

CEZANNETM





YOUR LIFESTYLE SMOOTHING BRAND

What's in a name?

The name Cezanne comes from Paul Cezanne, the famous French artist and post-impressionist painter.

We believe every artist needs the perfect canvas to create their masterpiece.

With the palette of Cezanne, create a smoother, frizz-free canvas while restoring natural shine and making hair healthy and more manageable—all without toxic chemicals.

Reimagine the possibilities.
Reinvent your business.

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OUR MISSION

To set a new standard for non-toxic smoothing treatments that deliver all the results with none of the risk—and empower our community to claim their confidence.

OUR PROMISE

Cezanne is the pioneer of
formaldehyde-free haircare.

Since our inception, we've pioneered a new standard of non-toxic smoothing treatments and health-conscious haircare—and we've reigned in our realm for over a decade. Every treatment and solution in the Cezanne family promises power performance and peace of mind, because good-for-you products are as important as feel-good results.

We empower our community to imagine a better way to smooth, treat, and enhance their natural strands, and inspire confidence through transformations that mimic the feeling of your best hair day.



OUR BELIEF

Since day one, Cezanne has proved that a smoothing treatment can deliver desired results without compromising the quality of your health. We believe in “and”, not “or”—because power performance should never compromise the condition of your health, and good-for-you formulas don’t do any good if they don’t yield results. Our no-compromise approach to smoothing and after care fuels our work, and we’re determined to change the standard of smoothing by educating and empowering communities worldwide.

The bond between a hair dresser and a client is one of immense collaboration and great trust—and the same is true of our partnerships with our distributors, salon owners, stylists, and clients. We intentionally cultivate a friendly, community-forward feel that unites everyone in our ecosystem, because our shared desire to make a difference is most successful when our efforts are in sync.







YOUR BEST
HAIR DAY.

EVERYDAY.

WHY CEZANNE?

Extraordinary smoothing
meets shinier, healthier hair—
with no compromises.

- 100% formaldehyde-free keratin smoothing treatment formulas
- Does not change the bonds in the hair
- Smooths the hair, does not straighten
- Combats humidity and reduces frizz

Ready-to-wear results
with no restrictions.

- Reduces blowdry and ironing time
- Color services can be done before or after the treatment
- Softens natural curl, holds a curl from a curling iron and curling wand
- Wear a ponytail, hat or swim

CEZANNE DIFFERENCE

What sets Cezanne apart from the competition in the professional smoothing category?

Our 100% formaldehyde-free keratin smoothing treatments are free of sodium, parabens, sulfates, phthalates, harmful toxins, vapors, fumes, and noxious gases, and still deliver the sleek, frizz-free finish you love for up to 5 months.

Created with ingredients you know and trust, our health conscious formulas deliver long lasting results bringing you a harm-free smooth that delivers power performance and peace of mind. No matter your hair type or hair concern, our good-for-you solutions have you covered.



KEY INGREDIENTS



TRI-FUSION TECHNOLOGY

Our proprietary TRI-Fusion Smoothing Technology is composed of vegan glyoxylic acid, hydrolyzed keratin, and vegan hydrolyzed quinoa working together to elongate curl, reduce frizz, and smooth the cuticle.



Glyoxylic acid is vegan and formaldehyde free. It improves manageability without damage and creates new cross links within the hair shaft.



Hydrolyzed keratin rebuilds the hair's natural protective layer from inside the cuticle, increases tensile strength, increases strand diameter hair feels thicker.



Hydrolyzed quinoa is a complete protein containing 17 amino acids including 8 essential. Amino acids penetrate the hair shaft for protection. Film forming properties protect the hair from environmental stress.

Additional ingredients include: Argan kernel oil, olive fruit oil, sugar cane, aloe vera leaf juice, apple fruit and green tea extracts, tocopherol, Meadowfoamate.









CHOOSING THE RIGHT TREATMENT

Cezanne Keratin Smoothing Treatments create smoother, more manageable, frizz-free hair on any type of hair. The longevity of the treatments will vary based on hair type, texture, maintenance, routine, and lifestyle.

	CLASSIC	CLASSIC BLONDE	EXPRESS	EXPRESS BLONDE
DURATION	UP TO 5 MONTHS	UP TO 5 MONTHS	UP TO 10 WEEKS	UP TO 10 WEEKS
SERVICE TIME	2-2½ HOURS	2-2½ HOURS	1¼ HOURS	1¼ HOURS

Our treatments are free of sulfates, parabens, sodium and phthalates.

Recommendations for choosing the correct treatment:

All reduce frizz, resist humidity and soften curl.

CLASSIC

- Good for all hair types
- Long-lasting smoothing
- Virgin hair

CLASSIC BLONDE

- Perfect for natural or highlighted blonde hair desiring a cool tone
- Level 8 and above
- Multi-dimensional color with hair levels 8 and above
- Balayage with tones level 7 caramel tones
- Long-lasting smoothing
- Grey hair
- Hair stained from elements like smoke or vitamins

EXPRESS & EXPRESS BLONDE

- Smoothing between color services
- Keratin infusion between Classic and Blonde Cezanne services
- Repair fragile hair for those wanting to grow their hair
- Extra-dry, super-porous hair, needing 10-week infusion of keratin
- Cost-conscious
- Spot-treatments
- Time-sensitive guests

Choose the right treatment

Up to 5-Month Treatments

Scan for on-demand
Educational Videos



How to Apply: Prep the hair by shampooing twice with Cezanne Clarifying Shampoo. Blowdry 100%. Measure out 2 oz of treatment (shake well). Part hair into classic T-part. Apply in ½-inch partings. Process 30 minutes. Rinse. Blowdry. Flat iron. Trim, style or leave and go. For full instructions and on-demand videos, go to cezanneproeducation.com



CLASSIC

CLASSIC

For all hair types
Long-lasting smoothing
Virgin hair
Partial hair application

Duration	Up to 5 months
Service Time	2–2½ hours
Product Usage	2 oz
Application	Dry hair
Processing Time	30 minutes



CLASSIC BLONDE
(FORMERLY ULTIMATE BLONDE)

CLASSIC BLONDE

(FORMERLY ULTIMATE BLONDE)

Perfect for natural or highlighted blonde hair desiring a cool tone
Level 8 and above
Multi-dimensional color with hair levels 8 and above
Balayage with tones level 7 caramel tones
Long-lasting smoothing
Grey hair
Hair stained from elements like smoke or vitamins
Partial hair application

Duration	Up to 5 months
Service Time	2–2½ hours
Product Usage	2 oz
Application	Dry hair
Processing Time	30 minutes

Choose the right treatment

Up to 10-Week Treatments

Scan for on-demand
Educational Videos



How to Apply: Prep the hair by shampooing twice with Cezanne Clarifying Shampoo. Gently towel dry. Measure out 1–1½ oz of treatment (shake well). Part hair into classic T-part. Apply in ½ inch partings. Process 15 minutes. Rinse. Blowdry. Flat iron. Trim, style or leave and go. For full instructions and on-demand videos, go to cezanneproeducation.com



EXPRESS

EXPRESS & EXPRESS BLONDE

Soothing between color services

Keratin-infusion between Classic and Classic Blonde Cezanne services

Repair fragile hair for those wanting to grow their hair

Extra-dry, super-porous hair, needing 10-week infusions of keratin

Cost-conscious

Spot-treatments

Time-sensitive guests



EXPRESS BLONDE

Duration	Up to 10 weeks
Service Time	1–1¼ hours
Product Usage	1½ oz
Application	Damp hair
Processing Time	15 minutes

CEZANNE RESULTS

- Makes hair shiny and enhances hair color
- Reduces blowdry and flat iron time
- Softens and lengthens curl while still holding body
- Combats humidity and frizz
- Repairs and restores damaged hair
- Ready to wear, no limitations
- Allows for coloring, shampooing, working out, wearing ponytails, and swimming directly after the treatment application. Tames flyaways and bangs.



PROTECT YOUR MASTERPIECE

with Cezanne After Care

Keratin infused products keep your hair smoother and more manageable.

Extend the life of your Cezanne Keratin Smoothing Treatment.



CARING FOR YOUR CEZANNE TREATMENT

After your first shampoo, you can expect your hair to be ready to wear with no limitations! You have endless options to style it any way you choose to!

- Your blowdry and flat iron time will be reduced
- Your natural curl lengthened while still holding body
- Your hair will be more manageable, shiny and humidity resistant
- You can achieve any style you choose: curly, beachy waves, smooth

To ensure your treatment is beautiful and long-lasting, use Cezanne After Care with keratin extending ingredients only.

AVOID

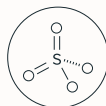
Shampoos, Conditioners and styling products that contain the following ingredients:



Sodium



Baking
soda



Sulfates



Parabens



Phthalates



Vinegar

CEZANNE WASH & CARE



Perfect Moisture Shampoo & Conditioner

- Special keratin extending ingredients
- Preserve the life of your Cezanne Smoothing Treatment
- Increase moisture for manageability
- Sulfate and paraben-free
- Perfect for everyday use
- Weightless and color-safe

CEZANNE WASH & CARE



Ultimate Blonde Shampoo & Conditioner

- Sulfate and paraben-free
- Increased moisture for manageability
- Intense reflection and shine
- Violet hues neutralize brassy tones to keep blondes cool with intense reflection and shine

CEZANNE WASH & CARE



Revive Curl Shampoo & Conditioner

- Gently cleanses wavy and curly hair
- Removes product buildup without leaving residue
- Moisturizes and add strength
- Enhances curls without adding weight
- Perfect for everyday use

CEZANNE WASH & CARE



Clarifying Shampoo

- Weekly usage removes oil and product build up
- The first step of preparing the hair for a Cezanne Keratin Smoothing application
- Paraben and Phthalate free
- We recommend proper education for great results

CEZANNE WASH & CARE



Leave-in Perfector Spray

The results are 8 great benefits for highly reflective shine, heat protection and restorative conditioning. We recommend using Leave-In Perfector Spray in the final blowdry and flat iron steps during a Cezanne Keratin Smoothing Treatment application.

- Moisture
- Manageability
- Shine
- Anti-Breakage
- Silky Smooth
- Detangle
- UV Protection
- Heat Protection

Can be used on both wet or dry hair.

CEZANNE WASH & CARE



Silky Nourishing Oil

- Reduces blowdry time
- Adds heat protection from styling tools
- Hydrates dry hair
- Fights humidity
- Minimizes frizz
- Adds a reflective Signature Cezanne Shine

CEZANNE WASH & CARE



Perfect Smoothing & Styling Crème

- Creates sleek, smooth styles
- Adds luster
- Reduce drying time
- Smooth finish

Can be used on both wet or dry hair.

CEZANNE WASH & CARE



Revive Curl Crème

- Color safe, free of parabens and phthalates
- Maintains and defines curl shape
- Restores manageability
- Revitalizes curl
- Increases shine and elasticity
- Perfect for both keratin and non-keratin treated hair!



TRANSFORMATIVE RESULTS

Before

Smooth

First Shampoo

Natural Dry
(no products)



Before

Smooth

First Shampoo

Natural Dry
(no products)



Testimonial

What doesn't show in these photos is how much softer and more manageable her hair is.

Also a note on the dry without products—we mean absolutely no products at all. Normally she puts in conditioner, leave in conditioner, curl stuff, and gel.







EXPERIENCE THE
CEZANNETM
DIFFERENCE