



CPR<sup>®</sup>

*Brings hair  
to life*

# Brings hair to life

australian | natural | innovative

CPR achieves and maintains the perfect balance of botanical proteins, moisture, vitamins and minerals that brings your hair to life.



**quinoa protein**  
potent natural whole protein  
for intensive repair



**wheat protein**  
improves hair health by 80%  
protects, repairs & restructures hair



**soy protein**  
repair, restructure & protect the  
cuticle making hair feel thicker



**vegetable protein**  
triples the strength of weak hair  
protects against humidity



**carob protein**  
micro-proteins penetrate deep  
for repair, strength & protection



**baobab seed protein**  
strengthens & smooths  
advanced anti-frizz protection



**grape seed extract**  
neutralises free radicals  
lasting protection for hair & scalp



**sunflower seed extract**  
advanced UV protection & repair  
neutralises free radicals



**flax seed extract**  
superior de-tangling & conditioning  
improves manageability, seals split ends



**soy protein**  
repair, restructure & protect the  
cuticle making hair feel thicker



**chia seed extract**  
nourishes deep within hair fibre  
smooths & softens the cuticle



**australian wild daisy**  
naturally eliminates skin irritation with  
anti-aging & hydrating effects



**colza plant extract**  
deeply conditioning & detangling  
advanced humidity protection



**chamomile extract**  
calms & soothes hair & scalp  
advanced natural anti-irritant



**passionfruit extracts**  
Rehydrates, soothes & protects  
Rich in Vitamins A and C



**organic argan oil**  
restores hair health  
conditions & protects hair



**jojoba oil**  
nature's best form of hair moisturiser  
seal in nourishment, block humidity



**inca omega oil**  
potent botanical golden health oil  
seals split ends, prevents breakage



**olive oil**  
excellent, long lasting moisturiser  
enhances softness & shine



**peppermint oil**  
purifies & refreshes the scalp  
promotes healthy hair growth



**panthenol**  
deep penetrating,  
long lasting moisturiser

no harmful sulphates or parabens. never tested on animals  
safe for keratin treated hair & hair extensions



# curly

smooth & define  
for all curly hair types



formulated with organic australian macadamia oil & organic south american quinoa protein, the curly solution enhances your natural curls leaving them perfectly defined, shiny, bouncy and feeling weightless.



## bounce back

sulphate free shampoo

- for all curl types
- ph balanced to reduce tangles
- gentle cleansing & curl protection

**natural technology**  
macadamia oil, quinoa protein, jojoba oil  
& vegetable protein

300ml, 900ml



## soft touch

conditioning treatment

- for all curl types
- long lasting humidity protection
- binds moisture & adds shine

**natural technology**  
macadamia oil, quinoa protein,  
vegetable protein, jojoba butter & colza  
plant extract

300ml, 900ml



## hydra-curl

leave-in moisturiser

- for all curl types
- intense hydration & shine therapy
- deeply softens & reduces frizz

**natural technology**  
macadamia oil, jojoba oil, & quinoa  
protein

150ml



## curl ctrl®

defining crème

- for all curl types
- deep hydration & humidity protection
- soft to touch non-greasy curls

**natural technology**  
macadamia oil, jojoba oil, quinoa protein  
& vegetable protein

150ml



## curl refresher

leave-in revitaliser

- for all curl types
- lightweight moisture & shine
- revitalises dry matted curls

**natural technology**  
macadamia oil, jojoba oil, quinoa protein  
& vegetable protein

180ml

# fortify

**repair & strengthen**  
for damaged & distressed hair



the fortify range works to deliver intensive repair, strength, hydration and protection to renew hair from the cortex to cuticle. fortify restores internal strength and elasticity, rebuilds surface protection to help prevent breakage, seals split ends, adds shine, body and movement.



## repair

sulphate free shampoo

- repairs overworked & distressed hair
- cortex repair & reinforcement
- reverse the signs of damage

### 🌿 natural technology

qws complex - quinoa, wheat & soy proteins

300ml, 900ml



## restore

strengthening conditioner

- restores overworked & distressed hair
- advanced strengthening & softening
- seals split ends, prevents breakage

### 🌿 natural technology

inca omega oil, qws complex, chamomile & flax seed extract, colza plant oil & panthenol

300ml, 900ml



## renew

intensive treatment

- renew overworked & distressed hair
- reconstruct, replenish & revive
- intensive cortex reinforcement

### 🌿 natural technology

inca omega oil, qws complex & slow release carob protein

180ml, 900ml



## transform

masque forte

- transforms extremely damaged hair
- rebuild, resurface, revitalise
- concentrated, fortifying reconstructor

### 🌿 natural technology

inca omega oil, qws concentrate, cross-linked wheat protein, flax seed extract & panthenol

200ml



## cc crème

leave-in complete care

- corrects extremely damaged hair
- strength building hair beautifier
- 13 benefits in 1

### 🌿 natural technology

quinoa & vegetable proteins, carob, flax & grape seed extracts & colza plant oil

150ml



## inca omega

healing serum

- rich in omega 3, 6 & 9
- repairs breakage & seals split ends
- restores healthy hair dynamics

### 🌿 natural technology

inca omega oil

50ml



# frizzy

smooth & soften  
for thick coarse hair



hair that is porous, coarse & naturally frizzy lacks essential moisture. the frizzy solution strengthens, condition and bind moisture within the cortex for smoother 'soft-to-touch' hair that repels humidity, for lasting frizz control.



## frizz control

sulphate free shampoo

- rejuvenates hair & reduces frizz
- strengthens, nourishes & softens
- amino rich targeted repair

### 🌿 natural technology

baobab seed & quinoa proteins

300ml, 900ml



## frizz control

smoothing conditioner

- smooths, softens & reduces frizz
- binds moisture & adds shine
- lasting humidity protection

### 🌿 natural technology

baobab seed, wheat & quinoa protein,  
jojoba & colza plant oils & panthenol

300ml, 900ml



## smoothing

intensive masque

- intensive repair & nourishment
- instant softness & smoothness
- deeply conditions & detangles

### 🌿 natural technology

quinoa & wheat protein,  
jojoba & colza plant oils

180ml, 900ml



## phase 1

smoothing crème

- a softening, conditioning styling aid
- detangles, smooths & adds shine
- anti-static, controls frizz & flyaways

### 🌿 natural technology

colza plant oil, panthenol  
+ 5-way protection®

150ml, 250ml, 500ml



## silky fx™

jojoba oil treatment serum

- repair & nourish with instant shine
- controls flyaway frizz
- 48 hour protection

### 🌿 natural technology

jojoba oil + vitamin e, b complex,  
silica, chromium, copper & zinc

50ml

# blonde

**tone & soften**  
for natural & highlighted blondes



blonde hair is naturally more delicate, making it easier to discolour, weaken & look dull. the cpr blonde solution is formulated with violet + blue micro-pigments target both highlights and lowlights, neutralising yellow, brassy & gold reflects, for your perfect blonde, always.



## always blonde

sulphate free shampoo

- violet + blue pigments tone & cool
- repair & strengthening formula
- balances & soothes the scalp

### 🌿 natural technology

wheat, quinoa & vegetable proteins

300ml, 900ml



## always blonde

toning conditioner

- violet + blue pigments tone & cool
- targeted repair & protection formula
- smooths, softens with brighter shine

### 🌿 natural technology

quinoa protein, chia, sunflower & grape seed extract, colza plant oil & panthenol

300ml, 900ml



## always blonde

intensive treatment

- enhanced violet + blue toning
- eliminates yellow, brassy & gold tones
- strengthen & nourish for lasting shine

### 🌿 natural technology

quinoa & wheat proteins, jojoba & colza plant oils

180ml



## serious blonde

intensive toning masque

- intensive violet + blue treatment toner
- eliminates yellow, brassy & gold tones
- nourish, repair and shine treatment

### 🌿 natural technology

quinoa & wheat protein, jojoba & colza plant oils

90ml



## serious blonde

instant toner

- eliminates yellow & brassy tones
- strengthens, softens & detangles
- 230°C heat protection

### 🌿 natural technology

vegetable protein, jojoba oil, sunflower & grape seed extract

180ml



## serious pink

instant toner

- adds pink reflects to blonde hair
- strengthens, softens & detangles
- 230°C heat protection

### 🌿 natural technology

vegetable protein, jojoba oil, sunflower & grape seed extract

180ml

# colour

**secure & protect**  
for colour treated hair



coloured hair can become porous, increasing the chance of colour fade. the colour solution secures colour molecules within the cortex with powerful, naturally derived proteins that repair, restructure & resurface hair keeping it radiant, healthy & luminous.



## anti-fade

sulphate free shampoo

- gently cleanses & soothes scalp
- repair & uv protection
- radiance capturing shield

### 🌿 natural technology

wheat, vegetable & quinoa proteins

300ml, 900ml



## anti-fade

everlast conditioner

- targeted repair colour lock
- secures vibrancy, uv protection
- detangles, softens & adds shine

### 🌿 natural technology

quinoa & vegetable proteins, grape, sunflower & flax seed extracts, jojoba & colza plant oil & panthenol

300ml, 900ml



## lock-down

intensive masque

- locks-down cuticle extends colour life
- deeply nourishing & conditioning
- locks-in vibrancy, uv protection

### 🌿 natural technology

wheat & soy proteins, sunflower & grape seed extracts, jojoba & colza plant oil & panthenol

180ml



## vitalink™

colour extender

- leave-in bond multiplier
- strengthens hair by up to 40%
- smooths & seals the cuticle

### 🌿 natural technology

quinoa & carob protein & sunflower seed extract + *aminodew*

15ml

# nourish

**hydrate & soften**  
for dry & brittle hair



dry hair ages faster becoming brittle & dull as it lacks essential proteins and moisture. the nourish solution improves hair health by repairing and binding moisture to restore elasticity and strength. hair is nourished, hydrated and softened with a healthy shine.



## hydra-soft

sulphate free shampoo

- repairs damaged & fractured hair
- restore elasticity & strength
- protects moisture & adds shine

🌿 **natural technology**  
wheat & soy proteins

300ml, 900ml



## hydra-soft

moisturising conditioner

- hydrates & softens dry, brittle hair
- detangles & adds shine
- light-weight repair & strength

🌿 **natural technology**  
baobab protein, flax seed extract, jojoba  
& colza plant oils & panthenol

300ml, 900ml



## hydra-soft

intensive treatment

- intensive repair for stronger hair
- long lasting hydration & softening
- deeply nourishing & enhanced shine

🌿 **natural technology**  
jojoba butter, wheat & soy proteins, colza  
plant oil & panthenol

180ml, 900ml



## hair booster

leave-in moisturiser

- hydrates dry, damaged & brittle hair
- healing, smoothing & softening
- replenishes moisture & shine

🌿 **natural technology**  
jojoba oil + time-release hydration &  
5-way protection©

150ml, 500ml



## detangle & shine

weightless leave-in treatment

- replenish dry, brittle hair
- leaves hair silky soft & smooth
- weightless long hair fix

🌿 **natural technology**  
quinoa, vegetable & soy proteins,  
grape seed & colza plant oil

180ml



# volume

**thicker & fuller**  
for fine hair types



fine, limp or sparse hair lacks volume making it difficult to style and manage. the volume solution is formulated with micro-proteins strengthens & adds body to hair, balanced with light-weight moisture for a natural fullness with a radiant shine.



## amplify

sulphate free shampoo

- strengthen & energise fine, limp hair
- volumise, bodify and add bounce
- repair, strengthen and protect

🌿 **natural technology**  
soy & wheat proteins

300ml, 900ml



## amplify

lite conditioning rinse

- energise & bodify fine, limp hair
- light-weight, instantly detangles
- uv protection & colour binding

🌿 **natural technology**  
wheat, soy & carob proteins, sunflower  
& grape seed extracts  
& colza plant oil

300ml, 900ml



## maximiser

thickening crème

- strengthens & conditions hair
- creates lasting body & bounce
- smooths the cuticle

🌿 **natural technology**  
soy & wheat proteins, sunflowerseed  
extracts & jojoba oil

150ml



## memory foam

conditioning amplifier

- hold factor 4/5
- balanced ph 5.5 natural hair
- 230°C heat protection
- non-tacky, long lasting flexible hold

🌿 **natural technology**  
soy & vegetable protein  
& grape seed extract

180ml



## root lift

foundation volume & body

- non-sticky, root booster
- long lasting hold factor 5/5
- repairs hair & adds shine

🌿 **natural technology**  
wheat & vegetable proteins & grape seed  
extract

120ml

# rescue

**balance & restore**  
for hair that needs rescuing



## scalp balance

sulphate free shampoo

- regulates sebum production
- reduce oiliness of scalp
- colour safe, purifying cleanser

**natural technology**  
peppermint & menthol oil

+ niacinamide, allantoin & biotin

300ml, 900ml



## reconstruct

recovery complex

- porosity equaliser
- age-defying complex
- refines cuticle & reconstructs cortex

**natural technology**  
vegetable & soy proteins, sunflower  
& grape seed extracts, colza plant oil &  
panthenol

220ml

problematic hair and scalp conditions can make it difficult to have a great hair day. an oily scalp, or hair that breaks very easily are specialised concerns that are not necessarily related to the hair type. the rescue solution targets returns hair to better health and manageability.

# styling

**create & finish**  
for longer lasting styles



create a style easily and effortlessly with humidity resistance. gain control, add texture & finish the look. whether you want soft, silky hair that's under your command, or big, sexy movement that begs to bounce, the styling solution will perform, last and protect.

## heat defence

thermal protection

- hold factor 1/5
- 230°C heat protection
- smooth glide with hot styling tools
- humidity resistant, for all hair types

### 🌿 natural technology

soy & vegetable proteins, flax seed extract & panthenol

180ml

## style & protect

styling spray

- hold factor 3/5
- 230°C heat protection
- anti-breakage with lasting control
- humidity resistant, for all hair types

### 🌿 natural technology

soy & vegetable proteins, flax seed extract & panthenol

180ml

## soft & silky

leave-in moisturiser

- hold factor 1/5
- 230°C heat & humidity protection
- soften, smooth & control hair
- restore moisture, strengthen & repair

### 🌿 natural technology

quinoa, vegetable & baobab proteins & flax seed extract + 5-way protection®

150ml

## dry shampoo

style extender

- doesn't leave white residue
- creates volume & touchable texture
- refreshes hair between washes
- gentle on scalp

296ml

## hairspray

strong, flexible hold

- professional strength, non-tacky formula
- brushes out easily without flaking
- maintains style memory, blocks humidity
- hold, shine & protect

### 🌿 natural technology

400g

## shaper

medium hold

- flexible hold 3/5 shine 2/5
- style holds all day & night
- excellent for active lifestyles
- non-greasy, sweat resistant & washes out easily

100g

## glue

weightless natural finish

- ultra firm hold 5/5 shine 5/5
- style holds all day & night
- non-greasy, spreads easily
- sweat resistant & washes out easily

150ml

## definer paste

weightless natural finish

- hold factor 2/5
- non tacky, touchable control & separation
- long lasting definition

### 🌿 natural technology

panthenol

100g

## shine mist

illuminating shine & lustre

- weightless finishing spray
- adds lasting gloss to your style
- seals cuticle for humidity control

### 🌿 natural technology

jojoba oil

120ml

# charcoal

**instant camouflage**  
for white or grey hair



this temporary, water based spray colour camouflages grey or white hair for multidimensional coverage without the commitment or intensity of permanent colour. simple to apply and easy to wash out. formulated to strengthen & hydrate with humidity & uv protection.



## **charcoal**

instant grey-away

- temporarily camouflages white or grey hair
- strengthens & rehydrates hair
- shampoos out easily

### **🌿 natural technology**

vegetable protein, jojoba oil,  
swiss grape & sunflower seed extract

110ml

# cpr colour

**inspire your creativity**  
beautiful healthy hair, stunning colour results



cpr colour uses advanced natural technology for moisture, shine & long-lasting colour. using the latest world class technology & pigments, cpr colour is designed in australia using a very low ammonia & micro-pigment technology for superior colour longevity & hair health.



## de-tox

sulphate free cleansing shampoo

- purifying deep cleanser
- removes impurities & build-up
- prepares for chemical services

**natural technology**  
wheat protein  
+ bio-degradable chelating agent

500ml



## colour prep

porosity equaliser

- use before & during colour services
- improve colour penetration & retention
- reconstructs & balances porosity

**natural technology**  
argan & jojoba oil, quinoa protein  
& sunflower seed extract

220ml



## cpr colour

inspire your creativity

- beautiful, stronger, healthier hair
- brilliant long lasting colour results
- deeply nourishes & protects

**natural technology**  
quinoa protein, sunflower seed extract,  
jojoba, argan & meadowfoam seed oil

120g tube | 1l developer



## colour advantage

bond multiplier, colour extender

- cross-links & repairs broken bonds
- colour lasts longer with more vibrancy
- soothes, calms & protects the scalp

**natural technology**  
wild daisy & chamomile extracts, quinoa  
protein, jojoba, argan & colza plant oils

500ml



## colour secure

oxygen stability crème

- stabilises & secures colour molecules
- binds moisture for intense softness
- prolongs colour life, amplifies shine

**natural technology**  
jojoba oil, quinoa, baobab & wheat  
proteins, grape & sunflower seed extract  
& panthenol

900ml



## vitalink™

colour extender

- leave-in bond multiplier
- strengthens hair by up to 40%
- smooths & seals the cuticle

**natural technology**  
quinoa & carob protein & sunflower  
seed extract + aminodew

15ml



# fast lift

**powder lighteners**  
advanced fast lifting technology



suitable for all hair types, natural or coloured, cpr powder lighteners are formulated with natural botanicals to protect the integrity of the hair while you lift. cuts through underlying pigment fast and effectively, making it the perfect choice for better blondes.



## **fast lift 8 white**

dust free powder lightener

- superior conditioning properties for slower controlled lifting
- ideal for fine, medium or sensitised hair types

### **🌿 natural technology**

keratin protein, argan oil & chamomile

500g



## **fast lift 9 blue**

dust free powder lightener

- superior lifting power with faster lifting results
- ideal for strong, medium to coarse and dark hair types

### **🌿 natural technology**

quinoa protein & argan oil

500g

# 3<sup>11</sup> no-rinse

**creative styling**  
the original patented technology



the 311 microlink crossbond permanent wave & curl treatment adds body and movement to your hair to create a flawless style. use this revolutionary patented, environmentally friendly technology to create waves, curls, adding condition & shine with a natural feel.



## porosity equaliser

reconstructs cortex

- use before the perming process to even the porosity of the hair
- improves managability & ensures even results

🌿 **natural technology**  
quinoa, wheat & soy proteins

50ml



## 3<sup>11</sup> solution

begins the curling process

- patented no-rinse technology
- begins the curl process
- low ph alkaline perm
- low ammonia, alcohol free

60ml



## 3<sup>11</sup> neutraliser

immediately stops curl formation

- use the neutraliser to immediately to stop curl formation.

180ml, 900ml



## oxygen creme

reconstructor

- intelligent conditioning treatment, removes excess odors, seals and smooths the cuticle

🌿 **natural technology**  
colza plant, sunflower & grape seed, quinoa, baobab, & wheat protein jojoba oil & panthenol + *aminodew*

40ml



100% australian family owned. founded in 1963.

[cprhair.com](http://cprhair.com)



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