TALKING POINTS

This is our best treatment yet. Easier to use with proven better results, giving clients even more shine, strength and smoothness.

The NEW micro gel based formula makes it easier to work with and apply, using less product, reducing vapour whilst creating better results, each and every time. We are also introducing the NEW ADVANTAGE Conditioning Masque - designed to finish off the treatment to perfection and the all NEW prescriptive haircare packs, ensuring that clients receive home haircare tailored to their specific needs.

1. MICRO GEL BASED FORMULA

- easier to apply
- disperses quicker into the hair
- will not separate
- salon cost is £23.50 per tube or £141 per case
- 50ml size
- old ADVANTAGE will be discontinued
- same application method with one amendment at the end. The ADVANTAGE Conditioning Masque

2. NEW ADVANTAGE CONDITIONING MASQUE

- designed to finish off the treatment to perfection
- neutralises the treatment and creates an increased shine
- available in 250ml salon size for salon use
- contains carbocysteine and murumuru seed
- salon cost is £18.95
- after the ADVANTAGE smoothing treatment, rinse hair for 5 min. Use the correct shampoo and shampoo twice. Apply the ADVANTAGE conditioning masque, leave for 5-7 minutes, then rinse with warm water

3. NEW PRESCRIPTIVE HAIRCARE PACKS

- the "old" retail boxes will still be available
- prescriptive haircare means mixing between the ranges in order to give clients a tailored pack which best fits their hair-type and needs
- product education should be offered to salons that buy into this
- new white generic and branded box available as the take-home box
- salons that adopt prescriptive haircare must stock all retail for it to work