

# Metal Detox

Stop hair breakage & colour shift.

## Scientific discovery.

Wash after wash, metal present in water penetrates the hair fiber. It creates risks of breakage & colour shift.

## Our professional solution

### Metal Detox

Stop hair breakage & colour shift.

Use it every time you proceed with a colour, balayage or lightening service.

For -87% breakage & 100% true-to-tone long lasting colour.

## How our patented technology works?

Glicoamine, a molecule that tracks and neutralizes metal in hair fibers.



Colour



Tone on tone



Balayage



Lightening



+Bonder

[Client's service]

[Fear]

Unperfect greys coverage & colour that does not last until next service.

Does not want to alter her hair nature.

1<sup>st</sup> service / anxious of the highlights reflects.

Fears to experience breakage.

Does not want to compromise a perfect lift vs hair breakage.

[In-salon benefit]



Better colour uptake.

Detox from metal particles for healthy fiber.

No impact on the lift.

-87% hair breakage.

No impact on the lift. -87% less breakage.

[at-home routine]

100% true-to-tone, long-lasting colour.

Detox from metal particles for healthy fiber.

100% true-to-tone, long-lasting colour.

-97% hair breakage.

-97% hair breakage. 100% true-to-tone colour.



# Metal Detox protocol.

4 steps compatible with any colour, balayage or lightening services.

## 1. Metal neutralizer pre-treatment.

**10% GLICOAMINE CONCENTRATION**



1 bottle  
= 33 applications.

TO NEUTRALIZE METAL BEFORE EVERY COLOUR, BALAYAGE OR LIGHTENING SERVICES.

Spray on dry hair from tip to root in successive sections. 8 to 10 sprays for short hair. 15 to 20 sprays for medium to long hair. Focus on lengths. Keep the trigger 20 cm away from hair. Let it air dry whilst you prepare the colour or lightening. Salty effect on hair is a sign that Glicoamine is working. Do not comb. Do not rinse.



## Proceed with the service.

Compatible with any colour, balayage & lightening service.  
No need for additional bonder service

## 2. Anti-metal cleansing cream.

**SULFATE-FREE - COLOUR SAFE**



TO PERFECTLY DETOXYFY HAIR FROM METAL & GENTLY CLEANSE ALL COLOUR AND LIGHTENING RESIDUES.

Apply evenly on wet hair. Lather until a rich foam is obtained. Rinse. You may shampoo once to remove the colour & twice to cleanse. If you do a toner after the shampoo, it's not necessary to apply the Pre-treatment (step 1) again.

## 3. Protecting treatments.



TO PREVENT NEW PARTICLES FROM COMING BACK & NOURRISH HAIR FIBER AFTER COLOUR & LIGHTENING SERVICES.

- Use the professional care to condition & bring strength. Apply 2 to 3 pumps. Work the hair to develop a little foam. Immediate effect. Rinse.

AND/OR (DEPENDING ON CLIENT'S HAIR NEEDS)



- Use the professional mask to bring emollience. Apply 15 to 20 ml. Pausing time: 2 to 5 minutes. 15 minutes for a deeper care. Rinse.

## 4. Protecting leave-ons.

TO PREVENT NEW PARTICLES FROM COMING BACK & PROTECT HAIR FIBER BEFORE HEAT STYLING.

- Use the professional high protection cream for moisture & definition. Apply 1 to 4 pumps on towel-dried hair. Proceed to blow-dry or air-dry.

AND/OR (DEPENDING ON CLIENT'S HAIR NEEDS)



- Use the professional concentrated oil for high shine & plumpness. On towel-dried hair : warm 1 or 2 pumps in the palm & spread evenly. Do not rinse. Proceed to blow-dry or air-dry. On dry hair : warm 1 or 2 pumps in the palm & spread evenly from lengths to ends. Concentrated formula, avoid overloading of the fiber.

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