



# ORIGINE KÉRATINE




DEEP RECONSTRUCTION RITUAL

## TECHNICAL GUIDE

**m**  
PATRICE MULATO

*french sustainable haircare*

# ORIGINE KÉRATINE

**The first deep  
reconstructive  
ritual with**

**96%**  
**OF INGREDIENTS  
FROM NATURAL  
ORIGIN  
ON AVERAGE\***

## The advantages

Strengthens hair

Adds shine

Strengthens the structure of  
hair and the hair fibre

Makes hair more manageable

Prevents hair from breaking

Under the effect of heat:  
reduces volume (approx. 30%)  
smoothes hair

Intensely hydrates and  
nourishes hair

**Lasts** **2** **MONTHS**  
 **WITH HAIR BEAUTY  
ROUTINE AT HOME**

\* based on all the products in the range

## BEFORE / AFTER



Before application



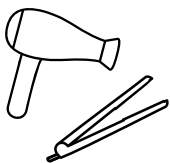
After application



After 10 days  
and home hair maintenance

### The Origine Kératine deep reconstructive ritual

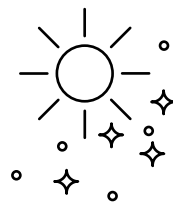
is intended for people with unruly hair damaged by:



Daily use of heated  
appliances (hair dryer,  
straighteners, etc.)



Repeated bleaching,  
colouring



Damaging external factors  
(pollution, sun, etc.)



# OUR INGREDIENTS

## Reminder

**Keratin is a protein that makes up 95% of the hair fibre:**

Keratin is what makes hair **resistant, flexible and waterproof**.

It is made up of several amino acids including cysteine. Keratin is found in several layers of the hair: in the cortex (keratin chain) and in the cuticle (hair scales).

**Our active ingredients work together at the very core of the hair**

**Keratin**  
of natural origin,  
certified by Ecocert



**Seriliss RA**  
Amino acid complex, wheat  
protein and glyoxylic acid

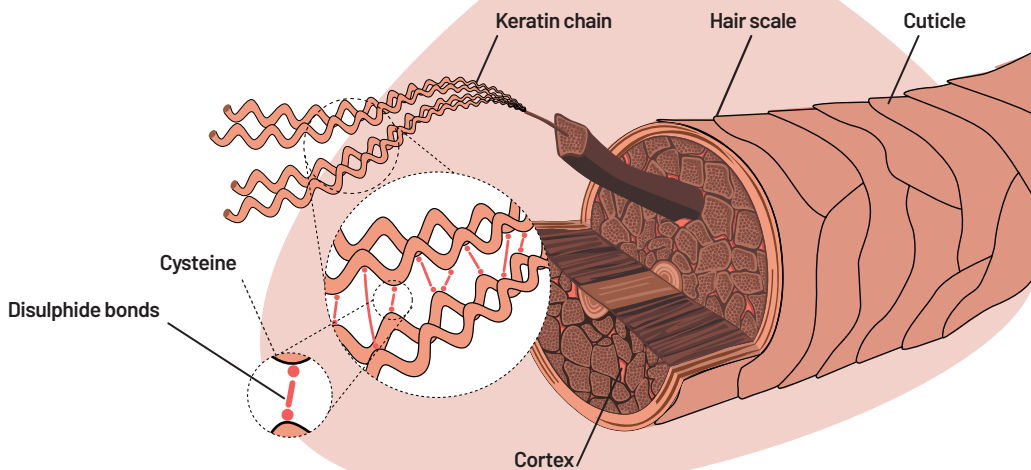
## The combination of these two active ingredients

**In the cortex:** they help consolidate the disulphide bonds in the cysteine and thus, strengthen the structure of the hair.

- Strengthens the structure of hair and its protein content
- Perceptibly reduces hair loss
- Protects the structure of hair against UV exposure

- Improves luminosity and shine
- Increases the cross-sectional area of the hair: thicker and more resistant hair

**In the cuticle:** the active ingredients help to protect and seal the hair scales.





**Natural ingredients that have  
been carefully selected for their  
restorative properties**

## **Argan oil**

- Leaves hair soft and flexible
- Restores hair's shine and luminosity



## **Shea butter**

- Deeply hydrates and nourishes
- Revitalises the hair and scalp

## **Wheat proteins**

- Protect hair from external damage
- Repair hair from the inside out

# OUR PRODUCT RANGE

1/4

## Clarifying Shampoo 500ml

— Preparing hair for the deep reconstructive treatment.



[2/4]

## Deep Reconstructive Treatment 500ml

— Application of the treatment following the technical guide.



3/4

## Reconstructive Shampoo 200ml

— At home hair beauty routine to prolong the effects of the Deep Reconstructive Treatment.



4/4

## Reconstructive Mask 200ml

— At home hair beauty routine to prolong the effects of the Deep Reconstructive Treatment.



Suitable for all hair types (natural, coloured, highlighted, etc.) and all techniques



Doesn't affect hair colour



Pleasant fragrance: coconut



Doesn't "smoke" when straightened

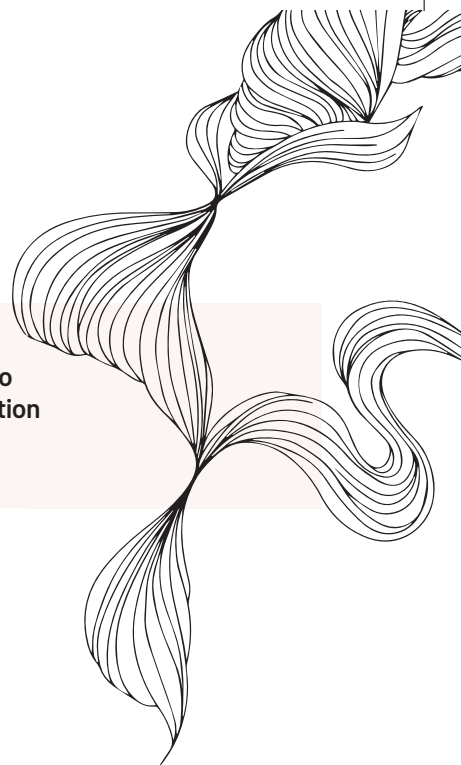


Deep Reconstructive Treatment in the form of a cream: easy to apply

# PROCEDURE



Scan the QR code to  
access the application  
procedure video.



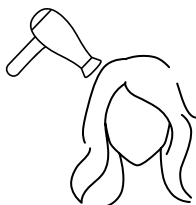
**To prepare hair**  
**Origine Kératine 1/4**  
**Clarifying Shampoo**



— **Apply Origine Kératine 1/4 Clarifying Shampoo** evenly to wet hair and massage in gently.



— **Shampoo** for a second time, leaving the product on for **2 to 3 minutes** before rinsing.



— **Dry** hair using a hair-dryer until 40% dry. Hair should still be damp but not wet.



# PROCEDURE CONTINUED



## Applying Origine Kératine [2/4] Deep Reconstructive Treatment



— Mix the product in a  
non-metallic bowl.



— Put on gloves.

### — Suggested quantity

#### Short hair



40 g  
to  
50 g

#### Shoulder-length hair



50 g  
to  
70 g

#### Long hair



70 g  
to  
100 g

\*Quantities may vary depending on hair condition.

— **Apply** the product evenly, using a brush, from the root to the lengths and tips, then smooth the product in with your fingers to ensure each strand is coated. Spread the product evenly over the hair using a comb.

### — Leave for:



#### Curly to very curly hair

**30 mins** uncovered  
+  
**20 mins** wrapped in  
cellophane



#### Wavy, unruly hair

**15 mins** uncovered  
+  
**15 mins** wrapped in  
cellophane



#### Coloured, damaged hair

**10 mins** uncovered  
+  
**15 mins** wrapped in  
cellophane



#### Bleached hair

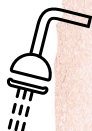
**15 mins** wrapped in  
cellophane

If hair falls under two different categories, apply for **the shortest time**.

3



## Rinsing



— **Rinse**  
hair with a gentle spray of water.  
**2 mins** short/shoulder-length hair  
**3 mins** long hair



— **Comb**  
with a wide-toothed comb.

A light film of product should remain on the hair. You should leave enough product on to avoid damaging the hair.



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## Drying hair



— **Blow dry** hair whilst brushing it, preferably, with a paddle brush.



— **Straighten** hair using straighteners, going over each strand  
3 to 6 times.

**Fine hair**  
**3 times**  
at **180°C to 190°C**

**Wavy and curly hair**  
**3 to 6 times**  
at **200°C to 210°C**

**Thick or frizzy hair**  
**6 times**  
at **210°C to 230°C**

To do this, start at the back of the neck with 0.5 centimetre strands, concentrating on the roots and hairline.  
Be careful not to excessively straighten damaged ends.






— For 3 days, **do not** wear anything that may shape hair, such as hair ties, clips and headbands.



— **Wait** three days before getting your hair wet and applying **Origine Kératine 3/4 Reconstructive Shampoo**.

# PROCEDURE CONTINUED

— As a guide, the total time required to carry out the service (including the time the product is left on the hair) is as follows.

<p>Straight, wavy, unruly, voluminous hair:</p> <div>  <p><b>1 hour 30 mins</b> Shoulder-length hair</p> </div> <div>  <p><b>2 hours</b> Long hair</p> </div>	<p>Curly, frizzy, very frizzy hair:</p> <div>  <p><b>2 hours</b> Shoulder-length hair</p> </div> <div>  <p><b>2 hour 30 mins</b> Long hair</p> </div>
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## Hair beauty routine at home

— To maintain the effects of the **Origine Kératine [2/4] Deep Reconstructive Treatment**, we recommend the use of:



### Origine Kératine 3/4 Reconstructive Shampoo

Apply the Origine Kératine 3/4 Reconstructive Shampoo evenly to damp hair and massage gently. Rinse thoroughly. Shampoo the hair a second time and leave for 2 minutes before rinsing.



### Origine Kératine 4/4 Reconstructive Mask

Then apply the Origine Kératine 4/4 Reconstructive Mask on towel-dried hair. Spread a small amount of product to the lengths and the tips of your hair. Leave for 2 to 5 minutes, then rinse.

These two products contain **the same natural ingredients** as those found in the **Origine Kératine [2/4] Deep Reconstructive Treatment**, which can make the reconstructive effect of the treatment last a month or two longer.



# ORIGINE KÉRATINE

*french sustainable haircare*

## 96%

**OF INGREDIENTS  
FROM NATURAL ORIGIN  
ON AVERAGE\***

We have selected the best natural active ingredients to create formulas that care for our hair, the hands that style it and the planet.

## 93%

**OF INGREDIENTS ARE  
BIODEGRADABLE\***

As we are committed to a comprehensive environmentally-responsible approach, we endeavour to maximise the amount of biodegradable ingredients in our formulas. Biodegradability is defined as the capacity of substances to be broken down by micro-organisms.

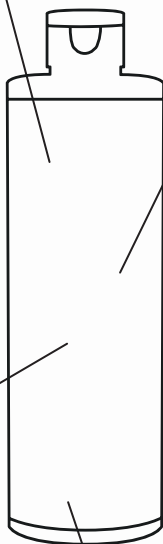
\*based on all the products in the range

## 4%

**REMAINING INGREDIENTS**

We are committed to high-quality, stable and safe formulas. We use a **limited amount of synthetic ingredients** to guarantee the quality of the product over time. Basically, these are:

- **preservatives:** essential when water is used in a cosmetic product, they prevent microbes from developing
- **pH correctors**



## 100%

**RECYCLED MATERIAL**

To limit our environmental impact, we have chosen bottles made from 100% recycled material from household waste for all the products in the range.

# OUR COMMITMENTS

## For natural beauty

**A responsible brand with a single belief: natural products.**

With, on average, 97%\* of ingredients of natural origin, we use the best natural active ingredients, from nature, to create formulas that care for our hair, the hands that style it and the planet.

## For environmentally-friendly beauty

**All our bottles are 100% recyclable.**

By 2023, all our bottles will be able to be 100% recycled following disposal in consumers plastic waste bins. Our products are made using 95% biodegradable ingredients.

## For sincere and ethical beauty

We guarantee that our products are paraben, silicone, resorcinol, ammonia, hydrogen peroxide and PEG FREE. The 3% of non-natural ingredients are needed to guarantee the stability and safety of the formulas: preservatives, pH correctors.

## For united beauty

Thanks to a special and long-standing partnership with ADAPEI Rhône, the large majority of our products are packaged in an ESAT, an association that supports the social and professional integration of disabled adults.

## For beauty with proven professional effectiveness

Once developed by our partner laboratories, all of our products are tested by professional hairdressers, under real conditions, in salons.

# 97%\*

OF INGREDIENTS  
FROM NATURAL  
ORIGIN  
ON AVERAGE



SULPHATE-FREE  
PARABEN-FREE  
PEG-FREE



MADE IN  
FRANCE.

PROVEN, RECOGNISED  
PROFESSIONAL  
EFFECTIVENESS

For technical queries,  
please contact the

**+33 (0)478 613 845**

\*Average calculated for all Patrice Mulato brand products in January 2020. This technical guide is printed on recycled paper. design&creation team SOKIWA.fr / Oct. 2020 / non-contractual illustrations, photos, documents and text / photo credit: Mulato Cosmetics, Adobe Stock

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Discover more about our commitments at [www.patricemulato.com](http://www.patricemulato.com)



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