



B O L D
Unique &

it's so You ic

Bold & Unique is more than just a collection of products; it's a commitment to enhancing your unique beauty. With a focus on producing highly effective treatments and care solutions, we bring you the quality in products, all thoughtfully crafted to nourish, strengthen, and rejuvenate your hair, skin and body, resulting in a bold eye-catching natural look.

Our brand essence is captured by the slogan, "**It's so youic**". Bold & Unique is all about celebrating your individuality and making your care routine a reflection of your unique style. We take pride in being a user-centric brand, dedicated to providing the most effective and essential products at affordable prices, without compromising on chic, elegance, or user-friendliness. We believe that beauty should be accessible to everyone, and this set embodies our commitment to delivering **professional results in your hands, at home.**

As a dynamic brand, we're constantly evolving and expanding our product range to meet the ever-changing needs of our users. Bold & Unique is a journey towards boldness and we invite you to be part of it to embrace and protects your unique beauty with Bold & Unique.

BTX KERATIN 3in1 Home-Use Treatment

Intense - Repair Seri

Professional hair care at your home;
Rich in Keratin, Collagen and Wheat Protein, formulated to repair of hair breakage, chemical damages and split ends. Results in frizz-free shiny smooth hair through strengthening, nourishing and deeply hydrating hair strands.

Box includes: BTX Keratin treatment + BTX Keratin Shampoo (salt-free) + Keratin Milk Leave-in Mask



BTX Keratin Treatment - Intense Repair:

Enriched with the power of Keratin and Collagen, it penetrates deep into your hair to strengthen and repair from within. It reduces breakage, enhances resilience, and leaves your hair smooth and shiny.



BTX Keratin Shampoo - Longevity Maintenance:

It's infused with Keratin and Pro-Vitamin B5, which work together to protect and extend the effects of the treatment. This salt-free shampoo not only cleanses your hair but also ensures that your keratin-treated locks stay sleek and smooth for an extended period.

Keratin Milk Leave-In Mask - Nourishing Elixir:

After washing, your hair craves nourishment, and the Keratin Milk Leave-In Mask delivers just that. Packed with Keratin, Collagen, Vitamin E, Omega 3 & 6, it provides a nourishing blend to repair, and adds a touch of shine to your hair care routine.



KERATIN MILK

Leave-in Hair Mask

Intense - Repair Series

Keratin Milk, is a leave-in keratin mask / Intense-repair that have been designed to combat breakages while providing hydrated, revitalized shiny hair. This mask takes on frizz and provides essential heat protection, allowing for effortless styling without compromising your hair's health. The formulation combines the power of Hydrolyzed Keratin, Biotin, and Hydrolyzed Collagen to reinforce your hair's structure. It also includes Vitamin E, Shea butter and Olea Europaea oil - that is rich in Omega 3 and Omega 6 - for added nourishment and hydration.

150 ml / 5.07 fl.oz



Keratin, Collagen, Vitamin E, Biotin,
Omega 3 & 6

BTX KERATIN MASK

Frizz control +
Damage &
Split ends repair
Intense - Repair Seri

Keratin, Wheat Protein, Vitamin E

250 ml / 8.45 fl.oz

BTX Keratin Intense-repair hair mask can provide moisture, strength, and damage-repairing effects for your hair, leaving it nourished, frizz-free and shiny. In its formulation the richness of Shea Butter and Horstail extract get combined with the Hydrolyzed Keratin and Hydrolyzed Wheat Protein, two potent proteins that helps to fortify your hair, reduce breakage, and promote a smoother, shinier appearance. The conditioning properties of this mask improve hair texture: Vitamin E, adds a layer of protection against free radicals, while Vitis Vinifera Leaf (Grape leaf) Extract and Horsetail Extract offer antioxidant benefits and strengthen your hair.



BERAZILIAN KERATIN Hair Treatment

Silk Straight

Argan oil infused, Silk-Straight Brazilian Keratin Treatment, is formulated to provide straightening, smoothness, and shine to frizzy, dry, damaged or chemically treated hair. Hydrolized keratin works to straighten and smooth your hair, taming stubborn frizz. It goes deep within each strand, repairing damage and fortifying your hair from the inside out. Helping to repair breakage provides resilient hair. Argan Oil on the other hand, hydrates your hair. Collaborating with other ingredients it result in frizz-free, shiny and smoother hair.

1000 ml / 33.81 fl.oz



Proper for Professional & home use

BTX KERATIN Hair Treatment

Intense - Repair Seri

BTX Keratin Intense-repair hair Treatment, is enriched with Keratin, Collagen, Wheat protein, Jojoba oil and Cacao extract. This Intense treatment is formulated to deliver repair, fortification, nourishment and hydration to dull and dry damaged or chemically treated hair. Keratin and Collagen join forces to provide your hair with intensive repair, reducing breakage, and enhancing its overall strength and elasticity. Our formulation features Jojoba Oil packed with antioxidants. These ingredients deeply hydrate and nourish your hair, effectively combating dryness and leaving it soft and smooth. The protein-rich blend works to fortify your hair from the inside out, enhancing its overall texture and shine, while reducing frizz.

1000 ml / 33.81 fl.oz



Proper for Professional & home use

INTENSIVE

Repairing Keratin serum

Strengthening
Frizz Control
Hydration

30 ml / 1.01 fl.oz

The transformative power of Hydrolyzed Keratin, lies at the heart of this formula. Hydrolyzed keratin doesn't just hydrate hair strands, it also fills cells with the keratin protein they crave.

INTENSIVE Repairing Keratin serum goes beyond revitalization; it combats against breakage and the damages of heat styling, chemical treatments, and the relentless tug of combing. By patching gaps in your hair's protein structure, it not only strengthens but also takes on frizz, leaving your hair's texture smoother and more shiny. Plus, its heat protection property ensures your hair remains resilient through every heat-styling



NUTRITIVE

Revitalizing Argan serum

Split Ends Repair
Frizz Control
UV Protection
Hydration

30 ml / 1.01 fl.oz

Nutritive Revitalizing Argan Serum, is formulated with Argan Oil which is rich in Vitamin E and antioxidants as well as Panthenol (Pro-Vitamin B5) that contains moisturizing properties. By sealing hair cuticles, it combats against frizz, splitting, and fraying, while helps to repair dry and damaged hair.

It nourishes and strengthens the hair while providing UV protection. It simultaneously supports hair hydration, by locking the moisture in the hair strands, results in a shiny, smooth, and revitalized hair appearance.



VIOLET/PLATINUM Silver Shampoo

Tone neutralizer Purple shampoo

Violet/Platinum silver shampoo (commonly known as purple shampoo) is formulated to restore the appearance of blonde, ash, silver or platinum hair by eliminating undesired brassy undertones while gently cleansing hair and providing moisture for a smoother, shinier look; Containing purple pigments, this shampoo takes on the neutralization of brassiness which makes your hair look dull, leaving your hair looking ashier and more vibrant with each use. With the combination of Pro-Vitamin B5 and Glycerin, your hair receives the needed moisture and reducing frizz. Also its other conditioning-provider ingredients, make your hair more manageable, smoother, and shinier, result in vibrant hair with cooler tones.



Available in 250 & 400 ml

BTX KERATIN SHAMPOO

Intense Repair

Frizz control & Post-Keratin treatment maintain

BTX Keratin Intense-repair salt-free shampoo is an excellent choice for those with dull and dehydrated hair. If you've had a keratin treatment, it's also helps to maintain longevity of your care. Containing ingredients like Hydrolyzed Keratin, Hydrolyzed Wheat Protein, and Pro-Vitamin B5, each renowned for their ability to strengthening, nourishing and moisturizing your hair. Resulting in improved texture, reduced frizz, and enhanced manageability. Hydrolyzed Keratin works to fortify and repair your hair from within, reducing breakage and bolstering resilience. Teamed up with Hydrolyzed Wheat Protein, it adds volume and refines texture. Meanwhile, Pro-Vitamin B5 (Panthenol), takes charge of deep moisturization, combating dryness and frizz.

Salt-Free & Paraben-Free



Available in 250 & 400 ml

VITA - PROTEIN Salt-Free Shampoo

Color & Treatment Preservation

Vita-Protein Salt-Free Hair Nourishing Shampoo is specially good choice for after Keratin treatment or dyed hair since its gentle, salt-free formulation ensures that your treatment or color is maintained while cares for your hair's health and your style's longevity. Enriched with Hydrolyzed Wheat Protein, Vitamin E, and Pro-Vitamin B5, this salt-free shampoo is designed to leave your hair feeling nourished and vibrant while protecting dry, damaged, or chemically treated hair from harsh cleansing agents; Hydrolyzed Wheat Protein strengthens your hair strands, enhancing their resilience and promoting a fuller look. Vitamin E, as a powerful antioxidant, safeguards your hair from environmental harmful factors while providing deep moisture, ensuring your hair stays frizz-free. Pro-Vitamin B5 by hydrating hair strands, leaves your hair soft and shiny.



Available in 250 & 400 ml

COLLAGEN + BIOTIN Pro-Repair Shampoo

Growth & strength enhancer

In its formulation the richness of Biotin, Hydrolyzed Collagen, and Pro-vitamin B5 combine to deliver nourishment and strength to your hair; Biotin (Vitamin B7), promoting hair growth and minimizing breakage. Hydrolyzed Collagen works harmoniously to repair damaged hair and enhance elasticity. The moisturizing prowess of Panthenol ensures that your hair receives the hydration it craves, combating dryness and frizz, as well as reducing split ends, While the added benefits of Vitamin E offer protection from environmental harmful factors as an antioxidant, beside preventing frizz. All together result in smoother, strengthened, nourished, and ready to shine cleansed hair.

Vitamin E + Pro-Vitamin B5



Available in 250 & 400 ml

OXIDANT Developers

available in 3 volume

1000 ml / 33.81 fl.oz

Elevate your hair transformation with Bold & Unique Oxidant Developers, available in three versatile volumes: 10, 20, and 30. These essential components are your trusted companions in the art of hair coloring and bleaching. Choose the volume that suits your creative vision, and let Bold & Unique empower you to achieve your desired look with confidence and brilliance.



CONTACT

company website

www.gocturk.net

email

info@gocturk.net

b.Whatsapp

+90 850 800 1015

+90 535 664 7334

The logo for BOLD Unique features the word "BOLD" in a large, bold, serif font. To the left of the letter "O" is a small, stylized lion rampant. Below "BOLD" is the word "Unique" in a smaller, elegant serif font, with a small ampersand "&" positioned between the two words.

Produced by GöçTürk
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