



LIVE THE
BEAUTY OF
BEING YOU!

PRODUCT CATALOG





We are Haskell.

We are here to inspire your real beauty, the one that makes you unique, that no one can take away from you and that is yours alone.

For over 21 years, we have believed in the power of transformation through valuing self-esteem and well-being. We also believe in plural beauty and in the recognition of the characteristics that make each person unique, and in self-love as a driver of dreams.

Long live free hair, diversity and the smile that expresses happiness. It's about evolving every day and achieving goals!

We want to lead a present of beauty, self-esteem and well-being, moving towards a future of sustainability and shared values.

We develop cosmetics with natural actives, with more plant-based and high-performance formulas, and we also offer you the best in transformation and nail polish lines.

We always seek innovation in our processes and products, in order to offer you the best, always.

Haskell.

**LIVE THE BEAUTY
OF BEING YOU!**







WHAT WE LOVE AND CARE FOR



We support and invest in
responsible recycling



We do not test on animals and
we repudiate cruelty to them.



We practice sustainable
awareness



We develop more plant-based
formulas



We invest in clean and
renewable energy

MAN DIO CA

GROWTH AND HYDRATION

Indication: weak, dull hair

- Ideal for promoting deep hydration and strengthening the hair;
- Acts in the alignment of cuticles, promoting intense shine to dull hair;
- With cassava extract, this line is rich in vitamins and nutrients essential for healthy hair growth.

☆ **Highlight: Nectavita**

- It is a treatment enhancer;
- Promotes hair hydration, shine, strength and anti-drying action;
- Its formulation is enriched with vitamin E, sunflower oil, coconut oil and avocado oil, ensuring better treatment performance.

🌿 VEGAN

⚙️ PARABEN FREE

💧 DYE FREE



BENDITO LOIRO

ANTI-DAMAGE AND ANTI-RUBBING

Indication: bleached hair

- Ideal for recovering bleached hair;
- It has anti-rubbery effect and anti-porosity action, protecting hair strands from future damage;
- Its formulation has a protein complex and balsamic vinegar that, together, promote hair regeneration intensively, replenishing the protein mass in the hair.

☆ **Highlight: Proteína Capilar (Hair Protein)**

- Immediately restores protein to the hair;
- Rebuilds the internal structure of the hair and reduces the risk of breakage;
- It has anti-rubbery property and can be used before shampoo or right after chemical treatment.

🌿 VEGAN

🌸 PARABEN FREE

💧 DYE FREE



RECONSTRUCTION AND STRENGTH

Indication: all types of hair

- Developed to restore keratin lost in mechanical and chemical processes;
- The line restores the protein mass of the hair;
- Its exclusive formulation, with vegetable keratin and pro-vitamin B5, regenerates damaged hair fibers, provides elasticity, strength and much more shine.

☆ **Highlight: Keratin Load**

- Ideal for keratin replacement and cauterization;
- Repairs damage caused by chemical and mechanical treatments;
- Promotes intense restructuring, prevents breakage and the formation of split ends.

🌿 VEGAN

🌸 PARABEN FREE

💧 DYE FREE

QUE RA TINA & provit B5



LISO COM FORÇA

SMOOTHER HAIR IN THE FIRST APPLICATION

Indication: undisciplined and frizzy hair

- It is the solution for those who want straight, frizz-free and strong hair;
- The line has a moisturizing action, retaining water in the hair fiber;
- The combination of acid and sugar blend actives provides a disciplining and moisturizing effect, and biotin increases the resistance and elasticity of the hair.

☆ **Highlight: Disciplinant Leave in**

- Promotes a gradual smooth effect and a silky touch to the hair;
- Its result can be intensified through the use of a heat source;
- Reduces volume from the first application.

🌿 **VEGAN**
(except leave in)

🚫 **PARABENS FREE**

💧 **DYE FREE**
(except shampoo)



TU TANO vegetal

Indication: fragile and dry hair

- Ideal for recovering fragile and brittle hair;
- The Tutano line deeply nourishes, in addition to promoting long-lasting hydration.;
- Its more vegetalized formulation, rich in amino acids, mineral salts and vitamins, promotes the reduction of the formation of split ends and increases fiber resistance.

STRENGTH
AND
NUTRITION



☆ **Highlight: Silicone Cream**

- Restores, strengthens and untangles hair strands;
- Protects from sunlight and high temperatures;
- It is ideal for use after chemical procedures or exposure to damage.



VEGAN



PARABEN FREE



DYE FREE

hidra nutre

HYDRATION AND NUTRITION

Indication: all types of hair

- Developed to provide hydration and nutrition to the hair, at the same time;
- The line increases the water potential and provides essential nutrients to the hair, promoting shine and softness;
- The association of sugarcane and castor oil assets guarantees strength and vitality to the hair.

☆ **Highlight: Multifunctional Serum**

- Promotes hydration, discipline and luminosity to the hair;
- Its formula has low molecular weight oils, which keep the hair strands light;
- Reduces split ends and has anti-frizz action.

- 🌿 VEGAN
- 🚫 PARABEN FREE
- 💧 DYE FREE



PO'S

PROGRESSIVA



PROLONGED SMOOTHED HAIR EFFECT

Indication: chemically straightened hair

- Developed especially for hair with chemical straightening;
- The line prolongs the effect of the progressive brush and keeps hair shiny and healthy from root to tip;
- Tâmarã da Índia (India Date), associated with Lisselini, restores the hair fiber, reinforcing its internal structure, in addition to aligning the hair and fighting frizz.

☆ Highlight: Aligning Fluid

- Prolongs the smooth effect of the hair;
- Decreases frizz and increases hair resistance;
- It has protective and restorative action on the hair fiber.

- 🌿 VEGAN
- 🌸 PARABEN FREE
- 💧 DYE FREE

INTENSE SHINE AND SOFTNESS

Indication: devitalized hair

- It is the solution to revitalize dull and lifeless hair and promote intensive hair conditioning;
- The line provides shine, softness and has an anti-frizz action;
- The quina rosa extract, present in the formulation, shields the hair strands from external aggressions and reduces the volume.

☆ Highlight: Treatment Mask

- 2 in 1 product, which can be used for intensive hydration or to finish treatments;
- It has sun protection and protects the hair against everyday damage;
- Increases hair hydration levels and restores hair vitality.

- 🌿 VEGAN
- 🌸 PARABEN FREE
- 💧 DYE FREE

QUINA ROSA



Cachos Sim!

NUTRITION AND DEFINITION

Indication: curly hair

- Specially developed to care for and nourish curly hair;
- The Cachos Sim! line is free of sulfates, petrolatums and parabens;
- It contains coconut oil and vegetable collagen in the composition, which act in the retention of water in the hair, keeping the hair strands well defined and hydrated.

☆ **Highlight: Leave in Curl Memorizer**

- Reactivates the memory of curls and controls frizz;
- Promotes definition and hydration;
- Provides softness and balance.

- 🌿 VEGAN
- 🚫 PARABEN FREE
- 💧 DYE FREE



MURU MURU

INTENSE NUTRITION

- 🌿 VEGAN
- 🚫 PARABEN FREE
- 💧 DYE FREE



Indication: very dry hair

- Developed to intensely nourish dry and lifeless hair;
- This line acts deeply on the hair fiber, filling the cracks and aligning the cuticles;
- The active murumuru butter, combined with a concentrated formulation, recovers dehydrated and nutrient-free hair and restores shine, elasticity and vitality to the hair strands.

☆ **Highlight: Concentrated Nectar**

- It is a highly nutritious concentrated oil;
- It forms a protective barrier on the strands and retains moisture inside the hair fiber;
- Conditions and provides intense shine.

cavalo FORTE

STRENGTH, BRIGHTNESS AND GROWTH

Indication: all types of hair

- Originally created to strengthen and restore hair deeply, in addition to helping hair growth;
- The Cavalo Forte line rebuilds, gives intense shine and reinforces the internal structure of the hair strands;
- Its concentrated formula with biotin, panthenol and keratin assets promotes high performance treatment, which reduces the risk of breakage and prevents the formation of split ends.

☆ **Highlight: Strengthening Complex**

- It is a vitamin concentrate that must be added to a treatment mask;

It acts by strengthening the thread and

- assists in hair growth;

Enhances results and hydrates hair strands

- through hair mass replacement.

- 🌿 **VEGAN**
- 🌿 **PARABEN FREE**
- 💧 **DYE FREE**
(exceto shampoo)



S.O.S

verão



DAMAGE REPAIR ACTION

Indication: hair exposed to the sun, sea and pool

- It is the solution to protect and care for hair exposed to the sun, sea and pool;
- Promotes treatment, repairs damage and helps to remove greenish tones caused by pool water;
- Its formulation has sunflower oil and vitamin E, actives that, together, fight dryness, providing intensive hydration.

☆ Highlight: Pre and After Sun Cream

- It is a repairing multifunctional leave-in that helps protect against the sun's rays;
- Provides hydration and leaves hair soft and shielded from external agents;
- It can be used before and after exposure to the sun, the sea and the pool, for protection and for finishing.

🌿 VEGAN



PARABEN FREE



DYE FREE

OIL CONTROL

Indication: greasy hair

- Ideal to promote a deep cleaning of the scalp and hair strands;
- The Matcha line has antiseptic action, regulates oiliness and fights dandruff;
- Matcha extract and rosemary extract, present in the composition, renew and purify the strands.

☆ Highlight: Revitalizing Fluid

- Provides extra luminosity;
- Protects the hair fiber against external aggressors;
- It has a very light, fluid texture and conditions without weighing hair down.

🌿 VEGAN



PARABEN FREE



DYE FREE

MATCHA



JABO RAN DI

ANTI FALL



Indication:
thinning and weak hair

- Developed to act in the fight against hair loss;
- The line promotes revitalization and strength to the hair;
- Its formulation has jaborandi extract, which acts on the nutrition of the hair bulb, helping the healthy growth of hair strands.

☆ **Highlight: Strengthening Tonic**

- It has anti-fall action;
- Stimulates circulation in the scalp;
- Helps in growth.

 **VEGAN**
 **PARABEN FREE**
 **DYE FREE**



matiza+

TINTS AND RECOVERS HAIR COLOR



Indication: blond and gray hair

- Specially developed to neutralize the yellow tone of blonde and gray hair, leaving the strands platinum, without drying them out;
- The result is obtained from the first application, with the use of the complete line;
- Arginine, active present in the line, promotes nutrition and reinforces the internal structure of the strands, increasing its resistance and flexibility.

☆ **Highlight: Máscara Matizadora Violeta**

- Responsible for fixing the pigments;
- Line neutralizes the undesirable hues of blonde and gray hair;
- Promotes nutrition to the hair fiber.

🌿 VEGAN

🚫 PARABEN FREE

REMOVE THE YELLOWING GRADATIVELY

Indication: blond or gray hair

- Developed to take care of blonde, bleached or gray hair;
- The line reduces the unwanted yellowing effect and evens out gray hair;
- The properties of the Amethyst stone, associated with the blend of amino acids and other actives, provide shine, resistance and softness to the hair.

☆ **Highlight: Illuminating Fluid**

- It is a restorative finisher;
- Conditions hair strands, facilitates combing and eliminates frizz;
- Provides softness and intense luminosity to the hair.

🌿 VEGAN

🚫 PARABEN FREE

AMETISTA DESAMARELADORA



BANANEIRA

pós-química



Indication: chemically damaged hair

- Ideal to reconstruct the hair that underwent chemical procedures;
- Promotes a deep repair of the damaged hair fiber;
- The association of active principles LunaMatrix™ System to the nutrients of the banana tree, restores the hair mass lost with chemical procedures, minimizes future damages and improves the hair elasticity.

☆ **Highlight: Mandatory Fluid**

- It is a hair reconstructing agent in spray, which provides anti-porosity and anti-frizz treatment;
- Recovers weakened hair and protects it from further damage;
- It also offers a better conditioning, softness and easier combing.

MASS
RECONSTRUCTION
AND REPLACEMENT

🌿 PARABEN FREE


💧 DYE FREE

Indication: male hair

- Specially developed to provide gentle cleaning to hair and beard;
- The line promotes ideal hydration to male hair and controls dandruff;
- The actives coffee and zinc, present in the composition, give strength and vitality to the hair strands, in addition to shine and a sensation of freshness.

☆ **Highlight: Modeling Pomade For Men**

- Promotes a natural finish to the hair and is ideal for styling hairstyles;
- It has a matte effect on the hair (without the wet look);
- Its texture facilitates application and does not weigh hair strands.

 **VEGAN**
(except pomade)

 **PARABEN FREE**

 **DYE FREE**



SPECIFIC CARE FOR MEN'S HAIR



ENCORPA CABELO

Indication: fine and thin hair

- Specially designed to increase the thickness of fine and thin hair;
- The Encorpa Cabelo line promotes hair mass replacement;
- Its redensifying formula, associated with the actives hyaluronic acid and physalis, gives shine and hydration, maintaining the natural balance of the hair strands and leaving the hair denser, healthier and up to 2 times more full-bodied.

☆ **Highlight: Thickening Fluid**

- Spray finisher that provides volume and ideal body to fine and thin hair;
- Conditions in a balanced way;
- Leaves hair loose and bouncy.

🌿 **PARABEN FREE**

💧 **DYE FREE**

REDENSIFYING
FORMULA FOR
THICKER HAIR

**2x
THICKER!**



EXCLUSIV *color pratic*



MORE CONVENIENCE

MOISTURIZE WHILE
COLORING

LASTING COLOR

HIGH COVERAGE

INTENSE SHINE

- Developed to lighten natural hair or darken natural or artificial color;
- It has ammonia in its composition, ensuring greater penetration of dyes, color durability and coverage of white hair strands;
- Enriched with omega 3, 6 and 7 complex and vitamin E, fatty acids and antioxidant vitamins that protect the hair during the coloring process.

THE RADIANT BLONDE OF SUPERLIGHTENERS

- Super lighteners are colorations with greater lightening power;
- They have reflections that neutralize the yellow and orange of the hair.



coloración permanente en crema

EXCLUSIV

color



DISCOVER THE COUNTLESS POSSIBILITIES WITH EXCLUSIV COLOR

- Promotes deep, long-lasting, shiny and uniform color from root to tip;
- Perfect coverage of white hair;
- Enriched with hazelnut oil, which provides intense hydration, nutrition and a velvety touch.

PERFUMED CREAMY OXYGENATED WATER

- Contains hazelnut oil;
- Provides hair lightening;
- It oxidizes the artificial colors in the coloring cream, forming bright and vibrant colors;
- It has versions of 20, 30 and 40 volumes.



tonalizante – SIN AMONIACO

EXCLUSIV

tom

RICH COLORS IN NATURAL REFLECTIONS AND INTENSE SHINE

- The Excllusiv Tom Haskell Toner colors the hair, promoting shine and intense color;
- It has olive butter in its composition, which penetrates inside the hair fiber and provides hydration and velvety touch to the hair;
- Its formulation allows the color to stay longer, in addition to prolonging the liveliness of the tone, promoting excellent coverage of white hairs and leaving the hair even more beautiful and full of life!

TONER MATIZADOR 1021

- The Toner Matizador provides shine and enhances the color of the hair;
- Neutralizes the yellow tones of the hair;
- It can be applied in two ways: to tone or to tint.






haskell[®]
esmaltes

HIGH COVERAGE
FAST DRYING
INTENSE GLOSS
EXCELLENT DURABILITY



Unique colors that express
all of your personalities,
reveal the many versions
of you and break you out
of the norm of being one!





📷 haskelloficial

📘 haskelloficial

🎵 haskellcosmeticos

haskellcosmeticos.com.br

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AND DISCOVER THE
HASKELL UNIVERSE 🌱

