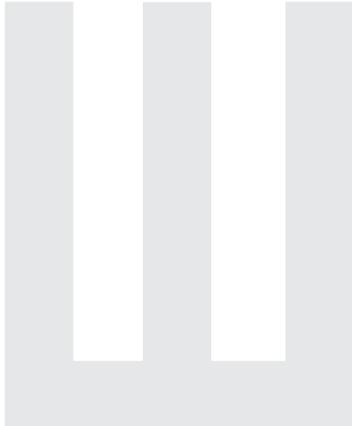
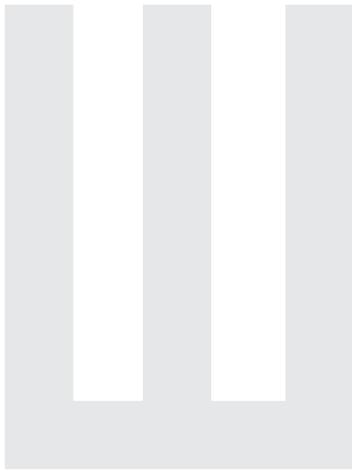


**COLORS
& TECHNICAL
PRODUCTS**

EMME[®]
D I C I O T T O
MADE BY A VISIONHAIR





COLOR CREAM PPD FREE

Passion

COLOUR OIL

colour oil ammonia free anti - age

brightcolor

DIRECT COLOR

MP
COMPLEX

HAIR INTEGRITY PROTECTOR

VITA
MINIC

Liss
VELVET
SEDUCTION

BE
9+
plex protection

SPLIGHT
ARTISTIC LIGHTENING SPRAY



THE EVOLUTION OF COLOR

MIA color cream, PPD Free, with PASSION FRUIT is a **cream color** with very **high performance** which represents a point at the top in professional coloring.

MIA color cream guarantees perfect and total coverage of white hair giving it **vibrant shades** that become more fascinating as the time goes by. With **UV FILTER**.



Its exclusive formulation **PARAPHENYLENEDIAMINE (PPD) FREE**

with **low ammonia concentration** (1,5-4,5%) assures excellent levels of lift and respects the hair thanks to the substitute of the PPD, the molecule that takes part of the **diaminotoluene** group, a substance with its own well-defined technical and safety profile. It is a very precious product **that treats the hair fibre in a much safer way.**

Mia color cream contains active ingredients of the highest vitaminic and cosmetic value among which the **PASSION FRUIT**.





SOOTHING, POLISHING, NOURISHING, HYDRATING, SILKY TOUCH, NON-GREASY FOR HAIR.

ACTIVE INGREDIENTS

PASSION FRUIT

Passion Fruit is one of the most precious and appreciated ingredients on the market of cosmetics for hair and skin.



The **PASSION FRUIT** is cultivated throughout Brazil, Peru and Colombia. Its seeds are cold pressed to extract a golden coloured, aromatic oil. This oil is then filtered and refined to achieve the purity of its numerous properties: **SOOTHING, POLISHING, NOURISHING, HYDRATING, SILKY TOUCH, NON-GREASY FOR HAIR.** Mia Color Cream includes the range **Special Base (SB)** with the shades that assure perfect coverage and natural nuance. Mia **Special Base** contains the **Shea Butter**.

WHEAT MICRO-PROTEINS

Thanks to their low molecular weight and to their high affinity with the amino acids of the hair structure, wheat micro-proteins REPAIR THE HAIR IN DEPTH and in a completely natural way giving back its natural volume.



ALOE VERA, with its hydrating and soothing properties, gives a vibrant and long-lasting color, nourishes and protects the hair from the inside. Thanks to its ability to penetrate deeply into the hair, it reduces the risk of damage caused by coloring and leaves hair silky, soft and full of life.

PANTHENOL is a highly beneficial ingredient that offers immediate relief and deep hydration, promoting hair health and vitality during and after the coloring process.

BISABOLOL forms a protective layer on the scalp, this helps protect the skin and hair from environmental aggressions, such as exposure to UV rays, air pollution and chemicals. Preserves the natural hydration of the hair, reducing the risk of dryness and damage.

LACTOSAFE

It consists in a mix of lipophilic acids derived from apples, oranges, red and black currant that help to protect the scalp from irritations, thus making MIA Color Cream a very gentle and secure product. Lipophilic acids have **SOOTHING PROPERTIES** and give an excellent texture to the product.



ALPHA-LIPO DERIVATIVE FROM WILLOW is a molecule with relevant polishing properties that confers, together with ultra-pure pigments, **HIGH SHINE UV FILTER.**



Pack 3 tubes of 100 ml.
132 shades

Mixing ratio: Mia color 1+1,5

Mia SB 1+1

Passion

colour oil ammonia free anti - age

COLOUR OIL



OIL HAIR DYE AMMONIA FREE

Passion Colour Oil **AMMONIA-FREE** it is a coloring with **anti-aging** result on the hair, the result of the most advanced researches.

It is a **highly cosmetic oil hair dye without ammonia** that allows to **colour the hair delicately** and makes it luminous, full of energy and shine, pleasant to the touch.

The **full respect of skin and hair** is assured and a **100% grey hair coverage** with **long-lasting results** is guaranteed.

Ethanolamine is the ammonia substitute.

Passion colour oil is a **multifunctional colour** that permits to perform:

> permanent colour > demi permanent colour > toning

Passion colour oil has created a line of new colours, making particular combinations able to create light effects that fascinate colour professionals so much.



Mixing ratio:
Passion Color Oil 1+1

Pack 3 bottles of 100 ml. - 78 shades

Passion

colour oil ammonia free anti - age

COLOUR OIL

GREEN TEA AND OLIVE LEAVES

This line of hair dyes represents the most recent employment of some of the most ancient natural recipes coming from the Chinese and Mediterranean tradition, which make use of the extraordinary biodynamic properties of Green tea and Olive Leaves.

The **GREEN TEA PLANT** thanks to a mix of molecules known as **polyphenols** protects its own biological defences, assuring energy and brightness, shine and **colour resistance** to its the leaves.

The **OLIVE TREE** is well known for high concentrations of **tannins** and **polyphenols** that can be described as the **"P Factor"**.

The **"P" Factor** is the property thanks to which the living organisms protect themselves against biological deterioration caused by the action of external agents (Pollution and Climate), as well as internal agents, such as premature ageing.

The P factor and the polyphenols are provided with exceptional **anti-oxidant properties**, which are able to capture **free radicals** and then counteract them.

In hair and follicles, the P factor contrasts typical ageing effects, it fights against grey hair and the typical atonic aspect of the hair after the thirties.



brightcolor

DIRECT COLOR



DIRECT COLOR WITHOUT ACTIVATORS

Brightcolor creates the shiniest shades on all types of hair even in case of those clients who has problems with permanent colors or on damaged hair.

It is possible thanks to the formula of direct color without any kind of activator. Brightcolor **doesn't contain ammonia** or its by-products.

It is deposited on the cuticle layer and thus reflects the hair.

Gives an **amazing shine** and **conditions** the hair making it **soft, flexible** and **brilliant**. **Easy to use**.

	LIGHT BLONDE	BLOND	LIGHT BROWN	DARK BROWN
CLEAR				
crystal				
yellow				
honey				
apricot				
coppery				
red				
cherry				
violet				
lavander				
green				
tobacco				
chocolate				
dark brown				
blue				

> 15 ORIGINAL SHADES

> TO SATISFY EVEN "STRONG" COLORS

> PURE COLOR (ONLY DEPOSIT) AND TRANSPARENT (MAXIMUM SHINE)

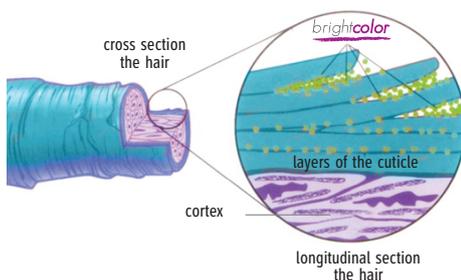
> ALCOHOL/AMMONIA/ PEROXIDE FREE

> RICH IN PROTEINS AND CONDITIONING ELEMENTS

> CAN BE USED WITH PERMANENT COLORS, CREATES A BRILLIANT FILM

> ADDS A NEW BRILLIANT SERVICE TO THE SALON

Illustration of the deposit of Brightcolor layers of the cuticle of the hair



brightcolor

DIRECT COLOR



RICH IN PROTEIN CONDITIONERS

PAPAYA (*Carica Papaya*)

Is a fruit with very important **energizing** and **antioxidant properties** (slows down cellular aging). It has **nutritive qualities** and is **rich in vitamins** (A, C, E), **antioxidants** (selenium, carotene, flavonoids), **minerals** and **oligoelements**. That's why ancient indigenous populations called it "golden tree of the eternal youth".



WHITE TEA (*Camellia sinensis*)

Is considered to be the most precious and sought-after one and even was called "Tea of the Emperor". Its germ is collected only two times a year and only in perfect climate conditions.



It contains many precious elements among which stand out **tannins, polyphenols, flavonoids, vitamins** and many others. It is considered to be one of the most powerful natural antioxidants currently known.



Bottles of 280 ml. - 15 shades





HAIR INTEGRITY PROTECTOR

SUPPLEMENT OF BEAUTY



WHAT IS IT

From now on every hairstylist in the world has a new “ally” to perform his **technical services (bleach and colour)** without weakening the hair structure.

MP COMPLEX is a new **revolutionary** technical service. It is a **high performance product that is added to the bleach or color mix** to reduce considerably the risk of hair damage.

It **works safely** on bleached or very damaged hair. If used on healthy hair it preserves its natural beauty without damaging it.

HOW DOES IT WORK

It is a **revolutionary product** that “recognizes” damaged hair. So, it works effectively on the broken bonds.

It **acts as an integrator “healing” the parts damaged** by previous decolorations. It **restores** and **protects** the hair assuring the bleaching process is safe and the hair is in perfect condition.

WHY SHOULD YOU CHOOSE IT

It is **unique** because:

- > It doesn't slow down the processing time;
- > It doesn't slow down the bleaching power;
- > It is not necessary to increase the volume of oxygen;
- > It is perfect for all hair types.

ALL IN THE UNIQUE PRODUCT!



HAIR INTEGRITY PROTECTOR

**THE RESULT
IS PERFECT
HAIR
AND SHINY
COLOR
THAT LASTS
LONGER.**

HOW IS IT USED

MP COMPLEX is added to the mix in the following ratio according to the quantity of bleach being used:

30 gr of bleach

5 ml of **MP COMPLEX**

60 gr of bleach

10 ml of **MP COMPLEX**

Mix well with the color brush.

AFTER BLEACHING

As soon as the processing time is over, rinse well, wash with **07 Tonic Shampoo** (2 applications), towel dry and apply again **5** ml of **MP COMPLEX** + **5** ml of water (in case of thin hair mix with 10 ml of water) only on bleached parts.

Do not rinse off, towel dry and proceed with the blow dry.

COLOR BLEND

MP COMPLEX can be used with the **color mix** in the following ratio:

50 gr of color cream

5 ml of **MP COMPLEX**

100 gr of color cream

10 ml of **MP COMPLEX**

As soon as the usual processing time is over, wash the hair with **14 Colored Hair** line.

MP COMPLEX
*You won't be
able to
do without!*



TECHNICAL AREA

OXYGEN



Pack 1000 ml bottles

This creamy and fragrant **oxidizing emulsion** with a **soft, homogeneous consistency** and **fragrance**, assures a more **comfortable use** of the product.

Thanks to **protective moisturizing ingredients** among which **PANTHENOL** that has anti-irritating properties, it helps **Passion Colour Oil** ammonia free and Mia Color Cream ppd-free to protect the hair and assure the best results in hair colouring and bleaching, making the hair shinier and letting the **colour last more**.

Available in **10/20/25/30/40 volumes**.



Pack 1000 ml bottles

ACTIVATOR 0.05

The **creamy fragrant Activator** created especially **to obtain not permanent highly cosmetic** light effect (reflections) without changing the base and can be mixed with any Passion and MIA shade.

Highlights mèches and creates play of colours and light effects **without changing the base**.

Perfectly tolerable, it does not cause irritation, does not drip, delicate to skin and hair.

PROTECTION

Passion Protection is a protective treatment with **GUAIAZULENE** and **LIPOPHILIC FRUIT ACIDS** to apply before technical procedures.

The **extraordinary soothing action** of Guaiazulene together with the tamponing modulated action of Lipophilic Fruit Acids allows to **prevent with success possible irritations and reddening** caused by hair dyes alkalinity, perms for hair waving and bleaching.

Passion Protection isolates the skin, protects it actively and doesn't interfere with following technical treatment.



Pack 250 ml bottles

BE 9+ SYSTEM

BE9+ BLUE CREAM 3% - 6% - 9% - 12%

plex protection

A unique blue oxidizing cream, enhanced with **Plex Protection** which guarantees the right level of hair **hydration**. The **blue pigment inhibits yellowing** during bleaching/coloring services. **Polyamino sugar** ensures optimal **protection** of the keratin structure of the hair, **papaya** guarantees **hydration**. With a pleasant fragrance to guarantee a pleasant service.



UP
TO 7
LEVELS

BE 9+ SYSTEM *argan protection*

BLEACH POWDER ARGAN PROTECTION

BE9+ Bleach Powder Argan Protection is a compact bleaching powder for a high quality result in hair bleaching.

With a delicate highly protective formula thanks to **Guar gum**, a natural ingredient of vegetable origin, which makes the cuticles thicker and has a **protective function** on the hair.

An antioxidant action is favored by **Argan Oil** which, with the important presence of fatty acids, has **emollient and softening** properties, making it ideal for scalp and hair. For bleaching **up to 7 levels**.

With **NON-VOLATILE FORMULA**: the product is not inhaled during preparation and application. Creamy texture and easy to prepare.

Vegan-friendly.

Highly versatile at different mixing ratios.



Pack 500 gr box

BE 9+ SYSTEM *high definition*

**UP
TO 8+
LEVELS**

BE9+ BALAYAGE HIGH DEFINITION

Balayage High Definition is a 'freehand' powder created to improve the creative performance of the most demanding colourists.

It can be applied without the aluminum foil, because it remains clinging to the hair during the entire duration of the installation, thanks to the **Kaolin** (white clay), which **guarantees compactness**.

It bleaches up to **8+ levels** and ensures a very precise and detailed application.



Pack 400 gr box



BLEACHES



**BE
9+**
plex protection



BLEACH POWDER PLEX PROTECTION

The structure of blond hair is more delicate and for this reason the colorist has the duty to **grant a perfect quality of the hair** offering the client a **spectacular result**.

BE9+ protection is granted by the **Plex Protection**, a new technology that protects the hair and allows to obtain an **intense bleaching in complete safety**.

It creates a perfect balance between **extreme bleaching** and **protection**. The protective function is granted by a fundamental active ingredient, the **"cane sugar"**, a precious element that **ensures maximum protection to the keratin structure** during the whole bleaching process. The active ingredient is the result of the condensation between **amino acids** and **sugars**, molecules having inherent conditioning properties thanks to the high capacity to retain water and to their film-forming power. The combination of the two elements allows to obtain a **molecule** having a **high affinity with the hair** and with a **strong conditioning power** for a **healthy** and **soft** hair.

BE9+ PLEX PROTECTION Is a bleaching powder for hair to be mix with the oxydizing emulsion **20/30/40** vol.

DOSES 1 measuring cup **30 gr** of **BE9+** with **60 ml** of oxydizing emulsion **20/30/40** vol.

PREPARATION Pour the compact powder in a non-metallic bowl and mix until you get a smooth cream.

APPLICATION *Bleaching:* start from the darkest areas (from the low part of the nape), apply the product **1 cm** from the root.

PROCESSING TIME From **25** up to **45 minutes** depending on the lightening level to reach. The product has a progressive lightening power. After **45 minutes** the lightening action stops. We suggest to frequently check. Once obtained the desired result, rinse well with lukewarm water and wash the hair with **14 Shampoo Colored Hair + 14 Conditioner Colored Hair**. "It's possible to tone if you want a different result".

BE9+ service includes, lightening, bleaching and the coverage of white hair granting up to **10 levels of lift**. It grants a superior quality of the hair even in case of very damaged hair.

BE9+ if personalized with the **MIA Special base Metallic Irisée** series, according to the type of hair, creates amazing and **one-of-a-kind blonds**.

BE9+ is a service easy to use, ready to use and always grants **perfect results**.



Pack 500 gr box

BE
9+



pH alkaline to acid
TRANSFORMER

BE9+ pH TRANSFORMER



before

after

pH TRANSFORMER, TRANSFORMS THE COLOR FROM PERMANENT OXYDATION IN TONING COLOR.

*pH Transformer allows you to switch from an alkaline to an acid pH, so from a pH 8,5/9 to a pH 4". pH Transformer is a fluid with ALOE VERA to transform a permanent color into a **toning color WITHOUT LIGHTENING THE NATURAL BASE.** In the color service pH Transformer is used as **TONING** for lightenings like balayage, meches, shatush **WITHOUT INTERFERING WITH THE NATURAL BASE.** A fluid, created to instantly transform the oxydant color in a toning color containing protective **ALOE VERA.** It prolongs the brightness and shine of the color. It promotes the best texture of the ideal color for an easy and fast use (application). **USE:** After balayage, meches, shatush, wash the hair with shampoo and apply the desired color shade of MIA Color Cream or Passion Colour Oil. Mix: **100 ml** of color with **16 ml** di pH Transformer and with **150 ml** of Oxygen 10 vol. (3%) Use gloves. Processing time is **5/20** minutes.*

ADVANTAGES:

- > IT INSTANTLY TRANSFORMS BALAYAGE, MECHES, SHATUSH INTO THE COLOR DESIRED
- > IT DOES NOT LIGHTEN THE NATURAL BASE
- > IT GIVES LONG-LASTING BRIGHTNESS AND SHINE
- > EASY USE
- > IT INCREASES SALES OF COLOR SERVICE IN THE SALON
- > IT REMOVES THE NEED OF USING DIFFERENT COLOR RANGES



Pack 3 bottle x 100 ml

LIGHTENING SPRAY

SPLIGHT
ARTISTIC LIGHTENING SPRAY



Bottle 150 ml

SPLIGHT: ARTISTIC LIGHTENING SPRAY

SPLIGHT is a new concept of spray & light. A no-rinse lightening spray for finishing. It creates immediate lightening on dry hair. It adds an artistic touch to a new look. It enables the hairdresser to offer an impressive service to his clients. *Innovation by Emmediciotto in the best salons exclusively.* No-rinse liquid lightening spray. Finishing product that allows to lighten instantly on dry hair to add an artistic touch to any look. No residue. Suitable for any hair type. **USE:** Spray the product at 1 cm from the root on a chosen strand, slide the iron to lighten and create a style. It is recommended use of gloves. Avoid the contact of the product with eyes and skin. Rinse eyes and skin immediately with water.

BE
9+
UP TO 3 LEVELS



VITA MINIC

CURLTHERAPY CURLING LOTION AMMONIA FREE | THIOGLYCOLIC ACID FREE

Hair curling lotion with wheat proteins, without thio glycolic acid and without ammonia. Its formula suits all hair types. It allows to shape perfect curls, elastic and full of body that stick to a roller form. Do not use on bleached hair.

INSTRUCTIONS FOR USE:

- 1. STEP** > wash the hair well with O1 Every Day Shampoo;
- 2. STEP** > Put on rollers, and apply CURLTHERAPY on natural hair. On sensitive and treated hair add HYDRAPROTECTION;
- 3. STEP** > Repeat the application of CURLTHERAPY 3 minutes later, cover the hair with a plastic cap and control the elasticity of curls every 5 minutes, when the indicated time is over rinse abundantly for 5/10 minutes approximately;
- 4. STEP** > Dry delicately with a towel and apply the NEUTRALISING on each roller, leave on for 5 minutes; then remove the rollers and apply the NEUTRALISING once again, leave it on for 5 minutes more. Rinse thoroughly, dry and style.

PROCESSING TIME AND MIXING:

NATURAL HAIR: 20 minutes, check every 5 minutes.

TREATED HAIR: 15 minutes, with HYDRAPROTECTION (20 ml every 100 ml of CURLTHERAPY) check every 5 minutes.

SENSITIVE HAIR: 10 minutes maximum with HYDRAPROTECTION (30 ml every 100 ml of CURLTHERAPY) check every 3 minutes.



0% THIOGLYCOLIC ACID
0% AMMONIA
100% CURLY

HYDRAPROTECTION WHEAT PROTEIN

Formulated to be used only mixed with CURLTHERAPY and K-STRAIGHTCREAM on treated hair. It protects and hydrates the hair from roots to ends during the treatment and it prevents damages. The high concentration of hydrating and restructuring elements acts on damaged zones. HYDRAPROTECTION strengthens the hair structure and improves the treatment result; the hair is more elastic and cosmetic.

INSTRUCTION FOR USE:

> Mix 30 ml of HYDRAPROTECTION every 100 ml of K-STRAIGHTCREAM or CURLTHERAPY and proceed with the desired treatment.





VITAMINIC ACTIVE INGREDIENTS

WHEAT PROTEINS

> nourishment and restructuring action

KERATIN

> rebalancing action

SILICONES

> soothing and polishing action

PANTHENOL

> moisturizing and rebalancing action

VITAMINS

> tonic action

WITHOUT AMMONIA

WITHOUT THIOGLYCOLIC ACID



VITA MINIC

K-STRAIGHTCREAM WITH KERATIN AMMONIA FREE - THIOGLYCOLIC ACID FREE

Permanent straightening cream with keratin, formulated to "SHAPE" totally all hair types with "straight effect" in total safety.
Do not use on bleached hair.

INSTRUCTIONS FOR USE FOR PERMANENT HOT STRAIGHTENING (lasting for 3 months):

1. **STEP** > Wash the hair well with O1 Every Day Shampoo;
2. **STEP** > towel-dry the hair;
3. **STEP** > apply K-STRAIGHTCREAM on the all length;
4. **STEP** > comb frequently for a better straightening, check the lock every 3/5 minutes;
5. **STEP** > when processing time ends rinse well for 5/10 minutes;
6. **STEP** > dry well with a towel, divide the head in locks of about 2 cm, use the flat iron to dry up to 80% to fix straightening;
7. **STEP** > proceed applying NEUTRALISING at the basin and leave on for 10 minutes, comb frequently. Rinse accurately.



PROCESSING TIME AND MIXING:

NATURAL HAIR: 20 minutes, check every 5 minutes.

TREATED HAIR: 15 minutes, with HYDRAPROTECTION (20 ml every 100 ml of K-STRAIGHTCREAM) check every 5 minutes.

SENSITIVE HAIR: 10 minutes maximum with HYDRAPROTECTION (30 ml every 100 ml of K-STRAIGHTCREAM) check every 3 minutes.

NEUTRALISING WITH PANTHENOL

Neutralizing lotion with **vitamins** and **pathenol** that acts inside the hair fixing permanently the curling/straightening treatment.

It gives **brilliance** and makes the hair **easy to comb**.

It **fixes** and **cleanses** deeply thanks to the shampoo micro particles that also give the hair a pleasant fragrance.

Panthenol helps to keep the hair **elastic, shining** and **silky**.



Hair smooth and silky as velvet with LISS VELVET!

LISS VELVET is a **high quality smoothing treatment** that gives hair a smooth look, soft and disciplined thanks to its highly performing **natural active ingredients**.

Its **fluid formula** improves distribution and penetration into the hair and its innovative formulation based on precious amino acids makes it suitable to satisfy every straightening need, guaranteeing safety and high cosmetic quality. Furthermore, **the deep restructuring action reduces frizz, controls volume, facilitates styling and gives shine to the hair**.

LISS VELVET is suitable for all hair types, including curly, frizzy, blonde, bleached, white and damaged hair.

The expected duration of treatment is 4-6 months.

Straightening agent : **GLYOXYLIC ACID**



ALOE VERA
Restore the pH of scalp and hair.



CHAMOMILE EXTRACT
Chamomile extract it has equilibrating, soothing and anti-inflammatory properties.



GUAR GUM
With softening and nourishing properties, it creates a film that protects against the use of flat iron.



Amino acids of SILK
Precious amino acids giving softness and a sensation of smoothness.



SOY and WHEAT amino acids
Are proteins with a low molecular weight easily absorbable, they create a keratin vegetal structure able to re-create the hair naturally.



KERATIN and COLLAGEN
Natural proteins, 2 fundamental elements for the hair balance.



ARGAN OIL
It makes the hair soft and shiny and fights against frizzy effect. It deeply hydrates for a shiny and safe hair.

1 PREPARING SHAMPOO

Natural* shampoo for a deep cleansing of hair and scalp with its pH 7.5 is perfect for all kind of hair.

Aloe Vera regulates the pH of hair and scalp.

Chamomile extracts have balancing, soothing and anti-inflammatory properties. It perfectly cleans hair and scalp. It prepares hair to receive the straightening treatment.

* Sustainable production process, without use of organic solvents, easily biodegradable.

**FREE FROM
PARABENS,
PETROLATUM,
SILICONS,
COLORANTS.**

LISS

VELVET

SEDUCTION

2 PERFECT SMOOTHING and 2 PLUS ABSOLUTE SMOOTHING HAIR

Keratin straighteners that create an 'absolute natural smooth' technical service. Keratin and collagen give strength and resistance to the stem. **The straightening agent glyoxylic acid + soy amino acids + wheat amino acids + silk amino acids** ensure perfect straightness by nourishing and plumping the hair.

PHASE 1: SHAMPOO Clean the hair with **1 Preparing Shampoo**, performing two steps, first massage and then rinse off.

PHASE 2: DRYING Proceed with blow drying.

PHASE 3: TREATMENT Divide the hair into 4 sections starting at the back of the neck with 1cm horizontal sections. Apply LISS 2 with the dispenser or LISS 2 PLUS with the brush and comb each strand to facilitate the penetration of the product into the capillary fibres.

Hair type	% drying
Natural / Afro natural	100%
Colored / Bleached up to 50%	70%
Bleached 50% to 70% / White	50%

SUGGESTED QUANTITY > from 40 g to 60 g > check that the product is well distributed over the entire hair structure, if necessary increase the quantity.

ZERO PROCESSING TIME

PHASE 4: DRYING Start drying your hair with a hairdryer and brush starting from the back of your neck until you have completed the entire hair.

PHASE 5: STRAIGHTENING Straighten, **adjusting the temperature based on the type of hair**, starting from the back with horizontal sections of 1 cm. Pass the straightener several times from root to tips, depending on the type of hair, see diagram below, insisting on a greater number of passes in the most difficult areas (nape/regrowth/area front). After having straightened all the hair, proceed with an abundant **rinse for about 5 minutes**, and move on to the last step Final Conditioner.

Hair type	Flat iron temperature	Flat iron steps
Natural / Afro natural / Colored	220°C 428°F	9-10
Lighten 50% to 70%	200°C 392°F	8-9
White / Blond / Bleached	170°C 338°F	7-8

PHASE 6: CONDITIONER Apply **3 Final Conditioners**, leave on for 5 minutes. Rinse with warm water and proceed with drying.

3 FINAL CONDITIONER

it's the last phase to complete straightening treatment.

It contains natural keratin, a protein which is one of the fundamental elements for hair equilibrium. Rich in natural ingredients like Argan oil and collagen. It considerably increases the hydration level, nourishes and improves hair conditions reducing the excess of volume and prolonging the straightening effect duration.

Results: The hair is strong, deeply nourished, smooth and bright. 3 Final Conditioner makes fibers resistant against external factors, avoiding hair breakings and split ends.

The hair will be stronger and healthier.

Suitable to maintain the smoothing treatment.



PREPARES TREATS TREATS COMPLETES
NATURAL ABSOLUTE
SMOOTH SMOOTH

TECHNICAL SUPPORTS



CARR/5
BLACK
WORK STATION



CARR.1
WORK STATION
S.PLUS BLACK



CIOT
COLOUR BOWL

PENN
COLOUR BRUSH



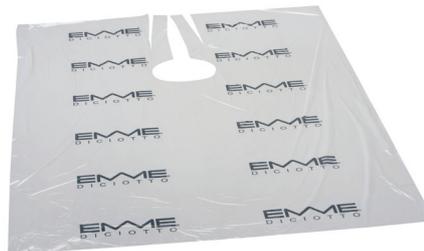
MISU
MEASURING CUP



C.CHART PASSION / MIA / BRIGHTCOLOR - COLOUR CHART



MCLIP
WHITE CLIP
COLOR
EMMEDICIOTTO
(1 blister 6 pcs)



MANT
COLOUR
PLASTIC CAPES
pc.30 /
SINGLE-USE



PIASTRA18
TITANIUM IRON
TOURMALINE
DIGIT.230°



BRUSH
EMMEDICIOTTO
TOURMALINE

EMME16
16mm. DF1481

EMME25
25mm. DF1461

EMME33
33mm. DF1451

EMME43
43mm. DF1441

EMME53
53mm. DF1431



PHON18
BLOW DRYER
EMMEDICIOTTO PROFESSIONAL
Col. BLACK



GEM/HD
 PAINTING BOARD
 EMMEDIOTTO



GEM/HDT
 PAINTING TABLET in wood
 EMMEDIOTTO



HAT
 HAT COLOR
 EMMEDIOTTO



FRISB
 FRESBEE
 EMMEDIOTTO
 COLOUR



SAF/KIT
 SAFETY KIT
 (cape, gloves, mask)



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