

CREATINE

KERATI

MINERAL

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S.E.T.A

BLONDE IMPERIUM

SILKY AND REGENERATING SYSTEM FOR BLEACHED AND DESTRUCTURED HAIR

HAIRTIUM
ITALIAN SHAPE OF COLORS



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ITALIAN SHAPE OF COLORS



BLONDE IMPERIUM

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SHAMPOO, TREATMENT AND SILKY

to give maximum protection, restructuring, shine and strength to all bleached, colored or destructured hair:



BLONDE IMPERIUM
MINERAL ACID
SHAMPOO with the
innovative extra
acidifying formula
based on 5 mineral
salts.



BLONDE IMPERIUM
KERATIN
RECONSTRUCTIVE
MASK

based on
keratin
proteins.



BLONDE IMPERIUM
CREATINE ELIXIR SET
Silky and
illuminating
formula based on
creatine.

BLONDE IMPERIUM

Colored and bleached hair with a completely renewed, repaired, protected and silky structure, thanks to the new intensive treatment based on:

CK5 ACTIVE PROTECTION AND REPAIR COMPLEX

THE AMINO ACID CREATINE, COMPOSED OF ARGININE, GLYCINE AND METHIONINE, ACTS BY STRENGTHENING THE STRUCTURE OF THE HAIR, GIVING IT EXTREME SHINE, PROTECTION AND RESISTANCE. KERATIN PROTEIN THAT MAKES UP THE STRUCTURE OF THE HAIR, WITH UNIQUE CHEMICAL-PHYSICAL PROPERTIES THAT RESTRUCTURE THE FIBER IN DEPTH AND CONDITION ITS RESISTANCE, COMPACTNESS, ELASTICITY, RESISTANCE AND REACTIVITY TO CHEMICAL AND PHYSICAL AGENTS. ACTIVE COMPLEX OF 5 MINERAL SALTS THAT RETAIN HYDRATION INSIDE THE HAIR, GIVING IT A HEALTHIER, FULLER AND MORE COMPACT APPEARANCE, INCREASING THE SHINE AND SMOOTHNESS OF THE STRUCTURE FROM THE INSIDE TO THE OUTSIDE.

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BLONDE IMPERIUM

Shampoo with Mineral Acid Blonde Control



- Thanks to the charge of Anionic Surfactants, it deeply removes any residue of discoloration.
- The extra acidifying action rebalances the pH of treated hair, bringing it back to the optimal value of 5. Prepares the structure to receive the action of the Reconstructure Keratine Mask and the Elixir Setificant Creatine.
- The hair regains its natural diameter and the fibers and cuticles are immediately recompacted thanks to the 5 cationic action mineralizing salts

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Blonde Control Keratin Reconstructed Mask



- After the acidifying phase of the shampoo, the precious keratin proteins rebuild the fibrous layer of the hair in 3 minutes.
- Reconstructor Mask evens out any porosity in the lengths and ends that are colored or bleached, making toning with Toner Ultra Plex incredibly uniform.
- The hair is filled and restructured from the inside, exponentially increasing the shine and beauty of the final color.

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Blonde Control Elixir Creatine Saturating



- This procedure gives blonde hair the magical silky effect, thanks to the amino acid creatine and a complex of natural silkening agents that are fixed in the hair from the inside out.
- The new Silky action stabilizes the active ingredients deposited in the previous phases and seals the cuticle creating a surprising silk touch effect, for an irresistible sensation of naturalness and softness with blond, healthy, strong and shiny hair like silk.



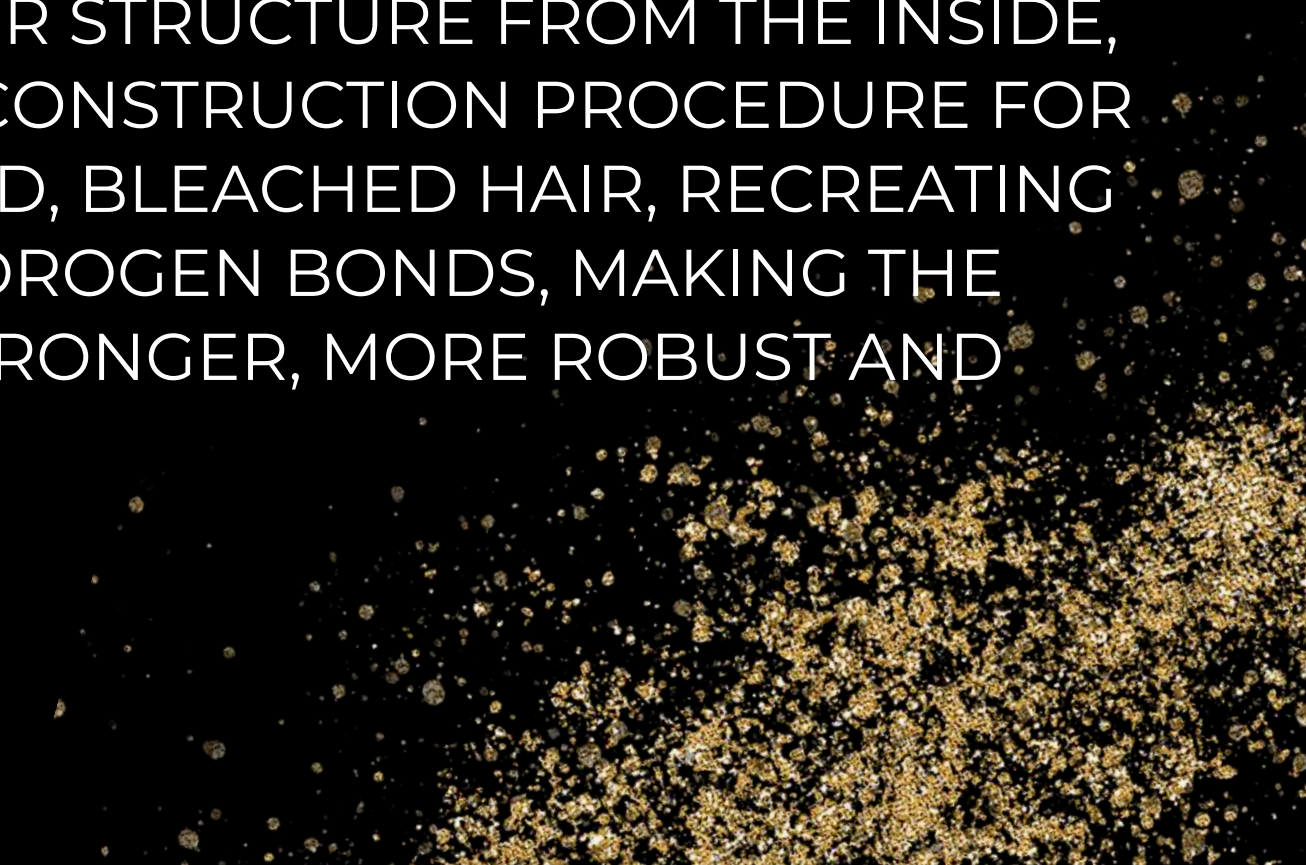
BLONDE IMPERIUM

1

SILKY RESTORE TREATMENT MAKES HAIR EXTRAORDINARILY SOFT AND SHINY, RESTRUCTURING AND SILKY PROCEDURE FOR DESTRUCTURED, COLOURED AND BLEACHED HAIR.

2

SETIFICANT INTENSIVE REPAIR REPAIRS EVEN THE MOST DAMAGED HAIR STRUCTURE FROM THE INSIDE, INTENSIVE SILKY RECONSTRUCTION PROCEDURE FOR VERY DESTRUCTURED, BLEACHED HAIR, RECREATING NEW IONIC AND HYDROGEN BONDS, MAKING THE HAIR INCREDIBLY STRONGER, MORE ROBUST AND MORE VITAL.



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1 TREATMENT RESTRUCTURING SILKY

PROCEDURA SETIFICANTE DEI CAPELLI



MAKES HAIR EXTRAORDINARILY SOFT AND SHINY, RESTRUCTURING AND SILKY PROCEDURE FOR DESTRUCTURED, COLORED AND BLEACHED HAIR.

1. Apply Acid Shampoo Mineral after the bleaching service, or whenever it is necessary to restructure and re-tone lightened or colored hair in a single service.
2. Blot and apply Toner Ultra Plex to damp hair for 5-25 minutes.
3. Rinse and wash with Acid Shampoo Mineral, towel dry and apply to damp hair
4. Apply the keratin restructuring mask and leave on for 3 minutes.
5. Rinse and apply Creatine Silky Elixir and leave on for 5 minutes.
6. Rinse and proceed with desired styling.

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2 INTENSIVE SILKY REPAIR

PROCEDURA INTENSIVA DI RICOSTRUZIONE SETIFICANTE



REPAIRS EVEN THE MOST DAMAGED HAIR STRUCTURE FROM THE INSIDE, INTENSIVE SILKY RECONSTRUCTION PROCEDURE FOR VERY DESTRUCTURED BLEACHED HAIR, RECREATING NEW IONIC AND HYDROGEN BONDS, MAKING HAIR INCREDIBLY STRONGER, MORE ROBUST AND MORE VITAL.

1. Use Acid Shampoo Mineral after each bleaching, or whenever you want to perform a silky reconstruction on bleached and very destructured hair.
2. Blot and apply Reconstruction Mask Keratin to damp hair and leave for 3 minutes.
3. Rinse, towel dry and apply Toner Ultra Plex to damp hair for 5-25 minutes.
4. Rinse and wash with Acid Shampoo Mineral, towel dry and apply Elisir Setificant Creatine to damp hair, leave for 3 minutes.
5. WITHOUT rinsing and apply Reconstructor Mask Keratin on Elixir Silkificante Creatina, leaving the combined products to act for 5 minutes.
6. Rinse and proceed with desired styling.



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