



# HAIRTIUM

ITALIAN SHAPE OF COLORS

SPRAY MULTICARE 10 IN 1

SUPERHYDRATING





# THE HAIR

chemical and mechanical damage and destructuring

Too high oxidative stress causes the hair to swell excessively, making the cuticle less functional, which becomes more fragile and less compact, losing the ability to protect the internal structure.

Uncontrolled and repeated alkaline actions over time damage the hair fiber, making the hair structure less reactive, lacking vitality and increasingly thin and frayed.

Hair with a rebellious structure, frizzy and thick, is worked with irons, plates and hot tools at increasingly higher temperatures, capable of imposing the desired shape. This action repeated over time creates a mechanical stress of the internal fiber of the hair and the external cuticle, such as to irreparably compromise the compactness and beauty of the hair, also generating the unsightly appearance of split ends.

## GRADI DI DANNEGGIAMENTO DEI CAPELLI



SANO



CUTICOLA RIGONFIATA



CUTICOLA DANNEGGIATA



DOPPIE PUNTE



SPEZZATO SFIBRATO



PROVA DEL NODO



# MULTICARE 10 IN 1

Multi-function, leave-in Vegan spray conditioner, based on phytokeratin, Argan oil and linseed

- 01 Detangling, softening and anti-frizz effect on unruly and unruly hair
- 02 It films the cuticle and seals it, giving brightness and shine to all hair types.
- 03 Protects from heat and mechanical actions of straighteners, irons, hairdryers and brushes
- 04 Speeds up drying by giving body and making it easier to style straight or wavy hair
- 05 Normalizing and decongestant action for irritated and reddened skin
- 06 Rebalances the pH of hair highly alkalized by technical services
- 07 Equalize the structure of lengths and ends before each technical service
- 08 It fixes the colour and protects it for a long time, increasing its duration and brightness.
- 09 Hydrates and firms damaged, bleached and unstructured hair
- 10 Ideale come Pre color, Pre form e Pre bleach



Without  
rinsing  
pH 3.9  
Vegan  
150ml





# THE 4 MAIN MAGICAL ACTIVE INGREDIENTS



## Argan Oil

Excellent natural antioxidant rich in Tocopherol, it acts against the degeneration of the hair structure, preventing the formation of free radicals. It acts as a strong protector of the fiber of natural, colored and bleached hair.



## Wheat protein Protein with a fibrous structure

extra resistant, gives damaged and brittle hair body, structure and fullness. Strongly regenerating and strengthening action on the internal hair fibres.



## Flaxseed oil

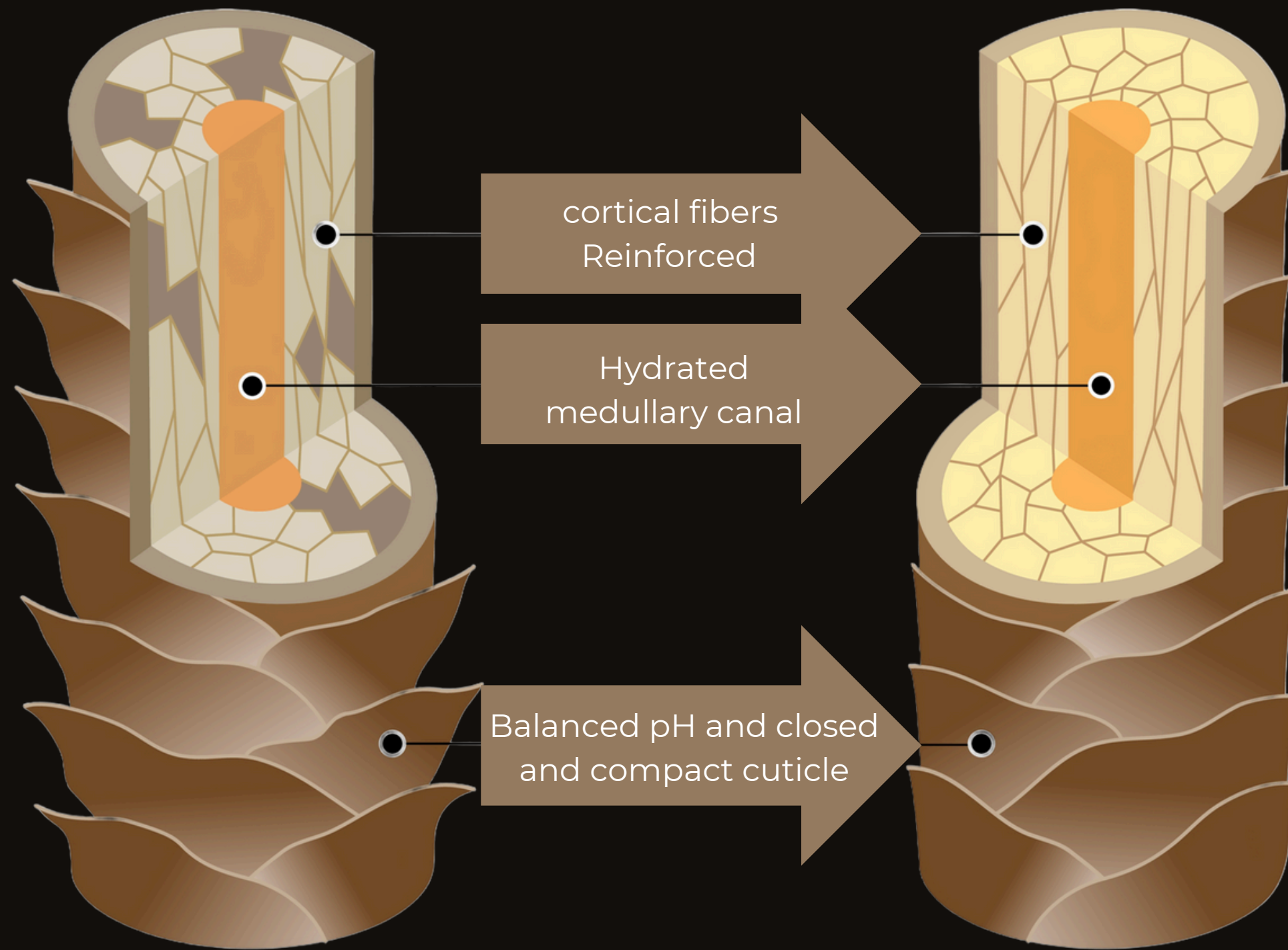
Makes hair soft, shiny and silky thanks to its smoothing and emollient properties, giving a brilliant shine. Rich in alpha linoleic acid, it gives elasticity and improves cell turnover. Calming and soothing action.



## Soy amino acids

Thanks to the complete amino acid spectrum of soy, hair is strengthened and restructured, increasing the internal resistance of the fibers. Hair is stronger and more reactive during the action of different technical services.





## GLOBAL ACTION

01

Proteins and amino acids strengthen the damaged structure and make it uniform and prepared for technical services.

02

Oils moisturize and protect hair from the inside out, adding softness and shine with every application.

03

The acid pH 3.9 rebalances the structural differences of the cuticle in the lengths and ends, preparing the hair optimally for the action of the color, which will be more uniform, vibrant and long-lasting.





# PERFECT TECHNICAL SERVICES

01

PRE COLOR, use Multicare Spray on lengths and ends of colored, destructured hair, before coloring or lightening. The structure is more protected and the pH is evenly balanced, creating the ideal conditions for color balancing services, re-coloring of faded and destructured colors, maximum protection before lightening.

02

INTER COLOR, use Multicare Spray during the coloring service. Apply to all hair immediately after rinsing the color before shampooing, comb and leave for 1 minute, without rinsing, shampoo Color Care HEXENTYA. Its acidifying action fixes the color immediately, increasing its duration and brilliance thanks to the immediate action of the acid pH that fixes and stabilizes the dyes.

03

POST COLOR, use Multicare Spray after the coloring service. Apply to all hair before drying for maximum shine and softness, perfect closure of the cuticles and total protection of the color from external agents and mechanical actions, improves the duration of the reflection.

04

PRE FORM, ideal as a protection and porosity equalizer before straightening or perming unstructured hair. Thanks to the emollient action of the Oils and the pH 3.9, the hair will react uniformly to the shaping services, visibly improving the desired final result.



05





Without  
rinsing  
pH 3.9  
Vegan  
150ml



## MULTI SYSTEM

01

Extra protection for severely damaged and unstructured hair: Apply on Multicare Spray and on Multiplus directly to the weakest areas.

02

Protection and prevention, apply Multicare Spray on all hair before performing the coloring or toning service with Multiplus inside. Improves the hair structure at each technical service and maintains the structural health of the hair over time.

03

Protection and defense of the hair structure during the bleaching service, apply Multicare Spray on all hair before performing the bleaching service with Multiplus inside. Defensive action of the internal bonds of the hair and control of the bleaching reactions without limiting the bleaching performance