



# Curllet

*Hair strengthening and care products*

# RIOBELO

BRAZIL

BRINGING YOU  
THE SECRETS OF  
**BRAZILIAN BEAUTY**



## WHO WE ARE

RIOBELO is a Professional Brazilian Hair Cosmetic company. We provide authentic premium Brazilian Hair Treatments using avant garde innovative technology, and highest quality ingredients that are both safe to use and environmentally friendly,

At RIOBELO we are committed to excellence in everything we do. Our partner and client relationships are driven by trust, reliability and professionalism. Our team of experts are constantly working on R&D to provide users with accessible solutions that are efficient and value driven. We take particular pride in the 20 minutes only technology™ that combines practicality with outstanding results.

Our product lines are carefully crafted to provide customers worldwide with quality Brazilian professional hair care products for both salon and home use with consistent beautiful results every time.



## MISSION

Our mission is to make accessible to everyone across the globe the vibrant beauty of Brazil, through premium professional hair care treatments.

## VISION

To be the Professional Brazilian Hair Cosmetic company of choice for professionals, salons, and customers and be recognized as a benchmark for innovation, quality performance safety, and sustainability.

# VALUES

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RIOBELO's core values are driven by our passion and ethos and continue to guide our business practices with a clear position within our industry.

- **Leadership and Innovation** through constant investment in research and technology bringing to market transformational professional hair care products.
- **Authenticity and Customer Centricity** throughout the value chain to where we are the company of choice, the company that resonates with stakeholders.
- **Accountability and Sustainability** through a firm commitment to the environment, our partners and customers that safeguards our integrity and sustains long term confidence.
- **Creativity** in celebrating diversity and individuality and in bringing out of the box practical solutions that shape the future of hair care treatments.





We are **Brazil**

We are **You**

We are **RIOBELO...**

...holding up the **crown** that is your **hair**

# MANIFESTO

To those dreamers and doers...

To those who seek the revolutionary; to those with attitude and purpose.

To those who love unconditionally; to those who celebrate flavours and music.

To those who embrace change while saluting their roots.

To those who trust in the goodness of nature.

To those who believe in freedom, individual beauty and diversity.

To those who are passionate; to those who are sincere and authentic.

To those who want to live life to the fullest; appreciate the minute, the second.

To those who live in confidence and with unfettered passion.

To those who seek the exceptional and revel in the beauty, simplicity and magnitude of details.

To those who demand a choice, a solid choice, a genuine choice.

We are all this... **We are RIOBELO.**



QUALITY  
PERFORMANCE  
SAFETY





# OUR IMPACT

RIOBELO is driven by a firm commitment to lead by example, create an enduring impact that finds roots in our cultural footprint and influences our business practices, our community, and customers and upholds the sustainability of the environment.

Our mission and vision shape our identity and values, guide our founding principles and shape our legacy.

This is how the RIOBELLO story began and how it will continue to evolve with every new chapter that we write, where every action is deeply rooted in our commitment to **The People, Our Planet, The Environment and Quality Products.**

As we look forward to continuing building a value driven impactful company, we seek to create awareness and forge likeminded connections with partners and customers, to where everyday is a new opportunity for an improved more sustainable planet for all.





# why **RIOBELLO?**

RIOBELLO Professional Brazilian Hair Treatments for straighter, smoother, healthier and stronger hair!

Our Promise to you: *Wake up with beautiful hair everyday!*

# WHY CHOOSE RIOBELO?

RIOBELO focuses on the development of the best and innovative products aimed at beauty professionals, revealing the secret behind the Brazilian gorgeous frizz-free smooth hair.

Through innovative technology and top quality ingredients, RIOBELO provides you with premium professional Brazilian Hair Treatments for smoothing and straightening that are both safe to use and environmentally friendly.

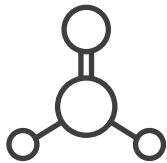


Six key pillars make RIOBELO the brand of choice for both salon and home use.



### **1 20 minutes only technology™**

The Innovative technology in our 20 minutes only™ professional Brazilian Hair Treatments sets us apart combining practicality with consistently beautiful frizz-free smooth hair.



### **2 Formaldehyde-Free**

RIOBELO products are completely formaldehyde-free. All our products are tested and are safe and effective on all types of hair.



### **3 Fruit-Based Products**

The two indigenous Brazilian fruits Maracuja and Acai are what uniquely differentiate RIOBELO's product line. Rich in vitamins and minerals, the natural extracts from Maracuja and Acai offer hair a real transformation, making it stronger, more resistant, vibrant and amazingly smooth.



#### **4 Accessible**

RIOBELO's Brazilian Hair Treatments are accessible, providing real value in terms of quality, economy, efficiency and effectiveness. You can now enjoy extraordinary professional Brazilian Hair Treatments at a partner salon or in the comfort of home.



#### **5 100% Made In Brazil**

RIOBELO's products are 100% Brazilian sourced across the value chain. From raw material all the way to final packaging, all the materials are meticulously chosen to guarantee the highest quality, efficiency, and safety.



#### **6 Environmental Friendly, Vegan and Cruelty Free**

Our commitment to the environment has earned RIOBELO the Green Seal (Selo Verde). Together with our partners, we comply with international best practices for safe and clean production, reduced pollution and sustainable best practices in:

- Reduced Gas Emissions
- Recyclable Packaging
- Vegan
- Organic
- Cruelty Free

Gorgeous frizz-free smooth hair  
in **20 minutes only™**





## OUR PRODUCTS

Innovative Professional Brazilian Hair treatments from Acai and Maracujá extracts.



# AÇAÍ EXTRACT

Straight from the lush Amazon forest, Açai is an antioxidant fruit, rich in phytosterols, anthocyanins, fatty acids and flavonoids that fight the premature aging process, improving the appearance of hair, making it stronger, more resistant and toxin-free.







# MARACUJÁ EXTRACT

Indegenous to Brazil, the Maracujá, also known as Passion Fruit, is very rich in complex vitamins A, B and E, minerals such as calcium, zinc, iron and phosphorus and contains high levels of fatty acids and bioflavonoids. This mixture holds various benefits to the hair including acting as an antioxidant, anti-dandruff, emollient, moisturizing properties and is also effective in controlling oiliness.





# SALON TREATMENT

20 Minutes Only Technology™! The dream of healthy, smooth, straight, and frizz-free hair.

Now is RIOBELO!

## 3 Step Açaí Professional Real Brazilian Hair Protein Kit

Suitable for blond and color treated hair.  
Available in 200ML and 1L.

### Step 1: Açaí Deep Cleansing Shampoo

Our Açaí Deep Cleansing Shampoo is perfect to kick-start the hair treatment! Developed with a neutral pH of 7 to deeply clean the hair and scalp with zero damage. Its anti-yellow technology and açai extract leaves blond and color-treated hair soft and healthy.



### Step 2: Açaí Real Brazilian Protein

RIOBELO's innovative 20 minutes only technology™ combined with the properties and benefits of Açai extract as well as anti-yellow technology for healthy, smooth and natural hair.



### Step 3: Açaí Deep Nutrition Mask

RIOBELO's Açaí Deep Nutrition Mask combines the properties and benefits of the Açai extract, top quality ingredients, anti yellow technology to nurture, hydrate and repair the hair for that weightless smooth, shiny, soft finish.



## 3 Step Maracujá Professional Real Brazilian Hair Protein Kit

Suitable for all hair types.  
Available in 200ML and 1L.

### Step 1: Maracujá Deep Cleansing Shampoo

Our Maracujá Deep Cleansing Shampoo is perfect to kick-start the hair treatment! Developed with a neutral pH of 7 to deeply clean the hair and scalp with zero damage. Made up of maracujá extract leaving hair healthy and hydrated.



### Step 2: Maracujá Real Brazilian Protein

RIOBELO's innovative 20 minutes only technology™ combined with the properties and benefits of Maracujá extract gives hair that beautiful Brazilian smooth, straight and frizz-free hair.



### Step 3: Maracujá Deep Nutrition Mask

RIOBELO's Maracujá Deep Nutrition Mask combines the properties and benefits of the Maracujá extract, top quality ingredients to nurture, hydrate and repair the hair for that weightless smooth, shiny, soft finish.





# HOME TREATMENT

The dream of healthy, smooth, straight, and frizz-free hair at home, is the secret to maintain the salon result for a longer time.

Now is RIOBELO!

## 3 Step Açaí Home Care After Treatment Hair Kit

Suitable for blond and color treated hair.

### Step 1: Açaí Soft Shampoo 250ML

Our Soft Shampoo with Açaí extract and anti-yellow technology is the first product of the hair-care kit for home hair treatment. It performs a gentle clean with zero damage to scalp and hair.



### Step 2: Açaí Soft Conditioner 250ML

Our Açaí Soft Conditioner is the second product of the hair care kit for home hair treatment. Specifically developed from Açaí extract combined with our anti-yellow technology to give hair the special softening treatment it deserves.



### Step 3: Açaí Repair Mask 300gm

Our Açaí Repair Mask will give hair the best finish ever. It is the third product of the hair care kit for home hair treatment. Combining our anti-yellow technology with properties and benefits of Açaí extract to give you a unique hair-care moment that will deeply hydrate hair and give it balance and shine.





## 3 Step Maracujá Home Care After Treatment Hair Kit

Suitable for all hair types.

### Step 1: Maracujá Soft Shampoo 250ML

Our Soft Shampoo with Maracujá extract is the first product of the hair-care kit for home hair treatment. It performs a gentle clean with zero damage to scalp and hair.



### Step 2: Maracujá Soft Conditioner 250ML

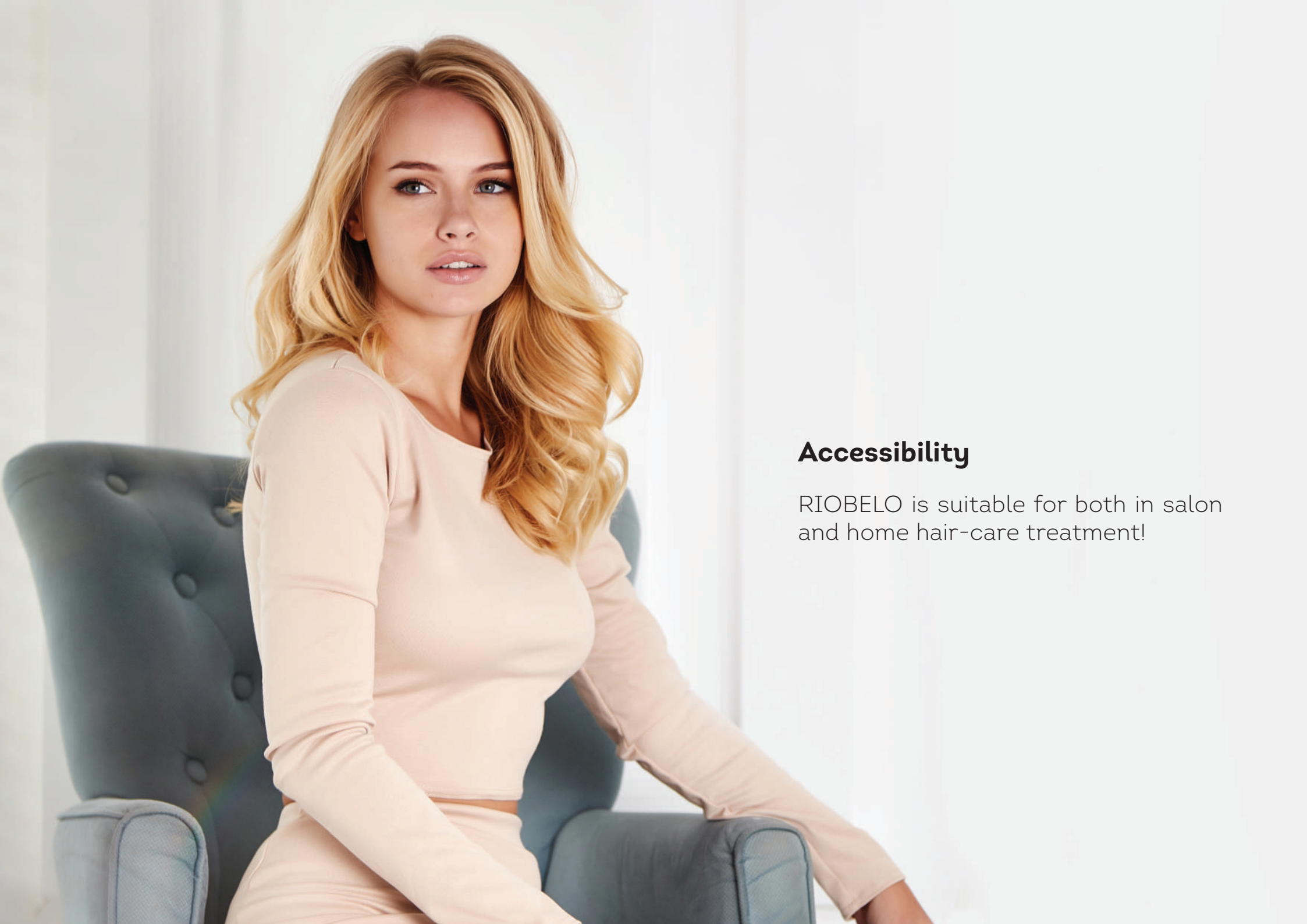
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## **Accessibility**

RIOBELO is suitable for both in salon and home hair-care treatment!

# MASKS

## Açaí RioTox Professional Real Brazilian Smoothing Mask

Suitable for all blond and color treated hair.  
Available in 300gm and 1Kg.

Açaí RioTox is our super botox Brazilian Mask that does NOT include formaldehyde. Combined with our exclusive avant garde anti-yellow technology and the benefits of the Açaí extract, the mask gives hair a healthy, smooth and natural finish in 20 minutes only™.



## Maracujá RioTox Professional Real Brazilian Smoothing Mask

Suitable for all hair types.  
Available in 300gm and 1Kg.

Maracujá RioTox is our super botox Brazilian Mask that does NOT include formaldehyde. Combined with our exclusive avant garde technology and the benefits of the Maracujá extract, the mask gives hair a healthy, smooth and natural finish in 20 minutes only™.



# THERMAL PROTECTION

## Açaí Rio Magic Smoothing Thermal Protection Leave-in Spray 200ML

Suitable for all blond and color treated hair.

Our Rio Magic leave-in is a balanced mixture of Thermal Protection and anti-frizz technology that provides hair with an intense shine. Combining Innovative technology and Açaí extract you will experience instantly healthy chemical free hair.



## Maracujá Rio Magic Smoothing Thermal Protection Leave-in Spray 200ML

Suitable for all hair types.

Our Rio Magic leave-in is a balanced mixture of Thermal Protection and anti-frizz technology that provides hair with an intense shine. Combining Innovative technology and Maracujá extract you will experience instantly healthy chemical free hair.



# OIL TREATMENT

## **Açaí Restoration and Shine Treatment Oil 50ML**

Suitable for all blond and color treated hair.

Our Serum Treatment Oil will help you get rid of split ends and hair opacity. Combines the properties and benefits of Açaí extract to restore hair leaving it hydrated with an incomparable shine!



## **Maracujá Restoration and Shine Treatment Oil 50ML**

Suitable for all hair types.

Our Serum Treatment Oil will help you get rid of split ends and hair opacity. Combines the properties and benefits of Maracujá extract to restore hair leaving it hydrated with an incomparable shine!



# THE FUTURE TECHNOLOGY

## 20 Minutes Only Technology™



The dream of healthy, smooth, straight,  
and frizz-free hair...

**NOW IS RIOBELO!**



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