

Detox Line

**Discover the new
generation of hair
purification!**

Ybera Paris' Detox line offers deep, long-lasting detoxification powered by PuriOxy technology, protecting and restoring balance to both the scalp and the strands. With a focus on intense purification, scalp health, and continuous defense against environmental aggressors, the line combats the effects of pollution, product buildup, and blue light. It detoxifies without stripping moisture, enhancing long-term hair health and resilience.



PRINCIPAL TECHNOLOGY

PURIOXY® is an advanced hair purification and detoxification technology that works on three main fronts:

Cellular oxygenation: Plant-based ingredients stimulate oxygen flow in the scalp, revitalizing hair follicles and strengthening the strands from the roots.

Protective Barrier: Forms a defensive barrier against environmental aggressors, such as pollution, heavy metals, and blue light (radiation emitted by digital devices), keeping the hair stronger and healthier.

Purifying Action: Performs a deep cleanse, removing buildup and impurities, restoring hair vitality, and rebalancing the scalp.

Recommended: For men and women seeking a deep cleanse and effective protection without harsh effects. Ideal for those living in urban environments.



★ PURIOXY® PURIFYING SHAMPOO

The PuriOxy Purifying Shampoo acts as a reset for the hair, delivering a deep cleanse that removes product buildup, pollution, and impurities. This restores the strands to their natural state, leaving them more receptive to the absorption of nutrients and treatments that follow. Additionally, it stimulates scalp oxygenation and forms a protective barrier against environmental aggressors, helping to prevent dandruff and excess oil production.

Benefits

- ✓ Easily removes impurities, product buildup and pollution from the hair and scalp.
- ✓ Forms a defensive layer against environmental aggressors, such as environmental pollution, heavy metals, and blue light, preventing damage and the premature aging of the strands.
- ✓ Regulates the production of sebum, preventing not only excessive oiliness but also dryness of the scalp.
- ✓ Aids in the prevention of conditions such as dandruff and excessive oiliness, keeping the scalp healthy.
- ✓ Leaves the strands more receptive to treatments that follow, boosting the absorption of nutrients and the effectiveness of other hair products.
- ✓ Free of animal-derived ingredients.
- ✓ Paraben and petrolatum free.
- ✓ Sulfate free.
- ✓ Stimulates the flow of oxygen in the scalp, revitalizing the hair follicles and strengthening the strands from the roots

Exclusive Ingredients

PuriOxy®: Advanced technology that oxygenates the scalp and the strands, forming a protective barrier against pollution, blue light and other external agents. Its detox action purifies, balances, and strengthens the hair, promoting hair health and protection against environmental damages.

Activated Charcoal: Removes buildup and promotes deep detoxification, leaving the scalp cleaner and the hair healthier.

Peppermint Extract: Controls oiliness, reduces dandruff, and delivers a refreshing and calming feeling.

Menthol: Offers a fresh sensation, reducing irritation and itching and providing relief and comfort.

Instructions: Apply to wet scalp, massaging until it forms a lather. Rinse thoroughly and repeat if needed.

pH: Between 6.0 and 7.0

Available size:  250ml

● PURIOXY® PURIFYING MASK

The PuriOxy® Purifying Mask delivers a complete hair care, acting on the scalp and the strands. Its activated charcoal microbeads remove product buildup and heavy metals, while replenishing essential mineral that improve the hair's conductivity. This aids in sealing the cuticles and increases shine. Enriched with low molecular weight, plant-based ingredients, the mask deeply penetrates the hair fiber to restore hydration and manageability.

Benefits

- ✓ Protection against pollution, blue light, and environmental damage.
- ✓ Purification of the scalp and the strands.
- ✓ Intense hydration and frizz control.
- ✓ Hair that is softer, more resistant, and smooth to the touch.
- ✓ Combats dry and split ends.
- ✓ Nourished, healthy, and radiant hair.
- ✓ Free of Parabens and Petrolatum.
- ✓ Sulfate-free.

Exclusive Ingredients

PuriOxy®: An advanced technology that oxygenates the scalp and the strands, forming a protective barrier against pollution, blue light, and other external aggressors. Its detoxification action purifies, balances, and strengthen the hair, which enhances hair health and protects against environmental damage.

Activated Charcoal: Removes product buildup and provides a deep detoxification, leaving the scalp cleaner and the hair healthier.

Peppermint Extract: Controls oiliness, reduces dandruff, and delivers a refreshing and calming feeling.

Moringa Oil: Antiseptic, antibacterial, and antifungal action, controlling oiliness, combatting frizz, and enhancing shine.

Mentol: Delivers a fresh sensation, reduces irritation and itching, providing relief and comfort.

Hydrolyzed Corn Protein: Strengthening of the strands, deep hydration, and healthy shiny hair.

Vitamin B5 and B2: Anti-frizz, hydration, and smoothing action in the strands, while protecting against heat damage.

Biotin: Strengthening, shine, and vitality for the hair.

Avocado Butter: Strengthening, hydration, shine, and anti-frizz action.

Hydrolyzed Keratin: Strengthening, softness, and healthy hair.

Triglycerides: Nourishment, strengthening, shine, and vitality for the hair.

How to use:

For a deep treatment- Apply the mask to the ends and lengths of the hair. Put the hair in a bun and leave the mask in for 10 minutes. Rinse thoroughly. Recommended for use once a week.

For a conditioning treatment – For a quick conditioning treatment, apply a small amount to the hair, massage it in, and rinse. Perfect for daily use.

pH: Between 3.0 and 5.0

Available size:  200g



Give your hair a reset: Get rid of buildup and impurities and prepare your hair to better absorb nutrients with a hair detox.



What to expect from a new generation hair detox?

- ✓ Deep purification of the scalp and the hair.
- ✓ Protection against blue light and pollutants.
- ✓ Balance and renewal of the hair's health.
- ✓ Weightless stands with natural movement.

Daily use routine



Step 1

Apply the PURIOXY® Purifying Shampoo to a wet scalp, gently massaging it in to create a rich lather. Rinse thoroughly and repeat if necessary.



Step 2

Apply a small amount of the PURIOXY® Purifying Mask to wet hair, gently massage it in and rinse.

Premium Day (Recommended for use once a week)



Step 1

Apply the PURIOXY® Purifying Shampoo to a wet scalp, gently massaging it in to create a rich lather. Rinse thoroughly and repeat if necessary.



Step 2

Apply the PURIOXY® Purifying Mask to the ends and lengths of the hair. Put the hair in a bun and leave it in for 10 minutes. Rinse thoroughly.