

# ETNIKER

AFRO & CURLY HAIR CARE



L'MAR<sup>®</sup>



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# SHAMPOO

NOURISHING SHAMPOO

NOURISHING AND  
MOISTURIZING

*Coconut &  
Shea Butter*



Our shampoo gently **CLEANSES** the scalp without stripping the hair of its natural oils, which is vital since afro-textured, curly, and wavy hair, are more prone to dryness. **ETNIKER SHAMPOO IS FREE FROM SULFATES, SALT, SILICONES, MINERAL OIL, AND PARABENS.** It combines natural and **HYDRATING** active ingredients such as **COCONUT** extract and **SHEA BUTTER**, which help nourish and restore moisture to the hair. Our Nourishing Shampoo is designed to help detangle your hair from the very first wash and minimize future breakage.

8.4 fl oz (250 mL)

# SHAMPOO

DEEP CLEANSING  
CLARIFYING SHAMPOO

PURIFYING  
ANTI-RESIDUE



**ETNIKER'S Deep Cleansing Shampoo** gently removes stubborn residue left over by shampoos, conditioners, waxes, styling creams, and other products that weigh down the hair over time and dull its shine. It also helps remove any excess oil from the scalp. Your strands will be residue-free allowing for hair treatments and masks to better penetrate the hair shaft, since such products are more effective on deep-cleaned hair. We recommend using **ETNIKER'S Deep Cleansing Shampoo** once or twice a month, as part of your haircare routine. Doing so will help restore and revitalize your hair's natural shine.

Suitable for **ALL HAIR TYPES.**

8.4 fl oz (250 mL)

# HAIR MASK

DEEP CONDITIONER

DETANGLE,  
HYDRATE,  
AND REPAIR

*Coconut,  
Shea Butter &  
Monoi Oil*



A hair mask that **DEEP-CONDITIONS** and **DETANGLES** the hair, helping to restore its softness and prevent hair breakage. **ETNIKER'S DEEP CONDITIONING MASK IS FREE FROM SULFATES, SALT, SILICONES, MINERAL OIL, AND PARABENS.**

This formula is enriched with natural active ingredients such as **COCONUT** extract, **SHEA BUTTER**, and **MONOI OIL**, an oil made from soaking petals of the Tiaré flower in pure coconut oil.

10.5 oz (300g) and 20.1 oz (570g)



FILTER

UV

# STYLING CREAM

CURL DEFINING

MOISTURIZING AND  
CURL-DEFINING

*Coconut,  
Shea Butter &  
Monoi Oil*



Provides **EXTRA-MOISTURE** and **MAXIMUM-DEFINITION** to your natural, afro-textured, and curly hair. This **NO-RINSE** styling cream allows you to define your own style while also providing your hair with sun-protection from UV rays that cause damage to the hair shaft. **ETNIKER'S STYLING CREAM IS FREE FROM SULFATES, SALT, SILICONES, MINERAL OIL, AND PARABENS.** This formula is enriched with natural active ingredients such as **COCONUT** extract, **SHEA BUTTER**, and **MONOI OIL**, an oil made from soaking petals of the Tiaré flower in pure coconut oil.

10.2 oz (290g) and 17.6 oz (500g)

# CURL DEFINING GEL

CONTROL SCULPTING,  
DEFINITION,  
AND SHINE

*Coconut &  
Flaxseed*



ETNIKER's Curl Defining Gel is enriched with Coconut and Flaxseed, creating the perfect balance to deliver control, long-lasting hold, and definition to all curly hair types, from tightly coiled to wavy hair. Our Gel boosts shine without leaving any sticky residue, flakiness, or stiffness. The formula also enables strong edge-control by helping to smooth down and sculpt your baby hairs. ETNIKER's Curl Defining Gel can be used when transitioning to natural hair.

10.5 oz (300g) and 35.2 oz (1000g)

# FLUID GEL

JELLY GEL

CONTROL SCULPTING,  
DEFINITION,  
AND SHINE

*Coconut &  
Flaxseed*



This product will **MAKE ALL THE DIFFERENCE TO YOUR FINISHED LOOK** and will enable you to define your very own style. This is the final step in the daily hair care routine. Using our **FLUID GEL** will help achieve **SCULPTING, DEFINITION and CONTROL**. The **FLUID GEL** helps control the frizz, while leaving your natural curls feeling soft, hydrated, supple, and shiny. Enjoy the feeling of wearing your hair in the way that you love and let your personality and character shine through each strand. **ETNIKER'S FLUID GEL IS FREE FROM SULFATES, SALT, SILICONES, MINERAL OIL, AND PARABENS.** The formula is enriched with **COCONUT** extract and **FLAXSEED**, recognized for their natural properties.

10.5 oz (300g)

# CURL DEFINING MOUSSE



**FLEXIBLE HOLD,  
CURL RETENTION,  
DEFINITION & VOLUME**

**HYALURONIC ACID**  
AÇAÍ, FLAXSEED, COCONUT,



**NO** \*  
ALCOHOL  
SILICONES  
PARABENS  
SULFATES  
SALT



ETNIKER's Curl Defining Mousse provides **HEAT PROTECTION** and delivers natural-looking crunch-free curls. It leaves hair feeling soft with no sticky residue or flakiness. This mousse boosts shine while also providing frizz-free volume and ultimate curl definition.  
Presentación: 150 ML

# HYDROELIXIR

NATURAL OILS

FILTER  
UV

NOURISHES,  
REPAIRS  
AND PROTECTS

Coconut,  
Shea Butter &  
Moiçi Oil

NO  
Salt  
Sulfates  
Parabens



# CURL REFRESHING SPRAY



HYDRATION,  
PURIFICATION,  
& ANTI-POLLUTION

Coconut,  
Shea Butter &  
Flaxseed

NO  
Alcohol  
Silicones  
Parabens



The latest technology in haircare has led us to the development of a **NON-GREASY** haircare product which **NOURISHES, PROTECTS AND REPAIRS** hair from the inside out. Our formula is enriched with a nourishing blend of **13 DIFFERENT NATURAL OILS** that provide **MOISTURE** to the hair by revitalizing damaged strands and helping to restore their original bounce and shine. It also provides hair with sun-protection from UV rays. The **HYDROELIXIR** can be used in several ways: as a **PRE-SHAMPOO** treatment, an **OVERNIGHT** hair mask, a **CONDITIONER**, and much more. **THE HYDROELIXIR IS FREE FROM SULFATES, MINERAL OIL, SALT, AND PARABENS.**

1.2 fl oz (38 mL)

You no longer need to wash your hair to **REVITALIZE, REHYDRATE AND REDEFINE** your style. It can now be done without leaving any sticky residue, stiff strands, or product build-up; all that is left, is a long-lasting refreshing scent. It has a high content of water, but is completely **FREE FROM SILICONES, OILS, ALCOHOL, PARABENS**, and any other active ingredient which can build-up on your strands over time. The formula contains an active ingredient that provides **TRIPLE DEFENSE AGAINST POLLUTION**: it **revives and refreshes your hair**, all the while protecting it from pollutants and strong odors. Perfect for reactivating and refreshing your curls first thing in the morning or between washes.

10.14 fl oz (200 mL)

# HAIR TONIC

GROW LONG

HAIR GROWTH,  
STRENGTH,  
AND ANTI-BREAKAGE

Coconut,  
Shea Butter &  
Flaxseed

NO Alcohol  
Silicones  
Parabens



# TREATMENT

DEEP TREATMENT



PROTEIN-RICH  
HELPS STRENGTHEN,  
REPAIR,  
AND NOURISH

Coconut,  
Shea Butter &  
Monoi Oil

NO Salt  
Parabens  
Mineral Oil



Our formula includes a low-molecular-weight **PROTEIN** which helps strengthen the hair structure and improves its resistance by reducing breakage caused over time from repetitive stress or tension on the hair follicle due to detangling, combing, etc. Our hair tonic is also enriched with **PLANT EXTRACTS & AMINO ACIDS** that revitalize and help stimulate hair growth. **ETNIKER'S GROW LONG CAN BE USED WHEN TRANSITIONING TO NATURAL HAIR**, and works equally well on fragile, slow-growing, and brittle hair.  
4 fl oz (120 mL)

Full repair! As well as containing **Coconut, Shea Butter and Monoi Oil**, our multilevel reparative treatment is also **RICH IN PROTEINS** such as **WHEAT & KERATIN MICRO-PROTEINS** which help strengthen and nourish the hair fiber by penetrating the deeper layers. Our Deep Treatment has a long-lasting effect as it helps to strengthen the hair fiber from within and reduces hair loss due to breakage.  
20.1 oz (570g)

## HAIR TREATMENT

# Pacífico

DEEP NUTRITION & SHINE

Paradise Nut  
Peach Palm  
Borojo  
Coconut Oil  
and Vegetable  
Keratin

# 4 IN 1

DEEP TREATMENT  
STYLING CREAM  
CONDITIONER  
UV PROTECTION

## HAIR TREATMENT

# Caribe

DEEP HYDRATION & REPAIR

Paradise Nut  
Coconut  
Avocado  
Tamarind  
Shea Butter  
and Flaxseed



At **ETNIKER** we believe in the **POWER OF LOVE**. Love is healing; give it to yourself and others freely, and together we can help build a better world. The **MI TIERRA** collection was designed with you in mind. Formulated with a unique blend of nutrient-dense ancestral ingredients from Colombia, our hair treatments deeply moisturize, nourish, detangle, and protect your crown.

Our **PACÍFICO HAIR TREATMENT** is formulated with a unique blend of natural ingredients which includes the **PARADISE NUT**. This woody fruit grows on the banks of Colombia's Magdalena River and contains large seeds known for their unique moisturizing properties. Our formula also features Peach Palm, Borojo, and Coconut Oil. These moisture and nutrient-rich ancestral ingredients make our 4 in 1 hair treatment a deeply restoring and hydrating addition to your haircare routine. **Presentation: 1000 G**

Our **CARIBE HAIR TREATMENT** is formulated with a unique blend of natural ingredients which includes the **PARADISE NUT**. This woody fruit grows on the banks of Colombia's Magdalena River and contains large seeds known for their unique moisturizing properties. Our formula also features Tamarind, Avocado, Coconut, and Flaxseed. These moisture and nutrient-rich ancestral ingredients make our 4 in 1 hair treatment a deeply restoring and hydrating addition to your haircare routine. **Presentation: 1000 G**

# HAIR TREATMENT Amazonía

DEEP RECONSTRUCTIVE TREATMENT

Paradise Nut  
Cacay Nut  
Açaí berry  
Cupuçú fruit  
Plant-Based Protein.



## 4 IN 1

STYLING CREAM  
DEEP TREATMENT  
HEAT PROTECTANT  
UV PROTECTION



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Our **AMAZONIA HAIR TREATMENT** is formulated with a unique blend of natural ingredients which includes the **PARADISE NUT**. This woody fruit grows on the banks of Colombia's Magdalena River and contains large seeds known for their unique moisturizing properties. Our formula also combines wheat protein, Cacay Nut, Açaí berry, and Cupuçu fruit. These moisture and nutrient-rich ancestral ingredients make our 4 in 1 hair treatment a deeply hydrating addition to your haircare routine. **AMAZONIA** is a reconstructive treatment that provides heat protection, boosts moisture, prevents lipid loss, and replenishes hair with essential nutrients.

Presentation: 1000 G

# HAIR TREATMENT Andino

HYDRATION & REPAIR  
DYED AND BLEACHED HAIR

- Paradise Nut,
- Orchid,
- Sunflower,
- Hyaluronic acid,
- Liposomal vitamins



HYALURONIC  
ACID

SKINIFICATION

BIOTIN



UNIQUE

NANOTECHNOLOGY

with LIPOSOMAL VITAMINS

PROTECTION

UV



WITH  
INGREDIENTS  
OF NATURAL  
ORIGIN



# 4 EN 1

COLOR PROTECTION  
TREATMENT  
STYLING CREAM  
UV PROTECTION



VEGAN



ECOFRIENDLY



PARABEN FREE



ANIMAL FRIENDLY

The **ANDINO** hair treatment is formulated with a nourishing blend of natural ingredients such as the **PARADISE NUT**. This woody fruit grows on the banks of Colombia's Magdalena River and contains large seeds known for their unique moisturizing properties. Our color-preserving formula also features **ORCHID** extract and **SUNFLOWER** seed extract, as well as **HYALURONIC ACID**, and **LIPOSOMAL VITAMINS** (D-Panthenol, Biotin, Niacinamide, Vitamin E). If you are looking to **LOCK IN COLOR** WHILE ALSO **REPAIRING** AND **STRENGTHENING** YOUR COLOR-TREATED HAIR, these moisture and nutrient-rich ingredients make our 4-in-1 hair treatment a deeply restoring and hydrating addition to your haircare routine.

**Presentation: 1000g**



# Contacts



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