



HQ
PROFESSIONAL

WHERE SCIENCE MEETS NATURAL HAIR CARE

Our vision at HQ Professional is to redefine the standards of haircare by creating products that unite scientific innovation with natural wellness, making premium hair health accessible to all. We do this by discovering innovative solutions that work in harmony with your body's natural processes, not against them.

True hair care extends beyond surface-level treatment and can only be achieved through products that prioritise both immediate results and long-term hair health. We serve as the bridge between professional-grade excellence and everyday hair care needs, ensuring that superior hair health is within everyone's reach.

We are committed to pushing the boundaries of what haircare can achieve. We envision a future where healthy hair is not just an aspiration but a sustainable reality for everyone, supported by products that respect both individual well-being and environmental health.

SHAMPOO &
CONDITIONER



FINE OR WEAK

ARGAN OIL + CUCUMBER + CAFFEINE
Revitalises the scalp and restores hair health
without weighing it down.

Also available in BASIN SIZE (3.7L)



BRITTLE & FRIZZY

ROSEMARY OIL + PEPPERMINT EXTRACT + CITRUS EXTRACT
Refreshes and detoxifies oily scalps
and revives dull hair.

Also available in BASIN SIZE (3.7L)



DRY & DAMAGED

AVOCADO OIL + COCONUT OIL + VITAMIN E
Cleanses while delivering intense moisture
to dry, damaged or coarse hair

Also available in BASIN SIZE (3.7L)



SENSITIVE SCALP

VANILLA EXTRACT + SHEA BUTTER OIL + OATS EXTRACT
Cleanses and calms sensitive scalps
while gently refreshing hair.

Also available in BASIN SIZE (3.7L)

GET ME

A RITUAL OF REFINED BOTANICALS.



THE
ACTIVATED
charcoal
RANGE

CHARCOAL



HQ Professional Activated Charcoal Shampoo

The HQ Professional Activated Charcoal Shampoo deeply cleanses and exfoliates the scalp for an instant lightweight effect on the hair. It revives lifeless locks and unclogs pores in the scalp to help hair grow better. **How to use:** Apply a small amount to damp hair and massage well. Rinse and repeat, follow with HQ Professional The Charcoal Cream Treatment.

Sulphate free. Paraben free.



HQ Professional The Charcoal Cream

HQ Professional's The Charcoal Cream effectively cleanses scalp build-up of excess oils, toxins and pollutants. It soothes irritated scalps and helps to reduce inflammation caused by eczema and psoriasis. It also stimulates hair follicles to improve hair growth and restore shine and strength back to damaged and stressed hair. **How to use:** Use twice weekly, after shampoo. Apply to scalp and hair, massage thoroughly for 2 minutes then rinse and condition if necessary. For a more intense treatment, apply once a month for 20 minutes.



HQ Professional The Charcoal Leave-In Mask

HQ Professional's The Charcoal Leave-In Mask uses activated charcoal to detoxify hair from impurities, add volume, soothe the scalp and prevent dryness. It allows for better absorption of key nutrients and is great for all hair textures, including dry hair and coloured hair. It won't strip colour from the hair and will increase shine and appearance of the overall style.

BENEFITS

- ✂ Promotes hair strength and growth
- ✂ Soothes red, itchy scalp
- ✂ Removes oil and dandruff
- ✂ Unclogs pores and follicles
- ✂ Exfoliates and cleanses hair and scalp
- ✂ Adds volume and shine
- ✂ Does not stain on blonde hair

THE ACTIVATED CHARCOAL **LEAVE-IN MASK**



12 POWERHOUSE BENEFITS

1. It nourishes dry and damaged hair
2. It controls frizz
3. It protects the hair from heat damage
4. It adds volume and body
5. It detangles the hair for easy combing
6. It prevents split ends
7. It makes the hair silky and smooth to the touch
8. It allows hair styling to last longer
9. It adds shine to the hair
10. It gives hair a pleasant scent
11. It gives hair and scalp the benefits of activated charcoal
12. The size is 200ml – more generous than comparable products in the market!



HQ
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ANTI-YELLOW

extreme
blonde shampoo



**HQ Professional Anti Yellow Shampoo
500ml/1000ml**

HQ Professional Anti Yellow Shampoo contains a precious anti-yellow agent that tones yellow out of white and grey hair and makes the capillary fibre soft. It is particularly indicated for hair with more than 50% white hair, or in case of bleached and highlighted hair, to give shade and shine back. **How to use:** Apply as second shampoo on wet hair, gently massage and rinse with warm water. For a more intense anti yellow effect, have an exposure time of about 5/6 minutes.

PLEX &
TREATMENT



SCAN ME

MAXI PLEX



PROFESSIONAL USE
600mL e 50.58 fl oz
STEP 1

PROFESSIONAL USE
600mL e 50.58 fl oz
STEP 2



PROFESSIONAL USE
600mL e 50.58 fl oz
STEP 2

MAXI PLEX

HQ PROFESSIONAL

HQ Pro Maxi-Plex - Hair Conditioning Fortifier

Maxi-Plex Hair Conditioning Fortifier was made to restructure and fortify the hair from the inside out, interrupting the process of the hair fiber breakage. Its formula is rich in keratin and collagen microfilaments, providing greater elasticity, shine and softness to the hair. **How to use:** Apply a sufficient amount of the product over the whole fiber extension. Leave on for 10 minutes. Rinse off thoroughly, removing all excess product. **Precautions:** Keep away from children. Keep it in a cool, dry place and away from light. In case of eye contact, rinse immediately. External use.

HQ Pro Maxi-Plex - Hair Restructurer

Developed with an intelligent system of internal and external reconstruction of the hair fiber, plus with extra protection against future mechanical, thermal and oxidative damage. Returns the mass lost during chemical processes to the hair fiber. The result is hair with shine and natural softness. **How to use:** After applying Maxi-Plex Hair Conditioning Fortifier, apply a portion of Maxi-Plex - Hair Restructurer, lock by lock, along the entire length of the fiber. Leave on for 10 minutes. Rinse off completely, removing all excess product. **Precautions:** Keep away from children. Keep it in a cool, dry place and away from light. In case of eye contact, rinse immediately. External use.



CRUELTY FREE



MACADAMIA MIRACLE MASK

HQ Professional Macadamia Miracle Mask

An intensive hydrating treatment formulated to restore softness, elasticity, and shine to dry or dehydrated hair. This salon-grade mask helps replenish moisture while maintaining the hair's natural balance, leaving the hair smooth, supple, and visibly healthier.

Enriched with Macadamia Oil, Hydrogenated Palm Glycerides, and Glycerin, the formula delivers deep hydration and helps soften the hair fibre. Jojoba Seed Oil and Olive Oil provide nourishment, improve manageability, and enhance natural shine. Squalene supports the hair's lipid barrier to maintain lasting softness, while Hydrolysed Silk penetrates the hair fibre to improve smoothness and resilience without adding weight.

SULPHATE & PARABEN FREE



THE HAIR MASK

INTENSIVE MASQUE

WITH WEB EFFECT

HQ Professional The Hair Mask

HQ Professional's The Hair Mask is a deeply restorative mask formulated for dry, damaged, and chemically treated hair. Designed for use in both professional salon settings and home rituals, this intensive treatment features a unique "web effect" texture that ensures even distribution and maximum absorption into the hair fiber. Infused with Ojon Oil + Shea Butter + Marine Algae Extracts + Grape Seed Oil, it rebuilds the cuticle, restores elasticity, and delivers long-lasting hydration.

HQ
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STYLING
RANGE

flawless

flawless
FIX8.D
HAIR SPRAY



HQ Professional Fix8.d Hairspray

HQ Professional's flawless Fix8.d Hairspray is your ultimate finishing touch for perfect hair days. This professional-grade formula delivers powerful hold to keep your look locked in place, while enhancing each strand with a luminous shine. Whether you're creating sleek updos or voluminous waves, this lightweight mist offers invisible, flake-free control that resists humidity and frizz — all without stiffness or buildup. Ideal for all hair types.



SCAN ME

MAGICSPRAY



HQ PRO Magic Spray Leave In Conditioner

It is a biphasic conditioner for daily use, suitable for all hair types. Its formula is enriched with keratin, panthenol, carob and soy. This combination of actives works together increasing hair's resistance and providing a protective barrier to the strands. How to use: Shake well to mix the two phases. Remove excess moisture from the hair with a towel, spray it over the hair. Do not rinse off. Let it dry naturally or by blow-drying and use it as a finisher to provide shine and protection. It can be reapplied as many times as you like.





SCAN ME

SERUM



HQ Pro Serum

HQ Pro Serum was developed for a complete finishment. It forms a protective film around the strands against high temperatures. Repairs split and damaged ends, making the blow-drying process easier, as well as finishing hairstyles.

How to use: After washing your hair, finish with a sufficient amount of the Serum over the entire length of the fiber. Do not rinse off. Finish as you wish.

Precautions: Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.



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SCAN ME

HAIR NECTAR

Luxurious Smooth & Shine Treatment For All Hair Types

ARGAN OIL



HQ Pro Hair Nectar

Rich in Argan Oil which ensures restored, protected, moisturized hair. **How to use:** After washing your hair, apply a sufficient amount of the product over the whole fiber. Do not rinse off. Finish as you wish. **Precautions:** Keep out of the reach of children. Store it in a cool, dry place, away from the light. In case of contact with eyes, rinse immediately. External use.



HQ
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COLOURING
AGENTS

COLOURING AGENTS



HQ Professional OxyColor Peroxide 1000ml

Available in Zero Lift, Activator, 10 Vol, 20 Vol, 30 Vol, 40 Vol

HQ Oxy Color Peroxide is a high-performance developer designed to meet the full spectrum of hair colour processing needs. Its rich, creamy texture ensures smooth, effortless blending with both permanent and demi-permanent colour, allowing for even pigment distribution and long-lasting vibrancy.



HQ Professional OxyColor Peroxide

ALSO AVAILABLE IN BASIN SIZE - 5L



HQ Professional Bleaching Powder 500g

Available in White, Blue and Violet.

The HQ Professional Bleaching Powder has been made from a range of effective ingredients to guarantee an excellent result every time. It combines easily with any type of peroxide so is great for any lightening procedure. For best results, see table.

TYPE OF LIGHTENING	PEROXIDE	TIME-ON-HAIR
Normal - 3/4 tones	20vol	30min
4/5 tones	30vol	30-40min
6 tones or more	40vol	45min



HQ Professional Luxe Lift Bleaching Cream (Crème)

A powerful, high-lift cream designed for consistency and performance. Its rich, creamy texture allows for even application and superior control—ideal for both on-scalp and off-scalp techniques.

Achieve up to 9 levels of lift with reliable tone clarity and professional results.



HQ Professional Luxe Lift Bleaching Powder (Ammonia Free)

Engineered for stylists who demand both power and care, Luxe Lift delivers up to 9 levels of lift with exceptional gentleness. This high-performance formula is 100% ammonia-free, offering a safer and more comfortable lightening experience for both scalp and hair.

MAXI
PLEX



CHARCOAL
BLEACH POWDER

MAXI-LIFT UP TO 10 TONES

ANTI-YELLOW

PLEX TECHNOLOGY

DUST FREE

PLATINUM BLONDE

BULK &
BASIN SIZE

HQ BLISSFUL

FRAGRANCE FREE



HQ Professional Blissful Shampoo - FRAGRANCE FREE

HQ Professional Blissful Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size - 5L



HQ Professional Blissful Conditioner - FRAGRANCE FREE

HQ Professional Blissful Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size - 5L

HQ HERBAL



HQ Professional Herbal Shampoo

HQ Professional Herbal Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size - 5L



HQ Professional Herbal Conditioner

HQ Professional Herbal Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size - 5L

HQ PEARL



HQ Professional Pearl Shampoo

HQ Professional Pearl Shampoo is a mild cleansing shampoo for all hair types. **How to use:** Apply to wet hair, gently massage and rinse with warm water.

Basin size - 5L



HQ Professional Pearl Conditioner

HQ Professional Pearl Conditioner is a soft, supple daily conditioner for all hair types. **How to use:** After shampooing, apply a small amount to lengths and ends. Leave for a few minutes then rinse thoroughly.

Basin size - 5L



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ACTIVE
INGREDIENTS

ACTIVE INGREDIENTS

Arginine

AMINO ACID THAT MAKES UP CAPILLARY KERATIN, WHICH IS THE PROTEIN THAT MAKES UP THE HAIR STRAND. ITS REPLACEMENT ACTS TO STRENGTHEN THE STRANDS AND RESTORE FIBRE RESISTANCE, LEAVING THEM STRONG AND REDUCING BREAKAGE AND HAIR LOSS.



Argan oil

IS RICH IN FATTY ACIDS SUCH AS OMEGA 9, ESSENTIAL FOR HAIR HEALTH, PROMOTES HYDRATION AND DEEP NUTRITION OF THE FIBRES SCALP, LEAVING THEM MUCH BRIGHTER, SOFTER AND WITHOUT SPLIT ENDS.



Murumuru Butter

BUTTER RICH IN LAURIC, MYRISTIC AND OLEIC ACIDS, MURUMURU BUTTER DEEPLY HYDRATES, NOURISHES, RESTORES AND SOFTENS THE HAIR FIBRE.



Cysteine

IMPORTANT AMINO ACID THAT MAKES UP HAIR KERATIN, ESSENTIAL FOR HAIR HEALTH, HELPS IN THE FORMATION OF COLLAGEN, PROMOTING ELASTICITY, SILKINESS AND VITALITY OF THE HAIR.



Silk Protein

HYDRATES AND IMPROVES THE ELASTIC STRENGTH OF THE HAIR FIBRE, FORMING A FILM ON THE HAIR, PROTECTING IT AGAINST AGGRESSIVE EXTERNAL AGENTS.



Blend of Organic Acids

(HYALURONIC ACID, LACTIC ACID, TANNIC ACID)

ORGANIC ACIDS WITH SIMULTANEOUS ACTION IN SEALING THE CUTICLES, SMOOTHING, MOISTURISING, SOFTNESS AND SILKINESS OF THE HAIR.



Coconut Oil

POWERFUL NUTRITION AND HYDRATION ACTIVE. DEEP HYDRATION OF THE FIBRES, REDUCES FRIZZ, FIGHTS SPLIT ENDS, PROMOTES SOFTNESS AND INTENSE SHINE.



Grape Seed Oil

POWERFUL CAPILLARY MOISTURISER, HELPS PREVENT THE APPEARANCE OF SPLIT ENDS, FRIZZ, AS WELL AS PREVENTS THE BREAKAGE AND FRAGILITY OF THE HAIR STRANDS.



Glycine

IS PART OF THE CHAIN OF AMINO ACIDS IN THE HAIR, WHICH IN TURN PROMOTES RESISTANCE TO THE HAIR FIBRE, PREVENTING BREAKAGE AND HAIR LOSS, LEAVING THE HAIR STRONGER AND MORE RESISTANT.



Keratin

HAS ANTI-RUBBER ACTION, STRENGTHENS THE HAIR STRANDS, PROVIDES MALLEABILITY AND INTENSE SHINE.



Noble Silicones

FILM-FORMING ACTION ON THE HAIR STRANDS, ENSURING PROTECTION AGAINST EXTERNAL AGENTS, SOFTNESS, SHINE AND SILKINESS.



Lanolin

RESTORES LIPIDS TO THE HAIR FIBRE, CONSEQUENTLY INCREASES RESISTANCE, PROMOTES SOFTNESS, CONDITIONING AND SILKINESS TO THE HAIR.



Cationic Polymers

CATIONIC POLYMERS HAVE A POSITIVE CHARGE, HAIR IN TURN HAS A NEGATIVE CHARGE. THESE POLYMERS ACT ON THE SURFACE OF THE CAPILLARY FIBRE NEUTRALISING THE CHARGES, THEREBY ENSURING THAT THE CUTICLES ARE WELL ALIGNED, RESULT OF SOFT, HEALTHY AND SHINY STRANDS, FRIZZ REDUCTION AND EASY COMbing.



Sericin

SERICIN NANOPARTICLES, HAS A HIGH AFFINITY WITH HAIR KERATIN, BINDING STRONGLY TO IT, SEALING DAMAGED CUTICLES, CONSEQUENTLY PROMOTING PROTECTION, RECONSTRUCTION AND HYDRATION OF THE HAIR FIBRE.



Abyssinian Oil

PROVIDES DEEP NUTRITION TO THE HAIR, SEALING THE CUTICLES AND REDUCING FRIZZ, FACILITATES BRUSHING AND ENHANCES SHINE.



Aloe Vera Extract

KNOWN AS ALOE VERA, THIS ACTIVE IS CAPABLE OF STRENGTHENING HAIR FROM ROOT TO TIP, HELPING TO PREVENT HAIR LOSS, AS WELL AS STIMULATING COLLAGEN PRODUCTION, ACTIVE RICH IN MINERAL SALTS AND WATER, WHICH HELP STRENGTHEN THE THREAD, MAKING IT MORE RESISTANT.



Collagen

HAS A STRENGTHENING ACTION ON THE HAIR, STIMULATING THE GROWTH OF STRONG, THICK, HEALTHY AND SHINY HAIR, IT ALSO GUARANTEES THE ELASTICITY AND SOFTNESS OF THE HAIR STRANDS, BY BALANCING THE LEVELS OF HYDRATION AND NUTRITION.



Lotus Extract

MOISTURISING AND REGENERATING ACTION, PROMOTES CONDITIONING AND VITALITY TO THE HAIR.



Açaí Extract

AÇAÍ IS A FRUIT RICH IN POLYPHENOLS AND ANTIOXIDANTS WHICH IN TURN HAS A PROTECTIVE ACTION ON THE HAIR AGAINST EXTERNAL AGENTS, THUS ACTING AS AN ANTI-AGING HAIR FIBRE BY FIGHTING FREE RADICALS, IT ALSO PROMOTES NUTRITION AND CONDITIONING TO THE HAIR.



Pro Vitamin B5

(PANTHENOL)

FUNDAMENTAL ASSET FOR HAIR HYDRATION, IT HAS THE POWER TO ATTRACT AND RETAIN MOISTURE, IN ADDITION TO FIGHTING FREE RADICALS. BECAUSE IT HAS A MOISTURISING AND RESTORATIVE ACTION, PANTHENOL FOR HAIR HELPS IN HEALTHY HAIR GROWTH, IMPROVING TEXTURE AND SOFTNESS.



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