

EMBELLEZE

novex

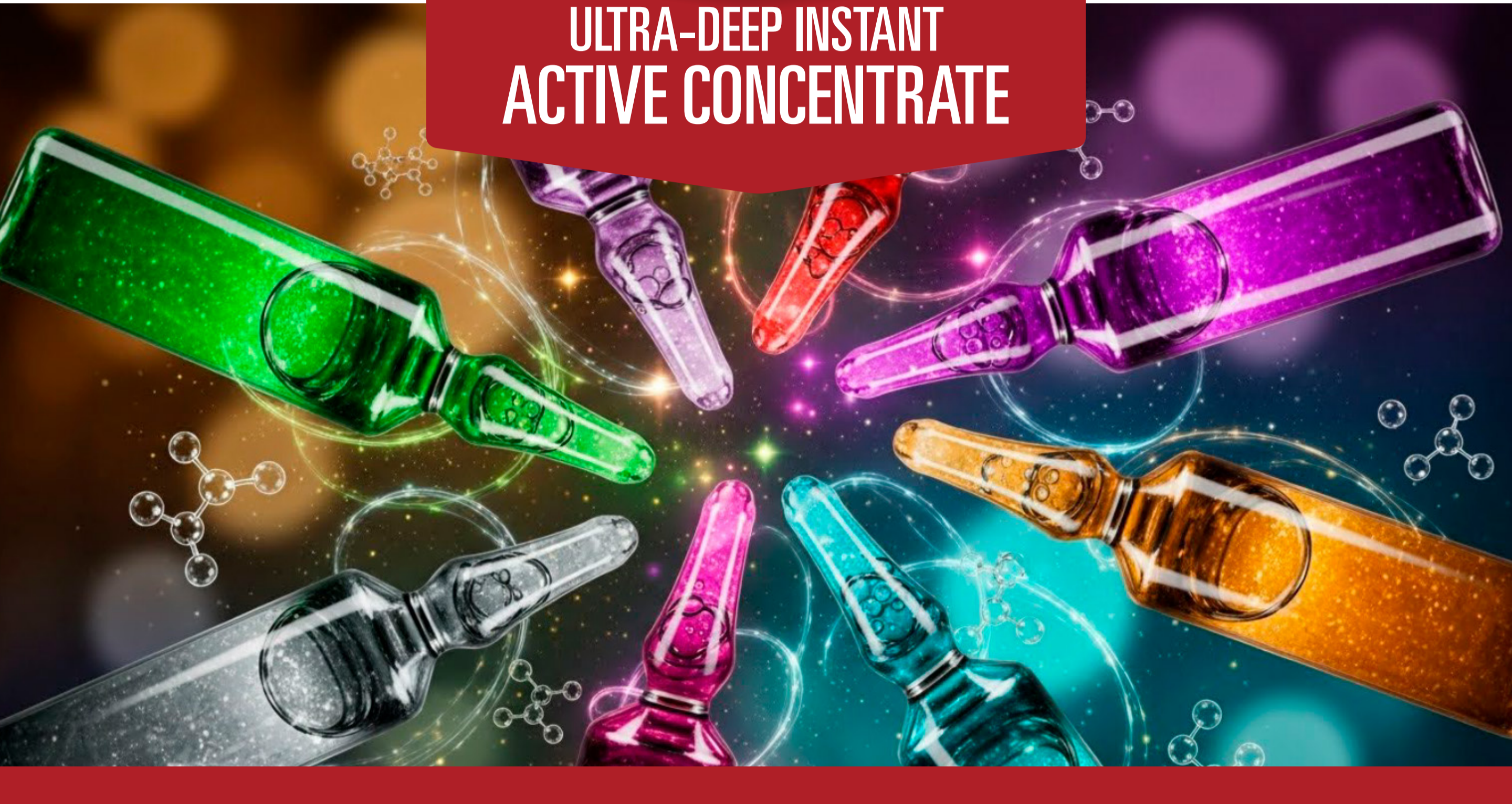


Novex originated in specialized hairdresser stores with the goal of making professional hair treatments more accessible. It played a key role in establishing the post-shampoo category in Brazil with the concept of Professional Hair Therapy.




















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.

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