PRODUCT RANGE

NOURISHING SHAMPOO
Size: 500 ml - 1000 ml

The perfect solution for dry hair. Its formula gently cleanses while nourishing* the hair day after day.

NOURISHING MASK
Size: 300 ml - 500 ml

A mask with a texture that deeply nourishes and moisturizes*, in just a few minutes, leaving hair soft and shiny.

NOURISHING LEAVE-IN TREATMENT
Size: 200 ml

Leave-in with a light texture that detangles even the driest hair, keeping it moisturized for a long time*, without weighing it down.

NOURISHING OIL
Size: 100 ml

Oil that deeply nourishes even the driest hair. Its formula creates a shield around the hair that protects it from humidity and leaves it nourished and shiny.



*Instrumental test on hair subjected to Nutritive treatment (Shampoo, Mask and Leave-in Treatment)

NUTRITIVE IN-SALON TREATMENTS

RECHARGE TREATMENT
For dry and brittle hair.



1. Apply 15/20 g of **Nourishing Oil** to the lengths and ends of dry hair. Comb through to ensure an even distribution. Leave on the hair for 5-10 minutes. Rinse thoroughly.



2. Apply **Nourishing Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.
Repeat if required.



3. Mix 30 g of **Nourishing Mask** with 5 g di **Bond Hero**. Distribute through lengths and ends. Leave it on for 3-5 minutes. Rinse the hair.



4. Towel-dry the hair, then apply **Nourishing Leave-in Treatment** to the lengths and ends. Follow by drying and/or styling.

DEEP NUTRITION TREATMENT
For extremely dry hair.



1. Apply **Nourishing Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.



2. Mix 20 g of **Nourishing Mask** with 10 g of **Nourishing Oil**. Use a brush to apply the mixture to the lengths and ends of towel-dried hair and comb through. Process under a heat source for 10 minutes. Rinse thoroughly.



3. Apply **Nourishing Leave-in Treatment** on towel-dried hair.

For an intense result, mix 10 g of **Nourishing Leave-in Treatment** with 5 g of **Nourishing Oil**.



4. Follow by drying and/or styling.

For an extremely intense result, apply a few drops of **Nourishing Oil** to the lengths and ends of dry hair.
Use a straightener at 180 °C.

NUTRI CURLS TREATMENT
The specific treatment for extremely dry and curly hair.



1. Apply **Nourishing Shampoo** and gently massage the scalp and hair.
Rinse thoroughly.



2. Towel dry the hair to remove excess water. Mix 20 g **Nourishing Mask** with 10 g of **Curls Oil**. Use a brush to apply the mixture to the lengths and ends, then detangle hair with your fingers. Leave on for 10 minutes. Rinse thoroughly.

For an intense result, cover with a cap and process under a heat source. Rinse thoroughly.



3. After towel-drying the hair, mix 10 g of **Curls Leave-in Pudding** or 10 g of **Curls Leave-in Cream** with 5 g of **Nourishing Oil**. Use your fingers to distribute through the lengths and ends.

4. Dry with a diffuser.

Q&A's

1. How often may I use Nourishing Shampoo?
Nourishing Shampoo has a gentle cleansing action, making it suitable for frequent use.

2. May I use Nourishing Mask under a heat source?
Yes, you may, if you want to achieve extreme results during the customized services.

3. What characterizes the formula of Nourishing Oil?
The formula of Nourishing Oil is enriched with Argan Oil and Coconut Oil; this mix nourishes the hair and creates a shield that protects the hair from humidity and makes it incredibly shiny.

4. May I use Nourishing Oil as a pre-shampoo?
Yes, it is particularly suited for dry hair.

5. May I mix Nourishing Leave-in Treatment with Nourishing Oil?
Yes, for an intense result on extremely dry hair. We recommend applying Nourishing Leave-in Treatment, proceed to styling the hair and apply Nourishing Oil as a final step so as to not weigh down the hair.

6. Are there any differences between the performance of the new Nutritive line and that of the previous line?
No, the performance of the new Nutritive line is from the same as the previous one.

+42%
HYDRATION*

+113%
SHINE**

+78%
COMBABILITY ON DRY HAIR***

ALOETRIX

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



COCONUT OIL

This oil is highly valued in beauty treatments for its **nourishing and regenerating powers**. The presence of emollients and vitamin E makes it perfect for **deeply nourishing the hair fiber**.

ARGAN OIL

Renowned the world over for its **revitalizing properties**, this oil, rich in Omega 3, Omega 6 and vitamin E, restores the **hair's vitality and silkiness**.

*Instrumental test on hair subjected to complete Nutritive treatment (Shampoo, Mask, Leave-in Treatment and Oil) in comparison with hair treated with only a basic shampoo.
**Instrumental test on hair treated with Nourishing Oil, compared to untreated hair.
***Instrumental test on hair subjected to Nutritive treatment (Shampoo, Mask and Leave-in Treatment), in comparison with hair treated with only a basic shampoo.

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