



THE  
BEAUTY  
AND  
PERSONAL  
CARE  
PARTNER

**DECK ~**  
**PORTFOLIO**  
**COSMOPROF**  
**2026**



# 02

## LEAVE-IN REPAIR HAIR MASK

Type of Product: Dupe\*



### Benchmark Name:

Leave-In Molecular  
Repair Hair Mask - K18

### Concept:

Leave-in hair mask designed to help repair and strengthen hair damaged by chemical processes, heat, or coloring. Its formula with bonding technology helps improve hair fiber strength, providing softness, frizz control, and a healthier appearance without compromising the hair's lightness or natural movement.

### Why do you love it?

- Helps to repair damaged hair without rinsing
- Leaves hair softer, more manageable, and more disciplined from the moment it's applied
- Strengthens hair fibers for more resistant strands
- Controls frizz and keeps your hairstyle in place
- Provides a silky, nourishing feel without weighing hair down
- Perfect for practical routines and daily use
- Paraben-free and cruelty-free

### How to use it?

Apply a small amount to clean, damp hair, distributing from mid-lengths to ends. Do not rinse. Style as usual. Can also be used on dry hair to control frizz and improve manageability.

### Why does it work?

- **Bonding technology complex**
- **Biomimetic repair technology (bond-repair technology inspired by Olaplex – bis-aminopropyl diglycol dimaleate):** helps strengthen the most damaged areas of the hair fiber, contributing to greater hair resistance
- **Plant proteins:** help improve hair structure, providing strength and softness
- **Oat peptides:** help restore the structural integrity of the hair, improving its resistance and feel
- **Latest generation functional silicones:** envelop the hair fiber, helping to control frizz, improve texture, and provide a silky feel without weighing it down
- **Vitamin E:** contributes to the cosmetic care of the hair and helps maintain a healthier appearance

### For whom?

Leave-in mask developed for people with damaged, sensitized, or weakened hair due to chemical processes, heat styling tools, or mechanical stress, who are looking for visible repair, immediate softness, and frizz control without compromising the lightness of their hair.

# 03

## COLLAGEN SCALP SERUM

Type of Product: Dupe\*



### Benchmark Name:

Youth Juice Scalp Treatment  
Color Wow

### Concept:

Leave-on hair serum developed for daily scalp care, focused on moisturizing, balancing, and revitalizing the hair environment while helping to support hair density and strength from the root. Its light and fresh texture makes it ideal for scalp massage routines, providing immediate comfort and a prolonged feeling of well-being.

### Why do you love it?

- Immediately and continuously moisturizes the scalp
- Provides a refreshing, comfortable feeling from the moment it's applied
- Helps to maintain a balanced, healthy scalp
- Contributes to improved hair strength and density from the root
- Light, oil-free, non-greasy texture — ideal for daily use
- Vegan, silicone-free, fragrance-free, and alcohol-free
- Paraben-free and cruelty-free

### How to use it?

Apply directly to the scalp. Massage gently with your fingertips to help distribute the product. Do not rinse. Recommended for daily use.

### Why does it work?

- **Anti-hair loss botanical complex:** synergy of a bioactive peptide combined with vitamins, apigenin, and oleanolic acid derived from olive leaves, which helps support follicle strength and hair density
- **Plant collagen:** helps improve the feeling of elasticity and care of the scalp
- **Pine bark extract:** provides a botanical antioxidant component to scalp care
- **Caffeine:** contributes to a more energized and revitalized scalp feeling
- **Prebiotic complex for the scalp:** a blend of prebiotic sugars that help maintain the balance of the scalp microbiome, improving hydration and comfort

### For whom?

Leave-on serum developed for people who want to nourish their scalp, improve its hydration, comfort, and balance, and support hair density and strength. Ideal for daily use and scalp massage routines.

# D4 DRY SHAMPOO

Type of Product: Dupe\*



**Benchmark Name:**  
AirWash dry shampoo- K18

## Concept:

Dry shampoo in a propellant-free mist format, designed to refresh hair and scalp between washes, helping to absorb excess sebum and improve the appearance of oily hair, without the need for water. Its lightweight formula provides an immediate feeling of freshness, leaving hair with a natural finish that looks clean and free of visible residue.

## Why do you love it?

- Instantly refreshes the hair without rinsing
- Helps to absorb excess sebum from the scalp and hair
- Improves the appearance of oily hair, leaving it looking cleaner
- Provides an immediate feeling of freshness on the scalp
- Neutralizes unwanted odors from sebum and environmental pollution
- Leaves a natural finish with no visible residue or heavy feel
- Ideal for urban routines, post-exercise, or frequent use
- Propellant-free, silicone-free, paraben-free, and cruelty-free

## How to use it?

Shake before using. Apply to dry hair, focusing on the roots and scalp, at a suitable distance. Massage gently or distribute with your fingers or a brush to remove excess product, wait for it to dry, and style as usual. No rinsing required.

## Why does it work?

- **Bonding technology:** helps strengthen the hair fiber, helping to keep hair looking well-cared for even between washes
- **Hair prebiotic:** helps maintain scalp balance, improving the feeling of comfort and hydration.

## For whom?

Developed for people with oily hair or hair that tends to get dirty quickly, who are looking for a practical, propellant-free solution to refresh their hair between washes, absorb excess sebum, and neutralize odors, while maintaining a feeling of lightness, freshness, and visual cleanliness. Ideal for active lifestyles, urban environments, or daily use without the need to rinse.

# 05

## ANTI-HUMIDITY MIST

Type of Product: Dupe\*



**Benchmark Name:**  
Extra Strength Dream Coat Color Wow

### Concept:

Anti-humidity hair mist designed to help control frizz and flyaways, even in high humidity conditions. Its lightweight formula creates a protective barrier over the hair fiber that helps prolong styling, keep hair under control, and preserve a natural, flexible finish without stiffness, with heat activation.

### Why do you love it?

- Helps to control frizz even in high humidity environments
- Prolongs your hairstyle, resisting environmental humidity
- Leaves hair smoother, more manageable, and easier to style
- Offers a natural, flexible, and lightweight finish without a stiff effect
- Preserves the softness and cosmetic shine of the hair
- Alcohol-free, sulfate-free, paraben-free, and cruelty-free

### How to use it?

Apply to clean, wet hair. Distribute evenly from mid length to ends. Activate the product by blow-drying. Do not rinse. Can be used as a final styling step to prolong the hairstyle.

### Why does it work?

- **Highly moisture-resistant film-forming polymers:** help create a protective barrier over the hair fiber against environmental humidity, helping to control frizz and maintain the hairstyle
- **Long-lasting reactive silicones:** help improve softness, cosmetic shine, and the silky feel of the hair, without stiffness
- **Thermal protection:** helps protect hair from thermal stress caused by heat styling tools
- **Natural extracts of chamomile and calendula:** provide cosmetic care and contribute to a softer, more comfortable feel to the hair

### For whom?

Developed for people with hair prone to frizz and flyaways, especially in humid environments, who are looking for a light mist for daily use to control humidity, prolong styling, and protect hair from heat, while maintaining a natural, flexible, and weightless finish. Ideal for straight, wavy, or frizz-prone hair that requires control without stiffness.

# VITAMIN C EXFOLIATING SCRUB

Type of Product: Compare to\*



**Benchmark Name:**  
Exfoliante de azúcar Vitamina C - Tree Hut

## Concept:

Body scrub with vitamin C and a blend of natural oils that gently exfoliates the skin while enveloping it in a nourishing and comforting sensory experience. Designed to transform exfoliation into a wellness ritual, helping to reveal softer, smoother, and renewed-looking skin.

## Why do you love it?

- Gently exfoliates without leaving skin dry
- Rich texture with natural oils and shea butter that nourishes and comforts the skin
- Helps to reveal softer, smoother, more radiant skin
- Turns exfoliation into a self-care, sensory moment
- Fresh, revitalizing aromatic experience with citrus oils
- Paraben-free and cruelty-free, ideal for conscious skincare routines

## How to use it?

- Apply to damp skin while showering, massage gently in circular motions, and rinse thoroughly with water.
- Use 2-3 times a week or as needed.

## Why does it work?

- **Coconut shell seeds and sugar:** help to mechanically exfoliate the skin, gently removing dead cells
- **Vitamin C:** helps to improve the skin's radiance
- **Vitamin E:** helps to keep the skin comfortable after exfoliation
- **Avocado oil: nourishes and softens the skin**
- **Almond oil:** contributes to more supple skin that is soft to the touch
- **Macadamia oil:** helps maintain a feeling of hydration and comfort
- **Shea butter:** leaves the skin feeling nourished and enveloped
- **Orange oil and grapefruit oil:** provide a fresh and revitalizing sensory experience

## For whom?

Body scrub developed for people who want mechanical exfoliation during their bathing routine, who also value a rich sensory experience, with a feeling of nourishment, softness, and well-being on the skin after use.

## FACIAL MOISTURIZER

Type of Product: Compare to\*



**Benchmark Name:**  
Toleriane Double Repair Face Moisturizer  
La Roche-Posay

### Concept:

Daily face cream designed to intensely moisturize the skin and strengthen its barrier function, helping to maintain comfort even on sensitive skin. Its light, fast-absorbing formula helps reduce feelings of tightness and dryness, leaving skin softer, more balanced, and healthier-looking, without feeling greasy.

### Why do you love it?

- Immediately moisturizes the skin and keeps it comfortable throughout the day
- Helps to strengthen the skin barrier, reducing water loss
- Soothes sensitive skin and reduces feelings of tightness
- Leaves skin soft, supple, and balanced
- Light, non-greasy texture that absorbs quickly
- Fragrance-free, paraben-free, and cruelty-free
- Suitable for daily use, even on sensitive skin

### How to use it?

Apply to a clean, dry face, morning and night. Spread evenly until completely absorbed. Can be used alone or as part of a daily skincare routine.

### Why does it work?

- **Niacinamide:** helps strengthen the skin's barrier function and improve comfort
- **Long-lasting moisturizing complex:** helps maintain prolonged hydration and skin comfort
- **Ceramides:** help strengthen the skin barrier and reduce transepidermal water loss (TEWL)
- **Glycerin:** helps attract and retain moisture in the skin
- **Prebiotic:** helps maintain skin balance, especially in sensitive skin
- **Hyaluronic acid:** helps improve hydration and the feeling of plumped, comfortable skin
- **Vitamin E:** contributes to cosmetic skin care and a healthier appearance
- **Thermal water:** provides a feeling of comfort and well-being to the skin

### For whom?

Developed for people with normal to sensitive skin who experience dryness, tightness, or discomfort and are looking for a daily face cream that intensely moisturizes, strengthens the skin barrier, and maintains comfort, with a light, non-comedogenic, and fast-absorbing texture. Ideal for skin that requires constant hydration without feeling heavy.

# 08

## SNAIL MUCIN SERUM

Type of Product: Compare to\*



**Benchmark Name:**  
Advanced Snail 96 Mucin Power Essence

### Concept:

Facial serum formulated with 96% snail secretion filtrate, designed to intensely moisturize the skin, improve softness, and provide an immediate feeling of comfort. Its light, fast-absorbing texture helps keep skin looking healthy, supple, and revitalized, without feeling greasy, making it suitable for daily use even on sensitive skin.

### Why do you love it?

- Intensely moisturizes the skin from the moment of application
- Helps to maintain hydration and comfort throughout the day
- Improves skin softness and texture
- Contributes to skin that feels more supple and elastic
- Soothes the skin and reduces discomfort caused by dryness
- Leaves skin looking more even, plump, and healthy
- Light, non-greasy formula that absorbs quickly
- Paraben-free and cruelty-free

### How to use it?

Apply an appropriate amount to a clean, dry face, morning and night. Gently massage until completely absorbed. Can be used alone or as part of your daily skincare routine.

### Why does it work?

- **Snail slime (96% snail secretion filtrate):** contributes to deep hydration and cosmetic skin care, improving softness and overall appearance.
- **Provitamin B5 (panthenol):** helps maintain hydration and provides comfort to the skin
- **Betaine:** helps retain moisture and improve the feeling of supple, comfortable skin
- **Hyaluronic acid:** helps attract and retain water in the skin, promoting a plump appearance
- **Allantoin:** helps soothe the skin and improve its softness

### For whom?

Developed for people with normal to dry or dehydrated skin, including sensitive skin, who are looking for a highly moisturizing and comforting serum with a light, fast-absorbing texture that helps improve the skin's softness, elasticity, and overall appearance, maintaining daily comfort without feeling heavy.

## TEA TREE AND CICA SERUM

Type of Product: Dupe\*



**Benchmark Name:**  
Tea Tree Exosome Cica Ampoule - Medicube

### Concept:

A light-textured, fast-absorbing facial ampoule formulated to moisturize, soothe, and balance the skin, especially combination to oily skin that tends to be uncomfortable or sensitive. Its formula helps keep the skin feeling comfortable, fresh, and balanced, without any greasy effect, promoting a more even and healthy appearance.

### Why do you love it?

- Moisturizes the skin with a light, comfortable feel
- Helps to soothe the skin and reduce discomfort
- Keeps the skin feeling balanced without excessive shine
- Leaves a comfortable, non-greasy finish — ideal for combination to oily skin
- Enhances a more even, fresh appearance
- Absorbs quickly, perfect for daily use
- Paraben-free and cruelty-free

### How to use it?

Apply a few drops to a clean, dry face, morning and night. Gently massage until completely absorbed. Can be used alone or before your face cream as part of your daily routine.

### Why does it work?

- **Centella asiatica extract (60%):** helps moisturize and soothe the skin, helping to maintain skin comfort
- **Tea tree extract:** provides cosmetic care for skin that tends to feel uncomfortable
- **Niacinamide:** helps improve the appearance of the skin and maintain a balanced feeling
- **Bisabolol:** helps to soothe the skin and improve the feeling of comfort
- **Vitamin E:** contributes to cosmetic skin care and a healthier appearance
- **Glycerin:** helps to attract and retain moisture in the skin
- **Malachite extract:** provides an antioxidant component to cosmetic skin care

### For whom?

Serum developed for people with combination to oily skin who are looking for a lightweight, fast-absorbing product that provides hydration and comfort without feeling heavy, and helps keep skin looking more balanced, fresh, and even, especially when skin tends to feel uncomfortable or reactive due to environmental factors or intense routines.

# 10

## FLUID FACIAL TINTED SUNSCREEN SPF 50+

Type of Product: Dupe\*



**Benchmark Name:**  
Fotoprotector Isdin Fusion Water SPF 50  
Isdin Light With Color

### Concept:

SPF 50 facial sunscreen designed to provide broad spectrum UVA/UVB protection with an ultra-lightweight, invisible texture, ideal for everyday use. Its formula offers a fresh and comfortable experience on the skin, designed to easily integrate into your daily routine and be compatible with makeup, without feeling heavy or leaving visible residue.

### Why do you love it?

- Offers high SPF 50 protection for daily sun exposure, defending against UV damage and helping prevent sunburns and premature aging
- Ultra-lightweight, invisible texture that feels comfortable on the skin
- Leaves skin feeling fresh and balanced throughout the day
- Ideal for those seeking an invisible finish without a greasy effect
- Helps to keep skin feeling controlled and comfortable
- Paraben-free and cruelty-free, aligned with conscious skincare routines

### How to use it?

Apply evenly to the face as the last step in your skincare routine, before sun exposure. Reapply as needed, especially after sweating, swimming, or towel drying. Suitable for daily use and as a base before makeup.

### Why does it work?

- **Sunscreen system (FDA – OTC)**
- **Octisalate 4.7%**
- **Homosalate 7.5%**
- **Octocrylene 9.5%**
- **Avobenzone 3%**
- **This filter system helps provide broad spectrum protection against UVA and UVB radiation, suitable for daily use.**
- **Regulatory note:** the sunscreens used are approved by the FDA (OTC) and comply with the applicable requirements for cosmetic products with sun protection according to current regulations
- **Prebiotics:** help maintain a feeling of balance and comfort in the skin during continuous use

### For whom?

Sunscreen developed for people seeking effective daily sun protection with an ultra-light texture, ideal for those who prefer an invisible finish, without a heavy feeling, and compatible with daily use and makeup.

# FLUID FACIAL SUNSCREEN SPF 50+

Type of Product: Dupe\*



**Benchmark Name:**  
Fotoprotector Isdin Fusion Water SPF 50

## Concept:

SPF 50 facial sunscreen designed to provide broad spectrum UVA/UVB protection with an ultra-lightweight, invisible texture, ideal for SPF 50 tinted facial sunscreen, designed to provide broad spectrum UVA/UVB protection while helping to naturally even out skin tone. Its ultra-lightweight, invisible texture offers a fresh and comfortable experience, ideal for everyday use, even as a light foundation substitute, without feeling heavy or leaving a noticeable makeup effect.

## Why do you love it?

- Combines high SPF 50 sun protection with tone-unifying coverage in a single step, simplifying your routine
- Protects the skin from sun damage while improving the appearance of skin tone
- Offers an ultra-light texture with a natural, comfortable finish on the skin
- Helps to even out minor imperfections with light coverage that feels natural and not like makeup
- Ideal for practical daily routines and those seeking a natural polished look without heavy products
- Paraben-free and cruelty-free, aligned with conscious care routines

## How to use it?

Apply evenly to the face as the last step in your skincare routine. Blend until coverage is even. Reapply as needed, especially after sweating, swimming, or towel drying. Can be used alone or as a light makeup base.

## Why does it work?

- **Sunscreen system (FDA – OTC)**
- **Octisalate 4.7%**
- **Homosalate 7.5%**
- **Octocrylene 9.5%**
- **Avobenzone 3%**
- **This filter system helps provide broad spectrum protection against UVA and UVB radiation, suitable for daily use**
- **Regulatory note:** the sunscreens used are FDA (OTC) approved and comply with the applicable requirements for cosmetic products with sun protection according to current regulations
- **Prebiotics:** help maintain a feeling of balance and comfort in the skin during continuous use

## For whom?

Sunscreen developed for people seeking effective daily sun protection with an ultra-light texture, ideal for those who prefer an invisible finish or a touch of natural color, without feeling heavy and compatible with daily use and makeup.

# 12

## INVISIBLE SUNSCREEN STICK

Type of Product: Development\*



**Benchmark Name:**  
ISDIN Fotoprotector Invisible Stick

### Concept:

SPF 50 sunscreen stick, designed to offer broad spectrum UVA/UVB protection with a completely invisible finish. Its smooth, gliding texture allows for direct, comfortable, and effortless application, ideal for quick touch-ups throughout the day, without leaving a white residue or greasy feeling.

### Why do you love it?

- Protects the skin from solar radiation with high SPF 50 protection
- Practical, portable stick format that's easy to reapply throughout the day
- Leaves an invisible, velvety finish with no white residue
- Glides smoothly onto the skin without dragging or causing discomfort
- Light, non-greasy feel during use
- Perfect for quick touch-ups anytime thanks to easy application
- Water- and sweat-resistant, paraben-free, and cruelty-free

### How to use it?

Apply directly to clean, dry skin on the face or areas exposed to the sun. Reapply as needed, especially after sweating, swimming, or towel drying. Ideal for reapplication throughout the day.

### Why does it work?

- **Sunscreen system (FDA – OTC)**
- **Octisalate 4.7%**
- **Homosalate 7.5%**
- **Octocrylene 9.5%**
- **Avobenzone 3%**
- **This filter system helps provide broad spectrum protection against UVA and UVB radiation, suitable for daily use**
- **Regulatory note:** the sun filters used are approved by the FDA (OTC) and comply with the applicable requirements for cosmetic products with sun protection according to current regulations
- **Key components:**
  - **Cotton extract:** contributes to a soft and comfortable feeling on the skin
  - **Vitamin E:** provides cosmetic care and helps maintain a healthy appearance of the skin
  - **Bisabolol:** helps to soothe the skin and reduce discomfort during sun exposure
  - **Licorice extract:** provides additional cosmetic care, promoting a feeling of skin comfort

### For whom?

Developed for people looking for a practical sunscreen in stick form, with an invisible finish, ideal for direct application and frequent touch-ups. Suitable for all skin types, including sensitive skin, and especially for those who prefer dry, light, and quick-application textures.

# 13

## INVISIBLE SUNSCREEN GEL

Type of Product: Dupe\*



### Benchmark Name:

Supergoop! Unseen Sunscreen - SPF 50 - Invisible Broad Spectrum Face Sunscreen

### Concept:

SPF 50 facial sunscreen in an invisible gel texture, designed to offer broad spectrum UVA/UVB protection with an ultra-light, velvety finish. Its sensorially light formula melts into the skin without leaving any residue, providing daily comfort while helping to protect against sun exposure and other environmental aggressors, including blue light.

### Why do you love it?

- Provides broad-spectrum UVA/UVB SPF 50 protection against daily sun exposure — shielding skin from harmful radiation and helping prevent premature aging and sun damage
- Invisible gel texture that feels light and comfortable on the skin and absorbs quickly
- Leaves a velvety finish without a greasy feel or white residue
- Ideal for daily use and compatible with makeup — works smoothly under cosmetics without pilling
- Helps to protect skin from blue light and environmental aggressions, supporting overall skin health (UV + visible light protection)
- Functions as a primer, improving the feel and smoothness of skin before makeup application
- Fragrance-free, paraben-free, and cruelty-free

### How to use it?

Apply evenly to the face as the last step in your skincare routine, before sun exposure. Reapply as needed, especially after sweating, swimming, or towel drying. Can be used alone or as a base before makeup.

### Why does it work?

- **Sunscreen system (FDA – OTC)**
- **Octisalate 4.7%**
- **Homosalate 7.5%**
- **Octocrylene 9.5%**
- **Avobenzone 3%**
- **This filter system helps provide broad spectrum protection against UVA and UVB radiation, suitable for daily use**
- **Regulatory note:** the sun filters used are approved by the FDA (OTC) and comply with the applicable requirements for cosmetic products with sun protection according to current regulations
- **Key components**
  - **Cotton extract:** contributes to a soft and comfortable feeling on the skin
  - **Vitamin E:** provides antioxidant cosmetic care and helps maintain a healthy appearance of the skin
  - **Bisabolol:** helps to soothe the skin and reduce discomfort during sun exposure
  - **Licorice extract:** provides additional cosmetic care, promoting skin comfort
  - **Golden seaweed extract:** contributes to antioxidant care and the well-being of skin exposed to environmental aggressions

### For whom?

Sunscreen developed for people seeking broad-spectrum daily sun protection, with an invisible texture and light feel, ideal for those who want to protect their skin from photoaging while maintaining comfort, softness, and skin well-being.

# 14

## BODY SUNSCREEN SPF 60+

Type of Product: Dupe\*



**Benchmark Name:**  
Protector Solar SPF 80 Liviana sensación  
Nude

### Concept:

SPF 60+ sunscreen developed to provide high protection against solar radiation with a light, fast-absorbing texture, ideal for daily use even in hot climates or on combination to oily skin. Its formula helps protect the skin without leaving a heavy feeling, providing comfort and a light sensory experience.

### Why do you love it?

- Offers high SPF 60+ protection against solar radiation, helping shield skin from UV-induced damage and premature aging
- Provides broad-spectrum UVA/UVB defense to protect against both sunburn and deeper UV effects
- Light, quickly absorbed texture that doesn't feel greasy on the skin
- Leaves a light, comfortable feel throughout wear
- Ideal for daily use, even in hot climates or during outdoor activities
- Water- and sweat-resistant for continued protection during activity
- Paraben-free and cruelty-free

### How to use it?

Apply generously to clean, dry skin before sun exposure. Reapply as needed, especially after swimming, sweating, or towel drying. Suitable for daily use.

### Why does it work?

- **Sunscreen system (FDA – OTC)**
- Avobenzone 3%
- Homosalate 14%
- Octocrylene 9%
- Avobenzone 3%
- Octisalate 4%
- This filter system helps provide broad spectrum protection against UVA and UVB radiation, offering high SPF 60+ protection suitable for daily sun exposure
- **Regulatory note:** the sunscreens used are FDA (OTC) approved and comply with the applicable requirements for cosmetic products with sun protection according to current regulations
- **Key components**
  - **Vitamin E:** contributes to antioxidant cosmetic care of the skin during sun exposure
  - **Bisabolol:** helps to soothe the skin and reduce discomfort during sun exposure

### For whom?

Sunscreen developed for people seeking broad-spectrum daily sun protection, with an invisible texture and light feel, ideal for those who want to protect their skin from photoaging while maintaining comfort, softness, and skin well-being.



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