



HAIR  
SPA  
TREATMENTS

SALON EXCELLENCE

**COLOURING**

## Permanent Oxidising Colouring

QuiNio Complex and Coconut Oil

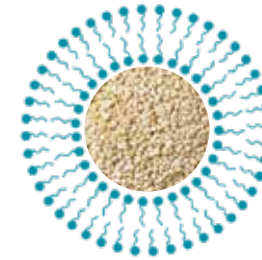


**RADYCA**



**100 ml - 111 Nuance  
MIXING 1:1**

## *Radyca welfare mix:*



## QuiNio Complex

### THE PERFECT MATCH BETWEEN QUINOA AND NIOSOME



#### QUINOA

Super food with scientifically proven evidences.  
A natural shield that protects and nourishes hair follicles from the inside.  
Skin nourishment and moisture to keep it safe.



#### NIOSOME

Innovative system based on plants. It protects hair during the colouring and enhances the effectiveness of the active components by gradually releasing them inside the hair.

## *Technology in the service of nutraceutics*



**100 ml - 111 Colours  
MIXING 1:1**



### **COCONUT OIL**

Derived from the fruits of the homonymous plant, it contains almost 50% of Lauric Acid, a saturated fat acid. Anti inflammatory, moisturising and soothing.



### **ISOPENTYLDIOL**

Multifunctional moisturising substance. It is soothing and nourishing to provide a great revitalising action to the hair undergoing a colouring service.



### **DYNAMIC STABILITY PROOF**

The particular chemical-physical composition of the colouring allows the intermediate pigments to stabilise and distribute in the hair according to a geometrical fixed order. Uniform, harmonious, homogeneous colour.

RA  
DY  
CV

## CLASSIC PERMANENT OXIDISING COLOUR WITHOUT SILICONES AND WITHOUT PARAPHENYLENEDIAMINE

- COLOUR AND RESTORE IN A SINGLE SERVICE
- SHINY LONG LASTING COLOURS
- LIGHTENING: UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



### STANDARD SERIES

MIXING RATIO 1 : 1

EXPOSURE TIME: 30/35 MINUTES



### SUPER LIGHTENING SERIES

MIXING RATIO 1 : 2

EXPOSURE TIME: 45 MINUTES



## NATURAL

Natural, intense and shiny highlights. This colour family is perfect to cover white hair, but it is also to mix with all the other colour series to create multiple highlights and shades.



.1

## ASH

Cold and balanced highlight tone. A colour family ideal to tone very warm tones or gold highlights down. To be mixed with the Natural series for a great white hair coverage.



.0

## INTENSE NATURAL

Intense highlights and saturated tones. Ideal in the presence of a high percentage of white hair or hair difficult to colour. Mixed with all the other colours, they enhance the highlights effects.



.34 / .334 / .36

## GOLDEN COPPER

Shiny highlights by warm tones. Great white hair coverage. Mixed with other colours they ensure gold, gold copper and copper highlights; mixed with the natural series they warm the tones.



.01

## COLD NATURAL

Cold and intense highlights. The chromatic balance of these shades makes them ideal to be mixed with many other highlights by adding intensity.



.43 / .433

## GOLD COPPER

Deep and warm highlights. Colour family ideal to create warm highlights where orange-yellow highlight predominates. Good white hair coverage, perfect when mixed with the Natural series.



.3

### **GOLD**

Warm and gold highlights. Colour family that gives shiny results when used alone, but very performing when mixed with the Natural series to improve white hair coverage and warm the tones.



.4 / .44

### **COPPER**

Vibrant highlights by warm tones. A wide colour family that includes different heights of tone, from copper brown to very light platinum copper blonde. Mixed with the Natural series it warms and enhances the tones.



.71

### **COLD BROWN**

Strong and cold highlights. A colour family that enhances the light blonde, dark blonde and brown cold tones. Great white hair coverage, mixed with the Natural series to improve the result on light bases.



.39 / .93

### **WARM BEIGE**

Balanced and shiny highlights. A colour family characterised by warm blonde tones that present a unique beige grain. Great to pre-pigment or tone light bases.



.77

### **INTENSE BROWN**

Intense and deep highlights. A colour family that enhances the light brown and blonde tones in their most natural highlights. Perfect to cover white hair and mixed with other colours to balance warm brown highlights.



.6 / .5 / .56 / .46 / .66

### **MAHOGANY RED**

Strong and vibrant mahogany tones. The tones can be more intense in the presence of a high percentage of white hair. Hence, they can be used with Natural series, by ensuring the white hair coverage.



.35 / .75 / .37

### WARM BROWN

Gentle highlights by warm tones. A colour family that includes colours by balanced tones. Great use when mixed with all the other colour series to balance the highlighted tones or cover white hair.



.2 / .22 / .16 / .72 / .12

### IRISÉ

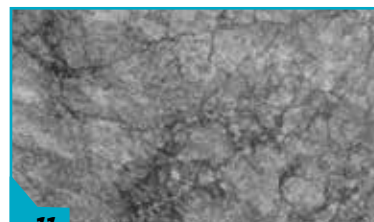
Violet and shiny highlights. A colour family by various tones, from the Brown Irisé to the Very Light Platinum Ash Pinky Blonde. Mixed with the Natural series to tone down violet highlights.



.23 / .13

### COLD BEIGE

Cold and gold highlights. A colour family ideal for toning services on bleached and faded hair. They can be used alone or in combination to tone down orange-red highlights.



.11

### GREY

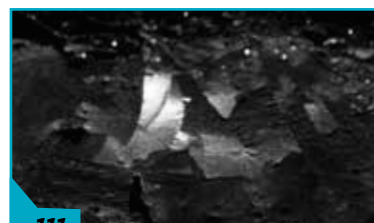
Cold and shiny highlights. A colour family characterised by the grey tones. They can be used alone. Ideal to tone highlights and bleach and tone down white hair yellow highlights.



.7

### BROWN

Warm and natural highlights. A family that is perfect to cover white hair and great when mixed with other colours to deepen and balance highlight shades.



.111

### INTENSE GREY

Cold and intense highlights. Colour family designed to turn off the unwished warm highlights with the height levels. They have a good white hair covering, in order to have a 100% covering it is necessary to mix them with the Natural or Deep Natural Colour Family.

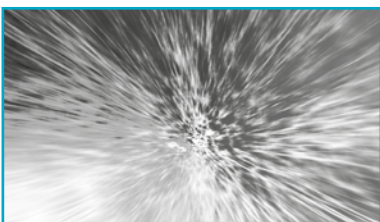


.00-1-3-16-.2-.89-000

## SUPER LIGHTENING

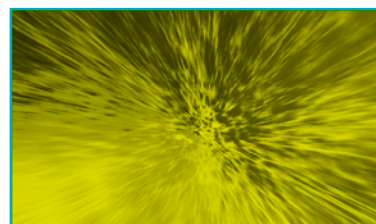
Balanced highlights. A colour family that allows lightening up to 4 /5 tones. Chosen and carefully designed colours to perform on all the bases and at the same time soften the unwished highlight.

Attention: for a correct lightening it is advisable to apply on a base darker than the light brown.

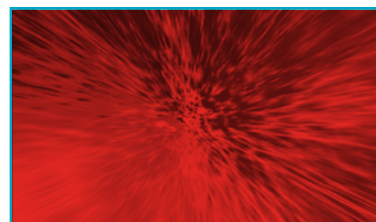


## BOOSTERS CORRECTORS

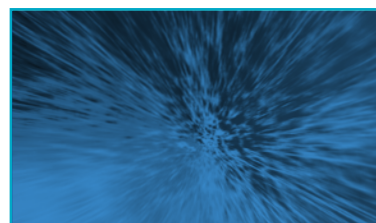
Colour family to enhance or soften every chromatic highlight. Three primary colours: gold (yellow), red and blue. Mixed among them they create countless chromatic shades.



**BOOSTER  
CORRECTOR  
YELLOW**  
Yellow highlight



**BOOSTER  
CORRECTOR  
RED**  
Red highlight



**BOOSTER  
CORRECTOR  
BLUE**  
Blue highlight

**R A  
D Y  
C V**

## **REFERENCE FRAME TO USE BOOSTERS / CORRECTORS**

To vary the percentage of boosters/correctors according to the height of tone: this frame is a reference both to enhance and to neutralise.

**HEIGHT OF TONE FROM 1 TO 2**

**Up to 50% of booster mixed  
with the targeted colour**

**HEIGHT OF TONE FROM 2 TO 4**

**Up to 30 % of booster mixed  
with the targeted colour**

**HEIGHT OF TONE FROM 5 TO 7**





















































**Up to 15 % of booster mixed  
with the targeted colour**

























**HEIGHT OF TONE FROM 7 TO 9**


























**Up to 10 % of booster mixed  
with the targeted colour**

**HEIGHT OF TONE FROM 9 TO 10**


**Up to 5 % of booster mixed  
with the targeted colour**

HEIGHT OF TONE	NATURAL BASE	DEEP NAT. BASE	COLD NATURAL	ASH	GOLD	GOLDEN COPPER	GOLDEN COPPER	GOLDEN COPPER	COPPER
<b>1</b>	1 			1.1 					
<b>2</b>									
<b>3</b>	3 								
<b>4</b>	4 			4.1 	4.3 				4.4 
<b>5</b>	5 	5.0 	5.01 	5.1 	5.3 	5.34 		5.43 	5.4 
<b>6</b>	6 	6.0 	6.01 	6.1 	6.3 	6.34 		6.43 	6.4 
<b>7</b>	7 	7.0 	7.01 	7.1 	7.3 	7.34 		7.43 	7.4 
<b>8</b>	8 	8.0 	8.01 	8.1 	8.3 	8.34 	8.334  8.36 	8.43 	8.44 
<b>9</b>	9 	9.0 	9.01 	9.1 	9.3 		9.36 	9.433 	
<b>10</b>	10 			10.1 	10.3 				10.4 




HEIGHT OF TONE	BROWN	COLD BROWN	INTENSE BROWN	WARM BROWN	COLD BEIGE	WARM BEIGE
<b>1</b>						
<b>2</b>						
<b>3</b>				3.75 		
<b>4</b>	4.7 	4.71 				
<b>5</b>	5.7 		5.77 	5.35  5.75 		
<b>6</b>	6.7 	6.71 		6.37 		
<b>7</b>	7.7 		7.77 	7.35  7.37 	7.23 	
<b>8</b>	8.7 	8.71 			8.13 	8.39 
<b>9</b>	9.7 				9.23 	9.39  9.93 
<b>10</b>					10.13 	

HEIGHT OF TONE	RED MAHOGANY	RED MAHOGANY	IRISÈ	GREY	INTENSE GREY
1					
2					
3					
4		4.5 	4.2 		
5	5.6  5.46 	5.5  55.66 	5.2 		
6	6.6  6.46 	6.5  6.56 	66.22 		6.11 
7	7.6 	77.66 		7.11 	7.11 
8	8.6 			8.11 	8.11 
9			9.72 		9.11 
10			10.2  10.12  10.16 		

**SUPER LIGHTENERS**

-  000
-  12.00
-  12.1
-  12.2
-  12.3
-  12.16
-  12.89

**BOOSTERS**

-  033
-  066
-  088

## Permanent Ammonia Free Colouring

*Without Resorcinol, without Paraphenyldiamine and without Parabens*

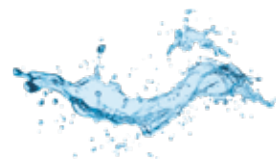
**Hyaluronic Acid & Argan Oil**





**100 ml - 61 Colours  
MIXING 1:1**

*Gentle formulation that ensures an excellent result by respecting hair health*



#### **HYALURONIC ACID**

It generally restores hair.  
It moisturises the hair  
fiber and strengthens the  
intracellular bonding.



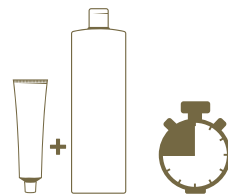
#### **ARGAN OIL**

Moisturising and  
antioxidant. It provides  
the hair with softness  
and brightness, it deeply  
nourishes and protects.

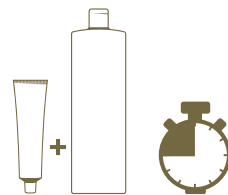
FREE

**PERMANENT OXIDISING COLOURING. WITHOUT AMMONIA, WITHOUT RESORCINOL, WITHOUT PARAPHENYLENEDIAMINE AND WITHOUT PARABENS**

- GENTLE, ANTIOXIDANT AND COLOUR PROTECTIVE COLOURING
- LONG LASTING COLOUR BY INTENSE AND NATURAL HIGHLIGHTS
- LIGHTENING UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



**STANDARD SERIES**  
MIXING RATIO **1 : 1**  
**EXPOSURE TIME:** 30/35 MINUTES



**SUPER LIGHTENING SERIES**  
MIXING RATIO **1 : 2**  
**EXPOSURE TIME:** 45/55 MINUTES



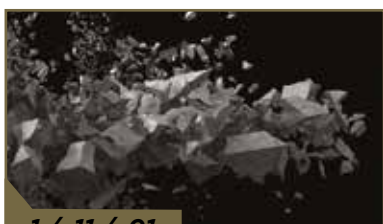
### **NATURAL**

Intense and shiny highlights. A colour family characterised by a warm dominant, for a colour that is surprisingly compact. Essential to cover high percentages of white hair.



### **INDIGO**

Violet and vibrant highlights. A colour family by a cold chromatic trend and a high covering performance. Mixed with other colours they result in shimmering tones.



### **ASH**

Cold and balanced highlights. A colour family characterised by a degree of white hair coverage that amounts to 60%. For a full covering effect, it is advisable to mix them with the Natural series.



### **HONEY**

Warm, copper-gold highlights. A colour family ideal to enhance the highlights brightness and to customise the colour in combination with other colours. In order to maximise white hair coverage, it is advisable to mix it with the Natural series.



### **GOLD**

Warm and shiny highlights. A colour family suggested to re-pigment faded colours and to perform on extremely porous hair structures. Great white hair coverage when used both alone and with other colours.



### **BLONDE PLUS**

Cold and neutral highlights. A colour family by a high lightening power, up to 4 tones. They ensure the white hair coverage up to 60%. They are particularly ideal to soften warm tones.



.7 / .31

### LIGHT BLONDE

Shiny and deep highlights. A colour family by a high lightening power, ideal for natural height of tone 6 and 7. They maximise their performance in the toning services on bleached and light blonde hair.



.35 / .45 / .7 / .77 / .74

### WARM BROWN

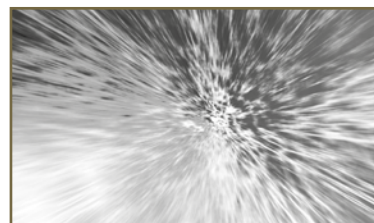
Warm and intense highlights. A wide colour family characterised by a light tendency to the mahogany. Ideal to cover white hair, mixed with all the other colour series to balance highlight tones.



.4 / .44

### COPPER

Warm and copper highlights. A colour family perfect to create shades, enhance and customise highlights. In order to neutralise the highlight on high percentages of white hair, it is advisable to mix them with the Gold series.







































.56 / .66 / .64 / .65 / .5
























### RED MAHOGANY

Shiny and lively highlights. A colour family by cold tones, chromatically placed among red and irisé. If used alone, they have a high covering power, by ensuring lively and intense tones.


### BOOSTERS


Strong and shiny highlights. A colour family to be used in combination with other colours, such as boosters or correctors, they follow the suggested use for the chosen colour (1:1). In order to obtain intense colours, use them alone: mix with oxidising emulsion 10 or 20 vol. with a mixing ratio 1 : 1. For a brighter colour 1:2.

HEIGHT OF TONE	NATURAL	ASH	INDIGO	GOLD	HONEY	BLONDE PLUS
<b>1</b>	1 		1.1 			
<b>2</b>						
<b>3</b>	3 					
<b>4</b>	4 	4.1 	4.2 	4.3 		
<b>5</b>	5 	5.1 	5.2 	5.3 		
<b>6</b>	6 	6.1  6.11 	6.22 	6.3 	6.34 	
<b>7</b>	7 	7.1 		7.3 		
<b>8</b>	8 	8.1  8.11 		8.3 	8.34  8.43 	
<b>9</b>	9 	9.1 		8.3 	9.334 	
<b>10</b>	10 	10.01 	10.12 			
<b>12</b>						12.1  12.8  12.00 

HEIGHT OF TONE	LIGHT BLONDE	WARM BROWN	COPPER	RED MAHOGANY
1				
2				
3				
4		4.45 		4.56 
5		4.77  4.35  5.7 	5.4 	5.66  5.5 
6		6.45  6.77  6.35 		6.64  6.5 
7		7.7  7.74 	7.4  7.44 	7.65  7.66 
8	8.31 			
9	9.7 			
10	10.7  10.31 			
12				

**BOOSTERS**

 0.66

 0.88

# Ultra-fast Permanent Colouring

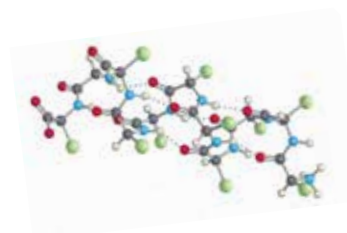
*Argan Oil & Keratin*





**100 ml - 43 Colours  
MIXING 1:1**

*Hi-tech formulation with a double complex of pure pigments to reduce by 1/3 the exposure time*



**KERATIN**

Natural restorative hair component. It nourishes and protects the hair cuticle, it strengthens the intracellular bonding.



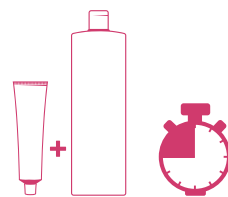
**ARGAN OIL**

Moisturising and antioxidant. It provides hair with softness and great brightness.

10 MINUTI

## ULTRA-FAST PERMANENT COLOURING BY FULL COVERAGE

- IT COLOURS AND LIGHTENS IN ONLY 10 MINUTES
- PERFECT AND BALANCED COLOUR, FULL RESPECT FOR THE HAIR
- LIGHTENING UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



### STANDARD COLOURS

MIXING RATIO 1 : 1

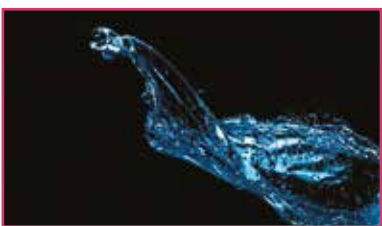
**EXPOSURE TIME:** 10 MINUTES



### SUPER LIGHTENING SERIES

MIXING RATIO 1 : 2

**EXPOSURE TIME:** 15 MINUTES



## NATURAL

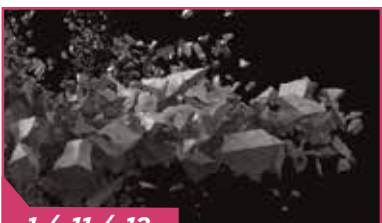
Colour family by warm or cold tones for every height of tone and a flawless white hair coverage.



.2 / .22

## IRISÉ

Colour family by an intense Violet highlight. Ideal ally for a bright and natural result.



.1 / .11 / .12

## ASH

Colour family by cold tones that makes possible the creation of multiple shades, by a colder highlight with blue up to soft ash highlights. Ideal to soften gold highlights.



.5 / .6 / .26

## RED

Colour family by a timeless elegance for an absolute evergreen colour. Intense and radiant highlights to value and enrich every colour.



.3 / .334

## GOLD

Colour family by warm tones, essential to give a Mediterranean touch to the other colours. They make easier white hair coverage.



.31

## WARM BEIGE

Colour family ideal to tone lightening or soften yellow highlights. Bivalent colour thanks to the synergic presence of both warm and cold tones.



.23

### **COLD BEIGE**

Colour family with a dominant violet highlight and a secondary gold highlight, it ensures a cold or warm blonde effect at the same time: no foreclosure to the hairdresser's fantasy.



.75 / .77 / .7

### **WARM BROWN**

Colour family by natural, warm and mediterranean colours that can make special and unique any other colour. They softly cover white hair and provide bright and visible highlights.



.4 / .44

### **COPPER**

Colour family ideal to highlight and enhance details. Original and exclusive colours ideal to bring out natural colour, by recreating highlights by an enviable brightness.



### **SUPER LIGHTENING**
































Colour family ideal to lighten more than 3 tones. The greatest lightening power with the greatest neutralising one.















.71

### **COLD BROWN**

Colour family by colours that are great to customise. Useful to characterise natural, gold, copper, red, beige or ash colours. Ideal for the application on natural or coloured hair to provide highlights and unique brightness.

HEIGHT OF TONE	NATURAL	ASH	GOLD	COPPER	RED	WARM BEIGE
1	1 	1.1 				
2						
3	3 					
4	4 					
5	5 	5.1 	5.3 	5.4 	5.5  5.6 	
6	6 	6.1 	6.3 	6.4 		
7	7 	7.1 	7.3 	7.44 	7.6 	
8	8 	8.1  8.11 	8.3 			8.31 
9	9 		9.3  9.334 		9.26 	
10	10 	10.12 				10.31 
12						

HEIGHT OF TONE	COLD BEIGE	WARM BROWN	COLD BROWN	IRISÉ	SUPER LIGHTENING
1					
2					
3		3.75 			
4		4.77 		4.2 	
5		5.7 			
6		6.7 		6.22 	
7	7.23 		7.71 		
8					
9	9.23 				900  903 
10					
12					12.01 

## Demi-permanent Colouring Without Ammonia

*Avocado Oil & Red Wine Extract*



Gelee

*It highlights, colours, tones, enhances.  
A single product for multiple results.*



**60 ml - 37 Colours**



**AVOCADO OIL**

A concentrate of vitamin A, D, E. It provides hair with an antioxidant and nourishing effect.



**RED WINE**

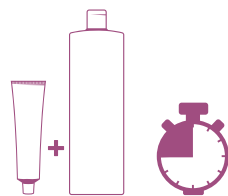
Rich in Flavonoids, it restores the hair stem and provides light to the colour.

The logo for Gelee, featuring the brand name in a white, stylized, sans-serif font. The letters are slightly overlapping and set against a dark, abstract background of purple and red liquid droplets.

## DEMI-PERMANENT COLOURING, AMMONIA FREE

“Dynamic” oil/gel formulation, ideal both for a gentle covering colouring (1:1) and for colouring techniques tone on tone (1:2). Two gentle colouring services in a single product.

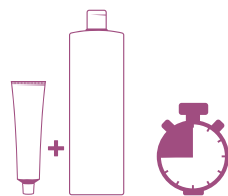
- HIGHLIGHT INTENSITY AND BRIGHTNESS
- NATURAL EFFECT ON THE REGROWTH
- LIGHTENING UP TO 3 TONES
- WHITE HAIR COVERAGE: 80%



### COLOURING SERVICE 1:1

\*To use for COVERING services (if mixed with Oxidising Emulsions between 20 vol. and 40 vol.)

**EXPOSURE TIME:** 30-40 minutes



### TONE ON TONE SERVICE 1:2

\*To use for TONING services (if mixed with Oxidising Emulsion 5 vol. or 10 vol.) in order not to lighten the base.

**EXPOSURE TIME:** up to 20 minutes



Gelee

## TECHNIQUES FOR USE

### **COLOR REFRESH**

To revive lengths colour after/during the root retouching.

### **COLOR/BLEACHING CORRECTION**

To correct or improve colours and unwished highlights after colouring or bleaching.

### **COLOR SHINE**

To provide greater brightness, enhance and value the hair colour by respecting the colour base.

### **BASE BREAKER**

To uniform root colour in case of highlights or bleaching on the lengths.



## NATURAL

Colour family ideal to cover white hair with a natural slightly warm effect in the light colouring. They also are known as fundamental colours for their ability to help all the other colours to enhance white hair coverage without losing their original highlighting.



.3

## GOLD

Colour family ideal to enhance gold highlights. This series, for its chromatic content, performs a good white hair coverage also when used alone. If a more covering effect is requested, mix it with the natural series.



.1 / .11

## ASH

Colour family ideal to greatly soften the red highlights that usually highlight when natural dark bases are coloured. For a great white hair coverage, it is advisable to use it in combination with the natural series.



.2 / .12

## IRISÉ

Colour family able to provide deep highlights in tones with violet highlights on a blue base. In case of a high percentage of white hair, the chromatic effect could be more intense, it is advisable to mix it with the natural series to reduce the highlight intensity, whereas it can be mixed with red-mahogany colours for trendy highlights.



.5 / .6 / .66

### RED MAHOGANY

Colour family with a great white hair coverage that requires a little quantity of natural colour for a great coverage and includes warm but not lively highlights, stylish in the colour result but not intense. .66 is ideal to colour strong highlights for those who wish natural colouring by vivid highlights.



.4 / .44 / .34

### COPPER

Colour family by an orange character, copper vivid colour that can be enhanced in combination with the more intense copper colour 7.44. Mixed with gold or brown colours, these highlights allow to create endless shades and a wide customisation of the colour range.



.13 / .32

### BEIGE

Colour family by brown beige highlights, to realise brown and more neutral tones, a good white hair coverage. 10.32 is a special colour appositely designed to provide tone to light blonde hair or highlighted or bleached hair.



.75 / .7

### WARM BROWN

Colour family with highlights to realise more neutral brown tones, a good white hair coverage. Warm tones, brown on brown/mahogany (.75) colour with a good covering effect to give more chances to get gentle and natural results. They are balanced tones also on porous and treated hair. More deep and intense highlights with a deep brown effect.

## STANDARD MIXING COLOURING (1:1)

OXIDISING EMULSION	EXPOSURE TIME	RESULT
10 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To darken and highlight
20 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To cover white hair and lighten softly
25 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To cover white hair and lighten softly up to 1/2 tones
30 VOLUMES	UP TO 30 MINUTES 3 5/40 with thick/porous hair	For lightening, intense highlights and white hair coverage
35 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	For lightening up to 3 tones and half, intense highlights and white hair coverage
40 VOLUMES	UP TO 45/50 MINUTES	To lighten by starting from a lower level



Gelee

## COLOURING MIXING TONE ON TONE (1:2)

OXIDISING EMULSION	EXPOSURE TIME	RESULT
5 VOLUMES	UP TO 20 MINUTES	For a more intense natural effect without lightening
10 VOLUMES	UP TO 20 MINUTES	For a less intense natural effect without lightening



Gelee

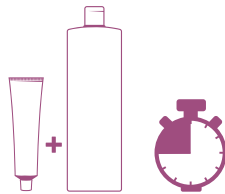


*Shine Effect*

## GELÉE CLEAR

**ILLUMINATING HAIR GLOSS, SHINE EFFECT.**

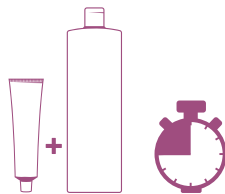
Used both pure and mixed with the Gelée nuances, ensures immediate shine and enhances the tones of both treated and natural hair.



### **GLOSS EFFECT MIX:**

**1:1** mixing ratio with oxygen at **5 Vol.** and apply all over hair lengths.

**EXPOSURE TIME:** 20/30 minutes.



### **MIX WITH K-TIME GELÉE NUANCE:**

**1:2, 1:1, or 2:1** mixing ratio adding the corresponding oxidant at **5 or 10 Vol.** in a **1:2 ratio.**

**EXPOSURE TIME:** 20 minutes.

# GELEE

## Tailor made

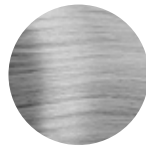
Highly personalised shades **in perfect harmony with the character of every woman.**

Tailor-Made is the Capsule Collection of Gelée inspired by fine fabrics and guided by the essence of haute couture.

# GELEE

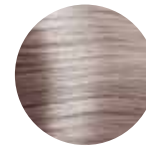
## 6

### VIBRANT NUANCES



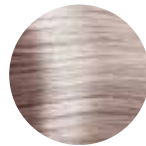
#### 10.01 SATIN

Very clear Blond  
Platinum Ice



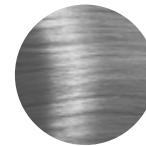
#### 10.1 CHIFFON

Very clear Blond  
Platinum Ash



#### 10.2 GEORGETTE

Very clear Blond  
Platinum Irisé



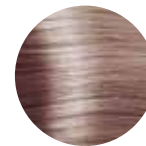
#### 9.111 ORGANDY

Very clear Blond  
Intense Grey



#### 9.21 LUREX

Very clear Blond  
Irisé Ash



































#### 9.72 SILK

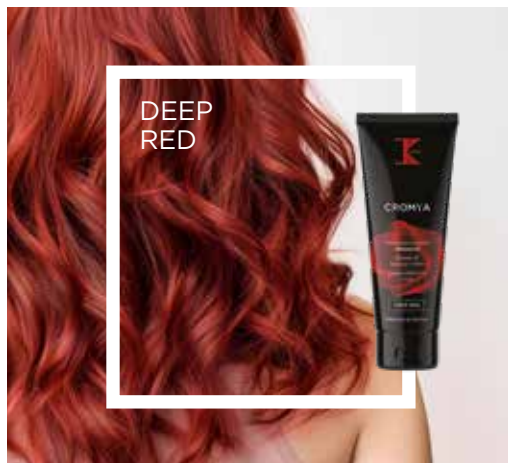
Very clear Blond  
Brown Irisé

Gelee

Tailor made MIX & MATCH

<i>Formula</i> ∨	<i>Volume</i> ∨	<i>Clear</i> ∨	<i>Mixing</i> ∨	<i>Application Base</i> ∨	<i>Name</i> ∨
$\frac{3}{4}$ 10.1 + $\frac{1}{4}$ 9.111	<b>5 Vol.</b>	<b>NO</b>	<b>1:2</b>	Lightened Base: <b>8-9</b>	<b>ELEGANT ASH</b>
$\frac{3}{4}$ 10.2 + $\frac{1}{4}$ 9.72	<b>5 Vol.</b>	<b>1:1</b>	<b>1:2</b>	Lightened Base: <b>7-8</b>	<b>TRENDY VIOLET</b>
$\frac{1}{2}$ 10.01 + $\frac{1}{2}$ 9.21	<b>5 Vol.</b>	<b>1:2</b>	<b>1:2</b>	Lightened Base: <b>9-10</b>	<b>STYLISH GRAY</b>
$\frac{1}{4}$ 10.1 + $\frac{1}{4}$ 10.2 + $\frac{1}{4}$ 9.21	<b>5 Vol.</b>	<b>1:1</b>	<b>1:2</b>	Base: <b>10</b>	<b>FASHION LILAC</b>

HEIGHT OF TONE	NATURAL	GOLD	ASH	BEIGE	COPPER	BROWN	MAHOGANY RED	IRISÉ
<b>1</b>	1 		1.1 					
<b>2</b>								
<b>3</b>	3 					3.75 		
<b>4</b>	4 	4.3 						4.2 
<b>5</b>	5 	5.3 	5.1 		5.4 	5.7 	5.5-5.6	
<b>6</b>	6 	6.3 		6.32 	6.4 		6.66 	6.2 
<b>7</b>	7 	7.3 	7.1 		7.44 	7.7 		
<b>8</b>	8 	8.3 		8.13-8.32 				
<b>9</b>	9 	9.3 	9.11-9.111		8.34 	9.72 		9.21 
<b>10</b>	10 		10.1-10.01	10.13-10.32				10.2-10.12



# CROMYA

COLOUR REFLECTION MASK  
**It promotes a luminous effect  
and filled with vitality.**



## COLOUR REFLECTION MASKS

### IDEAL PRODUCT FOR:

- MOISTURIZING AND NOURISHING THE HAIR FIBER
- ENHANCING HIGHLIGHTS AFTER CLASSIC COLORING
- ILLUMINATING DULL AND LIFELESS HAIR WITH INTENSE REFLECTIONS
- CONCEALING EARLY GRAY HAIRS
- EFFECT DURATION: 4 TO 6 SHAMPOOS

### HOW TO USE:

On towel-dried hair\* (after regular shampooing or following coloring), wear gloves and apply the product to the lengths. Leave on for 5 to 20 minutes, depending on the desired intensity of reflection. Rinse thoroughly.

### ENRICHED WITH:

OAK EXTRACT  
known for its antioxidant and balancing properties.

### AVAILABLE SHADES



SPACE SILVER



SPICY COPPER



DEEP RED



POP VIOLET



REAL BLONDIE



MELTED COCOA



BLACK ONYX

# SCHEME FOR USE

	BLACK ONYX	MELTED COCOA	DEEP RED	POP VIOLET	SPICY COPPER	REAL BLONDIE	SPACE SILVER
1 BLACK	██████████						
2 BROWN	██████████						
3 DARK BROWN	██████████		██████████	██████████			
4 CASTANUM		██████████	██████████	██████████			
5 LIGHT CASTANUM		██████████	██████████	██████████			
6 DARK BLOND		██████████	██████████	██████████	██████████		
7 BLOND					██████████		
8 LIGHT BLOND					██████████	██████████	
9 BLOND CH.SSIMO						██████████	██████████
10 PLATINUM						██████████	██████████

## MIX & MATCH

**HOT CARAMEL**



1g Spicy Copper  
+  
5g Melted Cocoa

**METALLIC SILVER**  
*on bleached hair*



10g Space Silver  
+  
1g Black Onyx

**HONEY BLONDIE**



5g Real Blondie  
+  
10g Space Silver

**SAND BLONDIE**



5g Space Silver  
+  
10g Real Blondie

**LIGHT CHERRY**



10g Melted Cocoa  
+  
3g Deep Red

**Direct Colouring**

*Argan Oil & Aloe Vera*



**REFLEX** DIRECT COLOR  
**EXPRESS**

*It highlights, tones, revives the colour and conceals the first white hair thanks to its incredible pigmenting power.*



**250 ml - 6 Colours**



#### **ALOE VERA**

Soothing, nourishing. Rich in vitamins, minerals and amino acids, it deeply nourishes the stem and provides the hair with body and brightness.



#### **ARGAN OIL**

Moisturising and antioxidant. It provides hair with softness and incredible brightness.

#### **PHOTO-REFLECTING PIGMENTS**

Technology that exploits the particular structure of the intermediate pigments and allows to develop photo-reflecting colours and highlights for a HD hair, by an extraordinary, distinct and long lasting brightness.

REFLEX  
EXPRESS

## **DIRECT COLOURING, AMMONIA AND OXIDANTS FREE**

- EASY TO USE, FAST TO APPLY
- PERFECT TO CONCEAL THE FIRST WHITE HAIR
- INNOVATIVE PHOTO-REFLECTING PIGMENT TECHNOLOGY FOR INTENSE AND VIBRANT HIGHLIGHTS

**EXPOSURE TIME: FROM 10 TO 30 MINUTES\***

\*it may vary according to the final result

PROVA  
REFLEX EXPRESS  
IN SINERGIA CON  
**SOMNIA**  
COLOR CODE

## **HOW TO USE**

### **PRE-PIGMENTATION**

Before a cosmetic colour: apply directly REFLEX EXPRESS on the hair, do not rinse and proceed with the application of the oxidising colour. Follow the exposure times of the chosen oxidising colouring.

### **RE-PIGMENTATION**

After a cosmetic colour, highlights (lightening) or super lightening: have your hair washed with shining protective shampoo SOMNIA COLOR CODE, towel dry the excessive water, apply REFLEX EXPRESS and massage. According to the wished highlight intensity, leave it on from 10 to 30 minutes, rinse and apply shining protective mask Somnia Color Code.

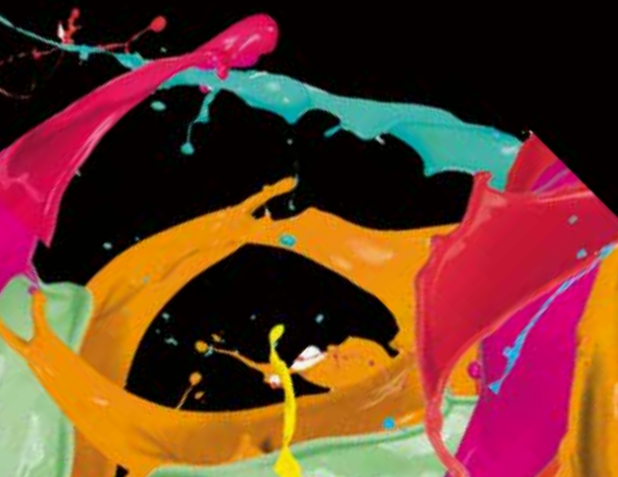
## APPLICATION SCALE

<b>REFLEX EXPRESS</b> APPLICATION SCALE	Honey Blonde	Cinnamon Brown	Ice Brown	Chestnut Blonde	Orange Copper	Red
<b>BLACK</b>						
<b>DARK</b>						
<b>DARK BROWN</b>						
<b>BROWN</b>						
<b>LIGHT BROWN</b>						
<b>DARK BLONDE</b>						
<b>BLONDE</b>						
<b>LIGHT BLONDE</b>						
<b>VERY LIGHT BLONDE</b>						
<b>PLATINUM</b>						

The action of **REFLEX EXPRESS** promotes a high cuticular closing and for this reason it is ideal after an oxidising colour or lightening service.

The sealing of the flakes ensures a high protection (safe colouring effect) mainly when used with the tone on tone we wish to revive natural or cosmetic colours. Thanks to these characteristics we will exploit this step to add colour to colour and get great high definition effects, more brightness, body and volume.

REFLEX  
EXPRESS



## PRE-PIGMENTATION APPLICATION SCALE

Application Scale	Cosmetic Colour (Chromatic Scale)	Natural Colour (Melanin Scale)	REFLEX EXPRESS to be used or mixed to be created
BLACK			Red
DARK			Red
DARK BROWN			Red
BROWN			Red
LIGHT BROWN			Red + Orange Copper
DARK BLONDE			Orange Copper
BLONDE			Chestnut Blonde
LIGHT BLONDE			Honey Blonde
VERY LIGHT BLONDE			Honey Blonde
PLATINUM			Honey Blonde

### HOW TO PROCESS THE PRE-PIGMENTATION

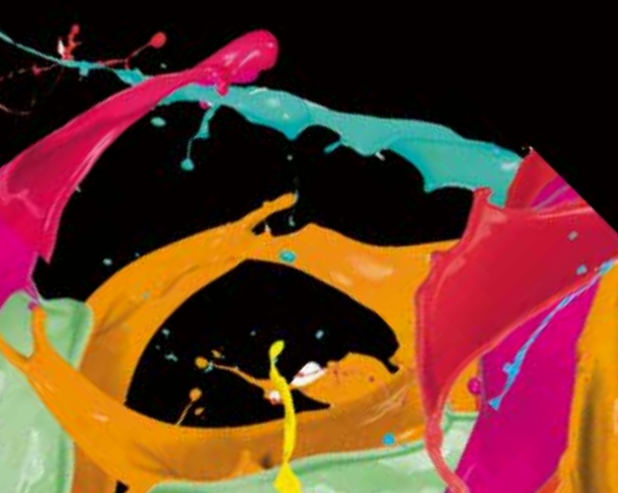
From black to brown, use **REFLEX EXPRESS RED**. From light to dark blonde, depending on the base that we have, use Red Orange, obtained by mixing **REFLEX EXPRESS RED** and **REFLEX EXPRESS ORANGE COPPER** in equal parts (1:1), or use **REFLEX EXPRESS ORANGE COPPER**.

For blonde, use **REFLEX EXPRESS HAZELNUT BLONDE**.

From light blonde to platinum, use **REFLEX EXPRESS HONEY BLONDE**.

To avoid halos due to colour overlaps, we recommend using tones that are lighter than the existing base.

REFLEX  
EXPRESS



## RE-PIGMENTATION APPLICATION SCALE

<b>REFLEX EXPRESS</b> Application Scale	Honey Blonde	Cinnamon Brown	Ice Brown	Chestnut Blonde	Orange Copper	Red
<b>BLACK</b>						
<b>DARK</b>						
<b>DARK BROWN</b>						
<b>BROWN****</b>						
<b>LIGHT BROWN***</b>						
<b>DARK BLONDE*</b>						
<b>BLONDE**</b>						
<b>LIGHT BLONDE</b>						
<b>VERY LIGHT BLONDE</b>						
<b>PLATINUM</b>						

### EXAMPLES:

\*For 6.6 Red Dark Blonde, we will use red

\*\*For 7.4 Blonde Copper, we will use Orange Copper

\*\*\*Base 5 Light Brown, it is advisable Ice Brown

\*\*\*\*For 4.7 Chestnut Brown, it is advisable Ice Brown

REFLEX  
EXPRESS



**Semi-permanent Direct Colouring**

*Mullein flower extract and Glycerin*



**iSHOCK**

*Thanks to the direct micro-pigments it customises the looks with original and shiny colour effects.*

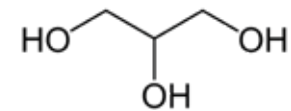


**75 ml - 9 Colours**



**MULLEIN FLOWER EXTRACT**

Luminescent properties. It significantly enhances the hair brightness: it absorbs UV radiations and reflects them in the visible spectrum.



**GLYCERIN**

Soothing and moisturising. It repairs split ends, it deeply nourishes and provides hair with elasticity.



iSHOCK

## **SEMI-PERMANENT DIRECT COLOURING**

Direct pigments that can be mixed among them to customise the final result.

- INTENSE AND BRIGHT SHOCK TONES
- IDEAL TO CREATE CUSTOMISED LOOKS ON BLEACHED LOCKS
- GREAT TO HIGHLIGHT, REVIVE AND TONE DYED AND/OR NATURAL HAIR
- LONG LASTING COLOUR UP TO ALMOST 20 SHAMPOOS ACCORDING TO THE HAIR POROSITY AND TO THE CHOSEN COLOUR

### **EXPOSURE TIME**

from 15 to 30 minutes

### **GREY LOUNGE EXPOSURE TIME:**

5/15 minutes



iSHOCK

## EXPOSURE TIME APPLICATION

1. For a perfect performance it is advisable to apply **SHOCK** on a bleached base: the lighter it will be the more the colour intensity and highlight will be similar to the chosen one (see the table).
2. Wear disposable gloves.
3. After the bleaching service perform a shampoo, by removing any trace of bleaching powder from the hair.
4. Pour the wished colour in a bowl and apply by the help of a brush on the area to colour.
5. Avoid any contact with the skin and do not apply on the roots.
6. Comb the colour by using a wide-toothed comb.  
Exposure time may vary from 15 to 30\* minutes according to the structural conditions and the wished highlight intensity.  
\*It is advisable to perform a visual check that will prevent colour change, so as to obtain the right highlight intensity.
7. Once the exposure time ends, rinse thoroughly by washing hair with **SOMNIA COLOR CODE SHAMPOO**. Then, use **SOMNIA COLOR CODE MASK** to give hair a more acid pH.



**iSHOCK**

**LIGHTENING BASE**  
Tone height 8  
(light blonde)

**LIGHTENING BASE**  
Tone height 9  
(very light blonde)

**LIGHTENING BASE**  
Tone height 10  
(very light blonde)

<b>PINK FUNK</b>	NO*	NO*	YES
<b>PURPLE ROCK</b>	YES	YES	YES
<b>RED HOUSE</b>	YES*	YES	YES
<b>CHERRY PUNK</b>	YES	YES	YES
<b>FUCHSIA POP</b>	YES*	YES	YES
<b>YELLOW RAP</b>	YES	YES	YES
<b>BLUE JAZZ</b>	NO*	NO	YES
<b>GREY LOUNGE</b>	NO	NO	YES

## WHITE FUSION

### A REAL JOLLY, WHITE FUSION IS THE ONLY NON PIGMENTED COLOUR

By combining this colourless cream with other colours, it is possible to create original and customised pastel tones.

It can also be used to make Shock tones softer or for glossy effects that brighten the hair.

As it is colourless, it is only to be used in combination with the other Shock tones.



## MIXING

5 PART OF BLU + 1 PARTE DI YELLOW

1

30 MINUTES OF EXPOSURE

6 PART OF PINK + 1 PARTE DI PURPLE

2

15 MINUTES OF EXPOSURE

10 PART OF PINK + 1 PARTE DI BLU

3

15 MINUTES OF EXPOSURE

4 PART OF PINK + 1 PARTE DI FUCHSIA

4

15 MINUTES OF EXPOSURE

2 PART OF PINK + 1 PARTE DI YELLOW

5

15 MINUTES OF EXPOSURE

2 PART OF YELLOW + 1 PARTE DI RED

6

15 MINUTES OF EXPOSURE

## Oxidising Cosmetic Emulsion



# YOX

# YOX



## **OXIDISING COSMETIC EMULSION**

With a hypoallergenic scent and rich in Panthenol, YOX oxygens ensure uniform and bright colouring and bleaching and help to respect hair structure.

Their stabilised, soft and creamy formulation makes preparations particularly homogeneous and compact to ensure simple and practical applications, without smears.

### **STANDARD COLOUR**

MIXING RATIO: **1:1**

### **SUPER LIGHTENING**

MIXING RATIO: **1:2**

**5/10/20/25/30/35/40 VOLUMES**

**1000 ml**

VOL.	%	LIGHTENING AND DEVELOPMENT	TECHNICAL PURPOSES	HAIR TYPE
<b>5</b>	1,5	Maximum colour deposit and minimum lightening contribution	Tone, light pickling	For every type of hair
<b>10</b>	3	Tone on Tone, White hair coverage	For a tone on tone result - enhance existing pigments or tone lightening	For every type of hair
<b>20</b>	6	Up to 2 tones, White hair coverage	For soft lightening	For every type of hair and sensitised structures
<b>25</b>	7,5	Up to 2 tones and half, White hair coverage	Replacing 20 vol. in order to reach a brighter highlight	For medium and thick structures
<b>30</b>	9	Up to 3 tones, White hair coverage	Bright highlight tone	For thick structures
<b>35</b>	10,5	Up to 3 tones and half	Brighter highlight tone - replacing 40 vol. in order to get a more intense result	For thick structure and to enhance more lively colours
<b>40</b>	12	Up to 4 tones	To realise forced lightening and bright colours	For persistent and thick structures
<b>40</b>	12	Up to 4 tones with a Super Lightening	Brighter highlight tone	For every type of hair only for super lightening

# COLOR TOOLS

# LEVIA



## **LEVIA** **Essential Oil Synergy**

Levia is a synergy of essential oils with relevant soothing and calming properties. It acts on skin and cuticles, thanks to its anti-reddening and rebalancing properties it reduces problems linked to chemical treatments and prevents inconveniences caused by the oxidative process.

- ENHANCE THE COLOURING SERVICE BY MAKING IT SOFTER
- SOFTEN POST-COLOUR ITCH AND IRRITATION
- RESTORE THE CORRECT HYDRO-LIPIDIC BALANCE OF THE SKIN
- THANKS TO THE ESSENTIAL OILS IT EXPLOITS THE BENEFITS OF THE AROMATHERAPY, BY REDUCING COLOURING DISCOMFORTS

### **HOW TO USE**

**Levia** has to be used as additive during the colouring, by mixing it with the colour and the oxygen. With the colour: 1 drop of product for any gramme without considering the amount of oxygen. *\*add the additive when the mixing between colour and oxygen is completed.*

**50 ml**

# STOPSTAIN



## **STOP STAIN**

K-time barrier cream, it protects and screen the skin off from possible colour stains or halos during the technical service.

STOP STAIN creamy texture and filming action protect skin, by performing an effective protection from the stress caused by chemical treatment and reducing the skin sensitivity.

## **HOW TO USE**

Before the colour application, apply a thin layer of product in close proximity to the roots (forehead, neck) and on the ears. Do not apply on the hair as it could interfere with the colouring. At the end of the exposure time, rinse by massaging along with the colour.

**250 ml**

# LET'S CLEAN



## **LET'S CLEAN**

Liquid skin stain remover with Vitamin E.  
Ideal to delicately remove any hair color residue from skin.

## **HOW TO USE**

soak a cotton pad and gently rub the interested areas until removing any colour residue. Rinse. Close the bottle well after use. Dermatologically tested.

**250 ml**

# **SALON TECHNICS**

# WILD WAVES

---



## **WILD WAVES** **Hair waving system**

Waving system for natural/coloured hair. Its formulation without thioglycolate and without ammonia, ensures a perfect waving, by respecting the hair fiber for soft, natural and long lasting waves. At the end of the service hair is soft by touch and bright.

### **HOW TO USE**

Envelop the curlers and apply the chosen liquid.  
Exposure time may vary from a minimum of 10 minutes to a maximum of 25 minutes according to the hair and the wished result. At the end rinse accurately.

### **EXPOSURE TIME**

**WILD WAVES 1:** 20/25 minutes

**WILD WAVES 2:** 10/15 minutes

**250 ml**

# WILD WAVES

---



## **WILD WAVES Neutralizer**

Specific lotion for the fixing of the waving lotion Wild Waves. It neutralises any alkaline residues of the waving lotion by perfectly fixing the waving. Its formulation is enriched with active ingredients that ensure protection and moisture, by preserving hair structure.

### **HOW TO USE**

Apply the fixing for 5 minutes on the curlers and 3-5 minutes more without curlers. Rinse thoroughly.

**1000 ml**

LIGHT  
plume7



### **LIGHT PLUME**

Compact bleaching powder for free hand techniques. Ultra creamy non volatile texture. Extraordinary adherence. It lightens up to 7 tones. Specific formulation for bleaching, balayage, shatush and highlights.

### **MIXING**

The mixing dilution varies from a minimum of 1:1 to a maximum of 1:2 according to the wished result.

### **EXPOSURE TIME**

From 10 to 40 minutes, according to the hair type and status and to the wished result.

**450 g**

LIGHT  
**blondage**



### **LIGHT BLONDAGE**

Blue bleaching powder for multiple techniques. Highly performing formulation. Non volatile compact texture. Lightening up to 7 tones. It uniformly lightens for perfect and very natural results.

### **MIXING**

Mixing dilution varies from a minimum of 1:1 to a maximum of 1:2 according to the wished result.

### **EXPOSURE TIME**

From 10 to 40 minutes, according to the hair type and status and to the wished result.

**500 g**

LIGHT  
platinum<sup>9</sup>



### **LIGHT PLATINUM**

Enhanced compact blue bleaching powder. Up to 9 levels of lift. Scented formula. Ideal for fast and intense lightening, and for all hair bleaching techniques.

### **MIXING**

The mixing dilution varies from a minimum of 1:1,5 to a maximum of 1:2 according to the wished result.

### **EXPOSURE TIME**

From 20 to 40/45 minutes, according to the hair type and status and to the wished result.

**500 g**

LIGHT  
**blonde**7



## **LIGHT BLONDE**

Violet bleaching cream for hair. Up to 7 levels of lift. The innovative formula progressively lightens the hair, allowing application even at the roots without damaging the scalp. Its creamy texture makes it easy to apply and provides perfect adhesion to the hair.

## **MIXING**

The mixing dilution varies from a minimum of 1,5:1 to a maximum of 1:2 according to the wished result.

## **EXPOSURE TIME**

20 to 45 minutes. At the end of the treatment, rinse thoroughly and perform a gentle shampoo.

**500 g**

# Professional Protective Treatment



# THE PLEX

# THE PLEX



**THE PLEX** is the exclusive K-time Professional Protective Treatment that helps protect the hair fibre during technical treatments such as colouring, bleaching or perming, giving new life to the hair.

Helps to:

**PROTECT THE HAIR DURING TECHNICAL SERVICES**

**STRENGTHEN THE HAIR FIBRE**

**REGENERATE THE CUTICLE**

**MAKE HAIR SOFT AND SHINY**

**GIVE HAIR A STRONGER, HEALTHIER APPEARANCE**

**WORK IN SYNERGY WITH K-TIME COLOURS AND TECHNICAL PRODUCTS**



## **N°1 PROTECTIVE ADDITIVE FOR TECHNICAL SERVICES**

Protective fluid, specific for technical treatments such as colouring, bleaching or perming.

**480 ml**

Type of service / product	N°1
<b>OXIDATION COLOURING</b>	<b>3 g for each 50 g of colour</b>
<b>DIRECT COLOURING / COLOURED MASKS</b>	<b>3 g for each 50 g of colour</b>
<b>BLEACHING</b>	<b>5 g for each 50 g of colour</b>
<b>PERM</b>	<b>10-40 g depending on the length and thickness of the hair</b>

# THE PLEX

**N°1**



## **N° 2 PROTECTIVE MASK FOR TECHNICAL SERVICES**

An emulsion that restores the hair fibre, it complements the action of **THE PLEX N°1** and helps protect and strengthen the hair from the inside after technical colouring, bleaching or perming services.

**480 ml**

Type of service / product	Slightly damaged hair	Very damaged Hair
OXIDATION COLOURING	5 min	10 min
DIRECT COLORING COLORED MASKS	5 min	10 min
BLEACHING	10 min	15 min
PERM	10 min	15 min

# THE PLEX

## N°2



### **N° 3 MULTIFUNCTIONAL TREATMENT FOR TREATED HAIR. TO RINSE.**

Emulsion that helps protect and strengthen hair that has undergone technical services (e.g. colour, bleaching, perming).

**150 ml**

<b>Mode / type of hair</b>	<b>Slightly damaged hair</b>	<b>Very damaged hair</b>
<b>PRE-SHAMPOO</b>	<b>10 min</b>	<b>20 - 30 min</b>
<b>POST-SHAMPOO</b>	<b>10 min</b>	<b>15 min</b>

# THE PLEX

## N°3

## Illuminating Lamellar Treatment



# THE DIAMOND

# THE DIAMOND

**The Diamond** is the exclusive **Illuminating Lamellar Fluid** that instantly moisturises your hair and creates a striking mirror effect. The Diamond was born to infuse hydration and brightness to all types of hair and through its strong smoothing and conditioning action is highly appropriate for treated and frizz hair.

**Smoothing action**

**Intense hydration**

**Instant brightness**

**Silky touch**

**Easy detangling**

**Developing time 9 seconds**



## FRV COMPLEX

Enriched with **FRV Complex**, a powerful complex of liquid active ingredients. When combined with water, they bind to the hair fibre sealing it and providing an amazing mirror effect. It is the result of the synergy between the **PHYTOKERATINE AND THE EXTRACT FROM DAMASK ROSE AND VIOLET** and acts by closing the cuticles and making the hair surface smooth and perfectly polished, thus contrasting the ugly matte effect on the hair.

# THE DIAMOND

**The Diamond** is the exclusive **Illuminating Lamellar Fluid** that instantly moisturises your hair and creates a striking mirror effect. The Diamond was born to infuse hydration and brightness to all types of hair and through its strong smoothing and conditioning action is highly appropriate for treated and frizz hair.

**Smoothing action**

**Intense hydration**

**Instant brightness**

**Silky touch**

**Easy detangling**

**Developing time 9 seconds**



## FRV COMPLEX

Enriched with **FRV Complex**, a powerful complex of liquid active ingredients. When combined with water, they bind to the hair fibre sealing it and providing an amazing mirror effect. It is the result of the synergy between the **PHYTOKERATINE AND THE EXTRACT FROM DAMASK ROSE AND VIOLET** and acts by closing the cuticles and making the hair surface smooth and perfectly polished, thus contrasting the ugly matte effect on the hair.



# THE DIAMOND

HIGHLIGHTING LAMELLAR FLUID  
MIRROR EFFECT

Highly conditioning and smoothing, with instant cosmetic effect. Ideal for all hair types, especially for treated or frizzy hair. To be rinsed.

**400/30 ml**

# THE DIAMOND SALON EXCELLENCE SERVICES

**THE DIAMOND** is the evolution of services in the Salon, it makes the portfolio rich of both technical services and treatments.

**THE PURITY PROTOCOLS** provide actually the synergistic use of The Diamond with the other K-time products to create customised laminations and give a boost of brightness to customers whenever they go for a cuddle in the Salon.

## *Purity Protocols*

1

THE HYPER SHINE

2

SHINE AND DEFENCE

3

ULTRA SHINE

# 1

## THE HYPER SHINE

Provides ultimate shine after colour services

### STEP 1

#### COLOURING

Perform a colour service according to the goal you want to achieve by choosing among Radyca, Free, 10Min, Gelée, Shock, Reflex.



### STEP 2

#### CLEANSING AND MOISTURISING

After the colour service, where required, proceed with Somnia Color Code that protects and illuminates coloured and treated hair.

#### CAPELLI SOTTILI



**SOMNIA COLOR CODE**  
Shampoo + Spray Sigilla Colore

#### CAPELLI GROSSI



**SOMNIA COLOR CODE**  
Trattamento Completo

### STEP 3

#### LAMINATION

On wet hair, apply The Diamond along the entire length until saturated, massaging strand by strand. Leave on for 9 seconds, then rinse to give the hair amazing brightness.



**THE DIAMOND**

# 2

## SHINE & DEFENCE

Extra brightness and full protection during technical services (**sensitised and bleached hair**)

### STEP 1

#### COLOURING AND BLEACHING

Perform a technical service such as colouring or bleaching safely, protecting your hair with The Plex.



### STEP 2

#### CLEANSING AND MOISTURISING

After the colour service, where required, proceed with the most appropriate Somnia Color Code treatment according to the need of the customer.



**SOMNIA COLOR CODE + THE PLEX 2**  
Shampoo + Maschera Protettiva

### STEP 3

#### LAMINATION

On wet hair, apply The Diamond along the entire length until saturated, massaging strand by strand. Leave on for 9 seconds, then rinse to give the hair amazing brightness.



**THE DIAMOND**

# 3

## ULTRA SHINE RITUAL

Follow the Salon Excellence Ritual for each treatment

### STEP 1

#### TREATMENT

Perform the most appropriate treatment according to the beauty need to satisfy:



**PHIBRE**  
restructuring treatment



**PRO-AGE**  
plumping treatment



**ARGAN**  
nourishing treatment



**SOMNIA AVANT CURL**  
elasticising treatment



**SOMNIA HYDRALUX**  
nourishing and illuminating treatment



**SOMNIA COLOR CODE**  
Trattamento protettivo illuminante



**SOMNIA PROLISS**  
smoothing and anti-frizz treatment



**SOMNIA AD VOLUME**  
volumising and thickening treatment

### STEP 2

#### LAMINATION

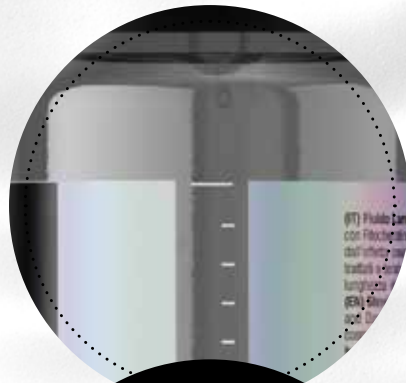
On wet hair, apply The Diamond along the entire length until saturated, massaging strand by strand. Leave on for 9 seconds, then rinse to give the hair amazing brightness.



**THE DIAMOND**

## SCHEMES OF USE

The table gives the possibility to maximise the proportions of **THE DIAMOND** according to the type and quality of the hair.



The amount of product changes according to the type, quality and length of hair. **The recommended minimum amount is about 20 ml.**

	Short hair	Medium hair	Long hair
BRITTLE AND DAMAGED HAIR	30ml	40ml	50ml
TREATED AND COLOURED HAIR	25ml	35ml	45ml
HEALTHY OR SLIGHTLY DULL HAIR	25ml	30ml	40ml

### **THE LAYING TIME IS ONLY 9 SECONDS.**

On highly dry and damaged hair or very long and thick hair, you can moderately increase the laying time of **THE DIAMOND**, checking the level of saturation of the product on the hair, to provide higher absorption of its active ingredients.

## **SPECIFIC TREATMENTS**

[K&C]  
TECHNOLOGY

KERATIN  
CODE  
PRO



## KERATIN CODE PRO

**K-TIME REVEALS THE SECRET CODE  
TO ACCESS THE INNERMOST LEVELS  
OF THE HAIR STRUCTURE.**

Keratin Code is the professional treatment designed to straighten and discipline hair for a long time, giving hair a feeling of extreme softness and silkiness.

[K&C]  
TECHNOLOGY

A technology born from the combination of two ingredients:

**NATURAL KERATIN**

Helps improve the strength and elasticity of the hair, promoting shine and softness to the touch.

**COCOA BEAN EXTRACT**

naturally rich in antioxidants and fatty acids that provide nourishment and hydration to the hair fibre.

**KERATIN  
CODE  
PRO**



**ACTIVATING PREP SHAMPOO**

It helps to open the hair cuticles, preparing them for the next step of the straightening treatment.

**1000 ml**



**SMOOTHING FLUID**

Specifically formulated to reshape the hair shaft without damaging it. It guarantees perfectly straight hair, with a semi-permanent disciplining and anti-frizz effect.

**1000 ml**

### **TAMING MASK**



Helps to reinvigorate the hair, boosting the anti-frizz effect. Thanks to the synergic action of the active ingredients in the formula, it deeply moisturises and nourishes the hair, making it soft, shiny and easy to comb.

**500 ml**

### **SILKENING SERUM**



Intensifies and prolongs the results of the Keratin Code straightening treatment, giving hair shine and silkiness without weighing it down. No rinsing.

**150 ml**

**KERATIN  
CODE  
PRO**

*Salon Excellence at Home*



### **REACTIVATING SHAMPOO**

Gently cleanses, making hair soft and silky.

**300 ml**



### **REACTIVATING MASK**

Helps intensify and prolong the results of Keratin Code smoothing treatment.

**250 ml**

**KERATIN  
CODE  
PRO**

# PERFECT LISS RITUAL

*for silky and shiny smooth hair*

## STEP 1

Wash twice with the **ACTIVATING PREPARATORY SHAMPOO KERATIN CODE**, leave on for 1-2 minutes and rinse. Dry the hair, leaving it slightly damp.

Proceed to blow-dry, taking care to leave the hair slightly damp and proceed with the next step.

## STEP 2

Pour 50 ml of **SMOOTHING FLUID KERATIN CODE** into a bowl and divide the hair into 4 sections. Using a brush, apply the fluid to 1 cm thick locks, leaving a margin of about 0.5 cm from the skin. Proceed on all sections.

Using a brush, apply the product to approximately **1 cm** thick strands, starting at the nape of the neck and taking care to leave a margin of about 0.5 cm from the skin.

Distribute thoroughly with a fine-tooth comb and proceed with the same technique on all four sides, working on the base, lengths and ends to ensure even distribution throughout the hair.

### LAYING TIME:

- Natural Hair: **15-30 minutes**
- Treated Hair: **10-20 minutes**

*\*on medium hair length*

Dry the hair by dividing it into **2-3 cm** strands.

Divide the hair into 4 sections and run the hair straightener over **1 cm** strands as follows:

	HAIR TYPE	PASSES OF THE STRAIGHTENER	TEMP. °C
NATURAL HAIR	THIN HAIR	6 / 8	190 / 200 °C
	MEDIUM / FRIZZ HAIR	7 / 9	200 / 210 °C
	THICK / VERY FRIZZ HAIR	8 / 10	210 / 220 °C
TREATED HAIR	THIN/ SENSITISED HAIR	4 / 6	160 / 180 °C
	MEDIUM / FRIZZ HAIR	6 / 7	170 / 190 °C
	THICK / VERY FRIZZ HAIR	7 / 8	180 / 200 °C

When finished with the hair straightener, rinse well and remove excess water by patting with a towel.

## STEP 3

Apply the **KERATIN CODE TAMING MASK** with a light massage, distributing it evenly with a comb and leave on for 5-8 minutes.

Rinse thoroughly and pat dry with a towel.

## STEP 4

Apply **KERATIN CODE SMOOTHING SERUM** to the lengths, distributing it with a comb and proceed to the desired blow dry.

# VOLUME CONTROL RITUAL

to reduce volume

## STEP 1

Wash twice with the **ACTIVATING PREP SHAMPOO KERATIN CODE**, leave on for 1-2 minutes and rinse. Dry the hair, leaving it slightly damp.

Proceed to blow-dry, taking care to leave the hair slightly damp and proceed with the next step.

## STEP 2

Pour 50 ml of **SMOOTHING FLUID KERATIN CODE** into a bowl and divide the hair into 4 sections.

Using a brush, apply the fluid to **2 cm** thick locks, leaving a margin of about 0.5 cm from the skin. Proceed on all sections.

Distribute thoroughly with a fine-tooth comb and proceed with the same technique on all four sides, working on the base, lengths and ends to ensure even distribution throughout the hair.

### LAYING TIME:

- Natural Hair: **15-30 minutes**
- Treated Hair: **10-20 minutes**

*\*on medium hair length*

Dry the hair by dividing it into **3-4 cm** strands.

Divide the hair into 4 sections and run the hair straightener over **2 cm** strands as follows:

	NATURAL HAIR	PASSES OF THE STRAIGHTENER	TEMP. °C
NATURAL HAIR	THIN HAIR	5 / 7	190 / 200 °C
	MEDIUM / FRIZZ HAIR	6 / 8	200 / 210 °C
	THICK / VERY FRIZZ HAIR	7 / 9	210 / 220 °C
	NATURAL HAIR	PASSES OF THE STRAIGHTENER	TEMP. °C
TREATED HAIR	THIN/ SENSITISED HAIR	3 / 5	160 / 180 °C
	MEDIUM / FRIZZ HAIR	5 / 6	170 / 190 °C
	THICK / VERY FRIZZ HAIR	6 / 7	180 / 200 °C

When finished with the hair straightener, rinse well and remove excess water by patting with a towel.

## STEP 3

Rinse and apply the **TAMING MASK KERATIN CODE**, leaving it on for 5-8 minutes. Rinse thoroughly and pat dry with a towel.

## STEP 4

Rinse and apply **SILKIFYING SERUM KERATIN CODE**. Do not rinse and dry.

# ANTI-FRIZZ RITUAL

*or frizz-free hair to reduce volume*

## STEP 1

Wash twice with the **ACTIVATING PREP SHAMPOO KERATIN CODE**, leave on for 1-2 minutes and rinse. Dry the hair, leaving it slightly damp.

Proceed to blow-dry, taking care to leave the hair slightly damp and proceed with the next step.

## STEP 2

Pour 50 ml of **SMOOTHING FLUID KERATIN CODE** into a bowl and divide the hair into 4 sections.

Using a brush, apply the fluid to **3 cm** thick locks, leaving a margin of about 0.5 cm from the skin. Proceed on all sections.

Distribute thoroughly with a fine-tooth comb and proceed with the same technique on all four sides, working on the base, lengths and ends to ensure even distribution throughout the hair.

### LAYING TIME:

- Natural Hair: **15-30 minutes**
- Treated Hair: **10-20 minutes**

*\*on medium hair length*

Dry the hair by dividing it into **2-3 cm** strands. Divide the hair into 4 sections and run the hair straightener over **3 cm** strands as follows:

	Hair type	PASSES OF THE STRAIGHTENER	TEMP. °C
NATURAL HAIR	THIN HAIR	5 / 7	180 / 200 °C
	MEDIUM / FRIZZ HAIR	6 / 8	190 / 210 °C
	THICK / VERY FRIZZ HAIR	7 / 9	200 / 220 °C
TREATED HAIR	THIN/ SENSITISED HAIR	3 / 5	150 / 180 °C
	MEDIUM / FRIZZ HAIR	5 / 6	160 / 190 °C
	THICK / VERY FRIZZ HAIR	6 / 7	170 / 200 °C

When finished with the hair straightener, rinse well and remove excess water by patting with a towel.

## STEP 3

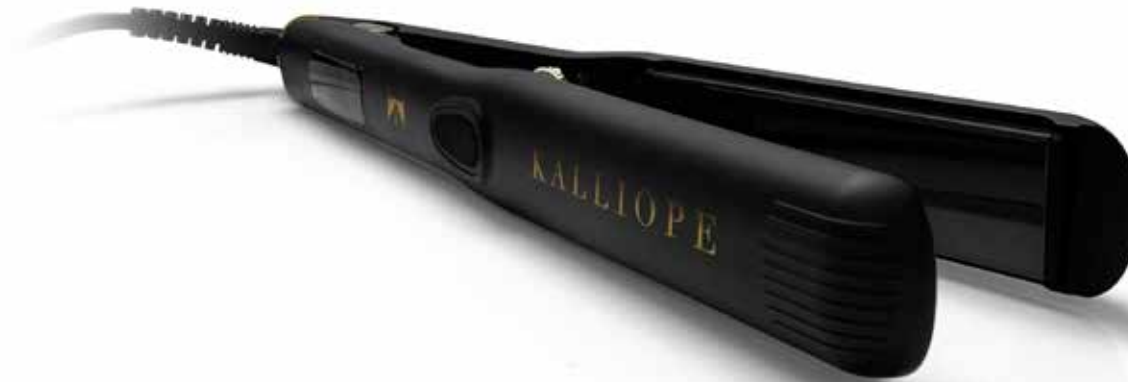
Rinse and apply the **TAMING MASK KERATIN CODE** leaving it on for 5-8 minutes. Rinse thoroughly and pat dry with a towel.

## STEP 4

Apply **KERATIN CODE SMOOTHING SERUM** to the lengths, distributing it with a comb and proceed to the desired blow dry.

# KALLIOPE

*The hair straightener that turns every look  
into a triumph of style*



**ADJUSTABLE TEMPERATURE  
ERGONOMIC DESIGN  
ADVANCED FLOATING TECHNOLOGIES  
TITANIUM COATING**

# Restructuring Treatment

[KRS]<sup>+</sup>COMPLEX



PMIBRE

## [KRS]<sup>+</sup>COMPLEX

**[KRS] + COMPLEX\*** penetrates the hair by providing moisture, restores and protects the stem. Ideal to revitalise the dry hair, protect it for a long time and prevent the formation of split ends and hair breakage:

**DEEP RESTORATION  
RESTRUCTURING ACTION  
EXTREME BRIGHTNESS  
HIGH PERFORMANCE  
INSTANT COSMETIC  
EFFECT CONCRETE RESULTS**

**[KRS] + COMPLEX\*** technology represents the combination of two protein restructuring complexes based on Hemp and Rice proteins. Its restructuring, moisturising and elasticising action is strengthened by the presence of the Sesame thermo-protein, that being activated by a heat source, protects the hair with an excellent barrier effect.



*The treatment effectiveness is tested in vivo at the Italian University Institutions.*



### **SESAME THERMO-PROTEIN**

It performs as moisturising and strengthening agents. It provides softness and elasticity. Filler and plumping action. It protects from heat and external agents.



### **PHYTOKERATINE**

Plant Ingredients (more effective than the animal ones). It provides brightness and softness. It strengthens hair. It makes hair more elastic.

PIIBRE



### **RESTRUCTURING SHAMPOO**

Hair fiber restructuring shampoo.  
For very damaged and strongly treated hair. It gently cleanses skin and hair, revitalises and strengthens hair structure.

**1000 ml**



### **RESTRUCTURING TREATMENT**

Intensive restructuring treatment.  
For very damaged and strongly treated hair. It protects hair, revitalises and strengthens the hair structure.

**1000 ml**

PIIBRE



### SILKY MASK

Shining silky mask.

For very damaged and strongly treated hair. It nourishes, revitalises and strengthens the hair structure.

**500 ml**



### RESTRUCTURING SPRAY

Sealing restructuring spray.

For very damaged and strongly treated hair. It prolongs the treatment effects, prevents split ends and defines the styling.

**150 ml**

## *Home Treatment*



### **RESTRUCTURING SHAMPOO**

Hair fiber restructuring shampoo.

“Home treatment” product to prolong the Salon treatment effects at home too. It revitalises dry hair and prevents split ends.

**300 ml**



### **RESTRUCTURING TREATMENT**

Shining silky mask. “Home Treatment” product to prolong the Salon treatment effect at home too.

A booster for hair wellness, hair is silky and surprisingly soft by touch.

**250 ml**

PRIBRE



	<i>Short Hair</i>	<i>Medium Hair</i>	<i>Long Hair</i>
<i>Thin Hair</i>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat without exposure time</p> <p><b>STEP 2 TREATMENT</b> 10 under a heat source</p> <p><b>STEP 3 MASK</b> 3 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 1/2 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min exposure time Repeat 1 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 12/13 min a heat source</p> <p><b>STEP 3 MASK</b> 3 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 2/3 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min exposure time Repeat 2 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min a heat source</p> <p><b>STEP 3 MASK</b> 3 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 5/6 sprays</p>
<i>Normal Hair</i>	<p><b>STEP 1 SHAMPOO</b> 2 min exposure time Repeat 1 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 10 min a heat source</p> <p><b>STEP 3 MASK</b> 4 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 2/3 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min exposure time Repeat 2 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 12/13 min a heat source</p> <p><b>STEP 3 MASK</b> 4 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 4/5 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min exposure time Repeat 1 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min a heat source</p> <p><b>STEP 3 MASK</b> 4 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 6/7 sprays</p>
<i>Thick Hair</i>	<p><b>STEP 1 SHAMPOO</b> 3 min exposure time Repeat 1 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 12 min a heat source</p> <p><b>STEP 3 MASK</b> 5 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 3/4 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min exposure time Repeat 2 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 13/14 min a heat source</p> <p><b>STEP 3 MASK</b> 5 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 5/6 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min exposure time Repeat 3 min exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min a heat source</p> <p><b>STEP 3 MASK</b> 5 min exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 7/8 sprays</p>

*The table below approximately shows the possibility to optimise time and dosage of the complete treatment according to the type of hair:*



## RITUAL

### PHASE 1

Start the treatment by wetting hair with warm water. Apply the Restructuring Shampoo to remove gently the impurities from the hair and prepare it to the Intensive Restructuring Treatment. Massage gently, and rinse. Repeat, if necessary.

### PHASE 2

After the shampoo, dry the hair with a towel to remove the excess of water, divide hair into sections and apply by the help of a brush the Intensive Restructuring Treatment on the lengths. Massage to let the active components deeply penetrate. Leave it on under a heat source as suggested by the table. Rinse.

### PHASE 3

After rinsing, towel dry the hair to remove the excess of water, apply the Shining Silky Mask on the wet hair and leave it on for 3/5 minutes. Comb and massage distribute uniformly the product and let it deeply penetrate the hair. Rinse accurately and towel dry.

### PHASE 4

Spray the Sealing Restructuring Spray on the hair at a distance of 20-30 cm. Do not rinse and proceed with the drying. It can also be used on dry hair.

# Densifying Filler-effect Treatment



PRO  
AGA

*Hair Filler*



## *Granted filler effect.*

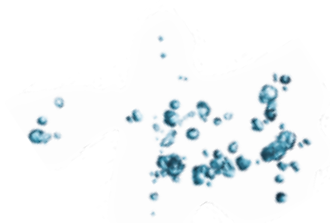
A new approach to prevent hair weakness, by providing the scalp with a complete moisture and a revitalising and conditioning action. Hair is plumped with an extraordinary filler effect.

**IT FORTIFIES HAIR FIBER**

**IT DEEPLY NOURISHES**

**HAIR IS DENSE AND FREE FROM SPLIT ENDS**

The **PRO-AGE** filler effect is due to a mix of different elements, such as Carbocysteine, nourishing Phyto Elements, Hyaluronic Acid and Sea Collagen that fill the hair and provide the wished volume effect.



**SEA  
COLLAGEN**



**HYALURONIC  
ACID**



**CARBOCYSTEINE**

## *Salon Treatment*

PRO  
AGE

*Hair Filler*



### **DENSIFYING SHAMPOO**

Densifying shampoo. It provides hair a healthy, strong and bright look by deeply plumping it.

**1000 ml**



### **DENSIFYING MASK**

Densifying mask, botox effect. It prevents hair weakness, body and volume reduction.

**500 ml**

PRO  
AGE

*Hair Filler*



**DENSIFYING SPRAY**

Densifying spray. It completes the ritual of the treatment, by prolonging its effects.

**200 ml**



**DENSIFYING SERUM**

Densifying, treating, “plumping” serum. It is specific to the pro-age treatment.

**15 x 15 ml**

## *Home Treatment*

PRO  
AGE

*Hair Filler*



### **DENSIFYING SHAMPOO**

Densifying shampoo.

Home Treatment size to prolong and make more long lasting the effect of the treatment at home too.

It plumps hair up, by revitalising it.

**250 ml**



### **DENSIFYING MASK**

Densifying mask, botox effect.

Home treatment size to prolong the effect of the treatment at home too. It fills the hair structure, by providing body and elasticity.

**200 ml**



## RITUAL

### FASE 1

Wash hair with the Densifying Pro-Age Shampoo. It softly performs to prepare hair to receive the treatment active components.

### FASE 2

Apply the Densifying Pro-Age Serum on towel dried hair. Distribute on every lock by the help of an applicator. Leave it on for 15 minutes. Not to rinse.

### FASE 3

For the treatment. Once you have waited 15 minutes for the serum to be absorbed, not to rinse and apply directly the Densifying Mask leave it on for 5 minutes, then proceed with rinsing. In order to prolong the treatment effects: Apply the Densifying Mask after the washing, leave it on for 5 minutes. Rinse.

### FASE 4

Vaporise the densifying Spray on the hair. Shake before use. Do not rinse and proceed with the styling.

### DURATION AND SUGGESTIONS ABOUT THE TREATMENT

The treatment benefits last almost 4 weeks. When performing the Pro-Age treatment, it is advisable to wait almost 2 weeks before proceeding with a colouring service. After a colouring service, it is advisable to wait 7 days before proceeding with the **Pro-Age** treatment.

## Nourishing treatment

With Argan Oil



# ARGAN



## *Extreme brightness to the hair.*

Argan Time is an innovative treatment with Argan Oil by extraordinary nourishing, protective and anti oxidant properties.

**MOISTURISE AND NOURISH DEEPLY**

**PROVIDE PROTECTION AND SOFTNESS**

**BRIGHTNESS BY A MIRROR EFFECT**

**ANTI-FRIZZ AND SMOOTHING ACTION**

Argan Oil is known for its soothing and elasticising properties that stimulate the renewal of the hair fiber. It provides extraordinary brightness to the hair of any type, it acts with an intense nourishing and moisturising action.



**ARGAN  
OIL**

# ARGAN

NORMAL HAIR



## NOURISHING SHAMPOO

Nourishing shampoo with Argan oil. It enhances the natural brightness of most fragile and dullest hair too, without weighing it down, making it soft and silky.

**HOW TO USE:** Apply on the wet skin and massage. Rinse accurately. Repeat if necessary.

1000 ml

## NOURISHING MASK

Nourishing mask for hair. It provides brightness, strength and shine.



**HOW TO USE:** Apply on wet and towel dried hair, by distributing the product uniformly on the lengths. Leave it on for 5/10 minutes and rinse accurately.

500 ml

# ARGAN

NORMAL HAIR



## NOURISHING OIL

Nourishing oil for every type of hair. It provides brightness, nourishment, by preventing the frizzy effect.

**HOW TO USE:** Apply on wet or dried hair according to the need, the lengths and distribute uniformly by massaging. Proceed with the styling.

**100 ml**

# ARGAN

FINE HAIR



## DELIGHT MILK

Highly light milk.

This emulsion for the hair acts on the most sensitised parts by providing brightness and softness, without weighing it down.

**HOW TO USE:** Apply on washed and towel dried hair, by distributing the product uniformly on the lengths. Leave it on for 3/5 minutes and rinse accurately.

200 ml



## DELIGHT OIL

Highly light and gentle oil. It helps to provide hair with brightness and highlight intensity. enriched with protective UV filters.

**HOW TO USE:** Apply on wet or dry hair, according to the need and the lengths, and distribute uniformly by massaging. Proceed with the styling.

100 ml



**NORMAL HAIR**

## *Home Treatment*



### **NOURISHING SHAMPOO**

“Home Treatment” product line to prolong the effects of the Salon treatment at home. It contrasts and prevents split ends and drying up.

**250 ml**



### **NOURISHING MASK**

Nourishing mask, ideal for dry hair.

“Home Treatment” product line is ideal to prolong the effect of the Salon treatment at home. It performs anti-frizzy actions and deeply nourishes.

**200 ml**

*Salon Treatment*



**NORMAL HAIR**



**FINE HAIR**

*Home Treatment*



**NORMAL HAIR**



**FINE HAIR**





**SOMNIA**

**SOMNIA**  
*Proliss*

## SMOOTHING ANTI-FRIZZ

*Frizzy and unruly hair*



*Help to control rebel hair by preventing the frizz effect.*

*Discipline and prevent hair dryness.*

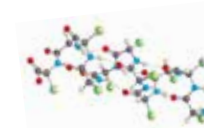
*Provide nourishment and protection.*

### ACTIVE

Orchid



Keratina



# SOMNIA

## *Proliss*



### PROLISS SHAMPOO

Smoothing Anti-frizz Shampoo for frizzy and unruly hair. Cleanses delicately by softening the fibre. Helps manage unruly hair by counteracting the frizz effect. Leaves hair soft and disciplined.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300 ml**



### PROLISS TREATMENT

Smoothing Anti-frizz Treatment for frizzy and unruly hair. Creates a radiant film protecting hair from dryness. Disciplines unruly hair providing nourishment and protection, for a perfect and long lasting smooth effect.

**HOW TO USE:** after washing your hair carefully with Proliss Smoothing Anti-frizz Shampoo, apply a knob of product all over lengths combing through. Leave on for a few minutes, emulsify and rinse thoroughly.

**500 / 200 ml**



### PROLISS CREAM

Smoothing cream for frizzy and unruly hair. Leave-in. Disciplining, heat-protecting and restores the optimal level of moisture in the hair. It ensures styling control and hold, eliminates unwanted frizz and makes hair soft and silky.

**HOW TO USE:** on wet hair, apply a small amount of product to the palm of your hand and spread evenly all over lengths and ends, then proceed with drying.

**150 ml**

**SOMNIA**  
*Avant Curl*

## HIGH DEFINITION ELASTICIZER

*Curly and rebellious hair*



*Provide body and elasticity to the hair.*

*Enhanced action, it deeply nourishes.*

*Provides strength and elasticity to the hair.*

### ACTIVE

**Blackcurrant**



**Aloe Vera**



# SOMNIA

*Avant Curl*



## AVANT CURL SHAMPOO

High Definition Curling Shampoo for curly and rebellious hair. Cleanses delicately without being heavy, disciplining curly and rebellious hair fibre. Makes hair smooth and easy to detangle.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300ml**



## AVANT CURL TREATMENT

High Definition Curling Treatment for curly and rebellious hair. Disciplines while neutralizing electrostatic charges. Hair is protected and nourished, without being heavy. Provides intense shine and perfect definition, giving body and a natural looking bounce to curls.

**HOW TO USE:** after washing your hair carefully with Avant Curl High definition curling shampoo, apply a knob of product all over lengths combing through. Leave on for a few minutes, emulsify and rinse thoroughly.

**500 / 200 ml**



## AVANT CURL FLUID

Disciplining styling fluid for curly and rebellious hair. Leave-in. Moisturising and disciplining, it gives suppleness to the hair. Naturally defines and shapes for dynamic, light and toned curls. Long-lasting anti-frizz effect. Does not weigh down and leaves no residue.

**HOW TO USE:** apply evenly all over lengths and ends, on wet or dry hair. Let hair dry naturally or use a diffuser to enhance the effect.

**150 ml**

**SOMNIA**  
*Essentialis*

**DELICATE MOSTURIZING**

*All hair types*



**SOMNIA**  
*Essentialis*  
**FREE**

*Moisturise deeply the hair fiber.*

*Provide body to the stem.*

*Give brightness to the hair.*

**ACTIVE**

**Poppy**



**Silk Proteins**



# SOMNIA

*Essentialis*



## ESSENTIALIS SHAMPOO

Delicate Moisturizing Shampoo for all hair types. Gentle yet thoroughly cleanses the hair fibre. Returns body and shine to the stem and makes hair soft and easy to detangle.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300ml**



## ESSENTIALIS TREATMENT

Delicate Moisturizing Treatment for all hair types. Protects the hair fibre from external aggressions. Thanks to its innovative texture with film-forming action, performs a rapid and effective detangling action. Gives softness and extreme shine.

**HOW TO USE:** after washing your hair carefully with Essentialis Delicate Moisturizing Shampoo, apply a knob of product all over lengths combing through. Leave on for a few minutes, emulsify and rinse thoroughly.

**500 / 200 ml**



## ESSENTIALIS FREE SHAMPOO

Delicate Moisturizing Shampoo for all hair type. Extra light. Formulated with no sulphate surfactants, provides extra lightness to hair with a natural and silky touch.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300 ml**

**SOMNIA**  
*Hydralux*

## RADIANCE AND NOURISHING

*Dry and null hair*



*Provide body and elasticity to the hair.*

*Enhanced action, it deeply nourishes.*

*Provides strength and elasticity to the hair.*

### ACTIVE

Sweet Almond



Shea Butter



# SOMNIA

## Hydralux



### HYDRALUX SHAMPOO

Radiance and Nourishing Shampoo for dry and dull hair. Cleanses delicately helping moisturization and nourishment. Provides a soft touch, making hair detangled and shiny.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300ml**



### HYDRALUX MASK

Radiance and Nourishing Mask for dry and dull hair. Its enhanced action provides deep nourishment improving hair body, resistance and elasticity. Closes the cuticle scales, restoring softness and extreme shine.

**HOW TO USE:** after washing your hair carefully with Hydralux Radiance and Nourishing Shampoo, apply a knob of product all over lengths combing through. Leave on for 5-10 minutes, emulsify and rinse thoroughly.

**500 / 200 ml**

# SOMNIA

## Hydralux



NIGHT & DAY

*amazing shine during the day, full nourishment at night.*

### HYDRALUX ELISIR

Nourishing and Radiance Elixir for dry and dull hair. Leave-in. Restores the natural radiance of the hair thanks to the restructuring and nourishing action of its active ingredients. It provides protection and hydration, making the hair soft, vital and extraordinarily shiny. Velvety effect.

**HOW TO USE:** apply evenly all over lengths and ends, on wet or dry hair, and proceed with styling.

For daily protection: apply a small amount to dry hair and spread evenly.

For overnight treatment: apply a small amount to dry hair and spread evenly, for an intensive nourishing effect and for a silk effect to the touch. DO NOT RINSE. EXTERNAL USE.

**100 ml**



### HYDRALUX MOUSSE

Nourishing Brightening Mousse for dry and dull hair. Equipped with a formula with conditioning power to give moisture and silky lightness to the hair. Ideal for incredibly soft and nourished hair.

**HOW TO USE:** shake well before use. Distribute evenly on towel-dried hair and proceed with the desired blow-drying.

**300 ml**

**SOMNIA**  
*Ad Volume*

## BODIFYING VOLUMIZING

*Toneless and thin hair*



*Restore the right level of hair moisture.*

*Provide elasticity and body to the hair fiber.*

*Nourish the hair without weighing it down.*

### ACTIVE

Agave blu



Guaranà



# SOMNIA

*Ad Volume*



## AD VOLUME SHAMPOO

Bodifying Volumizing Shampoo for toneless and thin hair. Cleanses delicately and perfectly, providing lightness and restoring an optimal level of moisturization. Returns elasticity and body to the hair fibre.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300ml**



## AD VOLUME TREATMENT

Bodifying Volumizing Treatment for toneless and thin hair. Characterized by an innovative texture and film-forming action. Provides moisturization to hair without being heavy. Gives body, extreme lightness and shine.

Performs a detangling action making hair velvety.

**HOW TO USE:** after washing your hair carefully with Ad Volume Bodifying Volumizing Shampoo, apply a knob of product all over lengths combing through. Leave on for a few minutes, emulsify and rinse thoroughly.

**500 / 200 ml**



## AD VOLUME SPRAY

Anti-gravity Volumizing Spray for toneless and thin hair. Provides extraordinary volume to roots without being heavy. Sublimates hair providing mirror shine and helps the hairstyle to last longer.

**HOW TO USE:** spray evenly to roots on wet and towel-dried hair to provide volume and support. Do not rinse and proceed with the desired hairstyle.

**150 ml**

# SOMNIA

Color Code

## PROTECTIVE RADIANCE

*Colour treated hair*



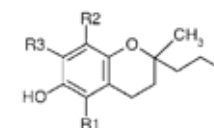
*Enhance highlight vividness and brightness.*

*Prolong the colour lasting.*

*Perform a photo-protective and anti-aging action.*

## ACTIVE

Plant Ceramides



Red Orange



# SOMNIA

## Color Code



### COLOR CODE SHAMPOO

Protective-Radiance Shampoo for colour-treated hair. Perfectly cleanses coloured and treated hair. Rebalances the hair fibre pH fixing the colour. Provides softness and silkiness making hair easier to comb and detangle.

**HOW TO USE:** apply the product to wet hair and emulsify by massaging delicately. Rinse thoroughly with lukewarm water. Repeat the application if necessary, leaving on for a few seconds before rinsing.

**1000 / 300ml**



### COLOR CODE TREATMENT

Protective-Radiance Mask for colour-treated hair. Provides nourishment while boosting the colour and enhancing its lively and shiny reflections. Makes the colour last longer, provides an antistatic action, and makes hair soft and easy to detangle.

**HOW TO USE:** after washing your hair carefully with Color Code Protective-Radiance Shampoo, apply a knob of product all over lengths combing through. Leave on for 5-10 minutes, emulsify and rinse thoroughly.

**500 / 200 ml**



### COLOR CODE SPRAY

Colour sealer instant spray for colour-treated hair. Rinse-off. Seals the hair cuticles, ensuring maximum colour intensity and prolonging colour durability and shine. Improves the vitality of hair undergoing colouring treatment, leaving it soft, shiny and moisturised. Immediate lamination effect.

**HOW TO USE:** spray over lengths, just after a colour service. Leave on for 1-2 minutes then rinse. It can be used also to maintain the colour, along with the mask.

**150 ml**

# SOMNIA

*Color Code*  
SILVER

## ANTI-YELLOWING

*White, grey and bleached hair*



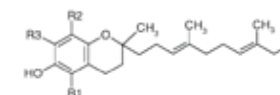
*Neutralise copper/red highlights.*

*Provide the hair with a bright colour.*

*Make the hair silky and soft.*

## ACTIVE

Vitamin E



Sunflower seeds



# SOMNIA

*Color Code*  
SILVER



## SILVER COLOR CODE ANTI-YELLOWING SHAMPOO

Anti-yellowing shampoo for white, grey and bleached hair. The purple pigments formula cleanses delicately neutralizing undesirable yellow reflections and reviving the hair's natural brightness.

**HOW TO USE:** wear suitable gloves. Apply the product to wet hair and emulsify by gently massaging. Rinse thoroughly. Repeat if necessary.

**1000 / 300 ml**



## SILVER COLOR CODE ANTI-YELLOWING MASK

Anti-yellowing mask for white, grey and bleached hair. Nourishing formula enriched with purple pigment, conceived to remove any yellow/orange reflections in natural hair or caused by lightening and bleaching. Brings out the colour and makes hair bright and silky.

**HOW TO USE:** wear suitable gloves and apply to washed and towel-dried hair, combing through. Leave on for 3/20 minutes. Rinse thoroughly.

**500 / 200 ml**



## SILVER COLOR CODE ANTI-YELLOWING MOUSSE

Light mousse formula with colour pigments perfect to neutralise undesired yellow reflections. It plays a conditioning action detangling the hair and provides softness and shine.

**HOW TO USE:** After thoroughly cleansing your hair with Color Code Silver Anti-Yellowing Shampoo, apply the Somnia Color Code Silver Anti-Yellowing Mousse with the help of a comb. Leave on for 3 to 5 minutes. Rinse thoroughly.

**300 ml**

# SOMNIA

Color Code  
NØORANGE

## ANTI-ORANGE

*For dark-toned hair*



*Neutralizes copper / red shades.*

*It gives the hair a bright color.*

*Makes hair silky and soft.*

## ACTIVE

Hazelnut Oil



Green tea essence



# SOMNIA

*Color Code*  
NØORANGE



## NO ORANGE COLOR CODE SHAMPOO ANTIORANGE

Anti-orange Shampoo for dark-tone hair. Particularly suitable for those who want to neutralize unwanted copper/red reflections, providing extreme shine and softness. Ideal for both natural and treated hair.

**HOW TO USE:** wear protective gloves; apply to wet hair and massage. Leave on until max. 5 minutes, then rinse thoroughly. Repeat if necessary.

**1000 / 300ml**



## NO ORANGE COLOR CODE MASCHERA ANTIARANCIO

Anti-orange Mask for dark-tone hair. Suitable to neutralize undesired copper/red tones (up to colour level 8), makes hair soft and bright.

**HOW TO USE:** wear suitable gloves and apply to washed and towel-dried hair, combing through. Leave on for 3/10 minutes. Rinse thoroughly.

**500 / 200 ml**

Exclusive Beauty Treatment



SECRET

# SECRET

## 10 Effects In 1

*Moisturise*

*Nourish*

*Restore*

*Conditioning*

*Heat-protection*

*Smoothing*

*Softening Anti-frizz*

*Brightening*

*Volumising*



### SECRET SHAMPOO

Secret Shampoo without sulfates for every type of hair. It gently removes impurities, by performing 10 effects.

**HOW TO USE:** Apply on wet hair and massage. Rinse accurately. Repeat if necessary.

250 ml



### SECRET SPRAY

Intensive, multi-functional spray mask for hair 10 in 1 with no rinsing.

**HOW TO USE:** Spray on the wet and towel dried hair. It disciplines dry and frizzy hair, by moisturising and providing protection.

180 / 30 ml

# SECRET

- > Protection
- > Anti-frizzy action
- > Extreme brightness
  
- > Brightening
- > Split ends sealing
- > Polishing



## THERM SPRAY

Heat-protection spray for iron plate, curling iron and hairdryer. It restores and protects hair, it favours thermal styling by enhancing every technical service.

**HOW TO USE:** Shake before use. Spray uniformly on the wet or dry hair.

150 ml



## CHIC DROPS

Chic drops, moisturising, detangling, polishing hair serum.

**HOW TO USE:** On wet and towel dried hair: distribute a small amount of product on lengths and ends, proceed with the hairstyling. On dry hair: apply after the hairstyling and distribute a small amount of product on the ends.

100 ml

# SECRET

- > **Protect hair from unpleasant smell**
- > **Pleasant freshness feeling**
- > **Long-lasting scent, it lasts all the day long**



## HAIR PERFUME

Scented essence to spray on the hair. It covers hair with a pleasant and gentle scent.

**HOW TO USE:** Spray directly on the hair at a distance of almost 20 cm from the hair.

**35 ml**

# Treatment For Hair Exposed To The Sunlight



SECRET  
SUN

A stylized sunburst graphic composed of numerous thin, parallel lines radiating from a central point, positioned to the right of the text.



**SECRET SUN** is a specific treatment designed to protect hair exposed to sunlight, chlorine and salt: summer agents that weaken hair and affect the colouring.

Thanks to three specific products, ideal for every type of hair, Secret Sun makes hair moisturised, soft and shiny. Thanks to its silky formulation enriched with UV filters, Secret Sun preserves hair fiber and prevents dryness and elasticity loss..

#### **FOR SUMMER ADDICTED**

- + MOISTURE**
- + PROTECTION**
- + BRIGHTNESS**



**K-Protection** is the precious system of Secret Sun, the shield your hair will wear this summer. Thanks to its protection you will be in the sunlight without the fear to damage your hair and you will feel safe in keeping on with your salon treatments.

**SECRET  
SUN**



## **SHOWER SHAMPOO AFTER SUN**

Shower-shampoo after sun for hair exposed to sunlight, salt and chlorine.

### **IT HELPS TO:**

**REPAIR HAIR FROM SUN RAYS AGGRESSION**

**PREVENT SKIN AND HAIR DRYNESS**

**PROTECT COLOUR BRIGHTNESS**

**HOW TO USE:** Apply on the wet skin and massage. Rinse accurately. Repeat if necessary.

**250 ml**



## **RESTORATIVE MASK AFTER SUN**

Restorative mask after sun for hair exposed to sunlight, salt and chlorine.

### **IT HELPS TO:**

**PROTECT HAIR FROM PROLONGED SUNLIGHT EXPOSURE**

**PREVENT SPLIT ENDS FORMATION**

**HOW TO USE:** Apply on wet and towel dried hair, by distributing the product uniformly on the lengths. Leave it on for 3/5 minutes and rinse accurately.

**100 ml**

**SECRET  
SUN**



## **PROTECTIVE OIL BODY AND HAIR**

Protective oil for body and hair exposed to sunlight.  
Medium protection.

**SPF 15**

**IT SUBLIMATES HAIR BY MAKING IT LIGHT AND SILKY IT PROVIDES  
EXTREME BRIGHTNESS**

**IT PRESERVES COLOURING BY KEEPING IT LIVELY**

**HOW TO USE:** Spray uniformly on body and hair before  
the sunlight exposition. Repeat if necessary.

**100 ml**

# Specific Treatment For Abnormalities Of The Scalp



MATIRYA 



## DEEPURE

### PRE - TREATMENT

*Scalp needs to breathe.*

#### HYGIENISING SCALP TREATMENT

- ✓ *It helps to favour the scalp oxygenation.*
- ✓ *It favours the elimination of the scalp impurities.*
- ✓ *It performs by taking the toxins at the top of the hydro lipidic layer*
- ✓ *Detoxing action.*

**HOW TO USE:** Apply on the wet skin, by gently massaging with circular movements. Leave it on for 3 minutes. Do not rinse.

**200 ml**



**TREE  
TEA OIL**



**STAR  
ANISE**



**PROPOLIS  
EXTRACT**



## HYDRALIZE

### POST - TREATMENT

*For healthy and shiny hair.*

#### GENTLE RESTORING FLUID

- ✓ *It moistures hair by realising pleasant feelings of total welfare.*
- ✓ *It covers hair by a protective film.*
- ✓ *It provides body, softness, brightness and elasticity.*
- ✓ *Ideal for damaged hair, that tends to break.*

**HOW TO USE:** Apply on washed and towel dried hair, by distributing the product uniformly on the lengths. Leave it on for 4 minutes and rinse accurately.

**500 ml**



**SHEA  
BUTTER**



**JOJOBA  
EXTRACT**

## OVER FORCE

*To prevent hair loss.*

### INTENSIVE ANTI-HAIR LOSS TREATMENT



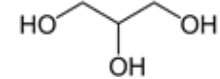
- ✓ *It reactivates the microcirculation of the scalp.*
- ✓ *It fortifies and restores the hair bulb.*
- ✓ *Hair life cycle is longer.*
- ✓ *Relevant increase of natural re-growth.*



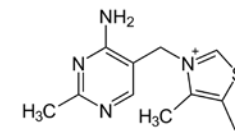
**CAFFEINE**



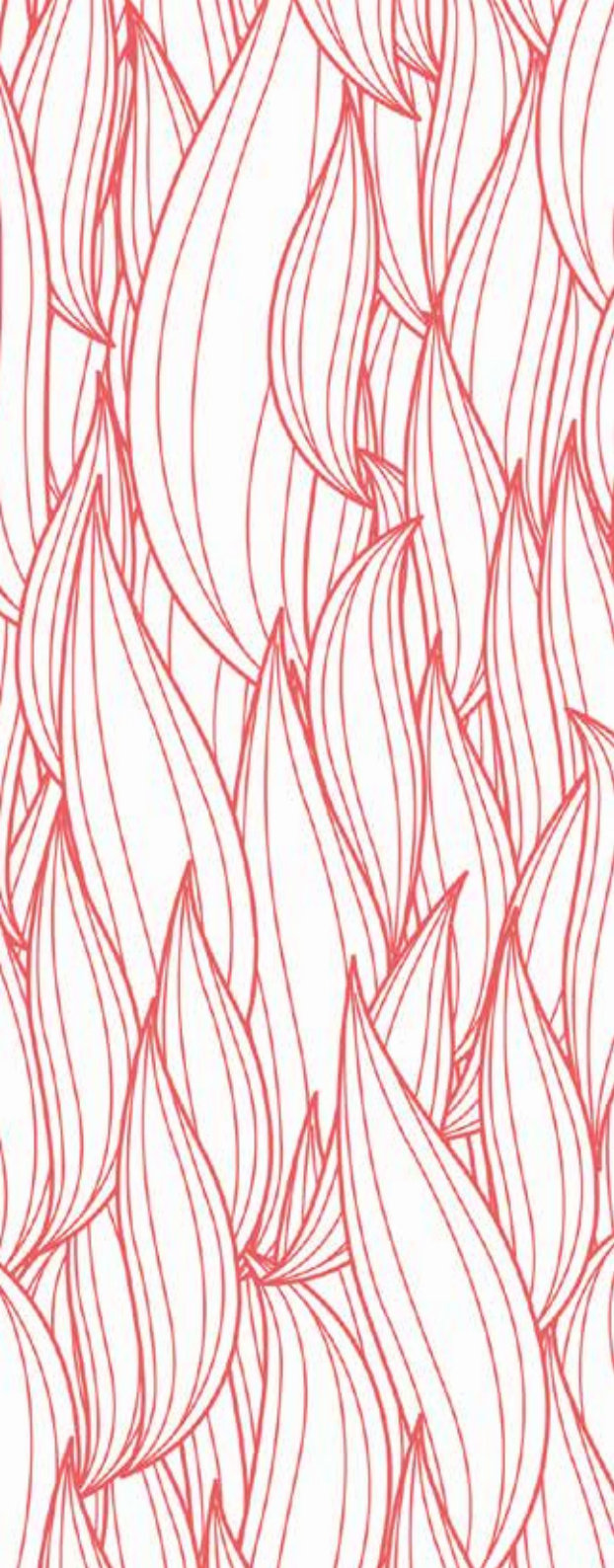
**GINGER  
ESSENTIAL  
OIL**



**ARGININE**



**PANTHENOL**



## OVER FORCE SHAMPOO

Reactivating Shampoo anti-hair loss.  
It gently cleanses by respecting the scalp and its correct physiological value.

**1000 / 250 ml**



## OVER FORCE TREATMENT

Lotion by an intense action designed to prevent and contrast the main causes of the seasonal hair-loss. It helps to contrast the hair weakening and enhances the anchorage to the scalp.

**12 x 8 ml**

*\* Efficacy and tolerability are clinically proven.*





## OVER FORCE RITUAL

Comb hair with **K-TIME TREATMENT BRUSH** to remove the excess of impurities and wet it.

**DEEPURE:** Apply on the wet skin, massage gently with circular movements. Leave it on for 3 minutes. Do not rinse.



## OVER FORCE ENERGIZING SHAMPOO:

Apply on the skin by gently massaging. Leave it on and rinse accurately. Repeat if necessary.

**HYDRALIZE:** Apply on the lengths after the shampoo. Leave it on for 4 minutes. Comb and rinse accurately.



**OVER FORCE VIAL:** apply directly on the skin, after having washed and towel dried the hair. Massage gently with circular movements until the product is fully absorbed. Do not rinse.

## **OVER FORCE ADVANCED**

*To prevent hair thinning.*

**HAIR-LOSS PREVENTION CONCENTRATE TREATMENT**



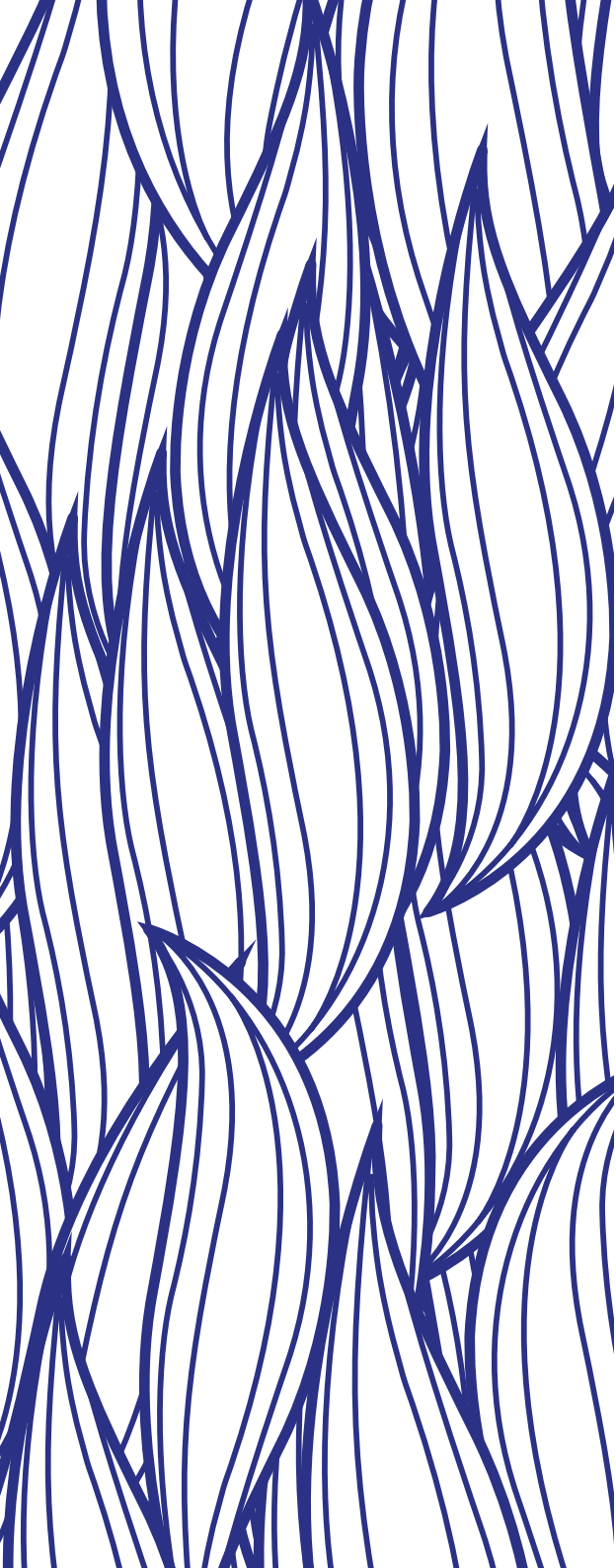
- ✓ *It prevents hair thinning.*
- ✓ *It stimulated hair renewal.*
- ✓ *It densifies thinned hair.*
- ✓ *It wakes hair bulb preventing the thinning.*



**LEMON BALM  
ESSENTIAL  
OIL**



**GREEN  
TEA EXTRACT**



## **INTENSIVE HAIR-LOSS TREATMENT SHAMPOO\*. SHOCK ACTION.**

It helps strengthen hair. Specific for hair with a tendency to fall and with any possible thinning problems.

**1000 / 250 ml**



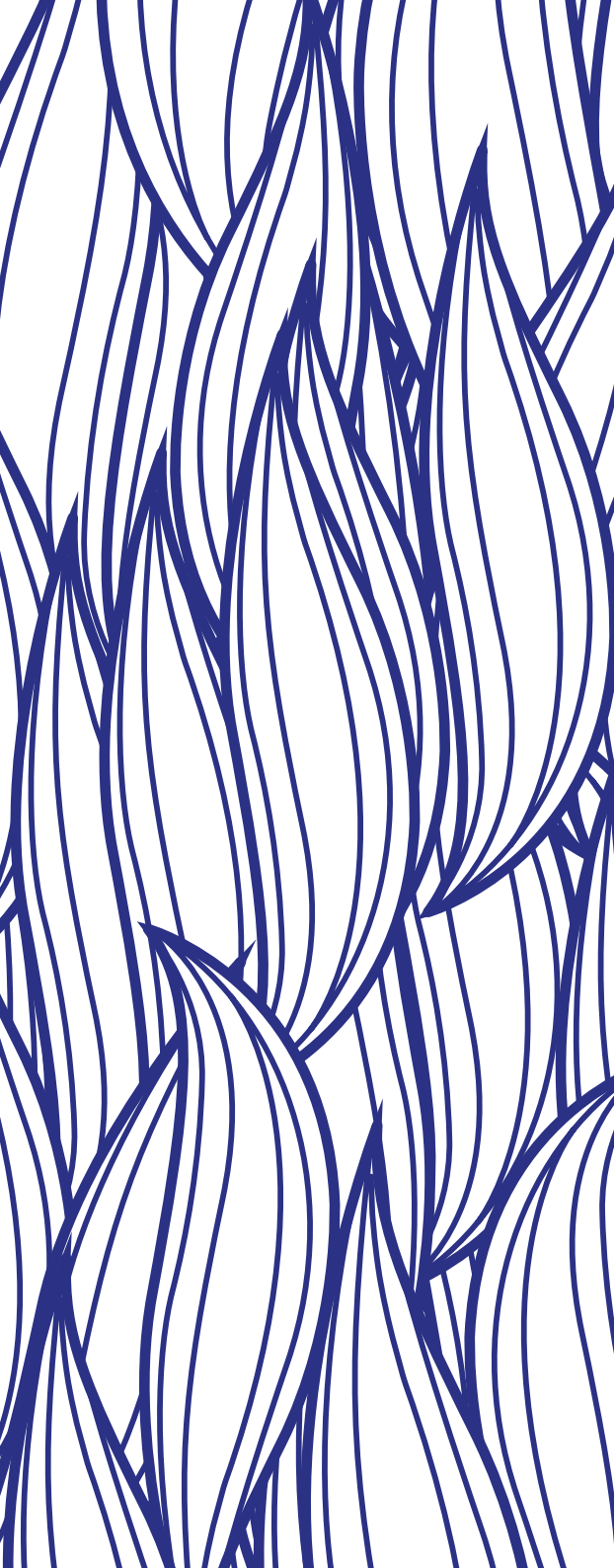
## **HAIR-LOSS PREVENTION CONCENTRATE TREATMENT\*. SHOCK ACTION.**

It helps counteract the weakening of hair with any possible thinning problems.

**12 x 8 ml**

*\*Efficacy and tolerability are clinically proven*





## **OVER FORCE ADVANCED RITUAL**

Comb hair by **K-TIME TREATMENT BRUSH** to remove the excess of impurities and wet it.

**DEEPURE:** apply on the wet skin, by gently massaging with circular movements. Leave it on for 3 minutes. Do not rinse.



**OVER FORCE ADVANCED REACTIVATING SHAMPOO:** apply on the skin by gently massaging. Leave it on and rinse accurately. Repeat if necessary.

**HYDRALIZE:** apply on the lengths after the shampoo. Leave it on for 4 minutes. Comb and rinse accurately.



**OVER FORCE ADVANCED FIALA:** apply directly on the skin, after having washed and towel dried hair. Massage gently with circular movements until the product is fully absorbed. Do not rinse.

## SEBOLUTION

*Rebalance the excessive sebum*

### SEBUM-REGULATING TREATMENT



- ✓ *It performs a normalising action of the sebum secretion.*
- ✓ *It helps to restore the right hydro lipid skin balance.*
- ✓ *It helps to normalise the sebum production, both in excess and in default.*
- ✓ *It gently removes skin impurities and soothe potential irritation or redness.*



**GLYCININ  
BIO VECTOR**



**ALTHEA  
EXTRACT**



**WHITE  
CLAY**



**MENTHOL**



## SEBOLUTION SHAMPOO

Normalising sebum-regulating shampoo. It balances the skin and the hair sebum production, both in excess and in default.

**1000 / 250 ml**



## SEBOLUTION TREATMENT

Balancing white clay seborrhea treatment. It performs a sebum-absorbent action and it is ideal to exfoliate gently the scalp.

**6 x 40 ml**

*\* Efficacy and tolerability are clinically proven*





## SEBOLUTION RITUAL

Comb hair by **K-TIME TREATMENT BRUSH** to remove the excess of impurities and wet it.

**DEEPURE:** apply on the wet skin, by gently massaging with circular movements. Leave it on for 3 minutes. Do not rinse.



**SEBOLUTION SEBUM-REBALANCING WHITE CLAY:** before the shampoo, pour the product in the K-TIME GLASS BOWL and distribute it by the K-TIME TREATMENT BRUSH on the wet skin and execute a light massage. Leave it on for 3/5 minutes and rinse.

**SEBOLUTION NORMALISING SEBUM-REGULATOR SHAMPOO:** apply on wet skin and hair and emulsify. Repeat if necessary, leave it on for 3 minutes and proceed with rinsing.



**HYDRALIZE:** apply on the lengths after the shampoo. Leave it on for 4 minutes. Comb and rinse accurately.

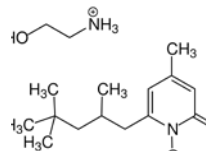
## DOWNDRUFF

*New balance for dry scalp with dandruff*

### ANTI-DANDRUFF TREATMENT



- ✓ *Antiseptic, antifungal and antibacterial action.*
- ✓ *It prevents the formation of greasy and dry dandruff.*
- ✓ *Radical reduction of skin desquamation.*
- ✓ *Scalp is healthy and purified.*



**PIROCTONE  
OLAMINE**



**NEEM  
OIL**



**FRUITS ALPHA  
HYDROXY ACIDS**



**GREEN  
CLAY**



## DOWNRUFF SHAMPOO

Anti-dandruff purifying shampoo. Cleansing, specific and gentle action, it removes dandruff in full respect of the physiological pH of scalp and hair.

**1000 / 250 ml**



## DOWNRUFF TREATMENT

Purifying green clay, dandruff treatment. It helps to remove and reduce the dandruff anchored to the scalp.

**6 x 40 ml**

*\* Efficacy and tolerability are clinically proven*





## DOWNDRUFF RITUAL

Comb hair by **K-TIME TREATMENT BRUSH** to remove the excess of impurities and wet it.

**DEEPURE:** apply on the wet skin, by gently massaging with circular movements. Leave it on for 3 minutes. Do not rinse.



**DOWNDRUFF PURIFYING ANTI-DANDRUFF GREEN CLAY:** before the shampoo, pour the product in the K-TIME GLASS BOWL and distribute it by the K-TIME TREATMENT BRUSH on the wet skin and execute a light massage. Leave it on for 3/5 minutes and rinse.

**DOWNDRUFF PURIFYING ANTI-DANDRUFF SHAMPOO:** apply on wet skin and hair and emulsify the product by massaging. Rinse, repeat if necessary, by leaving it on for 2-3 minutes. Rinse with warm water.



**HYDRALIZE:** apply on the lengths after the shampoo. Leave it on for 4 minutes. Comb and rinse accurately.

**FINISH & STYLING**

# GLAM

PATCHOULI



MANGO



MUSCHIO BIANCO



BREZZA MARINA



## WATER WAX

Scented water wax for hair.

**SHINE • LIGHTNESS • BRIGHTNESS**

**HOLDING:** Natural

**HOW TO USE:** Warm the wax in your hands and apply the product on the clean and dry hair, by styling the ends for a multi-directional look. Shape on wet hair as wished.

100 ml

## DUBAI MATT WAX

Matt wax, matt effect.

**BODY • MATT • SHAPING**

**HOLDING:** Media

**HOW TO USE:** Warm the wax in your hands and apply the product on the clean and dry hair, by styling the ends for a multi-directional look. Shape on wet hair as wished.

90 ml



# GLAM



## **HARLEM MANIPULATOR**

Creamy manipulator to divide and define, ideal for brush-like and twisted look.

### **TEXTURE • MOVEMENT • SEPARATION**

**HOLDING:** Strong

**HOW TO USE:** Warm in your hands and apply the product on the clean and dry hair, by styling the ends for a multi-directional look. Shape on wet hair as wished.

**90 ml**



## **BRERA FIBER PASTE**

Fiber paste to sculpt or define the final styling. It provides hair with body, volume and structure.

### **DEFINITION • FLEXIBILITY • BODY**

**HOLDING:** Strong

**HOW TO USE:** Warm in your hands and apply the product on the clean and dry hair, by styling the ends for a multi-directional look. Shape on wet hair as wished.

**90 ml**

# GLAM



## **PICCADILLY SHAPING PASTE**

Shaping paste for a natural look. Holding and movement by a matt effect.

### **SHAPE • DEFINITION • MATT EFFECT**

**HOLDING:** Medium

**HOW TO USE:** Warm in your hands and apply the product on the clean and dry hair, by styling the ends for a multi-directional look. Shape on wet hair as wished.

**100 ml**



## **DARK GEL**

Highlighting gel for grey hair, with Glycerine and Arginine. Shaping action, gives hair a natural and uniform highlight.

**HOW TO USE:** apply to damp or dry hair and proceed with styling. It is eliminated by shampooing hair.

*Do not use anti-yellowing shampoo and alcohol-based products. Excess use on completely white and porous hair can result in unwanted tones.*

**150 ml**

GLAM



## **RUNWAY QUEEN**

Extra-strong hairspray paraben-free. Ultra-strong fixing and extreme holding without residues.

**ANTI-HUMIDITY • TEXTURE • FAST DRYING**

**HOLDING:** Extra Strong

**HOW TO USE:** Spray on the wet or dry hair at a distance of 30 cm.

**500/100 ml**



## **HIGH HEELS**

Ecological hairspray, long-last holding, without gas. It doesn't leave any residue, its strong fixing provides support to every kind of hairstyling.

**BRIGHTNESS • COMPACT TEXTURE • FAST DRYING**

**HOLDING:** Strong

**HOW TO USE:** Spray on wet or dry hair at a distance of 25 cm.

**300 ml**

# GLAM



## **AVANT GARDE**

Directional modelling hairspray with Pequi Oil and Lime Extract. Gas-free. Eco-friendly formula to define and shape your hair into the desired shape.

### **DEFINING • SHAPING • QUICK-DRYING**

**HOLDING:** No Strong

**INSTRUCTIONS FOR USE:** Spray on wet or dry hair from a distance of about 30 cm.

**300 ml**



## **SHINY OUTFIT**

Hair long-lasting shiny spray. Brightness, mirror-like effect, without greasing or weighing hair down.

### **BRIGHTNESS • SUBLIMATION • IT DOESN'T WEIGH HAIR DOWN**

**HOLDING:** Strong

**HOW TO USE:** Spray on dry hair.

**300 ml**

GLAM



## ELASTIC BOMB

Shaping strong mousse. It ensures an elastic and defining fixing, by providing the hair with a shaping style, brightness and volume.

**TEXTURE • DIMENSION • THICKENING**

**HOLDING:** Strong

**HOW TO USE:** Shake before use. Apply on wet hair, distribute uniformly and proceed with the styling.

300 ml



## WET COUTURE

Wet effect gel mousse. It ensures natural support, without greasing or weighing hair down. Anti-frizz excellent control.

**SUPPORT • CURLING DEFINITION • IT DOESN'T WEIGH HAIR DOWN**

**HOLDING:** Strong

**HOW TO USE:** Shake before use. Apply on the wet hair, distribute uniformly and proceed with the styling.

300 ml

# GLAM



## **VOLUME VICTIME**

Volumising luxury hair mousse. Volume from the root to the end.

**FLEXIBILITY • TEXTURE • BODY**

**HOLDING:** Medium

**HOW TO USE:** Agitare prima dell'uso. Applicare su capelli umidi, distribuire uniformemente e procedere allo styling.

**300 ml**



## **DIAMOND DUST**

Volumising powder by a matt effect with micronised minerals. It provides body to the lengths and an immediate support to thin and toneless hair. Anti-humidity effect.

**VOLUME • MATT • BACKCOMBING EFFECT**

**HOLDING:** Medium

**HOW TO USE:** in order to create volume, distribute a small amount of product on the roots, by creating some sections and massaging the scalp. Distribute uniformly on the lengths by shaking hair.

**7 g**

# GLAM



## **BACKSTAGE POTION**

Two-phase spray for hair, it moisturises and disciplines with an anti-frizz action.

**DETANGLING • NOURISHING • REINVIGORATING**

**HOLDING:** Natural

**HOW TO USE:** Shake before use. Spray uniformly on the washed and towel dried hair. Do not rinse and proceed with the drying.

**200 ml**



## **WAVES A PORTER**

Sea salt beach effect spray. It provides hair with an instant body.

**TEXTURE • BEACH WAVES • BODY**

**HOLDING:** medium - strong

**HOW TO USE:** Spray on wet or dry hair.

**150 ml**

GLAM



## **PARTY PROOF**

Shaping extra-strong gel. Great holding to provide structure and fix every type of hairstyle.

### **POLISH AND WET EFFECT • GREAT CONTROL • FAST DRYING**

**HOLDING:** Extra Strong

**HOW TO USE:** Distribute on wet or dry hair. Shape as wished.

**200 ml**



## **CURL ME ON**

High definition curly cream. It defines and divides curls, it prevents frizzy effect without greasing. It helps to provide extreme brightness, softness and curls are moisturised.

### **ELASTICITY • BRIGHTNESS • DEFINITION**

**HOLDING:** Strong

**HOW TO USE:** Distribute, by hands, on towel dried hair the right amount of product (according to the lengths). For a natural curl, leave hair dry naturally, for a more sophisticated curl, use a heat diffuser.

**100 ml**

COMPROF®



*[www.k-time.it](http://www.k-time.it)*

