SHERPA

INTRODUCTION

BOOK

BASE AID MIST / BOND MEMORIA LIQUID / CORE PROTECT MILK /
CLEAR UP FOAM / CLOSE KEEP MASK

- PRE
- MIDDLE
- AFTER
- HOME

Propelling
each salon to
new heights

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Propelling each salon to new heights

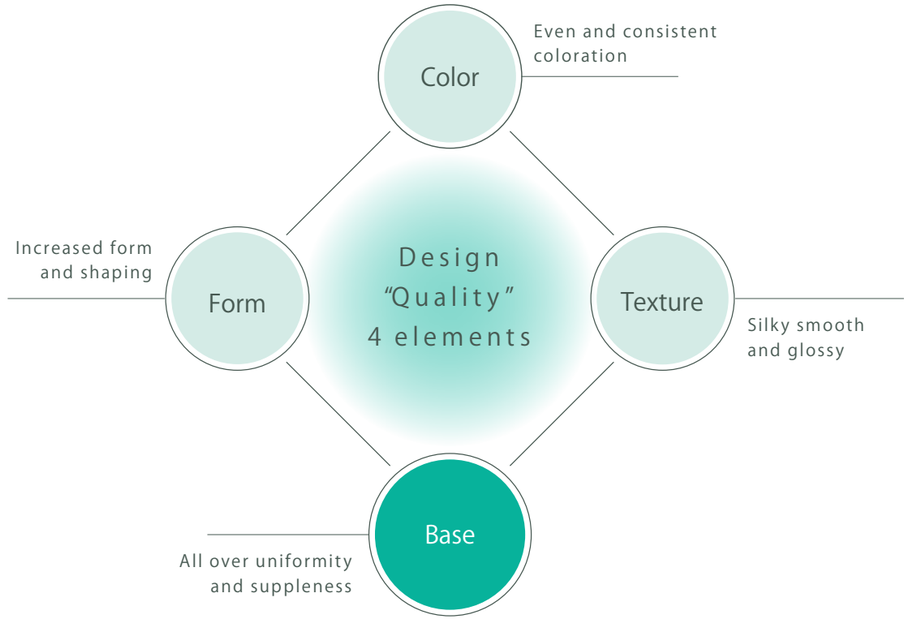
【SHERPA】

These products provide a more beautiful, more free,
and more ideal finish to not just special menu items,
but the end result of every style offered by a salon.
Our aim is to provide a product series that boosts
the value of the standard menu of every salon.

Our unique formula which focuses on
the structure of the hair achieves
both base conditioning and damage care
at the same time.
This propels the quality of treatments
such as bleaching, coloring, straightening,
and curling to the next level.

SHERPA, which works at the turning point of
any treatment and takes hair from
ordinary finish to special,
achieves the expectations of a valuable salon menu.

The concept of changing a design's quality from the hair itself



SHERPA does not just treat chemically damaged hair
but works to improve the suppleness and
overall condition of the hair itself.
By conditioning hair to become an excellent base
for any hair styling, we support achievement of
your ideal hair design goals.

To meet the sophisticated demands of customers

A focus on chemical service risks and their root causes

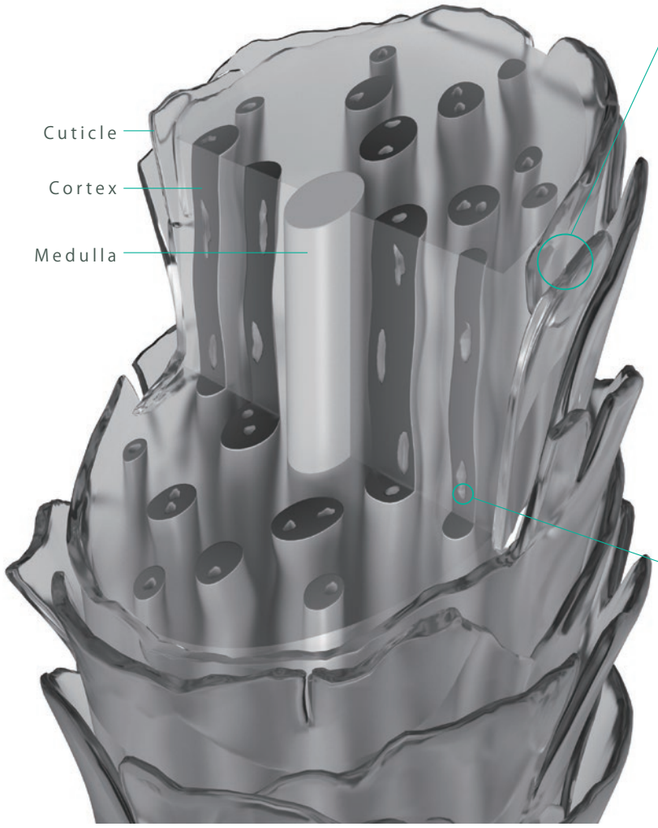
As trends change and diversify, the chemicals used for hair technologies and treatments such as coloring and perming seem to evolve with each passing day. On the other hand, in order to meet the sophisticated demands of customers, occasions for the hair to become damaged have also increased. Thus, it's essential that beauticians who handle customers with complex hair history or delicate hair are aware of various risk control measures while carrying out treatments.

Risks during hair design/chemical service

	Universal risks	Risks that increase when following hair trends
Color	■ Uneven coloration ■ Loss of color	■ Poor colorization (decrease in saturation and adherence)
Form	■ Uneven curling	■ Drooping curls ■ Diminished holding power
Texture	■ Loss of smoothness ■ Rough hair ends (dry ends)	■ Breakage/Split ends/Limp hair ■ Dryness from heat damage ■ Difficulty styling (hard to manage hair/ style longevity)

Risk factors

Alkali agents found in chemicals, active oxygen generated during chemical reactions, heat damage from hair iron use among others. When hair is exposed to these risk factors repeatedly, there is an accumulative effect within the hair which can manifest as unexpected result or hair damage that can be seen and felt.



What is cuticle?

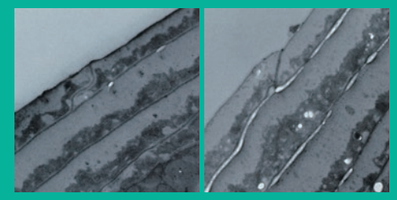
Protects from external stimuli and prevents the outflow of internal substances. The surface has 18MEA (a lipid component) that keeps the hair hydrophobic.

What is CMC (Cell Membrane Complex)?

Exists between the cuticles or the cortexes and is involved in tissue adherence. During treatments it also acts as a pathway for chemical or care agents.

Result of accumulation ▸ CMC damage

The pathway function is damaged, causing excessive penetration and the outflow of substances within the hair. This can lead to uneven colorization, uneven curling, and hair dryness.



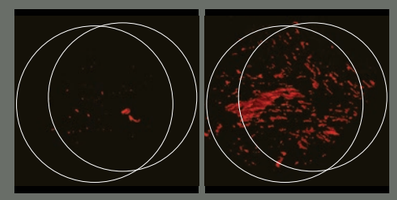
Healthy hair　　Damaged hair

What is Cortex?

Making up 85 to 90% of the hair, a keratin protein structure that is the base of the hair's strength and flexibility. Involved in color development and dyeability, as well as wave formation during curling.

Result of accumulation ▸ Damage hole in Cortex

Hair density decreases. The original elasticity and strength are lost, leading to a loss of color and shape durability, messy hair, difficult manageability, breakage, and split ends.



Healthy hair　　When cavities have formed

SHERPA has evolved from the concept of a supplement made from hair care ingredients that incorporates technology that works on the structure of the hair itself

RENOCARE TECHNOLOGY

What is RENO? →It is term coined to denote
RE + NANO / RENOVATION

3 technologies that approach “fine hair structure” and “chemical damage” from a nano level.
Prepares hair “as it is” to become the base of hair design that cannot be achieved through techniques, chemicals, or after care alone, leading to uniform and supple hair that does not feel damaged.



*RENO-TECTOR=RENO+Protector

CMC RENO-ADAPTOR

CMC RENO-ADAPTOR

Prepares hair in a uniform state from the roots to the ends

Focus on the CMC structure, where the lipid phase and aqueous phase alternately overlap.
Formulated with a combination of ingredients that approach each phase of the CMC to repair fine damage that causes uneven chemical penetration and reaction. Leads to a stable finish after various chemical services.

[Structural component (repair/moisturize)]

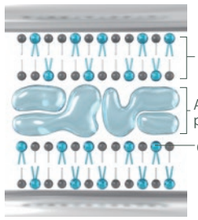
- ■ Nanoized CMC Lipid*1: Lipid phase care
- ■ Nano-Amino MIX*2: Aqueous phase care
- ■ Nanoized Ceramide*3: Lipid phase/ Aqueous phase care

＊1 Quaternium-33, Cholesterol ＊2 Aspartic Acid, Glycine, Alanine, Serin, Valine ＊3 Ceramide 2, Ceramide 3, Ceramide 6 II

CMC structure

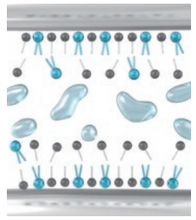
[Functioning CMC]

The lipid phase and aqueous phase alternatively overlap. (Lamellar structure) Ceramides are scattered throughout the lipid phase and tether the phases together.

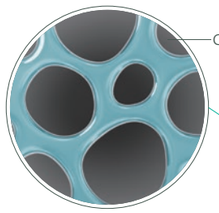


[Disturbed CMC]

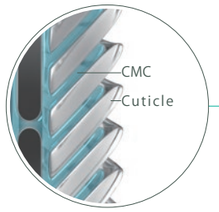
Due to the loss of ceramide, the adhesive strength of each phase decreases and outflow occurs, causing the lamellar structure to collapse.

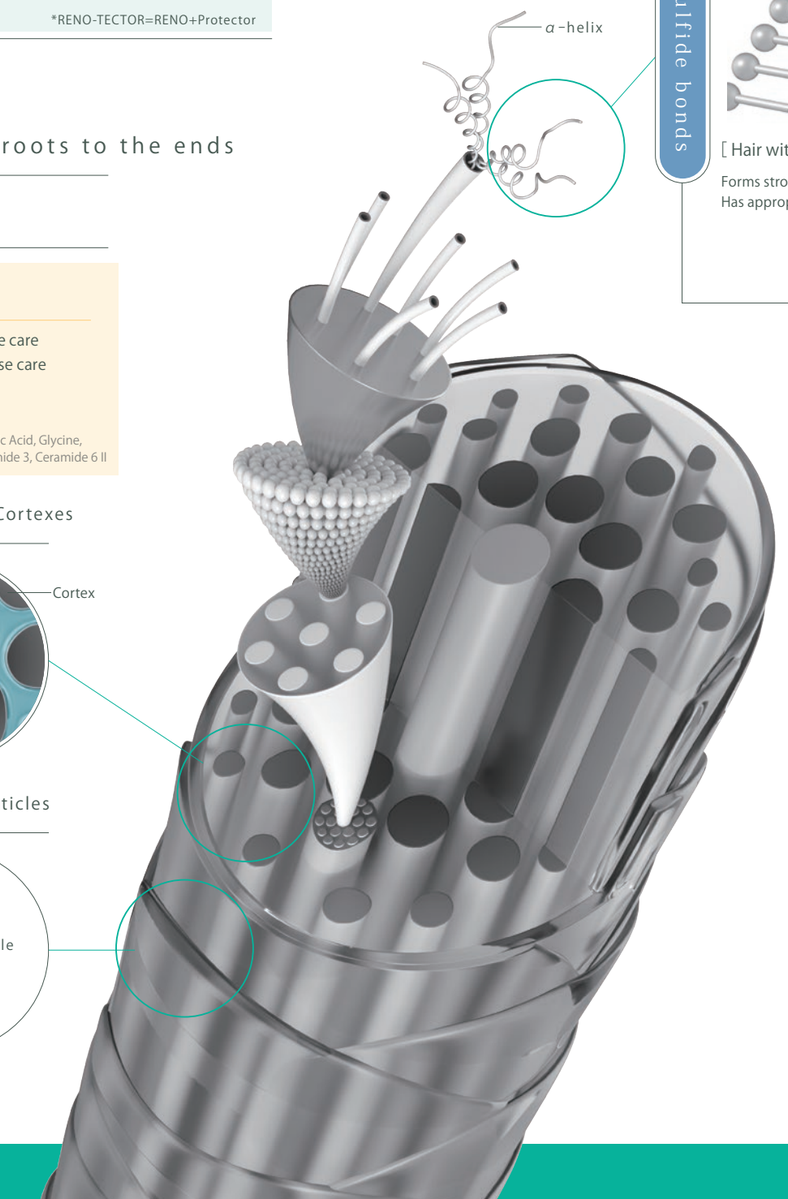


CMC between Cortexes



CMC between Cuticles





SS RENO-CONNECTOR

SS RENO-CONNECTOR

A return to hair with its original strength

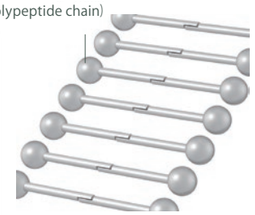
Focus on disulfide bonds which support proteins within the hair.
Formulated with a combination of ingredients that form disulfide bonds to care for damage holes in the cortex caused by damaged disulfide bonds. Leads to supple and flexible hair that will not lose to hair damage.

[Structural component (repair/protect)]

- ■ Active keratin*4 :
  Repairs damaged hair with disulfide bonds
- ■ Arginine : Stabilizes hair strength*5

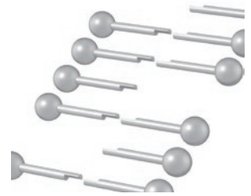
＊4 Hydrolyzed keratin (wool): Keratin that easily penetrates and adheres inside the hair
＊5 Hair that has bounce and strength

α-helix (Polypeptide chain)



[Hair with strong hair strength]

Forms strong bonds within the hair. Has appropriate bounce and softness.



[Hair with weak hair strength]

Damaged disulfide bonds lead to a decrease in binding strength and an outflow of proteins within the hair. This causes hair to lose bounce and strength and increase the formation of breakage and split ends.

What is Disulfide bonds? (SS-bonds)

Bonds between amino acids called cysteine, which have a particularly strong binding force among the chemical bonds found in the hair. They are involved in stabilization of proteins in the hair structure and form the base of hair’s bounce, strength, and suppleness.

AMINO RENO-TECTOR

AMINO RENO-TECTOR

Protects hair from chemical damage

Amino acids with different functions are dispersed within each item.
That allows for speedy care of chemical damage at each step of a treatment before it can even occur, leading to healthy-looking hair.

[Ingredients]

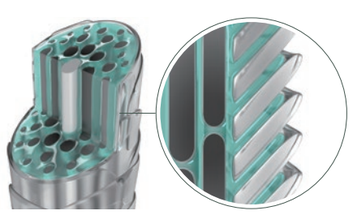
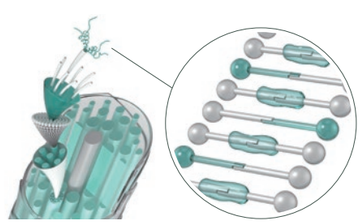
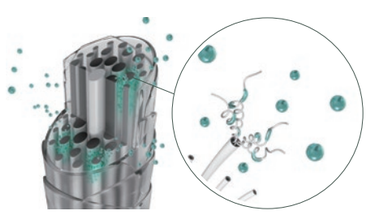
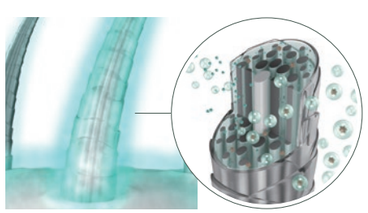
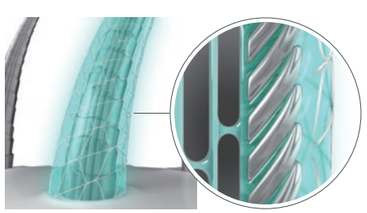
- ■ Sodium Polyaspartate (Moisturize) (Contained in BASE AID MIST)
  : Rich moisturizing care to prevent the progression of chemical damage due to dryness
- ■ Tryptophan (Protect) (Contained in BOND MEMORIA LIQUID)
  : Protects hair from damage caused by chemicals containing active oxygen
- ■ Glycine betaine *6 (Protect) (Contained in CORE PROTECT MILK)
  : Protects the core of the hair from hair structure damage as a result of heat or chemical use
- ■ TEA-Cocoyl Glutamate (Cleanse) (Contained in CLEAR UP FOAM)
  : Efficiently cleans and removes residue containing alkaline components, etc.
- ■ Aminoethylaminopropyl Dimethicone (Repair) (Contained in CLOSE KEEP MASK)
  : Repairs open cuticles after treatment and supports retention of substances within the hair and dyes

※ 6 Betaine

Perform treatments and care for hair at the same time

5 multi-function items that work in the ideal place at the ideal time

While caring for chemical damage in a timely manner, these products support the creation of a base that lets chemicals work efficiently during each hair treatment step. Allows for the reproduction of high-quality designs even for those with delicate hair or those undergoing sophisticated treatments.

Item	BASE AID **MIST**	BOND MEMORIA **LIQUID**	CORE PROTECT **MILK**	CLEAR UP **FOAM**	CLOSE KEEP **MASK**
					
	To create a uniform base / CMC	For hair strengthening care / SS	Care for highly damaged hair or hair ends / HIGH DAMAGE	For residual care / pH	For long-lasting hair design / CUTICLE
Object・Hair Type	[For light damaged hair ～]	[For middle damaged hair ～]	[For high damaged hair ～]	[For all types of hair]	[For all types of hair]
	Pre-Treatment ■ Prevents damage from chemical agents ■ Evenly distributes hair color and produces uniform straightened hair and curls	Pre-Treatment ■ Prevents damage (Breakage, Split ends) from chemical agents ■ Makes soft, fine, and bleached hair supple and easy to handle	Pre-Treatment ■ Prevents damage from chemical agents ■ Intensive repair for hair color dullness and rough hair ends	Intermediate Treatment ■ Clears away damage factors that may be left in the hair	Intermediate Treatment (For hair color) ■ Prevents hair color from fading after shampoo use
	After-Treatment ■ Penetration support for treatments	Intermediate Treatment (For curl, heat process) ■ Provides a glossy and bouncy finish	Intermediate Treatment (For heat) ■ Protects the flexibility of hair from heat damage	After-Treatment ■ After treatment, brings odor-prone hair and the scalp back to a healthy condition	After-Treatment ■ Maintains hair design such shape or color and gives off a healthy appearance
			After-Treatment ■ Moisturizes hair and protects against everyday damage		
Feature ingredients	CMC RENO-ADAPTOR / SS RENO-CONNECTOR / AMINO RENO-TECTOR Sodium Polyaspartate (Moisturize)	CMC RENO-ADAPTOR / SS RENO-CONNECTOR / AMINO RENO-TECTOR Tryptophan (Protect)	CMC RENO-ADAPTOR / SS RENO-CONNECTOR / AMINO RENO-TECTOR Glycine betaine *2 (Protect)	CMC RENO-ADAPTOR / SS RENO-CONNECTOR / AMINO RENO-TECTOR TEA-Cocoyl Glutamate (Cleanse)	CMC RENO-ADAPTOR / SS RENO-CONNECTOR / AMINO RENO-TECTOR Aminoethylaminopropyl Dimethicone (Repair)
	■ Amphipathic Ester *1 (Moisturize) : Compatible with both water and oil, supporting smooth penetration		■ 18MEA*3 (Repair) : Repairs and protects damaged cuticles	■ Citric acid (Moisturize) ■ Carbonic acid *4 (Spray) ■ Silicic acid (Copper/Al) (Masking)	■ 18MEA*3 (Repair)
					

＊1 Bis-Ethoxydiglycol Cyclohexane 1,4-Dicarboxylate ＊2 Betaine ＊3 Octyldodecyl Lanolate ＊4 Carbon Dioxide

Freely reproduce ideal hair designs while keeping hair conditioned

Propelling each salon to new heights

【New Chemical Menu】

BLEACH

Supple and bouncy finish without damaged feeling

【 RENOCARE BLEACH 】

- Prevents damage (Breakage, Split ends) from chemical agents
- For subsequent toning, hair will continue to produce color as expected
- For supple and smooth hair that is easy for everyday styling

COLOR

Uniform dyeing and smoothness

【 RENOCARE COLOR 】

- Cares for more damage caused by hair coloring than ever before
- Allows for beautiful and even dyeing, and a long-lasting image of healthy hair
- Soft and fine hair will become supple with each treatment, as if the quality of the hair itself has changed

STRAIGHT

Soft and supple straight hair

【 RENOCARE STRAIGHT 】

- Cares for more damage caused by hair straightening than ever before
- Protects the hair's softness from repeated heat damage from hair irons
- Uniform straightness even for fine hairs around the face

CURL

Curls that have bounce even to the ends

【 RENOCARE CURL 】

- Cares for more damage caused by making curl than ever before
- Uniform curls without roughness no matter how many times treatments are repeated
- Shape retention even for highly damaged hair



SHERPA Usage Steps

BASIC STEP

Basic items that allow you to freely reproduce ideal hair designs while keeping the hair conditioned.

Recommended amount for each product

BASE AID MIST (Bottle)	:	0.3mL /push
BOND MEMORIA LIQUID (500mL)	:	1mL /push
(Bottle)	:	0.8mL /push
CORE PROTECT MILK (Bottle)	:	0.5g /push
CLEAR UP FOAM	:	1g /second
CLOSE KEEP MASK	:	3g /push

※ Use with [ARIMINO Empty Pump Dispenser]

BLEACH

COLOR

STRAIGHT

CURL

Pre Shampoo

PRE-TREATMENT

MIST

To create a uniform base

[Light damaged hair~]

Apply to damaged areas.

Short	: 20 push
Medium	: 30 push
Long	: 40 push~

LIQUID

For hair strengthening

[Middle damaged hair~]

Apply to damaged areas.

Dilute 5 times with water [Liquid : Water = 1 : 4]

Short	: 8 push
Medium	: 10 push
Long	: 15 push~

MILK

Care for highly damaged hair or hair ends

[High damaged hair]

Apply to highly damaged areas.

Depending on amount of damage

5cm	: 2 push
15cm	: 3 push
25cm	: 4 push~

Apply・Developing time

Perm cream・Developing time → Rinse

Perm winding → Curl lotion・Developing time → Rinse

INTERMEDIATE TREATMENT

FOAM

For residual care

[All types of hair]

〈Hair Coloring・Straightening〉
Mix with warm water in the shampoo bowl and apply to hair, then rinse off.

5 seconds push for 2L warm water

〈 Curl 〉
Dilute with water and apply to the entire rod by the applicator.

1 second push for 200mL water in applicator

Rinse → Customize ①

Customize ④

Customize ② → Customize ③ → Dry・Iron → Neutralizer・Developing time → Rinse

Neutralizer・Developing time → Rinse

Shampoo

AFTER TREATMENT

FOAM

Same as inermediate treatment for hair

MASK

For long-lasting hair design

[All types of hair]

Apply from the hair ends to the entire hair, then rinse off.

Short	: 1 push
Medium	: 2 push
Long	: 3 push~

Customize ⑤ → Customize ⑥ → Customize ⑦

When toning, follow pre-treatment for hair coloring

Dry・Finishing

Home Care

Customize ⑧

CUSTOMIZED STEP

An extra step to increase quality. With each chemical treatment, you can obtain an even greater sense of accomplishment.

① + Color retention

MASK

Same as [After treatment] of basic step

② + Suppleness

LIQUID

Same as [Pre treatment] of basic step

Dilute 5 times with water [Liquid : Water = 1 : 4]

Total 40mL (Liquid 8mL)

③ + Moisture and softness

MILK

Same as [Pre treatment] of basic step

④ + Curl definition

LIQUID

Dilute with water and apply to the entire rod by the applicator.

Dilute 5 times with water [Liquid : Water = 1 : 4]

Total 40mL (Liquid 8mL)

⑤ + Odor/healthy scalp

FOAM

Spray on scalp and hair, blend in, then rinse off.

1 second / line ×7 line

⑥ + Moisturizing penetration support

MIST

Apply all over hair, then apply treatments on top.

Short	: 10 push
Medium	: 15 push
Long	: 20 push~

⑦ + Smoothness and silkiness

MILK

〈For bleach〉
Mix with warm water in the shampoo bowl and apply to hair, then towl dry.

4 push for 2L warm water

〈Other usage〉
As a leave-in treatment
※ Same as [Pre-treatment] of basic step.

⑧ + Maintenance (home care)

MASK

Use for three consecutive days after treatment, then once a week afterwards. (Recommended)
※Same as [After-treatment] of basic step.

Short	: 3 cm across
Medium	: 4 cm across
Long	: 5 cm across

How to Identify Hair Damage

How to identify

Damage level	1	2	3	4	5
		Within range of SHERPA care			
	Virgin hair	Light damaged	Middle damaged	High damaged	Porous hair
Condition of cuticle	 Lightly damaged	 Slightly raised	 Advanced damage	 Very advanced damage	 Entirely peeled off
Hair property	Water-shedding	Water-shedding	Water-obsorbing	Water-obsorbing [Holes occurring within the cortex]	Water-obsorbing, Stretches when pulled [Holes expanding within the cortex]
Hair history	• Chemical service → Never • Friction/Heat/ UV damage	• Chemical service (Once a year)	• Chemical service (6 times a year)	• Chemical service (12 times a year) • Bleach/ Heat damage	• Chemical service (Hardly repeated)
Under level	Under 5 level	6 ～ 11 level	12 ～ 14 level	15 ～ 17 level	More than 18 level
Dryness		Not dried	A little dried	Dried	Terribly dried
Hand Feel		Non-textured	Slightly textured	Textured	Rough-textured
Smoothness		Smooth	Not smooth, Easily tangled	Rough, Tangled	Rough, Hair is broken off

※ Damage level should be considered as the category where the most conditions apply.

LINE UP

SALON

BASE AID
MIST



< Refill
800mL



< Empty bottle

BOND MEMORIA
LIQUID



< Refill
500mL



< Empty bottle

CORE PROTECT
MILK



< Refill
1000g



< Empty bottle

CLEAR UP
FOAM



200g

CLOSE KEEP
MASK



< Refill
1000g

ARIMINO Empty Pump Dispenser

HOME

CORE PROTECT
MILK



120g

CLOSE KEEP
MASK



60g