

For making Curl, or Straight,  
Damageless, and change it to manageable hair.

# COSME series

**COSME CURL**  
**COSME CREAM**

Lead hair into style what you want, with moisturizing & soft texture.

COSME series is a design tool that allows all clients to enjoy  
exciting design possibilities.

[COSME SERIES] allow you to

- get shiny, silky, manageable hair
- have repeat application
- apply from virgin hair to high-damaged hair
- have hair color on the same day

Soft curls, Not Perms

# COSME CURL

[ COSME CURL ]

Expressing various kinds of curl while  
controlling hair not to make it dried.  
“COSME CURL” makes it possible to  
combine with color and straight  
on the same day.

Feature of COSME CURL

Express  
loose ~  
tight curl

Easy styling  
by  
finger comb



Get manageable hair. Texture control.

# COSME CREAM

[ COSME CREAM ]

Conditioning unruly hair to help maintain  
shiny, supple hair. Hair is felt like it just  
had a hair treatment, the manageable texture  
enhance the variety of hair design.

Feature of COSME CREAM

Natural  
straight line  
unlike  
reboning

Less failure!  
Hard to frizz



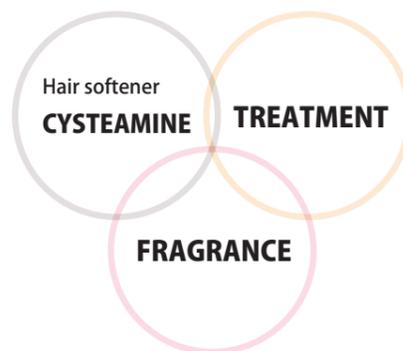
## Structure of COSME series

Express wide variety of curl and texture control for any type of hair, and gives hair silky finish.

Best balance of Cysteamine & treatment.

Mask worrisome odor.

## The three major features of "COSME series"



## To enhance the finishing quality



COSME ASSIST  
CONDITIONER  
800mL

Intermediate • After treatment



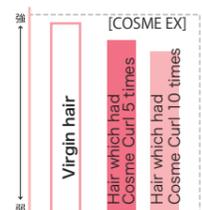
- Citric buffer bring the alkalized hair back to neutral, protect hair from running off vitamins
- Moisture-rich ingredients (Rose hip oil, Avocado oil, Olive oil, Cupuacu oil etc) + repair includes silk PPT → much milder finish
- Masking ingredient + persistent fragrance make you feel comfortable at home
- Hydrolysis protein protect hair from heat

### Hair softener CYSTEAMINE

Work on hair without too much swelling, this is why it's damageless

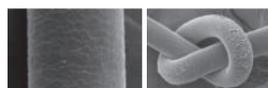
Cysteamine doesn't swell hair too much. It minimizes damage by preventing inner protein from outflowing. It allows for repeated use.

#### Comparison of hair strength

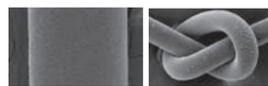


Measured the strength of hair which is repeatedly treated with Cysteamine. Cysteamine doesn't change its strength so much

#### Condition of cuticle



Virgin hair



COSME CURL EX (have done 5 times)

If examined microscopically, the condition is almost same as virgin hair

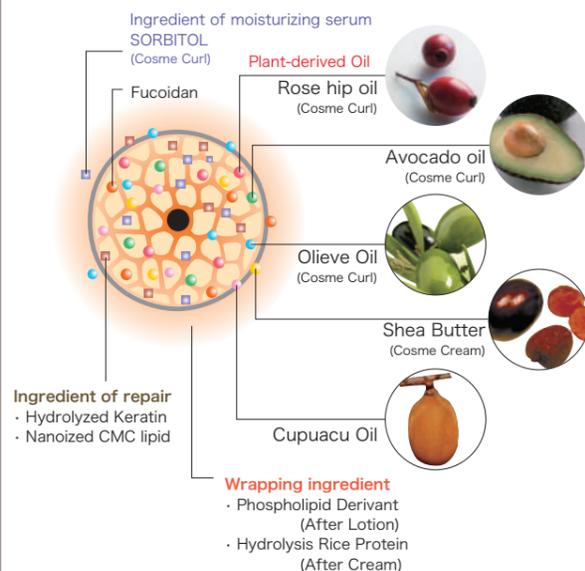
(当社研究所調べ)

### TREATMENT element

Moisturizing & repairing ingredient gives moist & soft finish

Moisture is necessary to maintain beautiful curl & make hair manageable. Compounded moisturizing ingredient (4 kinds of essential oil such as rose hip & avocado, ingredient of moisturizing serum) Gives hair moist & create soft textured hair. The After-Wrapping ingredients hold moisture and enhance finishing.

#### moisturizing ingredient seep into inside hair

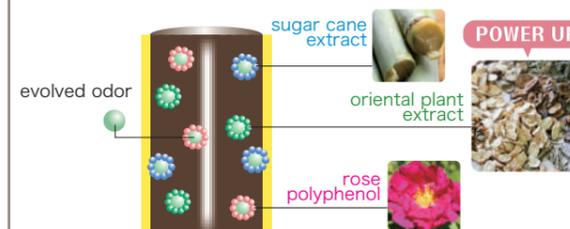


### FRAGRANCE

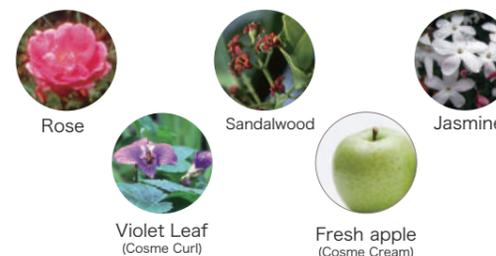
Persistent fragrance mask the worrisome odor more than ever.

Enhanced essence take in the evolved odor while application process. And ARIMINO original fragrance coat the odor which could be masked enough. Crystal floral scent to your home

#### Masking the odor while application process



#### Gentle silky floral scent



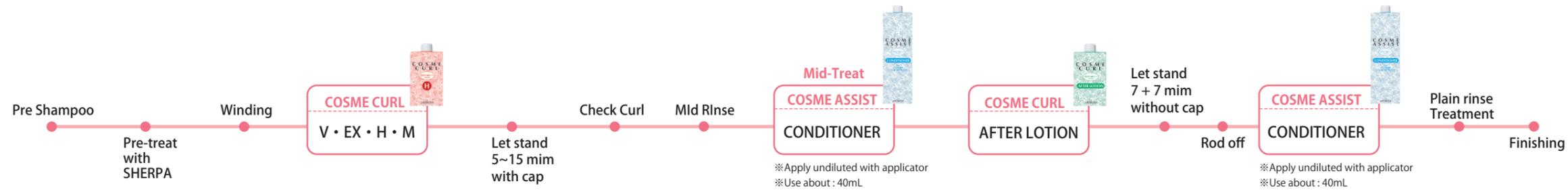
#### Main ingredient & purpose

- **Moisturize**  
Rose hip, Avocado oil, Olive oil, Cupuacu oil, Sobitol, Fucoidan
- **Tighten cuticle, prevent damage**  
Citric buffer
- **Absorb on the surface of hair, gives elasticity**  
Compound hydrolyzed Keratin
- **Water retention and coating effect prevent damage, gives hair shine**  
hydrolyzed silk
- **Masking odor**  
Sugar cane extract, oriental plant extract, rose polyphenol
- **Coating odor over a long time**  
Persistent fragrance [Crystal floral]

(イラスト、写真はイメージ)

## BASIC PROCESS

# COSME CURL



# COSME CREAM



Advanced technique for much more silky finish

### Finger Through Technique

To do this process, get the upgraded finishing during this time. Dramatize the application process like hair treatment.



When hair starts to soften, massage it while spraying water. Do not apply tension, massage gently on the surface of hair.

## Selection guide of product

Damage level <b>0</b> New growth	V
Damage level <b>1</b> Virgin hair	
Damage level <b>2</b> Light damaged hair	EX
Damage level <b>3</b> Mid-damaged hair	H
Damage level <b>4</b> Hard-damaged hair	M
Damage level <b>5</b> Porous hair	S ※COSME CREAM Only

## Approach with COSME CURL

### 2 Style in 1 Curl

To change the way of blow dry, it gives you different look. Client can easily enjoy the styling by COSME CURL.



## Approach with COSME CREAM

### Various approaches are available

Natural straight, Volume down, Partial control. More blended look makes it perfect for spot application.

