

# Quarta Camada Line

*The end of fading starts here. Quarta  
Camada, your fixing shield!*

*Do you love the intensity of your hair color right  
after coloring, but feel that it is lost with each wash?*

*The time has come to change this story.  
The Ybera Paris' Quarta Camada line, with the exclusive Exo  
Cromatech® technology was developed to transform the care  
of colored hair. Hair naturally has three layers: cuticle, cortex  
and medulla. But what if was there a fourth layer, capable of  
shielding the color, protecting against oxidation and  
strengthening the hair fiber? This is Ybera Paris' innovation:  
an extra barrier that preserves the intensity of the pigments  
and prevents color wear, maintaining vibrant, healthy and  
resistant colors for much longer.*



## MAIN TECHNOLOGY

EXO CROMATECH® is an innovative technology that creates an extra layer of protection around the hair strand, helping to preserve color, maintain hydration, and prevent damage. It works through exosomes, microscopic particles that attach themselves to the hair, with the help of ions, forming an invisible film, which prevents the color from fading quickly, and protects the strands against heat, pollution and frequent washing.

Hair is composed by three natural layers: cuticle, cortex and medulla. Exo Cromatech® technology acts on the cuticle and cortex, where the exosomes attach, and stimulates the formation of a fourth protective layer. This new barrier helps to hold color pigments and moisture within the strand, keeping the color vibrant and hair healthier, for much longer. In addition, this extra layer strengthens the hair fiber, preventing the hair from becoming weak or dry out over time.

In this way, Exo Cromatech® technology acts as an invisible shield, protecting the hair from fading and loss of hydration, leaving it stronger, shinier and with the color preserved for much longer.

Recommended: For colored or highlighted hair.



## • EXO CROMATECH® SHAMPOO

Exo Cromatech® Shampoo is a post-coloring shampoo, developed to gently clean the strands, preparing them to receive the fourth layer of protection. Its sulfate-free formula removes impurities, without excessively opening the cuticles, preserving the barrier that maintains hydration; protects against fading and strengthens the hair fiber.

### Benefits

- ✓ Gentle cleansing, without removing the fourth protective layer.
- ✓ Preserves coloration & prevents early fading.
- ✓ Maintains hydration and nutrients within the hair fiber.
- ✓ Protects against external damage such as heat, pollution and frequent washing.
- ✓ Formula free of aggressive sulfates, ideal for colored and highlighted hair. Stronger and softer hair with intense shine. Free of animal-origin ingredients.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Sulphate.

### Exclusive Actives

**Exo Cromatech®:** Keeps the color vibrant, strengthens the strands, protects against oxidation, retains hydration, fixes pigments and ensures healthier and stronger hair with lasting shine.

**Purified Rice Seed Extract:** Protects the strands against UV rays, enhances and keeps the color vibrant, preventing fading and dryness.

**Color Protection Agent:** Creates a protective film around the strands, preserving the color for longer and preventing fading.

**Phytantriol:** Strengthens the hair fiber, ensuring resistance and preventing color wear.

**Thermal Protector:** Offers protection against heat, preserving the health of the strands and maintaining moisture retention.

**D-panthenol:** Deeply moisturizes, adding shine and softness to hair.

**Hydrolyzed Wheat Protein:** It forms a protective layer that retains moisture, keeping the strands hydrated and looking healthy.

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

**pH:** Between 6.0 and 7.0

**Available volume:**  250ml  500ml

## • EXO CROMATECH® RECONSTRUCTOR

The Exo Cromatech® Reconstructor is an intensive treatment that deeply nourishes the hair and prepares the hair fiber for the formation of the fourth protective layer. Its formula acts directly on the fiber, repairing damage, replenishing hydration and helping to seal the cuticle to prevent the loss of essential pigments and nutrients. During treatment, it strengthens the hair structure, preserves color and protects against external aggressions, including UV rays.

### Benefits

- ✓ Prepares the strands for the formation of the fourth protective layer.
- ✓ Preserves coloration and prevents early fading.
- ✓ Replenishes moisture and nutrition essential for hair health.
- ✓ Protects against dryness, UV rays and external aggressions.
- ✓ Leaves hair stronger and softer with intense shine.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Sulphate.

### Exclusive Actives

**Exo Cromatech®:** Keeps the color vibrant, strengthens the strands, protects against oxidation, retains hydration, fixes pigments and ensures healthier and stronger hair with lasting shine.

**Purified Rice Seed Extract:** Provides protection against UV rays, enhances and maintains color, preventing fading and drying of the strands.

**Karité Butter:** It intensely moisturizes, fights dryness and has antioxidant properties, forming a protective shield against UV rays.

**Coconut Oil:** It deeply hydrates and conditions, in addition to acting as an antioxidant, preserving the health and color of the hair.

**Ceramides:** Fights dryness and keeps moisture in the hair, in addition to protecting against damage caused by UV radiation, ensuring softness and shine.

**Macadamia Oil:** Powerful moisturizer that fights dryness, leaving the strands softer and more protected.

**Color Protection Agent:** Creates a protective film on the strands, preventing fading and keeping the color vibrant for longer.

**Lactic Acid:** Strengthens the strands, regulates hair pH, eliminates frizz and helps prevent split ends, keeping the color healthy.

**Polyquaternium 7:** Provides hydration, conditioning and creates a protective film that strengthens and increases the resistance of the strands, helping to preserve the color.

**Phytantriol:** Strengthens the strands, preventing fading and contributing to the vitality of the color.

**Sericin nanoparticles:** Intensive repair, strengthening and protection against heat and UV damage.

**Hydrolyzed Red Algae Extract:** Fights external aggressions, preventing damage to hair structure and color.

**Amino Acid Blend:** Promotes the restructuring of the hair fiber, restoring the health of the strands and revitalizing the color.

**PLEX Restructuring System:** It replenishes hair mass, restores the strength and vitality of the strands, while offering protection against external damage and oxidation, contributing to the longevity of the color.

### How to use:

**For deep treatment** - Apply mask to the hair, section by section, and massage softly. Make a bun and allow the mask to be absorbed for 20 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. Perfect for daily use.

**pH:** Between 3.0 and 5.0

**Available volume:**  200g  500g





## ★ EXO CROMATECH® FINISHING

The Exo Cromatech® Finisher is essential to create a fourth layer of protection on the strands, helping to maintain hair health and prolong treatments such as coloring and highlights. When applied, it adheres to the surface of the hair and is naturally absorbed by the hair fiber. On the first application, after coloring, heat is needed to activate this process and ensure that the product penetrates deeper, strengthening the hair structure. After this initial activation, the protective layer is already formed, and the product continues to work without the need for daily heat.

### Benefits

- ✓ Preserves treatments such as coloring & straightening for longer.
- ✓ Creates a protective barrier against external damage such as heat, pollution, and UV rays.
- ✓ Strengthens the strands, reducing breakage and keeping the hair structure healthy.
- ✓ Prevents color fading, keeping strands vibrant for longer.
- ✓ Does not require daily heat use, only on the first application for activation.
- ✓ Free of animal-origin ingredients.
- ✓ Free of Parabens and Petrolatums.
- ✓ Free of Sulphate.

### Exclusive Actives

**Exo Cromatech®:** Keeps the color vibrant, strengthens the strands, protects against oxidation, retains hydration, fixes pigments and ensures healthier and stronger hair with lasting shine.

**Purified Rice Seed Extract:** Protects against UV rays, enhances and keeps the color, preventing fading and dryness.

**Color Protection Agent:** Creates a protective film, preventing fading and preserving color.

**Phytantriol:** Strengthens the strands, preventing fading and contributing to the vitality of the color.

**Hydrolyzed Corn Protein:** Hydrates, protects color and adds shine.

**Hydrolyzed Wheat Protein:** Forms a protective film and retains moisture.

### How to use:

**First Application (heat activation required)** - With damp (not soaking wet) hair, apply the product evenly and comb through to ensure even distribution. Then, blow-dry your hair using a brush to activate the technology and allow deep penetration into the hair strands.

- With damp (not soaking wet) hair, apply the product evenly and style as desired. Heat is not required after the first application.

**pH:** Between 1.0 and 4.5

**Available volume:**  150g  500g

## *A layer of protection for unbeatable hair!*









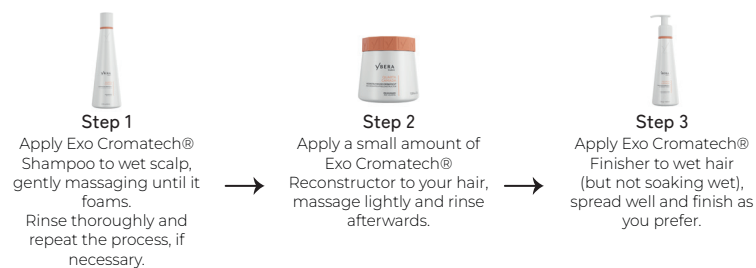
**QUARTA  
CANADA**

SHAMPOO EXO CROMATECH®  
EXO CROMATECH® SHAMPOO

**What to expect from the formation of the fourth layer in the hair?**

- ✓ Maintenance of coloring and other procedures for longer inside the hair.
- ✓ Cuticle sealing, protecting against external aggressions.
- ✓ Hydration and softness, leaving the strands healthier.
- ✓ Intense shine, enhancing the hair's vitality.

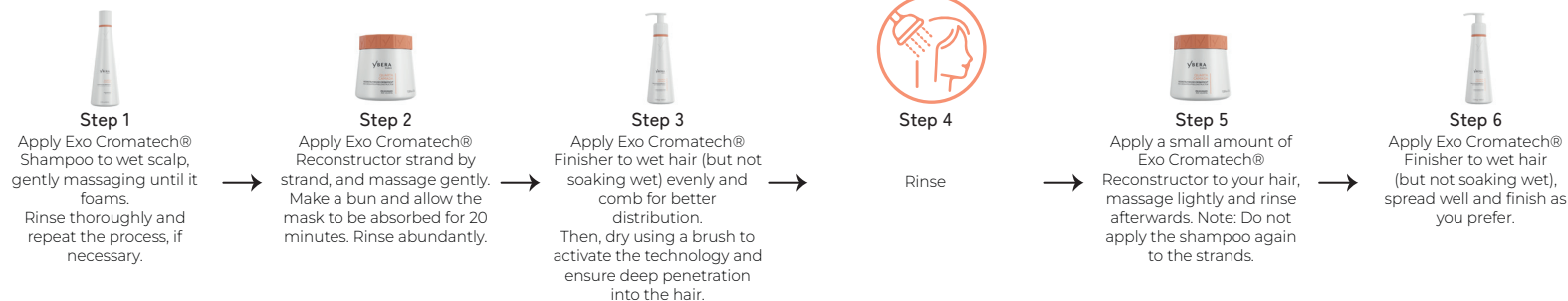
### *Daily Use Ritual*



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



## Protocol for the formation of the Fourth Layer in the strands (First application after the coloring process):



\*This hair above is with 22 days of coloring with pure pigment. Naturally, it loses part of the pigment, revealing the background of the original color, which, in this case, is closer to brown. Our fourth layer formation protocol revived the pigment color, ensuring fixation and vibrant intensity, as on the first day of application.