

BK *Dare to be Different*
BIO-KINETIC

RETAIL RANGE



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BK Dare to be Different
BIO-KINETIC

Love being Blond?
Try this!

Silver Shimmer

Cleanse

Bio-Kinetic Silver Shimmer Cleanse has been developed as a colour neutralising product. This product has a two-fold action which includes cleansing and colour neutralising. The net effect of this product is to counter act the yellow undertones in blond and silver-grey hair. Yellowing occurs as a result of natural oxidation and creeping oxidation on chemically processed blonds.

Using this product will result in a more colour natural blond. It has a salt-free, moisturizing formula that leaves the hair softer and more manageable.

Product Category:
Toning Shampoo



Silver Touch

Conditioner

Bio-Kinetic SilverTouch Conditioner has been specially formulated as a moisture enriching conditioner with great ability to enhance blond and platinum undertones by neutralizing yellow pigment in the hair. The anti-oxidising and pH correcting formula will reduce the porosity of the hair, leaving the hair feeling softer and more manageable, while suppressing unwanted yellow undertones in the hair.

This product should be preceded by advised Bio-Kinetic cleanser, ideally Silver Shimmer Cleanse. Also refer to Eezi Blond.

Product Category:
Toning Conditioner



Eezi-Blond

Bio-Kinetic Eezi Blond is a spray-on, leave-in, detangling conditioner, with amazing yellow neutralising characteristics for all blond and grey hair. This product instantly softens and detangles the hair, whilst neutralizing unwanted yellow undertones. Using this product will result in a more colour natural blond. It reduces mechanical stress during blow-waving, also reducing static, porosity and fly-away hair.

Use in conjunction with Bio-Kinetic Silver Shimmer Cleanse and / or SilverTouch Conditioner.

Product Category:
Toning Leave-In Conditioner

If you had it once, you would not want to be without it again!



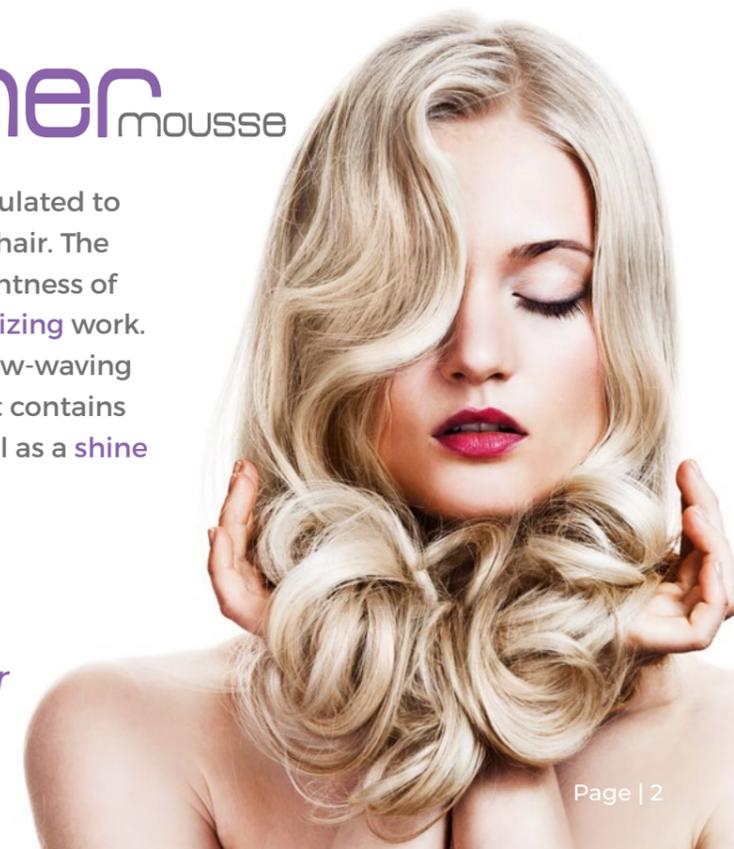
Silver Shimmer

mousse

Bio-Kinetic Colour Mousses are formulated to enhance and refresh colour-treated hair. The non-sticky, non-flaking traits and lightness of the formula makes it ideal for volumizing work. It is ideally suited for scrunching, blow-waving and setting techniques. This product contains a high moisture release factor as well as a shine enhancer.

Product Category:
Colour Enhancing Styling Aid

Brighten up your hair colour in just a few applications.



Prefer Platinum / Ash Blond?
Try this!

Looking for a more platinum, silver or grey
undertone in your hair? This is for YOU!

GO Ash

Cleanse

Bio-Kinetic Go Ash Cleanse is a toning shampoo formulated to compliment the Bio-Kinetic Ultimate Ash conditioner in creating the ultimate ash effect. This cleanser has a moisturizing, salt-free, pH correcting formula that will minimise colour fading and leave the hair feeling more manageable and well-toned. This product is used to reduce unwanted gold/copper undertones in the hair.

It is ideal for maintaining a platinum blond look. Use in conjunction with Ultimate Ash conditioner and Eezi Ash.

Product Category:
Toning Shampoo



Ultimate Ash

Conditioner

Bio-Kinetic Ultimate Ash is a toning conditioner used to create the Ultimate Ash effect. It has remarkable toning ability, suppressing unwanted yellow and orange undertones in the hair. The product will leave the hair feeling softer and more manageable. This product has a pH correcting formula to help reduce colour stripping. Ideally use on light shades of hair colour.

Ideal to create or maintain a silver-grey, platinum or grey hair colour. Use in conjunction with Go Ash Cleanse and Eezi Ash spray for an even greater effect.

Product Category:
Toning Conditioner



Eezi-Ash

Bio-Kinetic Eezi Ash is a spray-on, leave-in, detangling conditioner with fantastic toning ability used to easily create an Ash effect. This product will leave the hair feeling softer and more manageable. Eezi Ash will also help reduce the porosity of the hair, leaving the hair feeling silkier. Ideally use on light shades of hair colour.

Unwanted yellow or orange undertones are no match for Eezi Ash, as they are disguised with only a few sprays.

Product Category:
Toning Leave-In Conditioner

Cleansers

Ultra-Care Cleanse

Bio-Kinetic Ultra Care Cleanse is salt-free and consists of an acid base, pH correcting formula with modified surfactant. This formulation minimises colour fading and perm relaxation. This product enhances condition and shine, especially on more porous hair.

It is best suited for naturally thick, coarse, as well as chemically processed and mechanically damaged hair, as this will be indicative of the porosity. It is ideally used with Bio-Kinetic Softouch Conditioner, Rejuvenate / Intensive Treatment.

Product Category:
Shampoo



Volume Cleanse

Bio-Kinetic Volume Cleanse has been formulated to increase volume and style-ability in fine and limp hair, while leaving the hair moisturized. This product consists of a unique salt-free and pH correcting formula with an acid base. Volume Cleanse contains silk proteins and keratin to increase the strength and condition of the hair. Hydrolyzed wheat protein thickens and adds volume to fine hair, while increasing shine and manageability whilst repairing damaged hair.

It is ideally used in conjunction with a Bio-Kinetic styling aid i.e., Volume Dynamix, Volumizing Mousse, Volumizing Gel or Definition. Perfect for hair with a low porosity.

Product Category:
Shampoo



Moisture Cleanse

Bio-Kinetic Moisture Cleanse consists of a unique salt-free and pH correcting formula with an acid base. This product contains Wheat Germ and Jojoba oils to help replenish lost moisture. The protein-rich formula used, helps strengthen hair. Moisture Cleanse extends colour retention.

It is ideally suited for hair with medium and low porosity. It is ideally used with Bio-Kinetic Softouch Conditioner.

Product Category:
Shampoo



Anti-Dandruff Cleanse

Bio-Kinetic Anti-Dandruff Cleanse contains disinfectants to sanitise the scalp. This product is salt-free and highly effective in controlling most forms of common dandruff. This product may cause a slight tingling sensation on the scalp. It reduces itchiness normally associated with dryness of the scalp and seasonal changes.

It also offers relief for more serious scalp conditions when used in conjunction with Bio-Kinetic Pro-Scalp i.e., Psoriasis, Cradle Cap, etc.

Product Category:
Scalp Treatment Shampoo



Colour Enhancing Cleansers

Brighten up your hair colour
in just a few washes.



Crimson Cleanse

Bio-Kinetic **Crimson Cleanse** has been formulated to enhance colour. This product has a two-fold action which include cleansing and **colour refreshing**. The nett effect of Crimson Cleanse is to counter colour fading and intensify **red, red-copper** and **mahogany** hair colours. Salt-free, pH correcting acid base formula.

Product Category:
Colour Enhancing Shampoo



Copper Cleanse

Bio-Kinetic **Copper Cleanse** has been formulated to enhance colour. This product has a two-fold action which includes cleansing and **colour boosting**. The nett effect of Copper Cleanse is to **counter colour fading** and **intensify gold, golden-copper** and **copper hair colours**. It has a salt-free, pH correcting acid base formula. This product can be used in conjunction with other Bio-Kinetic shampoos.

Product Category:
Colour Enhancing Shampoo



Colour Reload Conditioner



Bio-Kinetic Colour Reload is a Colour Enhancing product that will greatly enhance the **red, mahogany, violet** or **brown** effect in the hair. The product will leave the hair feeling softer and more manageable. It can be used as often as required. This product has a pH correcting formula to help reduce colour stripping.

Product Category:
Colour Enhancing Conditioner

INSTANTLY
VIBRANT
RESULTS!

Softouch Conditioner

Bio-Kinetic Softouch Conditioner has been formulated as a **protein** and **moisture** enriching conditioner. The **anti-oxidising** and **pH correcting** formula will reduce the porosity of the hair which will extend colour retention. Softouch Conditioner will leave the hair feeling softer and **more manageable**.

It can be used on **all hair types** and levels of porosity. This product should be preceded by advised Bio-Kinetic cleanser.

Product Category:
Conditioner



A Best Seller for
25 YEARS
and counting!

P.C.S. Hydro-Pro

Bio-Kinetic P.c.s. Hydro-Pro takes the "Ouch!" out of **detangling!** This spray-on, **leave-in conditioner** makes detangling, blow-waving and flat ironing the hair a breeze. Its **light-weight formulation** makes it ideal for users with finer hair types. This product protects hair from heat and environmental factors. It is also ideally used for **split-end fusion** and **fly-away control** whilst reducing frizz.

Want to grow length in your hair? This is for you!

It greatly extends cutting intervals as it turns dry ends into silky ends.

Product Category:
Leave-in Conditioner



Intensive Treatment

Bio-Kinetic Intensive Treatment has been formulated for restructuring and moisturizing the hair. This product is for hair lacking moisture, protein and shine. It leaves the hair softer, shinier and easy to detangle. The treatment can be used as often as you wish. One of the key ingredients, Hydrolyzed silk protein contains cysteine, which is needed to produce new keratin, reinforcing the hair.

These molecules penetrate the hair shaft, moisturizing and strengthening the hair from the inside. This process helps to create a protective barrier around each strand of hair.

Product Category:
Treatment



Pro Scalp Niggling Scalp? Have a Read.

Bio-Kinetic Pro-Scalp is formulated as a scalp treatment that relieves dry and itchy scalp and stimulates accelerated hair growth. It also gives symptom relief and promotes healing for more serious scalp conditions i.e., Psoriasis, Cradle Cap and Eczema. This product lends volume to the hair due to hydrolysed proteins.

Pro-Scalp is quick drying therefore it does not extend styling time. Use in conjunction with Anti-Dandruff Cleanse. If scalp problems persist, see your physician.

Product Category:
Scalp Treatment



Rejuvenate Treatment

Bio-Kinetic Rejuvenate Treatment has been formulated for restructuring and moisturizing the hair. This product is for hair lacking moisture, protein and shine. It leaves the hair softer, shinier and easy to detangle. The treatment can be used as often as you wish. The ingredient menthol gives a cool refreshing feeling on the scalp whilst improving blood circulation.

One of the key ingredients, Crambe Abyssinica seed oil is rich in Omega 6 and 9 fatty acids. These oils are easily absorbed by the hair as it closely resembles the oils naturally produced by the skin.

Feel Cool and Fresh

Product Category:
Treatment



Thermo-Care

Bio-Kinetic Thermo-Care is formulated as a leave-in heat protecting treatment. The triple oil formula creates a protective barrier up to 230°C. This leave-in treatment reduces mechanical stress on the hair during detangling and heat styling.

Olive Oil protects the hair from heat damage.
Abyssinian Oil strengthens the hair fibres.
Argan Oil is rich in Vitamin E Acetate.

Product Category:
Heat Protecting Treatment



Styling & Finishing

ProSilk *Reduce blow-waving time on frizzy & curly hair.*

Bio-Kinetic Pro-Silk is ideally used as a **straightening and smoothing serum** when blow-waving & flat ironing curly or frizzy hair, greatly reducing mechanical stress on the hair. It assists in controlling the hair's moisture content. Amazing shine is one of its great benefits. Used as a finishing product, it **reduces split-ends** and **controls fly-away hair**.



A little goes a long way!

Product Category:
Styling & Finishing



Reduce blow-waving time on frizzy & curly hair.

Super SGloss

Bio-Kinetic Super Gloss is a blow-waving spray for curly and frizzy hair. It helps straighten the hair during the drying process, thus reducing blow-waving time.

This product should also be used in the final stage of finishing to **greatly enhance shine**. Only a few sprays required per use.

Product Category:
Styling & Finishing

Styling & Finishing

Volume Dynamix

*Want easy volume?
Here it is.*

Bio-Kinetic Volume Dynamix is formulated to **boost volume** and enhance shine and condition. This product is non-sticky and non-flaking which makes the hair more manageable. This product is also ideal for wash-and-wear or scrunching **curly hair**. The lightweight formulation makes it the ideal root lifter for finer hair types.

Spray-on application ensures easy root coverage for great volume.

Product Category:
Styling Aid



Volumizing Gel

Bio-Kinetic Volumizing Gel has been formulated for those users preferring a gel to a mousse. The gel consists of a non-coating characteristic. The **firm holding ability** makes this product ideal for **volume work**.

Ideally used for blow-waving normal to medium porous hair. The moisturizing formulation will also increase manageability and style-ability.

It can also be used as a styling gel on shorter hair.

Product Category:
Styling Aid



Definition

Bio-Kinetic Definition is a liquid styling gel that dries to a beautiful **silky feel**. This product is a highly effective setting agent which is non-sticky, non-flaking and gives **tremendous shine** and lustre to any hair type. It is used for **blow-waving, scrunching** and **setting**. Use in conjunction with Bio-Kinetic Pro-Silk for a sleek and straight blow-wave or flat iron process. This product should be applied on towel dried hair before styling.

Combine with Bio-Kinetic Volume Dynamix for root volume. Highly effective in creating a **true wet-look style!**

Product Category:
Styling Aid



Creative Wax

Bio-Kinetic Creative Wax is designed with increased holding ability. This product consists of **non-hardening** and **non-coating** characteristics. Ideal for ladies or gents to create a defined look with some shine.

Recreate your look anytime during the day.

It will give a wet look finish if applied to wet hair.

Product Category:
Styling Aid



Crafting Clay

Bio-Kinetic Crafting Clay is designed with a strong holding ability and **dry, matt finish**. This product consists of ultra-fine clay, with non-hardening characteristics, that can be re-crafted during the day.

Ideal for crafting a **precise** or **purposefully messy** look.

Ideally used on dry hair for maximum hold.

Product Category:
Styling Aid



Mold It

Bio-Kinetic Mold-It is designed with **strong holding ability**. This product consists of a **fibre paste** with a **matt finish**.

The non-hardening formula allows the user to **remould** their style during the day.

Ideally applied to dry hair for maximum hold.

Product Category:
Styling Aid



Natural Volumizing mousse

*Want easy volume?
Here it is.*

Bio-Kinetic Natural Volumizing Mousse has **non-sticky** and **non-flaking** traits. The lightness of the formula makes it ideal for **volumizing** and **styling work**. It is ideally suited for blow-waving, scrunching, up-styles and setting techniques.

This product contains a **high moisture release factor** as well as a shine enhancer.

Product Category:
Styling Aid



Finishing

Styling Mist

Bio-Kinetic **Styling Mist** is non-sticky, non-flaking and consists of a quick drying characteristic. It can easily be removed during shampooing with advised Bio-Kinetic cleanser. This product also **enhances shine**. Formulated so that it is easy to brush out.

If a "Section by Section" application is done, just before blow-waving, it is highly effective in **creating a volume boost** that lasts!

Product Category:
Finishing Aid



Aero-Hold Hairspray

Product Category:
Finishing Aid

Hairspray and Travel Size

Bio-Kinetic **Aero-Hold** is ideally suited for users preferring an **aerosol hairspray**. It has a **firm hold** ability. This product has a **quick drying, non-sticky** formula with a **non-congestive fragrance** which causes minimal respiratory irritation during application.

Aero-Hold is easily removed by brushing the hair or shampooing with a recommended Bio-Kinetic cleanser. Avoid contact with the eyes. If contact occurs, rinse with water.
A must have for any Handbag or Travel bag.



Directional Spray

The ultimate in hold!

Bio-Kinetic **Directional Spray** gives you the opportunity to be creative with your hair due to its **strong hold** ability. It is ideal for fixing any style in place but comes into its own when used on the **root areas** to **boost volume!** The formulation is **quick-drying** with a crispy feel. This product greatly enhances **shine** and creates and maintains volume on any hair type or condition.

This product is ideal for any **up-style** due to its strong holding ability.

Product Category:
Finishing Aid





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