



PHILIP MARTIN'S®

MADE OF ITALY

HAIR RITUALS

PHILIP MARTIN'S VISION

Our mission is to create environmentally sustainable products that respect the health of the hairdresser and the customer. For this reason PM has created a series of treatments focused on the wellness of the scalp and hair.



Have good care of your body as it is the only place where you have to live in.

(Jim Rohn)



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SCALP TREATMENTS

The scalp is formed from an epithelium (epithelial cells) called epidermis, a connective tissue (elastic cells and collagen cells) called derma and from an adipose tissue called subcutaneous.

The skin appendages (fingernails and hair), the vases and the nerves are contained in the dermis and in the subcutaneous tissue.

The epidermis is separated in layers which depend on the maturation state of the keratinocytes.

They are epithelial cells, from which stratification originates the same epidermis, that they progressively migrate from the basa (basal layer) center area and towards the cutaneous surface undergoing a differentiation process that is defined keratinization.

The basal layer is next to the derma and it consists in only a keratinocytes layer with a cylindrical form. They are germinative cells of the epidermis. The melanocytes are interposed between the basal keratinocytes. Above these layers the thorny layer is found. which is normally as thick as 5 cells.

In the areas subjected to pressure stimuli it is thicker.

Above the spinous cells which are more mature and therefore start to keratinize, we can find the granulose layer which has usually a thickness of 1 or 2 cells.

The shiny layer is situated above the grainy one but it's found only in some areas and especially on the palms of the hands and on the bottom of the feet.

The stratum corneum is the superficial layer of the epidermis and is usually thick just as 3 or 4 cells. Its cells are mainly composed of keratin filaments and they connect to each other giving it a "woven basket" look.

The derma is composed by two parts. The papillary one situated below the epidermis and the reticular and is situated between the papillary and the hypodermic. It contains collagens which allow it a considerable resistance to traction, the elastic fibre which gives it a reversible extensibility, the glycosaminoglycans which gives it hydration and turgidity, the cutaneous layer, the hair follicles and all its associated structures (sebaceous glands and erector muscles of the hair).

SEBACEOUS SCALP

Sebaceous hyper-secretion is a pathology of the scalp due to an excessive production of sebum caused by the hyperactivity of the sebaceous glands. Some of the most frequent symptoms include:

head itch, acrid odor and yellowish color. Seborrhea sometimes evolves into seborrheic dermatitis a condition in which excess sebum is accompanied by an inflammation of the scalp which reacts producing oily

flakes in the hair and can be easily misunderstood as being dandruff but differs in some aspects: the flakes are usually larger, conglobate, generally oily and yellowish in appearance and the scalp skin appears light red. Usually not only the hair and scalp are affected but also eyebrows and face are. Another scalp anomaly related to seborrhea and Hyperhidrosis can be determined by excessive sweating of the sweat glands.

Hyperhidrosis is due to physical genetic causes and above all to the emotional attitude we generate during our life processes. The skin is very delicate, easily irritable and almost always congested by blood vessel stasis. The indiscriminate use of shampoo with too much detergent, harsh and toxic ingredients over activates the sweat glands which can cause excess sweating. The more the hair is washed and the more it'll become greasy.

OILY SCALP/HYPERHIDROSIS

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Aloe Pure Gel

STEP 3

Purifying Wash

STEP 4

Wash dedicated to
the stem, according
to the needs of the
costumer

STEP 5

Scalp Benefit

STEP 6A

Scalp Nutriment
Professional

STEP 6B

Sea Salt Spray

STEP 7

Purifying Wash,
Scalp Benefit,
Sea Salt Spray

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a light pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times.

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.

- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce.
- Alternate 3 hot water and 3 cold water cycles.

STEP 6A

TREATMENT LOTION APPLICATION - SPECIFIC FOR SCALP APPLICATION - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Spray or gently apply the lotion or cream on the scalp and/or hair as needed.
- Massage the lotion on the scalp through a circular movement of the fingertips and by applying a gentle pressure.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 6B

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGT - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Purifying Wash



Scalp Benefit



Scalp Nutrient Spray



Sea Salt Spray

SCALP WITH GREASY DANDRUFF

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Aloe Pure Gel

STEP 3

Calming Wash

STEP 4

Babassu Wash

STEP 5

Scalp Benefit

STEP 6A+6B

Sea Salt Spray

STEP 7

Calming Wash,
Scalp Benefit,
Sea Salt Spray

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a light pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.

- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product. Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.

STEP 6A

TREATMENT LOTION APPLICATION - SPECIFIC FOR SCALP APPLICATION - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Spray or gently apply the lotion or cream on the scalp and/or hair as needed.
- Massage the lotion on the scalp through a circular movement of the fingertips and by applying a gentle pressure.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 6B

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Calming Wash



Scalp Benefit



Sea Salt Spray

DRY SCALP

Dry scalp is a problem often associated with a sensation of itching, discomfort or a burning sensation. In most cases this symptom is due to the lack of skin lipids and / or dehydration. The alteration of the hydro-lipid's correct balancing may be caused by a dysfunction of the sweat and / or sebaceous glands which do not produce sufficient water and sebum. A dry scalp can also depend on external factors such as and due to the use of treatments that force the disintegration of the keratin or due to the use of extremely aggressive detergents.

The dry skin will look like a dry flake (dandruff) which will create an intense flaking from the scalp. It often appears with thru the detachment of whitish flakes of dry and dead skin at the base of the hair due to an excessive epithelial cell turnover (keratinocytes). A symptom that usually accompanies the dandruff is itching. The causes can be several such as; a genetic predisposition, a physical and/or emotional stress, hormonal changes, dry or greasy skin, increased sebum secretion or wrong eating habits (ex. excessive consumption of fats, abuse of alcohol, a poor diet of foods rich in zinc, lack of vitamin B etc. Dandruff can be related also to the irritation caused by some hair care products and a more severe form of dry flakes such as psoriasis can often be confused with dandruff or with seborrheic

dermatitis and is characterized by the presence of patches that remain localized on the scalp without extending to other parts of the body. These patches thicken and create a crust as time goes by and can sometimes also affect the temples, the back of the neck and the ears. The psoriasis of the scalp is in no way related to hair loss but often present in very nervous people and can cause an intense and annoying itching.

DEHYDRATED SCALP / WITH DESQUAMATION



STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.
- We recommend the use of Vaporetto.
- Product performing time:
 - 5 minutes with the Vaporetto and 5 minutes for a cooling down massage
 - Without the Vaporetto we recommend wrapping the hair with a hot towel and kip it in pose for 15 minutes.

STEP 3

FIRST WASH DEDICATED TO SCALP, SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Maple Wash



Maple Rinse



Potion Cream

SCALP WITH DRY DANDRUFF

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Purifying Scrub +
Jojoba Pure Oil

STEP 3

Calming Wash

STEP 4

Maple Wash

STEP 5

Rinse according to the
needs of costumer +
Scalp Benefit on scalp

STEP 6

Calming Spray

STEP 7

Maple Wash,
Maple Rinse, 3 Ways

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.
- We recommend the use of Vaporetto
- Product performing time:
 - 5 minutes with the Vaporetto and 5 minutes for a cooling down massage.
 - Without the Vaporetto we recommend wrapping the hair with a hot towel and kip it in pose for 15 minutes.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a light pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times.
- Massage strands of the hair so that the product may penetrate the stem.
- Wrap the head with a hot towel and thus allowing the client to relax for few minutes.

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR SCALP APPLICATION - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Spray or gently apply the lotion or cream on the scalp and/or hair as needed.
- Massage the lotion on the scalp through a circular movement of the fingertips and by applying a gentle pressure.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Maple Wash



Maple Rinse



3 Ways

SCALP WITH PSORIASIS

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Joboba Pure Oil

STEP 3

Calming Wash

STEP 4

24 Everyday
Shampoo

STEP 5

Maple Rinse

STEP 6

Pleasure Hair & Body

STEP 7

24 Everyday
Shampoo,
Maple Rinse, Pleasure
Hair & Body

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.
- We recommend the use of Vaporetto
- Product performing time:
 - 5 minutes with the Vaporetto and 5 minutes for a cooling down massage.
 - Without the Vaporetto we recommend wrapping the hair with a hot towel and kip it in pose for 15 minutes.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a light pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times
- Massage strands of the hair so that the product may penetrate the stem.
- Wrap the head with a hot towel and thus allowing the client to relax for few minutes.

STEP 3

FIRST WASH DEDICATED TO SCALP , SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



24 Everyday Shampoo



Maple Rinse



Pleasure Hair & Body

ALOPECIA

There are many forms of alopecia. The most known is the androgenetic alopecia which due to an excess of DHT (dihydrotestosterone a hormone harmful to the hair follicle) and is characterized by the loss of hair on the front and upper areas of the head. This disorder mainly affects men and can also develop in very early during sexual maturation. Women can be affected by alopecia especially when going thru the menopause. The stem gets thinner, the hair is becomes less bright and then the stems begin to break and the hair falls off.

ANDROGENETIC ALOPECIA

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Aloe Pure Gel
o Purifying Scrub

STEP 3

Purifying Wash

STEP 4

Purifying Wash
(if necessary)

STEP 5

Scalp Benefit

STEP 6

Scalp Nutriment
Professional

STEP 7

Purifying Wash,
Scalp Benefit,
Scalp Nutriment
Spray

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.
- We recommend the use of Vaporetto
- Product performing time:
 - 5 minutes with the Vaporetto and 5 minutes for a cooling down massage.
 - Without the Vaporetto we recommend wrapping the hair with a hot towel and keep it in place for 15 minutes.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a slight pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times.
- Massage strands of the hair so that the product may penetrate the stem.
- Wrap the head with a hot towel and thus allowing the client to relax for few minutes.

STEP 3

FIRST WASH DEDICATED TO SCALP , SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR SCALP APPLICATION - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Spray or gently apply the lotion or cream on the scalp and/or hair as needed.
- Massage the lotion on the scalp through a circular movement of the fingertips and by applying a gentle pressure.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Purifying Wash



Scalp Benefit



Scalp Nutrient Spray

HAIR TREATMENTS

Hair is constituted for a percentage between 65% and 95% of solid proteins such as keratin and for the rest of water, lipids, pigments and trace elements. Melanin is also another solid protein that gives color to the hair.

Keratin is composed of amino acid called lysine and cystine.

Aron followed by zinc, magnesium and cooper are other important substances in the life of the hair and all take part of the melanin process formation.

They look like fluff in the fourth month of their foetal life.

They grow to a speed of around 0,3 mm a day (1 cm for month).

The hair has a circular growth of 2 to 6 years even if there are documented cycles of over 10 years. The hair falls and is replaced at the end of each cycle. The cycle of the hair is formed by the succession of three phases:

- Anagen
- Catagen
- Telogen

Even the hair length is very variable and rarely reaches the meter. Hair is the only part of the body that keeps on growing during its life, together with nails and shave.

The Hair follicles have androgen receptors, and other enzymes responsible for their conversion into other androgenic hormones in the scalp:

Androgen receptors contained in the women's follicles are approximately 40% less than in men.

The hair is divided into three parts:

- The cuticle: is the external layer of the hair and it is constituted by cells that have to protect the inside of the hair from possible chemical damages, physical and also from mechanical traumas.
- The bark: is the intermediary layer of the hair and is also the most abundant. It has a melanin pigment and it is the layer in which most of the chemical treatments operate. It is responsible for the main physical properties of the hair such as resistance and elasticity.
- The marrow: is the central part of the hair. It is very abundant in animals and it is 50% of the mass of its hair. However, it is very scarce and sometimes it is absent in the human hair. Its function is not well known and it is probably related to the thermoregulation.

THIN HAIR

The thickness of the hair changes accordingly to different factors. One of these is the heritage.

Many people have a flowing and thick hair since their birth and this is a sign of difference in health from thin and fine hair because thin hair is more vulnerable to the aggressiveness of external agents and generally less robust.

A weak bark with a small dimension makes the hair grow thinner and less robust and will therefore break easily. Often the fragility of the hair is related to its weakness.

VOLUMIZING

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Aloe Pure Gel

STEP 3

Babassu Wash

STEP 4

Wash dedicated to
the stem, according
to the needs of the
costumer

STEP 5

Babassu Rinse

STEP 6

3 Ways

STEP 7

Babassu Wash,
Babassu Rinse,
3 Ways

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.
- We recommend the use of Vaporetto.
- Product performing time:
 - 5 minutes with the Vaporetto and 5 minutes for a cooling down massage.
 - Without the Vaporetto we recommend wrapping the hair with a hot towel and kip it in pose for 15 minutes.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondance of the central part of the temporal forehead and under the lobes of the ears.
- With a slight pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times.

STEP 3

FIRST WASH DEDICATED TO SCALP, SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Babassu Wash



Babassu Rinse



3 Ways

DRY HAIR

Dry hair can be the result of the imbalances inside and outside our body but most of the time this problem is related to environmental origins.

For many people and in particular for women dry hair can be a big aesthetic problem because its dryness effect gives to the hair an unpleasant "straw effect" which gives a neglecting feeling to it.

As mentioned above, the causes of the dry hair can be inside and outside our organism or related to some environmental origins.

Beyond that, dry hair can also be the result of a poor sebaceous activity or more rarely, related to pathological conditions such as anemia or thyroid disorders (hypo or hyperthyroidism).

At the origin of this problem there may also be nutritional factors such as a rigid diet or a lack in vitamins and essential fatty acids.

MOISTURIZING

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Immersive +
Infinito

STEP 3

24 Everyday
Shampoo

STEP 4

Maple Wash

STEP 5

Maple Rinse

STEP 6

Shine Rose

STEP 7

Maple Wash, Maple Rinse,
Shine Rose.
Curly hair: Potion Cream.
Thin hair: Infusion Cream

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP, SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce.
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Maple Wash



Maple Rinse



Shine Rose



Potion Cream
for curly hair



Infusion Cream
for straight hair

COLOR HAIR

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Butter Cupuaçu

STEP 3

Purifying wash
+ one pump of
Jojoba Pure Oil

STEP 4

Wash dedicated to
the stem, according
to the needs of the
costumer

STEP 5

Henné Cream
+ Scalp Benefit

STEP 6

Shine Rose

STEP 7

Color Maintenance,
Color Repair, Color It,
Shine Rose

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Color Maintenance



Color Repair



Color It



Shine Rose

BLEACHING HAIR OR WITH HIGHLIGHTS

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Jojoba Pure Oil
+ Olive & Aloe

STEP 3

24 Everyday
Shampoo

STEP 4

Blu Wash

STEP 5

Blu Rinse
+ Henné Cream

STEP 6

Revitalizing Spray

STEP 7

Blu Shampoo, Blu
Rinse, Shine Rose,
Revitalizing Spray

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP, SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce.
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Blu Shampoo



Blu Rinse



Shine Rose



Revitalizing Spray

RECONSTRUCTIONS

Hair reconstruction treatments are deeper than conditioner treatments.

These treatments reconstruct the internal and external part of the hair. The result lasts longer in time.

Conditioners and hair masks work only on the superficial part of the hair, whilst the reconstruction treatments are able to give back to the hair its own keratin.

The treatment can be done when the hair is ruined and damaged.

This situation can be a consequence of some mechanical and physical (chemical treatments, incorrect styling, excessive use of heating tools and hairdryers, atmospheric and polluting agents (sun, salt, wind, chlorine and smog), stressful life and wrong nutrition.

People often follow diets that exclude all the essential ingredients for the health of their hair such as carbohydrates, magnesium and zinc.

Age also has an impact to the hair, therefore it needs external support.

DEHYDRATED OR DAMAGED HAIR, STRAIGHT OR WAVY

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Jojoba Pure Oil

STEP 3

Moringa Wash

STEP 4

24 Everyday
Shampoo

STEP 5

Fusion Luxury Mask

STEP 6

Finish dedicated to
the stem, according
to the needs of the
costumer

STEP 7

Moringa Wash,
Fusion Luxury Mask,
Infinito or
Potion cream

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP , SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [20 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Moringa Wash



Fusion Luxury Mask



Infinito



Potion Cream

DAMAGED AND CHEMICALLY TREATED HAIR

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Calming Wash

STEP 3

Rich Deep

STEP 4

Moringa Wash

STEP 5

Scalp Benefit

STEP 6

Finish dedicated to
the stem, according
to the needs of the
costumer

STEP 7

Color Maintenance,
Fusion Luxury Mask,
Infinito or
Potion Cream

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 3

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce.
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Color Maintenance



Fusion Luxury Mask



Infinito



Potion Cream

DAMAGED CURLY OR DRY HAIR

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2

Burro Murumuru

STEP 3

Purifying wash
+ one pump of
Jojoba Pure Oil

STEP 4

24 Everyday
Shampoo

STEP 5

Free It

STEP 6

Finish dedicated to
the stem, according
to the needs of the
costumer

STEP 7

Moringa Wash,
Moringa Rinse,
Moringa Curl,
Infinito

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Moringa Wash



Moringa Rinse



Moringa Curl



Infinito

NATURAL HAIR, VERY DEHYDRATED AND DAMAGED DUE TO THE PASSING TIME - ANTI AGE



STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & ALOE - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2

PRE-TREATMENT FOR PRODUCT APPLICATION - [20-25 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the lengths.
- Leave the product for 10-15 min.

STEP 3

FIRST WASH DEDICATED TO SCALP, SPECIFIC TO REMOVE OILS AND BUTTERS - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly

STEP 4

SECOND WASH DEDICATED TO THE STEM - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [10 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce
- Alternate 3 hot water and 3 cold water cycles.
- Slide the cloth off gently and gently proceed to untangle the hair from the root to ends.
- Rinse with plenty of hot water and dab the hair removing the excess water.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Maple Wash



Maple Rinse



Revitalizing



Potion Cream

THIN HAIR, WEAK AND REBALANCING OF THE SCALP

STEP 1

Sicily Oil o
32 Pure Essential Oil
+ Olive & Aloe

STEP 2A+2B

Aloe Pure Gel

STEP 3

Calming Wash

STEP 4

Babassu Wash

STEP 5

Babassu Rinse +
Henné Cream

STEP 6

Finish dedicated to
the stem, according
to the needs of the
costumer

STEP 7

Babassu Wash,
Babassu Rinse,
3 Ways

STEP 1

WELCOME APPROACH: SICILY OILS or 32 PURE ESSENTIAL OIL + OLIVE & - [5 MIN]

- Place a towel on the neck and shoulders and apply on each side and on the center of it 3 drops of Sicily oils or 32 Pure essential Oil.
- On the palms of your hands apply a drop of Sicily Oils or 32 Pure Essential Oil and a drop of Olive & Aloe.
- Rub it between your hands in order to mix and activate the products.
- Overlap your hands and in a crossed position place them in front of your clients face and keep them there for a few minutes so that the client may inhale all the precious substances. With this aromatherapy gesture you offer confort and relax by involving the client in the treatment.

STEP 2A

PRE-TREATMENT FOR PRODUCT APPLICATION - [15 MIN]

- Apply the pre-treating product by using a brush.
- Create hair strands and distribute the appropriate product evenly on the scalp.
- Gently massage the product on the scalp in order to distribute it evenly with circular movements of the fingertips.
- Repeat the fingertip circular movement and the finger pressure systems for 3 times. Begin from the sides of the head and move towards the back of the head. Then proceed over the top and front of it and finish where you started.

STEP 2B

MANIPULATE THE SCALP BY MASSAGE - [10-20 MIN]

- Start the massage with the opening of the lymphatic ganglia of the face through a finger pressure. Press three times on each ganglion in correspondence of the central part of the temporal forehead and under the lobes of the ears.
- With a light pressure by placing your fingers on the top and bottom of the head.
- Proceed with a deep circular kneading massage.
- Repeat the procedure for three times.
- Perform the massage from the front of the head and practice a series of cross-pressures with the two thumbs along the top of the head three times.

STEP 3

FIRST WASH DEDICATED TO SCALP - [5 MIN]

- Proceed with cleaning without adding water. Apply the Wash evenly on the scalp and lengths rubbing with your hands. Massage and gradually add water until foam is obtained.
- Distribute the washing product evenly and massage it.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue washing and massaging from the nape towards the top and forehead and then return to the parietal area.
- Repeat the washing manipulation for 3 times.
- Rinse thoroughly.

STEP 4

SECOND WASH DEDICATED TO THE STEM, ACCORDING TO THE NEEDS OF THE COSTUMER - [5 MIN]

- Proceed with a second shampoo.
- Activate the washing product by rubbing it between your hands before apply it on the hair.
- Distribute the washing product evenly and massage it. If there is a presence of sebaceous dysfunction, we recommend a soft fingertip pressure on the scalp.
- Proceed the cleansing with circular fingertip movement starting from the parietal and moving towards the nape.
- Without ever removing the fingertips from the scalp, continue the washing massage from the nape towards the direction of the top and forehead and then return to the parietal area.
- Repeat the washing manipulation 3 times.
- Rinse thoroughly.

STEP 5

RINSE/CONDITIONER APPLICATION - [5 MIN]

- Dab the hair with a towel before applying the rinse/conditioner product.
- Dissect the hair and apply it on the roots, lengths and ends. Massage gently on the entire lengths of the hair.
- Use the Vaporetto for a few minutes for a greater performance and penetration of the product.
- Wrap a hot towel on the head for a leave in pose for a few minutes. If necessary keep the towel warm by using the Vaporetto.
- For a better relaxation of the client, gently slide some water on a damp cloth wrapped on the clients hair and with the head washing shower unit produce.
- Alternate 3 hot water and 3 cold water cycles.

STEP 6

TREATMENT LOTION APPLICATION - SPECIFIC FOR APPLICATION ON HAIR LENGTHS - [5 MIN]

- Apply the lotion before styling.
- Dissect the hair in order to properly distribute the treatment lotion.
- Gently apply the lotion or treatment cream over all the hair lengths.
- Proceed to drying by applying the appropriate styling and finishing products.

STEP 7

HOME MAINTENANCE

Recommend to the client specific products in order to prolong and maintain the benefits of the treatment applied in the hair salon through a personalized consultancy service.



Babassu Wash



Babassu Rinse



3 Ways

[illegible]

[illegible]

[illegible]

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