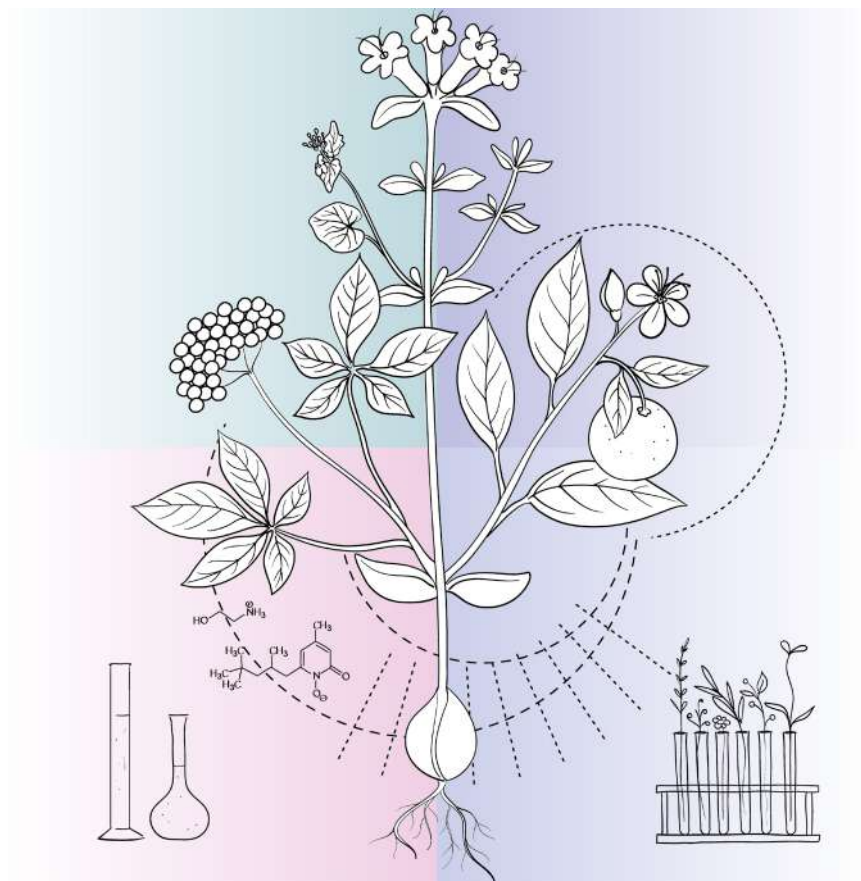


EASY CARE T

Special Products and Treatments



results

WONDERFUL RESULTS

take care

artēzo
CARE FOR BEAUTY



KNOW - PHILOSOPHY

Results

wonderful results

GET THE BEST FOR YOUR HAIR

LIGHTNESS, PURENESS,
SMOOTHNESS, CONSISTENCY,
STRUCTURE, ENERGY

your time has come
take care

KNOW - THE MARKET, THE CLIENT

EASY CARE T
means
Wonderful Results

Great, gorgeous!

We all desire dreamy hair.

Strong, healthy, flowing hair increases our self-esteem, our confidence among others, our ability to seduce, our well-being, the pleasure of seeing ourselves and feeling beautiful.

WHAT IS YOUR WISH FOR YOUR HAIR?

- Scalp is revitalized and full of energy, for strong and thick hair
- Hair is restructured inside and out, silky and shiny
- Renewed, regenerated hair, full of volume
- Elastic, disciplined hair, better hold of the style
- Essential hydro-lipidic rebalancing of the skin, with a soothing effect and a feeling of freshness

IMMEDIATE AND LASTING RESULTS

EASY CARE T
is your
Beauty Solution



KNOW - THE MARKET, THE CLIENT

*Where there's a will,
there's a way.*

SWAHILI PROVERB

Take Care

artēzo
CARE FOR BEAUTY

THE LINE, THE FAMILIES, THE WELLBEING IN THE SALON

EASY CARE T is a **CARE for BEAUTY** line composed of 4 **PRODUCT FAMILIES**, **PROBLEM SOLVING TREATMENTS** and **BEAUTY ENHANCERS**.

Each family is dedicated and aimed at giving **VISIBLE RESULTS FROM THE FIRST APPLICATIONS**, **TO SOLVE SPECIFIC HAIR AND SKIN IMPERFECTIONS**, restoring **HEALTH AND BEAUTY**:

- **RESCUE ANTI-HAIRLOSS, ENERGY AND GROWTH**
- **CLARITY ANTI-DANDRUFF, OXYGENATING**
- **BALANCE ANTI-SEBUM, LIGHTENING**
- **DREAM REGENERATING, REPLUMPING, STRENGTHENING, RECONSTRUCTING, ANTI-FRIZZ, SMOOTHING & SHINING**

The line meets the salon needs because it allows for easily obtain **WONDERFUL RESULTS**:

- > **IMMEDIATE AND PROFESSIONAL**, with great satisfaction for the salon result
- > **OVER TIME**, of great comfort for the home routine and loyalty building for the salon

Thanks to the **WELL-BEING AROMATHERAPY**:

1. **CUSTOMER WELL-BEING IN THE SALON IS AMPLIFIED THANKS TO THE DELICATE, PLEASANT, WELCOMING SENSORY ATMOSPHERE.**
2. **RELAXATION IS PROLONGED FOR A “CARE FOR BEAUTY” ROUTINE THAT CONTINUES AT HOME.**

KNOW - THE LINE AT A GLANCE

EASY CARE T *the line and the families*

rescue

ANTI-HAIRLOSS
ENERGY AND GROWTH



SHAMPOO 1000ml
SHAMPOO 250ml
ANTI-HAIRLOSS LOTION 10 x 8ml

STRENGTH AND THRIVING
GROWTH

clarity

ANTI-DANDRUFF
OXYGENATING



SHAMPOO 1000ml
SHAMPOO 250ml
FLUID 100ml
MASK 150ml

OXYGENATION
AND FRESHNESS

balance

ANTI-SEBUM
LIGHTNESS



SHAMPOO 1000ml
SHAMPOO 250ml
MASK 150ml

LIGHTNESS
AND PURITY

dream

REGENERATING, REPLUMPING, STRENGTHENING, RECONSTRUCTING
ANTI-FRIZZ, SMOOTHING & SHINING



PRE-SHAMPOO 1000ml
SHAMPOO-POST 1000ml 250ml
MASK 150ml 500ml
NEW REGENERATION LISSAGE 500ml
K-LOTION 12 x 8ml
DREAM DIAMOND REGENERATION FILLER TREATMENT BOX
DREAM DIAMOND ESSENCE 500ml x 2
DREAM DIAMOND NECTAR 20ml x 6
K-FLUID 500ml
NEW REGENERATION ULTIMATE LISS 500ml

PREPARATION AND MAINTENANCE

REGENERATING, SMOOTHING,
SHINING AND ANTI-FRIZZ

REPLUMPING,
REGENERATING,
SHINING

RECONSTRUCTING
AND
STRENGTHENING

STRAIGHTENING,
REPLUMPING,
ILLUMINATING

artēxo
CARE FOR BEAUTY

PLUSES OF THE LINE:

✓ IMMEDIATE, PROLONGED AND PROVEN RESULTS

✓ UP TO 98% NATURAL INGREDIENTS

✓ UP TO 98% BIODEGRADABLE INGREDIENTS

✓ WITH OVER 15 ACTIVE INGREDIENTS OF NATURAL ORIGIN INCLUDING:

- SEAWEED
- GINSENG
- SOY
- CINNAMON
- OREGANO
- SWEET ORANGE
- WHITE THYME
- TEA TREE OIL
- JOJOBA OIL
- AVOCADO OIL
- COCONUT OIL
- CASTOR OIL
- GLYCERIN
- VEGAN KERATIN
- SHIKAKAI AND TAMARIND
- EXTRACT HIDROLIZED WHEAT PROTEIN
- POMEGRANATE PERICARP EXTRACT

✓ WELLBEING AROMATHERAPY FOR CLIENTS AND FOR THE WELLBEING OF THE SALON ENVIRONMENT

✓ "CARE FOR BEAUTY" TREATMENTS IN THE SALON AND AT HOME

SALON ADVANTAGES

✓ THE SALON STANDS OUT FOR ITS HIGHLY PROFESSIONAL PERFORMANCE

✓ OPPORTUNITIES FOR RESALE AND GROWHT OF SALON SERVICES

✓ HIGHER CUSTOMER SATISFACTION

✓ ENHANCEMENT OF THE SALON'S IMAGE AND POSITIONING

✓ POSSIBILITY OF INNOVATION WITH THE NEW LAMINATION AND TONING SERVICE

KNOW HOW - POINTS OF STRENGTHS

MAKE THE DIFFERENCE
with Care.



YOU CAN
Always

artēgo
CARE FOR BEAUTY

PHYTO-TECHNOLOGY and WELLBEING AROMATHERAPY

TECHNOLOGY

EASY CARE T represents knowledge, technique, research, chemistry and scientific method as great allies for the development of formulations aimed at the health of skin and hair.

Its formulas contain active ingredients of natural origin such as: **Seaweed, White Thyme, Avocado Oil, Ginseng** and **Sweet Orange**, that work in active synergy to

- **maximize CARE and BEAUTY performances**
- **meet GOAL RESULTS and RESOLVE THE MAIN HAIR BLEMISHES**

The results of our R&D laboratories are the outcome of top-level work between a team of researchers and scientists: cosmetologists, biologists and technicians, guided by a common goal: to regenerate the wellbeing of hair, scalp and people, with botanical formulas supported by the latest generation cosmetic knowledge.

PHYTO-INGREDIENTS

EASY CARE T is enriched with SELECTED ACTIVE INGREDIENTS OF NATURAL ORIGIN.

The properties of each plant are enhanced through formulas that transform the uses and knowledge of the **Ancient Medicine and of gentle and natural remedies**, into a special **CONCRETE AND BENEFICIAL** richness and high performance.

For each Family in the line, our laboratories have identified specific groups of natural ingredients, which work in **SYNERGY** and **BALANCE** to achieve immediate and long-lasting results.

WELLBEING AROMATHERAPY

These are our words to tell how the basis of the formulations represents an “olfactory intelligence” of fragrances to promote people’s mental and physical wellbeing.

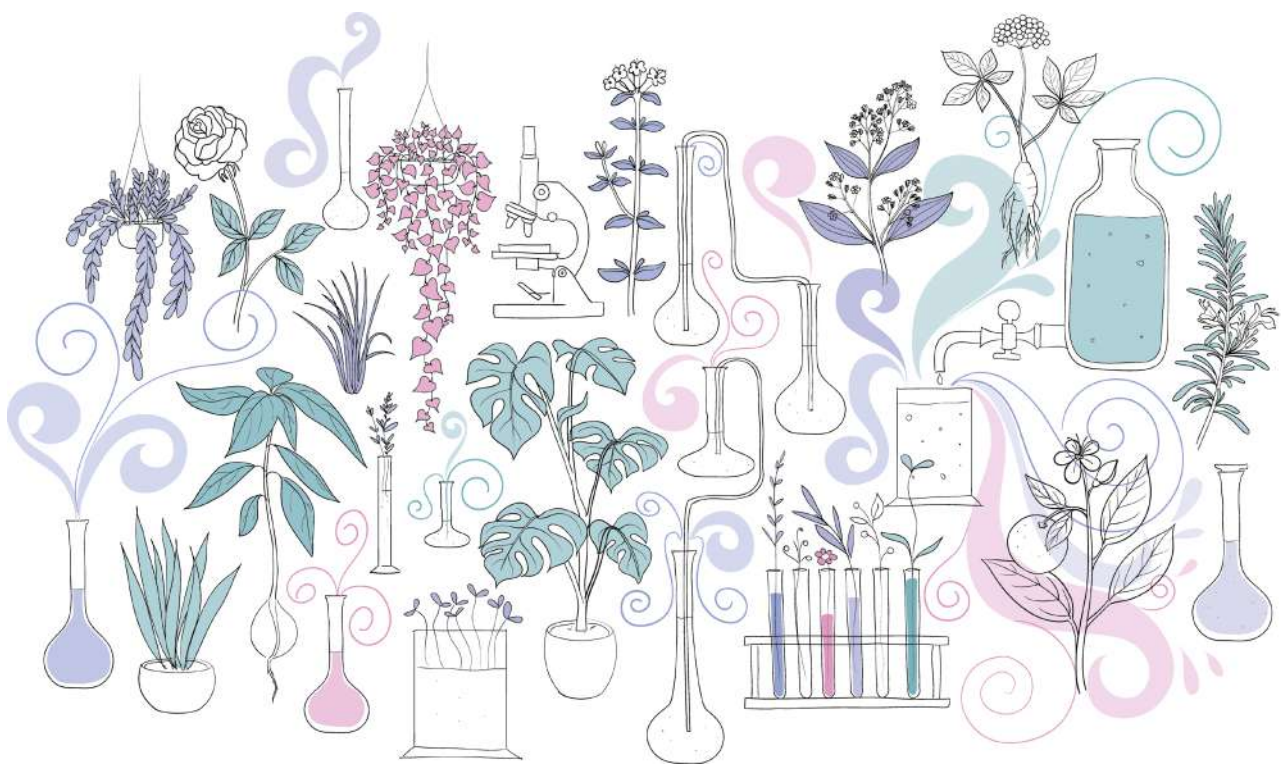
Smells and fragrances represent a **SENSORY STIMULATION OF GREAT EFFECTIVENESS**: in fact, they act at an unconscious, instinctive and ancestral level in all of us, they are able to arouse memories, emotions, dreams, and to foster beneficial mental states of wellbeing and positive energy.

Every product, every treatment in EASY CARE T is characterized by fragrant notes that are not only pleasant, but also active to give intimate and profound moments of mental and physical wellbeing.

But that’s not all: during the treatments, using the products, these **EXCLUSIVE FRAGRANCE BLENDS** are not only of olfactory pleasure, but will also characterize the salon environment, making it a comfort zone of beauty, inside and outside.

KNOW BETTER - PHYTO-TECHNOLOGY

our research starts from nature
for wellness and beauty results



WE TAKE CARE
Always

artēxō
CARE FOR BEAUTY

KNOW BETTER - EASY CARE T LINE

Which is your desire?

EASY CARE T

rescue

ANTI-HAIRLOSS
ENERGY AND GROWTH



SHAMPOO 1000ml
SHAMPOO 250ml
ANTI-HAIRLOSS LOTION 10 x 8ml

with

SEAWEED
GINSENG
SOY
CINNAMON

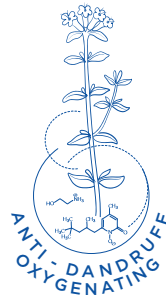
Wellbeing Aromatherapy

VETIVER
GRAPES

EASY CARE T

clarity

ANTI-DANDRUFF
OXYGENATING



FLUID 100ml
SHAMPOO 1000ml
SHAMPOO 250ml
MASK 150ml

with

TEA TREE OIL
WHITE THYME
CASTOR OIL
+ OCTOPIROX

Wellbeing Aromatherapy

SANDALWOOD, TONKA BEAN,
ADGAR WOOD

EASY CARE T

balance

ANTI-SEBUM
LIGHTNESS



SHAMPOO 1000ml
SHAMPOO 250ml
MASK 150ml

with

OREGANO
SWEET ORANGE
WHITE THYME
TEA TREE OIL

Wellbeing Aromatherapy

BULGARIAN ROSE,
CEDAR PATCHOULY

artēxo
CARE FOR BEAUTY

KNOW BETTER - EASY CARE T LINE

EASY CARE T

dream

REGENERATING, REPLUMPING, STRENGTHENING,
RECONSTRUCTING, ANTI-FRIZZ, SMOOTHING & SHINING



PRE-SHAMPOO
1000ml

SHAMPOO-POST
1000ml 250ml

MASK
150ml 500ml

NEW
REGENERATION
LISSAGE
500ml

K-LOTION REPAIR
12 x 8ml

DREAM DIAMOND
REGENERATION FILLER
TREATMENT BOX
DREAM DIAMOND ESSENCE 500ml X2
DREAM DIAMOND NECTAR 20ml X6

K-FLUID
500ml

NEW
REGENERATION
ULTIMATE LISS
500ml

with
JOJOBA OIL
AVOCADO OIL
SERICIN

Wellbeing Aromatherapy
SWEET CINNAMON
YLANG YLANG, MUSKY AMBER

with
DN - AGE®
VEGAN KERATIN

Wellbeing Aromatherapy
SWEET CINNAMON
YLANG YLANG, MUSKY AMBER

with
HAIR OLEOBOOSTER®
(complex extract in Coconut
Oil from the fruits of
Shikakai and Tamarind)
and HYALURONIC ACID

Wellbeing
Aromatherapy
COCONUT MILK,
VANILLA BEAN
AMBER, CINNAMON,
SANDALWOOD, MUSK,
SWEET ALMONDS

with
JOJOBA OIL
AVOCADO OIL
GLYCERIN

Wellbeing
Aromatherapy
SWEET CINNAMON
YLANG YLANG
MUSKY AMBER
VANILLA MOU

with
DN - AGE®
EXTRACT
HIDROLIZED
WHEAT PROTEIN
POMEGRANATE
PERICARP EXTRACT

Wellbeing
Aromatherapy
PINEAPPLE, MANGO
AND PASSION FRUIT

artēxo
CARE FOR BEAUTY



artēzo
CARE FOR BEAUTY

EASY CARE T

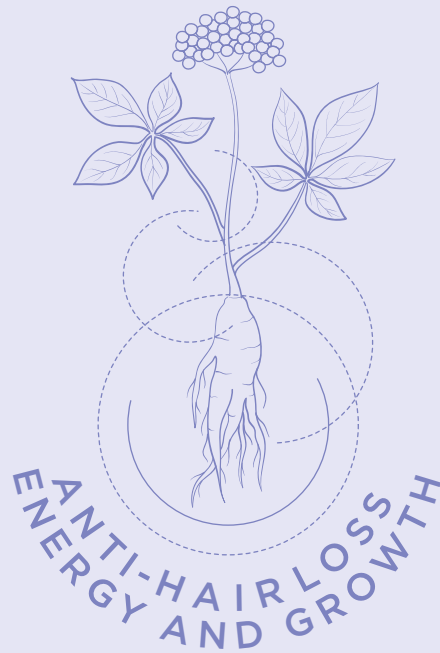
results

WONDERFUL RESULTS

discovering the line

FAMILIES PRODUCTS AND TREATMENTS

KNOW BETTER - DISCOVERING THE LINE



Take action,
energize
your desires

EASY CARE T

rescue

ANTI-HAIRLOSS, ENERGY AND GROWTH

REVITALIZING
RICH IN ENERGY FOR STRONG, THICK HAIR

VISIBLE RESULTS RIGHT FROM THE FIRST USE



*3 applications per week/**1 application per week

FAMILY RESULTS

- Provides the essential elements for the life cycle of the hair
- Gives vigor and greater density to the hair
- Restores the normal life cycle of the hair
- Reduces hair loss by strengthening the hair



RESCUE SHAMPOO with VITAPLEX™

ACTION

Gentle cleansing and energizing for skin and hair

1000ml Salon Size

250ml Retail Size

RESCUE LOTION WITH TRICHOGEN™

ACTION

Counteracts hair loss
Promotes and stimulates growth
Invigorates the hair fiber

10pcs x 8ml Retail & Salon Size



WITH TRICHOGEN®
AND VITAPLEX®
CLINICALLY PROVEN RESULTS

PHYTOTHERAPY



SEAWEED

They provide mineral salts and strengthening substances (Vitaplex®).



GINSENG

Ginkgo Biloba and Burdock: Stimulate circulation capillary (Trichogen®).



SOY

Contains proteins and enzymes for regrowth (Trichogen®).



CINNAMON

Strong antibacterial properties (Trichogen®).

WELLBEING AROMATHERAPY



GRAPES and VETIVER

Blend of aromas that is pleasantly fresh, reinforces the energy of confidence and sensuality, regenerates and soothes from any irritability.



EASY CARE T

rescue

ANTI-HAIRLOSS, ENERGY AND GROWTH

Intensive treatment rich in active ingredients that promote regrowth, clinically proven: Trichogen® and Vitaplex®.

Highly effective in counteracting thinning (receding hairline), weakening of the hair and an excessive hairloss.

Stimulates scalp circulation, promoting the absorption of nutrients essential to the regenerative activity of the bulb.

The hair is gradually stronger and more vital from the very first applications.

SPECIAL FOR

- Energizing
- Anti-hairloss
- Growth stimulator

TREATMENT PRODUCTS



SALON TOOLS



TIMING



* besides styling

energizing anti-hairloss

STEP 1_PREPARATION



RESCUE SHAMPOO



Wet the hair thoroughly before applying **Rescue Shampoo**.



Apply the right amount **to the scalp** and **massage with a rotating motion, repeat and massage for 3 minutes**.



Rinse thoroughly.

STEP 2_TREATMENT



Apply **Rescue Lotion** directly to the skin, **not on the hair**, insisting on areas where the hair is thinnest or where hair-loss is most evident.



Massage gently until completely absorbed.

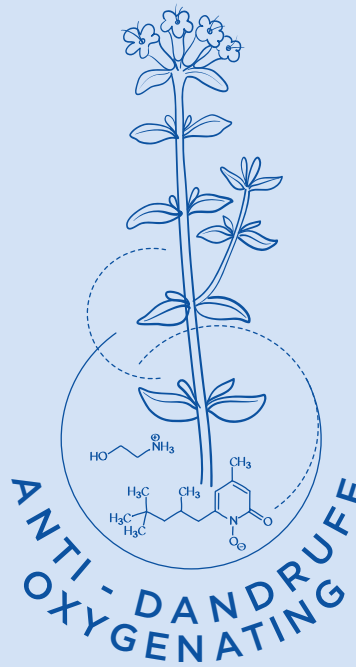


DO NOT RINSE, leave on 1 minute and move on to the styling.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS



KNOW BETTER - DISCOVERING THE LINE



Oxygenate,
let your desires
breathe

EASY CARE T

clarity

ANTI-DANDRUFF, OXYGENATING

PURIFICATION AND HYDRATION OF THE SKIN FOR VITAL AND LIGHT HAIR

FAMILY RESULTS

- Rebalances the scalp and helps dandruff detachment
- Relaxes and soothes scalp irritations for a feeling of immediate freshness
- Counteracts dandruff formation
- Regularizes skin cell regeneration
- Alcohol-free formulations to promote scalp rebalancing



CLARITY (PRE TREATMENT) BALANCING FLUID

ACTION

Rebalancing and cleansing pre-treatment fluid
for the skin

100ml Retail & Salon Size



CLARITY SHAMPOO

ACTION

Cleansing and refreshing for skin and hair,
relaxing and regenerating

1000ml Salon Size

250ml Retail Size



CLARITY MASK

ACTION

Rebalancing cream for skin and roots cleansing

150ml Retail & Salon Size

PHYTOTHERAPY



TEA TREE OIL

Antimicrobial, provides
deep, thorough and
rebalancing cleansing.



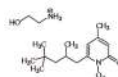
WHITE THYME

Acts as an invigorating
and astringent.



CASTOR OIL

Oil of vegetable origin
emulsifier and detergent.



OCTOPIROX

Anti-dandruff active,
sebum regulator with
powerful antibacterial,
anti-inflammatory and
antimicrobial action.

WELLBEING AROMATHERAPY



SANDALWOOD TONKA BEAN ADGAR WOOD

Aroma blend of fresh, light sweetness
and warmth, calming for meditation
even on reflections difficult toward
satisfying sensations.



EASY CARE T

clarity

ANTI-DANDRUFF, OXYGENATING

Purifying and protective treatment for the skin, rich in anti-inflammatory and antibacterial substances that counteract dandruff and have a soothing, calming and antibacterial action. It relieves itching and irritation while cleansing and balancing. It leaves a feeling of freshness and cleanliness.

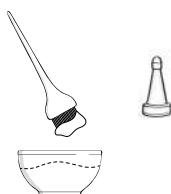
SPECIAL FOR

- Anti-dandruff
- Scalp oxygenating

TREATMENT PRODUCTS



SALON TOOLS



TIMING



* besides styling

cleaning anti-dandruff

STEP 1_PREPARATION



FLUID + SHAMPOO


Apply **Clarity Fluid** to the scalp before the shampoo.

Massage gently with a light rotating movement to help detach dandruff, facilitating its elimination.

Leave on for a few minutes, do not rinse but wet with a few drops of water and then add **Clarity Shampoo** for cleansing.

Repeat by applying the shampoo to the skin and massage in a circular motion for **3 minutes**, rinse thoroughly (massage - scaling).

STEP 2_TREATMENT



MASK


Apply **Clarity Mask** to towel-dried hair, distribute the product over scalp and roots.

Massage for even distribution.

Leave on for a few minutes, then rinse thoroughly with lukewarm water.

scrubbing dry scalp

STEP 1_PREPARATION




SHAMPOO

Wet the hair and apply the right dose of **Clarity Shampoo**.

Massage gently for 2 to 3 minutes.

Rinse and **repeat for a second time**.

STEP 2_TREATMENT



MASK

Apply **Clarity Mask** to towel-dried hair, distribute the product over scalp and roots.

Massage for even distribution.

Leave on for a few minutes, then rinse thoroughly with lukewarm water.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS



KNOW BETTER - DISCOVERING THE LINE



Free,
give lightness
to your desires

EASY CARE T

balance

ANTI-SEBUM, LIGHTNESS

REBALANCING
WITH SOOTHING EFFECT ON THE SKIN
FOR A FEELING OF FRESHNESS

FAMILY RESULTS

- It gently removes sebum in excess
- Purifying, astringent and degreasing action
- Also indicated for sensitive skin
- Alcohol-free formulation to promote scalp rebalancing



BALANCE SHAMPOO

ACTION

Cleanses and balances skin and hair

1000ml Salon Size

250ml Retail Size



BALANCE MASK

ACTION

Rebalancing cream for skin and hair

150ml Retail & Salon Size

PHYTOTHERAPY



OREGANO

Dermopurifying action.



SWEET ORANGE

Purifying action
on the scalp.



TEA TREE OIL

Acts as an invigorating
and astringent.

WELLBEING AROMATHERAPY



BULGARIAN ROSE CEDAR and PATCHOULY

Blend of aromas that cleanse
the mind and inspire thought toward
regenerating and balancing energies,
feelings of powerful calm and
eroticizing sensuality.



EASY CARE T

balance

ANTI-SEBUM, LIGHTNESS

Treatment rich in natural active substances to regulate the hydro-lipid balance, essential for healthy skin and hair; it removes excess sebum and counteracts its excessive production.

Altering the amount of sebum over time can clog the follicle to the point of hair loss; it is essential to intervene with products that are effective and at the same time gentle on the skin, capable of counteracting the unsightly appearance of excess sebum, while maintaining its natural protection unaltered. The pool of active substances manages to remove the accumulation of sebum and chemicals through a deep, gentle, regenerating and astringent cleansing for an immediate feeling of purification and lightness.

SPECIAL FOR

- Anti-sebum
- Rebalancing

TREATMENT PRODUCTS



SALON TOOLS



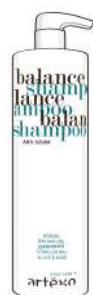
TIMING



* besides the styling

balancing anti-sebum

STEP 1_PREPARATION



SHAMPOO



Apply Balance Shampoo to damp hair.



Massage on the scalp with a gentle rotating motion.



Leave on for 3 minutes to let the cleansing agents act. These gentle agents provide firmness, skin hygiene and volume.



Rinse with lukewarm water.

STEP 2_TREATMENT



MASK



Apply Balance Mask to towel-dried hair, distribute the product over scalp and roots.



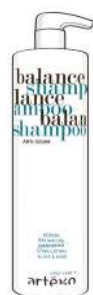
Massage for even distribution.



Leave on for a few minutes, then **rinse** thoroughly with lukewarm water.

hyperhidrosis equilibrium

STEP 1_PREPARATION



SHAMPOO



Dose the needed amount of Balance Shampoo into a bowl and apply with the help of a brush on dry hair.



Massage on the scalp with a gentle rotating motion.



Leave on for 3 minutes to let it act.



Rinse thoroughly and towel-dry.

STEP 2_TREATMENT



MASK



Apply Balance Mask to towel-dried hair, distribute the product over scalp and roots.



Massage for even distribution.



Leave on for a few minutes, then **rinse** thoroughly with lukewarm water.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS



KNOW BETTER - DISCOVERING THE LINE



Fortify, regenerate,
repair, give light
to your desires

EASY CARE T

dream

PREPARATION AND HOME CARE



DREAM PRE - SHAMPOO

ACTION

Deep cleansing for skin and hair
pH 8, slightly alkaline

RESULTS

- Purifying
- Nourishing

1000ml Salon Size



DREAM SHAMPOO POST

ACTION

Gentle and restructuring cleansing
SLS - SLES FREE

1000ml Salon Size

250ml Retail Size



DREAM MASK

ACTION

Intensive restructuring cream

500ml Salon Size

150ml Retail Size



PHYTOTHERAPY



JOJOBA OIL

Gives shine to the hair,
acts as a dermoprotective
and has a conditioning action.



AVOCADO OIL

Emollient, soothing
and nourishing.



SERICIN

Silk protein with smoothing
and moisturizing action.

WELLBEING AROMATHERAPY



SWEET CINNAMON YLANG YLANG MUSKY AMBER

Aroma blend that is enveloping
and aphrodisiac, dissolves tensions
toward harmony and serenity
of mind to the point of smiling
at one's dreams.

KNOW BETTER - DISCOVERING THE LINE

EASY CARE T

dream

REGENERATING, SMOOTHING,
SHINING AND ANTI-FRIZZ



NEW REGENERATION LISSAGE

REGENERATING, SMOOTHING AND ANTI-FRIZZ

ACTION

Smoothing, anti-frizz and restructuring treatment

500ml Salon Size



DREAM K - LOTION

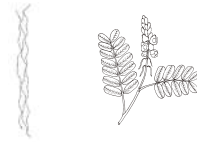
SHINING

ACTION

Color protective, illuminating and sealing fluid

12X8ml Retail & Salon Size

PHYTOTHERAPY



DN - AGE*

Prolongs the life of the hair.

VEGAN KERATIN

With strengthening action, consists of chickpeas, lentils and quinoa hydrolyzed protein that mimic the composition of hydrolyzed keratin.

WELLBEING AROMATHERAPY



SWEET CINNAMON YLANG YLANG MUSKY AMBER

Aroma blend that is enveloping and aphrodisiac, dissolves tensions toward harmony and serenity of mind to the point of smiling at one's dreams.

artēgo
CARE FOR BEAUTY

EASY CARE T

dream

REPLUMPING, REGENERATING,
SHINING



DREAM DIAMOND REGENERATION FILLER TREATMENT BOX

2 Dream Diamond Essence
+
6 Dream Diamond Nectar

Salon Treatment



DREAM DIAMOND ESSENCE

ACTION

Precious invigorating elixir that acts in synergy with **Dream Diamond Nectar**

2 x 500ml Salon Size



DREAM DIAMOND NECTAR

ACTION

Concentrated anti-aging extract, sealing and plumping, which acts in synergy with **Dream Diamond Essence**

6 x 20ml Salon Size

PHYTOTHERAPY

with
AMINOACIDS and **ANTI AGE & RADIANCE COMPLEX**
enriched with
HYALURONIC ACID
and **HAIR OLÉOBOOSTER®**,
complex extracted in
COCONUT OIL, from the fruits
of **SHIKAKAI** and **TAMARIND**.



SHIKAKAI AND TAMARIND

To protect and nourish the hair since it is naturally rich in powerful antioxidants.



COCONUT OIL

Rich in MCT
(medium-chain triglycerides)
which have a high affinity
with the hair proteins.

WELLBEING AROMATHERAPY



COCONUT MILK
VANILLA BEANS
AMBER
CINNAMON
SANDALWOOD
MUSK
SWEET ALMONDS

They illuminate perceptions of psychophysical well-being during service; thanks to the special application with heat, this mild well-being will be perceived also by all the clients who are in the salon during the service.

EASY CARE T

dream

RECONSTRUCTING AND STRENGTHENING

RESULTS

- Reconstruction of the hair fiber



DREAM K - FLUID

ACTION

Restructures and seals the hair shaft

500ml Salon Size

PHYTOTHERAPY



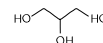
JOJOBA OIL

Gives shine to the hair, acts as a dermoprotective and has a conditioning action.



AVOCADO OIL

Emollient, soothing and nourishing.



GLYCERIN

Moisturizing action.



KERATIN

Strengthening and repairing action.

WELLBEING AROMATHERAPY



SWEET CINNAMON YLANG YLANG MUSKY AMBER

Aroma blend that is enveloping and aphrodisiac, dissolves tensions toward harmony and serenity of mind to the point of smiling at one's dreams.

VANILLA MOU

Fragrance that leaves an unforgettable sensation of sweetness.



artexo
CARE FOR BEAUTY

KNOW BETTER - DISCOVERING THE LINE

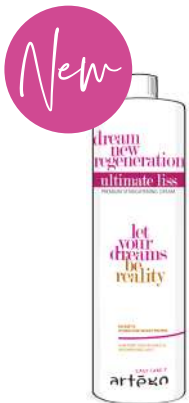
EASY CARE T

dream

**STRAIGHTENING, REPLUMPING,
ILLUMINATING**

RESULTS

- Perfect straightness
- Shine
- Hair structure improvement



DREAM NEW REGENERATION ULTIMATE LISS

ACTION

Specific treatment for perfect straight hair,
body-enhancing and illuminating

500ml Salon Size

PHYTOTHERAPY



DN - AGE*

It acts on the brittleness of the hair fiber
fortifying it and increasing the resistance
of the pigments within it.

EXTRACT HIDROLIZED WHEAT PROTEIN

It strengthens, nourishes and illuminates
the hair fiber

POMEGRANATE PERICARP EXTRACT

Protects hair color and improves
the well-being of cuticles

WELLBEING AROMATHERAPY



PINEAPPLE, MANGO AND PASSION FRUIT

Sweet and warm fruity notes, games
of spirited evocations of sunny places
to live and rejoice carefree.

artēgo
CARE FOR BEAUTY

KNOW BETTER - DISCOVERING THE LINE

artēno
CARE FOR BEAUTY

EASY CARE T

results

WONDERFUL RESULTS





artēno
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EASY CARE T

dream

RECONSTRUCTION COLOR SAVE, PROTECTION & MAINTENANCE IMMEDIATE SHINE

Treatments with revolutionary restructuring formulas, reconstructive and, in the **New Regeneration Lissage** treatment, also disciplining and shaping. The active ingredients act in synergy to give thicker, smoother and restored hair by giving a progressive complete regeneration.

The large **Dream** family, through the combination of its products, makes it possible to plump and fortify fine and impoverished hair; to regenerate and rebuild the hair damaged by stress, chemical treatments, excessive or incorrect use of heat tools. It succeeds in making your hair look as wonderful as you've always desired. **Let Your Dream be Reality!**

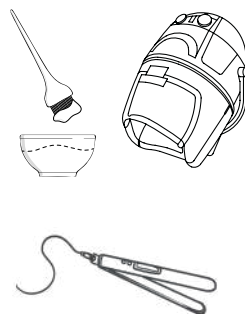
SPECIAL FOR

- Repair
- Rebuild
- For maximum color lasting

TREATMENT PRODUCTS



SALON TOOLS



TIMING

* 45'	REPAIR * besides the styling
* 5' da	COLOR SAVE * besides the styling
* 10' a	
* 1'	COLOR SAVE FAST * besides the styling

Repair - Reconstruction

STEP 1_PREPARATION



PRE SHAMPOO



Wet the hair and apply the right amount of **Dream Pre-Shampoo**.



Massage gently for 2 to 3 minutes.



Rinse and repeat for a second time.

STEP 2_TREATMENT



K-FLUID

K-LOTION

MASK



Dose the necessary amount of **Dream K-Fluid** into a bowl and apply, with the help of a brush, to wet and towel-dried hair. **Leave on for 15 minutes** under a heat source.



Once the developing time is over, rinse thoroughly and towel-dry.



Apply and distribute K-Lotion in a 1:3 mixture with **Dream Mask** (e.g. 1 x 8ml vial + 24g Mask). **Leave on for 5 minutes**.



Rinse and style as desired.



Seal the reconstruction with a quick flat iron stroke

Color Save - Protection & Maintenance

STEP 1_PREPARATION



SHAMPOO POST



Wet the hair and apply the right amount of **Dream Shampoo Post**.



Massage gently for 2 to 3 minutes.



Then **rinse** and **reapply** a second time.

STEP 2_TREATMENT

K-LOTION



Apply and distribute K-Lotion. **Leave on for 5 minutes**.



Rinse and style.

Color Save Fast - Immediate Shine And Color Protection



K-LOTION

After cleansing, **spray K-Lotion** on towel-dried hair all over the head. Using a fine-tooth comb, to ensure even distribution. Proceed with styling without rinsing.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS





EASY CARE T

dream

REPLUMPING, REGENERATING, GIVING SHINE, HAIR LAMINATION

Extraordinary treatment for completely reinvigorated, supple, silky hair, irradiated with light, protected and compact; looking voluminous and plumped up to the ends. Precious and beneficial substances, carefully selected, are contained in the two products, **Dream Diamond Essence** and **Dream Diamond Nectar**, which combined together create the complete **Dream Diamond Regeneration Filler** treatment.

In addition, the innovative Hair **Laminessence** service, which, through the lamination of the hair fiber, gives a result that can last beyond 4 washes, for an extraordinary regenerating effect of color, volume, body and light.

SPECIAL FOR

- Invigorated, supple, silky hair
- Volume and thickness from roots to ends

TREATMENT PRODUCTS



SALON TOOLS



TIMING



**DREAM DIAMOND
REGENERATION FILLER**
* depending on the hair length
- including styling



HAIR Laminessence
* depending on the hair length
- including styling

EASY CARE T

Dream Diamond Regeneration Filler

STEP 1_PREPARATION



SHAMPOO POST
DREAM DIAMOND ESSENCE
DREAM DIAMOND NECTAR



Wash the hair



Pour 30/40 ml of **Dream Diamond Essence** into a bowl and heat for 30 seconds with a hair dryer. Add 2/5 ml of **Dream Diamond Nectar** - previously heated for 30 seconds (until the product in the vial is completely transparent).



Mix until a smooth cream is obtained. Apply with brush or steamer on washed and towel-dried hair and proceed to blow-drying. For a longer duration of the treatment, it is recommended to finish the styling with a flat iron.

STEP 2_TREATMENT



Through the heat application process, the active ingredients are welded to the hair, enriching the hair fiber and creating a film that completely regenerates the shaft, for a **LAMINATION** effect on the hair of sublime beauty.

Hair Laminessence Treatment

STEP 1_TONALIZATION



SHAMPOO POST
YOUR MAGIC - Phyto Direct Color
LOLA - Beauty Color Mask



Wash the hair and move to a fast color refreshment at the wash **with the application of Your Magic**, direct color natural up to 99% and VEGANOK®, or **Lola** color mask, natural up to 94%.



Once developing time (3 to 20 minutes) is over, rinse.

STEP 2_TREATMENT



DREAM DIAMOND ESSENCE
DREAM DIAMOND NECTAR

Pour 30 to 40 ml of **Dream Diamond Essence** into a bowl and heat for 30 seconds with a hair dryer. Add 2/5 ml of **Dream Diamond Nectar** - previously heated for 30 seconds (until the product in the vial is completely transparent).



Mix until a smooth cream is obtained. Apply with brush or steamer on washed and towel-dried hair and proceed to blow-drying.



For a longer duration of the treatment, it is recommended to finish the styling with a flat iron.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS





EASY CARE T

dream new regeneration lissage

Fluid treatment with smoothing and regenerating properties, for immediately disciplined hair progressively going from natural smooth to perfect smooth, shining with a new youthfulness that persists for more than 2 months. Suitable for all hair types, enriched with Amino acids and DN.Age, quickly melts onto the shaft creating a highly resistant film that instantly reduces frizz and volume, regenerates, thickens, brightens and smooths right from the first application, from roots to ends. It can be applied after the color service.

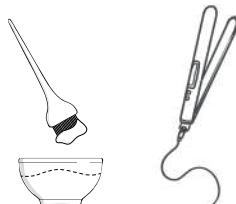
SPECIAL FOR

- Smoothing
- Anti-frizz
- Straightening
- Regenerating

TREATMENT PRODUCTS



SALON TOOLS



TIMING



* depending on the hair length - including styling

smoothing service

STEP 1_PREPARATION



STEP 1_PREPARATION



Wash the hair with **Dream Pre Shampoo**.



Rinse thoroughly and towel-dry to completely remove water in excess.

STEP 2_APPLICATION



After shaking the bottle well, wear protective gloves and dose a minimum of 30ml to 50ml of product (increasing the dose in case of particularly long hair or as needed).



Apply the product, distributing it evenly with the help of a comb or detangling brush. Do not rub the product into the scalp and do not dilute the product.

STEP 3_DEVELOPING TIME



Leave on for 10 to 25 minutes depending on the result you want to achieve, covering the hair and taking care to keep it as relaxed and disciplined as possible.

STEP 2_TREATMENT

STEP 4_RINSING & BLOW-DRYING



At the end of the application time, rinse thoroughly, completely removing any residue. Apply **Touch Thermo Shimmer** and proceed to complete drying with a hair dryer and the help of a flat brush.

STEP 5_HIGH TEMPERATURE FLAT IRONING



Spray Touch Thermo Shimmer and divide the hair into 4 sections. Before straightening, it is recommended to always perform a quick test on a back strand, to assess the appropriate temperature also depending on the hair structure and color as well as the desired result.

We recommend about 160° C on natural grey hair, 180° C on thin, delicate, bleached hair and 230° C on natural, thick, healthy hair.



Flat iron with 4 to 8 strokes on horizontal sections of 0.5 to 1 to 2 cm thickness (read the result specifications on the services table).



Finish by applying **Good Society Free Shape Argan Supreme** or **Crystal Drops**. Do not wash the hair or apply rubber bands or clips in the 48 hours following the service. In case of a **SMOOTH EFFECT**, the treatment ends with the flat ironing step.

STEP 6_HOME CARE

Wash the hair exclusively with specific home maintenance products for smoothing treatments such as: **Dream Shampoo Post** and **Mask**, or the most suitable product in the new **Good Society line** - free of Salts, SLS SLES and rich in ingredients that improve the well-being of the hair.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS



EASY CARE T

dream

new regeneration lissage

anti-frizz and volume reduction service



Proceed as described from **STEP 1** to the **STEP 4** of the smoothing service.



At the end of the **STEP 5** (flat ironing at high temperature), rinse generously with lukewarm water, towel-dry the hair and apply **Dream Mask**, leaving it on for 5 minutes.

Rinse thoroughly, towel dry, spray **Touch Thermo Shimmer** and proceed to the desired styling.

Do not wash the hair or apply rubber bands or clips in the 48 hours following the service.



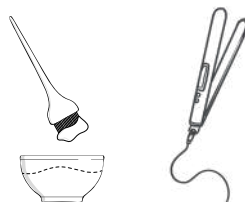
STEP 6_HOME CARE

Wash the hair exclusively with specific home maintenance products for smoothing treatments such as: **Dream Shampoo Post** and **Mask**, or the most suitable product in the new **Good Society line** - free of Salts, SLS SLES and rich in ingredients that improve the well-being of the hair.

TREATMENT PRODUCTS



SALON TOOLS



TIMING



* depending on the hair length - including styling

TABLE OF SERVICES

DESIRED RESULT	PREPARATION SHAMPOO	TREATMENT	DEVELOPING TIME	FLAT IRONING	CONDITIONING
SMOOTH	1 WASH	30 ML FOR SHORT HAIR 50ML FOR MEDIUM-LONG HAIR OVER 50ML FOR SPECIAL NEEDS	20/25 MINUTES	8 STROKES THIN STRANDS 160° TO 230° C. BEFORE FLAT IRONING USE TOUCH THERMO SHIMMER	NOT NEEDED
ANTI-FRIZZ OR VOLUME REDUCTION	1 WASH	30ML FOR SHORT HAIR 50ML FOR MEDIUM-LONG HAIR OVER 50ML FOR SPECIAL NEEDS	10/15 MINUTES	4 STROKES MEDIUM STRANDS 160° TO 230° C BEFORE FLAT IRONING USE TOUCH THERMO SHIMMER	RINSE AND APPLY DREAM MASK 5' DEVELOPING TIME

TIPS

- In case of same-day color treatment or sensitized hair, use **Dream Shampoo Post** as a preparation shampoo (Step 1).
- Do not apply the product in case of irritated or non-intact skin. In case of skin sensitization following application, rinse thoroughly and discontinue the use of the product.
- In case of damaged tips, in addition to spraying **Touch Thermo Shimmer**, we recommend applying **Good Society Free Shape Argan Supreme** or **Rain Dance Rich Serum Oil Rich Serum oil** to impoverished areas.

HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS





EASY CARE T

dream ^{New} new regeneration ultimate liss

STRAIGHTENING TREATMENT SUITABLE FOR ALL TYPES OF NATURAL AND COLORED HAIR, WAVY, CURLY, VERY CURLY AND AFRO

Easy Care T Dream New Regeneration Ultimate Liss is a specific treatment for those who wish to modify the natural style of their hair, making it smooth and straight. It also brings a structural improvement to the hair, as while smoothing it reduces volume, illuminates and replumps, making the hair silky to the touch and easily manageable even from home, without weighing it down.



STEP 1_SHAMPOO



Apply a suitable amount of **Easy Care T Dream Pre Shampoo** to wet hair and massage gently, creating an abundant foam.

Read the instructions detailed in the table below, specific to each hair type.

EASY CARE T DREAM PRE SHAMPOO: HOW TO USE

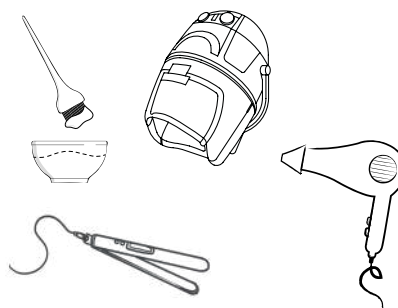
HAIR TYPE	NR. OF SHAMPOOS	DEVELOPING TIME*	RECOMMENDATIONS FOR USE
NATURAL, AFRO NATURAL OR COLORED	3 OR 4 WASHES WITH DREAM PRE SHAMPOO	6/8 MINUTES DEVELOPING TIME AFTER THE LAST SHAMPOO	BETWEEN SHAMPOOS, DO NOT RINSE COMPLETELY (LEAVE ABOUT 50% FOAM). RINSE THOROUGHLY ONLY AFTER THE LAST SHAMPOO.
COLORED OR BLEACHED UP TO 50%	2 OR 3 WASHES WITH DREAM PRE SHAMPOO	2/3 MINUTES DEVELOPING TIME AFTER THE LAST SHAMPOO	BETWEEN SHAMPOOS, DO NOT RINSE COMPLETELY (LEAVE ABOUT 50% FOAM). RINSE THOROUGHLY ONLY AFTER THE LAST SHAMPOO.
BLEACHED UP TO 70% OR BEYOND	1 OR 2 WASHES WITH DREAM PRE SHAMPOO		LEAVE THE LAST SHAMPOO ON FOR A FEW MINUTES, THEN RINSE THOROUGHLY.
GREY HAIR	1 OR 2 WASHES WITH DREAM PRE SHAMPOO		LEAVE ON FOR A FEW MINUTES THEN RINSE THOROUGHLY.

* DEVELOPING TIMES ARE APPROXIMATE AND VARY ACCORDING TO THE DIAGNOSIS



TREATMENT PRODUCTS



SALON TOOLS



TIMING

*
from  to  * depending on the hair length - including styling

STEP 2_BLOW-DRYING



Towel-dry the hair.

To facilitate combing during treatment and to obtain maximum performance from **Easy Care T Dream New Generation Ultimate Liss**, we recommended to spray **Easy Care T Dream K-Lotion** or **Touch Thermo Shimmer** on towel-dry hair as needed, insisting on heavily treated ends.

Proceed with blow-drying following the directions detailed in the table, specific to each hair type.

BLOW-DRYING RECOMMENDATIONS

HAIR TYPE	HOW TO BLOW-DRY
NATURAL HAIR	BLOW-DRY COMPLETELY (100%)
NATURAL OR COLORED AFRO HAIR COLORED OR BLEACHED UP TO 50%	BLOW DRY TO 70 %
BLEACHED UP TO 70% OR BEYOND / GREY HAIR	KEEP THE ENDS DAMP



STEP 3_APPLICATION

Wear protective gloves. Divide the hair into 4 sections. After **shaking the bottle**, pour 30 to 50 grams of **Easy Care T Dream New Regeneration Ultimate Liss** into the bowl. The amount of product needed varies according to hair length and volume. Starting at the nape area, divide the hair into 1/2 cm thick horizontal sections and apply **Easy Care T Dream New Regeneration Ultimate Liss** with the help of a brush.

Begin the application starting from a distance of 0.5 cm from the scalp, distributing the product up to the tips. Massage each strand to facilitate the product penetration into the hair fibers.

DEVELOPING TIME

HAIR TYPE	DEVELOPING TIME	WARNINGS
NATURAL	30 MINUTES	DO NOT RINSE THE HAIR ONCE DEVELOPING TIME IS OVER
NATURAL OR COLORED AFRO HAIR	35 MINUTES	DO NOT RINSE THE HAIR ONCE DEVELOPING TIME IS OVER
BLEACHED UP TO 50%	25 MINUTES	ONCE DEVELOPING TIME IS OVER, RINSE THE HAIR QUICKLY TO ELIMINATE THE PRODUCT IN EXCESS
BLEACHED UP TO 70% AND BEYOND	15/20 MINUTES	ONCE DEVELOPING TIME IS OVER, RINSE THE HAIR QUICKLY TO ELIMINATE THE PRODUCT IN EXCESS

CAUTION: DO NOT COVER THE HEAD WITH CAPS OR ANYTHING ALIKE.



STEP 4_POST-TREATMENT BLOW-DRYING

Dry the hair 100% with the help of a brush and hair dryer.

If the hair feels rough, spray **Easy Care T Dream K-Lotion** or **Touch Thermo Shimmer**, distributing them evenly over the hair with the help of your hands.

EASY CARE T

dream



new regeneration ultimate liss

STEP 5_HIGH TEMPERATURE FLAT IRONING



Proceed with flat ironing only after verifying that the hair is 100% dry. Adjust the temperature of the straightener according to the directions shown in the TEMPERATURE CHART. The choice of temperature is crucial to achieving a perfect result with **Easy Care T Dream New Regeneration Ultimate Liss**.

Divide the hair with the help of a comb and mark out 4 sections. Starting at the nape area, proceed with 1/2 cm horizontal sections, using a heat-resistant, narrow-toothed tail comb.

Keeping the strand under tension, pass the flat iron from the base to the tips, checking the result from time to time for proper temperature and color hold. Insist on more strokes in the more difficult areas (nape/growth/frontal area).

TEMPERATURE CHART

HAIR TYPE	TEMPERATURE	NUMBER OF FLAT IRON STROKES NEEDED
NATURAL, NATURAL OR COLORED AFRO	230°C AND DECREASING	AT LEAST 10/12, DEPENDING ON THE EFFECT ON THE FIRST STRANDS
COLORED AND/OR BLEACHED UP TO 50%	FROM 200° TO 210° C*	7/8, DEPENDING ON THE EFFECT ON THE FIRST STRANDS
COLORED AND/OR BLEACHED UP TO 70% AND BEYOND	180° C*	6/7, DEPENDING ON THE EFFECT ON THE FIRST STRANDS
GREY	160° C*	5/6, DEPENDING ON THE EFFECT ON THE FIRST STRANDS

*SUGGESTED TEMPERATURES ARE INDICATIVE; THEY SHOULD BE MODULATED ACCORDING TO HAIR STRUCTURE, COLOR HOLD OF THE FIRST STRAND, AND DIAGNOSIS

Proceed with flat ironing only after verifying that the hair is 100% dry.

After straightening the first few strands (nape area), check the hair color; if the color does not change increase the temperature by 10°/20° C until reaching color stability or a maximum change of 1/2 level.

If you notice a slight fading you can fully recover it in the final conditioning step by mixing **Your Magic** with **Easy Care T Dream Mask**.

STEP 6_WASHING AND CONDITIONING



When you have finished straightening and waited for the hair to cool, rinse thoroughly with lukewarm water and shampoo very lightly (and without developing time) with **Easy Care T Dream Shampoo Post**.

Rinse and towel-dry.

Apply **Easy Care T Dream Mask**, alone or mixed with **Your Magic**, to damp hair to brighten the color.

Cover the hair with a cap and leave on under a heat source for 5 to 8 minutes.

Rinse with lukewarm water, towel-dry and spray **Easy Care T Dream K-Lotion** or **Touch Thermo Shimmer**.

Proceed with drying, taking care to direct the air of the hair dryer from top to bottom.





STEP 7_HOME CARE

Do not wash within 48/72 hours after the straightening service.

The day after treatment:

spray **Easy Care T Dream K-Lotion** or **Touch Thermo Shimmer** and flat iron the entire hair with at least 2 strokes per strand.

On the second day after treatment:

spray **Easy Care T Dream K-Lotion** or **Touch Thermo Shimmer** and flat iron the entire hair with 1 stroke

48/72 hours after the straightening service, hair may be washed using only **Easy Care T Dream Shampoo Post**, **Easy Care T Dream Mask** and the families of **Good Society 46 Nourishing**, **02 Color Glow**, **18 Every You**.



HOME CARE - ACCOMPANY BEAUTY BY YOUR HANDS





EASY CARE T

Special Products
and
Treatments

EASY CARE T *hints and tips*

What is the right procedure to apply Balance maintenance products?

A. Dispense an appropriate amount of **Balance Shampoo** on the hands and apply it directly to the skin, massaging gently to distribute it. Leave it on for a few minutes then apply lukewarm water, a little at a time, with your hands, massaging for a few minutes until you create a generous lather that will incorporate and remove excess sebum. Repeat the operation a second time. Rinse thoroughly with lukewarm water. To ensure proper hydration and protection of the hydrolipid mantle, proceed with the application of **Balance Mask**, leave on for a few minutes and then rinse. Avoid drying with excessively hot air.

What are the tips for balancing an excessively sebaceous scalp?

A. The skin tends to produce sebum in excess in the presence of overproductive sebaceous or physically larger glands. In order not to stimulate them further, we recommend taking certain precautions such as: use lukewarm and not hot water, perform gentle and light massages, use the minimum temperature of the hair dryer, avoid rubbing the skin with excessive pressure between washes.

How to apply the Rescue lotion for perfect absorption?

A. Applying **Rescue Lotion** is very easy thanks to its pourer. Distribute the lotion on the skin by exerting a little pressure on the nozzle that will spout a few drops at a time. Abund in the areas most affected by hair loss or thinning. After distributing the product, perform a massage, initially with your fingertips, to distribute well and begin to activate microcirculation. Finish by resting your palms on the temporal areas and applying pressure by pushing the skin upward. This maneuver is called detachment and is performed to improve the oxygenation and elasticity of the skin.

Should Rescue Lotion be applied only on clean skin?

A. Although it is not recommended to apply the lotion on a very dirty scalp, a slight presence of sebum does not hinder its function.

With what regularity is it recommended to repeat treatment with Rescue?

A. We recommend at least 1 cycle with shock-phase dosing (3 applications per week for 8 weeks) and 1 maintenance cycle (1 application per week for 8/16 weeks), possibly in early autumn and early spring.

Is it true that not blow-drying the hair facilitates dandruff formation?

A. Water contains minerals; if left to dry naturally on the skin, they can have a dehydrating action that may provoke the cosmetic anomaly. It is advisable, especially for those with a natural predisposition, to blow-dry the scalp well.

What are the causes of dandruff formation?

A. There are many causes to this abnormality, but the role of a yeast, *pityrosporum ovale*, seems certain; it makes up about half (45%) of the microorganisms in the skin flora of a healthy scalp, while in subjects with dandruff its presence rises to 75%. Two main ingredients are used to prevent it, mainly: Zincopyrithione or Piroctone olamine. These elements prevent the excessive proliferation of yeasts that lead to the appearance of this unsightly phenomenon.

What is the recommended procedure to have a clean and healthy skin in case of predisposition to oily dandruff?

A. As a first step we need to intervene by eliminating the obvious abnormality through the use of **Clarity Fluid**. Thanks to this serum we will give the skin better oxygenation and a decongestant action. Then wash and treat the skin with **Clarity Shampoo** and **Mask**, for a specific and thorough cleansing and soothing action, with hydration supply.



How can you achieve the “liquid hair” effect that models and actresses sport?

A. Using Artègo, the solution can be achieved with the use of **Dream Diamond Essence & Dream Diamond Nectar** in the Hair *Laminessence* service, which will give an effect of plumped, shiny and voluminous hair, luminous and velvety like liquid silk.

How to extend the lasting of color toning service, even on very porous hair?

A. An effective and quick service is carried out as follows: dose 1-2 pumps of **K-Fluid** inside the bowl containing the toning mixture. This mixture will promote a keratin supply that will ensure better color retention within the sensitized hair fiber along with the color service.

Is it possible to improve color fastness and avoid fast fading?

A. A very fast service may be performed using **K-Lotion** vials. Their hydro-regulating and sealing action will improve the hair shine instantly and will help maintain the color vibrancy and brilliance for a long time.

How can I keep my skin clean and healthy and my hair moisturized?

A. You can combine different products for home maintenance: to moisturize the scalp we recommend **Clarity Mask**, and to moisturize the lengths mix **Dream Mask with K-Lotion**. Gently massage the product on the skin and the mixture on hair, respectively, and leave on for at least 5 minutes. Rinse with lukewarm water and blow-dry.

Which product is recommended to make natural curls tidy and elastic?

A. Apply **K-Fluid** treatment by replacing the 15 min under heat source with diffuser drying (maximum temperature and minimum ventilation). When rinsing, apply the mixture recommended in our Color Safe service, which is carried out with **Dream Mask + K-Lotion**. When drying, carefully manipulate the curls so as to promote natural ringling.

EASY CARE T *dream hints and tips*

How much time do you need to perform a Dream Regeneration Lissage service in the salon, and how long do the results remain visible on the hair?

- IN SALON: The disciplining and smoothing treatment gives extraordinary results, requiring much less than “traditional keratin” services. Times are between 50’ and 120’ depending on the length of the hair.
- MAINTENANCE: The results of its disciplining, regenerating and smoothing action will be visible from the day in which the service is performed, and can be prolonged up to and beyond 2 months. To obtain these long-lasting results on the hair, it is essential to perform hair cleansing and care with specific products from the Easy Care T Dream or Good Society lines.

How much time do you need for the Dream Diamond Regeneration Filler service, and how long do the results remain visible on the hair?

- IN SALON: Both Filler or HAIR *Laminessence* services require an overall time of 45’ to 90’ depending on the length of hair treated.
- MAINTENANCE: The regenerating and laminating results persist on the hair beyond 4 washes, so on average 15 to 20 days. To obtain these long-lasting results on the hair, it is essential to perform hair cleansing and care with specific products from the Easy Care T Dream or Good Society lines.

With proper maintenance with Easy Care T Dream products, which ensure the lasting and maximum duration of the specific services, at what interval should we repeat the Dream Regeneration Lissage and Dream Diamond Regeneration Filler services?

- DREAM REGENERATION LISSAGE: it is recommended to repeat the service every 2 months
- DREAM DIAMOND REGENERATION FILLER: it is recommended to repeat the service after 20 to 30 days

What is the difference in regenerative action between treatments performed with Dream Regeneration Lissage and Dream Diamond Regeneration Filler?

- DREAM REGENERATION LISSAGE: the disciplining-regenerating action is performed on the cuticle and the keratin fibers of the cortex.
- DREAM DIAMOND REGENERATION FILLER: the action involves the surface of the hair cuticle.

In case of skin abnormalities such as excessive sebum or dandruff, what is the maintenance routine advisable and not counter-productive to the action of Easy Care T Dream treatments?

- In case of skin abnormalities, it is advisable to use specific shampoos (such as Easy Care T Balance Shampoo or Clarity Shampoo) that have high-performance cleansing capabilities, to be able to effectively intervene on the abnormality, only applying these products only when necessary and only on the skin. To maintain the results obtained with Easy Care T Dream treatment products over time, it is necessary to always use SLS- and SLES-free shampoos on the lengths. The specific maintenance products are Easy Care T Dream Shampoo Post and Mask or one of the new Good Society line shampoos that are free of aggressive salts.

In case applying Dream Regeneration Lissage service on impoverished and bleached hair, what is the recommended procedure?

- When we find bleached and sensitized hair, it is recommended to proceed with fewer flat iron strokes at not too high temperature (max 200°- 210° C). Before the final blow-dry, it is possible to apply one of the toning sprays from Good Society’s 05 B_Blonde line on the warm highlights that often come out. Further application of the heat shield Touch Thermo Shimmer helps to preserve both the integrity of the hair to repeated flat iron or hot irons strokes and to maintain the longevity of the service (in case of Easy Care T Dream services and/or color service).

Can we contextually perform a color service and a Dream Regeneration Lissage treatment or Dream Diamond Regeneration Filler?

- Yes, it is possible to perform both color + Dream services on the same day. At the end of the rinse of the color service you can proceed with the application of either the DREAM DIAMOND REGENERATION FILLER or DREAM REGENERATION LISSAGE. For an extraordinary color result, it is recommended to refresh the color also on the lengths and always spray Touch Thermo Shimmer before flat ironing.

Can styling products interfere with the regenerative results of Easy Care T Dream treatments?

- Styling products perform on style and volume, and do not affect the regenerative services of Easy Care T Dream treatments. However, it is not recommended to use styling products that contain salts in their formulas (such as salt sprays and volumizing powder) after one of the Dream services, since they could prematurely remove the protective and illuminating layer created by the treatments.

Can the sun or sea or pool water affect the results of DREAM treatments?

- Both the sun, as a result of photo-oxidation caused by UV rays, sea salt and mineral salts present in swimming pools water tend to damage and dissolve the protective cosmetic layer of the Easy care T Dream treatments; as a result, their time on the hair will be shortened and so will the duration of the benefits on the hair. To best protect the hair treated with Dream professional products, in such cases it is recommended to apply Rain Dance Summer Beauty Thermal Protective Oil.

Can Easy Care T Dream treatments produce results even on short hair, and do they work for men?

- Easy Care T Dream treatments produce excellent results on all hair, even short hair, in both men and in women, with the only condition that their length is sufficient for the specific use of the flat iron.

Can I proceed to apply DREAM DIAMOND REGENERATION FILLER- HAIR *Laminessence*/DREAM REGENERATION LISSAGE, even though I don't want a straight blow-dry, but a natural or wavy one?

- DREAM DIAMOND REGENERATION FILLER - HAIR *Laminessence* does not affect the shape of the hair but its discipline.
- DREAM REGENERATION LISSAGE, if used followed the right directions, can lead to an anti-frizz disciplining result, and in this case it guarantees the possibility of natural and even wavy styles.

If repeated constantly, could the Dream Regeneration Lissage service weaken or strain the hair?

- The treatments of the Easy Care T Dream line are regenerating and disciplining to the keratin fiber therefore they're absolutely not stressful for the hair, but on the contrary they improve its state: results are visible from the first use and progressive in subsequent applications.

Can I apply DREAM DIAMOND REGENERATION FILLER/DREAM REGENERATION LISSAGE treatments, even though I am wearing HAIR EXTENSION?

- In order to proceed with either treatment, it is essential to have the certification that the strands of extensions are of natural real hair without added strands of synthetic material. Unfortunately, otherwise, synthetic extensions would not remain intact as they pass through the flat iron at high temperatures. During the straightening process, special care should be taken where the extension welds to the natural hair (if obtained through keratin melting). In these cases, it is always recommended to carry out a preliminary test, to set the correct temperature of the flat iron.

ALL YOU NEED TO KNOW... *at a glance*

PRODUCT	CARE ACTION
<p>EASY CARE T</p> <p>rescue</p> 	<p>ANTI-HAIRLOSS, ENERGY AND GROWTH</p> <p>ENERGY-RICH, REVITALIZING FOR STRONG, THICK HAIR</p>
<p>EASY CARE T</p> <p>clarity</p> 	<p>ANTI-DANDRUFF, OXYGENATING</p> <p>SKIN HYDRATION AND PURIFICATION FOR VITAL AND LIGHT HAIR</p>
<p>EASY CARE T</p> <p>balance</p> 	<p>ANTI-SEBUM, LIGHTNESS</p> <p>REBALANCING WITH SOOTHING EFFECT ON THE SKIN FOR A FEELING OF FRESHNESS</p>

**PHYTO-TECHNOLOGY
WELLBEING AROMATHERAPY**

SPECIALTIES

PHYTO-TECHNOLOGY

- SEAWEED
- GINSENG
- SOY
- CINNAMON

AROMATHERAPY

- GRAPES
- VETIVER

RESCUE SHAMPOO WITH VITAPLEX™

ACTION Gentle cleansing and energizing for skin and hair

RESCUE LOTION WITH TRICHOGEN™

ACTION

- Counteracts fall
- Promotes and stimulates growth
- Invigorates the hair fiber

PHYTO-TECHNOLOGY

- TEA TREE OIL
- WHITE THYME
- CASTOR OIL
- +
- OCTOPIROX

AROMATHERAPY

- SANDALWOOD
- TONKA BEAN
- ADGAR WOOD

**CLARITY
PRE TREATMENT BALANCING FLUID**

ACTION Balancing and cleansing pre-treatment fluid for the skin

CLARITY SHAMPOO

ACTION Cleansing and freshness for skin and hair, relaxing and regenerating

CLARITY MASK

ACTION Rebalancing cream for skin and roots cleansing

PHYTO-TECHNOLOGY

- OREGANO
- SWEET ORANGE
- WHITE THYME
- TEA TREE OIL

AROMATHERAPY

- BULGARIAN ROSE
- CEDAR
- PATCHOULY


BALANCE SHAMPOO

ACTION Cleanses and balances skin and hair

BALANCE MASK

ACTION Ultrabalancing cream for skin and hair

ALL YOU NEED TO KNOW... *at a glance*

PRODUCT	CARE ACTION
<p data-bbox="215 485 406 510">EASY CARE T</p> <p data-bbox="215 521 446 591">dream</p> 	<p data-bbox="691 491 1474 604">REGENERATING, REPLUMPING, STRENGTHENING, RECONSTRUCTING, ANTI-FRIZZ, SMOOTHING & SHINING</p> <p data-bbox="691 661 1242 804">HAIR PROTECTED OUTSIDE AND REBUILT INSIDE, DISCIPLINED, REGENERATED AND RADIATED WITH NEW LIGHT AND LIFE</p>

**PHYTO-TECHNOLOGY
WELLBEING AROMATHERAPY**

SPECIALTIES

PHYTO-TECHNOLOGY

- JOJOBA OIL
- AVOCADO OIL
- SERICIN
- VEGAN KERATIN
- SHIKAKAI AND TAMARIND
- COCONUT OIL
- GLYCERIN
- + DN - AGE®
- HYDROLIZED WHEAT PROTEINS
- POMEGRANATE PERICARP EXTRACT

AROMATHERAPY

- SWEET CINNAMON
- YLANG YLANG
- MUSKY AMBER
- COCONUT MILK
- VANILLA BERRIES
- SANDALWOOD
- MUSK
- SWEET ALMONDS
- VANILLA MOU
- PINEAPPLE
- MANGO
- PASSION FRUIT

**PREPARATION
AND HOME CARE**

DREAM PRE-SHAMPOO

ACTION Deep skin and hair cleansing pH 8, slightly alkaline

DREAM SHAMPOO POST

ACTION Gentle and restructuring cleansing

DREAM MASK

ACTION Intensive restructuring cream

**REGENERATING,
SMOOTHING,
ILLUMINATING
AND ANTI-FRIZZ**

DREAM NEW REGENERATION LISSAGE

ACTION Smoothing, anti-frizz and restructuring treatment

DREAM K-LOTION

ACTION Color protective, illuminating and sealant fluid

**REPLUMPING,
REGENERATING,
ILLUMINATING**

DREAM DIAMOND ESSENCE

ACTION Precious invigorating elixir that acts in synergy with **Dream Diamond Nectar**

DREAM DIAMOND NECTAR

ACTION Concentrated anti-aging extract, sealing and plumping, which acts in synergy with **Dream Diamond Essence**

**RESTRUCTURING
AND
STRENGTHENING**

DREAM K-FLUID

ACTION Restructures and seals the hair shaft

**STRAIGHTENING
REPLUMPING
ILLUMINATING**

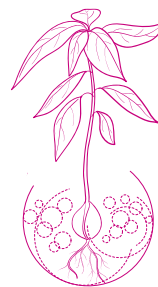
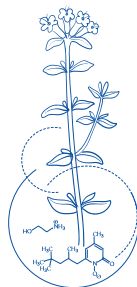
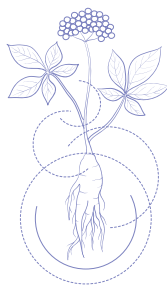
**DREAM NEW REGENERATION
ULTIMATE LISS**



ACTION Specific treatment for perfect straight hair, body-enhancing and illuminating

EASY CARE T

take care



MYARTEGO.COM



GREEN ENERGY

GREEN ENERGY GENERATED BY
RENEWABLE ENERGY PLANTS



REDUCE REUSE RECYCLE

SMART ACCESSORIES - DÉCOR, DESIGN
DURABILITY, RE-USABILITY



PAPER

FSC PAPER SOURCED FROM
RESPONSIBLY MANAGED FORESTS

MADE IN ITALY

artēgo
CARE FOR BEAUTY