NEW
GLOW GEL MASK & BEAUTIFYING MIST

TWO MUST-HAVES FOR YOUR HYDRATING AND ILLUMINATING ROUTINE.

The **gel mask** with a **lightweight** and **silky texture**, provides **intense hydration, extreme shine** and **immediate softness**. The **illuminating** and **silkening mist** with an incredibly **lightweight formula** that envelops hair in a **vibrant fragrance without weighing it down.**

Powered by Lumitech, Tamarind Extract and Aloetrix, they hydrate and detangle the hair fiber, help tame frizz and revive the hair.

6x HYDRATION*

5x COMBABILITY ON WET HAIR**

3x SHINE**

3x ANTI-FRIZZ EFFECT**



VIBRANT FRAGRANCE

3x ANTI-FRIZZ EFFECT***

3x SHINE***

LIGHTWEIGHT TEXTURE

*Instrumental test on hair treated with Glow Gel Mask compared to basic shampoos and conditioner.
**Instrumental test on hair treated with Glow Gel Mask compared to basic shampoo.
***Instrumental test on hair treated with Beautifying Mist compared to basic shampoo.

HYDRA CARE IN-SALON TREATMENTS

HYDRA CARE LIGHTWEIGHT TREATMENT

To hydrate and illuminate fine, dull hair.



1. Apply **Glow Shampoo** to scalp and hair, massage, then rinse thoroughly.
Repeat as required.



2. Apply **Glow Conditioner** to lengths and ends, comb and leave-on 2-3 minutes. Rinse.



3. Towel dry the hair and apply **Glow Leave-In Cream** to lengths and ends, comb and proceed blow drying.



4. On dry hair vaporize **Beautifying Mist** to the lengths as a finishing product.

HYDRA CARE INTENSIVE TREATMENT

To hydrate and illuminate dull and thick hair.



1. Apply **Glow Shampoo** to scalp and hair, massage, then rinse thoroughly.
Repeat as required.

2. Apply **Glow Gel Mask** to lengths and ends, comb and leave-on 2-3 minutes. Rinse.



3. Towel dry the hair and apply **Glow Leave-In Cream** to lengths and ends, comb and proceed blow drying.



4. On dry hair apply **Shimmer Hair & Body Oil** to the lengths as a finishing product.

HYDRA CARE SUPER GLOW TREATMENT

For extreme radiance, hydration and softness.



1. Apply **Glow Shampoo** to scalp and hair, massage, then rinse thoroughly.
Repeat as required.



2. In a bowl, mix 20 g of **Glow Gel Mask** + 3 g of **Shimmer Hair & Body Oil** + 13 ml of **Light Blue Glow Serum**. Apply to lengths and ends on towel dry hair.
Then comb to distibute.



3. Leave processing for 10 minutes under a heat source. Rinse the hair thoroughly.



4. Distribute to lengths and ends 2 g of **Glow Leave-In Cream** and 1 g of **Shimmer Hair & Body Oil**.
Proceed blow drying and/or styling.
In case of fine hair, it's recommended applying **Shimmer Hair & Body Oil** before drying.



5. On dry hair vaporize **Beautifying Mist** to the lengths as a finishing product.

Q&A's

1. Does Hydra Care line offers thermal protection?
Shimmer Hair & Body Oil and Glow Leave-In Cream protect the hair from the damage caused by heat of hot tools up to 230°C.

2. What is the mixing ratio between Light Blue Glow Serum and Yellow Professional care products?
It is recommended to mix 1 vial (13ml) in ratio 1:2 with the Yellow Professional masks, chosen according to the type of hair.

3. Can I use Light Blue Glow Serum on the same day as a color service?
Light Blue Glow Serum as a post color service, may interfere with the result if used on the same day of a color service. For the first wash it is recommended to use the specific products Yellow Professional Color Care. However, we suggest to use Light Blue Glow Serum in combination with Yellow Professional Color, adding a vial inside the color mixture, to enrich the technical service.

4. Can I add Light Blue Glow Serum to the color mix when using Yellow Professional Tone on Tone Creator?
Yes, there are no contraindications.

5. How can I revive the shine of hair the day after the treatment Hydra Care?
In the following days you can maintain and revive the shine of the hair using Beautifying Mist to dry hair or Shimmer Hair & Body Oil.

HAIR DIAGNOSIS

It allows to identify the different needs, and then propose the **specific** and **personalized treatment.**

THE HAIR APPEARS:	BENEFIT	YELLOW PROFESSIONAL SOLUTION	
Rough to the touch, straw effect and full of knots.	**HYDRATE**	**LIGHTWEIGHT TREATMENT** **INTENSIVE TREATMENT** **SUPER GLOW TREATMENT**	HYDRA CARE 
Dry, brittle and split-ends.	**NOURISH**	**RECHARGE TREATMENT** **DEEP NUTRITION TREATMENT** **NUTRI CURLS TREATMENT**	NUTRITIVE 
Opaque, porous and unelastic.	**REPAIR**	**SOFT REPARATIVE TREATMENT** **INTENSIVE REPARATIVE TREATMENT** **DEEP REPARATIVE TREATMENT**	REPAIR 

BOND HERO

A **concentrated booster** to be used across the board to satisfy more than one need at the same time.

YELLOW PROFESSIONAL **MASKS** (Nutritive, Repair, Color Care, Liss, Curls, Hydra Care) + **BOND HERO**

Mixing ratio:
1:6 – ex: 5 g Yellow Professional Bond Hero + 30 g of Yellow Professional mask

+71% **HAIR STRENGTH***



*Instrumental test on damaged hair treated with a generic mask + Yellow Professional Bond Hero compared to the usage of a generic mask alone.

LIGHT BLUE GLOW SERUM

A serum with a rich texture, which gives dull hair an instant shine boost. Can be used in combination with all our Yellow Professional masks for a personalized treatment.

Mixing ratio:
1:2 with Yellow Professional masks

2x **SHINE***



*Instrumental test on the use of Light Blue Glow Serum in comparison to a a basic shampoo.

5x
SHINE*

5x
HYDRATION*

6x
COMBABILITY ON WET HAIR*

8x
ANTI-FRIZZ EFFECT*

PROTECTION UP TO 230°C**

LUMITECH

A complex consisting of mullein flower extract and pomegranate oil. It gives the hair **radiance and shine**, **protecting it from oxidative stress** caused by free radicals and **turning UV rays into a light source**.



TAMARIND EXTRACT

With hydrating and antioxidant actions, it gives the hair **shine** and **softness,** making it easier to **detangle.**

ALOETRIX

A complex of aloe vera, wheat protein and UV filter that **improves hydration and combability and protects** the outer hair fiber.

*Instrumental test conducted on the Hydra Care treatment (Glow Shampoo, Glow Conditioner, Glow Leave-in Cream, Shimmer Hair & Body Oil) compared to basic shampoo.
** Instrumental test on hair treated with Glow Leave-in Cream and Shimmer Hair & Body Oil.

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Salon solutions, ready to be recreated.

EVERY MOOD.
EVERY DAY.
WE AMPLIFY.

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HYDRA CARE

TECHNICAL CHART

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PRODUCT RANGE

GLOW SHAMPOO
Size: 500 ml - 1000 ml

The first step to gently cleanse, giving hydration and shine*.



GLOW CONDITIONER
Size: 500 ml

Conditioner with a lightweight feeling that makes the hair soft, for detangled, hydrated and shiny hair.*



NEW GLOW GEL MASK
Size: 300 ml

Gel mask that provides hydration, radiance and extreme softness, for detangled, hydrated and radiant hair*.



GLOW LEAVE-IN CREAM
Size: 150 ml

A leave-in that detangles, protects, moisturizes and brightens all hair types, controlling frizz.



SHIMMER HAIR & BODY OIL
Size: 100 ml

Lightweight oil for both hair and body. Gives extreme shine and hydration.



LIGHT BLUE GLOW SERUM
Size: 6x13 ml

A serum with a rich texture, which gives dull hair an instant shine boost. Can be used in combination with all our Yellow Professional masks for a personalized treatment, or with Yellow Professional Color to enhance the technical service.



NEW BEAUTIFYING MIST
Size: 150 ml

A scented, illuminating and silkening mist with an incredibly lightweight formula. It gives extreme shine and can be used to frogrance the hair, for a touch of brightness during the day.



*Instrumental test conducted on the Hydra Care treatment (Glow Shampoo, Glow Conditioner, Glow Leave-in Cream, Shimmer Hair & Body Oil) compared to basic shampoo.