



Original

Hairkop
Essence

Repair Hair Like Magic

Obliphica



What is Obliphica Professional?

Obliphica Professional is natural hair repair system that reaches beyond the boundaries of traditional hair care by using the magical healing properties of the rare sea buckthorn berry. Obliphica repairs damaged colored hair while moisturizing and strengthening hair. Natural UV filters protects the hair from the environment and helps to delay the process of aging, graying, and hair loss. Obliphica restores back to the hair the natural beauty, health and shine it once had.

Our Story

After researching and finding that most of the brand name products used in the Salon contain dangerous chemicals and potentially harmful ingredients, it was time to find something better. Three years ago, Roni Josef, Founder and President of HairKop Essence, began searching the world for a natural ingredient that could improve the condition of both the hair and scalp. While sitting with doctors, he was introduced to the Sea buckthorn berry (Obliphica). Obliphica is a rare fruit grown in the Himalayas and Siberia. For thousands of years it has been used for medicinal purposes, cosmetics, and as a nutrition source. As a result of his passion for the beauty industry, and armed with this powerful fruit, Obliphica Hair Care System was born.

The Obliphica Hair Care System has harnessed the abundant amounts of: antioxidants, amino acids, vitamins A and E, essential fatty acids, vitamin C, flavonoids, natural UV filters as well as a vast array of other nutrients, to make even the most unruly hair exceptionally radiant.

Obliphica



Obliphica Professional Hair Repair System

Composition of Hair

The hair fiber is composed of

- 89% Protein
- 8% Moisture
- 3% Minerals

As the hair becomes damaged, the cuticle is raised and the hair fiber loses protein, moisture and minerals. Hair is under constant attack from daily living through color processing, thermal styling, chemical relaxing, environment, and poor quality hair care products depleting the hair of vital proteins, minerals, and moisture. Obliphica Hair Care System, will restore the natural balance and repair the damage.



Keratin Protein

Keratin is a protein found in human hair, it is comprised of 19 amino acids, which are the building blocks of hair and essential for healthy hair. The function of this protein in the hair equalizes porosity, adds strength, and increases elasticity. When the amino acids are compromised, the hair becomes weak, dull and lifeless.

The following amino acids are naturally produced by the Sea buckthorn.

- o Lysine (deficiency can cause hair loss)
- o Phenylalanine (provides protection from harmful UV rays)
- o Valine
- o Isoleucine
- o Arginine (deficiency can cause hair loss)
- o Aspartic acid
- o Glutamic acid
- o Glycine (helps build protein)
- o Serine (moisturizer)
- o Methionine
- o Threonine
- o Leucine
- o Histidine (promotes growth and repairs damage)
- o Alanine
- o Cysteine
- o Glutamine
- o Proline
- o Tyrosine (essential for pigmentation in the hair)

Composition of Hair



Moisture and Minerals

As mentioned before, the hair is also comprised of moisture and minerals. Obliphica naturally produces lipids and minerals that are essential to replace the proper moisture and minerals to the hair.

Omega fatty acids 3,6,7,9 add shine, hydration, and structural integrity. Healing dry or compromised hair.

Sodium, Magnesium, Zinc, and Manganese replenish the necessary minerals lost during chemical processing. All of which are extraordinary humectants that attract and retain moisture inside the hair to improve elasticity.

UV Protection

With the production of Zinc, Phenylalanine, and Histidine, Obliphica provides UV protection for both the scalp and hair.

For more information about the Obliphica Berry go to:

www.pubmed.gov

www.shinyhorse.com

Why Obliphica?



Obliphica has gained instant recognition as a leader in hair care that nourishes and feeds hair from the inside out. Its unique use of the Sea Buckthorn berry in combination with vast amounts of vitamin and minerals make it stand out above the rest.

- 80% of the Obliphica ingredients come from organic sources.
- For thousands of years the Obliphica fruit has been used for internal and external medicinal purposes. This super fruit is now used to repair and rejuvenate tired, damaged, color treated hair.
- The Obliphica fruit has over 190 natural bio-active compounds. It is placed among one of the best sources of vitamins and phytonutrients in the world.
- The nutrient content includes:

Vitamin C, A, B, E, and K. Omega 3, 6, 7, and 9. 18 of the 19 organic amino acids found in hair, B-steroid, Polyphenolic acids, 42 lipids, macro and micro trace elements, flavonoids, and folic acid.

- In one month Obliphica took on 6 distributors and opened in 5 countries.
- A select east coast distributor placed the Obliphica line in 50 salons in less than 6 months
- A salon chain in the home state increased retail sales by 50% by implementing the Obliphica line



Obliphica



Gives instant results, dramatically improving the hairs condition, strength, and protects the hair from further injury.
Available in 16.9 fl. oz. \$45

Obliphica Treatment Mask

Repair and nourishing for very dry and colored hair

Obliphica has an advanced formula for intensive treatment of very dry, colored hair.

The creamy texture of the mask penetrates hair structure and envelops it in softness.

Your hair looks shiny and healthy, and has a pleasant fragrance.

The Obliphica plant contains many vitamins (A,E,C,K), and oils (tea tree, olive, rosemary etc.), 18 amino acids, 11 trace minerals and naturally balanced omega 3,6,9 essential fatty acids that are crucial for a healthy scalp and hair.

It eliminates split ends and prevents graying, making the hair stronger.

The mask has been especially adapted for hard water users, being PH balancing.

Your hair stays soft, even after shampooing, drying and styling it!

Ingredients:

Water, Cetyl alcohol, Silica, Dimethicone, Cyclomethicone, Isopropyl myristate, Obliphica (Hippophae Rhamnoides) Oil, Behentrimonium chloride, Glycerin, Cetrimonium Chloride, Chamomille (anthesis nobilis) Extract, Fragrance (no substances from the 7th amendment), Poliquaternium-7, Citric Acid, Glyceryl Stearate Dmdm Hidantoim, Ethylparaben, Poliquaternium-10, Linseed (linum usitatissimum) Oil, Calcium Pantothenate, Aloe Barbadensis Extract, Henna (lawsonia inermis) Extract, Tea Tree (melaleuca alternifolia) Oil, Sunflower (heliantus annuus) Seed Oil, Rosemary (rosmarinus officinalis) Extract, Olive (olea European) Oil, Propylparaben, cl 15985, Retinol.



A sodium chloride free formula that gently cleanses the hair and scalp, while stabilizing the hairs ph balance, preventing dandruff and protecting color.

Available in three sizes:

1 liter	\$49
17.7 fl. oz.	\$33
7.42 fl. oz.	\$20

Obliphica Treatment Shampoo

For very dry, colored or damaged hair

A professional and exclusive formula for treating and restoring dry or damaged hair, or hair that has undergone chemical treatment. The shampoo includes softeners and nutrients that envelope the hair in a protective layer, eliminate split ends, soften the hair and give it a brilliant sheen.

Obliphica Shampoo has active ingredients for cleaning hair and scalp, while stabilizing your hair's PH balance and preventing dandruff. It helps maintain your hair's natural color and prevents graying. Obliphica Shampoo contains UV screen, thus keeping your hair from drying out, and maintaining its natural moisture.

This unique formula was developed taking into account difficult (dry, humid) climates and poor water quality to actively tone and invigorate hair.

The shampoo is made of extracts of the Obliphica fruit for intensive treatment, with added natural vitamin E to keep your hair healthy and shiny.

Ingredients:

Water, Disodium laureth sulfosuccinate, Ascorbic acid, Cocamide dea, Polyquatemium-10, Obliphica (Hippophae Rhamnoides) Oil, Fragrance (no substances from the 7th amendment), Citric Acid, Lavender (lavandula angustifolia) Extract, Urtica Dioica, Tea Tree (melaleuca alternifolia) Oil, Camellia Sinensis, Rosemary (rosmarinus officinalis) Extract, Edta, Propylparaben, Benzophenone-4, Aloe Barbadensis Extract, Henna (lawsonia inermis) Extract, Olive (olea europaea) Oil, Sunflower (heliantus annuus) Seed Oil, cl 15985



Obliphica



Obliphica Treatment Serum, increases the hairs manageability, eliminates frizz, and gives hair a brilliant sheen. Available in two sizes:

4.25 fl. oz. \$45
2.21 fl. oz. \$31.95

Obliphica Treatment Serum

Effectively treat and rejuvenate dry or damaged hair

A unique serum produced from the Obliphica (aka Sea Buckthorn, Sallow Thorn) fruit, traditionally known for its wonderful healing effect on hair and skin.

Rich in many vitamins, **carotenoids** (alfa and beta-carotene) and with an especially large proportion of **vitamin E**, Obliphica Serum restores damaged hair, brings back the luster to your hair and makes combing a breeze.

It will protect hair structure from free radicals and fulfill the needs of malnourished, depleted hair and unbalanced scalps.

Recommended daily use, before or after blow-drying, on damp or dry hair.

The effect of using Obliphica hair serum is proven – and immediate.

Ingredients:

Dimethicone, Cyclomethicone, Obliphica (Hippophae Rhamnoides) Oil, Fragrance (supplement), Phenyl Trimethicone.



Delivers natural UV protection as well as enhancing the hairs natural luster. Available in 7.42 fl. oz. \$45

Obliphica Shine Spray Serum

For a more intensive shine

A shinning hair spray to be used after blow-drying, misted over dry, finished styles or on damp hair before styling.

Enriched with Obliphica Oil, it will boost your hair with vitamin E and provide an immediate, extreme, light gloss with maximum healthy shine.

It is **lightweight, non greasy** and it *works best* on relaxed, curly, kinky, and thick, coarse, wavy hair.

Containing **UV** screening formula, it protects the outer layer of your hair from sun and weather damage.

The shinning spray is amazing in smoothening and banishing frizz (**anti frizz control**) and it has a fantastic pleasant fragrance.

And all this to prevent hair color from fading, revealing your hair's true beauty!

Ingredients:

Dimethicone, Cyclomethicone, Obliphica Oil, Fragrance (supplement), Phenyl Trimethicone.



Obliphica



Maximizes nutrition for your hair, combining styling features that help sculpt your hair, without it feeling greasy or sticky. Available in three sizes:

liter	\$49
5.1 fl. oz.	\$16
17.8 fl. oz.	\$35

Obliphica Moisturizing Treatment Cream

For very dry, damaged and curly hair

With UV rays screen

Obliphica Moisturizing Treatment Cream maximizes nutrition for your hair, combining styling features that help sculpt your hair, without it feeling greasy or sticky.

The cream has moisturizers that give hair amazing softness, suppleness and beauty.

Made from unique, natural ingredients, minerals and a range of moisturizers, the cream improves the look and styling of your hair, while nurturing and strengthening it.

Especially developed to combat harsh sun, hard water and rough weather conditions.

It is a versatile product that adds sheen, texture, and control to **all hair types**. This non-greasy cream eliminates frizz and adds definition while pure Obliphica and other selected premium oils will condition and moisturize hair.

As it spreads gently into hair, it tames the frayed strands to create an exceptional smooth look. The advanced formula helps **improve hair quality with every use**. Even dry, unruly hair is transformed into silky, smooth, shiny hair. Contains UV filters.

Your hair will look and feel better than ever!

Ingredients:

Water, Isopropyl myristate, Cetyl alcohol, Glycerin, Cetearyl octanoate, Petrolatum, Obliphica (Hippophae Rhamnoides) Oil, Mineral Oil (and) Lanolin Alcohol (and) Octyl Dodecanol, Cetearyl Alcohol and Peg-20 Stearate, Cetrimonium Chloride, Fragrance (no substances from the 7th amendment), Dimenticone, Ethylparaben,



Obliphica



Rich nourishing sodium chloride free shampoo with Obliphica (Sea Buckthorn) fruit extract that gently cleans the hair and scalp.

Available in 14.36 fl. oz. \$30

Obliphica Intensive Shampoo

For damaged, colored or unmanageable hair

A rich nourishing shampoo is formulated with intense amounts of Obliphica (Sea Buckthorn) extract, to bring life to damaged, colored, or unmanageable hair. The Intensive Shampoo is designed to gently cleanse both the hair and scalp while stabilizing your hair's PH balance and preventing dandruff. By adding a vast array of nutrients to the hair, The Intensive Shampoo will eliminate split ends, prevent environmental and climate damage, and protect color, all while giving your hair a brilliant sheen. The advanced formula helps improve hair quality with every use, even the most unruly hair is transformed into silky smooth shiny hair.

Ingredients:

Water, Sodium laureth sulfate, Cocamidopropyl Betaine, Polyquaternium-7, Cocamide DEA, Ascorbic acid, Stearamidopropyl Dimethylamine lactate, Polyquaternium-10, Obliphica (Hippophae Rhamnoides) Extract, Fragrance (no substances from the 7th amendment), Tetrasodium Edta, Methylchloroisothiazolinone, methylisothiazolinone



Obliphica



Rich hair moisturizer containing vitamins E and C as well as special quality plant extracts and the Obliphica (Sea Buckthorn) fruit extract.
Available in 14.36 fl. oz. \$35

Obliphica Intensive Leave In Moisture Cream

For damaged, colored or unmanageable hair

A rich hair moisturizer containing vitamins E+ C as well as special quality plant extracts and the Obliphica (Sea Buckthorn) fruit extract. The cream is designed to nourish and take care of very dry, damaged hair to minimize breakage. The Intensive Moisture Cream leaves a free-movement soft touch without a sticky or greasy residue.

Ingredients:

Deionized water, Cetearyl alcohol, Stearalkonium Chloride, Cetearyl Ethylhexanoate, Lanolin Alcohol, Fragrance (no substances from the 7th amendment), Chitosan, Obliphica (Hippophae Rhamnoides) extract, Dimeticone, Methylchloroisothiazolinone, Methylisothiazolinone



Obliphica



A rich nourishing mask enriched with concentrated nutrients and the Obliphica (Sea buckthorn) fruit extract. Softens hair, increases manageability, leaving hair shiny and conditioned.
Available in 16.9 fl. oz. \$49

Obliphica Intensive Nourishing Hair Mask

For damaged, colored or unmanageable hair

The advanced formula of the Intensive Treatment Mask delivers the nutrients and moisture needed to repair damaged, colored, or unmanageable hair. The creamy texture of the mask penetrates the hair structure, envelopes it in softness protects it from further damage. Made from unique and natural ingredients as well as Obliphica (Sea Buckthorn) extract, the Intensive Treatment Mask improves the look and styling of your hair while adding brilliant shine and softness.

Ingredients:

Water, Behentrimonium Chloride, Cetyl Esters, Glycerin, Cetyl Alcohol, Isopropyl, Palmitate, Stearalkonium Chloride, Quaternium-80, Obliphica (Hippophae Rhamnoides) extract, Dimethicone, Quaternium-18, Stearamidopropyl Dimethylamine, Fragrance (no substances from the 7th amendment), Lactic Acid, Panthenol, Octoxynol-40, Isolaureth-6, Amodimethicone, Methylchloroisothiazolinone, Methylisothiazolinone.

Oblivahica



★ Current Distribution Areas:
USA, Russia, Israel, Australia, Canada, Caribbean, Italy, Costa Rica

Obliphica



Frequently Asked Questions

1. How often should Obliphica Treatment Mask be used?

The Treatment Mask should be used at least twice a week, depending on the condition of the hair. It is safe for daily use, if hair is excessively damaged.

2. Can the Moisturizing Cream replace other styling tools?

The Moisturizing Cream was designed to enhance the benefits of other styling tools, although it can be used alone to give movement, condition, and shine to the hair. (a little goes a long way)

3. How is the Curl Builder used?

The Curl Builder was developed to enhance curl and tame frizz. It can be used alone or cocktailed with the Treatment Serum. The Curl Builder can also be used with either a blow dryer or hot tools to straighten hair.

4. How is the Serum used?

The Serum can be used on any hair, wet or dry. It is recommended that it is applied before styling aids or cocktailed with, to enhance shine and manageability. It can be used alone.

5. What is the difference between Obliphica Original and Obliphica Intensive?

The Intensive line is designed with a higher concentration of the Obliphica extract, therefore giving greater benefit to more extensively damaged hair. It also can be used to tame courser, thick unmanageable hair.

6. Can the Obliphica products be used on Natural hair?

With the nutritional benefits and UV protection given by the Obliphica extract, Obliphica products will protect all hair types from environmental damage, as well as, damage from chemicals. Obliphica products are safe for any hair type, natural, chemically enhanced, extensions, etc...

7. What is the PH of the Obliphica Shampoo?

The Obliphica shampoo is PH balanced at 6.1-6.3 for optimal nutritional support.

Media

As Seen In

September 2010
beautylaunchpad.com

Band Aid
Rocker-inspired products

Collections!
Damen Carney, NAHA 21

The Trend
Hair, Fashion, Makeup, Nails
Issue

OBLEPHICA

Www.Oblephica.com 888.881.8155

BRAND NEW

Berry Best

Mother Russia is the source of Obliphica by Hairkop Essence's most potent ingredient, not to mention the company's name.

Obliphica president Roni Josef and spokesperson/ingred sales manager Rose Taylor

product manufacture. "Armed with haircare products that are laden with this plant's nutritious chemistry—not to mention gorgeous spasmodic turned regional sales manager, Rose Taylor—Josef has pooled the company's resources and created a splashy impression in the pro-beauty arena.

"As a result of my passion for the reparative powerhouse ingredient, I've created a line that dramatically improves the condition and strength of dry, damaged hair, while protecting it from further injury," Josef beams. The line consists of six products in the Original Treatment range and three products in the Spiral Treatment range, which works to eliminate frizz in curly locks.

"We're concerned for the environment and want to provide beauty products that are refreshing and invigorating, but don't contain potentially harmful chemicals," Josef reveals. Faring dedication with high-quality, natural-based ingredients, Josef is poised to tackle damaged strands head-on and bring greater recognition to the Obliphica name—with no pronunciation key required.

All products in the Obliphica line repair system contain oils extracted from sea buckthorn berries, which possess hefty amounts of fatty acids, flavonoids, essential fatty acids, and organic vitamins A and E, plus 15 times the amount of vitamin C found in orange!

BEAUTY LAUNCHPAD 9.10

OBLEPHICA

Hairkop
Essence I

Repair hair like
Magic

www.Oblephica.com

PROFESSIONAL

Marietta (401) 736-9350 | Exclusive Beauty Supply (954) 321-6800
Divine Effects Resource Group (810) 413-4473 | Lion Sen LLC (732) 493-9998
Evergreen Team USA Inc. (431) 231-2470 | Salvatore Carato (917) 842-7354
For international please call (888) 881-8155

OBLEPHICA... Sea Buckthorn?

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The Obliphica extract moisturizes and strengthens hair, protecting it from the environment. Natural UV filters create a screen against sun exposure delaying the process of aging, graying, and hair loss. This system is a natural way to effectively repair colored damaged hair. And brings back beauty, health, and shine to your hair.

We know you want to provide your clients with beauty products that are refreshing and invigorating without the harmful chemicals found in other commercial products. We are concerned about the environment and show this with beauty products that are organic in nature and with at least 80% of the ingredients found in Obliphica coming from organic sources. For people who are sensitive to chemicals, they will also find Obliphica a viable option when it comes to hair care.

Sea Buckthorn is a rare fruit which grows in the Himalayas and Siberia. For thousands of years it has been used in medicine, cosmetics, nutrition, and many other purposes. It's magic healing properties are used to repair damaged hair, restore natural beauty, and immediately rejuvenate tired colored hair.

Obliphica (Sea Buckthorn) is considered a super fruit due to its 150+ natural bio-active compounds. It is placed among the best sources of vitamins and phytonutrients in the world. The nutrient content and the antioxidant qualities are extremely high, including:

- Vitamin C (18 times greater concentration than oranges)
- Vitamin A (carotenoids: Alfa and beta carotene etc.)
- Vitamin B (B1, B2, B3, B4)
- Vitamin E (tocopherols)
- Vitamin K
- Omega 3 essential fatty acid (naturally balanced 1:1)
- Omega 6 essential fatty acid (naturally balanced 1:1)
- Omega 9 essential fatty acid
- Omega 7 essential fatty acid (Ara and vital to collagen production for healthy skin and hair)
- Organic amino acids (18 of the 19 found in hair)
- B-vitamins
- Polyphenolic acids
- 42 lipids
- Macro and micro trace elements (11 out of 14 including calcium, iron, manganese, boron, silicon, etc.)
- Flavonoids
- Folic acid

Www.Oblephica.com
702.254.7007