MORFOSE™

PROFESSIONAL HAIR CARE CATALOG 2026

METAMORFOSE SERIES

One concern. One range.
The same actives at every step.

Bond Care | Moist Boost | Glossy Touch | Pure Detox

US Professional & US Wholesale



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about MORFOSE



morfose means transformation

We're a bold, salon-born hair care brand that believes great hair has no limits. Morfose was created in professional salons. Where passion, creativity, and care come together and built to empower everyone to express themselves through their hair.

we care for every strand

From Türkiye to the world, we design innovative formulas enriched with natural oils, keratin, and active proteins that repair, protect, and bring out the best in every hair type. Whether it's curly, straight, dry, or colored. Every strand deserves its own kind of care.

sustainably made, globally loved

We're on a mission to create beauty responsibly. Developing cruelty-free, high-performance products with recyclable packaging and eco-conscious production. Because taking care of your hair should never come at the planet's expense.

salon roots, everyday confidence

Raised by professionals, trusted by millions. Morfose delivers salon-level results for daily use. Helping you feel confident, bold, and unapologetically you.

METAMORFOSE | ONE CONCERN, ONE RANGE



Concern-Led Salon Care Platform
US Professional & US Wholesale

The Metamorfose Philosophy

Metamorfose is the salon range built the other way round: one concern per range, and the same actives at every step of it.

Most routines are assembled from products that were never designed together. A repair shampoo, a moisture mask and a shine spray can each be good, and still cancel each other out.

Metamorfose starts from the client's concern instead. Pick the range that matches it, then use the shampoo, conditioner, mask and two-phase from that one range, so nothing you use undoes the step before.

4	16	3–5	1
concern-led ranges	professional SKUs	steps per range	set of actives per range

Vegan, cruelty-free and paraben-free. Made by Morfose.



Choose by Concern

one diagnosis, one range

Bond Care

CONCERN

Damaged, breaking hair

SIGNS AT THE CHAIR

- bleached, heat-styled or over-brushed hair
- lengths that snap mid-length
- split, frayed ends

KEY ACTIVES

hydrolysed keratin · amla extract

ROUTINE

5 steps · 5 SKUs



Moist Boost

CONCERN

Dry, dehydrated hair

SIGNS AT THE CHAIR

- hair that drinks water and goes flat within the hour
- rough, lifeless lengths
- frizz from dryness

KEY ACTIVES

7 forms of hyaluronic acid · hydrolysed collagen

ROUTINE

4 steps · 4 SKUs



Glossy Touch

CONCERN

Dull, weak, brittle hair

SIGNS AT THE CHAIR

- hair that has stopped catching the light
- rough, uneven surface
- weak, brittle lengths

KEY ACTIVES

ceramide 3 · glycolic acid

ROUTINE

4 steps · 4 SKUs



Pure Detox

CONCERN

Oily hair & scalp

SIGNS AT THE CHAIR

- roots that go greasy a day after washing
- build-up at the scalp
- oily roots with dry ends

KEY ACTIVES

salicylic acid · hyaluronic acid

ROUTINE

3 steps · 3 SKUs



Collection Overview

4 ranges · 16 SKUs

	Shampoo 400 ml	Hair Conditioner 250 ml	Hair Mask 75 ml	Two-Phase 200 ml	Hair Serum 100 ml
Bond Care					
Moist Boost					—
Glossy Touch					—
Pure Detox		—			—

Routine Logic

how the steps build on each other

01



Cleanse

EVERY WASH

A coin-sized amount on wet hair, massage into the scalp to lather, rinse thoroughly.

02



Condition

EVERY WASH

On towel-dried mid-lengths and ends. Leave two minutes, rinse.

03



Treat

1–2× A WEEK

A walnut-sized amount on washed, towel-dried lengths. Leave five minutes, rinse.

04



Leave-in

AFTER EVERY WASH

Shake until cloudy, spray on towel-dried mid-lengths and ends, comb through. Do not rinse.

05



Finish

ON DRY HAIR

Three or four drops warmed in the palms, smoothed through mid-lengths and ends.

Why one range, start to finish. The same actives run through every step of a range, so nothing you use undoes the step before. Pure Detox is a 3-step range (shampoo, mask, two-phase); Moist Boost and Glossy Touch are 4 steps; Bond Care adds the serum as a fifth.

Salon service angle: Shampoo → Mask (5 minutes at the basin) → Two-Phase → Serum, then the client takes home the same range.

Bond Care Range

damaged, breaking hair



Morfose Metamorfose Bond Care is built for hair that has started to break. Hydrolysed keratin and amla run through all five steps, shampoo, conditioner, hair mask, two-phase conditioner and hair serum, so nothing in the routine undoes the step before. Hair stretches under tension instead of snapping.

What's Inside Bond Care

technology architecture (3-layer system)

Most damage happens on the way, not at the end: knotting when wet, brushing, heat. Bond Care puts keratin into the strand at the wash, keeps it there with a leave-in, and seals the frayed ends last.

1. **Hydrolysed Keratin**
   Small enough to get into the cortex during the wash and fill the weak points where damaged strands give way, so hair stretches under tension instead of snapping. Present in all 5 steps.

2. **Amla Extract (Emblica Officinalis)**
   Supports the natural vitality and healthy appearance of the hair, for a shinier, softer, more vibrant look. Present in all 5 steps.

3. **Supporting Care**
   Red algae extract and a hyaluronic acid complex in the shampoo help support strength and flexibility; oat extract in the conditioner puts slip and softness back on the surface.



Who it's for

- bleached, heat-styled or over-brushed hair
- lengths that snap mid-length
- split, frayed ends

ALL HAIR TYPES · WOMEN AND MEN

The Bond Care Portfolio

5-step routine · SKU overview



STEP 1

Shampoo

400 ml · 13.53 fl oz

cleanse · every wash



STEP 2

Hair Conditioner

250 ml · 8.45 fl oz

condition · every wash



STEP 3

Hair Mask

75 ml · 2.54 fl oz

treat · 1–2× a week



STEP 4

Two-Phase Conditioner

200 ml · 6.76 fl oz

leave-in · after every wash



STEP 5

Hair Serum

100 ml · 3.38 fl oz

finish · on dry hair

Bond Care rebuilds hair that has started breaking, with hydrolysed keratin and amla. The same actives, **hydrolysed keratin · amla extract**, run through all 5 steps, so nothing you use undoes the step before.

Bond Care Shampoo

repair & strength shampoo

Morfose Metamorfose Bond Care Shampoo is a salon-grade shampoo for damaged, breaking hair. It cleanses while hydrolysed keratin and amla work on the strand itself.



For

- Bleached, heat-styled or over-brushed hair that snaps mid-length
- All hair types, women and men

Available

- 400 ML · 13.53 FL OZ - 12 PCS

KEY ACTIVES hydrolysed keratin · amla extract

Benefits

- **cleanses without stripping.** A salon-grade wash for damaged, breaking hair. It lifts oil and build-up while hydrolysed keratin and amla go into the strand, so hair does not squeak dry before you have even rinsed.
- **repairs while it washes.** Hydrolysed keratin is small enough to get into the cortex during the wash and fill the weak points where damaged strands give way, so hair stretches under tension instead of snapping.
- **made for hair that breaks.** Built for bleached, heat-styled or over-brushed hair that snaps mid-length. A coin-sized amount spreads through the lengths instead of sitting on top, and it rinses clean without residue.



Use it

- apply to wet hair, massage into the scalp to lather, rinse thoroughly

Bond Care Hair Conditioner

detangling repair conditioner

Morfose Metamorfose Bond Care Hair Conditioner is a salon-grade hair conditioner for damaged, breaking hair. It conditions while hydrolysed keratin and amla work on the strand itself.



For

- Bleached, heat-styled or over-brushed hair that snaps mid-length
- All hair types, women and men

Available

- 250 ML · 8.45 FL OZ - 12 PCS

KEY ACTIVES hydrolysed keratin · amla extract

Benefits

- **detangles on contact.** The everyday step after the shampoo for damaged, breaking hair. Wet hair combs through instead of knotting, and knotting is where most breakage starts.
- **keratin that keeps working.** The shampoo starts the repair; two minutes of conditioner carries hydrolysed keratin further into the strand while amla and oat extract put slip back on the surface.
- **made for hair that breaks.** Built for bleached, heat-styled or over-brushed hair that snaps mid-length. Two minutes is enough — it rinses clean, so softness stays and residue does not.



Use it

- after shampooing, apply to towel-dried mid-lengths and ends
- leave for two minutes, rinse

Bond Care Hair Mask

weekly deep repair mask

Morfose Metamorfose Bond Care Hair Mask is a salon-grade hair mask for damaged, breaking hair. It treats while hydrolysed keratin and amla work on the strand itself.



For

- Bleached, heat-styled or over-brushed hair that snaps mid-length
- All hair types, women and men

Available

- 75 ML · 2.54 FL OZ - 12 PCS

KEY ACTIVES hydrolysed keratin · amla extract

Benefits

- **concentrated on purpose.** A weekly deep treatment for damaged, breaking hair. The 2.5 fl oz tube is small because a walnut-sized amount once or twice a week is the dose — five minutes of hydrolysed keratin and amla does what two minutes of conditioner cannot.
- **five minutes inside the strand.** Hydrolysed keratin has to diffuse into the cortex to rebuild anything, and diffusion takes minutes. A conditioner is rinsed before it gets there — a deep mask is not.
- **made for hair that breaks.** Built for bleached, heat-styled or over-brushed hair that snaps mid-length. Longer contact lets hydrolysed keratin and amla diffuse past the surface — that is the whole difference between a mask and a conditioner.



Use it

- on washed, towel-dried hair apply a walnut-sized amount to the lengths
- leave five minutes, rinse

STEP 3 OF 5 Cleanse → Condition → **Treat** → Leave-in → Finish

Bond Care Two-Phase Conditioner

leave-in repair spray

Morfose Metamorfose Bond Care Two-Phase Conditioner is a salon-grade two-phase conditioner for damaged, breaking hair. It conditions while hydrolysed keratin and amla work on the strand itself.



For

- Bleached, heat-styled or over-brushed hair that snaps mid-length
- All hair types, women and men

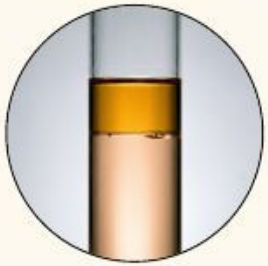
Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES hydrolysed keratin · amla extract

Benefits

- **two phases, one spray.** A leave-in for damaged, breaking hair. The bottle sits in two layers because the care half carries hydrolysed keratin and amla and the slip half does the detangling; shake and they meet for the seconds it takes to spray.
- **repair that stays in.** Hydrolysed keratin and amla are left on the hair instead of rinsed away, so the repair keeps working on dry hair through the day rather than going down the drain.
- **made for hair that breaks.** Built for bleached, heat-styled or over-brushed hair that snaps mid-length. Nothing to rinse — hydrolysed keratin and amla keep working on dry hair and the lightweight formula conditions without leaving lengths flat.



Use it

- shake until cloudy
- spray on towel-dried mid-lengths and ends, comb through
- do not rinse

STEP 4 OF 5 Cleanse → Condition → Treat → **Leave-in** → Finish

Bond Care Hair Serum

split-end sealing serum

Morfose Metamorfose Bond Care Hair Serum is a salon-grade hair serum for damaged, breaking hair. It finishes while hydrolysed keratin and amla work on the strand itself.



For

- Bleached, heat-styled or over-brushed hair that snaps mid-length
- All hair types, women and men

Available

- 100 ML · 3.38 FL OZ

KEY ACTIVES hydrolysed keratin · amla extract

Benefits

- **the finishing step on dry hair.** Three or four drops through the ends close the surface and kill the frizz. It goes on last, after everything else, and there is nothing to rinse.
- **seals the ends that split.** Keratin in a lightweight silicone base lies over the frayed cuticle, so split ends lie flat again and the length looks freshly cut.
- **made for hair that breaks.** Built for bleached, heat-styled or over-brushed hair that snaps mid-length. Three or four drops is the dose — too much is the only way to make it look greasy.



Use it

- warm three or four drops in the palms, smooth through the mid-lengths and ends of dry hair

Born in Salons. Trusted Worldwide. Born in Salons. Trusted Worldwide. Born in Salons. Trusted Worldwide.

Moist Boost Range

dry, dehydrated hair





Morfose Metamorfose Moist Boost is built for hair that will not hold water. Seven forms of hyaluronic acid sit at different depths of the strand, some on the surface and some inside, while hydrolysed collagen supports flexibility. Four steps, the same actives in each, for hydration that lasts past the shower door.

What's Inside Moist Boost

technology architecture (3-layer system)

Dry hair is rarely short of conditioner; it is short of water it can keep. Moist Boost hydrates at the wash, locks the surface in the conditioner, goes deeper in the weekly mask and keeps holding water on dry hair.

1. **Seven Forms Of Hyaluronic Acid**
   Different molecular sizes sit at different depths: smaller molecules get past the cuticle, larger ones hold water on the surface, helping maintain the moisture balance of the strand.
2. **Surface Lock**
   Washing opens the cuticle and an open cuticle loses water fastest. The larger hyaluronic acid molecules close that surface again so hydration lasts.
3. **Hydrolysed Collagen**
   Supports the flexibility and strength of hair strands, and fills the gaps that water escapes through. Present in all 4 steps.



Who it's for

- hair that drinks water and goes flat within the hour
- rough, lifeless lengths
- frizz from dryness

ALL HAIR TYPES · WOMEN AND MEN

The Moist Boost Portfolio

4-step routine · SKU overview



STEP 1

Shampoo

400 ml · 13.53 fl oz

cleanse · every wash



STEP 2

Hair Conditioner

250 ml · 8.45 fl oz

condition · every wash



STEP 3

Hair Mask

75 ml · 2.54 fl oz

treat · 1–2× a week



STEP 4

Two-Phase Conditioner

200 ml · 6.76 fl oz

leave-in · after every wash

Moist Boost puts water back into dry, flat lengths with seven forms of hyaluronic acid and hydrolysed collagen. The same actives, **7 forms of hyaluronic acid · hydrolysed collagen**, run through all 4 steps, so nothing you use undoes the step before.

Moist Boost Shampoo

hydrating shampoo

Morfose Metamorfose Moist Boost Shampoo is a salon-grade shampoo for dry, lifeless hair. It cleanses while hyaluronic acid and collagen work on the strand itself.



For

- Dry, dehydrated hair that drinks water and goes flat again within the hour
- All hair types, women and men

Available

- 400 ML · 13.53 FL OZ - 12 PCS

KEY ACTIVES 7 forms of hyaluronic acid · hydrolysed collagen

Benefits

- **cleanses without dehydrating.** Seven forms of hyaluronic acid sit at different depths — some hold water on the surface, some inside the strand — so hair does not squeak dry before you have even rinsed.
- **made for hair that won't hold water.** Built for dry, dehydrated hair that drinks water and goes flat again within the hour. A coin-sized amount spreads through the lengths instead of sitting on top, and it rinses clean without residue.

Use it

- apply to wet hair, massage into the scalp to lather, rinse thoroughly



Moist Boost Hair Conditioner

moisture-lock conditioner

Morfose Metamorfose Moist Boost Hair Conditioner is a salon-grade hair conditioner for dry, lifeless hair. It conditions while hyaluronic acid and collagen work on the strand itself.



For

- Dry, dehydrated hair that drinks water and goes flat again within the hour
- All hair types, women and men

Available

- 250 ML · 8.45 FL OZ - 12 PCS

KEY ACTIVES 7 forms of hyaluronic acid · hydrolysed collagen

Benefits

- **detangles on contact.** The everyday step after the shampoo for dry, lifeless hair. Wet hair combs through instead of knotting, and knotting is where most breakage starts.
- **locks the water in.** Washing opens the cuticle and an open cuticle loses water fastest. The larger hyaluronic acid molecules close that surface again so hydration lasts past the shower door.
- **made for hair that won't hold water.** Built for dry, dehydrated hair that drinks water and goes flat again within the hour. Two minutes is enough — it rinses clean, so softness stays and residue does not.



Use it

- after shampooing, apply to towel-dried mid-lengths and ends
- leave for two minutes, rinse

Moist Boost Hair Mask

weekly deep hydration mask

Morfose Metamorfose Moist Boost Hair Mask is a salon-grade hair mask for dry, lifeless hair. It treats while hyaluronic acid and collagen work on the strand itself.



For

- Dry, dehydrated hair that drinks water and goes flat again within the hour
- All hair types, women and men

Available

- 75 ML · 2.54 FL OZ - 12 PCS

KEY ACTIVES 7 forms of hyaluronic acid · hydrolysed collagen

Benefits

- **concentrated on purpose.** A weekly deep treatment for dry, lifeless hair. The 2.5 fl oz tube is small because a walnut-sized amount once or twice a week is the dose — five minutes of hyaluronic acid and collagen does what two minutes of conditioner cannot.
- **hydration that lasts days.** Five minutes gives the smaller hyaluronic acid molecules time to get past the cuticle, where surface hydration cannot reach, and hydrolysed collagen fills the gaps it escapes through.
- **made for hair that won't hold water.** Built for dry, dehydrated hair that drinks water and goes flat again within the hour. Longer contact lets hyaluronic acid and collagen diffuse past the surface — that is the whole difference between a mask and a conditioner.



Use it

- on washed, towel-dried hair apply a walnut-sized amount to the lengths
- leave five minutes, rinse

STEP 3 OF 4 Cleanse → Condition → **Treat** → Leave-in

Moist Boost Two-Phase Conditioner

leave-in hydration spray

Morfose Metamorfose Moist Boost Two-Phase Conditioner is a salon-grade two-phase conditioner for dry, lifeless hair. It conditions while hyaluronic acid and collagen work on the strand itself.



For

- Dry, dehydrated hair that drinks water and goes flat again within the hour
- All hair types, women and men

Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES 7 forms of hyaluronic acid · hydrolysed collagen

Benefits

- **two phases, one spray.** A leave-in for dry, lifeless hair. The bottle sits in two layers because the care half carries hyaluronic acid and collagen and the slip half does the detangling; shake and they meet for the seconds it takes to spray.
- **hydration that leaves in.** Hyaluronic acid and collagen keep holding water on dry hair instead of rinsing away, and the lightweight formula does it without leaving lengths flat.
- **made for hair that won't hold water.** Built for dry, dehydrated hair that drinks water and goes flat again within the hour. Nothing to rinse — hyaluronic acid and collagen keep working on dry hair and the lightweight formula conditions without leaving lengths flat.



Use it

- shake until cloudy
- spray on towel-dried mid-lengths and ends, comb through
- do not rinse

STEP 4 OF 4 Cleanse → Condition → Treat → **Leave-in**

Glossy Touch Range

dull, weak, brittle hair





Morfose Metamorfose Glossy Touch is built for hair that has lost its shine. Shine is light reflecting off a flat cuticle, not something added to hair: glycolic acid clears the residue that scatters it and Ceramide 3 fills between the scales so they lie down. Four steps, the same actives in each.

What's Inside Glossy Touch

technology architecture (3-layer system)

Glossy Touch does not coat the hair to fake a shine. It clears the surface, then rebuilds the lipid layer between the scales, so the shine comes from a flatter cuticle and lasts several washes.

1. **Glycolic Acid**
   Clears the residue that scatters light and helps the hair surface achieve a smoother appearance. Present in all 4 steps.

2. **Ceramide 3**
   The lipid mortar between cuticle scales. Replacing it makes the scales lie down instead of standing up, and a flat surface is what reflects light. Present in all 4 steps.

3. **Lightweight Finish**
   Left on the hair in the two-phase and given minutes in the mask, ceramide settles between the scales rather than sitting on top, so the gloss holds through washes without the weight of an oil.



Who it's for

- hair that has stopped catching the light
- rough, uneven surface
- weak, brittle lengths

ALL HAIR TYPES · WOMEN AND MEN

The Glossy Touch Portfolio

4-step routine · SKU overview



STEP 1

Shampoo

400 ml · 13.53 fl oz

cleanse · every wash



STEP 2

Hair Conditioner

250 ml · 8.45 fl oz

condition · every wash



STEP 3

Hair Mask

75 ml · 2.54 fl oz

treat · 1–2× a week



STEP 4

Two-Phase Conditioner

200 ml · 6.76 fl oz

leave-in · after every wash

Glossy Touch brings shine back to a dull, uneven surface with Ceramide 3 and glycolic acid. The same actives, **ceramide 3 · glycolic acid**, run through all 4 steps, so nothing you use undoes the step before.

Glossy Touch Shampoo

shine-restoring shampoo

Morfose Metamorfose Glossy Touch Shampoo is a salon-grade shampoo for dull, weak, brittle hair. It cleanses while ceramide 3 and glycolic acid work on the strand itself.



For

- Dull, brittle hair that has stopped catching the light
- All hair types, women and men

Available

- 400 ML · 13.53 FL OZ - 12 PCS

KEY ACTIVES ceramide 3 · glycolic acid

Benefits

- **cleanses without stripping.** A salon-grade wash for dull, weak, brittle hair. It lifts oil and build-up while ceramide 3 and glycolic acid go into the strand, so hair does not squeak dry before you have even rinsed.
- **clears what dulls the surface.** Shine is light reflecting off a flat cuticle, not something added to hair. Glycolic acid clears the residue that scatters it while Ceramide 3 fills between the scales.
- **made for hair that lost its shine.** Built for dull, brittle hair that has stopped catching the light. A coin-sized amount spreads through the lengths instead of sitting on top, and it rinses clean without residue.



Use it

- apply to wet hair, massage into the scalp to lather, rinse thoroughly

STEP 1 OF 4 **Cleanse** → Condition → Treat → Leave-in

Glossy Touch Hair Conditioner

cuticle-smoothing conditioner

Morfose Metamorfose Glossy Touch Hair Conditioner is a salon-grade hair conditioner for dull, weak, brittle hair. It conditions while ceramide 3 and glycolic acid work on the strand itself.



For

- Dull, brittle hair that has stopped catching the light
- All hair types, women and men

Available

- 250 ML · 8.45 FL OZ - 12 PCS

KEY ACTIVES ceramide 3 · glycolic acid

Benefits

- **detangles on contact.** The everyday step after the shampoo for dull, weak, brittle hair. Wet hair combs through instead of knotting, and knotting is where most breakage starts.
- **lays the cuticle flat.** Ceramides are the lipid mortar between cuticle scales. Replacing them is what makes the scales lie down instead of standing up — and a flat surface is what reflects light.
- **made for hair that lost its shine.** Built for dull, brittle hair that has stopped catching the light. Two minutes is enough — it rinses clean, so softness stays and residue does not.



Use it

- after shampooing, apply to towel-dried mid-lengths and ends
- leave for two minutes, rinse

Glossy Touch Hair Mask

weekly gloss mask

Morfose Metamorfose Glossy Touch Hair Mask is a salon-grade hair mask for dull, weak, brittle hair. It treats while ceramide 3 and glycolic acid work on the strand itself.



For

- Dull, brittle hair that has stopped catching the light
- All hair types, women and men

Available

- 75 ML · 2.54 FL OZ - 12 PCS

KEY ACTIVES ceramide 3 · glycolic acid

Benefits

- **concentrated on purpose.** A weekly deep treatment for dull, weak, brittle hair. The 2.5 fl oz tube is small because a walnut-sized amount once or twice a week is the dose — five minutes of ceramide 3 and glycolic acid does what two minutes of conditioner cannot.
- **gloss that holds through washes.** Ceramide 3 needs minutes to settle between the cuticle scales rather than sit on top of them. Longer contact is why the shine lasts several washes instead of one.
- **made for hair that lost its shine.** Built for dull, brittle hair that has stopped catching the light. Longer contact lets ceramide 3 and glycolic acid diffuse past the surface — that is the whole difference between a mask and a conditioner.



Use it

- on washed, towel-dried hair apply a walnut-sized amount to the lengths
- leave five minutes, rinse

STEP 3 OF 4 Cleanse → Condition → **Treat** → Leave-in

Glossy Touch Two-Phase Conditioner

leave-in shine spray

Morfose Metamorfose Glossy Touch Two-Phase Conditioner is a salon-grade two-phase conditioner for dull, weak, brittle hair. It conditions while ceramide 3 and glycolic acid work on the strand itself.



For

- Dull, brittle hair that has stopped catching the light
- All hair types, women and men

Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES ceramide 3 · glycolic acid

Benefits

- **two phases, one spray.** A leave-in for dull, weak, brittle hair. The bottle sits in two layers because the care half carries ceramide 3 and glycolic acid and the slip half does the detangling; shake and they meet for the seconds it takes to spray.
- **shine that stays in.** Ceramide 3 is left on the hair rather than rinsed off, so the surface stays even and glossy on dry hair without the weight of an oil.
- **made for hair that lost its shine.** Built for dull, brittle hair that has stopped catching the light. Nothing to rinse — ceramide 3 and glycolic acid keep working on dry hair and the lightweight formula conditions without leaving lengths flat.



Use it

- shake until cloudy
- spray on towel-dried mid-lengths and ends, comb through
- do not rinse

STEP 4 OF 4 Cleanse → Condition → Treat → **Leave-in**

Pure Detox Range

oily hair & scalp





Morfose Metamorfose Pure Detox is built for roots that go greasy a day after washing, often with dry ends. Salicylic acid works where the build-up actually sits, and hyaluronic acid keeps the lengths from drying out: the two halves of the same problem, in three steps.

What's Inside Pure Detox

technology architecture (3-layer system)

Oily roots and dry ends are one problem, not two. Pure Detox clarifies the scalp and hydrates the lengths in the same routine, so clients stop over-washing to fight the roots and drying out the ends.

1. **Salicylic Acid**
   Oil-soluble, so it gets into the follicle where the build-up actually sits rather than rinsing over the top, helping remove excess sebum and build-up. Present in all 3 steps.

2. **Hyaluronic Acid**
   Derivatives with different molecular structures keep the lengths hydrated while the scalp is clarified, so ends do not dry out. Present in all 3 steps.

3. **Gentle Cleansing**
   Glycolipids in the shampoo help gently cleanse hair and scalp; the leave-in lands on the lengths and stays off the scalp, so roots do not go greasy faster.



Who it's for

- roots that go greasy a day after washing
- build-up at the scalp
- oily roots with dry ends

ALL HAIR TYPES · WOMEN AND MEN

The Pure Detox Portfolio

3-step routine · SKU overview



STEP 1

Shampoo

400 ml · 13.53 fl oz

cleanse · every wash



STEP 2

Hair Mask

75 ml · 2.54 fl oz

treat · 1–2× a week



STEP 3

Two-Phase Conditioner

200 ml · 6.76 fl oz

leave-in · after every wash

Pure Detox clears an oily scalp with salicylic acid without stripping the lengths. The same actives, **salicylic acid · hyaluronic acid**, run through all 3 steps, so nothing you use undoes the step before.

Pure Detox Shampoo

clarifying scalp shampoo

Morfose Metamorfose Pure Detox Shampoo is a salon-grade shampoo for oily hair and scalp. It cleanses while salicylic acid and hyaluronic acid work on the strand itself.



For

- Roots that go greasy a day after washing, often with dry ends
- All hair types, women and men

Available

- 400 ML · 13.53 FL OZ - 12 PCS

KEY ACTIVES salicylic acid · hyaluronic acid

Benefits

- **cleanses without stripping.** A salon-grade wash for oily hair and scalp. It lifts oil and build-up while salicylic acid and hyaluronic acid go into the strand, so hair does not squeak dry before you have even rinsed.
- **clears the follicle, not just the hair.** Salicylic acid is oil-soluble, so it gets into the follicle where the build-up actually sits rather than rinsing over the top — and hyaluronic acid keeps the lengths from drying out.
- **made for oily roots.** Built for roots that go greasy a day after washing, often with dry ends. A coin-sized amount spreads through the lengths instead of sitting on top, and it rinses clean without residue.



Use it

- apply to wet hair, massage into the scalp to lather, rinse thoroughly

STEP 1 OF 3 **Cleanse** → Treat → Leave-in

Pure Detox Hair Mask

weekly scalp detox mask

Morfose Metamorfose Pure Detox Hair Mask is a salon-grade hair mask for oily hair and scalp. It treats while salicylic acid and hyaluronic acid work on the strand itself.



For

- Roots that go greasy a day after washing, often with dry ends
- All hair types, women and men

Available

- 75 ML · 2.54 FL OZ - 12 PCS

KEY ACTIVES salicylic acid · hyaluronic acid

Benefits

- **concentrated on purpose.** A weekly deep treatment for oily hair and scalp. The 2.5 fl oz tube is small because a walnut-sized amount once or twice a week is the dose — five minutes of salicylic acid and hyaluronic acid does what two minutes of conditioner cannot.
- **clarifies without stripping.** Five minutes on the scalp lets salicylic acid work down into the follicle while hyaluronic acid hydrates the lengths — the two halves of the same problem, in one treatment.
- **made for oily roots.** Built for roots that go greasy a day after washing, often with dry ends. Longer contact lets salicylic acid and hyaluronic acid diffuse past the surface — that is the whole difference between a mask and a conditioner.



Use it

- on washed, towel-dried hair apply a walnut-sized amount to the lengths
- leave five minutes, rinse

STEP 2 OF 3 Cleanse → **Treat** → Leave-in

Pure Detox Two-Phase Conditioner

weightless leave-in spray

Morfose Metamorfose Pure Detox Two-Phase Conditioner is a salon-grade two-phase conditioner for oily hair and scalp. It conditions while salicylic acid and hyaluronic acid work on the strand itself.



For

- Roots that go greasy a day after washing, often with dry ends
- All hair types, women and men

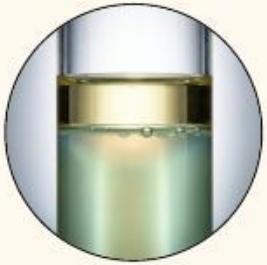
Available

- 200 ML · 6.76 FL OZ - 12 PCS

KEY ACTIVES salicylic acid · hyaluronic acid

Benefits

- **two phases, one spray.** A leave-in for oily hair and scalp. The bottle sits in two layers because the care half carries salicylic acid and hyaluronic acid and the slip half does the detangling; shake and they meet for the seconds it takes to spray.
- **conditions without the grease.** Oily hair still needs slip on the ends. The lightweight phase lands on the lengths and stays off the scalp, so the roots do not go greasy faster.
- **made for oily roots.** Built for roots that go greasy a day after washing, often with dry ends. Nothing to rinse — salicylic acid and hyaluronic acid keep working on dry hair and the lightweight formula conditions without leaving lengths flat.



Use it

- shake until cloudy
- spray on towel-dried mid-lengths and ends, comb through
- do not rinse

STEP 3 OF 3 Cleanse → Treat → **Leave-in**

Why Metamorfose Works for US Salons

Metamorfose turns the consultation into the recommendation. The stylist names the concern; the range follows.

- **Diagnosis-led selling.** Four clearly separated concerns, damaged, dry, dull, oily, each with its own colour on shelf. Clients self-select; staff do not need a product lecture.
- **Routine-based baskets.** Every range is built as 3–5 steps that share the same actives, so the natural purchase is the routine, not a single bottle.
- **Built-in repeat.** Shampoo and two-phase are every-wash products; the 75 ml mask is a once-or-twice-a-week treatment that is re-bought on a predictable cycle.
- **Clean credentials.** Vegan, cruelty-free and paraben-free across all 16 SKUs.



Metamorfose is built for the professional who sells by diagnosis:
one concern, one range, and the same actives at every step, from the wash to the finish.

Bond Care · Moist Boost · Glossy Touch · Pure Detox

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