

Serum haircare designed for natural curls.

Through the generous use of a beauty serum to control the texture of naturally curly hair, the effects create pleasant hair that will make you happy.

专为自然卷发质设计的秀发精华护理

通过大方地使用美发精华，能有效掌控自然卷的发质，您将愉快地见证秀发变得漂亮柔美秀发。



IAU SERUM



SERUM

[IAU SERUM]

New approaches for controlling
the unique texture of naturally curly hair.
For manageable, flowing, moisturized hair.

专为驯服自然卷独特的发质而设计。
打造更易于梳理、飘逸与备受滋润的迷人秀发。

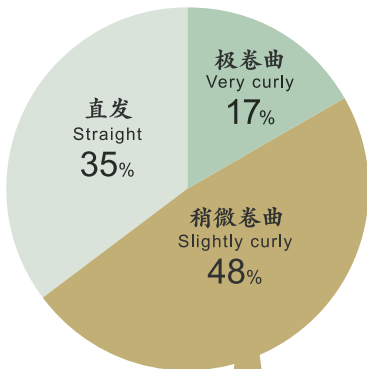
Up to 65% of women have naturally curly hair.

高达65%女性拥有自然卷发质。

Most women leave their hair untreated, although they feel their hair is naturally curly. 即使是自然卷发质，多数女性也对她们的头发置之不理。

- Women truly dislike roughness, dryness, and lack of shine.
- The hair often becomes messy even though the hair is styled in the morning.
- They wish to enjoy hairstyles that take advantage of their natural curls even though they feel uneasy about their putty frizzy hair.

女性不爱粗糙、干燥及缺乏亮泽的发质。即使早晨已整理秀发，发丝仍常变得凌乱。即便她们感觉毛躁的发丝不易梳理，她们仍希望拥有可以驯服自然卷发质的造型。



NBBA Salon Users Survey 2012 (n = 5000)
NBBA 2012 发廊使用者调查全新研发。(n = 5000)

Newly developed for women who fall into this category. 专为此类别设计。

Equally, many women also know there are advantages to having naturally curly hair.

许多女性也知道，自然卷发质也拥有其优势。

- They can curl their hair inwards through the skillful use of a blow dryer.
- It is easy to arrange the hair because the hair has natural movement.
- They can unexpectedly add a cute nuance to hair depending on the day.
- Some hairstyles can only be enjoyed because of natural curls.

她们可以技巧性地以吹风机将发丝朝内卷曲。自然卷发质更易于梳理及打造意想不到的可爱发型。而有些发型只适用于自然卷发质。

Good Point!
优点!

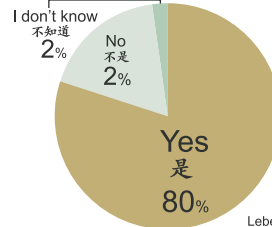
Existing products designed to treat naturally curly hair
专为自然卷发质设计的现有产品

Hair problems
Unwanted waves
Unwanted flips
Frizz
头发问题
不必要的卷度、卷翘与毛躁度。



Existing products
Oil in the products weighs down natural curls.
If the hair condition was light after using product, hair manageability would not last long.
现有产品
因产品内含油脂，容易使秀发扁塌及使造型无法持久。

The main approach is limited to a certain season—like the rainy season.
主要的问题是，它仅适用于某特定季节，如雨季。

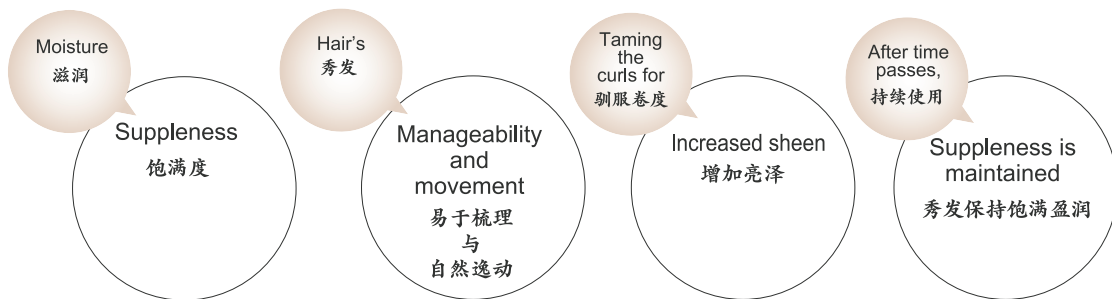


Label Consumer Survey 2013 (N = 120)
Label 2013消费者调查

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Evolving from a solution for naturally curly hair to a positive solution focused on improving hair texture for more manageable hair with daily care.

重新改良配方，为自然卷发质提供针对性护理方案，改善发质，以日常护理打造更易梳理的秀发。



IAU takes a fresh look at the true needs of customers!

IAU针对顾客需求，打造清新头发造型!

~Customers with naturally curly hair are especially interested in and concerned about haircare. They would like advice from salon staff so they can look more beautiful. ~

~拥有自然卷发质的顾客特别关注秀发护理。他们希望获得发廊员工的意见，让他们看起来更漂亮迷人。~

The newly invented serum formulation for hair texture conditions the natural curls from within to increase hair manageability.

Serum = Beauty Serum. IAU SERUM: A highly functional line designed to super-moisturize the hair through a new approach for controlling the texture unique to naturally curly hair.

全新研发的精华美发配方由内至外地滋养自然卷发质，让秀发易于梳理。

IAU 精华护理是专为驯服自然卷发质设计的高效能美发养护系列。

Natural curls are conditioned by moisturizing the inside while keeping the surface silky and smooth.
由内至外地滋润自然卷发质，保持发丝表面光滑柔顺。

Condition
滋养

Green nut oil¹
<Common for all items>
印加果油



With an eye on hair texture that can get frizzy and messy, the highly moisturizing green nut oil spreads easily to penetrate the inside of hair to retain moisture. Thanks to the characteristics of the drying oil, which leaves the surface smooth, each strand of hair is conditioned while mitigating the changes in texture caused by the passage of time and humidity.

蕴含高滋润度的印加果仁油，能轻易渗透发丝内里并锁住发丝滋润。发丝表面柔软滑顺，同时有效缓解因老化与潮湿气候导致的发质问题。

Drying oil: The oil causes a polymerization reaction during the drying process when exposed to the air to help the hair become silky and smooth. Conversely, general use non-drying oil leaves the surface sticky, weighing the hair down.

干性油在暴露于空气时将产生聚合反应，以让发丝变得丝滑柔顺。相反的，非干性油则使发丝表面粘腻以致秀发因重量变得扁塌。

Cleanse
洁净

Dense amino-acid cleansing ingredients²
<Cleansing>

高浓度氨基酸洁净成份

Dense creamy foam gently washes the hair from the roots.

高浓度的丰富泡沫，自发根彻底洁净发丝。

For hair that is difficult to wash due to the natural curls, the creamy foam cleanses the scalp completely and gently removes dirt from hair that is vulnerable to friction and damage, preparing the hair to retain moisture all the way to the roots.

此丰润泡沫能洁净因自然卷而难以清理的秀发以及彻底洁净头皮。同时温和清除发丝上容易导致发丝受损的污垢与滋润发丝。

Wrap-in
蕴含

Nano gel³
<Cream, Mask>

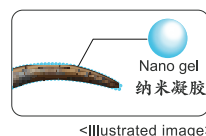
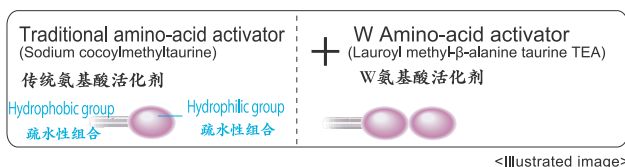
纳米凝胶

Wrapping all the way to the dry ends with moisture

饱满滋润每根发丝至发梢。

Focusing on dry, damage-prone hair ends, the nano-sized moisture component retains moisture and changes to a gel for absorption on the hair surface to make the hair supple and soft.

集中护理干燥及轻易受损的发梢，纳米尺寸滋润因子能锁住秀发滋润，将它转换成凝胶状以使其易于渗透发丝表面，打造饱满柔软的秀发。



Characteristics and proper care of naturally curly hair.

自然卷发质的特色与适当的护理。

Due to the differences in the internal structure between straight and naturally curly hair, naturally curly hair is prone to problems. Salons can provide some advice on proper care by understanding the characteristics of the hair.

因自然卷发质的内在构造有别于直发，前者更易于产生问题。通过了解其特性，发廊能够为您推荐适当的护理。

A more beautiful hair design while enjoying a natural nuance and its own personality.

乐于接受自然卷发质的特色，打造迷人秀发造型。

Recommended for people who are experiencing hair problems:

- ✔ Although the hair is stubborn and difficult to tame, the curls are not too tight for a straight perm.
- ✔ I want to weigh down the hair, but I like my hair's natural lightness and nuance.
- ✔ The naturally curly hair looks damaged and dry, and it is difficult to add shine.
- ✔ Even with proper care, the hair texture changes over time due to humidity.
- ✔ After all, having naturally curly hair is not bad if I could have moisturized hair and ends and if the hair were silky and smooth!

为面对以下问题的人建议：

- ✔ 即使自然卷发质顽固且难以服贴，但其卷度予烫直而言并不困难。
- ✔ 想令发丝服贴却喜欢秀发拥有自然曲线与轻盈飘逸。
- ✔ 看起来受损干燥的自然卷发质不易增添亮泽。
- ✔ 即便适当地护理秀发，发质仍因潮湿气候而改变。
- ✔ 如果发梢与发丝备受滋润以及秀发丝滑柔顺，拥有自然卷发质毕竟不是坏事。

Hair problems for naturally curly hair 自然卷发质的秀发问题

- Difficult to wash the scalp completely
- 难以彻底洗净头皮

If the hair is wavy at the roots, it prevents the foam from spreading properly, causing clogged pores and odor.

卷曲的发根将阻挡泡沫散布头皮，进而导致毛孔阻塞与产生异味。

- Vulnerable to damage.

- 发质脆弱易受损。

The cross-section of the hair shaft has an uneven distortion, making the hair prone to damage due to friction, which causes roughness. 发丝的横切面显示失衡畸变，使发丝易于受损与粗糙。



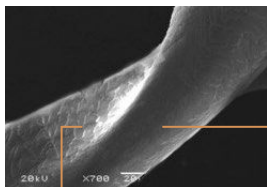
A cross-section view of naturally curly hair, which is uneven and distorted.
自然卷发丝失衡与变形的横切面。

- The hair condition changes easily due to moisture.

- 注入滋润，发丝状况易于改变。

There are portions with high hydrophobicity and with high hydrophilicity. Because the hair is susceptible to humidity and the moisture content in the hair is disproportionate, the hair swells substantially to become heavy or dries out. If the surface of each strand is not smooth, the hair loses sheen and becomes unmanageable.

发丝部份有疏水性与亲水性之分。因为发丝容易受潮气候影响而滋润度亦容易散布不均，发丝因而容易膨胀而增加重量或干燥。若发丝表面不平滑，发丝将失去光泽难以梳理。



Exterior of natural curls: hydrophilic property
自然卷发丝外侧：亲水性面向

Interior of natural curls: hydrophobic property
自然卷发丝内侧：疏水性面向

Proper care for naturally curly hair 专为自然卷发质打造的适当护理

- Gently wash the hair and scalp using creamy, textured foam.
- 以丰润泡沫温和洗净秀发与头皮细致丰富的泡沫彻底洗净头皮。

Completely wash the scalp using a generous amount of fine foam to reach to every part of the scalp.

使发丝轻盈飘逸，抑止发丝进一步损伤
关键在于洁净脆弱与易于受损的发丝。温和柔顺地预防发丝纠结，使发丝免于摩擦并让护理成份均匀分布发丝内里。

- Stop further damage without stressing the hair.

- 使发丝轻盈飘逸，抑止发丝进一步损伤。

The keys are to wash naturally curly hair, which is delicate and prone to damage, gently and smoothly while preventing tangles, so that the hair is protected from friction and the treatment ingredients are evenly distributed to the inside of the hair shaft.

关键在于洁净脆弱与易于受损的发丝。温和柔顺地预防发丝纠结，使发丝免于摩擦并让护理成份均匀分布发丝内里。

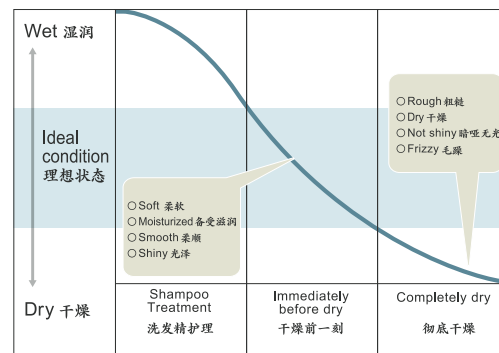
- Keeps the moisture within

- 由内至外地锁住滋润。

By conditioning the hair to maintain the proper moisture content and to keep the surface smooth and light, the hair is maintained even after the elapse of time, leaving the hair silky and manageable.

通过滋养发丝而让发丝拥有适当的滋润度，让发丝表面平滑柔顺。丝滑发丝持久盈润与易于梳理。

Changes in the amount of water in the hair and texture over time.
随时间变化的发质与发丝含水量。



<Illustrated image>

For manageable, flowing, moisturized hair.

专为易于梳理、飘逸与备受滋润的发丝设计。

Clean scalp and smooth hair
洁净头部肌肤，顺滑发丝



IAU SERUM Cleansing
<Shampoo>

The creamy, textured foam gently washes the scalp and hair, creating tangle-free hair all the way to the roots.

洗发精
丰润泡沫能温和洗净头皮与秀发，自发根打造柔顺服贴发丝。

Silicon-free
200 mL / 600 mL
1000 mL (Refill)

Light and manageable
让发丝轻盈与易于梳理



IAU SERUM Cream
<Hair treatment>

By conditioning the hair evenly all the way to the ends, the hair is wrapped in moisture from the core.

护理霜
直达发梢地滋养发丝，发丝的核心备受饱满滋润。

200 mL / 600 mL
1000 mL (Refill)

Highly manageable hair with intensive care. The intensive treatment creates moisturized, manageable hair.
高度滋润的密集护理



IAU SERUM Mask
<Hair treatment>

Highly damaged and prone-to-frizz hair is wrapped in moisture from the core.

发膜
从发丝核心饱满地滋润高度损伤与易于毛躁的发质。

170 g

Shiny and manageable
打造亮泽与易于梳理



IAU SERUM Oil
<Hair treatment>

Keep the hair shiny to prevent roughness and maintain a silky, moisturized feel.

护理油
保持秀发亮泽与预防发质粗糙。

100 mL

The answer to the growing demand for natural aroma—Airy and transparent floral green scents.

The scents are feminine and transparent with a hint of fruity sweetness, ensuring a lifted mood and the experience of refreshment and relaxation.

配合越来越讲求崇尚自然芳香品味的趋向 IAU SERUM 系列选用上轻巧，富透明感的Floral Green香味组合。

女性化柔美轻透的气息，隐藏着一抹甜美果香，给您愉悦轻盈的轻发心情。



APPLE
苹果



ROSE
玫瑰



GREEN
草本植物



CASSIS
黑醋栗

<Illustrated image>

What are green nuts?

什么是印加果仁？

Grown in the tropical rainforests of South America, green nuts are known for the star-shaped fruit. The oil expressed from this fruit is highly antioxidant and moisturizing, as well as highly stable.

The oil contains an extremely high amount of omega-3, which is an essential fatty acid, generally cannot be synthesized by the body, and is known to be effective for beauty and health; it is fondly called the fruit of youthfulness.

*Plukenetia volubilis seed oil (protection/moisturizing) *2: Lauroyl methyl-β-alanine taurine TEA, cocoylmethylaurine Na *3: Polyquaternium-107 (protection/moisturizing)

生长于南美洲热带雨林的印加果仁，以其星形著称。萃取的油份具有高度抗氧化与滋润功能，同时稳定度高。印加果仁油蕴含极大量的Omega 3脂肪酸，拥有极高的美肤与健康效益并被誉称为青春的果实。

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