



RAIN DANCE

NATURE'S TIME





THE VITAL FORCE OF NATURE

HEALTHY, STRONG, BEAUTIFUL HAIR

RAIN DANCE

NATURE'S TIME

RAIN DANCE

THE RITUAL, THE PURITY, THE FORCE OF WATER

It all begins with water: who knows which water drop gave life to that leaf of grass sprouting from barren land? We also come from there: submerged, weightless, not cold or warm, in muffled sounds – we grow – and, finally, we come into the world.

Water is the original element we will always look for; water is a gift from nature and at the same time it's its nourishment.

Water harbors something primordial and magical.

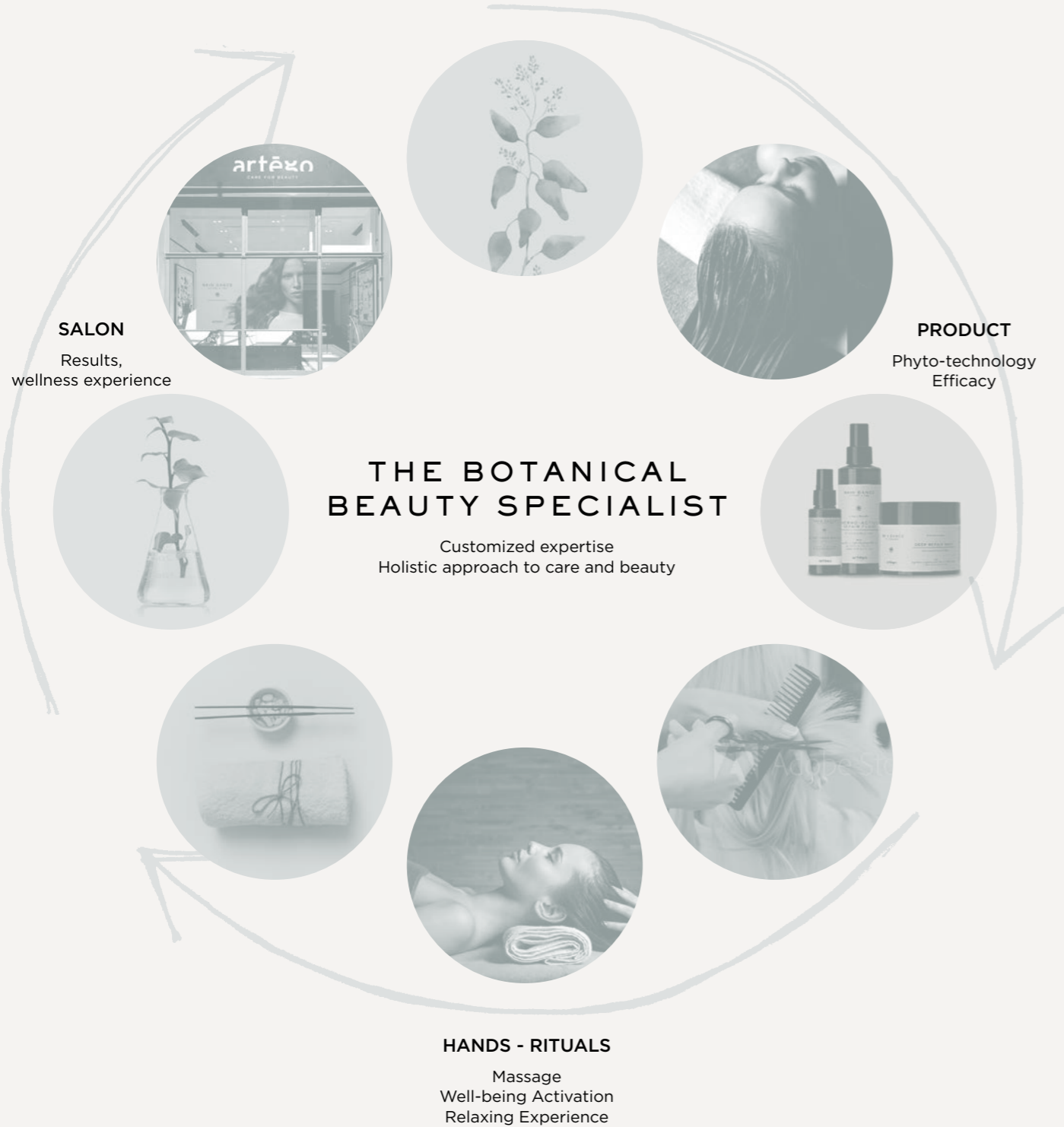
Its force has always been invoked: rain gives life to the desert, rain is long in coming, it lingers beyond the cloud; we yearn for it, we invoke it dancing, as if we were urging it to do the same, resuming the life cycle where it falls, evaporates, and again nourishes the Earth in a perfect and harmonious round dance that generates plants, flowers and fruits.

We gleaned inspiration from the **magic of rain**: this is how we created Rain Dance, thinking about plants and water as unique and essential elements for a blooming and vital hair growth, for its health, for its beauty.

RAIN DANCE, THERE'S NO RAINBOW
WITHOUT POURING RAIN

artēxo
CARE FOR BEAUTY

BOTANICAL APPROACH



PHILOSOPHY

RAIN DANCE
NATURE'S TIME

BOTANICAL APPROACH

Imagine you treasure unique and rare plants in a greenhouse, that trust in your love and care to thrive healthy and luxuriant: strong, vital, cherishing the love and passion you project on them.

In its evolution Rain Dance finds an extra-ordinary similarity to the world of plants, creating a SYNERGETIC SYSTEM made of:

- **PRODUCTS** formulated according to **PHYTO-TECHNOLOGY**
- **WELL-BEING** and **PLEASURE RITUALS** where **MANUAL SKILLS** are **FUNCTIONAL TO THE ACTIVATION OF** all the scalp physiological receptors, so to maximize the benefits of the active ingredients
- **SALON ENVIRONMENT** where expertise and customization turn the space into an oasis of care, relax, satisfaction for a rediscovered beauty

Customers will enjoy a fulfilling wellness experience, thanks to visible care and beauty results, immediate and over time.

Discover Rain Dance evolution becoming **BOTANICAL BEAUTY SPECIALISTS**.

PHYTO-TECHNOLOGY SYNERGY BETWEEN SCIENCE AND NATURE

With Rain Dance we created a complete line of product-treatments, loyal to our **RIGOROUS PHYTO-TECHNOLOGICAL FORMULATIVE APPROACH**, looking for the best synergy between the efficacy of botanical active ingredients and scientific intelligence; all products are enriched with:

- **IPSTIC**, one-of-a-kind molecule for a healthy, quick and strong hair growth.
- **18** natural active ingredients, among which **6** are **CERTIFIED ORGANIC***, to care, protect, nourish, hydrate, add volume, body and shine to the hair.
- **SILK PROTEINS**, extracted by the double thread of Bombyx Mori (silkwarm), are extraordinary proteins: they create a thin invisible film on the hair. **SERICIN**, the main molecule, has a high hydrating power, since it bonds with water molecules, making the hair incredibly silky and soft.
- **HYDROLIZED KERATIN**, a (protein) natural component of the hair fiber. Similar to keratin but carefully ground; it firmly bonds with keratin repairing the smallest amino acid missing segments on the hair stalk.

1. IPSTIC - THE SCIENCE

It is an active component developed by the University of Calabria, composed by **HYALURONIC ACID** and **SOY PROTEINS**. These 2 substances constitute a complex encapsulating 4 main macromolecules that have a leading role in the active ingredient:

- **CAPSAICIN**, with local stimulating action, soothing and analgesic
- **EPIGALLOCATECHIN**, from green tea, with antioxidant properties
- **POLYPHENOLS**, from coffee and chocolate, with a powerful antioxidant anti-inflammatory action
- **ZINC GLUCONATE**, astringent and antiseptic, important to stimulate cell regeneration

BENEFITS AND RESULTS ^a

- It inhibits the action of 5 α -reductase, considered to be one of the main responsible of hair thinning out and fall
- Antioxidant and anti-inflammatory action, to reach the best health and functional scalp and bulb conditions
- It stimulates the bulb's activity, promoting strengthening and rapid hair growth
- It favors blood flow on the scalp, favoring the absorption of nourishing substances, which are needed for a healthy and steady growth
- It adds essential amino-acids to nourish the hair bulb
- It has a long lasting effect, since functional active principles are released over time



2. THE LINE’S BOTANICAL RICHNESS - NATURE

Every product is enriched with a specific synergetic blend of IPSTIC plus natural active principles, among which:

6 ORGANIC CERTIFIED INGREDIENTS



ORGANIC CERTIFIED
TSUBAKI OIL*

Extracted by a precious Japanese variety of the Camellia flower. A pure product, with invaluable nourishing, soothing, softening and vivifying properties.

- It restores shine and softness to impoverished hair
- It gives incredible shine
- It grants softness and vigor



ORGANIC CERTIFIED
ARGAN OIL*

Originating from Moroccan cooperatives that work respecting the Argania forest. Long life elixir rich in essential fatty acids (EFA), Omega 3 and Omega 6, it is an essential oil that nourishes the hair shaft in deep.

- Anti-age action
- Hydrating and nourishing action
- It protects the hair and the skin, making them stronger and better looking



ORGANIC CERTIFIED
CAMELLIA OIL*

Obtained by the cold pressing of the Camellia flower seeds. It is made with 85% of oleic acid and it’s rich in A, B and E vitamins

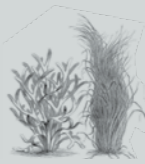
- It counteracts the free radicals action
- It efficiently halts ageing
- It prevents skin and hair dehydration



QUINOA
Color
protection



CASTOR-OIL
PLANT
Soothing
and nourishing



MARINE
COLLAGENE
Volumizing
and Conditioning



COCONUT
OIL
Anti-age protection



ORGANIC CERTIFIED
SARDINIAN CARDOON OIL*

Extracted by a quite common European wild plant. Thanks to its tocopherol and Vitamin A content, this oil has strong anti-oxidant properties, and it’s also widely used in cosmetics for its UV rays protective properties.

- It restores shine and softness to impoverished hair
- It gives incredible shine
- It grants softness and vigor



ORGANIC CERTIFIED
OLIVE OIL*

Rich in oleic acid and anti-oxidant vitamin E: anti-age and invigorating

- Anti-age action
- Hydrating and nourishing action
- It protects the hair and the skin, making them stronger and better looking



ORGANIC CERTIFIED
CHESTNUT EXTRACT*

It is an active principle rich in nourishing elements: carbohydrates, mineral salts, vitamins, proteins and amino acids. It acts on the hair filming it, repairing it and ensuring better water retaining properties, hence better hydration.

- It counteracts the free radicals action
- It efficiently halts ageing
- It prevents skin and hair dehydration



GREEN
COFFEE
Anti-oxidant



CORNSTARCH
No frizz action



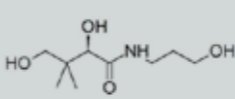
RICE OIL
Heat shield



GINSENG
Energizing



MARULA OIL
Calming and Hydrating



PANTHENOL
Nourishing



MAFURA
BUTTER
Soothing
and Decongestant



CARNAUBA
WAX
Smoothing
and Velveting

THE VITAL FORCE OF NATURE

PRODUCTS AND BOTANICAL RITUALS

WELLNESS AND BEAUTY EXPERIENCE

artēxo
CARE FOR BEAUTY

RAIN DANCE GREEN CONCERN

6 CERTIFIED ORGANIC INGREDIENTS

+12 PRECIOUS NATURAL ACTIVE INGREDIENTS

0% SLS/SLES
PARABEN
PARAFFIN
PETROCHEMICALS
COCAMIDE DEA
THIAZOLINONE



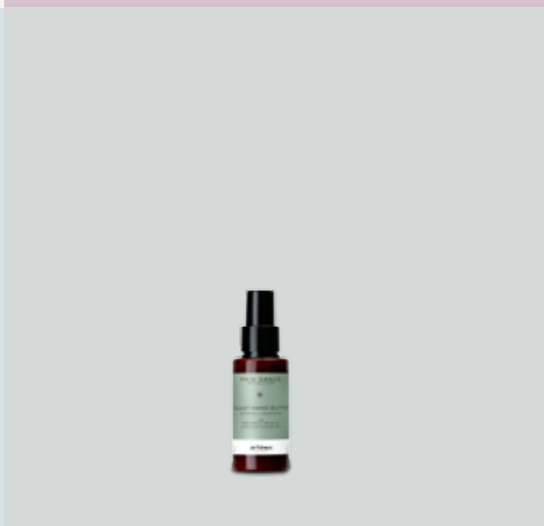
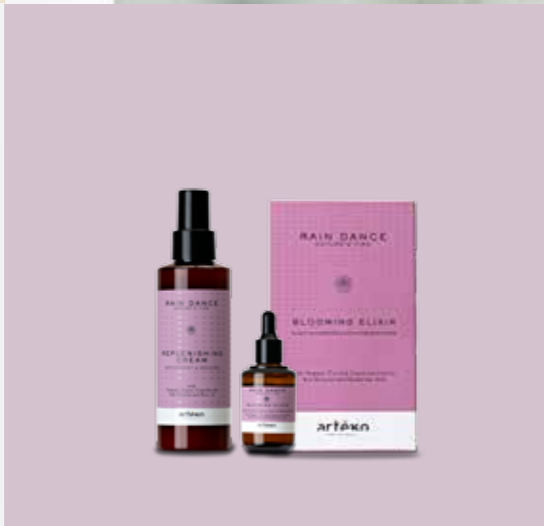
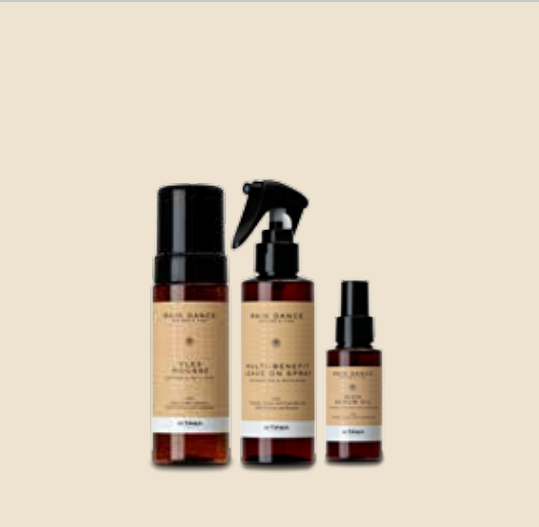
100% GREEN ENERGY
GENERATED BY RENEWABLE
ENERGY PLANTS



PAPER FSC PAPER
SOURCED FROM RESPONSIBLY
MANAGED FORESTS



ACCESSORIES SMART ACCESSORIES - DÉCOR
DESIGN, DURABILITY,
RE-USABILITY



A COMPLETE LINE

EXTRA SPECIALTIES

Anti-age
Growth Accelerator

Replenishing Cream
Blooming Elixir

WASHING & CONDITIONING

Color hold

Color Shampoo
Color Conditioner

Hydration

Hydra Shampoo
Hydra Booster
Hydra Conditioner
Hydrating Milk Spray

Volume and Thickness

Volume Shampoo

STYLING & FINISHING

Flexibility
Structure
Light

Flex Mousse
Multi-Benefit Leave on Spray
Rich Serum Oil

BOTANICAL REMEDIES

Rebuilt
Protect

Thermo - Active Repair Fluid
Deep Repair Mask

BODY CARE

Nourish

Velvet Hand Butter



LEARN MORE:



RICE OIL

It is a compendium of properties good for the hair; it makes it shiny, healthy, disciplined and re-generated, from root to tip. The hair is protected from oxidation, shielded from UV rays, heat and dryness.



GINSENG

The root extract, integrated in the product, has revitalizing properties for subcutaneous microcirculation, vivifying for the hair metabolism and growth.

STIMULATE, NOURISH, REINFORCE

Benefit
Gel serum, hair growth stimulator. It strengthens the hair and nourishes the scalp in depth, stimulating blood flow to the hair follicle. Antioxidant and anti-inflammatory action.

Certified Results
The hair grows twice as quick, and stronger.

+ 120% hair follicle elongation*
+ 170% hair growth increase*

Active principles
IPSTIC Complex, with **Oregano, Tea, Capsicum** and **Soy Protein** extracts, growth simulator and anti-inflammatory; **Hyaluronic Acid**, reinforcing; **Ginseng**, energizing.

How to use
Apply on the scalp on washed towel-dried hair; massage until complete absorption. Do not rinse. Recommended dose: 4 pumps.

Shock treatment: 1 application per day during 30 days. Repeat the cycle twice a year.

Maintenance treatment: 2 applications per week.

Size
50 ml



BLOOMING ELIXIR
SCALP NOURISHING
& HAIR STRENGTHENER

REPLUMP, PROTECT

Benefit
Repumping and molding no rinse cream. It protects and films the hair fiber strengthening the hair and shielding from UV rays, and heat, carrying out an antioxidant action.

Active principles
Organic Certified Tsubaki, Argan and **Camellia Oils**, hydrating and softening; **Silk Proteins**, illuminating; **Rice Oil**, antioxidant.

How to use
On wet or dry hair: apply 2 to 4 pumps, according to the hair length and thickness.

Size
150 ml

No rinse



REPLENISHING CREAM
ANTIOXIDANT & MOLDING

*in vitro tests after a cycle of 30 daily treatments of 1,4g (4 pumps)



LEARN MORE:



QUINOA

It is an herbaceous plant originating from Peru, and it has a really high content of essential amino acids, proteins and mineral salts: it enhances color retention inside the hair fiber.



COLOR SHAMPOO
ILLUMINATING COLOR DEFENCE

COLOR: PROTECT AND ILLUMINATE

Benefit
Illuminating cream shampoo. It prolongs color intensity and boosts its shine. It conditions the hair restoring its natural softness.

Active principles
Quinoa extracts, to protect and preserve the color; plant origin surfactants, to condition; **Tsubaki**, **Argan** and **Camellia Essential Oils**, hydrating and softening; **Silk Proteins**, illuminating.

How to use
Apply on wet hair and massage gently. Rinse abundantly. Repeat if necessary. Apply Rain Dance Color Conditioner afterwards.

Size
250ml - 1000ml



COLOR CONDITIONER
ILLUMINATING COLOR DEFENCE

COLOR: PROTECT AND ILLUMINATE

Benefit
Illuminating cream conditioner. It prolongs color intensity and boosts its shine. It detangles and conditions the hair, restoring its natural softness.

Active principles
Quinoa extracts, to protect and preserve the color; plant origin surfactants, to condition; **Tsubaki**, **Argan** and **Camellia Essential Oils**, hydrating and softening; **Silk Proteins**, illuminating.

How to use
After applying Rain Dance Color Shampoo, towel dry the hair and apply the product directly. Massage gently. Give the active principles 2-3 minutes to act, then rinse.

Size
250ml - 1000ml



LEARN MORE:



LUSTRECOMPLEX

It is similar to an oil yet it washes away and does not stain. It has a filming action on the hair surface, ensuring combability, shine and granting an anti-frizz effect.



CHESTNUT EXTRACT

It is an active principle obtained by organic chestnut, rich in nourishing elements: carbohydrates, mineral salts, vitamins, proteins and amino acids. It acts on the hair externally, filming it, repairing it and enhancing its water retaining properties, for a better hydration.

HYDRATION: QUENCH AND PROTECT



HYDRA SHAMPOO
DEEPLY HYDRATING

Benefit
Hydrating cream shampoo, perfect for all hair types. It makes the hair silky, soft and shiny.

Active principles
Lustreplex, conditioning and repairing; **Tsubaki, Argan and Camellia Essential Oils**, hydrating and softening; **Silk Proteins**, illuminating; **Amino acids Mix**, hydrating.

How to use
Apply on wet hair and massage gently. Rinse abundantly. Repeat if necessary. Apply Rain Dance Hydra Conditioner afterwards.

Sizes
250ml - 1000ml

HYDRATION: QUENCH AND PROTECT



HYDRA CONDITIONER
DEEPLY HYDRATING

Benefit
Hydrating Cream Conditioner. It conditions the hair leaving it silky, soft and shiny.

Active principles
AQ Save Chestnut Extracts, conditioning and repairing; **Tsubaki, Argan and Camellia Essential Oils**, hydrating and softening; **Silk Proteins**, illuminating; **Amino Acids Mix**, hydrating.

How to use
After applying Rain Dance Hydra Shampoo, towel dry the hair and apply the product directly. Massage gently. Give the active principles 2-3 minutes to act, then rinse.

Sizes
250ml - 1000ml

HYDRATION: QUENCH AND PROTECT



HYDRA BOOSTER
SUPREME HYDRATING MASK

Benefit
Soft and rich creamy mask, for a deep hydration. The hair is easily combable, soft and shiny after the application.

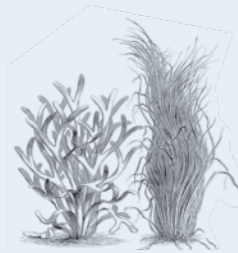
Active principles
Tsubaki, Argan and Camillia Organic Certified Oils, hydrating and softening; **Silk Proteins**, illuminating.

How to use
Distribute evenly on washed, towel dried hair, working strand by strand. Perform a light massage on the lengths. Leave for 2/3 minutes, comb and rinse with abundant water.

Sizes
250ml - 500ml



LEARN MORE::



MARINE
COLLAGEN

It is composed by essential Omega 3 fat acids and hair
filming proteins; it causes hair diameter thickening
without adding weight.
It has a strong antioxidant action.



COCONUT
OIL

Extracted from the namesake plant, it has great polishing and
lubricating action, beyond adding nourishment, protection and
relief. Used for its anti septic properties from ancient times.



VOLUME SHAMPOO
CONDITIONING & VOLUMIZING

VOLUME: BODY AND STRENGTH

Benefit
Volumizing Cream Shampoo. It restores body and shine to thin hair,
making it soft, light and deeply conditioned.

Active principles
Marine Collagen, volumizing and conditioning; **Glycerol** and **Erythritol**,
plumping; **Tsubaki**, **Argan** and **Camellia Essential Oils**, hydrating and
softening; **Silk Proteins**, illuminating.

How to use
Apply on wet hair and massage gently. Rinse abundantly.
Repeat if necessary.

Sizes
250ml - 1000ml



HYDRATING MILK SPRAY
NO RINSE DAILY CONDITIONER

LIGHT CONDITIONER: SILK AND LIGHT

Benefit
Conditioning Milk Spray. It gives softness and shine. It makes blow-
drying easier leaving the hair hydrated, soft, scented and full of light.

Active principles
Tsubaki, **Argan** and **Camellia Oils**, hydrating and softening; **Silk**
Proteins, illuminating. **Guar Flour**, conditioning; **Panthenol**, nourishing;
Coconut Oil, protective and anti-age.

How to use
Shake before use. Spray on the hair, comb and blow-dry. Perfect to
hydrate the hair daily. Suitable for all hair types.

Size
150 ml

No rinse



LEARN MORE:



GREEN COFFEE

It is an exquisite raw Arabica coffee blend, made of green desiccated seeds. Green coffee seeds are rich in substances with a powerful biochemical action, with strong antioxidant and anti-aging substances.



HYDROLIZED KERATIN

Similar to keratin but carefully ground; it firmly bonds with keratin and it repairs the smallest amino acid missing segments on the hair stalk.

FLEXIBILITY AND HOLD

Benefit
Molding mousse. It defines the hair, eliminates frizz effect and ensures an optimal hold. It confers the best softness and elasticity to the hair.

Active principles
Green Coffee, antioxidant; **Keratin**, softening; **Silk proteins**, illuminating and conditioning; **Cornstarch**, anti-frizz effect.

How to use
Dose the mousse on the hands. Apply evenly on washed towel dried hair. Blow-dry and style as desired. It can also be used on dry hair as molding finishing product.

Size
150 ml

No rinse



FLEX MOUSSE
SHAPING & ANTI-FRIZZ

REPAIR AND PROTECT

Benefit
All-in-one no rinse spray, to untangle and condition the hair daily. It repairs the hair external structure without adding weight.

Principi attivi
Keratin, repairing; **Organic Certified Tsubaki, Argan and Camellia Oils**, hydrating and softening; **Sericin**, illuminating; **Amino Acids Mix**, untangling and conditioning.

How to use
After washing with Rain Dance Volume Shampoo, spray the product onto the hair and style as usual.

Size
150 ml

No rinse



MULTI-BENEFIT
LEAVE ON SPRAY
DETANGLING & REPAIRING

ILLUMINATE

Benefit
No rinse beauty oil, sealing and thermal protective; it gives shine and softness to the hair without adding weight. Perfect before or after blow-drying.

Active principles
Organic Certified Tsubaki, Argan and Camellia Oils, hydrating and softening; **Sericin**, illuminating.

How to use
Apply a few drops on wet or dry hair. Style as desired.

Size
75 ml



RICH SERUM OIL
THERMAL PROTECTION & SEALING



REBUILD THE INSIDE AND SEAL THE OUTSIDE

Benefit
Extraordinary fluid with reconstructing and sealing action. It reconstructs the hair in depth, making it thicker and elastic. It has a soothing and protective action on the cuticle.

Active principles
High concentration of **Keratin** and **Amino acids**, to rebuild the hair internally; **Castor Oil**, with a nourishing and soothing action; select ingredients originating from **Olive Oil** and **Cardoon**, certified organic, and **Glycerin**, with hydrating, conditioning and protective action during thermal stresses; **Sugar**, with sealing action; **Glyoxylic Acid**, with anti-frizz effect.

How to use
Apply on clean moist hair. Comb to distribute evenly and perform a massage all over the length. Blow-dry. Do not rinse. Apply Deep Repair Mask afterwards.

Size
150ml



THERMO - ACTIVE
REPAIR FLUID
RECONSTRUCTION

STRENGTHEN AND REBUILD

Benefit
Intensive restructuring mask, to rebuild and strengthen the hair structure. Formulation enriched with Amino Acids and oils, to nourish and rebuild the hair in depth. It regenerates the hair fiber adding body, elasticity and softness. Its acidic pH compacts the hair.

Active principles
High concentration of **Castor Oil**, with soothing and thickening action; **Amino acids**, to reconstruct the hair internally; select ingredients originating from **Olive Oil** and **Cardoon**, certified organic, and **Glycerin**, with hydrating and conditioning action; **Sugar**, with a sealing action; **Micromilk**, to boost the hair shine.

How to use
Apply the mask on moist hair, distributing on lengths and tips. Massage and leave for 5/10 minutes under a heat source. Rinse. For a deep reconstruction use in combination with Thermo Active Repair Fluid. Suitable for all hair types.

Sizes
250ml - 500ml



DEEP REPAIR MASK
RECONSTRUCTION

LEARN MORE:



CASTOR OIL

It is a precious vegetable oil (maybe the first one used in cosmetics) extracted from the seeds of the namesake plant; the biggest exporter is India. It is a very thick viscous oil, with soothing, heat shielding and hydrating properties. It gives softness and body to the hair.



SARDINIAN
ORGANIC
CARDOON OIL

Extracted from a quite common wild Mediterranean plant. We select it from an Ecocert certified Italian plantation. Thanks to its tocopherol and Vitamin A content, this oil has strong anti-oxidant properties, and it's also widely used in cosmetics for its UV rays protective properties. Being an oil, it has great polishing, emollient, wetting and protective properties for the hair, also as a heat shield.



ORGANIC
OLIVE OIL

Natural product, typical of the Mediterranean areas. The one we use in our formulations comes from Sardinian certified plantations, and it is rich in oleic acid and antioxidant E vitamin, hence it has an anti-age invigorating action.



LEARN MORE:



MARULA OIL

Considered to be a precious beauty elixir obtained from the seeds grinding of the Marula tree, originating from Southern Africa. Rich in Vitamin C and E, it has great antioxidant properties, developing a skin rejuvenating action. Rich in Oleic acid, decongestant and illuminating.



MAFURA BUTTER

It is an oily extract that solidifies easily, becoming a viscous, spreadable and thick cream, of a yellowish color. It is extracted by the seeds of the namesake plant's fruits, originating from Southern Africa. This substance is rich in essential fatty acids, perfect to keep the skin elastic. It has emollient, hydrating, soothing and decongestant properties for redness and inflammations.



CARNAUBA WAX

It is a thick substance obtained by the maceration of leaves of a Brazilian plant tree. It is one of the most valuable waxes used in cosmetics, with a long-lasting soothing and velveting action on the skin.

NOURISH AND SOFTEN

Benefit
Hand butter that fluidifies in contact with the skin, turning into a soothing oil, nourishing and anti-age. It hydrates the skin immediately and leaves it silky for a long time.

Active principles
High concentration of **Marula Oil** and **Mafura butter**, African ingredients with renowned velveting, soothing, hydrating and reconstructing properties; **Jojoba Oil** and **Glycerin**, hydrating; **Carnauba Wax**, emollient.

How to use
Dose with the nozzle pump and massage.

Size
75ml



VELVET HAND BUTTER
SOOTHING & NOURISHING

RETAIL - ADVICE - TRUST

Product mix for the best customized result



COLOR PROTECTION	●	●					●				●			
MAXIMUM HYDRATION			●		●					●				
VOLUME						●	●		●					
RECONSTRUCTION			●				●					●	●	
BLOOMING			●	●							●			
NOURISHMENT			●										●	
SHINE EFFECT			●	●					●					
ANTI-FRIZZ			●	●				●		●				

REMEMBER THAT

TO THE OPTIMAL SERVICE SELECTION - AND FOR ITS BEST OUTCOME - IT'S IMPORTANT TO BE AS CAREFUL AS POSSIBLE DURING THE CONSULTATION, FOLLOWING THESE RECOMMENDED STEPS:

- 1- OBSERVE
- 2- ASK
- 3- LISTEN
- 4- RECOGNIZE
- 5 -PROPOSE

THE PRODUCTS CONTAINED IN THE CHART CAN ALSO BE USED IN A BLEND, DEPENDING TO THE DESIRED STYLE.

RAIN DANCE IS A COMPLETE SPACE

It is a **SKILLS** space, of listening, of relax and gratification.
It is **SUSTAINABILITY** space, of **ENVIRONMENTAL** and **NATURAL** awareness.
It is a **UNIQUE BEAUTY** space to be created and discovered.

RAIN DANCE

NATURE'S TIME



RITUALS

artēgo
CARE FOR BEAUTY





RITUALS

RITUALS



SCALP MESSAGES

In our WELL-BEING and PLEASURE RITUALS MANUAL SKILLS are FUNCTIONAL and help ACTIVATING all the scalp physiological receptors, so to maximize the benefits of the active ingredients of the products.

Opening and closing steps in our massages are always the same: VASCULARIZATION and DETACHMENT.

OPENING STEP: VASCULARIZATION

A functional, necessary step to prepare the scalp to receive the relaxing active ingredients. The technique consists of an upward circular movement, starting from the nape, aimed at stimulating and improve the blood flow throughout the scalp.

CLOSING STEP: DETACHMENT

This is also for a better absorption of the active principles, offering a pleasant sensation of wellness and awakening. The technique consists of detaching the scalp by pressing with the palm of your hands on the sides of the head, repeating an upward movement for at least three times.

What differentiates one massage from another is the CENTRAL STEP (BODY of the massage).

SHAMPOO APPLICATION

In case you are applying Rain Dance shampoos, the manual action required is activating the product on the scalp with an upwards circular massage, repeated for at least 3 times for each shampoo.

BLOOMING ELIXIR APPLICATION

In case you're applying Blooming Elixir, the manual action required is acupressure on the scalp; after every pressure, you should apply a drop of BLOOMING ELIXIR.

Also apply the product on the sides of the head and on the nape, distributing uniformly.

ACUPRESSURE POINTS
FOR BLOOMING ELIXIR
APPLICATION



- The first point (A) is one finger from the recess of the nose.
- Find the other points at half finger distance one from another

REMEMBER THAT

1. Massaging the scalp helps relaxing one's mind and help loosing contractions.
2. The movement of the massages must be gentle: movements run through the hair with determined yet light pressures. It's better to move slowly not to irritate the scalp, being too aggressive. Count to five for every rotation.
3. A five minutes massage it's enough to safeguard the health of the hair and for a special wellness and relaxation feeling all over the scalp.

It will be up to the BOTANICAL BEAUTY SPECIALIST to make a correct consultation.

Botanical Remedies are hence highly customer-adjustable, to get the best possible results.

1. RECONSTRUCTION - STRENGTH AND BODY

A reconstruction service that has been conceived, studied and carried out so that the salon could have a professional, modern, quick and efficient tool.
A complete treatment able to rebuild the hair from the inside, making it healthier, softer and more disciplined, thanks to the product’s reconstructing and conditioning properties, together with the massage and application technique.
Results are visible right from the first application.

ACTIVE INGREDIENTS

Each product contains a mix of certified natural oils: Camellia, Tsubaki, Cardoon, Olive and Castor oil, valuable active ingredients, plus the scientific complex called IPSTIC.

SENSORY EXPERIENCE

Both during the washing and during the following steps, perform a massage on scalp and lengths, to favor the functional active ingredients penetration into the hair.

RESULTS - TREATMENT CYCLE

The ingredients used by our laboratories ensure a long-lasting reconstructing efficacy. Using home maintenance products helps preserving that efficacy over time.

ADVICE - TREATMENT CYCLE

Depending on the diagnosis, the program consists of 3 TREATMENTS; more intense in the first period (2 or 3 weeks) followed by a second maintenance step, with longer pauses between one service and another (4 to 6 weeks).

PRODUCTS FOR THE SERVICE



ACCESSORIES



RECOMMENDED PRODUCTS FOR HOME MAINTENANCE



WELCOME

Welcome the customer in the Salon and create the right atmosphere, with the help of relaxing background music and a scented Rain Dance candle.

ADVICE

Start with the initial diagnosis, which will tend to evaluate the hair damage level, its porosity and its structure / texture. Evaluate developing times and – if it is appropriate the use of heat sources.

Offer the service to the customer, telling her how it works and what are its advantages.

RITUAL

Accompany the customer to the shampoo area. Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary. At the hand, towel dry the hair using a cotton towel.

Divide the hair into 5 sections and spray (always bottom-up) THERMO-ACTIVE REPAIR FLUID, applying more product on the most damaged or porous areas. Massage gently and carefully to ease the products absorption, then comb to keep the hair tidy. Apply all over the hair. Do not rinse and blow-dry using a brush. On medium-thick and/or overly damaged hair finish the application with a few flat iron strokes (Max 150/160°C).

Moisten the hair, spraying water first and HYDRATING MILK SPRAY afterwards, so to ease the next DEEP REPAIR MASK APPLICATION. Distribute the product strand by strand, being generous on the most damaged or porous areas, then comb to keep the hair tidy. Once the application is over, wrap the hair in a dampen hair turban, being careful of leaving the hair tips facing downwards; leave 5/10 minutes under a heat source at medium temperature.

Perform a gentle hand massage on your customer during exposure time with VELVET HAND BUTTER.

Once exposure time is up, remove the turban and leave the hair at room temperature during some minutes. On thin, sparse hair, it is possible to avoid the heat source.

Rinse with abundant water, gently. Towel-dry the hair afterwards to eliminate the water in excess. Accompany the customer to the chair and spray HYDRATING MILK SPRAY onto the hair. Style as desired.

GOODBYE

Once the first treatment is over, it is important to plan a customized program to repeat the service over the following weeks (so that it lasts longer), considering the damage status of the hair. In any case, it is important to recommend the use of our home maintenance products, HYDRA SHAMPOO and CONDITIONER, DEEP REPAIR MASK.



Ritual Time: 26 minutes

2. BLOOMING. GROWTH AND STRENGTH

An experience of sweet, peaceful energy, donating positive wellness while stimulating follicular activity, favoring the intake of fundamental nourishing elements for a quick and vital hair growth.

The scalp is brought back to optimal conditions, it is oxygenated and nourished; the growth is hence accelerated and the hair is strengthened from the root, reinvigorated and filled with energy.

This treatment is specifically aimed for those who have thinned out, dull, slowly growing hair.

ACTIVE INGREDIENTS

Each product contains a mix of certified natural oils: Camellia, Tsubaki, Cardoon, Olive and Castor oil, valuable active ingredients, plus the scientific complex called IPSTIC.

SENSORY EXPERIENCE

Both during the washing and during the following steps, perform a massage on scalp and lengths, to favor the functional active ingredients penetration into the hair.

RESULTS - TREATMENT CYCLE

The ingredients used by our laboratories, in combination with IPSTIC, ensure a certified hair growth stimulus:

+ 120% hair follicle elongation

+ 170% hair growth increase

ADVICE - TREATMENT CYCLE

Shock treatment: 1 application per day during 30 days.

Repeat the cycle twice a year.

Maintenance treatment: 2 applications per week.

PRODUCTS FOR THE SERVICE



ACCESSORIES



RECOMMENDED PRODUCTS FOR HOME MAINTENANCE



artexo
CARE FOR BEAUTY

WELCOME

Welcome the customer in the Salon and create the right atmosphere, with the help of relaxing background music and a scented Rain Dance candle.

ADVICE

Offer the service to the customer, telling her how it works and what its advantages are.

RITUAL

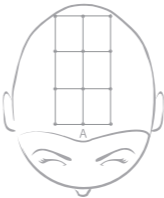
Accompany the customer to the shampoo area. Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times start rinsing from the nape and moving upwards. Repeat if necessary. At the hand, towel dry the hair using a cotton towel.

Apply Hydra conditioner distributing it uniformly with a wide-toothed comb. Leave for 2/3 minutes and rinse with abundant water always starting from the nape. Towel-dry the hair carefully and accompany the customer to the chair.

Perform massage to favor vascularization, bottom-up, for at least 3 times, to prepare the scalp to BLOOMING ELIXIR.

Starting from the recession of the nose, moving towards the hairline, find the first point (1 thumb distance). Activate with a gentle massage. Apply one drop of BLOOMING ELIXIR and massage for a better absorption. Continue towards the top of the head -half thumb distance – and find the second point. Activate and apply the product using the same technique. Continue on the same line, until reaching the rear crown, activating points one thumb from another. Same technique and same distance on the left and on the right. Complete the application on the nape and on the side areas, distributing the product with a gentle massage. Finish distributing the product all over the hair, performing a detaching massage at the end.

ACUPRESSURE POINTS
FOR BLOOMING ELIXIR
APPLICATION



- The first point (A) is one finger from the recess of the nose.
- Find the other points at half finger distance one from another

Blow dry and style as desired.

GOODBYE

At the end of the treatment it is important to propose the customer to buy BLOOMING ELIXIR, telling her how important it would be to continue applying it at home, both for the shock and the maintenance steps. In any case it is recommended to sell the customer HYDRA SHAMPOO and CONDITIONER for home maintenance.

5 minutes



2 minutes



3 minutes

7 minutes

Ritual Time: 17 minutes

AFTER COLOR

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS
FOR HOME MAINTENANCE



MAXIMUM HYDRATION

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS
FOR HOME MAINTENANCE



VOLUME

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS
FOR HOME MAINTENANCE



APPLICATION RITUAL

STEP 1 - Apply the color on the roots, spray MULTI-BENEFIT LEAVE-ON MILK SPRAY on the lengths, massage gently and only then tonalize the lengths.

3 minutes

STEP 2 - Rinse and wash with COLOR SHAMPOO and CONDITIONER. After rinsing, before the styling, apply REPLENISHING CREAM.

5 minutes

STEP 3 - Blow – dry using the desired Artègo styling / finishing products.

Ritual Time: 8 minutes

APPLICATION RITUAL

STEP 1 - Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary, then towel dry the hair using a hair cotton turban.
At the end, towel dry the hair using a cotton towel.

5 minutes

STEP 2 - Apply HYDRA BOOSTER MASK distributing uniformly strand by strand, performing a gentle massage on the lengths. Leave for 2/3 minutes, comb and rinse abundantly. Towel-dry to remove the water in excess.

5 minutes

STEP 3 - Apply Rich Serum Oil on lengths and tips.

1 minutes

STEP 4 - Blow-dry using the desired Artègo styling / finishing products.

Ritual Time: 11 minutes

APPLICATION RITUAL

STEP 1 - Apply VOLUME SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary, then towel dry the hair using a hair cotton turban.

5 minutes

STEP 2 - Spray HYDRATING MILK SPRAY evenly all over the hair and comb. Spray MULTI BENEFIT LEAVE-ON MILK SPRAY.

3 minutes

STEP 3 - Blow-dry using the desired Artègo styling / finishing products.

Ritual Time: 8 minutes

NO FRIZZ

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS FOR HOME MAINTENANCE



RESTRUCTURING

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS FOR HOME MAINTENANCE



SHINE EFFECT

PRODUCTS FOR THE SERVICE / RECOMMENDED PRODUCTS FOR HOME MAINTENANCE



APPLICATION RITUAL

STEP 1 - Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary, then towel dry the hair using a hair cotton turban.

5 minutes

STEP 2 - Apply HYDRA CONDITIONER distributing evenly and leaving for 2/3 minutes. Comb and rinse with abundant water.

2 minutes

STEP 3 - Accompany the customer to the chair. Apply FLEX MOUSSE on lengths and tips performing a light massage. Style and apply RICH SERUM OIL to add a shiny touch to the hair tips.

5 minutes

Ritual Time: 12 minutes

APPLICATION RITUAL

STEP 1 - Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary, then towel dry the hair using a hair cotton turban.

5 minutes

STEP 2 - Apply DEEP REPAIR MASK distributing uniformly strand by strand, performing a gentle massage on the lengths. Leave for 2/3 minutes, comb and rinse abundantly.

5 minutes

STEP 3 - Blow-dry using the desired Artègo styling / finishing products.

Ritual Time: 10 minutes

APPLICATION RITUAL

STEP 1 - Apply HYDRA SHAMPOO in the 5 points we talked about (upper area, sides, nape and rear area). Distribute the shampoo and start the upwards circular massage: repeat it for 3 times and rinse starting from the nape and moving upwards. Repeat if necessary, then towel dry the hair using a hair cotton turban.

5 minutes

STEP 2 - Accompany the customer to the chair and prepare 10g HYDRA CONDITIONER adding 2 pumps of RICH SERUM OIL to it. Mix with a brush, then apply the product from tip to root.

5 minutes

STEP 3 - Wrap the hair in a turban dampened with hot water, leaving for 5 minutes under a heat source. Rinse and towel dry.

5 minutes

STEP 4 - Blow-dry using the desired Artègo styling / finishing products.

STEP 5 - Apply RICH SERUM OIL before the final blow-out.

Ritual Time: 15 minutes

RAIN DANCE
NATURE'S TIME

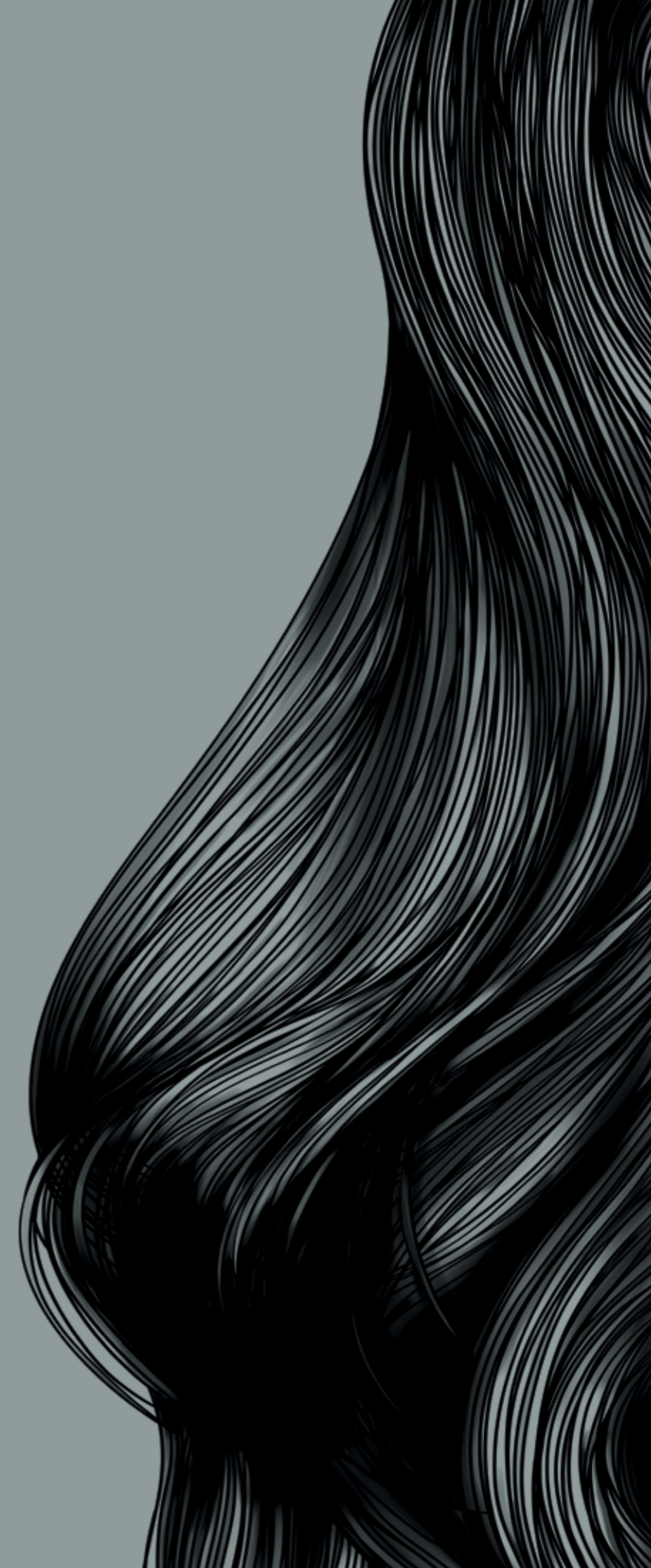


THE VITAL FORCE OF NATURE

artēxο
CARE FOR BEAUTY

RAIN DANCE
NATURE'S TIME

SO WONDERFUL
SO NATURAL



MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER



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