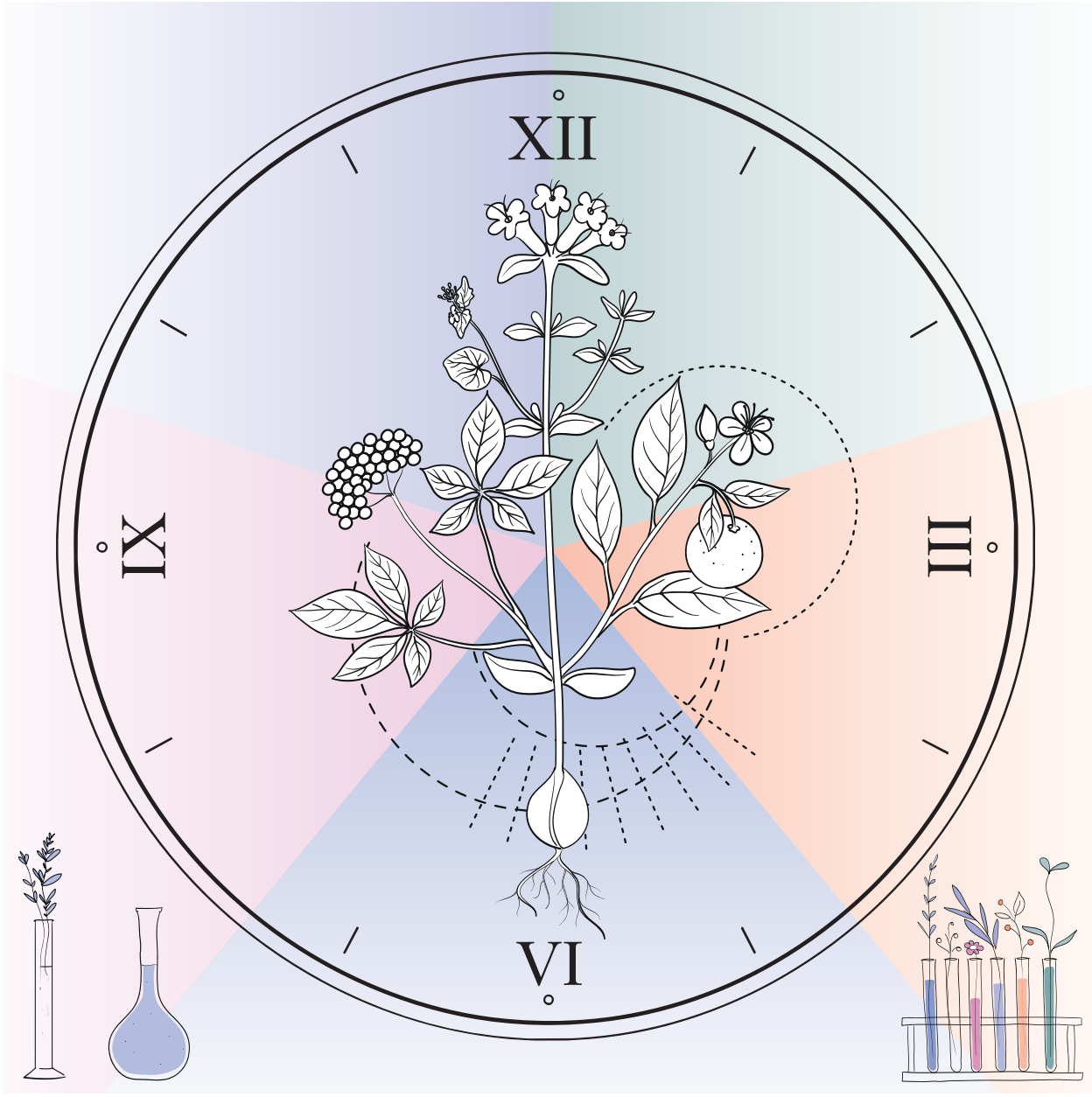
EASY CARE T

The Science of Time



artēgo

CARE FOR BEAUTY



THE SCIENCE OF TIME

EASY CARE T IS ARTÈGO'S PROFESSIONAL COSMETIC TREATMENT LINE.

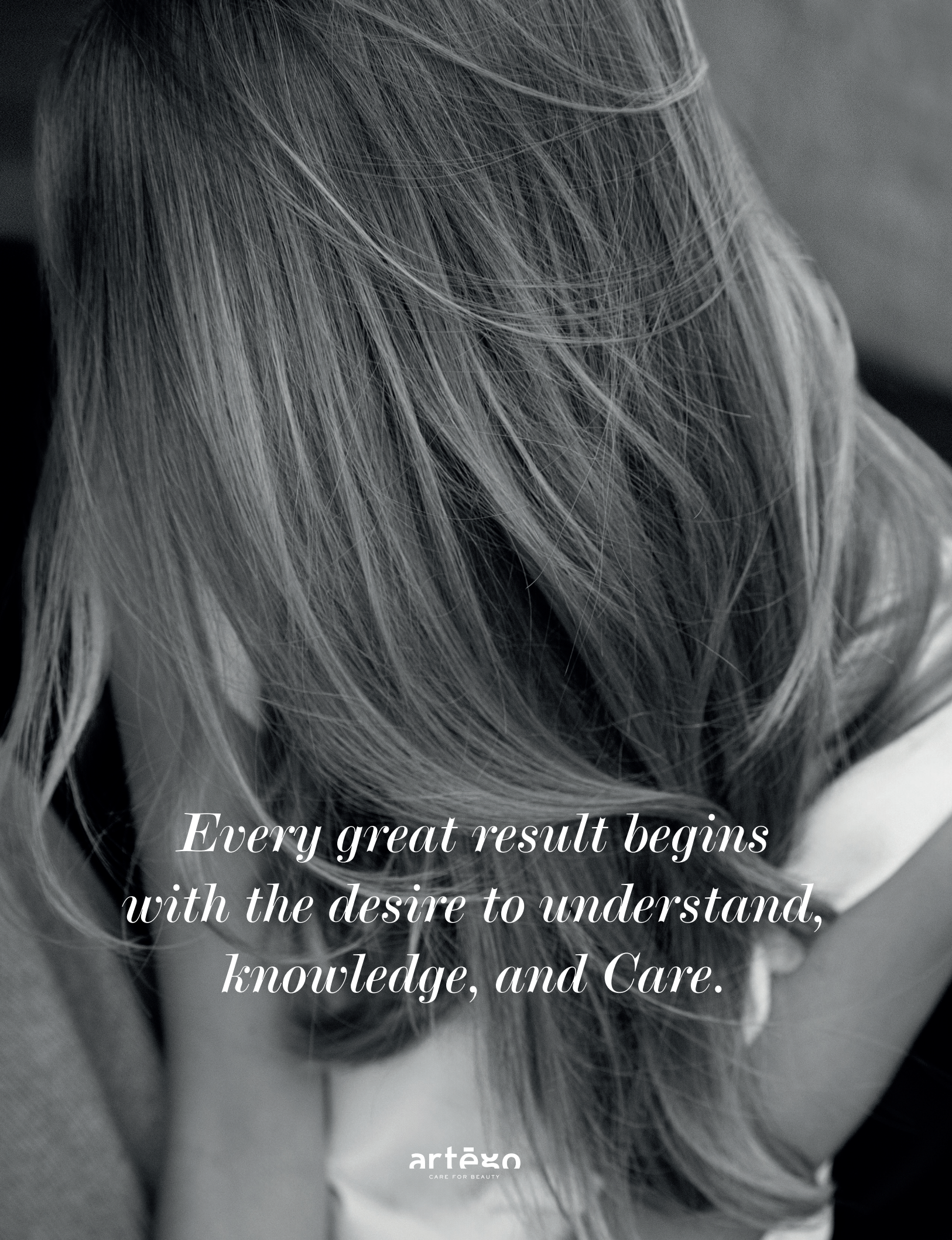
Its language is that of knowledge, research, professional cosmetology and results.

Our goal is to guide the Hairstylist along a path of professional growth, developing three key skills:

- Observe the scalp like a trichologist;
- Understand formulas like a cosmetologist;
- Create a treatment that engages the senses.

Not to diagnose, but to observe, interpret and recommend treatments with greater expertise.

Knowledge creates results.
Care preserves them.


Every great result begins
with the desire to understand,
knowledge, and Care.
artēgo
CARE FOR BEAUTY

THE MARKET, THE CLIENT

Every client brings a unique story, a different scalp, different hair, different habits and different needs.

To provide a truly effective treatment, knowing the hair alone is not enough. It means understanding where it begins: the health of the scalp, the physiology of the follicle and the structure of the hair fiber.

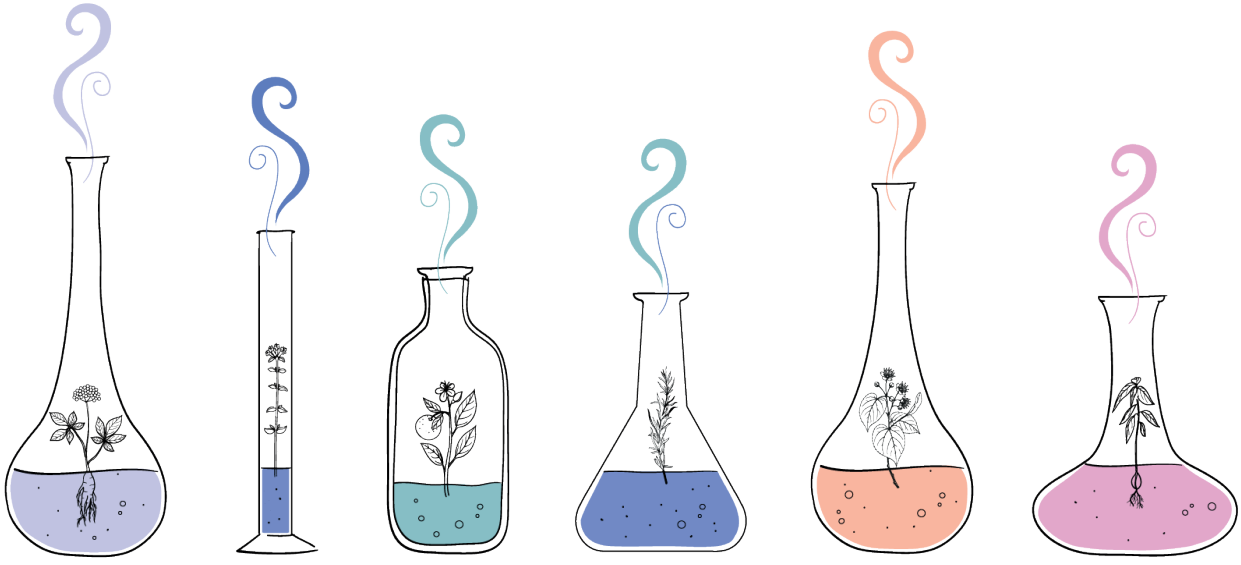
Easy Care T was created as a journey of knowledge, designed to teach us how to observe.

Because the future of the Hairstylist belongs to those who can combine three areas of expertise: **observe** like a trichologist, **understand** like a cosmetologist and **create** like a Hairstylist.

Observe, understand, create.
Three skills working together
as one unified vision.

THE SCIENCE OF TIME

Time transforms.
Knowledge creates results.
Care preserves them.



RESCUE | CLARITY | BALANCE | REMEDY BALM | PULSE | DREAM

KNOWLEDGE CREATES RESULTS. CARE PRESERVES THEM.

EVERY GREAT RESULT BEGINS WITH THE DESIRE TO UNDERSTAND, WITH KNOWLEDGE AND WITH CARE

Every day, the scalp protects the health of the hair from thousands of invisible aggressors. When this balance is disrupted, the first signs of ageing begin to appear in the scalp and hair fiber.

Why does hair age too? Time changes the hair system, while knowledge enables the professional to understand and manage these changes.

Every day, the scalp and hair are exposed to countless aggressors: pollution, UV rays, stress, heat, chemical treatments, frequent washing and the effects of time.

These factors accelerate the natural ageing process of both the scalp and the hair fiber. When the scalp loses its balance, the hair changes too. It may become thinner, less resistant, duller and more fragile. Caring for the scalp therefore also means protecting the future of the hair.

Time affects each part differently:

- **the scalp;**
- **the follicle;**
- **the hair fiber (shaft).**

Each Easy Care T family targets one of these stages.

OBSERVE LIKE A TRICHOLOGIST

It means learning to read the signs that the scalp and hair reveal every day: excessive sebum production, persistent flaking, a sensitive or reddened scalp, loss of density or progressive hair thinning are all signs of a change in the scalp's natural balance. It does not mean making medical diagnoses, but learning to observe the signals that the scalp and hair show every day. Careful observation helps to better understand the scalp's needs and choose the most appropriate cosmetic treatment.

UNDERSTAND LIKE A COSMETOLOGIST

In our product sheets, we have included all the ingredients contained in each formula. This transparency allows you to understand how each product works through a deeper knowledge of its ingredients and active ingredients, their mechanisms of action, their synergies and their action time.

CREATE LIKE A HAIRSTYLIST

YOU are the Professional who creates the service: the consultation, the protocol, the treatment and the maintenance all begin with you.

TAKE CARE.

Because Easy Care T was created from a desire: the desire to find the best solution, with Care. Not simply to recommend a shampoo.

"Where there is desire, there is always a way."

(SWAHILI PROVERB)

THE TWO STAGES OF AGEING

FIRST STAGE: SCALP AGEING

The scalp is the first environment where healthy hair begins.

Over time, and through daily exposure to external aggressors, the skin barrier can weaken, the microbiota can become unbalanced and oxidative stress can increase.

When this balance is disrupted, the scalp becomes more vulnerable and may show signs such as dryness, excess sebum, sensitivity or flaking. Caring for the scalp means helping to preserve the wellbeing of the entire hair system.

SECOND STAGE: HAIR AGEING

Every day, the hair fiber gradually loses some of the substances that help maintain its strength, elasticity and shine. The progressive loss of lipids and proteins makes the hair more porous, less compact and more prone to breakage.

Hair color can also lose its brilliance, while the shaft may become less resistant. Protecting the fiber means helping to slow these changes and maintain beautiful-looking hair for longer.

FAMILY	TIME	MISSION
rescue	THE TIME OF THE FOLLICLE	PROTECTING THE HAIR GROWTH CYCLE
clarity	THE TIME OF MICROBIAL BALANCE	PURIFYING THE SCALP
balance	THE TIME OF THE SKIN BARRIER	STABILISING THE SCALP
remedy balm	THE TIME OF REBALANCING	RESTORING SCALP WELLBEING
pulse	THE TIME OF VOLUME	RESTORING BODY, VITALITY AND DENSITY
dream	THE TIME OF THE HAIR FIBER	REGENERATING THE HAIR SHAFT

PHYTO-TECHNOLOGY

WHERE THE WISDOM OF NATURE MEETS THE INTELLIGENCE OF CARE.

The **Phyto-Technology** behind Easy Care T systems is the expression of a process that selects and develops botanical extracts, ferments, proteins and functional molecules capable of working in synergy with the physiology of the scalp and hair fiber.

BEYOND THE FORMULA

Our professional cosmetic formulas are not simply the result of a balance between functional ingredients, specific active ingredients and components designed to ensure stability, efficacy and safety. They represent the meeting and fusion of complementary forms of knowledge: the precision of cosmetology and scientific research, the expertise of professionals, human sensitivity and the intelligence of Nature.

Each component is selected to perform a specific function. Cosmetic active ingredients shape the architecture of the formula, while functional ingredients address the specific needs of the scalp and hair fiber.

Alongside the formulation itself, **AROMATHERAPY** becomes the bridge between the science of the blend and the human experience of the treatment: a true form of **olfactory intelligence.**

It accompanies the professional and the client throughout the service, transforming a technical treatment into a shared sensory experience of wellbeing. Because the role of a formula does not end with its chemistry, but continues **through the way it is perceived and experienced**.

The excellence of our formulas comes from
the harmony between Nature, knowledge and Care.

FORMULATION TRANSPARENCY

THE FIRST STEP TOWARDS KNOWLEDGE.

Almost every brand talks about active ingredients. **We prefer to tell the story of how a formula comes to life.** That is why we have chosen not only to show you the INCI lists, but also to help you understand how to read them. Because every formula is a system with a story to tell, and learning to read it means discovering its true value.

This is the value of Artègo's formulation exclusivity: every Artègo formula is created in our own laboratories and developed exclusively for a specific need and a specific product.

We design, develop and refine our formulas within our own facilities. Each one is conceived, studied, tested and refined until it delivers the desired cosmetic result for that particular product.

In our chemical laboratories, formulation research meets the expertise of cosmetologists, continuous dialogue with professional Hairstylists and the vision of those who work every day towards a greater purpose. For us, a formula is not simply a combination of ingredients: it is where scientific knowledge meets experience and human sensitivity.

It is within our formulas that our most important value takes shape: **transforming raw materials into wellbeing, expertise into emotion and Care into a gesture that accompanies every person who chooses that product.**

For this reason, our formulation expertise remains exclusive to Artègo and is developed solely to support the work of the Hairstylists who choose our Brand every day, and all those who place themselves in their hands.

It is a complex industrial choice, requiring continuous investment, multidisciplinary expertise and a clear vision.

It is also the most consistent way we know to turn our mission into reality: **to increase the value of the Hairstylist through products specifically formulated for their work, created for them and designed to Care for people.**


artēgo
CARE FOR BEAUTY

WHO IS ARTÈGO?

Behind every formula lies our industrial expertise and a human vision driven by the commitment to Care for people.

Within our facilities, chemical research, production, technical laboratories, marketing, logistics, product development, education and professional support coexist in a dynamic balance.

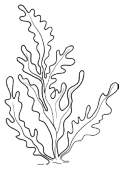
Every department contributes to the same goal: **transforming knowledge into value for the Hairstylist, for our clients and for people.**



The world of botanical intelligence

EVERY LAND HOLDS UNIQUE BOTANICAL RESOURCES

Every active ingredient has its own story: from Nature to the research laboratory, and ultimately to the Hairstylist. Transparency is our commitment; your trust is the result.



SEAWEED

North Atlantic: European and North American coasts

Provides minerals and strengthening substances.



JUNIPER

Eastern North America

Tones and contributes to scalp wellbeing.



SUNFLOWER

Southwestern United States and Mexico

Nourishes and softens, helping to protect the hair fibre.



JOJOBA OIL

Southwestern United States and Northwestern Mexico

Adds shine to the hair, helps protect the scalp and provides a conditioning action.



AVOCADO OIL

Tropical and subtropical America, native to Mesoamerica

Emollient, soothing and nourishing action.



WHITE THYME

Southwestern Europe and Southeastern Italy

Acts as a toner and astringent.



NETTLE

Europe, Siberia, Western China and North Africa

Traditionally used to support scalp wellbeing.



PATCHOULI

Sri Lanka and Insular Southeast Asia

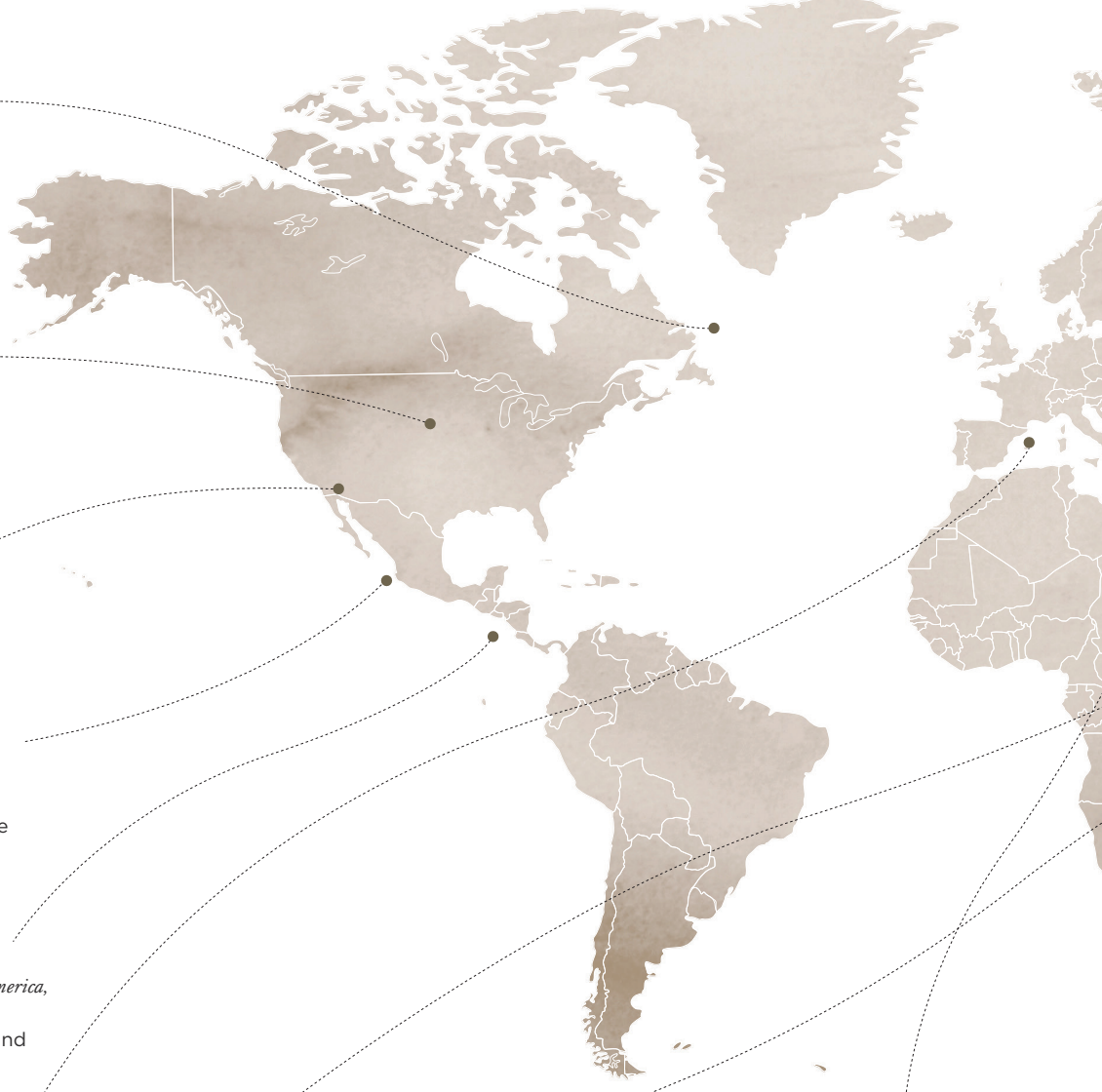
Contributes to scalp wellbeing and balance.



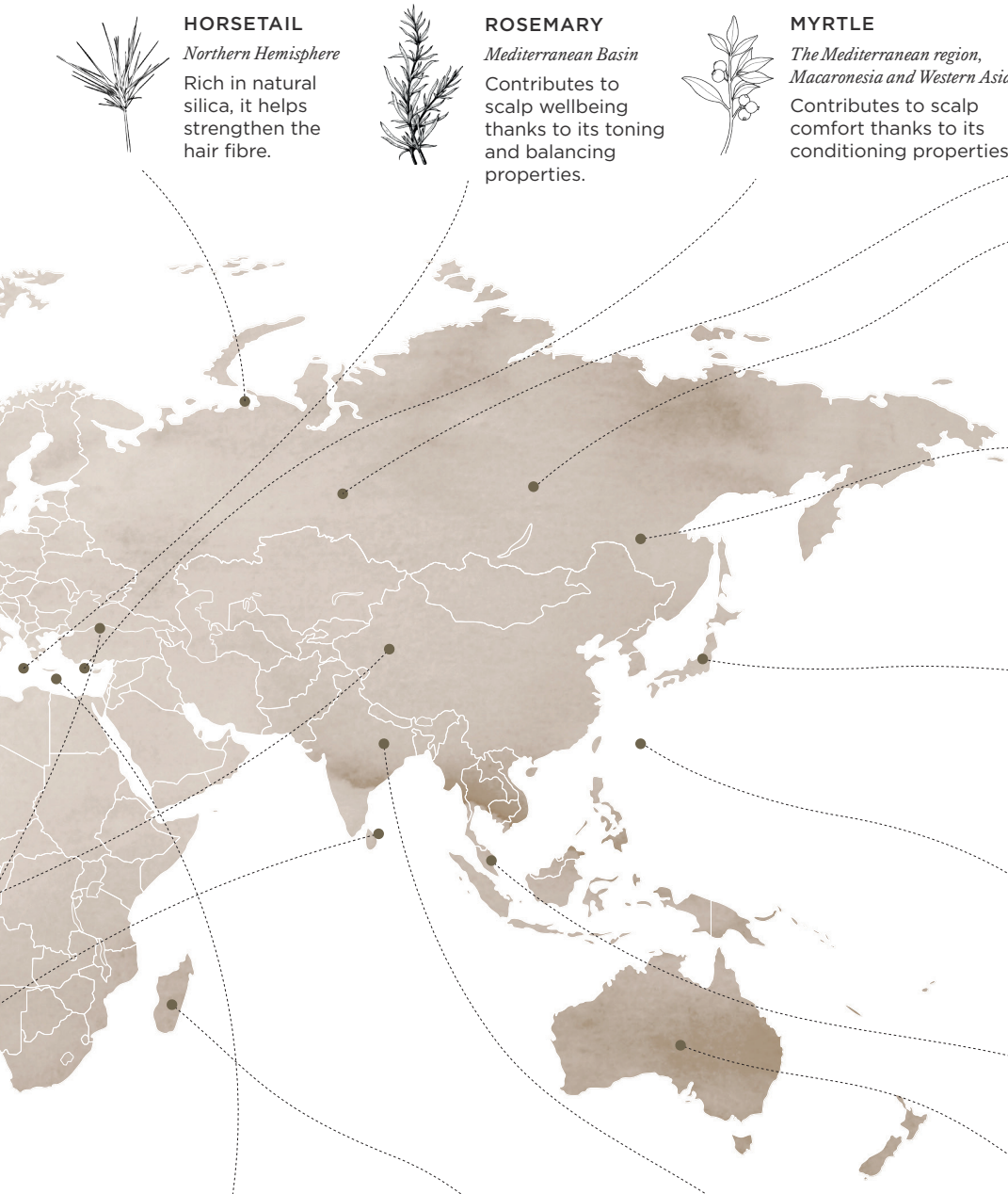
OREGANO

Europe, the Mediterranean and Western Asia

Dermopurifying action.



artègo
CARE FOR BEAUTY



HORSETAIL

Northern Hemisphere

Rich in natural silica, it helps strengthen the hair fibre.

ROSEMARY

Mediterranean Basin

Contributes to scalp wellbeing thanks to its toning and balancing properties.

MYRTLE

The Mediterranean region, Macaronesia and Western Asia

Contributes to scalp comfort thanks to its conditioning properties.

BURDOCK

Temperate Eurasia, widespread across Europe and Asia

Helps purify and rebalance the scalp.

HOPS

Europe to Siberia, also found in Northern Iran and Morocco

Helps strengthen and protect the hair fibre.

GINSENG

Korea, Manchuria and the Russian Far East

Stimulates microcirculation.

SOY

East Asia: China, Japan and Taiwan

Contains proteins and enzymes that help support hair growth.

WASABIA JAPONICA

Japan, South Korea and Southern Sakhalin

Antioxidant action that helps protect the hair fibre.

COCONUT OIL

Central Malesia and the Southwestern Pacific

Nourishes and conditions the hair fibre, leaving it softer.

TILIA TOMENTOSA

Central-Eastern and Southeastern Europe, extending as far as Turkey

Helps give the hair fibre elasticity and vitality.

TAMARIND EXTRACT

Comoros and Madagascar

Promotes hydration, softness and elasticity of the hair fibre.

ACACIA CONCINNA EXTRACT

Tropical Asia: India, Southeast Asia and Southern China

Helps gently cleanse and protect the hair fibre.

TEA TREE OIL

Australia: Queensland and New South Wales

Antimicrobial action that provides deep, thorough cleansing while helping restore balance.

artēgo

CARE FOR BEAUTY

rescue

ANTI-HAIRLOSS
ENERGIZING AND
BOOSTING



RESCUE SHAMPOO
1000 ml · 250 ml



RESCUE LOTION
10 x 8 ml

STRENGTH
& VIGOROUS GROWTH

clarity

ANTI-DANDRUFF
REFRESHING AND
REGENERATING



CLARITY SHAMPOO
1000 ml · 250 ml

OXYGENATION
& FRESHNESS

balance

ANTI-SEBUM
BALANCING AND
STIMULATING



BALANCE SHAMPOO
1000 ml · 250 ml

LIGHTNESS
& PURITY

remedy

DERMO-PURIFYING
MICROBIOME
BALANCING



REMEDY BALM
150 ml

PURIFICATION
& BALANCE

pulse

VOLUME BOOST
FORTIFYING AND
VITALIZING



PULSE SHAMPOO
1000 ml · 250 ml



PULSE LOTION
10 x 8 ml

VITALITY, BODY
& VOLUME

artēxo
CARE FOR BEAUTY

dream

ANTI-DAMAGE
REGENERATING & RECONSTRUCTING



PRE-SHAMPOO
1000 ml

SHAMPOO POST
1000 ml · 250 ml

MASK
150 ml · 500 ml

PREPARATION
& MAINTENANCE



K-LOTION
12 x 8 ml

REGENERATING, SMOOTHING,
SHINE-ENHANCING & ANTI-FRIZZ



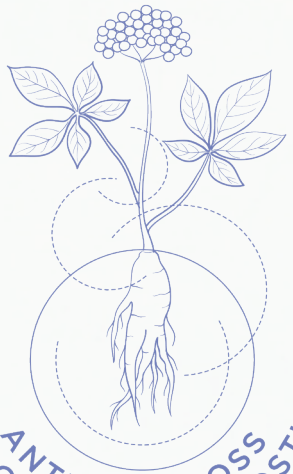
DREAM DIAMOND REGENERATION FILLER TREATMENT BOX
DREAM DIAMOND ESSENCE 500 ml x 2
DREAM DIAMOND NECTAR 20 ml x 6

PLUMPING, REGENERATING
& SHINE-ENHANCING



K-FLUID
500 ml

RECONSTRUCTING
& STRENGTHENING



Every hair begins at the follicle.

Nature teaches us balance. Cosmetology teaches us how to preserve it.





Nature teaches us balance. Microbiology teaches us how to protect it.



Every rebalancing process begins with protection.

Nature teaches us vitality. Cosmetology teaches us how to support it.





Beauty is never improvised. It is observed. It is understood. It is created.

EASY CARE T

rescue



THE TIME OF THE FOLLICLE: PROTECTING THE HAIR GROWTH CYCLE

The follicle gives life to the hair and shapes its future. When time, stress, imbalances or external aggressors slow down its natural cycle, hair can lose strength, density and vitality.

COSMETOLOGICAL RESPONSE: **RESCUE SYSTEM** is the cosmetic system developed to protect the follicle throughout its cycle, helping to prevent hair loss and preserve its ability to continue producing strong hair.

THE RESCUE SYSTEM MISSION

- Helps support the follicle's natural life cycle.
- Helps preserve the cosmetic wellbeing of the scalp, promoting an environment more conducive to healthy hair growth.
- Promotes stronger-looking, more resilient and vital hair.
- Ideal for cosmetic protocols designed for hair prone to weakening and hair loss.



RESCUE SHAMPOO

FUNCTIONS

Specific cosmetic shampoo that gently cleanses the scalp and hair while respecting their physiological balance. The synergy of functional complexes, amino acids, plant proteins and botanical extracts helps support the cosmetic wellbeing of the follicle and scalp, promoting stronger-looking, more vital and resilient hair.

1000 ml · Professional | **250 ml** · Retail



RESCUE LOTION

FUNCTIONS

Intensive cosmetic lotion with a high concentration of functional active ingredients, amino acids and botanical extracts. Helps support the natural wellbeing of the follicle and scalp, promoting an optimal cosmetic environment for stronger-looking, more vital and resilient hair. Stimulates scalp microcirculation.

10 x 8 ml · Professional & Retail

WELLBEING AROMATHERAPY





GRAPE
VETIVER

A pleasantly fresh, energising and revitalising aromatic blend.

FORMULATION TRANSPARENCY

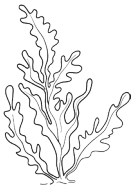
RESCUE SHAMPOO

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
CHONDRUS CRISPUS (CARRAGEENAN) EXTRACT	SKIN CONDITIONING	✓			
LAMINARIA DIGITATA EXTRACT	SKIN PROTECTING	✓			
HYDROLYZED SOY PROTEIN	ANTISTATIC, HAIR CONDITIONING, HUMECTANT, SKIN CONDITIONING	✓			
ARCTIUM MAJUS ROOT EXTRACT	SKIN CONDITIONING	✓			
PANAX GINSENG ROOT EXTRACT	EMOLLIENT, HAIR CONDITIONING, SKIN PROTECTING, TONIC	✓			
MANNITOL	BINDING, HUMECTANT, MOISTURISING, SKIN CONDITIONING		✓		
CITRIC ACID	BUFFERING, CHELATING		✓		
GLYCOGEN / GLYCERIN	HUMECTANT, SKIN CONDITIONING		✓		
ARGININE	ANTISTATIC, HAIR CONDITIONING, SKIN CONDITIONING		✓		
ACETYL TYROSINE	SKIN CONDITIONING, TANNING		✓		
CALCIUM PANTOTHENATE / GLUCOSAMINE HCL	ANTISTATIC, HAIR CONDITIONING		✓		
ZINC GLUCONATE	DEODORANT, SKIN CONDITIONING		✓		
NIACINAMIDE	SMOOTHING		✓		
ORNITHINE HCL / CITRULLINE	SKIN CONDITIONING		✓		
BIOTIN	ANTISEBORRHOEIC, HAIR CONDITIONING, SKIN CONDITIONING		✓		
PARFUM [FRAGRANCE] / LINALOOL / HEXAMETHYLINDANOPYRAN	MASKING, PERFUMING			✓	
AQUA (WATER)	SOLVENT				✓
SODIUM LAURETH SULFATE / TEA-LAURYL SULFATE / COCAMIDE DEA / SODIUM LAUROYL SARCOSINATE / COCAMIDOPROPYL BETAINE / PEG-15 COCOPOLYAMINE / GUAR HYDROXYPROPYL-TRIMONIUM CHLORIDE / XANTHAN GUM / PEG-12 DIMETHICONE / POLYQUATERNIUM-11	CLEANSING, EMULSIFYING, SURFACTANT, FOAM BOOSTING, ANTI-STATIC, HAIR CONDITIONING, SKIN CONDITIONING, FILM FORMING, BINDING, SKIN CONDITIONING				✓

BOTANICAL INTELLIGENCE COSMETIC SCIENCE AROMATHERAPY INTELLIGENCE FORMULATION BALANCE

BOTANICAL INTELLIGENCE



SEAWEED

Provides minerals and strengthening substances.



SOY

Contains proteins and enzymes that support hair regrowth.



GINSENG

Stimulates capillary circulation.

COSMETOLOGICAL INTELLIGENCE

VITAPLEX™

Vitamin complex that supports hair vitality and wellbeing.

FORMULATION TRANSPARENCY

RESCUE LOTION

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
HYDROLYZED SOY PROTEIN	ANTISTATIC, HAIR CONDITIONING, HUMECTANT, SKIN CONDITIONING	✓			
ARCTIUM MAJUS ROOT EXTRACT	SKIN CONDITIONING	✓			
PANAX GINSENG ROOT EXTRACT	EMOLLIENT, HAIR CONDITIONING, SKIN PROTECTING, TONIC	✓			
MENTHOL	MASKING, REFRESHING, SOOTHING		✓		
ARGININE / ACETYL TYROSINE / ZINC GLUCONATE / ORNITHINE HCL / CITRULLINE / PEG-12 DIMETHICONE	ANTISTATIC, SKIN & HAIR CONDITIONING, MASKING, TANNING		✓		
CAMPHOR	MASKING		✓		
CALCIUM PANTOTHENATE / NIACINAMIDE / GLUCOSAMINE HCL	ANTISTATIC, HAIR CONDITIONING, SMOOTHING		✓		
METHYL NICOTINATE	SOOTHING, TONIC		✓		
BIOTIN	ANTISEBORRHOEIC, HAIR CONDITIONING, SKIN CONDITIONING		✓		
ALCOHOL DENAT.	ANTIMICROBIAL, ASTRINGENT, MASKING		✓		
CITRUS AURANTIUM FLOWER OIL	PERFUMING			✓	
PARFUM [FRAGRANCE] / LINALOOL / HEXAMETHYLINDANOPYRAN / TERPINEOL / LIMONENE / ACETYL CEDRENE / EUGENOL / BENZYL SALICYLATE / ALPHA-ISOMETHYL IONONE	DEODORANT, MASKING, PERFUMING			✓	
AQUA [WATER]	SOLVENT				✓
PROPYLENE GLYCOL / PEG-40 HYDROGENATED CASTOR OIL / POLYQUATERNIUM-11	HUMECTANT, SKIN CONDITIONING, SOLVENT, EMULSIFYING, SURFACTANT, ANTISTATIC, FILM FORMING				✓

BOTANICAL INTELLIGENCE COSMETIC SCIENCE AROMATHERAPY INTELLIGENCE FORMULATION BALANCE

BOTANICAL INTELLIGENCE



BURDOCK

Helps purify and rebalance the scalp.



GINSENG

Stimulates capillary circulation.



SOY

Contains proteins and enzymes that support hair regrowth.

COSMETOLOGICAL INTELLIGENCE

TRICHOGEN™

Functional complex that supports the follicle and hair vitality.



Every hair begins at the follicle.

EASY CARE T

balance

THE TIME OF THE SKIN BARRIER: STABILISING THE SCALP

The skin barrier protects the scalp every day. When its physiological balance is disrupted, sebum production and behaviour can also change.

Sebum is not the enemy of the scalp: it is part of the scalp's natural response to protect itself.

THE COSMETOLOGICAL RESPONSE: BALANCE SYSTEM is the cosmetic system developed to help the scalp restore its physiological balance and regulate sebum production.



THE BALANCE SYSTEM MISSION

- Helps the scalp restore its natural physiological balance.
- Helps normalise excess sebum without disrupting the skin barrier.
- Promotes a feeling of comfort and freshness.
- Ideal for cosmetic protocols dedicated to sensitive scalps with excess sebum.



BALANCE SHAMPOO

FUNCTIONS

Gently purifies the scalp and hair, helping to restore the physiological balance of the skin barrier.

1000 ml · Professional | **250 ml** · Retail



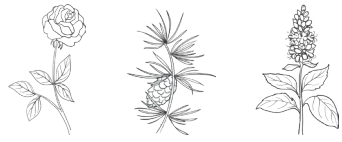
REMEDY BALM

FUNCTIONS

Completes the Balance cosmetic protocol, helping to restore scalp wellbeing in the presence of sebum imbalances and/or sensitivity.

150 ml · Professional & Retail

WELLBEING AROMATHERAPY



BULGARIAN ROSE
CEDARWOOD
PATCHOULI

A blend of aromas that helps purify the mind and inspire a sense of renewed, balanced energy, evoking deep calm and a powerful, sensual allure.

FORMULATION TRANSPARENCY

BALANCE SHAMPOO

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
ORIGANUM VULGARE OIL	MASKING, REFRESHING	✓			
MELALEUCA ALTERNIFOLIA (TEA TREE) LEAF OIL	ANTIOXIDANT	✓			
HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL	EMOLLIENT, MASKING, SKIN CONDITIONING	✓			
GLYCERIN	HUMECTANT		✓		
POGOSTEMON CABLIN OIL	MASKING			✓	
PARFUM [FRAGRANCE] / GERANIOL / CITRONELLOL / LINALYL ACETATE / LIMONENE / EUGENOL / LINALOOL	DEODORANT, MASKING, PERFUMING, TONIC			✓	
AQUA [WATER]	SOLVENT				✓
SODIUM LAURETH SULFATE / COCAMIDE DEA / SODIUM CHLORIDE	CLEANSING, EMULSIFYING, FOAMING, SURFACTANT, EMULSION STABILISING, FOAM BOOSTING, BULKING, MASKING, VISCOSITY CONTROLLING				✓
COCAMIDOPROPYL BETAINE / SODIUM LAUROYL GLUTAMATE / SODIUM LAUROYL SARCOSINATE / HEXYLENE GLYCOL / PEG-40 HYDROGENATED CASTOR OIL / COCAMIDOPROPYLAMINE OXIDE / CETEARETH-23	ANTISTATIC, CLEANSING, FOAM BOOSTING, HAIR CONDITIONING, SURFACTANT, EMULSIFYING, FOAMING, HAIR CONDITIONING, SKIN CONDITIONING				✓
PHOSPHORIC ACID / TETRASODIUM EDTA / METHYLCHLOROISOTHIAZOLINONE / METHYLISOTHIAZOLINONE	BUFFERING, CHELATING, PRESERVATIVE				✓

BOTANICAL INTELLIGENCE · COSMETIC SCIENCE · AROMATHERAPY INTELLIGENCE · FORMULATION BALANCE

BOTANICAL INTELLIGENCE



OREGANO

Purifying action on the scalp.



PATCHOULI

Contributes to scalp wellbeing and balance.



SUNFLOWER

Nourishes and softens, helping to protect the hair fiber.



TEA TREE OIL

Antimicrobial action, providing deep, thorough and rebalancing cleansing.

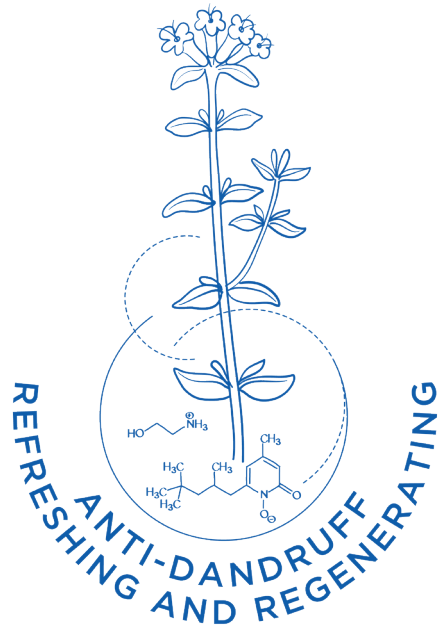
EASY CARE T

clarity

THE TIME OF MICROBIOLOGICAL BALANCE: PURIFYING THE SCALP

The scalp naturally hosts a microbiota made up of microorganisms that coexist in balance and contribute to its protection. When this balance is disrupted, flaking, itching and impurities may occur.

THE COSMETOLOGICAL RESPONSE: CLARITY SYSTEM is the cosmetic system developed to eliminate dandruff and help restore the scalp's natural biological purity.



THE CLARITY SYSTEM MISSION

- Helps maintain the balance of the scalp microbiota.
- Gently purifies the scalp while respecting its natural physiology.
- Helps reduce the conditions that can promote flaking.
- Ideal for cosmetic protocols dedicated to scalps affected by impurities and microbiological imbalances.



CLARITY SHAMPOO

FUNCTIONS

Gently purifies the scalp and hair, helping to maintain the scalp's microbiological balance. Helps create a healthier scalp environment that supports its natural wellbeing.

1000 ml · Professional | **250 ml** · Retail



REMEDY BALM

FUNCTIONS

Completes the Clarity cosmetic protocol, helping to restore scalp wellbeing in the presence of sebum imbalances and/or sensitivity.

150 ml · Professional & Retail

WELLBEING AROMATHERAPY



SANDALWOOD
TONKA BEAN
AGARWOOD

A fresh, delicately sweet aromatic blend with a calming character, ideal for moments of meditation.

FORMULATION TRANSPARENCY

CLARITY SHAMPOO

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
MELALEUCA ALTERNIFOLIA (TEA TREE) LEAF OIL	ANTIOXIDANT, PERFUMING	✓			
THYMUS VULGARIS (THYME) FLOWER/LEAF OIL	MASKING, SKIN CONDITIONING, TONIC	✓			
CITRIC ACID	BUFFERING, CHELATING, MASKING		✓		
PIROCTONE OLAMINE	PRESERVATIVE, ANTIMICROBIAL		✓		
GLYCERYL OLEATE	EMOLLIENT, EMULSIFYING		✓		
JUNIPERUS VIRGINIANA OIL	MASKING, TONIC			✓	
PARFUM [FRAGRANCE]/ ACETYL CEDRENE / LINALOOL / COUMARIN / LINALYL ACETATE / HEXYL CINNAMAL / EUGENOL	MASKING, PERFUMING, TONIC, FRAGRANCE			✓	
AQUA [WATER]	SOLVENT				✓
SODIUM COCO-SULFATE / COCAMIDOPROPYL BETAINE / COCO-GLUCOSIDE / DECYL GLUCOSIDE / LAURYL GLUCOSIDE / TRIDECETH-12	CLEANSING, SURFACTANT, CLEANSING, FOAM BOOSTING, HAIR CONDITIONING, SURFACTANT, EMULSION STABILISING, EMULSIFYING				✓
TETRASODIUM EDTA / METHYLCHLOROISOTHIAZOLINONE / METHYLISOTHIAZOLINONE	CHELATING, PRESERVATIVE				✓

BOTANICAL INTELLIGENCE · COSMETIC SCIENCE · AROMATHERAPY INTELLIGENCE · FORMULATION BALANCE

BOTANICAL INTELLIGENCE



TEA TREE OIL

Antimicrobial action, providing deep, thorough and rebalancing cleansing.



WHITE THYME

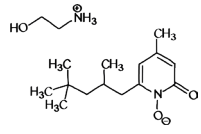
Toning and astringent action.



JUNIPER

Tones and contributes to scalp wellbeing.

COSMETOLOGICAL INTELLIGENCE



OCTOPIROX

Anti-dandruff active ingredient with sebum-regulating properties and powerful antibacterial, anti-inflammatory and antimicrobial action.

EASY CARE T

remedy

THE TIME OF REBALANCING: RESTORING SCALP WELLBEING

When the scalp shows signs of imbalance, regardless of the cause, the first goal is to restore the optimal conditions it needs to perform its natural protective functions.

REMEDY BALM is a universal antimicrobial cosmetic treatment designed to help the scalp restore its optimal balance.
It is not dedicated to one specific concern, but to the stage when the scalp needs to regain its natural equilibrium.



UNIVERSAL ANTIMICROBIAL TREATMENT

- Can be used after Clarity.
- Can be used after Balance.
- Can also be used after Rescue, when needed.

THE REMEDY BALM MISSION

- Helps support the restoration of the scalp's natural wellbeing.
- Helps rebalance scalp comfort following conditions of imbalance.
- Promotes a feeling of protection, freshness and relief.
- Ideal as the final step in cosmetic protocols designed to restore scalp balance.



REMEDY BALM

FUNCTIONS

Intensive cosmetic treatment with a rebalancing action. The synergy of functional ingredients, ferments, essential oils and botanical extracts helps restore the scalp's cosmetic wellbeing, providing comfort, protection and a pleasant feeling of freshness.

150 ml · Professional & Retail

WELLBEING AROMATHERAPY



NEROLI
PATCHOULI
CAMPHOR

A blend of aromas that enhances the treatment with a purifying and refreshing sensory experience.

FORMULATION TRANSPARENCY

REMEDY BALM

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
ROSMARINUS OFFICINALIS (ROSEMARY) LEAF OIL	MASKING, SKIN CONDITIONING	✓			
THYMUS VULGARIS (THYME) FLOWER/LEAF OIL	MASKING, SKIN CONDITIONING, TONIC	✓			
MYRTUS COMMUNIS LEAF EXTRACT	PERFUMING, SKIN CONDITIONING	✓			
PISTACIA LENTISCUS LEAF EXTRACT	PERFUMING, MASKING	✓			
PIROCTONE OLAMINE	PRESERVATIVE, ANTIMICROBIAL		✓		
MENTHOL, CAMPHOR	MASKING, REFRESHING, SOOTHING		✓		
CITRIC ACID	BUFFERING, CHELATING		✓		
SARCOSINE / SACCHAROMYCES FERMENT LYSATE FILTRATE	SKIN CONDITIONING		✓		
ALCOHOL DENAT.	ANTIMICROBIAL, ASTRINGENT, MASKING, SOLVENT, VISCOSITY CONTROLLING		✓		
CETRIMONIUM CHLORIDE	ANTIMICROBIAL, ANTISTATIC, EMULSIFYING		✓		
GLYCERIN	HUMECTANT		✓		
CITRUS AURANTIUM PEEL OIL / POGOSTEMON CABLIN OIL	ASTRINGENT, MASKING, SKIN CONDITIONING, TONIC			✓	
HEXAMETHYLINDANOPYRAN / CITRONELLOL / LINALYL ACETATE / LIMONENE / LINALOOL / PARFUM [FRAGRANCE] / BENZYL SALICYLATE / GERANIOL	PERFUMING, FRAGRANCE, MASKING, TONIC, UV ABSORBING			✓	
AQUA [WATER]	SOLVENT				✓
ISOPROPYL MYRISTATE / MYRISTYL ALCOHOL / CAPRYLIC/ CAPRIC TRIGLYCERIDE / ISOPROPYL PALMITATE	BINDING, EMOLLIENT, SKIN CONDITIONING, MASKING, ANTISTATIC				✓
BENZYL ALCOHOL	MASKING, PRESERVATIVE, SOLVENT				✓
POTASSIUM SORBATE / DEHYDROACETIC ACID / SODIUM BENZOATE	PRESERVATIVE, ANTICORROSIVE, MASKING				✓

BOTANICAL INTELLIGENCE COSMETIC SCIENCE AROMATHERAPY INTELLIGENCE FORMULATION BALANCE

BOTANICAL INTELLIGENCE



ROSEMARY

Helps support scalp wellbeing through its toning and rebalancing properties.



MYRTLE

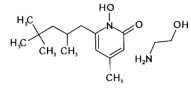
Helps support scalp comfort through its conditioning properties.



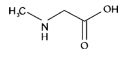
WHITE THYME

Provides toning and astringent action.

COSMETOLOGICAL INTELLIGENCE







PIROCTONE OLAMINE

Functional ingredient with a purifying action that helps maintain the scalp's cosmetic balance.

SACCHAROMYCES FERMENT LYSATE FILTRATE

Cosmetic ferment that helps maintain scalp wellbeing by promoting comfort.

SARCOSINE

Functional ingredient that helps restore the scalp's cosmetic balance.

EASY CARE T

pulse

THE TIME OF BIOLOGICAL ENERGY: STIMULATING BODY, STRENGTH AND VOLUME

Every hair grows from a root that needs balance, energy and nourishment. When the scalp is rich in vital energy and the hair fiber receives the right cosmetic support, the hair naturally appears stronger, more elastic and more voluminous.

THE COSMETOLOGICAL RESPONSE: **PULSE SYSTEM** is the cosmetic system that helps the scalp and hair fiber regain energy, strength, vitality, body and volume.



THE PULSE SYSTEM MISSION

- Helps support the cosmetic vitality of the scalp.
- Promotes fuller, more voluminous and stronger-looking hair.
- Helps improve the elasticity and manageability of the hair fiber.
- Ideal for cosmetic protocols designed for fine, limp and breakage-prone hair.



PULSE SHAMPOO

FUNCTIONS

Gently cleanses while respecting the scalp's natural balance. The combination of amino acids, humectants and botanical extracts helps give the hair fiber cosmetic strength, volume, body and lightness.

1000 ml · Professional | **250 ml** · Retail



PULSE LOTION

FUNCTIONS

Intensive lotion with a high concentration of vitamins, plant proteins and botanical extracts. Cosmetically stimulates the scalp and promotes stronger, more elastic and voluminous hair that is more resistant to breakage. Supports definition, body and long-lasting style hold.

10 x 8 ml · Professional & Retail

WELLBEING AROMATHERAPY



VETIVER
VANILLA
MELON

A blend of energising aromas enhanced by vanilla notes, creating a refined and contemporary olfactory experience.

FORMULATION TRANSPARENCY

PULSE SHAMPOO

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
TILIA TOMENTOSA BUD EXTRACT	HAIR CONDITIONING, PLASTICISER, SKIN CONDITIONING	✓			
HUMULUS LUPULUS (HOPS) EXTRACT	ANTIMICROBIAL, ASTRINGENT, EMOLLIENT, SKIN CONDITIONING, SOOTHING, TONIC	✓			
MEDICAGO SATIVA (ALFALFA) EXTRACT	TONIC	✓			
MELILOTUS OFFICINALIS (SWEET CLOVER) LEAF EXTRACT	SKIN CONDITIONING	✓			
ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT	ANTIMICROBIAL, SKIN CONDITIONING	✓			
MENTHOL	DENATURANT, MASKING, REFRESHING, SOOTHING		✓		
SODIUM PCA / ARGININE / ASPARTIC ACID / GLYCINE, ALANINE, SERINE, VALINE, ISOLEUCINE	ANTISTATIC, HAIR AND SKIN CONDITIONING, HUMECTANT, MASKING		✓		
SODIUM LACTATE / PCA	BUFFERING, HUMECTANT, KERATOLYTIC, HUMECTANT, MOISTURISING		✓		
PROLINE	HAIR CONDITIONING, SKIN CONDITIONING		✓		
THREONINE	ANTISTATIC, HAIR CONDITIONING, HAIR WAVING OR STRAIGHTENING		✓		
HISTIDINE / PHENYLALANINE	ANTISTATIC, HUMECTANT, SKIN & HAIR CONDITIONING		✓		
CITRIC ACID	BUFFERING, CHELATING		✓		
ALCOHOL DENAT.	ANTIMICROBIAL, ASTRINGENT, MASKING, SOLVENT		✓		
GLYCERIN	HUMECTANT, SOLVENT		✓		
HEXAMETHYLINDANOPYRAN/ VANILLIN / ACETYL CEDRENE / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / LINALYL ACETATE / PARFUM [FRAGRANCE]	PERFUMING, MASKING, FRAGRANCE			✓	
AQUA [WATER]	SOLVENT				✓
DEHYDROACETIC ACID / BENZYL ALCOHOL	PRESERVATIVE				✓
AMMONIUM LAURYL SULFATE / TEA-LAURYL SULFATE	CLEANSING, SURFACTANT, EMULSIFYING				✓
COCAMIDOPROPYL BETAINE / SODIUM LAUROYL SARCOSINATE / POLYQUATERNIUM-10	ANTISTATIC, CLEANSING, HAIR CONDITIONING, SURFACTANT, EMULSIFYING, HAIR CONDITIONING, SKIN CONDITIONING, FILM FORMING				✓

BOTANICAL INTELLIGENCE COSMETIC SCIENCE AROMATHERAPY INTELLIGENCE FORMULATION BALANCE

BOTANICAL INTELLIGENCE



TILIA TOMENTOSA

Helps give the hair fiber elasticity and vitality.



ROSEMARY

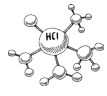
Contributes to scalp wellbeing through its toning and balancing properties.



HOPS

Helps strengthen and protect the hair fiber.

COSMETOLOGICAL INTELLIGENCE



AMINO ACIDS

A cosmetic complex that helps improve the strength, elasticity and resilience of the hair fiber.

FORMULATION TRANSPARENCY

PULSE LOTION

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
ORIGANUM VULGARE OIL	REFRESHING	✓			
URTICA DIOICA (NETTLE) LEAF EXTRACT	SKIN CONDITIONING	✓			
LAVANDULA ANGUSTIFOLIA (LAVENDER) OIL	MASKING, TONIC	✓			
EQUISETUM ARVENSE LEAF EXTRACT	ASTRINGENT, EMOLLIENT, SOOTHING, TONIC	✓			
NASTURTIUM OFFICINALE LEAF EXTRACT	MASKING, SKIN CONDITIONING	✓			
ORIGANUM VULGARE LEAF EXTRACT	SKIN CONDITIONING	✓			
SILYBUM MARIANUM SEED EXTRACT	SKIN CONDITIONING	✓			
CAMPHOR	DENATURANT, MASKING, PLASTICISER		✓		
NIACINAMIDE	SMOOTHING		✓		
PANTHENOL	ANTISTATIC, HAIR CONDITIONING, SKIN CONDITIONING		✓		
HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL	HAIR CONDITIONING, SKIN CONDITIONING		✓		
MENTHOL	MASKING, REFRESHING, SOOTHING		✓		
CITRIC ACID	BUFFERING, CHELATING, MASKING		✓		
ALCOHOL DENAT.	ANTIMICROBIAL, ASTRINGENT, MASKING, SOLVENT		✓		
CITRUS AURANTIUM PEEL OIL	ASTRINGENT, MASKING, SKIN CONDITIONING, TONIC			✓	
LINALOOL / HEXAMETHYLINDANOPYRAN / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / ACETYL CEDRENE / VANILLIN / PARFUM [FRAGRANCE] / HEXYL CINNAMAL / LINALYL ACETATE / LIMONENE	DEODORANT, PERFUMING, MASKING, SKIN CONDITIONING, FRAGRANCE			✓	
AQUA [WATER]	SOLVENT				✓
PEG-40 HYDROGENATED CASTOR OIL, PROPYLENE GLYCOL/ TETRASODIUM EDTA / POTASSIUM SORBATE / SODIUM BENZOATE	EMULSIFYING, SURFACTANT, HUMECTANT, SKIN CONDITIONING, SOLVENT, CHELATING, PRESERVATIVE, ANTICORROSIVE, MASKING, PRESERVATIVE				✓

BOTANICAL INTELLIGENCE COSMETIC SCIENCE AROMATHERAPY INTELLIGENCE FORMULATION BALANCE

BOTANICAL INTELLIGENCE



HORSETAIL

Rich in natural silica, it helps improve the resilience of the hair fiber.



NETTLE

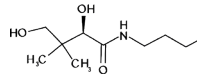
Traditionally used to support scalp wellbeing.



OREGANO

Provides a dermo-purifying action.

COSMETOLOGICAL INTELLIGENCE



PANTHENOL

(Provitamin B5)
Helps hydrate and protect the hair fiber, improving its resilience, softness and shine.



Nature teaches us about vitality, cosmetology teaches us how to support it.

EASY CARE T

dream system

THE TIME OF THE HAIR FIBER: WHEN COSMETOLOGY TURNS DESIRE INTO REALITY

Every day, the hair fiber is exposed to the effects of time, technical treatments, the heat of styling tools and environmental aggressors. Over time, the hair may lose **lipids**, which are essential for maintaining softness and elasticity, **proteins**, which are fundamental for supporting its strength and structure, and some of its **natural moisture**. The cuticle gradually becomes less compact and the surface of the fiber less even: the hair appears more porous, dull, fragile and less resistant to daily stress. The hair fiber needs more than nourishment alone; it requires a cosmetic regimen that helps rebuild its quality while preserving protection, elasticity and shine over time.

THE COSMETOLOGICAL RESPONSE: DREAM SYSTEM is the cosmetic system whose complementary actions help **rebuild, protect and preserve the quality of the hair fiber**, turning the desire for healthy-looking, soft and shiny hair into visible, long-lasting Beauty.

THE DREAM SYSTEM MISSION

- Helps improve the cosmetic quality of the hair fiber.
- Helps preserve its elasticity, softness and shine.
- Promotes cosmetic protection against mechanical, thermal and environmental aggressors.
- Ideal for cosmetic protocols designed for sensitised, treated, dry or structurally weakened hair.



DREAM SHAMPOO POST

FUNCTIONS

Delicate cosmetic shampoo with a restructuring action. The synergy of Creatine, Sericin, Melanin, Wasabia Japonica Ferment and conditioning active ingredients helps cleanse while respecting the hair fiber, promoting cosmetic protection, softness, elasticity and shine.

1000 ml · Professional | **250 ml** · Retail



DREAM MASK

FUNCTIONS

Intensive cosmetic mask with a highly nourishing and conditioning action. The combination of Jojoba Oil, Avocado Oil, Sericin, Hydrolysed Silk and emollient active ingredients helps improve the cosmetic quality of the hair fiber, promoting nourishment, elasticity, manageability and shine.

500 ml · Professional | **150 ml** · Retail

WELLBEING AROMATHERAPY



SWEET CINNAMON YLANG YLANG MUSKY AMBER

A blend of enveloping, aphrodisiac aromas that eases tension, promoting harmony and peace of mind, until you can smile at your dreams.

FORMULATION TRANSPARENCY

DREAM SHAMPOO POST

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
LACTOBACILLUS / WASABIA JAPONICA ROOT FERMENT EXTRACT	ANTIOXIDANT	✓			
HYDROLYZED SERICIN	HAIR CONDITIONING, SKIN CONDITIONING		✓		
TITANIUM DIOXIDE / ETHYLHEXYL METHOXYCINNAMATE	OPACIFYING, UV ABSORBER, UV FILTER		✓		
MELANIN	SKIN PROTECTING		✓		
SUPEROXIDE DISMUTASE	ANTIOXIDANT, REDUCING, SKIN CONDITIONING		✓		
CREATINE	SKIN CONDITIONING		✓		
GLYCERIN	HUMECTANT		✓		
BENZYL BENZOATE, HEXYL CINNAMAL / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / EUGENOL / HEXAMETHYLINDANOPYRAN / PARFUM [FRAGRANCE]	ANTIMICROBIAL, PERFUMING, MASKING, SKIN CONDITIONING, TONIC, DEODORANT			✓	
AQUA [WATER]	SOLVENT				✓
DISODIUM COCOAMPHODIACETATE / COCAMIDOPROPYL BETAINE / COCAMIDOPROPYLAMINE OXIDE / SODIUM LAUROYL SARCOSINATE / PEG-90 GLYCERYL ISOSTEARATE / LAURETH-2 / PEG-12 DIMETHICONE / PEG-120 METHYL GLUCOSE TRIOLEATE / SILICONE QUATERNIUM-16 / UNDECETH-11 / UNDECETH-5 / PROPYLENE GLYCOL	CLEANSING, HAIR CONDITIONING, SKIN CONDITIONING, SURFACTANT, ANTISTATIC, SURFACTANT, FOAM BOOSTING, EMULSIFYING, EMOLLIENT, VISCOSITY CONTROLLING, HUMECTANT				✓
PHOSPHORIC ACID / COCAMIDE DEA / POLYQUATERNIUM-10 / ACRYLATES / C10-30 ALKYL ACRYLATE CROSSPOLYMER / BUTYLOCTANOL / POLYAMIDE-2 / TETRASODIUM EDTA / TIN OXIDE / MICA / METHYLCHLOROISOTHIAZOLINONE / METHYLISOTHIAZOLINONE	BUFFERING, EMULSIFYING, FOAM BOOSTING, SURFACTANT, ANTISTATIC, FILM FORMING, CHELATING, BULKING, OPACIFYING, PRESERVATIVE				✓
CI 14720 / CI 16255 / CI 19140 [YELLOW 5] / CI 28440 / CI 73015	COSMETIC COLORANT				✓

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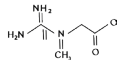
BOTANICAL INTELLIGENCE



WASABIA JAPONICA

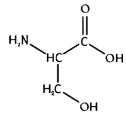
Provides an antioxidant action and helps protect the hair fiber.

COSMETOLOGICAL INTELLIGENCE



CREATINE

Helps support the strength and cosmetic quality of the hair fiber.



HYDROLYSED SERICIN

Silk proteins with smoothing and moisturising properties.

FORMULATION TRANSPARENCY

DREAM MASK

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
PERSEA GRATISSIMA (AVOCADO) OIL	SKIN CONDITIONING	✓			
SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL	EMOLLIENT, HAIR CONDITIONING, SKIN CONDITIONING	✓			
HYDROLYZED SILK	ANTISTATIC, HAIR AND SKIN CONDITIONING, HUMECTANT		✓		
HYDROLYZED SERICIN	HAIR CONDITIONING, SKIN CONDITIONING		✓		
BENZYL BENZOATE	ANTIMICROBIAL, PERFUMING			✓	
TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / HEXAMETHYLINDANOPYRAN	MASKING, PERFUMING, SKIN CONDITIONING			✓	
HEXYL CINNAMAL / EUGENOL / PARFUM [FRAGRANCE]	PERFUMING, DEODORANT, MASKING, PERFUMING			✓	
AQUA [WATER]	SOLVENT				✓
DEHYDROACETIC ACID / TETRASODIUM EDTA / PHOSPHORIC ACID / ACRYLAMIDOPROPYLTRIMONIUM CHLORIDE / ACRYLATES COPOLYMER	PRESERVATIVE, CHELATING, BUFFERING, FILM FORMING				✓
BEHENTRIMONIUM CHLORIDE / BIS-HYDROXYETHOXYPROPYL DIMETHICONE / BIS-ISOBUTYL PEG / PPG-20 / 35 / AMODIMETHICONE COPOLYMER / CETYL ETHYLHEXANOATE / POLYSORBATE 80 / BUTYLENE GLYCOL / BENZYL ALCOHOL / MYRISTYL ALCOHOL / CETEARYL ALCOHOL	ANTISTATIC, HAIR CONDITIONING, HUMECTANT, SKIN CONDITIONING, EMOLLIENT, EMULSIFYING				✓
CI 14720 / CI 16255 / CI 19140 [YELLOW 5] / CI 28440 / CI 73015	COSMETIC COLORANT				✓

BOTANICAL INTELLIGENCE · COSMETIC SCIENCE · AROMATHERAPY INTELLIGENCE · FORMULATION BALANCE

BOTANICAL INTELLIGENCE



JOJOBA OIL

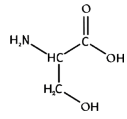
Gives the hair shine and provides dermo-protective and conditioning actions.



AVOCADO OIL

Provides emollient, soothing and nourishing actions.

COSMETOLOGICAL INTELLIGENCE



HYDROLYSED SERICIN

Silk proteins with smoothing and moisturising properties.


artēzo
CARE FOR BEAUTY

EASY CARE T

dream k reconstruction

THE TIME OF COSMETIC HAIR FIBER REGENERATION

Not all changes in the hair fiber require the same cosmetic treatment. Some hair primarily needs to regain luminosity, elasticity and shine after technical services or external stress. Other hair has a more compromised structure that requires a more intensive cosmetic reconstructing action. This is why DREAM offers two complementary professional treatments, developed to support the hair fiber according to different levels of need.

THE COSMETOLOGICAL RESPONSE: **DREAM K SYSTEM** is the professional cosmetic system that completes Dream System through two complementary technologies.

• **K-Lotion** promotes the cosmetic regeneration of the hair fiber's surface, helping revive its luminosity, softness and color intensity.

• **K-Fluid** provides a more intensive cosmetic reconstructing action, helping improve the structure, compactness and elasticity of sensitised hair fibers.



DREAM K-LOTION

FUNCTIONS

Regenerating cosmetic treatment. The synergy of Keratin, Hydrolysed Keratin, Functionalised Cystine and film-forming polymers helps improve the cosmetic quality of the hair fiber, promoting luminosity, elasticity and greater color vibrancy.

12 x 8 ml · Professional



DREAM K-FLUID

FUNCTIONS

Intensive reconstructing cosmetic treatment. The combination of Hydrolysed Keratin, Sericin, Avocado and Jojoba Oils and conditioning active ingredients helps restore compactness to the surface of the hair fiber, improving its softness, strength, manageability and cosmetic resilience.

500 ml · Professional

WELLBEING AROMATHERAPY



SWEET CINNAMON
YLANG YLANG
MUSKY AMBER
TOFFEE VANILLA

A blend of enveloping, aphrodisiac aromas that eases tension, promoting harmony and peace of mind, until you can smile at your dreams. Creates a fragrance with a delightful sensation of sweetness.

FORMULATION TRANSPARENCY

DREAM K-LOTION

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
JUNIPERUS VIRGINIANA OIL	MASKING, TONIC	✓			
POGOSTEMON CABLIN OIL	MASKING	✓			
HYDROLYZED KERATIN	ANTISTATIC, FILM FORMING, HAIR CONDITIONING, HUMECTANT, SKIN CONDITIONING		✓		
KERATIN	HAIR CONDITIONING, SKIN CONDITIONING		✓		
TETRASODIUM DISUCCINOYL CYSTINE	HAIR CONDITIONING		✓		
ALCOHOL DENAT.	ANTIFOAMING, ANTIMICROBIAL, ASTRINGENT, MASKING, SOLVENT		✓		
MYRISTYL ALCOHOL	EMOLLIENT, SKIN CONDITIONING		✓		
PARFUM [FRAGRANCE] / BENZYL BENZOATE / HEXYL CINNAMAL / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / HEXAMETHYLINDANOPYRAN / EUGENOL / CINNAMAL / CINNAMYL ALCOHOL / ALPHA-ISOMETHYL IONONE / TRIMETHYLCYCLOPENTENYL METHYLISOPENTENOL / BETA-CARYOPHYLLENE	MASKING, PERFUMING, SKIN CONDITIONING, ANTIMICROBIAL, TONIC, DENATURANT, FLAVOURING			✓	
AQUA [WATER]	SOLVENT				✓
PROPYLENE GLYCOL / POLYAMIDE-2 / PHOSPHORIC ACID / SUCCINIC ACID	HUMECTANT, SKIN CONDITIONING, SOLVENT, FILM FORMING, BUFFERING, MASKING				✓
CETRIMONIUM CHLORIDE	ANTIMICROBIAL, ANTISTATIC, EMULSIFYING				✓
CI 19140 [YELLOW 5] / CI 14720 / CI 16255 / CI 28440 / CI 73015 / CI 42051	COSMETIC COLORANT				✓

BOTANICAL INTELLIGENCE · COSMETIC SCIENCE · AROMATHERAPY INTELLIGENCE · FORMULATION BALANCE

BOTANICAL INTELLIGENCE



JUNIPER OIL

Tones and contributes to scalp wellbeing.



PATCHOULI OIL

Contributes to scalp wellbeing and balance.

COSMETOLOGICAL INTELLIGENCE



HYDROLYSED KERATIN

Protein with a high affinity for the hair fibre that helps improve its structure and strength.

FORMULATION TRANSPARENCY

DREAM K-FLUID

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
PERSEA GRATISSIMA (AVOCADO) OIL	SKIN CONDITIONING	✓			
SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL	EMOLLIENT, HAIR CONDITIONING, SKIN CONDITIONING	✓			
HYDROLYZED SERICIN	HAIR CONDITIONING, SKIN CONDITIONING		✓		
GLYOXYLIC ACID	BUFFERING		✓		
HYDROLYZED KERATIN	ANTISTATIC, FILM FORMING, HAIR CONDITIONING, HUMECTANT, SKIN CONDITIONING		✓		
MYRISTYL ALCOHOL, CETEARYL ALCOHOL	EMOLLIENT, EMULSION STABILISING, SKIN CONDITIONING		✓		
GLYCERIN	HUMECTANT, SOLVENT		✓		
PARFUM [FRAGRANCE] / VANILLIN / AMYL SALICYLATE / COUMARIN / HEXAMETHYLINDANOPYRAN / PEG-15 COCOPOLYAMINE / ACRYLAMIDOPROPYLTRIMONIUM CHLORIDE/ACRYLATES COPOLYMER	DEODORANT, MASKING, PERFUMING, SKIN CONDITIONING, FILM FORMING			✓	
PETROLATUM / METHYLCHLOROISOTHIAZOLINONE / METHYLISOTHIAZOLINONE	ANTISTATIC, EMOLLIENT, CHELATING, EMULSIFYING, PRESERVATIVE				✓
CETRIMONIUM CHLORIDE	ANTIMICROBIAL, ANTISTATIC, EMULSIFYING				✓
CI 14720 / CI 16255 / CI 19140 [YELLOW 5] / CI 28440 / CI 73015	COSMETIC COLORANT				✓

BOTANICAL INTELLIGENCE · COSMETIC SCIENCE · AROMATHERAPY INTELLIGENCE · FORMULATION BALANCE

BOTANICAL INTELLIGENCE



JOJOBA OIL

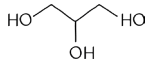
Gives the hair shine and provides dermo-protective and conditioning actions.



AVOCADO OIL

Provides emollient, soothing and nourishing actions.

COSMETOLOGICAL INTELLIGENCE



GLYCERIN

Humectant that helps retain moisture, improving the hair fibre's softness and elasticity.



HYDROLYSED KERATIN

Protein with a high affinity for the hair fibre that helps improve its structure and strength.



Beauty cannot be improvised.
It is observed.
It is understood.
It is created.

EASY CARE T

dream diamond regeneration filler

THE TIME OF DEEP FIBER REGENERATION

The hair fiber progressively loses some of its ability to retain moisture, elasticity and compactness. Technical services, the heat generated by styling tools and daily aggressors accelerate this process, making the hair more porous, less uniform and less luminous. Just as skin benefits from targeted cosmetic treatments, the hair fiber can also benefit from a professional protocol developed to promote intense cosmetic regeneration: the Filler.

THE COSMETOLOGICAL RESPONSE: DREAM DIAMOND FILLER is a professional cosmetic fiber regeneration treatment developed to restore quality, elasticity, luminosity and compactness to sensitised hair.
The combination of **Dream Diamond Essence** and **Dream Diamond Nectar** creates a complementary system that helps rehydrate, plump and protect the hair fiber through an intensive treatment with high cosmetic value.



DREAM DIAMOND ESSENCE

FUNCTIONS

A highly concentrated cosmetic treatment to be mixed, formulated with Amino Acids, Sodium PCA, Hyaluronic Acid and Botanical Extracts. Helps restore the optimal moisture level of the hair fiber, improving its elasticity and softness.

500 ml · Professional

DREAM DIAMOND NECTAR

FUNCTIONS

Regenerating cosmetic concentrate with a high affinity for the hair fiber. When mixed with Dream Diamond Essence, it helps improve the hair's compactness, luminosity, elasticity and overall cosmetic quality, completing the professional Dream Diamond Filler treatment.

6 x 20 ml · Professional

WELLBEING AROMATHERAPY



COCONUT MILK
VANILLA BEANS
AMBER
CINNAMON
SANDALWOOD
MUSK
SWEET ALMONDS

They enhance a sense of physical and emotional wellbeing during the service, thanks to their distinctive heat-activated application. This gentle feeling of wellbeing can also be enjoyed by every client in the Salon while the service is being performed.

FORMULATION TRANSPARENCY

DREAM DIAMOND REGENERATION FILLER
DIAMOND ESSENCE + DIAMOND NECTAR

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
COCOS NUCIFERA	EMOLLIENT, HAIR AND SKIN CONDITIONING, MASKING, SOLVENT	✓			
ACACIA CONCINNA FRUIT EXTRACT	SKIN CONDITIONING	✓			
TAMARINDUS INDICA FRUIT EXTRACT	SKIN CONDITIONING	✓			
SODIUM PCA / ASPARTIC ACID / PANTHENOL / BEHENTRIMONIUM CHLORIDE / MEADOWFOAM ESTOLIDE	ANTISTATIC, HAIR AND SKIN CONDITIONING, HUMECTANT		✓		
NIACINAMIDE	SMOOTHING		✓		
CERAMIDE 3	SKIN CONDITIONING, SKIN PROTECTING		✓		
CITRIC ACID	BUFFERING, CHELATING, MASKING		✓		
ARGININE	ANTISTATIC, HAIR & SKIN CONDITIONING, MASKING		✓		
PHYTANTRIOL	HUMECTANT		✓		
TOCOPHERYL ACETATE	ANTIOXIDANT, SKIN CONDITIONING		✓		
GLYCINE / ALANINE / SERINE / ISOLEUCINE / THREONINE / HISTIDINE / PROLINE / PHENYLALANINE	ANTISTATIC, BUFFERING, HAIR CONDITIONING, SKIN CONDITIONING, MASKING		✓		
HEXYL CINNAMAL / HEXAMETHYLINDANOPYRAN / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / LINALOOL / COUMARIN / CITRONELLOL / LIMONENE / PARFUM [FRAGRANCE] / BENZYL BENZOATE / ANISE ALCOHOL	PERFUMING, DEODORANT, MASKING, ANTIMICROBIAL			✓	
AQUA [WATER]	SOLVENT				✓
SODIUM BENZOATE / TETRASODIUM EDTA / POTASSIUM SORBATE / TRIDECETH-12 / SODIUM LACTATE / PCA/ SODIUM HYALURONATE / CETYL ALCOHOL / CETEARYL ALCOHOL / MYRISTYL ALCOHOL / BENZYL ALCOHOL	MASKING, PRESERVATIVE, CHELATING, EMULSIFYING, SURFACTANT, BUFFERING, HUMECTANT, KERATOLYTIC / SKIN CONDITIONING, EMOLLIENT				✓
ALCOHOL DENAT.	ANTIMICROBIAL, ASTRINGENT, MASKING, SOLVENT				✓
ISOPROPYL ALCOHOL	SOLVENT, VISCOSITY CONTROLLING				✓

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BOTANICAL INTELLIGENCE



COCONUT OIL

Nourishes and conditions the hair fiber, enhancing its softness.



ACACIA CONCINNA EXTRACT

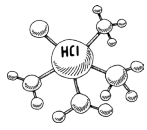
Helps gently cleanse and preserve the hair fiber.



TAMARIND EXTRACT

Promotes moisture, softness and elasticity in the hair fiber.

COSMETOLOGICAL INTELLIGENCE



with AMINO ACIDS and ANTI-AGE & RADIANCE COMPLEX, containing HYALURONIC ACID and HAIR OLEOBOOSTER®

EASY CARE T

dream pre-shampoo

THE TIME OF FIBER PREPARATION

Why is a preparatory shampoo necessary? The surface of the hair is protected by the cuticle, a structure composed of thin keratin scales that regulate exchanges between the inside of the fiber and the external environment. For a cosmetic treatment to perform at its best, the fiber must be prepared to receive it.

THE COSMETOLOGICAL RESPONSE: DREAM PRE-SHAMPOO is the preparatory treatment of Dream System. Its alkaline-pH cosmetic formula prepares the fiber for the professional reconstruction protocol, promoting better interaction with the treatments that follow. In Dream Pre-Shampoo, the pH of 8.5 does not represent an aggressive action on the fiber, but a carefully designed formulation choice intended to prepare it for the professional treatment.

THE DREAM PRE-SHAMPOO MISSION

- Effectively cleanses the hair fiber, removing residues and impurities.
- Temporarily prepares the hair surface for the subsequent cosmetic treatments.
- Promotes the correct performance of the professional Dream System protocols.



DREAM PRE-SHAMPOO

FUNCTIONS

Alkaline-pH preparatory cosmetic shampoo. Its formula is developed to cleanse the hair fiber and prepare its surface for the subsequent Dream System cosmetic treatments.

1000 ml · Professional

WELLBEING AROMATHERAPY



SWEET CINNAMON
YLANG YLANG
MUSKY AMBER

A blend of enveloping, aphrodisiac aromas that eases tension, promoting harmony and peace of mind, until you can smile at your dreams.

FORMULATION TRANSPARENCY

DREAM PRE-SHAMPOO

The formula, explained ingredient by ingredient. Each component performs a specific function: understanding its role means understanding the value of the formula.

INGREDIENTS	FUNCTIONS				
GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	ANTISTATIC, FILM FORMING, SKIN CONDITIONING		●		
PARFUM [FRAGRANCE] / BENZYL BENZOATE / HEXYL CINNAMAL / TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES / EUGENOL / HEXAMETHYLINDANOPYRAN	MASKING, PERFUMING, SKIN CONDITIONING, SOLVENT, DENATURANT, TONIC, ANTIMICROBIAL			●	
AQUA [WATER]	SOLVENT				●
SODIUM LAURETH SULFATE / COCAMIDE DEA / PROPYLENE GLYCOL / COCAMIDOPROPYL BETAINE / TETRASODIUM EDTA	CLEANSING, SURFACTANT, EMULSIFYING, FOAM BOOSTING, HUMECTANT, SKIN CONDITIONING, SOLVENT, ANTISTATIC, CLEANSING, HAIR CONDITIONING, SURFACTANT				●
SODIUM CHLORIDE / METHYLCHLOROISOTHIAZOLINONE / METHYLISOTHIAZOLINONE / ETHANOLAMINE / PEG-15 COCOPOLYAMINE	BULKING, MASKING, VISCOSITY CONTROLLING, CHELATING / PRESERVATIVE, BUFFERING, ANTISTATIC, EMULSIFYING				●
CI 14720 / CI 16255 / CI 19140 [YELLOW 5] / CI 28440 / CI 73015	COSMETIC COLORANT				●

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COSMETOLOGICAL INTELLIGENCE



GUAR GUM

Plant-derived polysaccharide with emollient and softening properties for the hair and scalp.

THE EASY CARE T SYSTEM IN 5 STEPS

FROM DIAGNOSIS TO TREATMENT.
FROM TREATMENT TO CONTINUITY.



Not merely a collection of products.
A professional system that identifies the need, builds the protocol and supports the result over time.

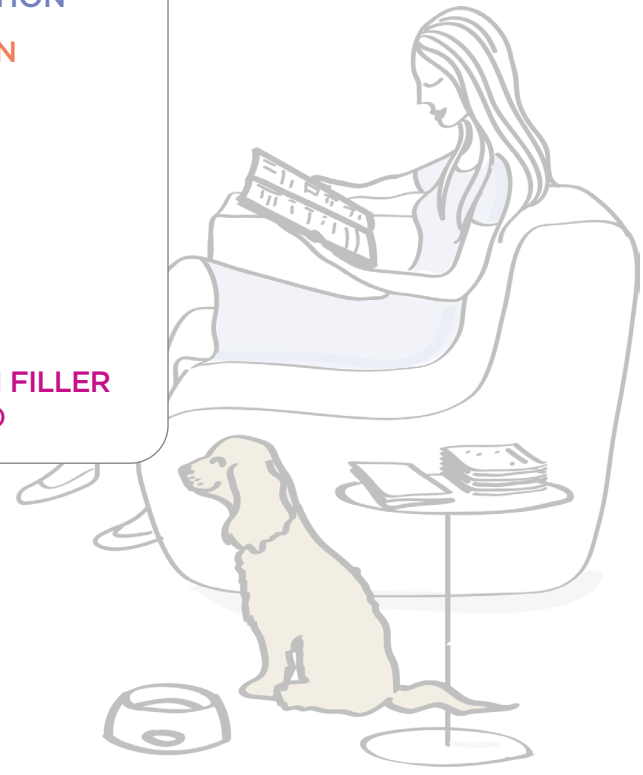
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CARE FOR BEAUTY

SYSTEM PROTOCOLS

SCALP BALANCE	→	CLARITY / BALANCE + REMEDY BALM
GROWTH & ENERGY	→	RESCUE SHAMPOO + REMEDY BALM + RESCUE LOTION
VOLUME & PRESENCE	→	PULSE SHAMPOO + REMEDY BALM + PULSE LOTION
REGENERATION & FILLER	→	DREAM REPAIR + DREAM COLOR SAVE + DIAMOND FILLER RITUAL

EASY CARE T PRODUCTS

- CLARITY SHAMPOO
- BALANCE SHAMPOO
- RESCUE SHAMPOO + RESCUE LOTION
- PULSE SHAMPOO + PULSE LOTION
- REMEDY BALM
- DREAM PRE & POST SHAMPOO
- DREAM MASK
- DREAM K-LOTION
- DREAM K-FLUID
- DREAM DIAMOND REGENERATION FILLER (DIAMOND ESSENCE + DIAMOND NECTAR)



EASY CARE T - PROFESSIONAL SYSTEM IN 5 STEPS

LINE/SERVICE/OBJECTIVE	STEP 1 OBSERVE AND PREPARE	STEP 2 CLEANSE/WASH
CLARITY SYSTEM **Anti-Dandruff/Oxygenating** Ideal for cosmetic protocols designed for scalps affected by impurities and microbiological imbalances. This cosmetic system is developed to eliminate dandruff and restore the scalp's biological purity.	**SCALP CHECK** Observe dandruff, flaking, itching, sensitivity and the overall condition of the scalp. Identify the specific need and define the protocol. On scalps without excessive build-up, carry out a pre-treatment with Remedy Balm. Apply with a brush to the scalp and dry hair, leave on for 3–5 minutes, then proceed with STEP 2 – Cleanse.	**CLARITY SHAMPOO** **RINSE-OFF** Apply to wet scalp and hair. Massage using circular motions. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application.
BALANCE SYSTEM **Anti-Sebum/Lightness** Ideal for cosmetic protocols designed for sensitive scalps with excess sebum. This cosmetic system is developed to help the scalp regain its physiological wellbeing and balance sebum production.	**SCALP CHECK** Observe excess sebum, impurities, scalp heaviness, an unclean feeling and discomfort. Identify the specific need and define the protocol. On scalps without excessive build-up, carry out a pre-treatment with Remedy Balm. Apply with a brush to the scalp and dry hair, leave on for 3–5 minutes, then proceed with STEP 2 – Cleanse.	**BALANCE SHAMPOO** **RINSE-OFF** Apply to wet scalp and hair. Massage using circular motions. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application.
RESCUE SYSTEM **Anti-Hair Loss/Energy & Growth** Ideal for cosmetic protocols designed for hair prone to weakening and loss. This is the cosmetic system developed to prevent hair loss and preserve or restore the follicle's ability to continue producing strong hair.	**SCALP CHECK** Observe hair loss, weakening, loss of strength, thinning and the condition of the scalp. Identify the specific need and define the protocol. On scalps without excessive build-up, carry out a pre-treatment with Remedy Balm. Apply with a brush to the scalp and dry hair, leave on for 3–5 minutes, then proceed with STEP 2 – Cleanse.	**RESCUE SHAMPOO** **RINSE-OFF** Apply to wet scalp and hair. Massage using circular motions. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application.
PULSE SYSTEM **Volume Boost** Ideal for cosmetic protocols designed for fine, limp and breakage-prone hair. This cosmetic system helps the scalp and hair fiber regain energy, volume, resilience, vitality and body, while helping prevent breakage.	**SCALP CHECK** Observe fine, flat and limp hair with low perceived density and reduced visual fullness. Identify the specific need and define the protocol. On scalps without excessive build-up, carry out a pre-treatment with Remedy Balm. Apply with a brush to the scalp and dry hair, leave on for 3–5 minutes, then proceed with STEP 2 – Cleanse.	**PULSE SHAMPOO** **RINSE-OFF** Apply to wet scalp and hair. Massage using circular motions. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application.

HOW TO READ THE PROTOCOL: Step 3 = rinse-off treatments. Step 4 = cosmetic treatment, sealing or finishing according to the protocol. Remedy Balm is used as a pre-treatment when the scalp assessment indicates the need for a purifying action during the preparation phase.

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CARE FOR BEAUTY

EASY CARE T - PROFESSIONAL SYSTEM IN 5 STEPS

STEP 3 TREAT	STEP 4 PROFESSIONAL TREATMENT	STEP 5 HOME CARE & CONTINUITY
REMEDY BALM RINSE-OFF Apply to the cleansed scalp after shampooing. Massage gently, leave on for 3 minutes and rinse thoroughly. Use as an alternative to Clarity Mask.	No specific professional leave-in treatment is required. Proceed with blow-drying and styling.	**CLARITY SHAMPOO + REMEDY BALM RETAIL** Define the frequency of use and at-home care routine. Follow up on itching, flaking, freshness, purity and comfort.
REMEDY BALM RINSE-OFF Apply to the cleansed scalp after shampooing. Massage gently, leave on for 3 minutes and rinse thoroughly. Use as an alternative to Clarity Mask.	No specific professional leave-in treatment is required. Proceed with blow-drying and styling.	**BALANCE SHAMPOO + REMEDY BALM RETAIL** Define the frequency of use and at-home care routine. Follow up on sebum, lightness, purity and comfort.
REMEDY BALM RINSE-OFF Apply to the cleansed scalp after shampooing. Massage gently, leave on for 3 minutes and rinse thoroughly. Use as an alternative to Clarity Mask.	**RESCUE LOTION LEAVE-IN** Apply directly to the scalp, focusing on the areas most affected by hair loss or thinning. Massage gently until fully absorbed. Do not rinse. Proceed with blow-drying and styling.	**RESCUE SHAMPOO + RESCUE LOTION RETAIL** Define the intensive and maintenance phases. Monitor strength, vitality, hair loss and continuity of the protocol.
REMEDY BALM RINSE-OFF Apply to the cleansed scalp after shampooing. Massage gently, leave on for 3 minutes and rinse thoroughly. Use as an alternative to Clarity Mask.	**PULSE LOTION LEAVE-IN** Apply to the damp scalp and hair lengths. Distribute evenly. Do not rinse. Proceed with blow-drying and styling.	**PULSE SHAMPOO + PULSE LOTION RETAIL** Define the frequency and method of use. Follow up on body, structure, volume and style hold.

EASY CARE T - PROFESSIONAL SYSTEM IN 5 STEPS

LINE/SERVICE/OBJECTIVE	STEP 1 OBSERVE AND PREPARE	STEP 2 CLEANSE/WASH
DREAM — REPAIR/ RECONSTRUCTION **Anti-Damage Ritual** Ideal for cosmetic protocols dedicated to sensitised, treated, dry or structurally weakened hair. A complementary cosmetic system developed to reconstruct, protect and preserve the quality of the hair fiber.	**DIAGNOSIS & PREPARATION** Assess the level of fiber damage, porosity, elasticity, sensitivity and structural loss. Identify the need and define the protocol.	**DREAM PRE-SHAMPOO RINSE-OFF** Apply to wet scalp and hair. Massage into the scalp and through the lengths. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application. Towel-dry.
DREAM — COLOR SAVE **Immediate Shine & Color Protection** Ideal for cosmetic protocols dedicated to color-treated hair, to maximise shine and color retention.	**COLOR & FIBER DIAGNOSIS** Assess the hair's shine and loss of color intensity. Identify the need and define the protocol.	**DREAM SHAMPOO POST RINSE-OFF** Apply to wet scalp and hair. Massage into the scalp and through the lengths. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application. Towel-dry.
DREAM DIAMOND SYSTEM **Regeneration Filler** Ideal for restoring luminosity, softness, elasticity and compactness to sensitised hair. A film-forming system that helps rehydrate, plump and protect the hair fiber.	**FIBER DIAGNOSIS** Assess porosity, sensitisation and the loss of shine, body, softness and elasticity. Identify the need and define the protocol.	**DREAM SHAMPOO POST RINSE-OFF** Apply to wet scalp and hair. Massage into the scalp and through the lengths. Leave on for 2–3 minutes and rinse thoroughly. Repeat the application. Towel-dry.

HOW TO READ THE PROTOCOL: Step 3 = rinse-off treatments. Step 4 = cosmetic treatment, sealing or finishing according to the protocol. Remedy Balm is used as a pre-treatment when the scalp assessment indicates the need for a purifying action during the preparation phase.

EASY CARE T - PROFESSIONAL SYSTEM IN 5 STEPS

STEP 3 TREAT	STEP 4 PROFESSIONAL TREATMENT	STEP 5 HOME CARE & CONTINUITY
DREAM K-FLUID RINSE-OFF Measure the required amount into a bowl. Apply with a brush to wet, towel-dried hair. Leave on for 15 minutes under a heat source. Rinse thoroughly and towel-dry. **+ REBUILD RINSE-OFF** Mix K-Lotion and Dream Mask in a 1:3 ratio (1 × 8 ml ampoule + 24 g of Dream Mask). Apply and distribute evenly. Leave on for 5 minutes and rinse. Once the hair is completely dry, finish with a quick pass of the straighteners to seal the reconstruction treatment.	**STYLE & FINISH** No specific professional leave-in treatment is required. Proceed with drying and styling.	**DREAM SHAMPOO POST + DREAM MASK RETAIL** Use K-Lotion according to professional advice. A routine developed to maintain the hair's structure, softness and protection, while preserving the results of the service.
K-LOTION COLOR SAVE RINSE-OFF Apply K-Lotion to damp hair and distribute evenly. Leave on for 5 minutes. Rinse thoroughly.	**STYLE & FINISH** No specific professional leave-in treatment is required. Proceed with drying and styling.	**DREAM SHAMPOO POST + DREAM MASK RETAIL** Use K-Lotion according to professional advice. A color-care routine developed to prolong shine and protection.
DREAM DIAMOND ESSENCE + NECTAR Pour 30–40 ml of Dream Diamond Essence into a bowl and heat with a hairdryer for 30 seconds. Add 2–5 ml of Dream Diamond Nectar, previously heated for 30 seconds. Mix until a smooth cream is obtained.	**REGENERATE & FINISH** Apply with a brush or steamer to washed, towel-dried hair. Once the hair is completely dry, finish with a quick pass of the straighteners to seal the film-forming effect.	**DREAM SHAMPOO POST + DREAM MASK RETAIL** Use K-Lotion according to professional advice. A routine developed to improve vitality, shine and body.

NOTES



EASY CARE T

The Science of Time



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MANAGED FORESTS

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CARE FOR BEAUTY