

KI-POWER VEG System



Echoline
the *vegan* way

**A 100% VEGAN
ORGANIC AND PROTEIC
RECONSTRUCTION**

**FOR RESTRUCTURED, HEALTHY
AND SHINY HAIR!**





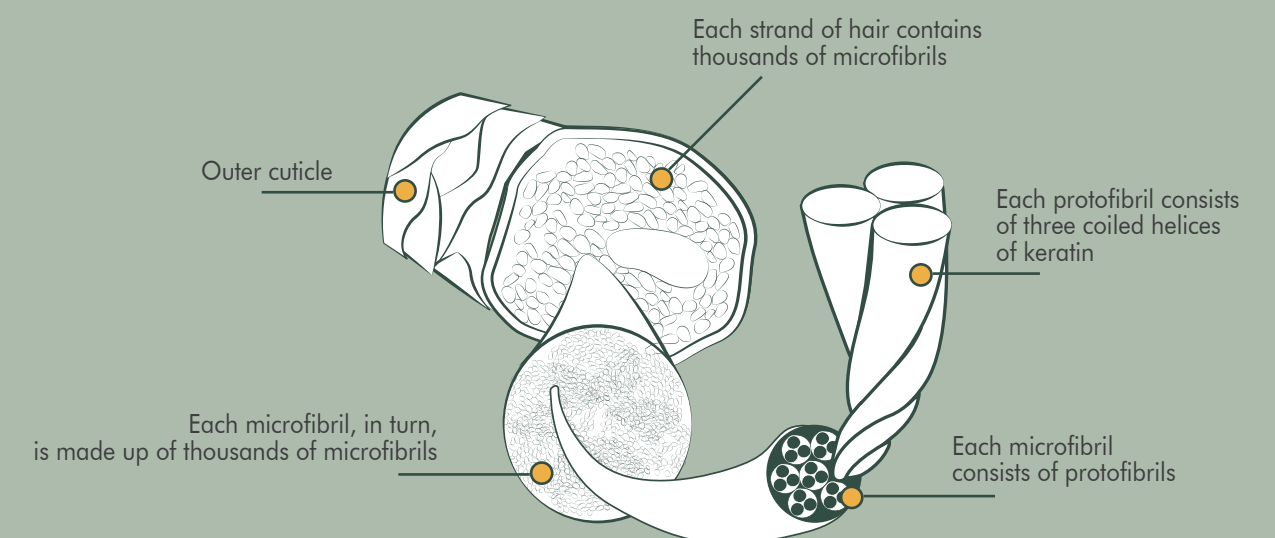
HAVE YOU EVER THOUGHT ABOUT HOW MUCH STRESS YOUR HAIR GOES THROUGH EVERY DAY?

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.





300ml cod. 1024524
1000ml cod. 1024525

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



300ml cod. 1024526
1000ml cod. 1024527

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

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.

*Natural origin ingredients based on ISO 16128

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

Echosline
the *vegan* way



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

*Natural origin ingredients based on ISO 16128

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

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.



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.





**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 TREATMENT 1 TREATMENT 2 TREATMENT 3 SEALING

Deep
Reconstruction

Reconstruction
of unstructured,
bleached or
damaged hair

Ki-Power Veg
Shampoo



Ki-Power Veg
Spray



2/5 min



Ki-Power Veg
Mask



5 min



Bleaching
Protection

Hair protection
during the
bleaching
service

Ki-Power Veg
Protector



Karbon 9
Charcoal
Extrableach 9T



Ki-Power Veg
Spray + Mask



5 min



Ki-Power Veg
Shampoo



Ki-Power Veg
Mask



2/5 min



Colour Care
Sealing Spray



Colour
Protection

Protection of scalp,
lengths and
ends during
the colouring
service

Ki-Power Veg
Protector



Echos Color
Hair Colouring
Cream



Ki-Power Veg
Mask



5 min



Toning
Rebuild

Reconstruction
during the
toning service

Ki-Power Veg
Protector



Karbon 9
Charcoal
Toner



Ki-Power Veg
Spray + Mask



5 min



Maintenance
Reconstruction

Keep the
reconstruction
done in the
salon at home

Ki-Power Veg
Shampoo



Ki-Power Veg
Mask



2/5 min



Ki-Power Veg
Spray



SMART RECONSTRUCTION TREATMENT SERVICES

Service 1

Deep Reconstruction STRUCTURE - BODY – RESISTANCE



Service 4

Toning Protection STRUCTURE - BODY – RESISTANCE



Service 2

Bleach Protection ANTI-BREAKAGE - CONTROL - ASSURED RESULT



Service 1

Maintenance Reconstruction MAINTENANCE - BODY – VITALITY



Service 3

Colour Protection PROTECTION OF SCALP - LENGTHS - ENDS





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.

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.

How is the shampoo pack made?



70%
second life RPE**



47%
second life RPE**



MEPLASTENE***



50%
second life RPE**



**glass bottle and FSC
certified paper box**

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

**RPE: recycled plastic

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

Echosline
the *vegan way*



KI-POWER VEG System

FOLLOW
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FSC

www.echosline.it



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

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