

the perfect harmony  
between nature and  
technology



ITELY HAIRFASHION is committed to creating an eco-friendly environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly products.



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07/2015 ITEM 5041

SYNERGICARE  
COLOR XTEND

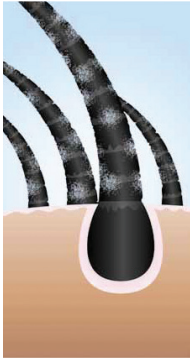


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FOR HEALTHIER, SOFTER AND BRIGHTER HAIR

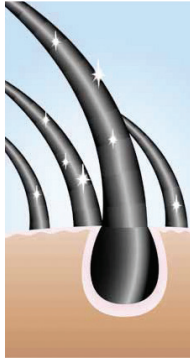
The major factors responsible for hair dehydration are weather conditions, excessive exposure to U V rays, aggressive technical services, over shampooing and strain. Result: dry and coarse hair, hard to manage, with dull and opaque color. Our research lab has developed an exclusive treatment specifically studied to cure and protect abused hair.



BEFORE TREATMENT



DURING TREATMENT



AFTER TREATMENT



COMPLETE TREATMENT FOR HYDRATING PROCESSED HAIR AND FOR COLOR MAINTENANCE

|              |  |   |  |  |
|--------------|--|---|--|--|
| PROFESSIONAL | PHASE 1<br><br>SPLENDOR OIL | PHASE 2<br><br>COLOR XTEND SHAMPOO | PHASE 3<br><br>DEEP NOURISHING MASK | PHASE 4<br><br>SHINE PLUS |
|              |  | <br>COLOR XTEND SHAMPOO            | <br>DEEP NOURISHING MASK            |  |

Welcome the customer and steer her to the treatments area, placing the SynergiCare towel on her shoulder;

**NOURISHING TREATMENT PHASE 1:** shake the vial of Splendor Oil and distribute the content evenly to damp hair working each strand. Leave on for 3-5 minutes; after the processing time, rinse the hair with warm water;  
**NOURISHING TREATMENT PHASE 2:** distribute Color Xtend Shampoo with the special SynergiCare dispenser, perform a gentle massage and rinse thoroughly. Repeat the application if necessary; towel dry hair to eliminate the excess water;

**NOURISHING TREATMENT PHASE 3:** pour Deep Nourishing Mask in the proper SynergiCare bowl and brush onto lengths with the specific SynergiCare brush working each strand; massage carefully, leave on for 3-5 minutes, comb gently with SynergiCare comb, and rinse abundantly.

For a deeper restructuring action, expose under heat source for 4-7 minutes wearing the SynergiCare disposable cuff and the turban. Rinse abundantly; towel dry hair to eliminate the excess water, then proceed with styling.

COLOR XTEND PRODUCT DESCRIPTIONS

|   |  |   |   |
|---|--|---|---|
| SPLENDOR OIL<br>25 ml - 0.85 fl oz vial<br><br>Special oil treatment ideal for over processed hair that needs a healthy structure. Enriched with precious essential oils together with Phytocoll Marine, it creates an invisible protective nourishing coating on the hair cuticle surface, giving the hair luster and silky smoothness. The color remains vivid and endures. PROPERTIES: hydrating, nourishing, protective, brightening. | PROFESSIONAL COLOR XTEND SHAMPOO<br>1000 ml - 33.81 fl oz bottle<br><br>Special sulfate-free shampoo specific for over processed hair to ensure a gentle and nourishing cleansing action thanks to its exclusive Phytocoll Marine principle. Hair becomes soft, brilliant and manageable; the color brightens up with a new long lasting shine. PROPERTIES: hydrating, nourishing, cleansing, brightening.   | PROFESSIONAL DEEP NOURISHING MASK<br>1000 ml - 33.81 fl oz bottle<br><br>Precious nourishing mask expressly formulated to provide the essential elements that over processed hair lacks. In case of very compromised hair, an intense treatment is recommended to recover the natural physiologic conditions of the hair, developing its shine, softness and body; the color is absolutely protected and vivid. PROPERTIES: Nourishing, restoring, refurbishing, repairing. | SHINE PLUS<br>150 ml - 5.07 fl oz spray bottle<br><br>Nourishing hair shiner that adds luster and radiance to hair abused by technical services. Thanks to its Phytocoll Marine active principle, it provides hydration and a long-lasting brilliant color. DIRECTIONS: spray on dry or wet hair. |
|   | COLOR XTEND SHAMPOO<br>250 ml - 8.45 fl oz bottle<br><br>Sulfate-free shampoo specific for over-processed hair to ensure a gentle and nourishing cleansing action thanks to Phytocoll Marine. Hair becomes soft, brilliant and manageable; the color brightens up with a new long-lasting shine. DIRECTIONS: apply evenly on wet hair, massage then rinse abundantly. Repeat the application if necessary. Proceed with the specific treatment with Deep Nourishing Mask | DEEP NOURISHING MASK<br>200 ml - 6.76 fl oz bottle<br><br>Nourishing mask expressly formulated for over-processed hair. The exclusive Phytocoll Marine feeds and helps the complete reorganization of the keratin structure. The rich texture provides brightness, softness and hair body; the color is absolutely protected and shining. DIRECTIONS: distribute the mask on wet and towel-dried hair, leave on for 3-5 minutes, gently comb then rinse abundantly.         | SHINE PLUS<br>150 ml - 5.07 fl oz spray bottle<br><br>Nourishing hair shiner that adds luster and radiance to hair abused by technical services. Thanks to its Phytocoll Marine active principle, it provides hydration and a long-lasting brilliant color. DIRECTIONS: spray on dry or wet hair. |

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