

KI-POWER VEG System



Echoline
the *vegan* way



A 100% VEGAN ORGANIC AND PROTEIC RECONSTRUCTION

FOR RESTRUCTURED, HEALTHY AND SHINY HAIR!





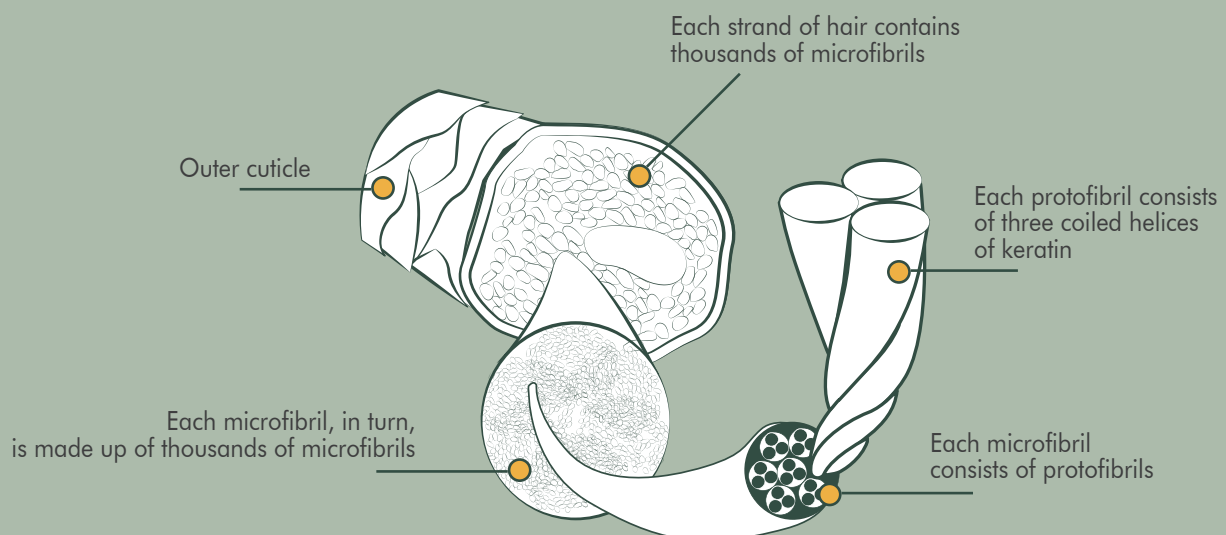
HAVE YOU EVER THOUGHT ABOUT HOW MUCH STRESS YOUR HAIR GOES THROUGH EVERY DAY?

How to maintain healthy hair with body, vitality and shine? Coloring treatments, lightening, mechanical drying processes or thermal stress due to straighteners, frequent washing, sun exposure... hair structure is subjected to ever more intense daily stresses.

The key is to protect the inner fibrous layer of the hair, which makes up 90% of the hair shaft.

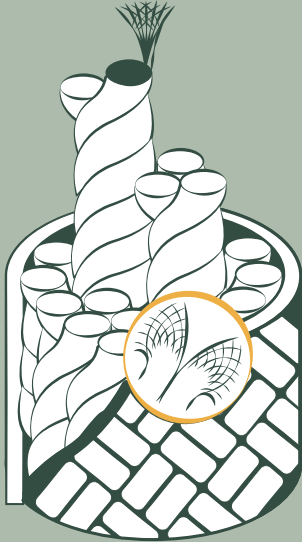
Hair has a characteristic internal combination made up of multiple fibrous layers, similar to a rope consisting of hundreds of very thin strands, which make it flexible and resistant to any kind of stress.

80% of the elements that make up the fiber are proteins, in particular keratins.





KI-POWER VEG Complex



The secret of beautiful hair
lies in organic phito-proteins!

Ki-Power Veg Complex

with its concentration of organic plant Amino Acids repairs and regenerates, giving the hair new structure, strength and shine.

Ki-Power Veg Complex

is a protein complex that comes in two versions:

18 AMINO ACIDS

Ki-Power Veg **Mask**
Ki-Power Veg **Spray**



WHEAT



PEAS

EXTRACT OF

22 AMINO ACIDS

for an even more targeted action
Ki-Power Veg **Protector**



SOY

Thanks to its structure and low molecular weight, **Ki-Power Veg Complex** can penetrate the hair shaft and bond perfectly.

The electrostatic charge of **Ki-Power Veg Complex** makes it possible for a greater quantity of Amino Acids to bond in the more porous and damaged parts of the hair, thus achieving a targeted and well-balanced reconstruction, from the lengths to the ends.



KI-POWER VEG shampoo PREPARER RECONSTRUCTION SHAMPOO

for treated and damaged hair

It gently cleanses destructured and damaged hair, leaving it full-bodied and vibrant.

>90% natural origin ingredients*
>90% biodegradable ingredients**

FREE FROM: SILICONES - SLS - SLES

BENEFITS



IN THE SALON

- (1) It prepares the hair shaft to receive the reconstruction service with **Ki-Power Veg Spray** and **Ki-Power Veg Mask**.
- (2) Post-coloring service to eliminate the persulfate residues and balance the pH of hair and scalp.



AT HOME

It cleanses while maintaining the protein structure of the hair, giving shine at every wash and protecting lightened or bleached hair.

*Natural origin ingredients based on ISO 16128

**Quantity of biodegradable ingredients based on OECD 301 or alternative



KI-POWER VEG mask SEALING RECONSTRUCTION MASK

for treated and damaged hair

A mix of ingredients including White Clay and Shea Butter nourishes and replumps the hair, leaving it soft, elastic and easy to comb. Its dense and creamy formula, which works in synergy with KI-POWER VEG COMPLEX 18 Amino Acids, strengthens the hair fiber, leaving the hair healthy, full-bodied and restructured without weighing it down.

>95% natural origin ingredients*
>90% biodegradable ingredients**

FREE FROM: SULFATES - SLS - SLES

*Natural origin ingredients based on ISO 16128

**Quantity of biodegradable ingredients based on OECD 301 or alternative

BENEFITS



IN THE SALON

- (1) It works in synergy with the phito-proteins, adding hydration and softness, smoothing the cuticle and giving shine.
- (2) To be applied immediately after using **Ki-Power Veg Protector** during specific services.



AT HOME

It gives maximum softness and body to all destructured hair, effectively compacting and smoothing the cuticle.



KI-POWER VEG protector RESTRUCTURING PROTECTOR

for treated and damaged hair

It strengthens the structure thanks to protein and hydrating active ingredients working in synergy with KI-POWER VEG COMPLEX 22 Amino Acids to protect the hair during coloring, bleaching and perming services, improve its appearance and optimize cosmetic performance. Its restorative, texturizing and protective action leaves the hair looking reinvigorated, strong and protected.

To be used mixed with the color with/without ammonia, and with the bleaching powder/cream.

When used before application of the waving liquid, it provides hydration, giving balance to sensitive hair. Shake before use.

>95% natural origin ingredients*

FREE FROM: SILICONES - SULFATES - SLS - SLES

*Natural origin ingredients based on ISO 16128

BENEFITS



IN THE SALON

Mixed with color or bleach, it protects hair structure during the chemical reaction of the technical products, thanks to the presence of hydrating and protein components.



KI-POWER VEG spray CONCENTRATED RECONSTRUCTION LOTION

for treated and damaged hair

LEAVE-IN. It guarantees an effective compacting action, strengthening the hair and leaving it visibly restructured, healthy and resistant thanks to KI-POWER VEG COMPLEX 18 Amino Acids.

>95% natural origin ingredients*
>80% biodegradable ingredients**

FREE FROM: SILICONES -SULFATES - SLS - SLES

BENEFITS



IN THE SALON

(1) **Ki-Power Veg Spray** is a concentration that optimizes the application of Complex 18 Amino Acids reinforcing the action of **Ki-Power Veg Mask**.

(2) It gives structure and volume to thin hair in a natural way before styling as desired.



AT HOME

It guarantees excellent maintenance of the reconstruction effect when applied as leave-in spray before drying.

*Natural origin ingredients based on ISO 16128

**Quantity of biodegradable ingredients based on OECD 301 or alternative



Echosline
KI-POWER VEG
protector



RISTRUTTURANTE PROTETTIVO / Capelli Trattati e Danneggiati
RESTRUCTURANT PROTECTEUR / Cheveux Traités et Endommagés
RESTRUCTURING PROTECTOR / Treated and Damaged Hair

125ml e 3.2fl.oz



KI-POWER VEG Protector

the bonding ally of in-salon technical services

WITH COLOR

into a non-metallic bowl, pour minimum 50g of color with the required amount of hydrogen peroxide and 2.5g (3 pipettes) of KI-POWER VEG Protector.



WITH BLEACH

into a non-metallic bowl, pour minimum 20g of bleach with the required amount of hydrogen peroxide and 2.5g (3 pipettes) of KI-POWER VEG Protector. Mix and proceed with the application, keeping to the standard processing times.



AS PRE-TREATMENT OR AS PRE-PERM

before applying the waving liquid, in a bowl mix 20ml of water and 5g (6 pipettes) of KI-POWER VEG Protector. Apply the mixture and comb it through damp hair to distribute it evenly before wrapping the hair in rods or before proceeding with the technical service.*



**Shake before use.*



Echoline

KI-POWER
VEG
shampoo



SHAMPOO PEPERATORIO EICOLORAZIONE
Capelli Tinti e Danno
CONDIZIONE PEPERAZIONE RECONSTRUZIONE
Cheratina e Biotina ad Estrazione
FORMULA RECONSTRUZIONE SHAMPOO
Tinted and Damaged Hair

300ml e 10.1fl.oz

Protect and strengthen hair fibers

with the **Ki-Power Veg**
reconstruction system

**DISCOVER THE SMART
RECONSTRUCTION
TREATMENT SERVICES**

**IN THE SALON
AND AT HOME**

**Deep
Reconstruction**



**Bleaching
Protection**

**Colour
Protection**

**Toning
Rebuild**



**Maintenance
Reconstruction**

SMART RECONSTRUCTION TREATMENT SERVICES

PRE-TREATMENT

CLEANSING

Deep Reconstruction

Reconstruction of unstructured, bleached or damaged hair

Ki-Power Veg Shampoo



Bleaching Protection

Hair protection during the bleaching service

Ki-Power Veg Protector
 Karbon 9 Charcoal Extrableach 9T



Colour Protection

Protection of scalp, lengths and ends during the colouring service

Ki-Power Veg Protector
 Echos Color Hair Colouring Cream



Toning Rebuild

Reconstruction during the toning service

Ki-Power Veg Protector
 Karbon 9 Charcoal Toner



Maintenance Reconstruction

Keep the reconstruction done in the salon at home

Ki-Power Veg Shampoo



**TREATMENT
1**

Ki-Power Veg
Spray



2/5 min

**TREATMENT
2**

Ki-Power Veg
Mask



5 min

**TREATMENT
3**

SEALING

Ki-Power Veg
Spray + Mask



5 min

Ki-Power Veg
Mask



5 min

Ki-Power Veg
Spray + Mask



5 min

Ki-Power Veg
Mask



2/5 min

Ki-Power Veg
Shampoo



Ki-Power Veg
Mask



2/5 min

Colour Care
Sealing Spray



Ki-Power Veg
Spray



SMART RECONSTRUCTION TREATMENT SERVICES

Service 1

Deep Reconstruction STRUCTURE - BODY – RESISTANCE



Ki-Power Veg Shampoo



Ki-Power Veg Spray



Ki-Power Veg Mask



Colour Care Sealing Spray



Service 2

Bleach Protection ANTI-BREAKAGE - CONTROL - ASSURED RESULT



Karbon 9 Charcoal Extrableach 9T



Ki-Power Veg Protector



Ki-Power Veg Spray



Ki-Power Veg Mask



Ki-Power Veg Shampoo



Ki-Power Veg Mask



Colour Care Sealing Spray



Service 3

Colour Protection PROTECTION OF SCALP - LENGTHS - ENDS



Echos Color Hair Colouring Cream



Ki-Power Veg Protector



Ki-Power Veg Mask



Ki-Power Veg Shampoo



Ki-Power Veg Mask



Colour Care Sealing Spray



Service 4

Toning Protection STRUCTURE - BODY – RESISTANCE

Karbon 9 Charcoal Toner
x 2,5g
x 20g

Ki-Power Veg Protector

Ki-Power Veg Spray

Ki-Power Veg Mask
5 min

Ki-Power Veg Shampoo
x2

Ki-Power Veg Mask
2 - 5 min

Colour Care Sealing Spray



Service 1

Maintenance Reconstruction MAINTENANCE - BODY – VITALITY

Ki-Power Veg Shampoo
x2

Ki-Power Veg Mask
2 - 5 min

Ki-Power Veg Spray





The new 100% vegan reconstruction system

is sustainable and with a reduced environmental impact also through its choice of green packaging.

*Let's save the beauty of the planet,
starting from the hair.*

A sustainability approach that goes beyond the naturalness and biodegradability of formulas and that involves also the materials used for packaging.

How is the shampoo pack made?



70%
second life RPE**



47%
second life RPE**

**The presence of any aesthetic defects is a guarantee that it is recycled material*

***RPE: recycled plastic*

A linear and simple packaging that fully embodies the identity and philosophy of **Echosline**, that is compact and smart, in the name of continuous innovation in the field of sustainability.

The conscious choice of using a packaging that complies with parameters of specific percentages of recycled plastic is a must have throughout Echosline's **«The Vegan Way»*** journey.



MEPLASTENE***



**50%
second life RPE****



**glass bottle and FSC
certified paper box**

***Secondary raw material by recycling process obtained by sorting or other pre consume waste in the minimum quantity of 40%



KI-POWER VEG System

FOLLOW
Echosline
the *vegan way*

FSC

www.echosline.it



[echosline.official](https://www.instagram.com/echosline.official)

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