

## TREATMENT ITALIAN KERATIN LISS



**ITALIAN KERATIN LISS** straightening treatment, rich in protein, oils, keratin, and panthenol which nourish as they treat. Suitable for all types of hair, including Afro hairstyles. Formaldehyde-free.

TO GUARANTEE OUTSTANDING RESULTS, PERFORM A PROPER DIAGNOSIS OF HAIR AS USUAL

### METHOD NO.1

- Shake the product well.
- Wash hair twice with **ITALIAN KERATIN LISS** shampoo pH 9, massaging it very well down the length of the hair to open the cuticle. Leave the second shampoo on for five minutes.
- Rinse thoroughly. Pat dry with a towel to remove excess water, then dry with the blow dryer leaving hair slightly damp.
- Divide hair up into four or six sections and apply the product thoroughly from the roots down the length of the hair with a comb, staying 1 cm away from the roots.
- Let sit for 40 to 60 minutes depending on hair type.
- Rinse the product completely and dry using a brush.
- Use a flat iron on hair 15 times, making small ca. 1-cm locks at a temperature of 230°

### METHOD NO.2

*(for super straight hair, lasts four months)*

- Shake the product well.
  - Wash twice with **ITALIAN KERATIN LISS** shampoo pH 9, massaging it very well down the length of the hair to open the cuticle. Leave the second shampoo on for five minutes.
  - Rinse thoroughly. Pat dry with a towel to remove excess water and dry with the blow dryer leaving hair slightly damp.
  - Divide hair up into four or six sections and apply the product thoroughly from the roots down the length of the hair with a comb, staying 1 cm away from the roots.
  - Let the product sit from 40 to 60 minutes depending on hair type. Once the processing time is up, dry hair well with the aid of a brush. If necessary, cut the processing time.
  - Use a flat iron at a temp suited to hair type, up to 230° for Afro hairstyles or natural hair.
  - For bleached or brittle hair, cut the processing time and straighten at 200° maximum. .
- Straighten the hair with a flat iron repeatedly, making small locks (about 1 cm).
- After having let the hair cool off, wash with **HYDRA+** shampoo, rinse, and apply **HYDRA+** hair mask, leaving it on for five minutes
  - Rinse and proceed with the hairstyle.

# ESSENZIALE

ITALIAN COSMETICS

## ESSENZIALE PRESENTS HYDRA+ LAMINATION



It pampers your hair yielding revolutionary beauty, leaving it gorgeous, healthy, and stronger.

An extra boost that guarantees softness and brilliance, but also rebuilds from within.

That's why lamination is ideal if you have damaged hair.

The goal of the treatment is to seal the cuticle, facilitating hydration and hair shaft restructuring. This creates a mirror effect which reflects light and exalts dyed color.

- 1 Wash hair with **HYDRA+** shampoo
- 2 Then dry it leaving it slightly damp
- 3 Apply the lamination lotion, distributing it down the entire length of the hair
- 4 Then dry it
- 5 Straighten with an iron (min.180°C) - 3 to 4 times
- 6 Wash hair with **HYDRA+** shampoo to eliminate any residue
- 7 Apply **HYDRA+** mask, leaving it on for a few minutes and then rinse
- 8 Dry and then do the hairstyle
- 9 Apply **PRACAXI Essenziale** oil

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# ESSENZIALE

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LAMINATION is the new market trend: consumers are on the lookout for new solutions to keep their hair beautiful.

The "SELFIE-GENERATION" always needs to be ready for the camera at any moment, with an ever impeccable look.

Dry, dull, or damaged hair are consumers' biggest pet peeves. The solution is **HYDRA+ LAMINATION** which forms a membrane on the hair surface and guarantees a protective effect, ups resistance to humidity, and makes hair more pleasant to the touch.

The film that forms is resistant and stands the test of time and doesn't get in the way of regular hair washing or dyeing.

Tried-and-true product performance for up to three months after treatment.

**BENEFITS:** tame hair, anti-frizz, universal, withstands humidity, body, brilliance, luminosity

