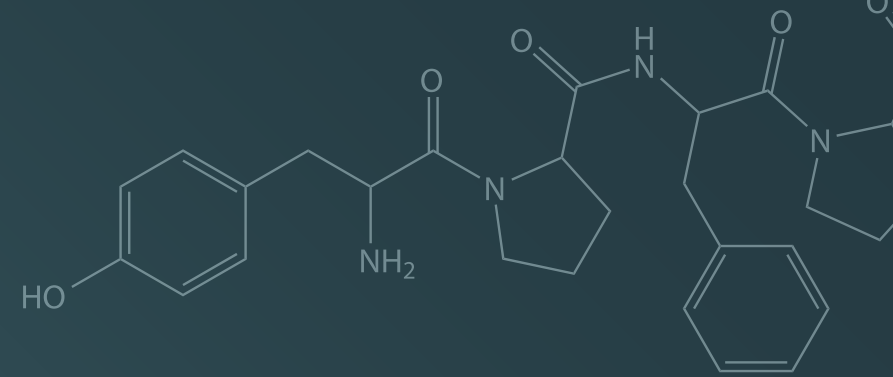
THE SMART COLORING SYSTEM

OXYGEN O₂

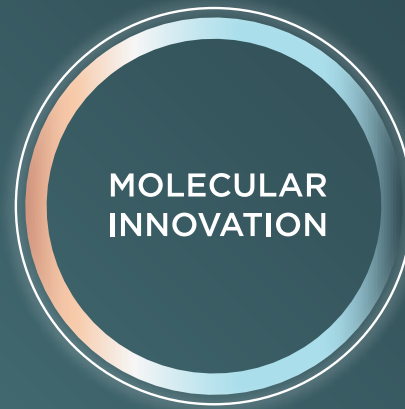
 **BrowXenna**

THE SMART COLORING SYSTEM

OXYGEN O₂ IS...



4 basic shades in a mixture with cream-diluter give more than 1000 new shades, from the most saturated to the softest ones.



The innovation that allows coloring nanomolecules to penetrate easily into the structure of the hairs, disclosing minimally the cuticular layer, thus ensuring consistent, flawless staining.



The technology allows to adjust the permeability rate of the dye to the skin surface.

AND MORE...



CLEAR SHADE DILUTER

A unique part of the smart coloring system. This product allows a master to create more than 1000 new shades!



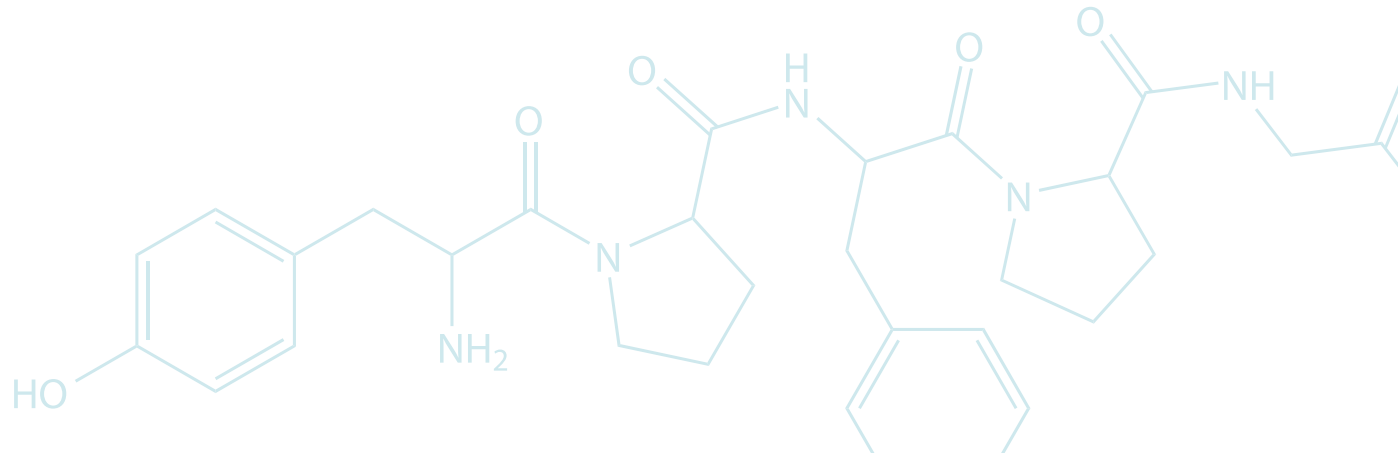
THE ITALIAN FORMULA

More than 10 years of research by the best technologists in Europe.

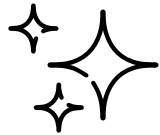


CARE COMPLEX

Includes care complex consisting of oat proteins, liquid silk, panthenol, vitamins, and keratin.



BALANCED FORMULA AND CARE COMPLEX



SILK HYDROLYSATE

Gives smoothness and gloss.



OATS HYDROLYSATE

Nourishes, moisturizes
and protects hairs.



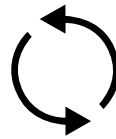
KERATIN HYDROLYSATE

Restores keratin structure,
ensuring consistent coloring.



BETAINE

Moisturizes and relieves irritation,
gives shine and improves
hairs structure.



PANTHENOL

Has a regenerating, softening
and moisturizing effect on the skin.



UREA

Holds water molecules
in the intercellular space,
has a moisturizing effect.

THE TEXTURE OF THE O₂ DYE

Soft creamy consistency, mixed without lumps. Perfectly distributed in the desired shape, without spreading out of the contour.

Does not dry up at the moment of application.



Warm walnut #6.42



Black #2.07



Graphite #3.11



Brown #5.67



OXYGEN O₂ DYE FOR EYEBROWS AND EYELASHES, **BLACK #2.07**

Black dye for eyebrows and eyelashes guarantees a clean and an intense color, provides a reliable and a high-quality dyeing result. Perfect for intense brunettes. This color is recommended to be mixed with OXYGEN O₂ CLEAR SHADE DILUTER or used as a corrector.



OXYGEN O₂
DYE FOR EYEBROWS
AND EYELASHES,
**WARM
WALNUT
#6.42**

This dye is suitable not only for eyebrows of red, reddish and similar shades but also successfully complements the image of warm blondes and girls with light brown hair.





OXYGEN O₂ DYE FOR EYEBROWS AND EYELASHES, **GRAPHITE** **#3.11**

This color is recommended for ashy blondes and dark blonde girls and looks as natural as possible. It can be used for tinting men's eyebrows, it touches up gray hairs perfectly. Depending on the exposure time, it is possible to achieve both light and dark gray shades.



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WXENNA®
GEN
ULAR INNOVATION
FOR
BROWS
&
LASHES

BROWN
5.67

OXYGEN O₂ DYE FOR EYEBROWS AND EYELASHES, **BROWN** **#5.67**

Gives eyebrows a cold brown tone. Perfect for girls with brown, blonde and red hair of different shades. The texture of the dye is easy to apply and provides a lasting effect without streaks and sagging.

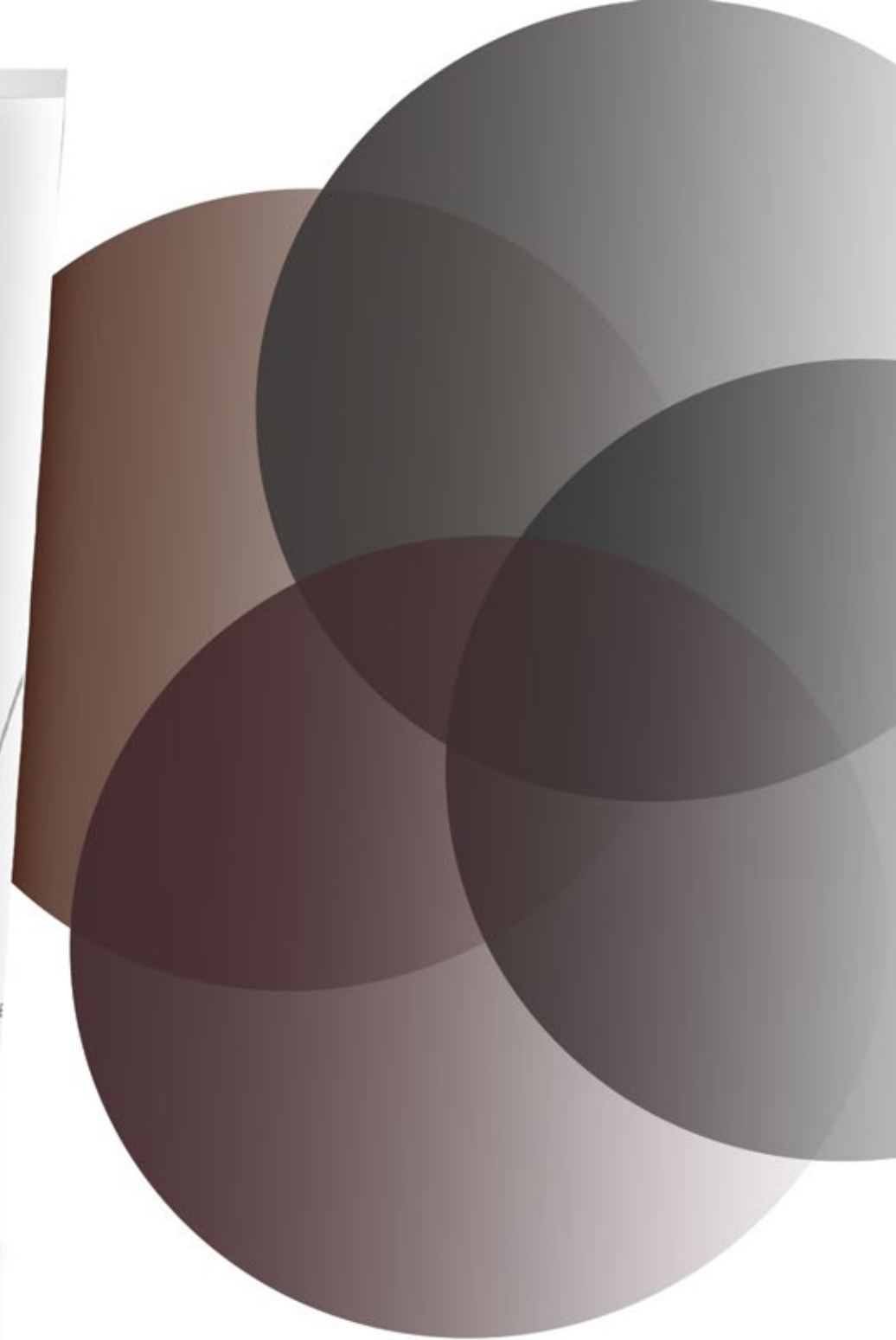


4 USING

BASIC
COLORS



CLEAR SHADE DILUTER





YOU CREATE
MORE THAN 1000
NEW SHADES





OXYGEN O₂ CLEAR SHADE DILUTER

It is a unique part of the smart coloring system. This product allows a brow artist to create more than 1000 new shades!

OXYGEN O₂ CLEAR SHADE DILUTER works on ON/OFF Skin technology. This means that it allows you to adjust the degree of permeability of the dye into the skin surface.

Diluter is not a coloring or brightening product, it can only be used to mix with basic colors.

OXYGEN O₂

CREAM-ACTIVATOR 2,7%

The soft formula of cream-activator is designed specially to be used with BROWXENNA® OXYGEN O₂ DYE FOR EYEBROWS AND EYELASHES and guarantees a resistant coloring of eyebrows and eyelashes.





OXYGEN O₂ FIXTONE

FLUID-TONE STABILIZER

FixTone is used after tinting to stop the dyeing on skin and hairs and to stabilize the result.

Silk hydrolysates, Keratin hydrolysates and Sophora extract contained in FixTone, effectively moisturize, soften and strengthen hairs.

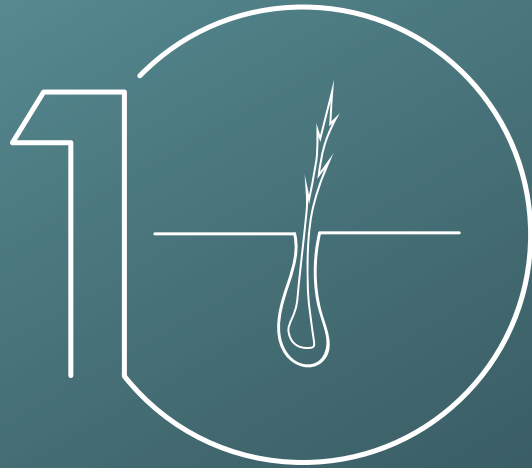
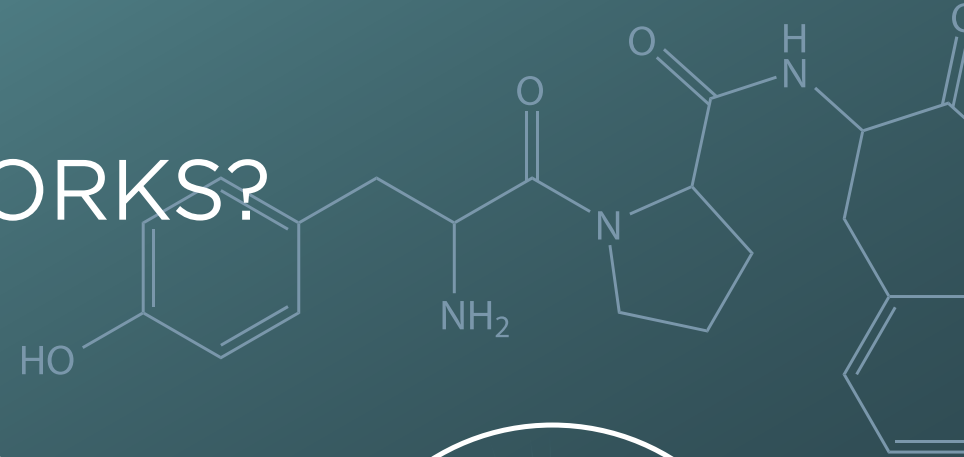
OXYGEN O₂

DYE REMOVER

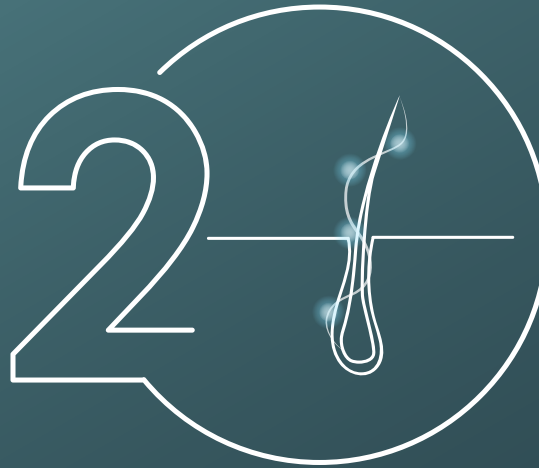
Dye remover is suitable for correcting or eliminating errors during the coloring process. It lightens the skin but does not affect the color of dyed hairs. The composition includes hydrogenated castor oil, which strengthens hairs and soothes the skin.



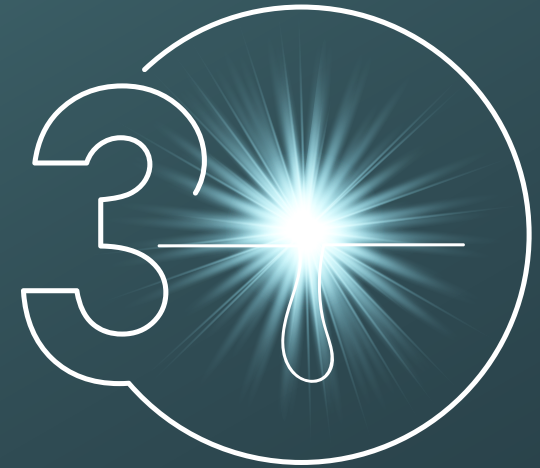
HOW THE SMART COLORING SYSTEM WORKS?



Nano Pigment Technology (NPT) provides coloring nanomolecules with high penetrating ability but does not disclose cuticle layer, it guarantees long-lasting, flawless staining.



Keratin and silk hydrolysates provide a strong bonding of protein molecules all over the hairs, giving them smoothness, strength and shine.



Vitamin complex creates protective veil around the hairs and protects them from the effects of negative factors.

HOW TO USE THE SMART COLORING SYSTEM OXYGEN O₂ BY BROWXENNA® ?



1. PREPARATION

Clean eyebrows and eyelashes using makeup remover that does not contain oils. The surface should be wiped dry.



2. MIXING

In a non-metallic container mix OXYGEN O₂ dye for eyebrows and eyelashes with OXYGEN O₂ cream-activator 2.7% in ratio 1:1. Thoroughly mix the composition to obtain smooth creamy consistency.



3. APPLICATION

EYEBROWS TINTING. For best result, prepare the shape of your eyebrows in advance. Using a brush, apply the coloring composition, without stains and gaps, stretching the color strictly according to the desired shape. Comply with the symmetry and clarity of lines.

EYELASHES TINTING. Place protective patches under the lower eyelid. Apply dye evenly on lashes with a microbrush or brush. Attention! It is not recommended to open your eyes before the end of the procedure!



4. TIME OF EXPOSURE

The maturing time of dye on the eyebrows and/or eyelashes varies from 5 to 10 minutes depending on the desired color depth. The maximum exposure time of the dye is 10 minutes.



5. FINAL PROCESSING

After 5-10 minutes, remove the dye with a cotton pad, slightly moistened with warm water.

After removing the dye from the eyebrows (eyelashes), for better results, it is recommended to use OXYGEN O₂ FixTone fluid-tone stabilizer. Moisten a cotton pad with a fluid-tone stabilizer, run it through the direction of hairs growth.

Do not rinse.



6. CORRECTIONS

Use remover to correct mistakes.

1  = 40 PROCEDURES*

*subject to use the colors in mix

1  = \$0.5

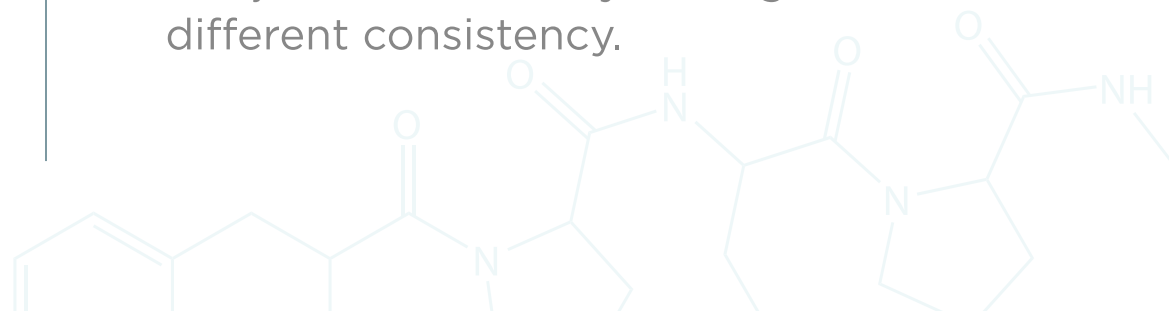
THE SMART COLORING SYSTEM OR HENNA? WHEN TO USE.

DYE OXYGEN O₂

- Suitable when it is necessary to achieve a soft toning of the skin and hairs.
- In case of coloring of the eyebrows more often than once in three weeks, we recommend alternate henna and dye.
- Adjusts the color by using a diluter.

HENNA BROWXENNA[®]

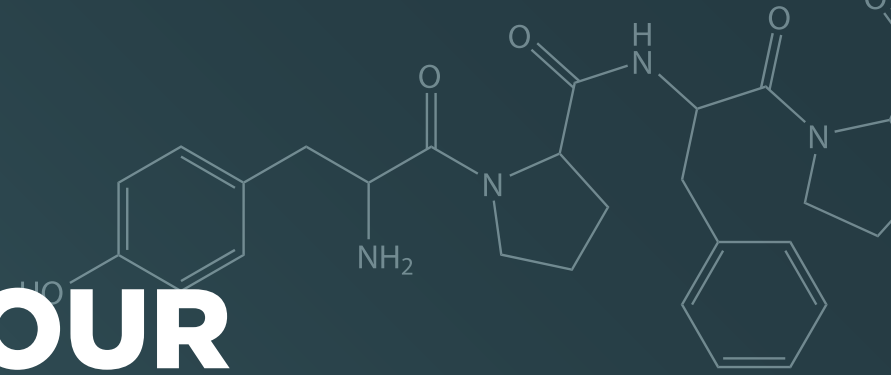
- Much brighter and long-lasting coloring result on the skin and hairs.
- More dense coating.
- Adjusts the color by adding different consistency.

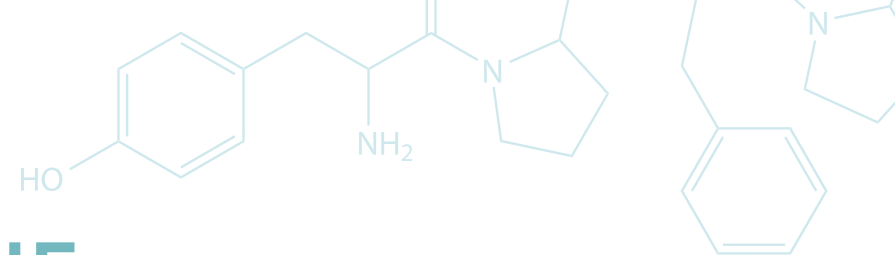


HOW DO WE CALL OUR NEW PRODUCT?

The system of the smart coloring Oxygen O₂ by Browxenna®.

When speaking of shades, it is used "dye O₂".



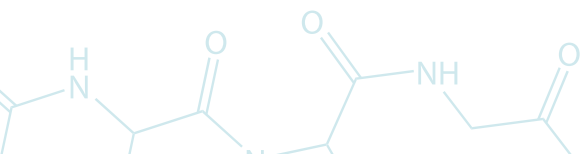


GENERAL INFORMATION

THE OXYGEN O₂ PRODUCT LINE₂

PRODUCT	PRICE
OXYGEN O ₂ DYE FOR EYEBROWS AND EYELASHES	\$ 12.90
OXYGEN O ₂ CLEAR SHADE DILUTER # 0.00	\$ 12.90
OXYGEN O ₂ CREAM-ACTIVATOR 2,7%	\$ 8.70
OXYGEN O ₂ FIXTONE FLUID-TONE STABILIZER	\$ 11.50
OXYGEN O ₂ DYE REMOVER	\$ 9.70

Shelf life after opening — 6 months.
Shelf life from date of production — 3 years.





WE WISH YOU SUCCESSFUL SALES!

WHOLESALE DISTRIBUTION

export@lashandbrow.com

RETAIL ORDERS

retail@lashandbrow.com

tel.: +7 (495) 240-55-95 # 121

www.browxenna.com

