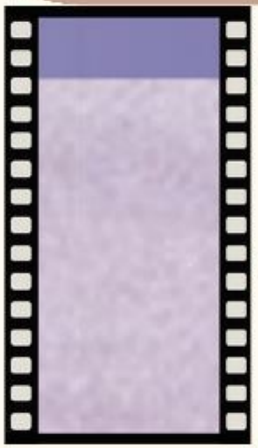
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MORFOSE™



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.

Born in Salons. Trusted Worldwide.

NICHE PRO | STEM-CELL BOND REPAIR



Luxury Reconstruction Platform
US Professional & US Wholesale

The Niche Philosophy (Premium Positioning)

Niche is not built around “softness-only” promises. It is a technology-forward hair performance platform designed for clients who invest in high-end routines.

Bond Repair is positioned to deliver stronger-looking, more resilient hair, with a polished luxury finish and a defense story suited for modern environmental exposure



What “Stem Cell Technology” Means in Cosmetics



In cosmetics, “plant stem cell technology” refers to botanical actives derived from plant cell cultures, produced under controlled conditions to deliver consistent, concentrated bioactive profiles used to enhance the look and feel of hair.

This is not a medical claim, it is a cosmetic performance and appearance positioning.



Stem Cell Technology = a lilac (Syringa vulgaris) plant cell culture extract enriched with lilac plant cells, produced via patented plant cell engineering technology; formulated to help support hair fiber resilience and improve the look of strength, smoothness, and shine.



Active type: botanical extract (not a peptide).

What It Does on Hair (Cosmetic-Appropriate Outcomes)

This technology is positioned to help:

- Support the look of hair fiber resilience (less fragile feel)
- Improve the look of strength and smoothness
- Enhance the look of luminous shine
- Help defend hair's appearance against oxidative / environmental stress (daily exposure)



Bond Repair Technology Architecture (3-Layer System)

Layer 1 — Stem-Cell Defense
A botanical active designed to help defend hair's appearance from oxidative and environmental stress.

Layer 2 — Bond Architecture (Fiber Molecules)
Designed to support the look of bond-like resilience and reinforce the hair fiber for a stronger look and feel.

Layer 3 — Deep Structuring + Luxury Finish
Designed for instant smoothness and long-lasting polish without weighing hair down.

Why “Stem-Cell + Bond Repair” is Premium

Many repair products only sell softness. Bond Repair sells a full premium architecture:

1. Defense story (modern environmental exposure)
2. Bond-like resilience (strength + breakage appearance support)
3. Luxury finish (smoothness + shine + manageability)

This is the kind of multi-benefit story that justifies premium positioning in the professional channel.

Who It’s For (Target Hair Profile)

Ideal for clients with:

- Chemically processed or bleached hair
- Heat-stressed, dry, dull, rough texture
- Breakage-prone lengths and poor elasticity feel
- Hair that becomes frizzy, difficult to manage, and loses shine easily

The Bond Repair Portfolio (SKU Overview)

A complete routine built to increase attach rate:

- Bond Repair Shampoo — 400 ml / 1000 ml
- Bond Repair Conditioner — 400 ml / 1000 ml
- Bond Repair Hair Mask — 500 ml
- Bond Repair Hair Serum — 100 ml



NICHE PRO | COLOUR GUARD



Antioxidant Color Defense Platform
US Professional & US Wholesale

The Niche Philosophy (Premium Positioning)

Niche is a technology-forward hair performance platform designed for clients who invest in high-end routines.

Colour Guard is positioned to support vibrant-looking color, a polished finish, and shine preservation between salon visits.



What “Antioxidant Color Defense” Means in Haircare

In haircare, antioxidant-focused actives are positioned to help defend hair’s appearance against oxidative stress, a common contributor to dullness and a less vibrant-looking finish over time.
This is a cosmetic appearance positioning, not a medical claim.

Colour Guard Reishi Technology = an antioxidant-support system featuring Ganoderma Lucidum (Reishi) extract, formulated to help defend hair’s appearance from dullness and improve the look of shine and color vibrancy with routine use.

Why Reishi is a Premium Advantage

Antioxidant defense is a premium justification because it supports:

- A more luminous, polished look
- Better-looking vibrancy between visits
- "Protection from daily exposure" positioning without harsh claims







What It Does on Hair (Cosmetic-Appropriate Outcomes)

Designed to help:

- Improve the look of **shine and vibrancy**
- Support a smoother feel and a polished finish
- Help defend hair's appearance from dullness with routine use



Colour Guard Technology Architecture (3-Layer System)

Layer 1 — Antioxidant Defense (Reishi Support)
Helps defend hair's appearance from dullness and oxidative stress.

Layer 2 — Shine & Slip (Silk Amino Acids)
Helps improve smoothness, slip, and reflective shine.

Layer 3 — Strength-Look Support (Keratin + Wheat Protein)
Helps support stronger-looking, more manageable hair after color services.

Why “Reishi + Colour Guard” is Premium & Who It’s For

Many color lines sell “softness.” Colour Guard sells a premium architecture:

1. Defense story (anti-dullness / antioxidant support)
2. Shine preservation (polished finish)
3. Strength-look support (manageability after services)

Who it’s for:

- Color-treated hair (all shades, highlights, toned hair)
- Hair that turns dull quickly / loses shine
- Clients investing in premium maintenance routines

The Colour Guard Portfolio (SKU Overview)

A complete routine built to increase attach rate:

- Colour Guard Shampoo — 400 ml / 1000 ml
- Colour Guard Conditioner — 400 ml / 1000 ml
- Colour Guard Hair Mask — 500 ml



NICHE PRO | HYDRA BALANCE (MICELLAR)



Micellar Cleanse + Lightweight Hydration Balance
US Professional & US Wholesale

The Niche Philosophy (Premium Positioning)

Niche is built for clients who expect performance beyond basic softness.

Hydra Balance is positioned for hair that needs clean balance + hydration feel without heaviness. Ideal for premium, routine-friendly use.



What “Micellar Technology” Means in Haircare + R&D Definition

Micellar technology is built around micelles. Microscopic cleansing structures that attract and lift oil, dirt, and product residue gently.
It supports a refreshed feel without harsh stripping.

Hydra Balance Micellar Technology = a micelle-based cleansing system designed to lift oil and buildup effectively while supporting a balanced, lightweight hair feel and a smooth, hydrated-looking finish.





Why Micellar is a Premium Advantage

Micellar cleansing is premium because it focuses on:

- Effective cleansing without over-drying
- A cleaner, lighter feel suitable for routine use
- A refined “fresh finish” sensorial experience

What It Does on Hair (Cosmetic-Appropriate Outcomes)

Designed to help:

- Deliver a clean, refreshed feel
- Support lightweight hydration feel
- Improve smoothness and manageability without heaviness



Hydra Balance Technology Architecture (3-Layer System)

Layer 1 — Micellar Cleanse
Helps lift oil, dirt, and residue for a refreshed feel.

Layer 2 — Lightweight Hydration Support (Aloe + Conditioning System)
Helps support softness and hydration feel without weight.

Layer 3 — Polished Finish (Silk + Performance Proteins)
Helps improve slip, smoothness, and a clean, premium-looking result.

Why “Micellar + Hydra Balance” is Premium & Who It’s For

Premium isn’t heavier. Premium is controlled performance:

1. Clean balance (micellar cleanse)
2. Hydration feel without weight
3. Polished finish + manageability

Who it’s for:

- Hair that gets weighed down easily
- Clients who use styling products and want a clean reset feel
- Pros who want a routine-friendly, premium cleanse + balance line

The Hydra Balance Portfolio (SKU Overview)

- Hydra Balance Shampoo 400 ml
- Hydra Balance Conditioner 400 ml
- Hydra Balance Micellar Shampoo 1000 ml
- Hydra Balance Micellar Conditioner 1000 ml
- Hydra Balance Hair Mask 500 ml



NICHE PRO | SCALP DETOX



Clarify • Balance • Refresh
US Professional & US Wholesale

The Niche Philosophy (Premium Positioning)



Scalp Detox is positioned as a premium scalp performance routine: clarity + balance + comfort—built for clients who want a refined scalp reset experience.

What “Scalp Detox Technology” Means in Haircare + R&D Definition



Scalp detox routines are positioned to help remove buildup, refresh the scalp feel, and support a balanced-looking scalp environment.



Scalp Detox Technology = a scalp-clarifying and balance-support system featuring Salicylic Acid, Niacinamide, and botanical support, formulated to help exfoliate buildup, improve scalp comfort, and support a refreshed, cleaner-looking scalp feel.



Technology Deep Dive: Peptide Support (US-safe)

Peptides in cosmetic haircare are positioned as supportive molecules designed to improve the look of hair resilience and support fuller-looking hair appearance with continued use—without making medical claims.

Scalp Detox Peptide Technology = a peptide-based support system formulated to help improve the look of hair resilience and support fuller-looking hair appearance with continued use, while maintaining a refreshed, balanced scalp feel.

Technology Deep Dive: pH Balance (Flake / Oiliness Appearance)

A pH-balanced approach supports a scalp environment that feels:

- less oily-looking
- more comfortable
- with reduced appearance of visible flakes

pH Balance Technology = a scalp-balancing system designed to help reduce the appearance of oiliness and visible flakes, supporting a cleaner-looking scalp and improved comfort feel with routine use.



Scalp Detox Technology Architecture (3-Layer System)

Layer 1 — Clarify (Buildup Reset)
Helps exfoliate and remove buildup for scalp clarity.

Layer 2 — Balance (Comfort + Oil/Flake Appearance Support)
Supports comfort feel and balanced scalp appearance.

Layer 3 — Support (Peptide + Prebiotic Positioning)
Supports fuller-looking hair appearance and a balanced-looking scalp environment with routine use.

Why “Scalp Detox” is Premium & Who It’s For

Premium scalp care is more than “clean”—it’s a structured system:

1. Clarify residue/buildup
2. Balance comfort + appearance
3. Support scalp-to-hair routine results over time

Who it’s for:

- Oily scalp, product buildup, “heavy roots” feel
- Visible flake appearance / scalp discomfort feel
- Clients needing a premium scalp reset routine

The Scalp Detox Portfolio (SKU Overview)

The Scalp Detox Portfolio (SKU Overview)

- Scalp Detox Anti-Hair Loss Shampoo 400 ml (US copy focuses on resilience/fullness look)
- Scalp Detox pH Balance Shampoo 400 ml (oiliness + flake appearance)
- Scalp Detox Prebiotic Hair Scrub Mask 500 ml
- Scalp Detox Prebiotic Hair Ampoule Serum 5 ml
- Scalp Detox 2-in-1 Hair Tonic 100 ml



NICHE PRO | PROTEIN TREATMENT SOS CARE



Intensive Strength + Shine Rescue
US Professional & US Wholesale

Premium Positioning

Protein SOS Care is positioned as a hero treatment designed to elevate the look of hair strength, smoothness, and shine. Ideal for clients who want a premium "SOS moment" in-salon or at home.



What “Protein Treatment” Means in Haircare

Performance proteins in cosmetic haircare are positioned to help support the look of hair strength and improve the feel of resilience, while enhancing smoothness and manageability.







R&D One-Liner (Hero Technology)

Protein SOS Technology = a strengthening and shine-enhancing system combining performance proteins with botanical oils and lilac plant cell culture extract, formulated to help improve the look of strength, smoothness, and luminous shine.

- *Hydrolyzed Wheat Protein (Gluadin® Kera-P LM)*: Supports stronger looking hair performance and manageability

- *Pistachio Oil:* Helps nourish for softness and shine

- *Lilac Plant Cell Culture Extract*: Supports resilience and polished appearance under daily exposure

Who It's For (Quick)

- Hair that feels weak, rough, and lacks shine
- Clients wanting an immediate "premium finish"
- Salon retail upsell and add-on service positioning



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