

The World of
Hair Care

technical book

ALFAPARF
MILANO

**Fashion
and Beauty**
start from
**Wellness
hair**

Healthy hair
is the necessary
condition
to add value to
each stylistic
cut and color
proposal
and to enhance
every woman's
beauty.



80% of the women
need specific Care Treatments.

Care Treatments represent
40% of all treatments in a salon.

ALFAPARF Milano offers you the opportunity to become **Care Specialist**,
by proposing to your customers the exclusive
Customized Beauty Regimens:

- **specific proposals** for the uniqueness of every woman and her hair;
- **guaranteed** to restore hair to its original beauty regardless of the hair's current condition;
- **immediately visible and long-lasting results** for customers' total satisfaction.

Revitalized incredible hair to **satisfy your customers' desire of renewed image and beauty.**

HAIR NEEDS AND ALFAPARF MILANO

HAIR NEEDS:

RESTRUCTURING PROTEINS

NOURISHING LIPIDS

MOISTURIZING MINERALS

IN DIFFERENT QUANTITY ACCORDING TO ITS CONDITIONS.

ALFAPARF MILANO HAIR CARE LINES ARE BASED ON PROTEINS, LIPIDS AND MINERALS MIXED IN DIFFERENT WAY ACCORDING TO ACTIONS PROVIDED AND AREAS OF NEED.

DAMAGED HAIR



MIDOLLO DI BAMBOO

rich in **Proteins** acts on the sub-cortical structure.

DRY/VERY DRY HAIR



NUTRI SEDUCTION

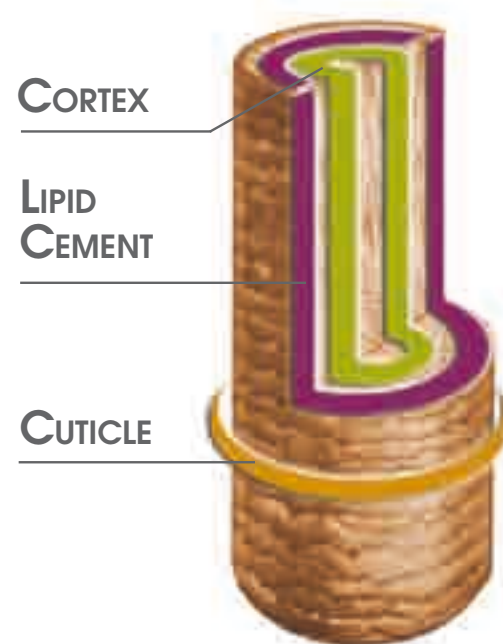
rich in **Lipids** restructures the lipid cement.

SLIGHTLY DRY HAIR



SDL DIAMANTE - ANTIAGE SPLENDORE DI FIORI DI LINO

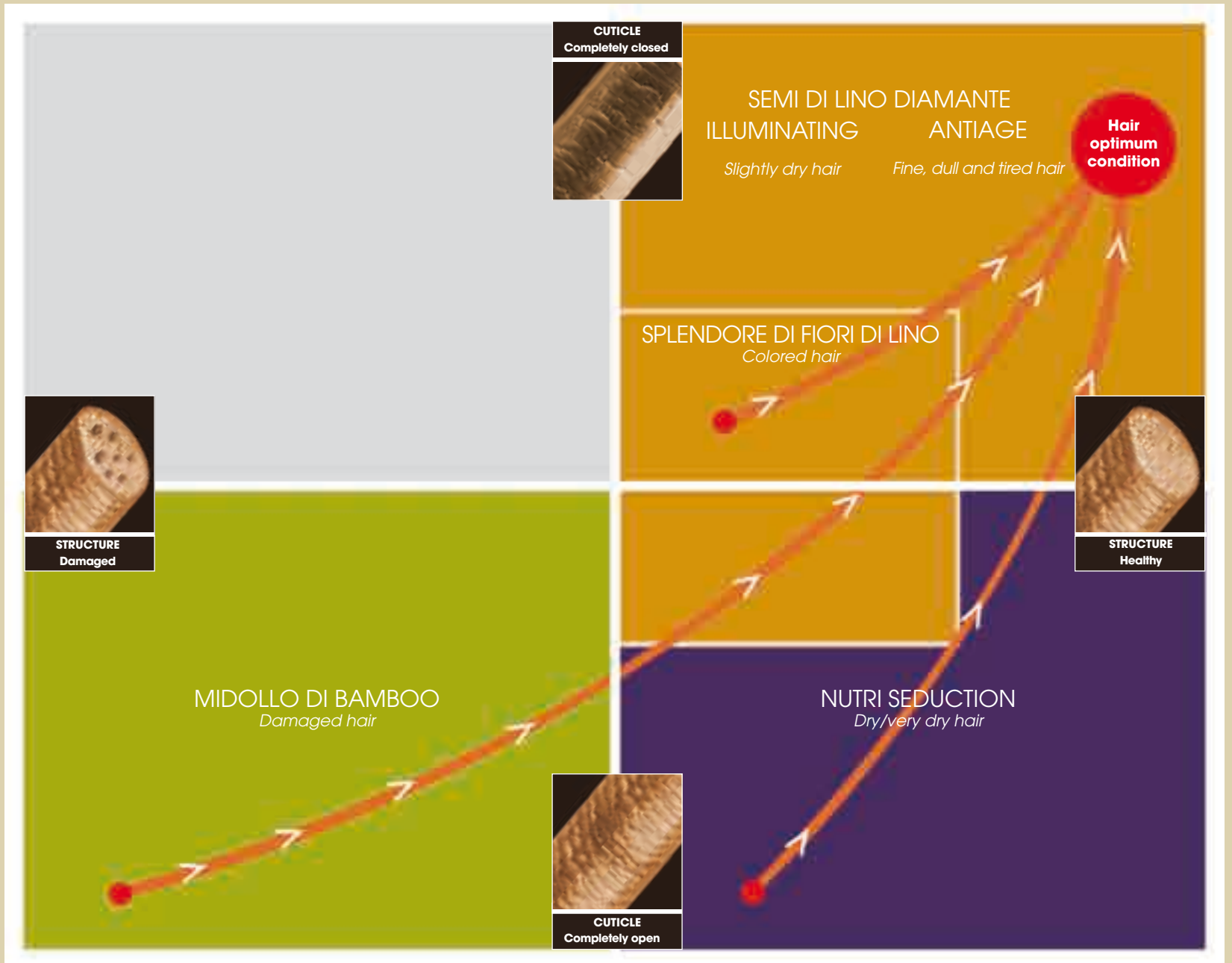
rich in **Minerals** act on the most external part, the cuticle.



HAIR CARE LINES



CUSTOMIZED BEAUTY



REGIMENS

FROM DAMAGED TO HEALTHY HAIR

SHOCK TREATMENT

- Start your Regimen with **Midollo di Bamboo services*** to repair the hair structure.
- Continue with **Nutri Seduction* treatments** to restore lipid cement between cuticle and cortex.

RESTORING TREATMENT

- Complete the Regimen with **Semi di Lino Diamante/Antiage /Splendore di Fiori di Lino*** to seal the cuticle and restore hair to its optimum condition.

MAINTENANCE

- Go ahead using Semi di Lino Diamante/Antiage/Splendore di Fiori di Lino as maintenance lines.



FROM DRY/VERY DRY TO HEALTHY HAIR

SHOCK TREATMENT

- Start with **Nutri Seduction* treatments** to restore lipid cement between cuticle and cortex.

RESTORING TREATMENT

- Complete the Regimen with **Semi di Lino Diamante/Antiage /Splendore di Fiori di Lino*** to seal the cuticle and restore hair to its optimum condition.

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- Use Semi di Lino Diamante/Antiage/Splendore di Fiori di Lino as maintenance lines.



FROM SLIGHTLY DRY TO HEALTHY HAIR

RESTORING TREATMENT

- Start the Regimen with **Semi di Lino Diamante/Antiage /Splendore di Fiori di Lino*** to seal the cuticle and restore hair to its optimum condition.

MAINTENANCE

- Go ahead using Semi di Lino Diamante/Antiage/Splendore di Fiori di Lino as maintenance lines.



THE ITINERARY BEGINS FROM THE DIAGNOSIS (SUGGESTIONS FOR THE STAFF):

Hair diagnosis must be done before applying conditioning products.

DAMAGED HAIR

- How to recognize it: hair breakage test. Try to pull the hair, if it immediately breaks or stretches out, its structure is damaged.

DRY HAIR

- How to recognize it: comb test. If after combing the hair 2 or 3 times and not managing to easily go through it, the hair is certainly dry (open cuticles).

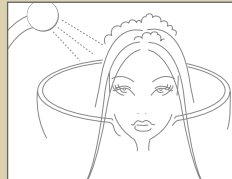
* The number of treatments may vary from a minimum of 2 to a max of 5 treatments according to hair conditions.

MIDOLLO⁺⁺
di bamboo

ADVANCED BIO-RECONSTRUCTION

RECONSTRUCTION AND CAUTERIZATION SERVICES DAMAGED HAIR

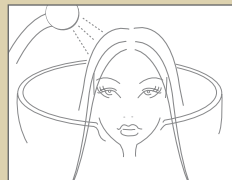
THERMAL CAUTERIZATION for extremely damaged hair 60'



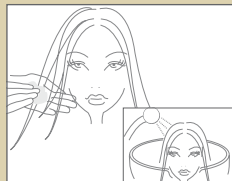
STEP 1
Wash with Restructuring Shampoo, massage and rinse thoroughly. Plug the hair.



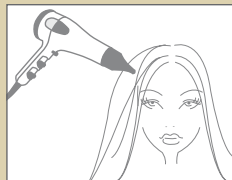
STEP 2
Apply Cauterization Serum to hair lengths and ends and massage into hair for full penetration. Blow dry the hair. Use a hair crimper. Rinse.



STEP 3
Eliminate product in excess from the hair. If necessary apply Restructuring Shampoo.

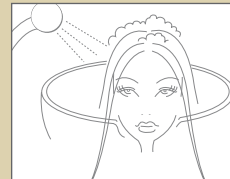


STEP 4
Apply Pro-Concentrate massaging it into hair lengths and ends. Developing time: 5'. Rinse and plug the hair.

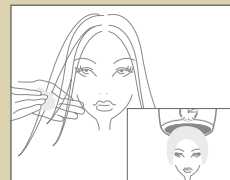


STEP 5
Spray Daily Repair onto lengths and ends. Proceed with the styling.

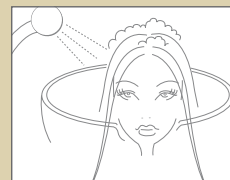
COLD CAUTERIZATION for extremely damaged hair 20'



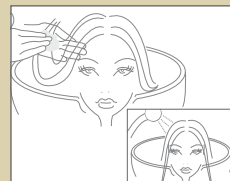
STEP 1
Wash with Restructuring Shampoo, massage and rinse thoroughly. Plug.



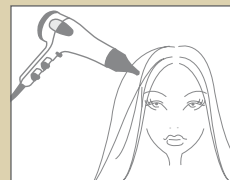
STEP 2
Apply Cauterization Serum to hair lengths and ends and massage into hair to help absorption. Developing time 5' under heat source.



STEP 3
Eliminate product in excess from the hair. If necessary apply Restructuring Shampoo.



STEP 4
Apply Pro-Concentrate massaging it into hair lengths and ends. Developing time: 5'. Rinse and plug the hair.



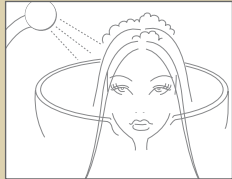
STEP 5
Spray Daily Repair onto lengths and ends. Proceed with the styling.

For total 100% hair reconstruction we suggest 3 cauterization treatments (one every week/15 days).

PRE-SERVICE TREATMENT

A Midollo di Bamboo treatment is suggested a week before permanent or straightening service.

HOT RECONSTRUCTION for damaged hair 15'



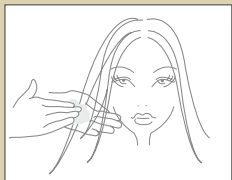
STEP 1

Wash with Restructuring Shampoo, massage and rinse thoroughly. Plug.



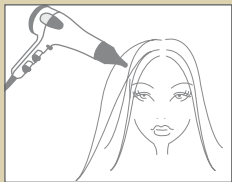
STEP 2

Massage Pro-Concentrate into hair lengths and ends. Leave it on for 5' under heat source. Rinse and plug.



STEP 3

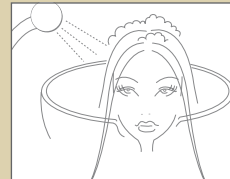
Apply Renewal Lotion to hair lengths and ends massaging to help penetration.



STEP 4

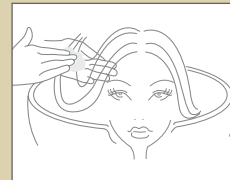
Spray Daily Repair onto lengths and ends. Proceed with the styling.

COLD RECONSTRUCTION for slightly damaged hair 10'



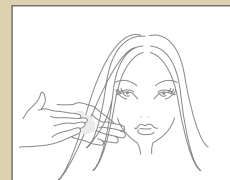
STEP 1

Wash with Restructuring Shampoo, massage and rinse thoroughly. Plug.



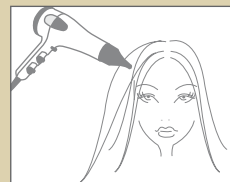
STEP 2

Apply Recharging Mask massaging it into lengths and ends. Leave on for 5'. Rinse and plug.



STEP 3

Apply Renewal Lotion to lengths and ends massaging to help penetration.

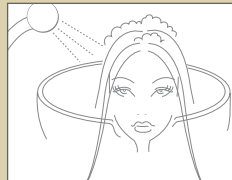


STEP 4

Spray Daily Repair onto lengths and ends. Proceed with the styling.

NOURISHING SERVICES DRY HAIR

DEEP NUTRITION with flat iron for extremely dry hair **50'**



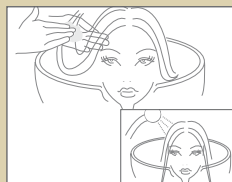
STEP 1
 Apply Ultra Moist Shampoo.
 Massage and rinse.



STEP 2
 Mix 13gr of Wearable Treatment with a
 vial of Hyper Oil Infusion and apply to hair
 lengths and ends.



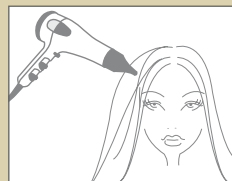
STEP 3
 Dry the hair. Run the flat iron. Rinse.



STEP 4
 Apply Ultra Moisture Treatment and leave in
 5 minutes. Rinse.

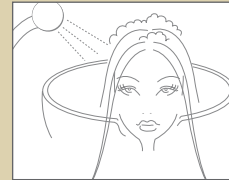


STEP 5
 If necessary apply Wearable Treatment.

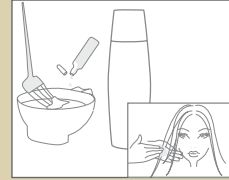


STEP 6
 Proceed with the styling.

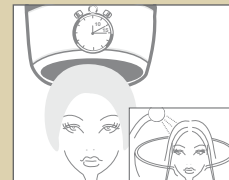
DEEP NUTRITION without flat iron for extremely dry hair **25'**



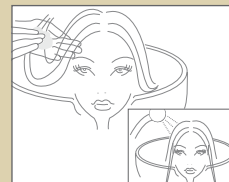
STEP 1
 Apply Ultra Moist Shampoo.
 Massage and rinse.



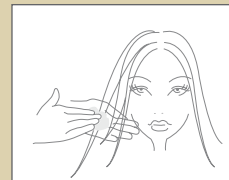
STEP 2
 Mix 13gr of Wearable Treatment with a
 vial of Hyper Oil Infusion and apply to hair
 lengths and ends.



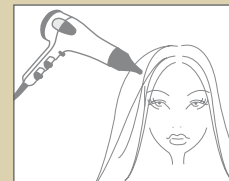
STEP 3
 Leave-in for 10-15 minutes under heating
 source. Rinse.



STEP 4
 Apply Ultra Moisture Treatment and leave in
 5 minutes. Rinse.



STEP 5
 If necessary apply Wearable Treatment.



STEP 6
 Proceed with the styling.



SUGGESTIONS TO FINALIZE HAIR STYLE

STRAIGHT STYLING

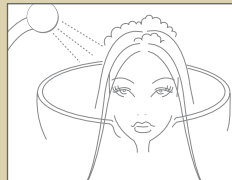
Divine Cream & Pure Veil

CURLY STYLING

Sublime Sorbet & Delicious Glaze

ESSENTIAL NUTRITION with flat iron 50'

for dry hair



STEP 1

Apply Pearl Shampoo.
Massage and rinse.



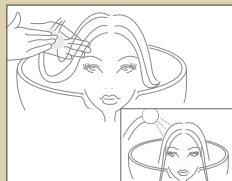
STEP 2

Mix 13gr of Wearable Treatment with a
vial of Hyper Oil Infusion and apply to hair
lengths and ends.



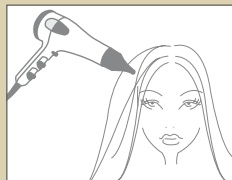
STEP 3

Dry the hair. Run the flat iron. Rinse.



STEP 4

Apply Luxury Mask and leave in 5 minutes.
Rinse.

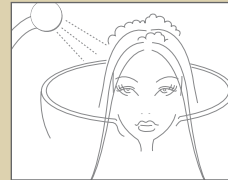


STEP 5

Proceed with the styling.

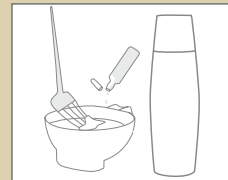
ESSENTIAL NUTRITION without flat iron 25'

for dry hair



STEP 1

Apply Pearl Shampoo.
Massage and rinse



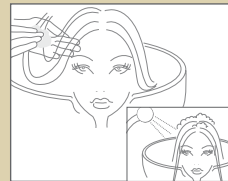
STEP 2

Mix 13gr of Wearable Treatment with a
vial of Hyper Oil Infusion and apply to hair
lengths and ends.



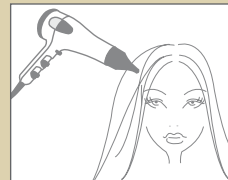
STEP 3

Leave-in for 10-15 minutes under heating
source. Rinse.



STEP 4

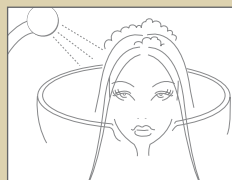
Apply Luxury Mask and leave in 5 minutes.
Rinse.



STEP 5

Proceed with the styling.

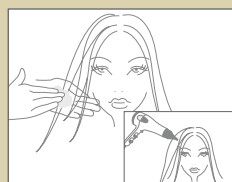
DIAMOND care Long lasting shine effect **20'**



STEP 1
Apply Illuminating Shampoo lather then rinse.



STEP 2
Mix 13 grams of Illuminating Mask and one phial of Essential Oil in a bowl until thoroughly blended.



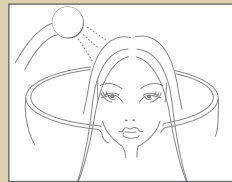
STEP 3
Apply to towel-dried hair.
Dry thoroughly with a blow dryer.



STEP 4
For fine hair, apply Illuminating Smoothing Cream throughout the hair.
For thick hair, apply Illuminating Polish throughout the hair.

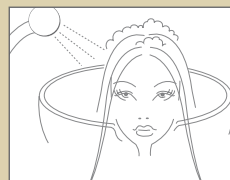


STEP 5
Run a flat iron through the hair.

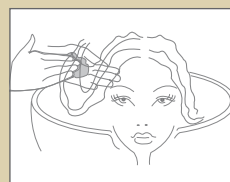


STEP 6
Rinse.
Style as desired.

CRYSTAL SHINE styling Perfect and shine sleek hair **5'**



STEP 1
Apply Illuminating Shampoo lather then rinse.



STEP 2
Apply Illuminating Mask, leave in for a few minutes, then rinse and pat hair with a towel.



STEP 3
Dispense a small amount of Illuminating Smoothing cream into palm together with 3-4 drops of Pure Diamond Crystals blend together and distribute evenly throughout hair. Blow dry using a brush to straighten.



STEP 4
Divide the hair into sections, apply Illuminating Finish then style with a flat iron.

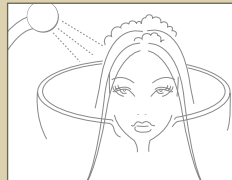


SUGGESTIONS TO FINALIZE

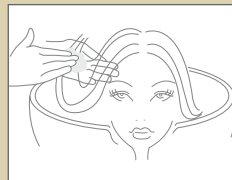
Illuminating Hairspray
Illuminating Sculpting Spray
Illuminating Finish
Illuminating Mousse
Illuminating Design Gel
Illuminating Smoothing Cream
Illuminating Polish

RINGLETS OF LIGHT styling 5'

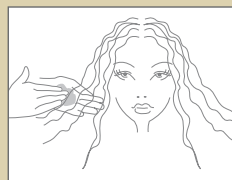
Extremely defined curls



STEP 1
Apply Illuminating Shampoo lather then rinse.



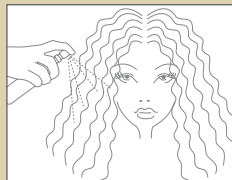
STEP 2
Apply Illuminating Mask, leave in for a few minutes, then rinse and pat hair with a towel.



STEP 3
Dispense a small quantity of Illuminating Polish into palm with a dollop of Illuminating Mousse, blend together and distribute evenly throughout hair.



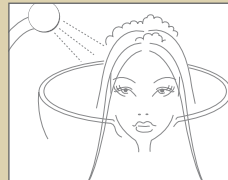
STEP 4
Mist a generous amount of Illuminating Sculpting Spray from the roots to ends and blow dry with a diffuser.



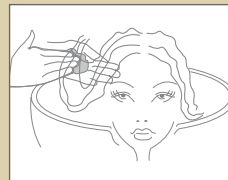
STEP 5
To accentuate shine, spray Illuminating Finish onto dry hair.

GOLD styling 5'

Soft and silky curls



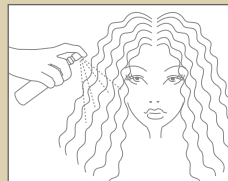
STEP 1
Apply Illuminating Shampoo lather then rinse.



STEP 2
Apply Illuminating Mask, leave in for a few minutes, then rinse and pat hair with a towel.



STEP 3
Dispense half a dollop of Illuminating Mousse, into palm together with 3-4 drops of Cristalli Liquidì, blend together and distribute evenly throughout hair.



STEP 4
Remove tangles with a wide-tooth comb, apply a generous amount of Illuminating Finish and blow dry with a diffuser.

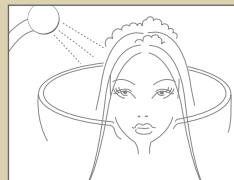
SEMÍ DÍ LÍNO®
DIAMANTE



ANTIAGE SERVICES FINE, DULL AND TIRED HAIR

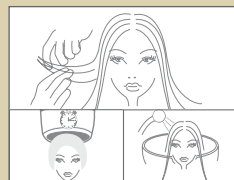
EXTRA RADIANCE TREATMENT 15'

for fine, tired and extremely dull hair



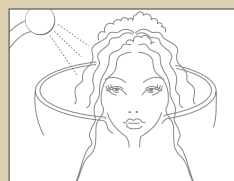
STEP 1

Wash with Rejuvenating Shampoo, rinse thoroughly and plug the hair.



STEP 2

Mix Rejuvenating Balm + Essential Oil 1:1 in a bowl. Apply to hair lengths and ends after plugging the hair. Put under heat source. Developing time 10'. Rinse.



STEP 3

Wash with Rejuvenating Shampoo, rinse thoroughly and plug the hair.

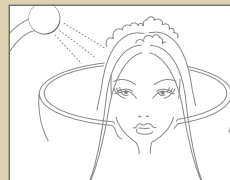


STEP 4

Apply Revitalising Lotion to lengths and ends. Proceed with the styling.

VITALITY TREATMENT 15'

for fine, tired and dull hair



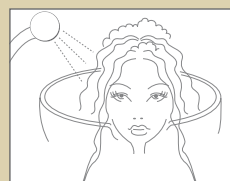
STEP 1

Wash with Rejuvenating Shampoo, rinse thoroughly and plug the hair.



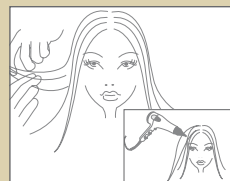
STEP 2

Apply Rejuvenating Balm onto lengths and ends massaging to help penetration. Blow dry the hair. Use a hair crimper. Rinse.



STEP 3

Wash with Rejuvenating Shampoo, rinse thoroughly and plug the hair.



STEP 4

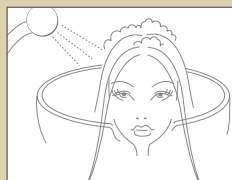
Apply Revitalizing Lotion to lengths and ends. Proceed with the styling.



SPLENDORE DI FIORI DI LINO™
EXTREME COLOR PROTECTION

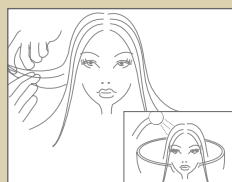
COLOR CARE SERVICES - FOR THE DAY OF COLOR SERVICE - COLORED HAIR

HYDRATE POST-COLOR TREATMENT 10' for dry hair



STEP 1

Wash with Hydrate Shampoo, rinse thoroughly and plug the hair.



STEP 2

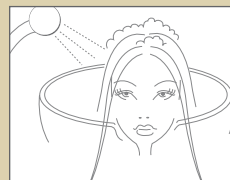
Distribute Lock-in from roots to ends massaging to help penetration. Leave on for 2-3 minutes. Rinse.



STEP 3

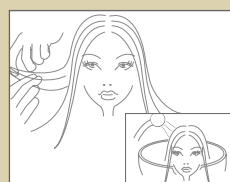
Pour some drops of Color Illuminating Crystals into the palm of one hand. Distribute on both hands. Apply onto wet or damp hair. Proceed with the styling.

VOLUME POST-COLOR TREATMENT 10' for normal or fine hair



STEP 1

Wash with Volume Shampoo, rinse thoroughly and plug the hair.



STEP 2

Distribute Lock-in from roots to ends massaging to help penetration. Leave on for 2-3 minutes. Rinse.



STEP 3

Pour some drops of Color Illuminating Crystals into the palm of one hand. Distribute on both hands. Apply onto wet or damp hair. Proceed with the styling.

**active hair
power**
NANO-TECH SOLUTIONS

CURATIVE SERVICES

- HELPS TO REDUCE HAIR LOSS TREATMENTS
- ANTI-DANDRUFF TREATMENTS
- HELPS TO CONTROL GREASY HAIR TREATMENTS



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