

INSIGHT

PROFESSIONAL STRAIGHTENING SYSTEM

Professional permanent straightening system. It guarantees long-lasting results, with a natural smooth, polish and shiny effect. Also recommended for curly hair. Formulas are enriched with a smoothing complex based on fermented oils, with a moisturizing and anti-frizz effect.



PRE-TREATMENT SHAMPOO

- + Phytokeratin
- + Organic Extracts of Hypericum and Hawthorn

The shampoo formula carefully cleanses hair, preparing it to receive the subsequent technical treatments.

HOW TO USE

Before technical treatment, apply to damp hair, massage, and rinse.

code INT156 size 900 ml



DERMAL PROTECTOR

- + Organic Hemp Oil

If used before the chemical treatments, it creates a protective barrier to preserve the health and integrity of the scalp.

HOW TO USE

Add 3 or 4 drops to the technical product before application, or apply directly to scalp, face contour, nape and behind the ears before treatment.

code INT158 size 150 ml

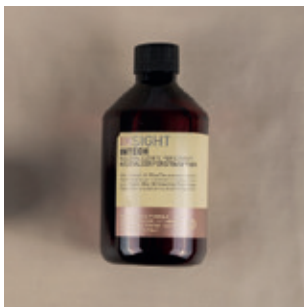


STRAIGHTENING CREAM

- + Organic Olive Oil
- + Smoothing Phytocomplex
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds,
Sunflower Seeds and Sweet Almond Seeds).

Permanent straightening for natural or resistant hair.*

code INT147 f.to 250 ml



NEUTRALIZER FOR STRAIGHTENER

- + Organic Olive Oil
- + Smoothing Phytocomplex
(Fermented Oils of Argan, Green Tea Seeds, Camellia Seeds,
Sunflower Seeds and Sweet Almond Seeds).

Neutralizing for straightening.*

code INT148 size 250 ml



GENTLE EMOLLIENT SHAMPOO

- + Organic Althea, Witch-hazel and Apple Extracts

A gentle sulfate-free shampoo recommended for maintenance after straightening or other technical treatments.

HOW TO USE

Apply to damp hair, massage, and rinse. Apply a small amount of Smoothing Mask at the end of treatment.

code INT151 size 400 ml



* **WARNINGS:** Follow the instructions for use on the label. Never use under a heat source. Examine the customer's scalp: in case of bruises or inflammation, do not use the product. Check for hair condition and integrity (bleached hair, poor elasticity, general hair structure). Perform a preliminary test on a hair lock. Avoid contact with the eyes. If the product should come into contact with the eyes, rinse immediately and for a prolonged time with water. Seek medical advice. Use suitable gloves. Keep out of the reach of children. The product contains thioglycolates. **Prepare and use in a ventilated area. Do not inhale or swallow the product. Wait 48 hours after treatment before washing hair.** For professional use only.

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HOW TO USE

Straightening System

Pour the **Straightening Cream** into a plastic bowl. Wash, comb and divide the hair into 4 sections. Apply the **Dermal Protector** on neck and face contour, then start the application from the nape. For natural curls, take 1 cm locks. In case of permed hair, take larger locks and apply the product quickly. Evenly apply the Straightening Cream over the entire head, though not directly on the scalp, but leaving 0.5 cm from the root. After you applied the product on the first hair section, thoroughly comb with a wide-tooth comb, exerting sufficient pressure to stretch and smoothen hair. Quickly apply the product on the remaining sections, proceeding in the same way. Carefully comb all hair, exerting moderate pressure, ensuring that the product sufficiently covers all the hair, and that strands are kept straight. Comply with application times, which may vary according to hair type. At the application time, rinse for 5 minutes, keeping the hair straight. Towel dry hair.

HAIR TYPE	NATURAL CURLS	PERMED HAIR
Natural hair	Up to 20 minutes	Up to 10 minutes
Resistant hair	Up to 25 minutes	From 10 to 20 minutes
Coloured hair (up to 20 Vol.)	From 10 to 15 minutes	From 3 to 10 minutes

Proceed with the **Neutralizer for Straightener**. Pour it into a plastic bowl, divide the hair into 4 sections and apply by taking locks of about 1 cm. Leave on for 5 minutes, keeping the hair straight. Rinse thoroughly with lukewarm water. Proceed with styling.

