

α
keratin

green
technology

TREATMENT SERVICES MENU



TECHNICAL GUIDE FOR SELECTIVE PROFESSIONAL
STYLISTS AND HAIRDRESSERS

SELECTIVE[®]
PROFESSIONAL 

www.selectiveprofessional.com/au

Why α - keratin?

The first Veg Keratin smoothing treatment that straightens, smoothens and repairs highly damaged hair fibres.

A revolutionary, formaldehyde-free and dermatologically-tested formula that offers excellent performance levels in total safety.

TREATMENT SERVICES MENU α -keratin

A COMPLETE MENU OF CUSTOMIZED TREATMENTS
AT THE SERVICE OF THE HAIRDRESSER.

7

unique and innovative solutions,

7

new services designed to stimulate curiosity,
spark interest and generate new requests.

A differentiated approach that gives hair new life.

Discover the infinite possibilities
of α -Keratin.



1

STRAIGHT-UP

Totally straight for over 12 weeks



2

SIMPLY STRAIGHT

Naturally straight for up to 8 weeks



3

WAVE-ON

Defined, frizz-free waves for up to 4 weeks



4

SWEET WAVES

Soft, frizz-free waves for up to 6 weeks

5

ZERO FRIZZ

Zero frizz for 2 weeks

6

DEEP RESTORATION

Deep restoration and repair

7

SHAPE N' STYLE

Long-lasting style

STRAIGHT-UP

Totally straight for over 12 weeks

A long-lasting straightening and smoothing treatment that's ideal for **managing shape** naturally and delicately.

- Long-lasting **straight, smooth hair**
- **Repairs and restores** in depth
- Facilitates managing volume and shape for **over 3 months**

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** onto wet hair and massage in delicately, repeating the operation at least twice.

3 Drying:

Comb and dry totally or partially depending on the type of hair: natural 100% dry, treated or damaged hair 80% dry.

4 Treatment application:

Divide hair into 4 parts and apply **Taming Fluid 2** to each lock using the brush. Massage in to facilitate penetration and distribute along the lengths and tips using a fine-tooth comb.

5 Resting time:

Cover with the special heat cap and allow to rest for 20-25 minutes.

6 Drying:

Without rinsing, dry totally using a hairdryer and flat brush.

7 Straightening:

Take fine 0.5 cm locks of hair and pass through straighteners 8 to 10 times, starting at the roots.

8 Rinsing:

Rinse thoroughly with plenty of warm water.

9 Conditioning:

Apply **Conditioning Mask 3** and allow to rest for 3-5 minutes before rinsing.

10 Drying and styling:

Dry and style as required.



| Type of hair | Drying | Quantity of Treatment Product* | Straightener Temperature | Straightener Passes |
|--------------|---------|--------------------------------|--------------------------|-----------------------|
| NATURAL | TOTAL | 50-100gr | 200-220°C | 8-10 times per lock |
| TREATED | PARTIAL | 50-100gr | Max 180°C | Max. 8 times per lock |

*depending on the length



SIMPLY STRAIGHT

Naturally straight for up to 8 weeks

Smoothing treatment that's ideal for delicately shaping unruly and rebellious hair without altering its natural structure.

- **Shapes and smooths** delicately
- **Eliminates** undesired frizz
- **Guarantees** hold and control **for 2 months**

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** to wet hair and massage in delicately, repeating the operation at least twice.

3 Treatment:

Divide towel-dried hair into 4 parts and apply **Taming Fluid 2** to each lock using the brush. Massage in to facilitate penetration and distribute along the lengths and tips using a fine-tooth comb.

4 Resting time:

Cover with the special heat cap and allow to rest for 20-25 minutes.

5 Rinsing:

Without shampooing, rinse thoroughly with warm water.

6 Hairdryer:

Dry hair completely.

7 Straighteners:

Take fine 1 cm locks of hair and pass through straighteners 5 to 6 times, starting from the roots.

8 Styling:

Style as desired.



| Type of hair | Quantity of Treatment Product* | Straightener Temperature | Straightener Passes |
|--------------|--------------------------------|--------------------------|---------------------|
| NATURAL | 50-100gr | 200-220°C | 5-6 times |
| TREATED | 50-100gr | Max 180°C | |

*depending on the length

WAVE-ON

Defined, frizz-free waves for up to 4 weeks

Specific treatment for wavy hair, ideal for
intensifying the definition of natural curls.

- **Defines and energizes** natural curls
- **Re-establishes** natural tone and elasticity
- **Eliminates frizz for up to 1 month**

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** to wet hair and massage in delicately, repeating the operation at least twice.

3 Treatment:

Divide towel-dried hair into 4 parts and apply **Taming Fluid 2** to each lock using the brush. Massage in to facilitate penetration and distribute along the lengths and tips using a fine-tooth comb.

4 Resting time:

Cover with the special heat cap and allow to rest for 15-20 minutes, under a source of heat.

5 Hairdryer:

Without rinsing, dry using a hairdryer and flat brush to activate the smoothing and restructuring action of **Taming Fluid 2**.

6 Rinsing:

Without shampooing, rinse thoroughly with warm water.

7 Conditioning:

Apply **Conditioning Mask 3** and allow to rest for 3-5 minutes before rinsing.

8 Drying and styling:

Dry and style as required.

| Type of hair | Quantity of Treatment Product * |
|--------------|---------------------------------|
| NATURAL | 15-20 gr |
| TREATED | 15-20 gr |

*depending on the length



SWEET WAVES

Soft, frizz-free waves for up to 6 weeks

Specific treatment for wavy hair, ideal for **reducing the intensity** and unruliness of natural curls. .

- **Decreases the volume and definition** of natural curls, without eliminating them
- **Makes hair easier to comb**, leaving wavy hair feeling softer and silkier
- **Eliminates frizz for over 1 month**

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** to wet hair and massage in delicately, repeating the operation at least twice.

3 Treatment:

Divide towel-dried hair into 4 parts and apply **Taming Fluid 2** to each lock using the brush. Massage in to facilitate penetration and distribute along the lengths and tips using a fine-tooth comb.

4 Resting time:

Cover with the special heat cap and allow to rest for 10 minutes, under a source of heat.

5 Hairdryer:

Without rinsing, dry completely using a hairdryer and flat brush to activate the smoothing and restructuring action.

6 Straighteners:

Take thicker locks of 1-2 cm and pass hair through a straightener a maximum of 3 times, starting from the roots.

7 Rinsing:

Without shampooing, rinse thoroughly with warm water.

8 Conditioning:

Apply **Conditioning Mask 3** and allow to rest for 3-5 minutes before rinsing.

9 Drying and styling:

Dry and style as required.



| Type of hair | Quantity of Treatment Product * | Straightener Passes |
|--------------|---------------------------------|---------------------|
| NATURAL | 15-20gr | Max 3 times |
| TREATED | 15-20gr | |

*depending on the length

ZERO FRIZZ

Eliminates frizz for 2 weeks

Anti-frizz treatment, ideal for **reducing sensitivity** of hair to **external humidity**.

- **Eliminates frizz** quickly and effectively
- **Strengthens and restructures** from within
- **Ideal for all hair types**

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** to wet hair and massage in delicately, repeating the operation at least twice.

3 Treatment:

Divide towel-dried hair into 4 parts and apply **Taming Fluid 2** to each lock using the brush. Massage in to facilitate penetration and distribute along the lengths and tips using a fine-tooth comb.

4 Resting time:

Cover with the special heat cap and allow to rest for 20 minutes, under a source of heat.

5 Rinsing:

Rinse thoroughly with warm water.

6 Conditioning:

Apply **Conditioning Mask 3** and allow to rest for 3-5 minutes before rinsing.

7 Drying and styling:

Dry and style as required.

| Type of hair | Quantity of Treatment Product * |
|--------------|---------------------------------|
| NATURAL | 50-100 gr |
| TREATED | 50-100 gr |

*depending on the length

DEEP RESTORATION

Deep restoration and repair

Fast restoration treatment, ideal for giving hair body, structure and vitality to fragile and particularly thin hair and for removing excess frizz.

- **Restores and rebuild** thin, fragile hair
- **Strengthens and repairs** in depth
- **Regenerates** the appearance and feel of hair

STEP BY STEP:

1 Diagnosis:

Check the hair status (natural or treated) and the integrity of its structure (healthy or damaged).

2 Washing:

Apply **Pre-Treatment Shampoo 1** to wet hair and massage in delicately, repeating the operation at least twice.

3 Treatment and conditioning:

Mix 1 part **Taming Fluid 2** with 3 parts **Conditioning Mask 3** and apply as if it were a mask. Comb along the lengths and tips using a fine-tooth comb.

4 Resting time:

Cover with the special heat cap and allow to rest for 5-10 minutes.

5 Rinsing:

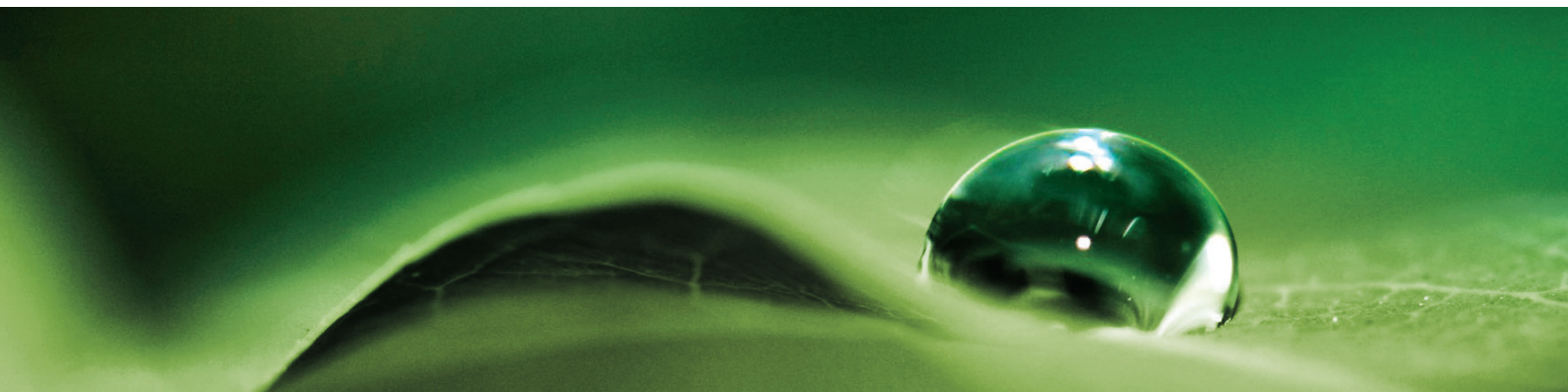
Without shampooing, rinse thoroughly with warm water.

6 Drying and styling:

Dry and style as required.

| Type of hair | Quantity of Treatment Product * |
|--------------|---------------------------------|
| NATURAL | 5g fluid +15g conditioning mask |
| TREATED | 5g fluid +15g conditioning mask |

*depending on the length



SHAPE N' STYLE

Long-lasting shape

Post-treatment service to improve and prolong the shape.

- **Smooths hair**
- **Eliminates frizz**
- **Prolongs the shape**

STEP BY STEP:

1 Treatment product and water:

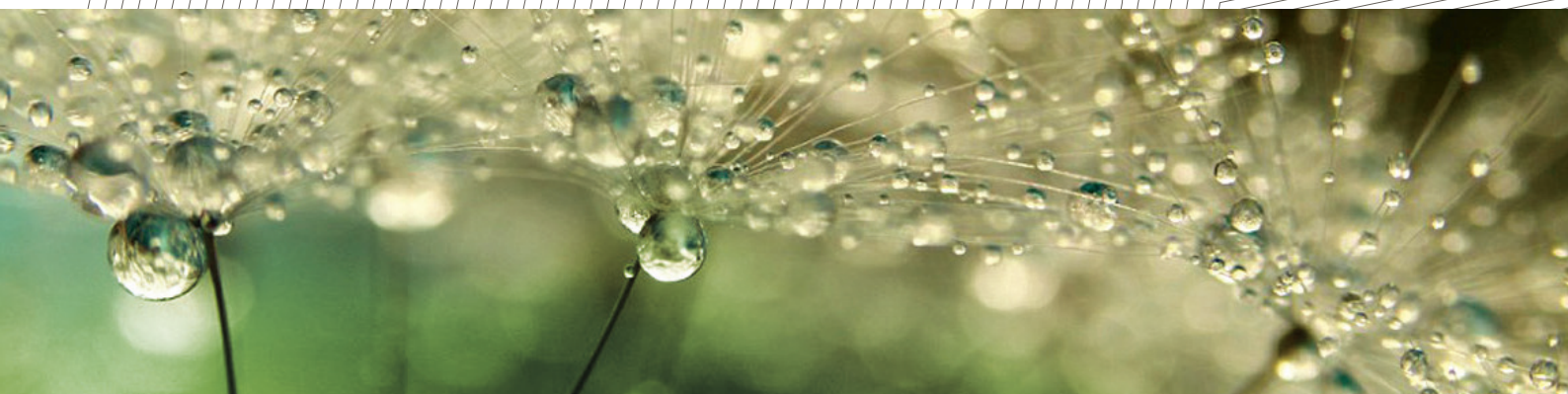
Fill the spray bottle with 10g of Taming Fluid 2 and 90g of water, then finely spray over hair.

2 Drying and styling:

Dry and style as required.

| Type of hair | Quantity of Treatment Product * |
|--------------|---------------------------------|
| NATURAL | 10g fluid +90g water |
| TREATED | 10g fluid +90g water |

*depending on the length





SELECTIVE[®]
PROFESSIONAL 

www.selectiveprofessional.com/au