



Philip Martin's US IMMERSIVE

Intensive Salon Application & Procedures

Immersive is a strong salon quality moisturizing product a rich formulation which makes use of the nourishing, protective and hydrating qualities of the shea butter by giving frizzy hair shine and strength. Application after application the hair will become lighter and easy to comb.

Procedure for using Immersive:

This product provides deep hydration to the hair & should be used on Hair needing and Hydration and Frizzy hair.

3 different Applications for using Immersive; Home, Normal Salon and Intensive Salon Application.

I Normal Salon Application

- 1) Shampoo once using Calming Wash.
Using calming wash will put the hair in the best condition to receive the Immersive treatment.
- 2) Shampoo a second time using Maple Wash and towel dry.
Maple wash is a key step in the hydration process, and it is our most hydrating shampoo.
- 3) Apply Immersive to the hair and scalp, post for 15 min then rinse thoroughly.
- 4) Proceed with the styling, finishing and or blow dry.

II Intensive Salon Application

- 1) Mix Immersive & Infinito Oil inside a bowl, 10-parts Immersive and 1-part Infinito or 10% Infinito
- 2) Apply Immersive & Infinito oil on dry dirty hair post for 10 to 12 minutes during the processing time use the Vaporetto for 5 to 10 minutes after 5 minutes post time.
This mix and procedure will give maximum hydration to the hair
- 3) First wash shampoo, wash with 24 Everyday, to remove the excess of product
- 4) Second shampoo, wash with Maple shampoo
- 5) Rinse/Conditioner, condition with Maple Rinse allow Maple Rinse to post for 5 minutes.

NOTES:

- Immersive should be used on hair needing hydration and frizzy Hair.
- Mixing Immersive with Infinito Oil give a deeper penetrating hydration to the hair.
- **Do not be used on the day of the color**, it will cause a lightening of the color 1 tone or more.
- Mix Immersive **ONLY** with Infinito Oil, this will give you the best results, using other oils are not recommended and may react differently, lessening the hydration of the product.

Bio Shea Butter • Hydrating
Bio Honey Extract • Emollient
Fig Extract • Revitalizing

IMMERSIVE Sizes Available: 1000 ML * 200 ML

