



terax

ITALIA

TM

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HAIRCARE

LUXURIOUS HAIR CARE
DEVELOPED FOR THE

Best You

FIND OUT WHY MODELS, MOVIE STARS AND THE
WORLD'S TOP STYLISTS LOVE OUR PRODUCTS.



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A BRAND NEW BEAUTY
EXPERIENCE
Treat Yourself

CLASSIC ITALIAN FORMULATIONS WITH DECADES OF
SATISFIED CUSTOMERS. TRANSFORM YOUR HAIR.



THE TERAX DIFFERENCE

We make luxury beauty care, handcrafted by a family owned company for over 40 years. As a micro-manufacturer, our small batch production allows us to offer the freshest possible beauty products **without any sulphates, parabens, artificial colours or added salts.**

Our goal is to provide you with the highest performing beauty treatment products possible. We strive to create “Healthy Hair From The Inside Out”, with our full line of rinse out and leave in conditioning treatments. Our gently cleansing, sulphate free, Vegan shampoo leaves hair with the best base for your stylist to create their signature style.

We are committed to the protection of our environment, which means limiting our carbon footprint in all facets of manufacturing. All components, packing and marketing supplies feature recycled materials whenever possible. All of our bottles, tubes, caps, pumps, boxes etc. are sourced from US and Canadian partners. We place a priority on purchasing goods and services locally and encourage our beauty partners to be “green” as well.



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SAY GOOD BYE TO FRIZZ

The uniqueness of our Crema™ conditioner line is only fully realised when combined with one of Colour Locking leave in conditioning treatments. These are vitally important to maintaining the health of your hair, as each leave in helps to seal in colour treatments and provide protection against frizz and flyaways.

'One day with Terax and my frizzy hair disappeared'

-Kara P.

Our award winning daily conditioner is simply the best hydrating hair treatment ever created. With it's unique blend of ingredients, our conditioner revitalises all hair types by reducing frizziness, improves elasticity and detangling. Developed over 40 years ago by chemists in Northern Italy, this product brings powerful conditioning ingredients directly to the hair shaft and is designed to eliminate split ends while rejuvenating chemically and environmentally damaged hair.





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CLEANSING

Traditional shampoo formulas feature inexpensive and harsh ingredients, which strip natural oils and leave hair vulnerable to both environmental and chemical damage. We only use plant and sugar derived cleansing ingredients to gently wash hair and provide a base from which to condition and strengthen, naturally and beautifully.



Crema Hydrating Shampoo

The long awaited **Vegan** cleansing companion to our award winning Original Crema Conditioner. This hydrating shampoo is fortified with **Quinoa** proteins, which helps retain moisture and repair damage while adding healthy shine. **Quinoa** has one of the highest protein/amino acid profiles of all grains, meaning all 8 essential amino acids are active and present to help strengthen hair fibres. Crema Shampoo offers ColorSafe, Sulphate Free cleansing with coconut and sugar plant extracts. We have added **Trehalose** a simple sugar derived from the Resurrection Plant, which is able to sustain itself in the desert because of its high moisture binding affinity. This acts as an excellent humectant and moisturiser for immediate and long-term hydration. Pro Vitamin B5 combines with Sage, Elderflower, Cucumber and Bayberry Fruit extract to nourish hair, soothe the scalp and provide a thicker, fuller appearance.

USE: Apply on damp hair for a minute or two, then rinse and follow with Original Crema or Crema + Keratin conditioner.

Currently available in an 8.5oz/250ml bottle and 34oz/1000ml bottle with pump.

Ingredients: Water/Aqua/Eau, Sodium Lauroyl Methyl Isethionate, Lauryl Glucoside, Cocamidopropyl Betaine, Sodium Lauroyl Sarcosinate, Sodium Methyl Cocoyl Taurate, Glycol Stearate, Glycerin, Methyl Gluceth-20, Trehalose, Panthenol, Hydrolyzed Quinoa, Stearamidopropyl Dimethylamine Lactate, Myrica Cerifera (Bayberry) Fruit Extract, Salvia Officinalis (Sage) Leaf Extract, Cucumis Sativus (Cucumber) Fruit Extract, Sambucus Nigra (Elder) Flower Extract, Polyquaternium-44, Polyquaternium-7, PEG-120 Methyl Glucose Dioleate, Citric Acid, Disodium EDTA, Fragrance (Parfum), Sodium Hydroxymethylglycinate.



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RINSE OUT CONDITIONING TREATMENTS

Proper conditioning is the foundation for healthy hair, and healthy hair begins with what's inside. Create vibrant hair strands by nourishing and moisturising – **by feeding your hair.**



Original Crema®

A Luxurious Necessity™

This award winning daily conditioner is simply the best hydrating hair treatment ever created. We can't tell you how it works, it's a secret – but we can say that your hair has never felt softer or easier to style. Original Crema revitalises all hair types by reducing frizziness, improving elasticity and detangling. This unique treatment offers pure moisturising and conditioning for your stressed hair, creating healthy hair from the inside out.
pH range 8.0 – 9.0

USE: Apply on damp hair for a minute or two, then rinse out and follow with any one of our colour locking leave in conditioners. For best results, remove as much water from the hair as possible before application. Always make sure the closure on your bottle or tube is fully closed after use. Exposure to excess water will dilute this formula and it will not perform as designed. Currently available in a 2.0oz/60ml tube, 6.7oz/200ml tube, 16oz/473ml bottle and 34oz/1000ml bottle with pump.

Ingredients: Water/Aqua/Eau, Cetearyl Alcohol, Steartrimonium Chloride, Triethanolamine, Hydrogenated Tallow Glycerides, Cetrimonium Chloride, Cetareth-3, Lauryl Alcohol, Isopropyl Alcohol, Myristyl Alcohol, Fragrance



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Crema + Keratin™

Intelligent Care for Damaged Hair™

The next generation of our award winning Crema conditioner, Crema + Keratin™ is the ultimate in hydration for chemically treated hair. This revolutionary new product features SmartKeratin™ technology, which provides targeted deposits of keratin to only the most damaged areas of the hair fibre, leaving it soft, shiny and easy to style. Our exclusive SmartKeratin™ is positively charged, and seeks out the negatively charged damage in your hair. Once the SmartKeratin™ is attached, it stays that way due to its inverse solubility, and all of the excess keratin that typically suffocates your hair, simply washes away. This unique rinse out conditioner won't overwhelm your hair with too much protein, which can lead to future breakdown of the entire hair fibre after repeated use.

pH range 8.0 – 9.0

USE: Apply on damp hair for a minute or two, then rinse out and follow with any one of our colour locking leave in conditioners. For best results, remove as much water from the hair as possible before application. Always make sure the closure on your bottle or tube is fully closed after use. Exposure to excess water will dilute this formula and it will not perform as designed. Currently available in a 6.7oz/200ml tube and a 16oz/473ml bottle.

Ingredients: Water/Aqua/Eau, Laurdimonium Hydroxypropyl Hydrolyzed Keratin, Cetearyl Alcohol, Steartrimonium Chloride, Triethanolamine, Hydrogenated Tallow Glycerides, Cetrimonium Chloride, Cetareth-3, Lauryl Alcohol, Isopropyl Alcohol, Myristyl Alcohol, Fragrance



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LEAVE IN CONDITIONING TREATMENTS

The beauty of our award winning Crema conditioners is only fully realised when paired with one of our specially formulated leave in conditioning treatments. The low pH of these leave in treatments brings your hair back to perfect balance and locks the cuticle to help retain colour and moisture. Each product is specifically formulated to help with dry, damaged or frizzy hair and they're all gentle enough to be used everyday, so take your pick and reward your hair with luxurious health.



Life Drops™

Our most popular leave in conditioner over the past 10 years, Life Drops uses silk and wheat protein to help repair damaged hair. Sunflower seed extract and botanicals of yarrow help with antioxidant protection and colour retention.

USE: Apply on towel dried hair outside of the shower. Spray liberally throughout hair and comb or brush through.

pH range 4.0 – 5.0

Currently available in 7oz/207ml bottle with sprayer

Ingredients: Water/Aqua/Eau, Propanediol, Lauryl Alcohol, Hydrolyzed Silk Protein, Hydrolyzed Wheat Protein, Achillea Millefolium, Helianthus Annus, Glyceryl Carpylate, Myristyl Alcohol, Cetrimonium Chloride, Glyceryl Undecylenate, Potassium Sorbate, Polysorbate 80, Fragrance.



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Hydrate™

Hydrate is our Vegan moisturiser for hair that doesn't have any chemical damage, but just needs a little more oomph. It uses a blend of Arnica, Yarrow, Chamomile, Fennel, Hops, Nettle and Sage to provide a super cocktail of botanicals, along with Sunflower seed extract for antioxidant protection and colour retention.

pH range 4.0 – 5.0

USE: Apply on towel dried hair outside of the shower. Spray liberally throughout hair and comb or brush through.

Currently available in 7oz/207ml bottle with sprayer

Ingredients: Water/Aqua/Eau, Propanediol, Lauryl Alcohol, Arnica Montana, Achillea Millefolium, Helianthus Annus, Chamoile, Foeniculum Vulgare, Humulus Lupulus, Utrica Dioica, Saliva Officinalis, Glyceryl Carpylate, Myristyl Alcohol, Cetrimonium Chloride, Glyceryl Undecylenate, Potassium Sorbate, Polysorbate 80, Fragrance





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RRP 2021

CREMA CONDITIONERS/TREATMENTS

	RRP
Crema 60ml	\$15.95
Crema 200ml	\$34.95
Crema 473ml	\$69.95
Crema 1000ml	\$132.00
Crema + Keratin 200ml	\$36.95
Crema + Keratin 473ml	\$74.95

LEAVE-INS

	RRP
Lifedrops 207ml	\$34.95
Hydrate 207ml	\$34.95

SHAMPOO

Crema Hydrating Shampoo 250ml	\$34.95
Crema Hydrating Shampoo 1000ml	\$120.00

*Please note prices are subject to change without notice. Shipping is extra. All prices quoted are GST inclusive.