



2024 HEONA CATALOG

Professional Hair Care



2024 CATALOG

PROFESSIONAL

Hair Solution



SHAMPOO LINE



1500ml PINK BOTTLE SHAMPOO & CONDITIONER



Refining Shampoo

#jojoba shampoo # keratin
#peach scent # for every type of hair

Fresh grapefruit scent

Argan kernel oil, a natural extract, keeps rough and dry hair soft and healthy. In addition, the refreshing grapefruit scent lasts softly to help you feel refreshed all day long.

VOLUME : 1500ml



Refining CONDITIONER

#jojoba shampoo # keratin
#peach scent #foreverytype of hair

Fresh grapefruit scent

The conditioning function is strengthened with the inclusion of natural extracts to create soft hair, and the refreshing grape-fruit scent helps you feel refreshed throughout the day.

VOLUME : 1500ml



Peppermint Ice Shampoo

#cool shampoo #menthol
#peppermint oil

Fresh grapefruit scent

It makes hair softer and nourishes by adsorbing sebum and impurities with a firm micro bubble to remove excess oil and increase the moisture content of the scalp.

VOLUME : 1000ml

1000ml PINK BOTTLE CONDITIONER



Reborn LPP Recover Treatment

#Keratin LPP #Argan oil
#pre-treatment
(10mins leave-in before wash)

Fresh grapefruit scent

Green tea extract and aloe vera extract provide moisture to dry hair, and the oil component that helps to condition the hair calms the hair and is quickly absorbed into the hair for faster absorption and increased softness.

VOLUME : 1000ml/230ml



Herb Green tea Scalp LPP Treatment

#Green tea (150ppm) #7 natural herbs
#Anti-hair loss #Menthol #Keratin LPP
#Pre-treatment (10mins leave-in before wash)

Flower bouquet fragranc

It is a combined hair & scalp treatment that provides abundant nutrition to the scalp and hair with 7 types of solution ingredi- ents that are excellent for the scalp.

VOLUME : 1000ml/230ml

SCALP LINE



1000ML GREEN BOTTLE SHAMPOO & CONDITIONER



Herb Greentea Scalp Shampoo

#Green tea (150ppm) #7 natural herbs #menthol #Anti-hairloss

It helps to relieve symptoms of hair loss and helps to create a clean scalp environment. In addition, it nourishes damaged and weakened hair with the main ingredient, natural protein and silk ingredients so that it becomes elastic and strong hair, and 7 kinds of natural medicinal extracts that are good for the scalp and hair are contained to make the scalp and hair healthier.

Volume : 1000ml



Acid Clinic Shampoo

It makes and maintains the pH of the hair alkalized by perm or dyeing, which is the optimum state of weak acidity, and volume. Rich and soft foam cleans the scalp and hair, and vegetable extracts help make rough hair moist and healthy.

Volume : 1000ml



Acid Clinic Treatment

#ph 5.2 #paraben free #flower scent #bubbles UP #colored/damaged hair

It makes hair into a healthier environment with a pH suitable for hair, and maintains the oil-water balance inside the hair and the softness of the cuticle layer with silk protein and vegetable extracts.

Volume : 1000ml

230ML GRAY TUBE SHAMPOO & CONDITIONER



Acid Clinic Shampoo

It makes and maintains the pH of the hair alkalized by perm or dyeing, which is the optimum state of weak acidity, and volume. Rich and soft foam cleans the scalp and hair, and vegetable extracts help make rough hair moist and healthy.

Volume : 230ml



Acid Clinic Treatment

#ph 5.2 #paraben free #flower scent #bubbles UP #colored/damaged hair

It makes hair into a healthier environment with a pH suitable for hair, and maintains the oil-water balance inside the hair and the softness of the cuticle layer with silk protein and vegetable extracts.

Volume : 230ml

CARE LINE



1000ML GREEN BOTTLE SHAMPOO & CONDITIONER



Herb Green Scalp Shampoo

#Green tea (150ppm) #7natural herbs
#menthol #Anti-hair loss

It helps to relieve symptoms of hair loss and helps to create a clean scalp environment. In addition, it nourishes damaged and weakened hair with the main ingredient, natural protein and silk ingredients so that it becomes elastic and strong hair, and 7 kinds of natural medicinal extracts that are good for the scalp and hair are contained to make the scalp and hair healthier.

Volume : 1000ml



Herb Green Anti Dandruff Shampoo

#Zinc shampoo #Paraben free
#Deep cleansing #For Oily/Dandruff hair

It has an excellent effect on dandruff by containing zinc, which is good for dandruff and hair loss relief, and helps to improve the skin barrier to protect the scalp and hair, creating a healthy environment. In addition, it helps to condition and moisturize the scalp by maintaining the oil-moisture balance of the scalp, and cleanly cares for the dandruff scalp. It is more effective for oily scalp < Adolescents and adults > where a lot of sebum is generated.

Volume : 1000ml

Best



Herb Green Scalp LPP Treatment

#Green tea (150ppm) #7natural herbs
#Anti-hair loss #Menthol #Keratin LPP
#Pre-treatment (10mins leave-in before wash)

It is a combined hair & scalp treatment that provides abundant nutrition to the scalp and hair with 7 types of solution ingredients that are excellent for the scalp.

Volume : 250ml

STYLING LINE



STYLING LINE



Plasma Oil

#Perfume oil #Absorption UP
#Plasma coating #Non-sticky
#Low-density oil for long hair/Post treatment

Flower bouquet fragrance

It is a premium oil that penetrates deep into the hair with different absorption power from existing oil essences to increase hair retention and restores the degree of damage to the hair with tocophenol and natural oils. It has excellent hair penetration, so there is no oily feeling left on the hand after application, so there is no discomfort during use.

* Viscosity : 00000 WATER TYPE

용량(Volume) : 120ml/30ml



Fragrant Oil

#Perfume oil #Absorption UP
#Plasma coating #Non-sticky
#Low-density oil for long hair/Post treatment

Attractive rose scent

It is a heat-protective oil that contains natural vegetable oil, and the 120ml and 30ml composition makes it easy to access business.

* Viscosity : 00000

용량(Volume) : 120ml/30ml



No-Wash Keratin Treatment

#Perfume treatment #Hydrolyzed keratin
#Moisture-essence for badly damaged hair/home care/Post-treatment

Aromatic and lively Chanel Deauville fragrance

It is a new concept treatment product that can be performed at home as a non-washing type treatment that penetrates deep into the hair and fills the interlayer material inside the hair as well as the outside of the hair.

* Viscosity : 00000

Volume : 120ml



Curling Essence

#Peach scent #Olive+Camilia+Jojoba oil
#Paraben free #Post treatment for vivid curl

Fresh grapefruit scent

With its soft setting power, it is possible to create a style that is not burdensome, and the natural oil catches the oil in the hair, creating two effects: style and treatment.

* Viscosity : 00000 SOFT TYPE

Volume : 200ml



Premium Perfume Curling Essence

#Olive+Camilia+Jojoba oil
#Paraben free
#Post treatment for vivid curl

Pleasant daisy bouquet scent

This is a high-quality styling essence that enhances the hair conditioning function by creating a wave style with a perfume-type high-quality curling essence and containing natural oils.

* Viscosity : 00000 HARD TYPE

Volume : 150ml

PROFESSIONAL CARE LINE



PROFESSIONAL CARE LINE



Keratin PPT

*#Liquid LPT #Hydro-keratin (Moisture)
+ Collagen (Strong hair) #For badly
damaged hair #Pre-treatment
(10mins leave-in before wash)*

The combination of hydrokeratin and collagen makes hair hard and soft at the same time. It can be diluted with water depending on the degree of damage.

Volume : 1000ml

2023 New!



Heona PH Balance

*#Post treatment after perm magic / Hair
ph cuticle controller / Hair treatment for
damaged hair (Non- washable)*

The combination of hydrokeratin and collagen makes hair hard and soft at the same time. It can be diluted with water depending on the degree of damage.

Volume : 1000ml

PERM LINE



Glamor Wave

#Cold perm #Conditioning

The amino acid component, an essential component of hair, minimizes the damage caused by the procedure and creates elastic and voluminous curls. It is a perm agent that not only forms curls in a shorter time than existing perm agents, but is also free from the residual odor of perm agents and has excellent conditioning function.

Volume : 300ml



Mighty Wave

#Contains complex protein
Cold perm # Strong curl

A perm that applies stronger curls and contains complex protein that minimizes hair damage, creating the elasticity of curls during treatment. It is a high-quality perm agent that has less residual odor and minimizes hair damage as a treatment base and makes healthy and shiny hair. Various hair conditioning ingredients keep hair shiny and healthy for a long time.

Volume : 150ml



Image Perm

#Non-alkali #For damaged hair #Scalp protection

It contains sugar cane extract ingredients, so there is little residual odor during the procedure, and it enhances the perfection of curls with elastic waves without the polymer ingredients sagging. It is an amine-free type of perm, which is a premium perm that removes damage caused by amine residues and prevents curls from getting stuck during repeated treatments.

Volume : 300ml



Rolling Wave

#Contains collagen #Odorless
Cold perm # Less small + Soft Curl

It is a multi-perm that is almost odorless and free from the unique odor of the perm during treatment. Hydrolyzed collagen ingredient supplies nutrients to the hair and enhances the perfection of curls with healthy and elastic waves.

Volume : 150ml



Smart Wave

#Cold perm # Less small + Strong curl

It is a high-quality perm that satisfies both residual smell and curls, creating soft curls with a mild feeling of use.

Volume : 300ml

STRAIGHT LINE



Effective Straight

• Bristle hair : pH9.0
• Healthy hair : pH8.7 ~ 9.2
• Damaged hair : pH8.2 ~ 8.7
#Heating perm #Magic straightener
#Economic

It is a magic medicine that means economical, and it is a popular magic medicine with good cost-effectiveness. With a mild feeling of magic medicine, all procedures such as digital setting are possible.

Volume : 500ml



Velvet Straight

• Healthy hair : pH 8.7 ~ 9.2
• Damaged hair : pH 8.2 ~ 8.7
#Heating perm #Magic straightener
#High end quality

In partnership with Japanese technology, it is a high-end magic medicine that satisfies all three factors of application, softening power, and damage.

Volume : 500ml

Best



Rapid Straight

Heona Best & Steady Seller
Magic Potion
• Healthy hair : pH 8.7 ~ 9.2
• Damaged hair : pH 8.2 ~ 8.7

#Heating perm #Magic straightener
#Softening power

Rapid Magic, meaning that it can be treated quickly without heat treatment, has excellent spreadability and softening power, and it is economical because of its large capacity.

Volume : 1000ml



Surp Straight

• Healthy hair : pH 7.3 ~ 7.7
• Damaged hair : pH 6.5 ~ 7.0
*When checking softening, there is little swelling, so please check it by rolling it on the Rod rather than pulling it.
#Non-alkali heating perm+ magic straightener for damaged hair

It is a high-quality magic medicine that minimizes hair damage and enables treatment by mildly acting as it has less irritation to the scalp and hair due to the alkali-free prescription and has a lower pH than existing magic medicines. Contains shea butter, oil good for hair conditioning, and low molecular weight keratin to maintain healthy hair after treatment.

Volume : 500ml

SECRET COLOR CREAM COLOR CHART

COLOR LINE

MULTI COLOR							WHITE HAIR	
	NB NATURAL BROWN	AB ASH BROWN	MB MATT BROWN	GB GOLD BROWN	OB ORANGE BROWN	R RED	RW RED WINE	
13	LT/00							
12	12NB	12AB						
11				11GB				
10	10NB	10AB	10MB		10OB	10R	10RW	
9	9NB			9GB				
8	8NB	8AB			8OB	8R	8RW	
7	7NB			7GB				
6	6NB	6AB	6MB		6OB	6R	6RW	
5	5NB	* THE SAMPLE COLOR IN THE COLOR CHART IS THE RESULT OF DYEING 100% WHITE HAIR. THE COLOR MAY LOOK DIFFERENT DEPENDING ON THE CONDITION OF THE HAIR BEFORE THE PROCEDURE AND THE PRINTING CONDITIONS.						
4	4NB							
3	3NB							
2								
1	1NB							

WHITE HAIR				
D-NB NATURAL BROWN	DD-BB BEIGE BROWN	D-CB CHOCO BROWN	D-WB WARM BROWN	D-GB GOLD BROWN
7 D-7NB	DD-7BB	D-7CB	D-7WB	D-7GB
6 D-6NB	DD-6BB	D-6CB	D-6WB	D-6GB
5 D-5NB	DD-5BB	D-5CB	D-5WB	D-5GB

MIX TONE
GY GRAY
BL BLUE
GR GREEN
RD RED
VL VIOLET



Secret Treatment Color Cream

#High color output #50 Color variation including 5 Mixed color

Collagen, concentrated with soft scent and distinct color, forms an oily film on the hair surface to prevent cuticle damage, strengthens fibers to produce a vivid and shiny color, and contains herbal extracts to create a clear color. You can create a healthy hair style by relaxing the hair.

VOLUME : 1st -150g
2nd-1,000ml(3%, 6%, 9%)



Ultra Bleach Powder

#High color output #Easy to use1:
3 (oxidant)-> 30Mins leave-in

It is quickly absorbed into the hair and produces a vivid color with a bleaching effect. It is easy to operate, and it is a product with excellent luster and luster.

VOLUME : 500g



Premium Waxing Color

#Hair color manicure with no hair damage #17 color variation

With 17 different colors, it is possible to penetrate the pigment and produce vivid colors. It contains 3 types of flower extracts to add moisture and complex conditioning ingredients to give the hair luster after the treatment. By containing keratin, conventional water loss is minimized and stable color is maintained even after treatment.



VOLUME : 500ml