PROCESS (Curl/Straight perm)

Curl	Straight perm
Hair Evaluation & Formulation	
Shampoo	
Pre-treatment ※SHERPA is recommended	
Winding	
 COSME CURL V・EX・H・M  COSME CURL PRISM PLUS H・M	 COSME CREAM V・EX・H・M・S
Let stand・Check curl ※Processing time 5-15min	Let stand・Check hair ※Processing time 5-15min
Rinse	
 Intermediate treatment COSME ASSIST CONDITIONER ※Apply the undiluted solution Recommended amount：Short 40mL	
	Dry&Flat iron/Blow-dry
 COSME CURL AFTER LOTION  COSME CURL PRISM PLUS AFTER LOTION	 COSME CREAM AFTER CREAM
Let stand：7min+7min	Let stand：10min
Remove the rods	Rinse
 After treatment COSME ASSIST CONDITIONER ※Apply the undiluted solution Recommended amount：Short 40mL	
Rinse	
Finish	

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COSMECURL
コスメカール

COSMECREAM
texture control
コスメクリーム

COSMECURL PRISM PLUS
コスメカール　プリズムプラス

COSME series　CURL&STRAIGHT

COSME SERIES

From curls to straight styles, create soft, manageable hair.

The COSME series provides moisture while helping you create your ideal style.

Enjoy a smooth, gloosy finish.

Achieve your desired texture, whether it is curls or straght hair.

From virgin hair to highlydamaged hair and aging hair, it works for everyone-men and women alike.

Provides shine and a silky-smooth finish.

The COSME series allows you to

Combining with coloring allows for more flexible design options.

A beautiful finish with less dryness, even after repeated processing.



COSMECURL
コスメカール

Expressing a variety of curls on any hair type without causing dryness.

Creates soft, supple curls-perfect for combining with coloring or straight perm.

- ☑ Soft, natural texture that does not feel like a perm.
- ☑ From loose to tight curls, versatile curl expression.
- ☑ Manageable curls and easy styling by finger comb.



COSMECREAM
texture control
コスメクリーム

Transforms unruly hair into naturally straight, shiny and moisturized hair.

Leaves your hair soft and silky, just like after a salon treatment.

- ☑ Hair texture control that leads to smooth, easy to manage hair.
- ☑ A natural straight look unlike traditional straight perm.
- ☑ A user-frienndly formula that minimizes risk and is gentle on hair.



COSMECURL PRISM PLUS
コスメカール　プリズムプラス

Addresses thinning hair from damage and aging, providing moisture and well-defined curls.

Gentle on hair with repeated processing, leaving it soft and supple.

- ☑ Provide moisture and well-defined curls to thinning hair.
- ☑ Low-alkaline formula※ that reduces hair stress.
- ☑ Long-lasting curls make it possible to enjoy the hairstyle even more.

※ Compared to our conventional product

Express a variety of curls and texture change with a silky-smooth finish.

The COSME CURL and COSME CREAM contain the optimal balance of reducin agent Cysteamine HCl and hair treatment components.
Additionally, reduces unpleasant odors and addresses damage caused by repeated processing.

Reducing agent Cysteamine HCl

Soft texture with hair treatment effects

Greatly reduces residual odor
※Compared to our conventional product

Reducing agent Cysteamine HCL

Minimizes excessive hair swelling and reduces damage.

A key feature is that it prevents over-swelling,
which helps protect internal proteins and reducing damage.
It keeps hair manageable, even with repeated processing.



Hair treatment effects

Provides shine and leaves hair with a smooth, silky texture.

Moisturizing ingredient: Sorbitol (※COSME CURL), Shea Butter (※COSME CREAM)

Repairing ingredient: Keratin※ ※Hydroxypropyltrimonium Hydrolyzed Keratin(wool) (※Used in perm cream(1st cream))

Greatly reduces residual odor

※Compared to our conventional product

Masks reaction smell during processing and effectively reduces any residual odor.

Masking ingredient during the application process: Sugarcane Juice Extract /Sugarcane Extract

※Photos are for illustrative purposes only.

Product lineup

COSME CURL 1st

Category	Perm lotion (1st)			
Product name	COSME CURL V	COSME CURL EX	COSME CURL H	COSME CURL M
				
Size	320mL	400mL	400mL	400mL
pH	8.8	8.8	8.8	8.5
Alkaline agent	Ammonium Solution	Ammonium Solution	Ammonium Solution	Ammonium Solution
Alkali amount	6.5mL	4.8mL	3.0mL	1.5mL
Reducing agent	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl
Reducing power	7%	5%	3%	2%
Hair type	Virgin hair～Damage level 2	Damage level 2–3	Damage level 3–4	Damage level 4–5

COSME CREAM 1st

Category	Perm cream (1st)				
Product name	COSME CREAM V	COSME CREAM EX	COSME CREAM H	COSME CREAM M	COSME CREAM S
					
Size	400g	400g	400g	400g	400g
pH	8.8	8.8	8.8	8.5	7.7
Alkaline agent	Ammonium Solution	Ammonium Solution	Ammonium Solution	Ammonium Solution	Ammonium Solution
Alkali amount	6.5mL	4.8mL	3.0mL	1.5mL	0.2mL
Reducing agent	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl
Reducing power	7%	5%	3%	2%	1.2%
Hair type	Virgin hair～Damage level 2	Damage level 2–3	Damage level 3–4	Damage level 4–5	Damage level 5

Neutralizer 2nd

Category	Neutralizer (2nd Lotion)	Neutralizer (2nd Cream)
Product name	COSME CURL AFTER LOTION	COSME CREAM AFTER CREAM
		
Size	400mL	400g
Oxidizing agent	Sodium Bromate	Sodium Bromate

Common treatment

Category	Intermediate・After treatment
Product name	COSME ASSIST CONDITIONER
	
Size	800mL

To enhance the finish quality

- Buffer: Sodium Citrate(pH control)
- Odor control/Masking: Sugarcane Juice Extract/Sugarcane Extract
- Rich moisture: Sorbitol(Mooisturizing), Rosehip Oil(Moisturizing), Avocado Oil(Moisturizing)
- Heat protection from heat damage: Hydrolyzed Silk PG-Propyl Methylsilanediol

COSMECURL PRISM PLUS

Provide moisture and well-defined curls to thinning hair.

Hair protein decreases due to high tone coloring and aging, leading to dryness and loss of curl definition. With COSME CURL PRISM PLUS, you can repeatedly enjoy moisturized, well-defined curls. It achieves long-lasting curls with minimal stress on the hair.

Provides moisture and elasticity

A complex formula designed to enhance curl definition

Low-alkaline※1 formula

※1 Compared to our conventional product

Moisturized, bouncy curls

The adhesive spring function(※2)provides moisture and well-defined curls.

・Arginine and Hydrolyzed Collagen attract and retain moisturizing ingredients.(※2)
・Conditioning components in the AFTER LOTION are also retained.



PRISM PLUS　Our conventional product

Maintains curl definition with a complex formula

Perfect balance of Cysteamine＋Thioglycolic acid＋Cysteine

・Cysteamine Effectively reducing even in neutral pH range※3, well-defined curl formation.
・Thioglycolic acid Supports long-lasting curls.
・Cysteine Enhances elasticity.



PRISM PLUS M After 30 shampoos　Our conventional product After 30 shampoos

40% less alkaline (Compared to our conventional product)

Creates firm curls while reducing hair damage.

・Formulated with a high concentration of arginine as the alkaline agent.
・Arginine (one of the amino acids) helps protect and moisturize hair.
・Formulated with a neutral pH range※3 using the minimum necessary level of alkali.

High concentration of Arginine

Hair protection during swelling

Low-alkaline formula※1 in the neutral pH range

※Photos are for illustrative purposes only.

※3 Perm solution with a pH around 8 are called neutral perms.

Recommended for those who

Thinning hair due to damage

Have given up on perming due to complex damage caused by coloring and heat styling.

- ☑ The hair ends tend to become dry and frizzy.
- ☑ Curls and waves do not last long.

Thinning hair due to aging

Hesitate to try perming because of changes in hair moisture and shine with aging.

- ☑ Loses volume at the roots and the hair ends become spread out.
- ☑ Dry hair that is prone to frizz.

Product lineup

COSME CURL PRISM PLUS 1st

Category	Perm lotion (1st)	
Product name	COSME CURL PRISM PLUS H	COSME CURL PRISM PLUS M
		
Size	400mL	400mL
pH	8.2	7.7
Alkaline agent	Arginine/Ammonia Solution	Arginine/Ammonia Solution
Alkali amount	1.9mL	0.9mL
Reducing agent	Cysteamine HCl/ Ammonium Thioglycolate/Cysteine	Cysteamine HCl/ Ammonium Thioglycolate/Cysteine
Reducing power	5%	4.5%
Hair type	Damage level 3–4	Damage level 3–4

Neutralizer 2nd

Category	Neutralizer (2nd Lotion)
Product name	COSME CURL PRISM PLUS AFTER LOTION
	
Size	800mL
Oxidizing agent	Sodium Bromate

Sample curl

Product name	COSME CURL PRISM PLUS H	COSME CURL PRISM PLUS M
10 min with 20mm rod on damage level 3 (medium damage)	 Defined curl	 Soft curl