

# STRAIGHTENING TREATMENT

## COFFEE PREMIUM

*Eliminates frizz, revitalizes, hydrates, restructures.*

An innovative system for cosmetic hair treatment, rich in **keratin amino acids**. Its formula provides a perfect combination of **coffee glycolic extract**, **Luna Matrix** and **cationic marine bio actives** associated with **wheat protein** that act deeply on the hair, reducing porosity, creating a flexible protective film, providing body, balance, more uniform and aligned cuticles, as well as providing softness, moisture and an intense shine to the hair. **1 l. = 25 applications.**



## STEP BY STEP APPLICATION

- 1** Wash the hair with **Deep Cleaning (STEP 1)** shampoo. Repeat 2-3 times (5-6 minutes each time). Rinse well, do not leave any residue of the product.
- 2** Dry 100% (no brush is necessary).
- 3** Shake the bottle. **Apply the Max Reduction & Liss (STEP 2)** evenly over the full extent of the strands (leave 0.5 cm from the roots). Leave the product for **30 minutes** (use the cap for better result). Remove extra product with a fine-tooth comb.
- 4** Dry the hair 100% with a warm or cold dryer (no brush is necessary).
- 5** Flat iron each small section. Follow instructions for temperature regime and number of repetitions.

**You can let the customer go with the mask and the client will wash the hair by applying the mask (STEP 3). It should be mentioned to do the 1st shampoo without shampoo.**