

# Genoma Line

*Molecular treatment that restores strength to damaged hair and exceeds the limits of perfect results.*

Ybera Paris' Genoma line is a revolutionary treatment that restores the hair's original composition, recovering it from extreme damage caused by chemicals, heat and other wear and tear. It was developed from studies about the hair's natural structure, in order to restore the same essential components that compose a healthy strand. Unlike conventional treatments, which only treat the outside of the hair, Genoma acts on the internal structure, instantly rebuilding the bonds that give the hair resistance, elasticity and vitality. This exclusive technology makes a true "transfusion" of bioactive nutrients, restoring the hair from the inside out. This concept is inspired by the hair DNA, which means, it comes from understanding the hair's original composition and replicating it accurately.



## MAIN TECHNOLOGY

**PRO-GENO®** is an innovative technology that restores the hair's natural structure. It acts directly in the hair protein, more specifically in the elements that compose keratin (carbon, nitrogen, oxygen, hydrogen and sulfur). These elements are responsible for the hair's strength and elasticity. The Pro-Geno® technology helps to rebuild the internal connection between these elements, restoring the hair's original structure and returning its resistance and vitality.

**Recommended:** Hair damaged by chemical processes.



## • PRO-CIENO® SHAMPOO

Pro-Geno® Shampoo is a treatment that cleans without damaging the hair, while strengthening the hair fiber. Its formula, with amino acids and vitamin E microspheres, restores essential nutrients, restoring the hair structure. Its main function is to remove dirt, reinforce hair resistance and protect against external aggressions. The gradual release technology maintains the active action even after rinsing, providing a continuous care.

### Benefits

- ✓ Reinforces hair structure, making them more resistant to tear and mechanical damages.
- ✓ Restores essential amino acids, helping weakened or damaged hair regeneration.
- ✓ Removes dirt without drying, preserving the hair's natural hydration.
- ✓ Gradual release of the actives, maintaining the hair nourished, even after washing.
- ✓ Improves hair flexibility, reducing risk of tear and cracks.
- ✓ Creates a barrier that protects the hair from pollution, free radicals and heat damage.
- ✓ Counteracts hair aging and prevents hair oxidation.
- ✓ Promotes a smoother, shinier and more revitalized look.
- ✓ Free of animal-origin ingredients.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Silicon.

### Exclusive Actives

**Pro-Geno®:** Restores the hair's original composition, reconstructs its internal structure and deeply revitalizes it, returning strength, elasticity and shine to it.

**Polyquaternium-7:** Hydration, frizz reduction, shine and aligned hair.

**Betaine:** Maintenance of hair health, gentle cleansing and smoothness for soft and revitalized hair.

**Coconut Fatty Acid:** Hair alignment, protection against damage and deep nourishment of the hair fiber.

**Vitamin E Spheres:** Anti-oxidant action, strengthening, shine and anti-tear protection.

**How to use:** Apply to wet scalp, massage until it foams. Rinse completely and repeat the process, if necessary.

**pH:** Between 6.0 and 7.0



**Available volume:**

## • PRO-CIENO® MASK

Pro-Geno® Mask is a reconstructive treatment to rehabilitate hair damaged by chemistry and external aggressions. Its formula contains amino acids, vitamins, mineral salts and pro-proteins, which help to restore the hair structure. The amino acids restore the fiber and strengthen the hair. The lipids create a protective barrier, avoiding the loss of nutrients and reducing porosity. The pro-proteins align the cuticles, leaving the hair healthier and more resistant.

### Benefits

- ✓ Restores hair damaged by chemicals and external aggressions.
- ✓ Rebuilds the hair structure, returning its resistance and integrity.
- ✓ Reduces tear and improves elasticity.
- ✓ Controls frizz and reduced porosity.
- ✓ Prevents loss of nutrients and protects against new damages.
- ✓ Improves hair texture, leaving it softer and smoother.
- ✓ Returns the hair's healthy and shiny aspect.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Sulphate.

### Exclusive Actives

**Pro-Geno®:** Restores the hair's original composition, reconstructs its internal structure and deeply revitalizes it, returning strength, elasticity and shine to it.

**Hair Reticulator:** Repair, strengthening, resistance and hair protection.

**Amino Acid Blend:** Hydration, repair, strengthening and color protection.

**PLEX Restructuring System:** Restores lost hair mass, strength and vitality, protects against external damages.

**Ceramides:** Restores and protects damaged hair.

**Hair Restructuring System:** Restores hair mass, strength and vitality, protects against damages.

**Isolated Oat Protein Extract:** Repairs, strengthens and protects against damage.

**Sericin nanoparticles:** Nourishes, repairs and restores the hair, anti-tear action, anti-frizz, eliminates split ends, protects against UV rays and heat, smoothness and shine.

**Red Algae Hydrolyzed Extract:** Counteracts external aggressions, prevents damage and strengthens hair fiber.

**Karité Butter:** Hydration, counteracts dryness, anti-oxidant action, protection against UV rays.

**Macadamia Oil:** Hydration, revitalization and shine.

### How to use:

**For deep treatment -** Apply to the hair, strand by strand, and massage softly. Make a bun and allow the mask to be absorbed for 10 minutes. Rinse abundantly. Recommended use once a week.

**For conditioning effects -** For a light and quick conditioning, apply a small quantity to the hair, massage briefly and rinse afterwards. Daily use

**pH:** Between 3.0 and 5.0



**Available volume:**





## ★ MOLECULAR PRO-CIENO® LIQUID

The Molecular Pro-Geno® Liquid Strand is a high-performance treatment for extremely damaged hair, developed with the exclusive Pro-Geno® technology. Much more than restoring mass, it is the hair's essence in its original composition, transformed into liquid form to restore the hair from the inside out. Its action mechanism works as a transfusion of hair nutrients, infusing the cortex directly with a complex of amino acids, lipids and essential elements that recreate the hair's original structure. This molecular reconstruction exceeds the conventional treatments, promoting a damage reversion and a deep recovery, visible from the first application.

### Benefits

- ✓ Restores the hair's original structure in a cellular level.
- ✓ Restores the hair's essential components in its liquid form.
- ✓ Strengthens the hair fiber and returns resistance to it.
- ✓ Restores extremely damaged and fragile hair.
- ✓ Penetrates deeply to reverse severe damage.
- ✓ Prevents new tears and cracks in the hair fiber.
- ✓ Improves texture and hair appearance.
- ✓ Not only treats, but also restructures the hair in its essence.
- ✓ Parabens and Petrolatums.

### Exclusive Actives

**Pro-Geno®:** Restores the hair's original composition, reconstructs its internal structure and deeply revitalizes it, returning strength, elasticity and shine to it.

**Hair Restructuring System:** Restores lost hair mass, revitalizes, strengthens and protects against external damages.

**PRO Restart:** Repair, strengthening and intense protection.

**Ceramides:** Humidity retention, strengthening of the cuticle's structure and protection against damage.

**Isolated Oat Protein Extract:** Repairs, strengthens and protects against damage.

**Sericin nanoparticles:** Nourishes, repairs and restores the hair, anti-tear action, anti-frizz, eliminates split ends, protects against UV rays and heat, as well as providing smoothness and shine.

**Hydrolyzed Keratin:** Restructuring, protection, shine and smoothness.

**How to use:** After washing the hair with Pro-Geno® Shampoo, apply the product, strand by strand, ensuring an even distribution. Leave it for 10 minutes. Rinse. Weekly use recommended until the hair's complete restoration.

**pH:** Between 2.5 and 4.0

**Available volume:**  20ml  500ml

## • PRO-CIENO® CUTICLE SEALER

The Pro-Geno® Cuticle Sealer is a finisher developed to close the hair's cuticles, correcting imperfections and restoring the hair fiber's integrity. Its main function is sealing the hair's scales, eliminating porosity and preserving essential nutrients. In addition to align and discipline the hair, it reduces friction when combing, promoting more softness and natural movement. Its thermo-activated action creates a protective shield against the dryer and flat iron's heat, preventing heat damaged and strengthening the hair.

### Benefits

- ✓ Seals the hair scales, correcting imperfections and eliminating porosity.
- ✓ Maintains hydration and the essential actives inside the hair fiber.
- ✓ Aligns the hair surface, leaving the hair more even and well-behaved.
- ✓ Leaves the hair light, malleable and with a smooth feel.
- ✓ Reduces friction, preventing tears and mechanical damages.
- ✓ Builds a shield against dryer and flat iron's heat, preventing damage.
- ✓ Increases hair resistance, making them healthier.
- ✓ Intense shine and revitalized aspect.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Sulphate.

### Exclusive Actives

**Pro-Geno®:** Restores the hair's original composition, reconstructs its internal structure and deeply revitalizes it, returning strength, elasticity and shine to it.

**Hair Reticulator:** Repairs, strengthens, increases resistance and protects the hair.

**Hair Restructuring System:** Hair mass restoration, recovery, revitalization and protection against damages.

**Ceramides:** Restores and protects damaged hair.

**Isolated Oat Protein Extract:** Repairs, strengthens and protects against damage.

**Sericin nanoparticles:** Nourishes, repairs and restores the hair, anti-tear action, anti-frizz, eliminates split ends, protects against UV rays and heat, and provides smoothness and shine.

**Red Algae Hydrolyzed Extract:** Counteracts external aggressions, strengthens hair fiber and prevents damage.

**Lactic Acid:** Regulates the hair pH, strengthens, improves elasticity and eliminates frizz and split ends.

**Grapeseed Oil:** Hydration, humectation, strengthening and anti-tear action.

**Creatin:** Revitalizes and strengthens damaged hair, providing softness and volume.

**Coconut Oil:** Hydration, nutrition and conditioning, preserving the hair integrity. Contains anti-oxidant action and counteracts damage.

**How to use:** Apply before combing and finish it as desired. It is not necessary to rinse. Daily use

**pH:** Between 2.5 and 3.5

**Available volume:**  250g  500g



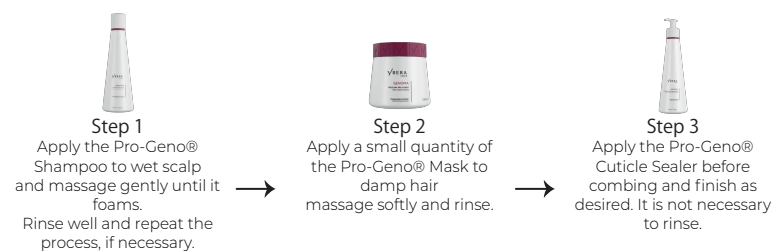
*Deep reconstruction and revitalization, returning the hair's natural origin.*



**What to expect from a hair nutrients transfusion?**

- ✓ Deep restoration of the hair's layers.
- ✓ Strengthening of the hair fiber, increasing resistance and elasticity.
- ✓ Significant recovery of the hair's texture and natural shine.
- ✓ Tear and damage reduction, with healthier and more aligned hair.
- ✓ Intense hydration, restoring hair vitality from the inside out.

### *Daily use ritual*



### *Premium Day (1x per week)*



*Hair Nutrients Transfusion Protocol: (Weekly use recommended until the complete restoration of the hair.)*



**Step 1**

Apply the Pro-Geno® Shampoo to wet scalp and massage gently until it foams. Rinse well and repeat the process, if necessary.



**Step 2**

Apply the Pro-Geno® Liquid Strand strand by strand, ensuring even distribution. Leave it for 10 minutes. Rinse.



**Step 3**

Tilt the head to the side and apply the Pro-Geno® Mask strand by strand and massage softly. Make a bun and allow the mask to be absorbed for 10 minutes. Rinse abundantly.



**Step 4**

Apply the Pro-Geno® Cuticle Sealer before combing and finish as desired. It is not necessary to rinse.

**Before**



**After**