

EMBELLEZE

novex



Novex originated in specialized hairdresser stores with the goal of making professional hair treatments more accessible. It played a key role in establishing the post-shampoo category in Brazil with the concept of Professional Hair Therapy.




















Inspired by salon rituals and global trends, the brand developed innovative products for different hair types, becoming part of many women's routines and expanding internationally with a focus on performance and formula innovation.

AMPOULE EFFECT

ULTRA-DEEP INSTANT
ACTIVE CONCENTRATE



Technology with highly concentrated ingredients that delivers professional results from the first application, deeply penetrating the hair fiber to restore, strengthen, and revitalize the hair immediately.

-  INSTAGRAM EUROPE
-  INSTAGRAM PORTUGAL
-  INSTAGRAM SPAIN
-  INSTAGRAM FRANCE
-  INSTAGRAM SWITZERLAND
-  INSTAGRAM BRAZIL
-  INSTAGRAM VENEZUELA
-  INSTAGRAM CHILE
-  INSTAGRAM TURKEY
-  INSTAGRAM USA
-  INSTAGRAM VIETNAM
-  TIK TOK EUROPE
-  TIK TOK SPAIN
-  TIK TOK BRAZIL
-  TIK TOK VENEZUELA
-  TIK TOK TURKEY
-  TIK TOK USA
-  TIK TOK VIETNAM
-  FACEBOOK VIETNAM

