

PROFESSIONAL THERMO-ACTIVE
HAIR LAMINATION SYSTEM

WITH

THERMO ACTIVE
BIOPEPTIDE TECHNOLOGY

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PROFESSIONAL

THE
illamin
action
HAIR LAMINATING SYSTEM

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THERMO-ACTIVE HAIR LAMINATION SYSTEM

SALON USE



WHAT IS LAMINATION ?

Hair lamination is a process that adds not only structure and body to hair, but also extraordinary shine for a “**mirror effect**”.



Is lamination the same as a restructuring treatment?

A **restructuring treatment** provides texture and supplies the hair with protein substances that fill it, restoring body to damaged and brittle hair. Its main purpose is to provide tone by giving the hair a protein boost that plumps the structure.

Lamination targets all hair layers, especially the outer part of the hair shaft:

1. **UNDER THE HAIR SCALES**, by supplying proteins that add tone and body to hair;
2. **ON THE HAIR SCALES**, sealing the protein buildup and creating a **lamellar film** which, after applying heat, acts as a mirror;

a true **Glossy-Plump** action.



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The 1° real **hair LAMINATION** system with
BIOPEPTIDES and **THERMO-ACTIVE TECHNOLOGY**

double action

RESTRUCTURING – LAMINATING

MIRROR effect



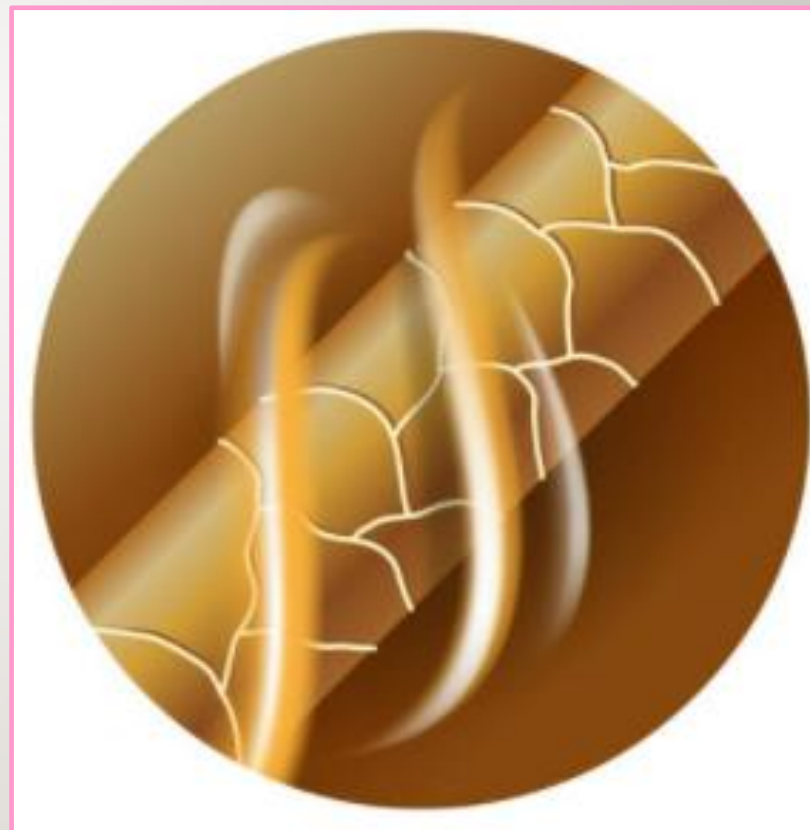
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What is Thermo Active Biopeptide Technology ?

The Thermo-Active technology based on **biopeptides** (substances made up of two or more amino acids which, when combined, form proteins) and fluidifying oils is **activated by heat** and forms a «lamellar» coating on the cuticles, which makes the hair elastic, compact and shiny for a light-reflecting laminated effect.

The synergy with Hyaluronic Acid allows you to keep the **hair hydrated throughout** the **laminating process**.



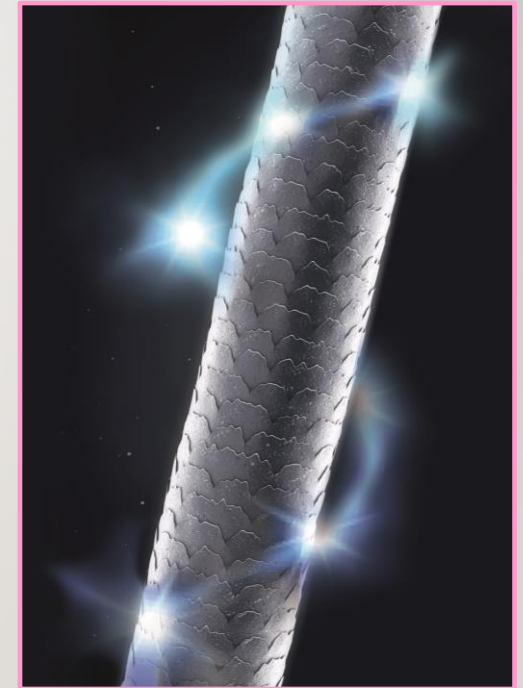
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How does it work?

Phase 1. **RESTRUCTURING**

The space **under the scales** is filled with **bio-protein substances (BIO-PEPTIDES)** conveyed by **COCONUT OIL** which, thanks to the "**shock**" of the **pH**, generated by the passage from **an alkaline phase** to an extremely **acid phase**, are "locked up" inside the hair, welding under the scales as a result of the sealing of the cuticles.

These protein molecules instantly **strengthen** the hair shaft from roots to ends and thanks to their **high molecular weight**, tend to **slowly deposit** deeper and **deeper**, for a **restructuring effect** and a **surprisingly long-lasting sensation** of "**fullness**".



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How does it work?

Phase 2. **LAMINATION**

Thereafter, the heat activates a **protective external gelatinous film** that hermetically fixes itself **over the scales**, enveloping and smoothing the cuticles.

A "**mirror**" **ILLUMINATING ACTION** is thus generated, which **lights up** the hair with renewed **brightness**, making it **healthy** and **vital** and full of **shiny reflections** like never before.

HOW LONG DOES IT LAST?

UP TO 6-8 WEEKS, using **at home** the **PRODUCTS** specially designed to **maintain** the **results obtained in the Salon**.



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NEW SALON OPPORTUNITIES

For this reason **ILLAMINATION** introduces a **NEW SALON SERVICE**, ideal both for **damaged, weak and dull hair**, which needs to be restructured and redensified and acquire brightness, but also for **all those** who wish to have a **WOW effect of light and EXTRA BRILLIANCE**.



SALON USE

The **PROFESSIONAL THERMO-ACTIVE HAIR LAMINATION SYSTEM** consists of :

- **Step 1 - Polarising Shampoo for Lamination pH 5,5 - 1000 ml**
- **Step 2 – Alkalising Primer Preparer pH 7 - 300 ml**
- **Step 3 – Laminting Concentrate pH 2,5 -1000 ml**
- **Step 4 – Lamellar Sealer pH 3,5 - 200 ml**
- **Step 5 - Final Touch spray Mirror Effect - 80 ml**

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1000 ml

SALON USE

Illamination – 1° step

POLARISING SHAMPOO FOR LAMINATION

pH 5.5

DESCRIPTION: it cleanses the hair thoroughly and gently, thanks to its **special cationic action**, which captures and removes buildup, residue and any substances that suffocate the hair, making it look dirty and dull. A preparatory shampoo designed to prepare the hair to receive the substances contained in the Lamination treatment.

HOW TO USE: apply to wet hair and massage in well. Rinse and reapply. Partially dry the hair before moving on to the next step.

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300 ml

SALON USE

Illamination – 2° step

ALKALISING PRIMER PREPARER

pH 7.0

DESCRIPTION: the **PRIMER** prepares the hair for the protein alkalisation process, during which the hair is infused with replenishing nutrients.

The pH 7 of the formula helps open up the scales without damaging the hair structure.

HOW TO USE: SHAKE WELL BEFORE USE. After shampooing, partially dry the hair to get rid of any excess water and spray the Primer evenly onto lengths and ends. Massage and comb gently. Remove any excess product with a hair dryer and then proceed with the Lamination Treatment.



SALON USE

Illamination – 3° step

LAMINATING CONCENTRATE

pH 2.5

DESCRIPTION: a thermo-active concentrated cream with a double replenishing and laminating action, enriched with high molecular weight Biopeptides supplied by Coconut Oil, with a fluidifying action, it nourishes and softens the hair while providing protein structure. Its special acidic pH instantly seals the scales for a more targeted replenishing and regenerating effect, creating a protective outer layer. The special Thermo-Active Technology, boosted with Hyaluronic Acid and Vitamin E, seals the laminating treatment on the scales for a glossy and uniform «lamellar» effect.

HOW TO USE: after the Primer, use a brush to apply a suitable amount of Laminating Concentrate on each strand. Massage gently against the scales to let the product absorb, and then comb through with a wide tooth comb to promote the pH sealing action. Apply a cap and place under a heat source for 10 minutes. Then rinse.

1000 ml

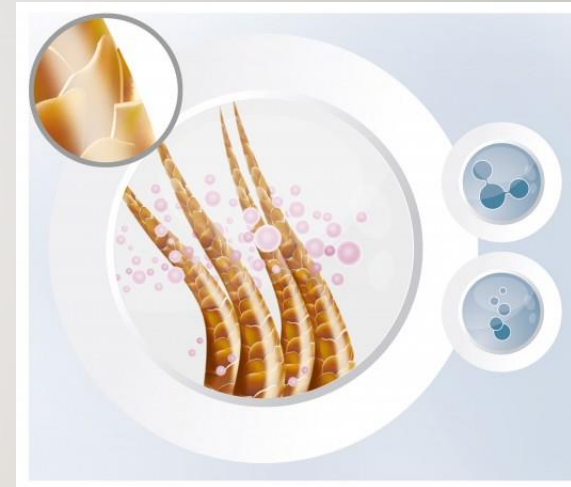
SALON USE

To obtain maximum results in terms of **hydration** and **lamination**, we recommend using the **iMASTER vaporizer** when applying the **Laminating Concentrate**.

The emission of steam combined with ozone assists and accelerates **the natural closure of the scales**, fixes the result evenly and improves the hydration of the hair.

With iMASTER it is not necessary to apply the cap.

The **preset program no. 22** is the ideal one for the Lamination treatment.



1000 ml

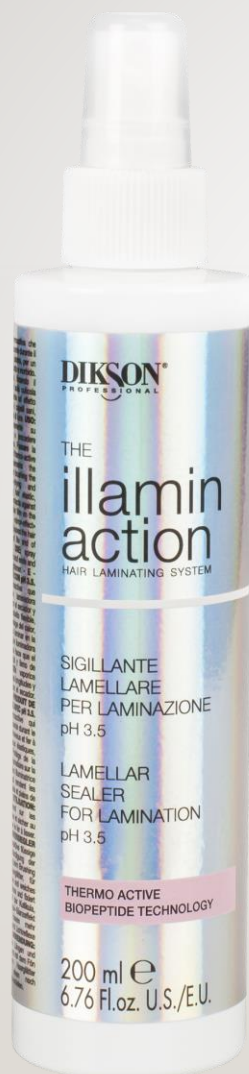


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200 ml

SALON USE

Illamination – 4° step

LAMELLAR SEALER FOR LAMINATION – PRE DRYING

pH 3.5

DESCRIPTION: a **liquid thermo-active cream** that complements the laminating action when brushing the hair during blow-drying and straightening, leaving hair elastic, compact and soft.

It protects against heat, setting the lamellar film on the cuticle for a «mirror-effect» illuminating action that leaves the hair looking healthy, full of life and of light-reflecting shine.

HOW TO USE: spray evenly onto the lengths and ends and blow-dry. Use a straightener for an even glossier effect.

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80 ml

SALON USE

Illamination – 5° step

FINAL TOUCH SPRAY - MIRROR EFFECT

with Filtro UV

DESCRIPTION : laminating light sublimator that enhances and revives hair shine with a radiant effect. Special illuminating micro particles enhance the hair's shine with a light effect, without weighing it down.

HOW TO USE : spray on dry hair even several times a day.

RESULT

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THE
PROFESSIONAL THERMO-ACTIVE
HAIR LAMINATION
Illamination
lasts 6 to 8 weeks
with the use of
maintenance products at home.

MAINTENANCE KIT



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Illamination
can be done on
ANY KIND OF HAIR
and
HAIR COLOR

Also on NATURAL HAIR to
create
the BRIGHTEST effect.



Illamination

can be done the same
day of the

HAIR COLOR to ENHANCE
and ILLUMINATE the COLOR.

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Use: after THE HAIR COLOR, rinse thoroughly and start the Lamination from THE 1° Step

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Illamination
can be done the same day
of the
BLEACHING to
ILLUMINATE the **BLONDE**.



Use: after the BLEACHING, rinse thoroughly and start the Lamination from THE 1°Step

PROFESSIONAL THERMO-ACTIVE HAIR LAMINATION SYSTEM

**STEP BY STEP
in SALON**

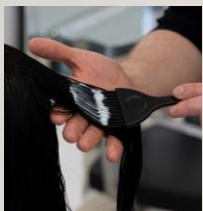
Treatment in salon



Step 1. Wash the hair with the Polarising Shampoo. Blow-dry the hair partially. Wash a second time



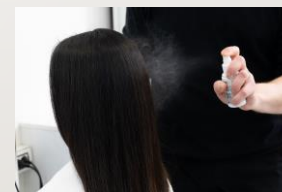
Step 2. Shake before use. Spray the Primer evenly onto lengths and ends. Massage and comb gently. Remove any excess product



Step 3. use a brush to apply the Laminating Concentrate to each strand. Massage gently against the scales to let the product absorb, and then comb through with a wide tooth comb. Apply a cap for 10 minutes. Then rinse.



Step 4. Spray evenly onto lengths and ends and blow-dry. Use a straightener



Step 5. Spray on dry hair, even several times a day

THERMO-ACTIVE HAIR LAMINATION SYSTEM

MANTEINANCE KIT AT HOME



Free Of Charge

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HAIR LAMINATING SYSTEM

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AT HOME

The **PROFESSIONAL THERMO-ACTIVE HAIR LAMINACTOIN SYSTEM** – **MAINTENANCE PRODUCTS** :

- **Step 1 - Polarising Shampoo for Lamination pH 5,5 - 300 ml**
- **Step 2 – Laminting Concentrate pH 2,5 -300 ml**
- **Step 3 – Lamellar Sealer pH 3,5 - 200 ml**
- **Step 3 - Final Touch spray Mirror Effect - 80 ml**

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PROFESSIONAL THERMO-ACTIVE HAIR LAMINATION SYSTEM

MANTEINANCE
AT HOME
STEP BY STEP

Maintenance at home



Step 1. Wash the hair with the Polarising Shampoo. Wash a second time. Blow-dry the hair partially.



Step 2. Use a brush to apply the Laminating Concentrate to each strand. Massage gently against the scales to let the product absorb, and then comb through with a wide tooth comb. Apply a cap for 10 minutes. Then rinse.



Step 3. Spray evenly onto lengths and ends and blow-dry. Use a straightener.



Step 4. Spray on dry hair, even several times a day.

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