



experience the
difference

about us

marcia's story

Faced with a lifetime of struggling with harsh, chemical relaxers, licensed cosmetologist Marcia Teixeira developed a passion and ambition to create a solution for herself and others who suffer from damaged and unmanageable hair. While traveling in Brazil many years ago, Marcia encountered what is known there as the "escova progressiva" – the "progressive blow dry." She spent the next several years studying these systems and working with experts to perfect an innovative hair treatment formula that would be both safe and highly effective.

In February 2006, Marcia introduced the Marcia Teixeira® Keratin Treatment, creating an entirely new category of product never seen before in the salon industry. Consumer demand quickly grew. In 2008, through parent company M&M International, Marcia Teixeira® expanded through regional U.S. distribution. The Company has since gone on to establish users in over 50 countries world-wide.



MARCIA TEIXEIRA
PRESIDENT



The Marcia Teixeira® product line has expanded, now offering four additional treatments (Chocolate, Advanced, Soft, and Soft Chocolate), as well as a full line of complementary home care products. With a combination of natural ingredients and innovative technology, the home care products are designed for everyone, with or without a keratin treatment.

keratin

a "liquid form of hair"

Keratin is the main structure building protein in our hair and nails. This protein contains many different amino acids and is responsible for making hair super tough and extremely elastic. Keratin's durability and strength to protect are the secrets that improve hair both inside and out.

Our premium quality keratin is extracted from the shorn wool of sheep organically raised in New Zealand, and is free from any disease related substances.

Marcia's five proprietary keratin formulas gently condition and repair hair, restoring manageability, strength and luster.



the
marcia teixeira®

difference

not all keratin treatments
perform the same

CONSISTENT RESULTS

From one treatment to the next, Marcia Teixeira® Keratin Treatments deliver frizz-free, soft, shiny and manageable hair. They can be used on any type of hair to reduce curl and frizz, while enhancing shine and softness.

LONGEVITY

Results last from 2-5 months, depending upon treatment formula used.

SAFETY

The Company is dedicated and committed to clear and open communication to ensure product safety, education, and client service.

EDUCATION

In order to offer any of our professional use only treatments, Marcia Teixeira® requires that stylists complete a hands-on education program.

treatments

five unique formulas provide
a solution for every client

Marcia Teixeira® Keratin Treatments provide excellent smoothing results on all hair types. The Treatments are low pH products and therefore, are not straighteners, but "smoothing treatments."

Clients can choose which of the five formulas is right for them based on hair texture, degree of frizz and curl reduction, and longevity of results desired, as well as wait time before shampooing. Options are available for those with concerns about formaldehyde.



two new
"softer" formulas

Soft and Soft Chocolate
Treatments: free of formaldehyde
producing ingredients



original
TREATMENT

chocolate
TREATMENT

advanced
TREATMENT

soft
TREATMENT

soft chocolate
TREATMENT

beautiful, silky,
healthy hair for
up to five months

DESCRIPTION

Gently softens curls and conditions dry, over processed, damaged hair; leaving clients with frizz-free, beautiful, healthy hair that is manageable and full of shine.

Combines cocoa butter, the most highly concentrated natural moisturizer known, with natural antioxidants to produce beautifully conditioned hair.

This formula contains a combination of proprietary amino acids and can be rinsed out on the same day.

Eliminates frizz, while softening the curl pattern, leaving hair shiny, easy to manage, and full of body.

With deeply moisturizing ingredients to work effectively on coarse hair, eliminates frizz, while softening the curl pattern, leaving hair shiny, easy to manage, and full of body.

IDEAL FOR

Fine to medium textured hair

Medium to coarse and/or resistant hair

All hair types

Fine to medium textured hair

Medium to coarse and/or resistant hair

LONGEVITY OF RESULTS

3-5 months

3-5 months

2-3 months

2-3 months

2-3 months

WAIT TO SHAMPOO

4 days

3 days

Same day (rinse only)

Same day

Same day

AVAILABLE SIZES

4 fl oz | 16 fl oz



MARCIA TEIXEIRA® SOFT & SOFT CHOCOLATE FORMULAS ARE FREE OF FORMALDEHYDE-PRODUCING INGREDIENTS.

home care

keep your hair healthy,
shiny, and manageable
whether you have had
a treatment or not

Marcia Teixeira® has developed a line of proprietary products blending keratin, exotic fruits & nuts, and other natural moisturizing agents, to condition and extend the life of a keratin treatment. Each of our products is free of sulfates, sodium chloride, and parabens.

home care products
that strengthen
and moisturize





sulfate-free formulas
protect & revitalize
all hair types



hydrate
MOISTURIZING
SHAMPOO & CONDITIONER

Cleanses hair, while balancing out its natural oils. Hydrate Conditioner is loaded with antioxidants to infuse moisture and add luminous shine.

Normal to dry hair

AÇAÍ: balances the hair and scalp with fatty acids, minerals and vitamins

PASSION FRUIT: increases hair's vitality with minerals, including phosphorous and calcium

2 fl oz | 10 fl oz | 33.8 fl oz

treated
COLOR-SAFE SHAMPOO & CONDITIONER

Provides essential proteins that strengthen and seal in color while regenerating dry, dull hair; leaving it beautiful, healthy and shiny.

Color-treated and highlighted hair

BABASSU: gently moisturizes without build-up, and deeply conditions

CAPUAÇU: a cold pressed butter that provides deep and long lasting hydration

2 fl oz | 10 fl oz | 33.8 fl oz

gentle
DAILY USE
SHAMPOO & CONDITIONER

Hydrates and softens by infusing hair with herbal conditioning ingredients for soft, manageable, shiny hair.

Those who prefer to shampoo daily

POMEGRANATE: a fruit rich in antioxidants to revitalize hair

LEMONGRASS: gently dissolves excess oils without stripping moisture

2 fl oz | 10 fl oz | 33.8 fl oz

DESCRIPTION

IDEAL FOR

**KEY INGREDIENTS
IN ADDITION TO KERATIN**

AVAILABLE SIZES

keratin
LEAVE-IN SPRAY

keratin
INTENSIVE MASQUE

buriti
SHINE SERUM

DESCRIPTION

A lightweight leave-in conditioner and detangler; prevents split ends, protects from UV rays, and leaves hair soft, shiny, and manageable. A must have for after the shower, before heading out into the sun, or swimming.

Deeply conditions hair by softening, moisturizing, repairing and strengthening without adding weight or build-up.

Derived from the Brazilian Buriti Nut, this exceptionally light oil is a natural UV filter and thermal protectant; softens hair and adds non greasy shine; contains 5 fatty omega acids, vitamins B1, B2, B3, C and E.

IDEAL FOR

All hair types

All hair types

All hair types

KEY INGREDIENTS

KERATIN: a natural protein that shields hair from damage

PRACAXI: a natural oil derived from the Pracaxi tree of the Amazon rainforest

BURITI (BOO-REE-CHEE): a rich oil from the Buriti Palm that increases elasticity, strength and shine.

AVAILABLE SIZES

2 fl oz | 4 fl oz

4 oz

.34 fl oz | 2 fl oz



ingredients from nature keep hair looking and feeling beautiful



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