

VOLUMCEUTIC

FULL VOLUME THAT LASTS UP TO 3 DAYS*

TRI-PHASE TECHNOLOGY ADDRESSES THE 3 CONCERNS OF FINE HAIR

1. WEAK CORTEX

This interior layer that gives the hair fiber structure, is smaller in diameter than normal hair, making fine hair less able to hold its shape

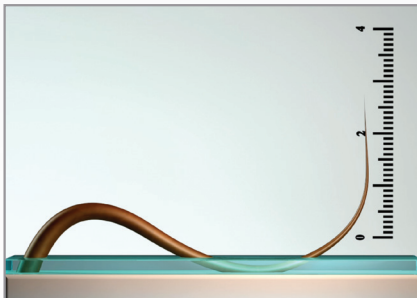


INTRA-CYLANE

Densify: Patented technology fills hair fiber at the cortex to boost & reinforce the structure from within giving the hair increased density

2. OILY BUILD-UP

Fine hair falls flat quickly because it absorbs more oil at the scalp

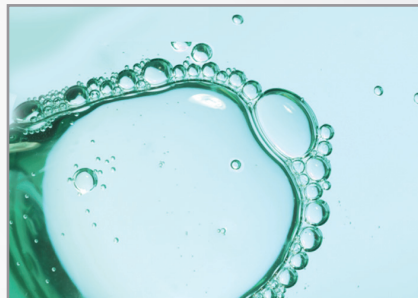


SALICYLIC ACID

Cleanse: Gently purifies the scalp and removes oily build-up that can cause the hair strand to collapse

3. DRY HAIR

Fine hair tends to be dry & fragile from lack of nutrients found in conditioner, which fine-haired clients tend to avoid because they can be heavy



HYDRALIGHT TECHNOLOGY

Treat: Lightly hydrates & conditions the hair fiber without weighing it down

HAIR IS LEFT WITH BODY, FULLNESS AND AN AIRY FINISH



VOLUMCEUTIC SERVICE STEP-BY-STEP



CLEANSE OILY BUILD-UP

> Cleanse the root by shampooing with Anti-Gravity Volume shampoo & towel-dry hair



DENSIFY THE HAIR FIBER

> Apply one Anti-Gravity Serum Booster tube to the roots and pull through the mid-lengths and ends
> Do not rinse



HYDRATE & CONDITION

> Using the applicator paint brush, apply Gel-Masque to mid-lengths and ends directly on top of un-rinsed Serum Booster and massage in
> Leave on for 3 minutes, emulsify & rinse thoroughly



ADD VOLUME

> Spray liberally at the roots of pre-dried hair for added volume
> Add any other desired styling products, blow-dry and style as usual

OFFER UNIQUE VOLUME SERVICES

Release your inner mixologist by mixing & layering Ceutics, Powerdoses and Retail regimens to create tailor-made services for your clients.

RADIANT VOLUME BY ADDING POWERDOSE COLOR

Boost volume while protecting the radiance of color-treated hair with a service featuring Powerdose Color & Volumceutic



+



+



+



Anti-Gravity
Volume
Shampoo

Vitmino Color
Powerdose

Volumceutic
(Serum Booster
+ Gel-Masque)

Blowdry +
Volumetry Root
Lift Spray

VOLUMINOUS REPAIR BY ADDING POWERCELL REPAIR

Strengthen dry, damaged hair without weighing it down with a service featuring Powercell Repair & Volumceutic



+



+



+



Anti-Gravity
Volume
Shampoo

Powercell
Repair
Powerdose

Volumceutic
(Serum Booster
+ Gel-Masque)

Blowdry +
Volumetry Root
Lift Spray

*Instrumental test. Shampoo + Serum Booster + Masque