

PARAMETER T

SOFT REVOLUTION

PARAMETER T



S O F T R E V O L U T I O N

THE HAIR
IS MOVED BY SOFT
AND NATURAL WAVES:
THIS IS ONE OF THE TRENDS
THAT WILL LEAD US
TOWARDS THE SUMMER...

NOW YOU HAVE
THE SOLUTION!

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CARE FOR BEAUTY



THE WAVING MOUSSE TO TEXTURIZE THE HAIR
WITH CURVES, GIVING IT VOLUME AND MOVEMENT,
LASTING FROM 4 TO 8 WEEKS.

IT DOES NOT CONTAIN AMMONIA, NOR THIOGLYCOLATES,
AND IT ACTS GENTLY THANKS TO CYSTEAMINE.

THIS PRODUCT DOES NOT NEED THE NEUTRALIZING STEP
AND IT ENSURES A NATURAL AND SOFT MOVEMENT TO THE HAIR,
LASTING FROM 50 TO 60 DAYS ACCORDING TO THE HAIR
TYPE AND TO THE SERVICE.

PROPOSE IT TO YOUR CUSTOMERS TO:

GRANT A SLIGHT CHANGE, ELEGANT AND ORDERLY.
GIVE MOVEMENT, VOLUME AND SUPPORT.
DEFINE CURLS, DIMINISHING FRIZZ.
MAKE THE HAIR SET EASIER AND QUICKER.

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CARE FOR BEAUTY

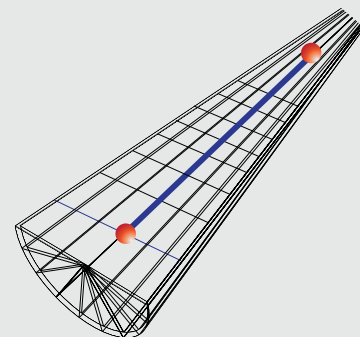
CYSTEAMINE WORKING MECHANISM

CYSTEAMINE IS A NATURAL ACTIVE PRINCIPLE ORIGINATING FROM CYSTEINE, AN AMINO-ACID THAT CONSTITUTES AN IMPORTANT STRUCTURAL ELEMENT OF HAIR KERATIN. IT DEFINES THE HAIR STRUCTURE SOFTLY, FULLY RESPECTING IT.

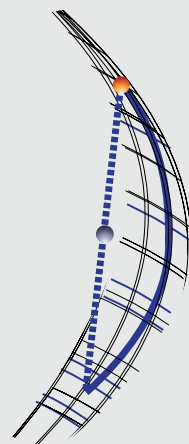
DISULFIDE BONDS ARE PRESERVED AND ENRICHED BY THE NEW BONDS MADE BY KERATIN.

THERE IS NO FIXING STEP, SINCE THERE IS NO NEED TO RECOMPOSE THOSE BONDS THAT HAVE NOT BEEN BROKEN.

HAIR SECTION BEFORE APPLYING PARAMETER T



HAIR SECTION AFTER APPLYING PARAMETER T



- CYSTEAMINE
- AMINO - ACID CYSTEINE
- DISULFIDE BOND



FUNDAMENTAL RULES

1 THE CORRECT DIAGNOSIS BEFORE THE SERVICE

THE DIAGNOSIS SHALL UNDERLINE:

POROSITY

IN CASE THERE ARE SOME AREAS ON THE HAIR WITH DIFFERENT POROSITY, IT IS IMPORTANT TO USE SPECIFIC PRODUCTS TO EQUALIZE THE MOST POROUS ZONES.

ELASTICITY

THE ABILITY OF THE HAIR TO BECOME LONGER AND THEN COME BACK TO ITS ORIGINAL LENGTH.

TEXTURE

STALK DIMENSION:
THIS CRITERION IS HELPFUL TO DETERMINE THE RIGHT DIMENSION OF THE STRAND, ACCORDING TO THE ROLLER YOU CHOOSE.

LENGTH

IMPORTANT TO CHOOSE THE RIGHT ROLLER AND THE RIGHT TECHNIQUE.

GROWTH DIRECTION

IT INDICATES THE DIRECTION OF THE NATURAL HAIR WAVES, AND IT IS REALLY IMPORTANT FOR A CORRECT WRAPPING OF THE ROLLER.

2 THE CHOICE OF THE ROLLER

THE TYPE OF ROLLER AND ITS DIAMETER ARE FUNDAMENTAL TO OBTAIN THE DESIRED SHAPE AND MOVEMENT.

3 THE PREPARATION AND THE DEVELOPING TIME

THE TYPE OF ROLLER AND ITS DIAMETER ARE FUNDAMENTAL TO OBTAIN THE DESIRED SHAPE AND MOVEMENT.

INFORMATIVE CHART		
HAIR TYPE	PREPARATION	DEVELOPING TIME
NATURAL HAIR, THICK AND STRONG	GOOD SOCIETY GENTLE VOLUME SHAMPOO	15 TO 30 MINUTES
NATURAL THIN HAIR	GOOD SOCIETY GENTLE VOLUME SHAMPOO	5 TO 20 MINUTES
COLORED HAIR	GOOD SOCIETY EVERY DAY SHAMPOO	5 TO 10 MINUTES
HIGHLIFTED HAIR *	GOOD SOCIETY EVERY DAY SHAMPOO AND K-FLUID	5 TO 15 MINUTES

*SEE PREPARATION STEP IN “HOW TO USE”

PARAMETER T AND D BI-BALL: THE PERFEC T MATCH

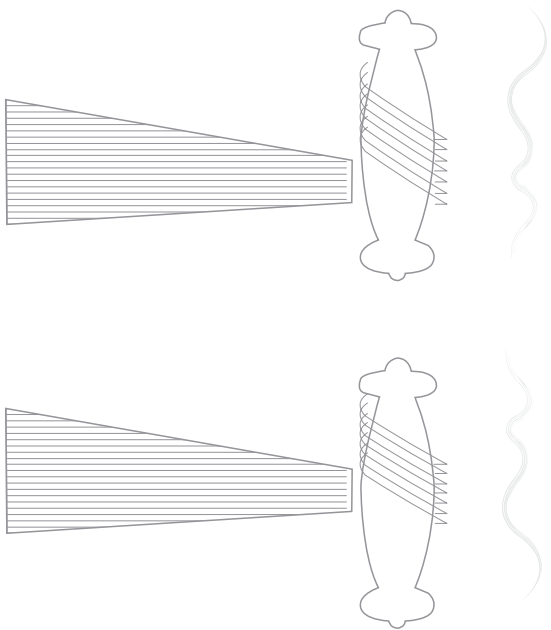
THE SHAPE ALLOWS TO WRAP AROUND A MULTIPLE AXIS, NOT A STATIC ONE. DEPENDING ON THE TECHNIQUE WE USE WITH THIS ROLLER, WE CAN KEEP THE HAIR LENGTH UNCHANGED.

WE OFFER YOU 5 DIMENSIONS TO REALIZE MANY DIFFERENT WRAPPINGS AND CREATE THE WAVES THAT YOUR CUSTOMER DREAM OF.



WRAPPING ADVICES:

DURING THE MECHANICAL STEP OF THE ROLLER ASSEMBLY, THE FINAL WAVY EFFECT IS DETERMINED BY THE POINT WHERE WE START WRAPPING.



HOW TO USE

THE WAVING SERVICE WITH PARAMETER T SOFT REVOLUTION IS NOT RECOMMENDED ON SENSITIZED HAIR, NOR ON HAIR TREATED WITH TRADITIONAL STRAIGHTENING PRODUCTS OR WITH LAST GENERATION KERATIN STRAIGHTENERS

PREPARATION

WASH THE HAIR WITH A **GOOD SOCIETY SHAMPOO** SUITABLE TO THE HAIR STRUCTURE (TAKE A LOOK AT THE CHART). RINSE ABUNDANTLY. ACCURATELY TOWEL DRY THE HAIR WITH A TOWEL, TRYING TO ABSORB AS MUCH WATER AS POSSIBLE. WHEN AT THE WORKING STATION, VAPORIZE **EQ FACTOR SPRAY** ON LENGTHS AND TIPS TO EQUALIZE THE POROSITY AND UNTANGLE THE HAIR USING A COMB. DO NOT RINSE.



PREPARATION FOR HIGHLIFTED HAIR

HAIR HIGHLIFTED UP TO 50%

TO BE REALIZED ON THE SAME DAY OF THE TREATMENT.

WASH THE HAIR WITH **GOOD SOCIETY EVERY DAY SHAMPOO**. RINSE ABUNDANTLY. DAMPEN THE HAIR WITH A TOWEL.

APPLY **EASY CARE T DREAM K- FLUID**. ALLOW TO REST DURING 15 MINUTES WITHOUT RINSING.*



WRAPPING

DIVIDE THE HAIR INTO SECTIONS, ACCORDING TO THE STYLE YOU WANT TO OBTAIN. THE STRANDS WHICH WILL WIND ON THE ROLLERS SHALL NOT BE MORE THAN 1 CM THICK AND WIDE NO MORE THAN THE ROLLER. A MEDIUM POWER IS REQUIRED DURING THE WRAPPING STEP.

N.B. THE CHOICE OF THE ROLLER AND OF ITS DIAMETER ARE FUNDAMENTAL TO OBTAIN THE DESIRED SHAPE AND MOVEMENT. THE DIAMETER OF THE ROLLER WILL DETERMINE THE WAVE. THIS PRODUCT DOES NOT NEED ANY KIND OF FOIL.

ONCE THE WRAPPING IS OVER VAPORIZE **EQ FACTOR SPRAY** ON THE ROLLERS TO ALLOW FOR A BETTER DISTRIBUTION OF THE PRODUCT ON THE STALK.

HAIR HIGHLIFTED UP TO 80%

TO BE REALIZED TWICE ON THE DAYS BEFORE THE SERVICE.

1ST SERVICE
WASH THE HAIR WITH **GOOD SOCIETY EVERY DAY SHAMPOO**. RINSE ABUNDANTLY. TOWEL DRY THE HAIR.

APPLY **EASY CARE T DREAM K- FLUID**. ALLOW TO REST DURING 10-15 MINUTES. RINSE.*

2ND SERVICE
WASH THE HAIR WITH **GOOD SOCIETY EVERY DAY SHAMPOO**. RINSE ABUNDANTLY. TOWEL DRY THE HAIR.

APPLY **EASY CARE T DREAM K- FLUID**. ALLOW TO REST DURING 15 MINUTES WITHOUT RINSING.*

APPLICATION

SHAKE THE BOTTLE AND APPLY **PARAMETER T** ON EACH ROLLER (FRONT, SIDE, REAR) FROM A 5 CM DISTANCE.

ONCE THE APPLICATION IS COMPLETED, THE PRODUCT SHALL REST FROM 5 TO 30 MINUTES ACCORDING TO THE HAIR TYPE.

EVALUATE THE HAIR LENGTH TO ESTABLISH THE EXPOSURE TIME, THE KIND OF WRAPPING AND THE SHAPE OF THE ROLLER. IT IS RECOMMENDED TO TEST THE CURL EVERY 5 MINUTES.

N.B. THE PRODUCT SHALL NOT BE USED UNDER A HEAT SOURCE.



RINSING

ONCE THE DEVELOPING TIME IS OVER RINSE ACCURATELY WITH LUKEWARM WATER, WITHOUT UNWRAPPING THE ROLLERS AND WITHOUT USING A STRONG SPURT, DURING NO LESS THAN 10 MINUTES.

N.B. DURING THE RINSING PROCESS IT IS RECOMMENDED TO MOVE THE ROLLERS.

AFTER UNWRAPPING THE ROLLERS PROCEED TO THE FINAL RINSING (5 MINUTES) TO REMOVE THE PRODUCT IN EXCESS. TOWEL DRY. THEN VAPORIZE WITH **EQ FACTOR SPRAY**.

BLOW DRYING

APPLY **GOOD SOCIETY PERFECT CURL CREAM** (OR ANOTHER FINISHING PRODUCT) ON THE HAIR, TO RESTORE ELASTICITY AND GLORIFY ITS MOVEMENT.

DRY USING A BLOW DRIER OR A HAIR DIFFUSER ACCORDING TO THE DESIRED STYLE.

FINISH USING **ARTÈGO** HAIRSPRAYS AND THE **SUPER GLOW SPRAY SHINE BRIGHT**.



TO MAINTAIN THE RESULT OBTAINED IN THE SALON YOU CAN RECOMMEND THE PRODUCTS OF GOOD SOCIETY LINE TO YOUR CUSTOMER: PERFECT CURL SHAMPOO AND CONDITIONER. AND TO HELP THEM GETTING A NATURAL STYLE, RECOMMEND PERFECT CURL CREAM.



PERFECT CURL SHAMPOO



PERFECT CURL CONDITIONER



PERFECT CURL CREAM

4 DIFFERENT LOOKS FOR YOUR CLIENTS:

ENTER OUR YOUTUBE CHANNEL “ARTEGOHAIR” OR SCAN THE QR CODE TO WATCH THE VIDEOS.



* AFTER THE EXPOSURE TIME AND THE POSSIBLE RINSING, K-FLUID SHALL ALWAYS BE DRIED USING A HAIR DRIER OR A HEAT SOURCE. BEFORE WRAPPING THE ROLLERS, VAPORIZE EQ FACTOR SPRAY TO DAMPEN THE HAIR AGAIN.

