

— MADE IN FRANCE —

NU LIFT™

95% INGREDIENTS OF NATURAL ORIGIN



ORIGINAL
LIFT



EXOTEINE
TECHNOLOGY

TRIPLE
ACTION

WORLDWIDE
PATENT

FOR WHOM?

Every hair type
has it's challenges.
NULIFT addresses many
of them in a single service.

BENEFITS

FOR THE
CLIENT

Frizz free

Weightless
manageable volume

Versatile styling options

Enhance curl without
reducing curl pattern

FOR THE
STYLIST

No flat ironing:
no more hand, arm
and shoulder fatigue

Multi-use: anti frizz,
repair and toning

Safe for all

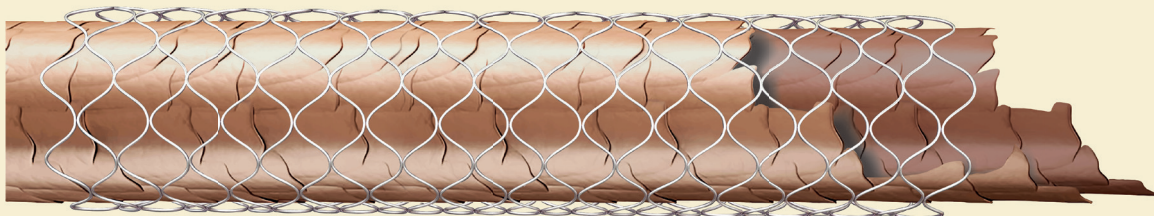
BEFORE / AFTER



CONCEPT

A globally patented
metaprotein revolutionizing
the salon industry.

Patented worldwide
EXOTEINE[®]
TECHNOLOGY by Nuwee Cosmetics



EXOTEINETechnology[®]
Metaprotein around the hair: 3D dynamic thermo-reactive treatment

After four years of research, the Nuwee laboratory has created an innovative 3-D thermoactivated protein structure. The exoskeleton surrounding the hair shaft acts as a protective shield strengthening and repairing the hair with a patented combination of vegetable oil, amino acids and proteins.

TECHNOLOGY

ACTION 1

The cream is applied to create anchor points for the Exoteine Technology®.



* the hair must be free from oils and powders.

ACTION 2

Medium heat activates the Exoteine to create the webbing structure to accept the Finalift mask.



NULIFT OFFERS TRIPLE BENEFITS IN A SINGLE SERVICE

- 1 - Removes unwanted frizz without harsh chemicals.
- 2 - Adds soft, manageable body allowing for unlimited styling options.
- 3 - Intensive repairing and protection. Instantly feel the difference in the hair texture.

ACTIVE INGREDIENTS



The combination of amino acids and proteins, present naturally in the hair, facilitates the adhesion of Exoteine Technology® to the hair fibre. Adjusts to the needs of the hair, using only the variable heat of a hair dryer

Broccoli oil, with its unique properties and its ability to penetrate the hair fibre, provides natural shine and nourishes the hair to its core.

The styling strength created by this system is activated when heat is applied. Exoteine Technology® shapes and conditions the hair, so that any hairstyle can be achieved with ease.

NULIFT PRODUCTS

STEPS
1 & 2



LIFTCARE CREAM

- Provides the building blocks for **EXOTEINE Technology**[®].
- Sets the anchorage points of the structure on application of heat.

Airless[®] tube for professionals - 5.07 fl oz
Pouch bag - 16.9 fl oz / 33.8 fl oz

STEP 3



CLEANLIFT SHAMPOO

- Sulphate-free
- Cleanses gently and softly
- Detangling
- Provides shine

Salon size - 16.9 fl oz
Retail size - 8.45 fl oz



FINALIFT MASK

- Provides proteins to form bonds with **EXOTEINE Technology**[®]

Salon size - 16.9 fl oz
Retail size - 8.45 fl oz

NULIFT APPLICATION

STEP 1

1 / Briefly emulsify LIFTCARE Cream in the hands and apply on dry hair that is free of oils and powders.



- Apply the product to the hair. Start off the scalp to tip.
- You may mix in color conditioners, toners, pigments.

2 / Process under plastic cap / plastic wrap for 30 minutes. It's ok to process longer.



STEP 2

3 / Sectioning hair into 4 quadrants. Start activating with dryer, from the crown and working down, while keeping tension on the hair section.



- Dryer heat setting: medium or high heat.
- Dryer flow setting: medium.

4 / Rinse thoroughly.



STEP 3

5 / Shampoo with cleanlift shampoo 1 or 2 times. You'll know when it feels clean.



6 / Apply finalift mask and rinse after 10 seconds, this preps for 2nd mask.



7 / Apply finalift mask and rinse thoroughly after setting 3 minutes.

8 / Style as desired.

SERVICE DURATION :
3 MONTHS

NULIFT TIPS

MAINTENANCE TIPS

- 1 / Every 3-4 days use the mask after shampooing to prolong maximum NULIFT benefits.
- 2 / Avoid alcohol based hairsprays.

AT HOME STYLING TIPS

- 1 / For straight hair dry hair with high heat and tension with round brush. Create volume as desired.
- 2 / For curly/natural hair dry with cool.
- 3 / Style will be maintained until shampooing again.

MISC INFORMATION

- 1 / May color hair immediately after NULIFT service.
- 2 / May color hair the day before NULIFT service.
- 3 / Avoid razor cutting for 3 days after NULIFT service.
- 4 / Effects are cumulative. Clients will realize better and better results with each successive NULIFT service.
- 5 / May be used on extensions.
- 6 / Great for damaged and bleached hair.

Shane Hanson
Business Development for NUWEE USA

417.839.9977

shane@nuweeusa.com

Kaleigh Dietrich
National Director of Education for NUWEE USA

417-761-1687

Kaleigh@nuweeusa.com

www.nuweeusa.com

— MADE IN FRANCE —

NU LIFT™

*Hair Lift
treatment*

Head Office
NUWEE Cosmetics

65 chemin de la mouche - France - Tel 00 33 478 500 841 - contact@nuwee-cosmetics.com



nuwee cosmetics, nullift and ExoTeine technology are registered trademarks belonging to the Di Visco Group - All rights reserved - August 2018

and creation by DV Studio - NUVB001 - 2018 - B