



subtil
FRENCH COLORIST

New

/XRESCUE



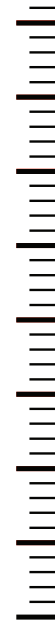
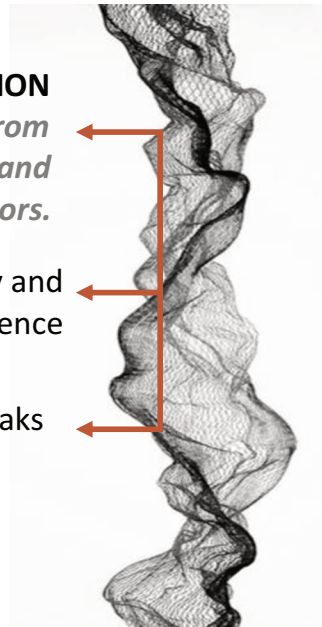
DAMAGED HAIR... A UNIVERSAL PROBLEM!

CHEMICAL TREATMENTS
CHANGE THE HAIR'S BASIC PROPERTIES

NATURAL EROSION
is accelerated by *stress from brushing, chemicals, the environment, and other factors.*

Hair loses its elasticity and resilience

The hair breaks



AN INCREASING NUMBER OF
WOMEN
ARE EXPERIENCING
DAMAGED HAIR

1 IN 2 WOMEN
report having **damaged hair**

1 IN 2 WOMEN
are limited in their choice of **treatments** due to their hair's **level of sensitivity**

THE RESULT?

Dull hair color and sensitized hair...



200 ML FORMAT

1

PRODUCT



2

ACTIONS

ACTION No. 1

PROTECTS BONDS TO SAFEGUARD YOUR TECHNICAL SERVICES

STEP 1

WITH
COLORIN
G
PRODUCTS

5 ml = 5 g



POUR INTO THE COLORING MIXTURE
MIX UNTIL COMPLETELY COMBINED
STYLE AS USUAL

WITH
COLOR
REMOVAL
PRODUCTS

7.5 ml = 7.5 g



POUR INTO THE COLOR REMOVAL MIXTURE
MIX UNTIL COMPLETELY COMBINED
(IF THE MIXTURE IS TOO THIN, ADD A SMALL AMOUNT OF
COLOR REMOVAL PRODUCT)
STYLE AS USUAL

STEP 2 – Examples mixtures



40 g

OF COLORING
PRODUCT

+

60 g

OF
/OXYDANT

+

5 ml

OF
/XRESUCE

50 g

OF COLORING
PRODUCT

+

50 g

OF
/OXYDANT

+

5 ml

OF
/XRESUCE

50 ml

OF PHASE No.1
/COLOR OUT

+

50 ml

OF PHASE No.2
/COLOR OUT

+

5 ml

OF
/XRESUCE



30 g to 40 g

OF COLOR REMOVAL
PRODUCT

+

45 g to 60 g

OF
/OXYDANT

+

7.5 ml

OF
/XRESUCE

STEP 3



ACTION

No. 1



REMINDER!

/pH ACIDE SHAMPOO

TO SEAL THE HAIR CUTICLE AFTER ANY HAIR COLOR OR COLOR REMOVAL TREATMENT

FEATURES

Acid pH

Alkaline post-treatment to restore pH after coloring and color removal

Sulfate-free formula

color protecting surfactant

Cross-cutting

all permanent hair color and color removal ranges

ADVANTAGES

KERATRIX 3D technology

creates new bonds to prolong the anti-breakage effect and seal the hair's surface

Protective

Restructuring

Hair feels silky soft during application

BENEFITS

Color is protected over time

Fixes pigments

Elasticity of the hair fiber

Lasting shine

Incredibly silky after drying

ACTION

No. 2

NEW!

RECONSTRUCTIO

N

INTENSE HAIR CARE PROTOCOL TO RESTRUCTURE DAMAGED HAIR FIBERS DEEP DOWN *Replaces the SUBTIL /KERATINE protocol*

STEP 1

APPLY TO WET HAIR:



PROCESSING TIME DO NOT RINSE

STEP 2

ACCORDING TO THE HAIR'S DENSITY AND NUTRITIONAL NEEDS, APPLY AROUND 15-20 ml OF:

IN THE CASE OF THICK HAIR



ULTIMATE
REPAIR
MASK

OR

IN THE CASE OF THIN HAIR



VERY LIGHTWEIGHT
VOLUMIZING
MASK

PROCESSING TIME → RINSE OUT AND WRING OUT EXCESS WATER

STEP 3

APPLY THE FOLLOWING ACCORDING TO HAIR TYPE:



STEP 4

APPLY A SUITABLE /COLOR LAB
LEAVE-IN TREATMENT:



STEP 5

/DESIGN LAB

PERFECT YOUR *styl*
WHILE PROTECTING YOUR
e color