

Nanokeratin System pioneers global bio technology

Last year, *Beauty Industry Report* met **Tal Oryon**, the U.S. CEO for **Nanokeratin System Laboratories**, a global biotechnological pioneer, focused on researching and developing innovative convalescence technologies to control and heal the hair. We were intrigued by Tal's new approach to professional services. The company offers a variety of professional smoothing and recuperation technologies, hair-bonding technologies, afro hair technologies, complementary home-care products and innovative hair brushes to keep hair looking healthy, smooth and beautiful. To get all the details, we recently sat down with Tal and **Amir Segev**, Nanokeratin System International's founder and president, to learn more about what this company offers to distributors and salons in the United States.

BIR: Welcome, Amir and Tal. How did Nanokeratin System get its start?

Amir Segev (AS): Thanks, Mike. I began my career as a hairstylist. During my 35 years working behind the chair, I searched for a product or technology to accomplish the results I desired without compromising the health of the hair.

Not finding any up to my standards, I established my own company. I instructed my R&D team to pioneer innovative technologies and formulate new products for salon services that keep the hair fiber as healthy as possible. Their goal was to study how natural healthy hair acts, so we can provide damaged hair with what it needs to heal itself from the inside in order to return to a natural, healthy state. That is what Biomimicry means.



Amir Segev,
Nanokeratin
System Intl.
founder and
president



Tal Oryon, CEO,
Nanokeratin
System U.S.

After developing products under the Nanokeratin System brand and marketing them successfully in 28 countries since 2010, today, my goal is to introduce these innovative technologies and product ranges to hairstylists in North America, so they can provide long-lasting salon services that create beautiful, healthy hair.

BIR: What sets Nanokeratin System apart in a crowded marketplace?

Tal Oryon (TO): It's important for us to adhere to the highest standards in every aspect of our business. For example, as a cosmetic producer, we comply with the strictest medical standards in all aspects of our product development, including Research & Development, production, quality assurance and all logistics such as storage, packaging and shipping.

From a technology standpoint, Nanokeratin System Laboratories have developed and formulated pioneering patented Biomimetic technologies that are applied within all of Nanokeratin System's innovative ranges for in-salon and complementary home-care services. We study the

natural hair processes to understand how natural, healthy hair acts, so we can provide damaged hair with the tools and conditions it needs to heal itself from the inside and return back to its natural, healthy state.

Nanokeratin Systems Biomimetic particles and polymers perform enzyme alike affinity to the hair's structure, which means they generate



The evokin Afro Hair Series includes Pro Retexture Texture Reformer and for home use, Restructure Texture Controller and Refortify Texture Enhancer. Together, they control texture for a smooth finish.

processes, as biological enzymes do, in order to stimulate and enable inner self recuperations by damaged hair.

The company is results-oriented, with our nanoSmooth series benefits lasting 100 days or longer, while our nanoKplex series provides insurance for healthy hair during and after in-salon chemical processes.

In addition, our patented, award-winning packaging stands out on the shelf, helping both distributors and stylists start an immediate dialogue with their customers.

One of Nanokeratin System's core values is embracing and supporting our

distributors as true partners along their path to mutual successful collaboration.

Finally, our products are used and embraced by top hairdressers around the world.

BIR: What product lines do you offer?



nanoSmooth—Nanokeratin System's signature smoothing system—includes Reenhance Refining Shampoo, Refine & Invigorate Conditioner & Rejuvenate Refining Mask.

TO: Nanokeratin System Laboratories have developed and formulated the following series, based on patented Biomimetic technologies that benefit both in-salon treatments and home-care products.

1. The nanoSmooth Series is our signature smoothing system based on our patented NK3000S Biomimetic technology. Biomimetic particles enter the gaps between hair cuticles, closing the cuticles and forming a solid inner layer to enable the hair to heal and recuperate naturally. The nanoSmooth series includes an in-salon professional range and a complementary home-care range to prolong the results of the service for 100 days or longer. It leaves the hair healthy, elastic, lustrous, silky and manageable.

nanoSmooth offers three in-salon services:

- **The Recuperation Treatment** helps recuperate damaged hair following coloring, bleaching and any in-salon chemical process.
- **The Soft Smoothing Service** gently changes the hair's texture, reducing and smoothing frizz. It also provides the benefits of the Recuperation Treatment.
- **The Complete Smoothing Service** smoothes the hair, leaving it silky soft without frizz. It also provides the benefits of the Recuperation Treatment.

2. The nanoKplex Hair Bonding Series takes hair bonding to a new level. It builds, multiplies, reinforces and stabilizes all hair bonds as disulfide (sulphur) and van der Waals. This advanced, 2-stage in-salon hair recuperation service and 2-stage complementary home-care system leaves even the most chemically damaged hair healthy, elastic, lustrous, silky and manageable. Based on patented M460P Biomimetic technology, nanoKplex integrates fresh milk and allows the hair to heal itself back to its natural state during and after in-salon chemical processes.



softSmooth smoothes the hair with every use for frizz control and a smooth finish.



softSmooth features highly substantive micro-polymers performing enzyme like affinity to the hair's structure. It reduces friction

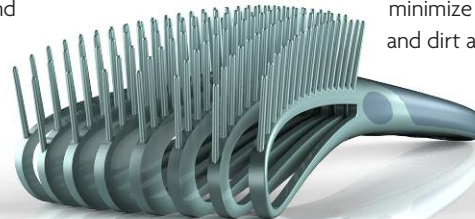
NanoKplex enables hair to recuperate itself by finding single sulphur bonds and cross-linking them back together to form disulfide bonds during and after chemical processes, including coloring, bleaching, highlights, Japanese straightening, chemical straightening and chemical permanent curling. In addition to preventing hair bonds from breaking and rebonding separated bonds, nanoKplex features highly substantive polymers that perform enzyme like affinity to the hair's structure, stimulating and enabling self recuperation by damaged hair from the inside and out.

3. The softSmooth Series is an at-home natural soft smoother for all hair types and textures. It's based on patented SM156A Biomimetic technology for progressive hair smoothing with every use without heat. softSmooth builds the outer foundation and a solid inner layer to seal nourishing nutrients inside the hair, enabling its self recuperation. Continuous use of softSmooth enhances hair's fiber alignment and frizz control, and helps relax curly and wavy hair. The result is hair that's soft, smooth, frizz-free, healthy, elastic, shiny, silky and manageable.



The nanoKplex Hair Bonding Series includes Rebond Bond Builder and Reinforce Bond Enhancer in-salon treatments, plus Refresh Balancing Shampoo and Retain Sustainer for home use to reinforce the treatments' results.

between hair strands for freedom of movement. It enters the gaps between cuticles, then closes them to form a solid inner layer to seal nourishing nutrients inside the hair, enabling inner fluent nourishment from roots to tips. It also cross-links, creates, multiplies and stabilizes all hair bonds as disulfide (sulphur) and van der Waals. In addition, it knits hair fiber back to its hydrophobic state to minimize water and dirt adhesion.



The Befri Brush

4. The evokin Afro Hair Series, based on patented AF7851R Biomimetic technology, is for professional and home-care comprehensive convalescence and texture reforming.

5. The nanoXon Series helps purify the scalp and hair, thickens and strengthens the roots and encourages hair growth, thanks to patented NX6671E Biomimetic technology.

6. The Befri Brush is a patented, ergonomic, kinematic new-generation brush that detangles, conditions and strengthens hair.

To learn more, contact Tal Oryon, Nanokeratin System USA CEO, at office 646-663-1333, cell 347-659-2310 or at tal@nanokeratinsystem.com. Visit nanokeratinsystem.us.