



ACID THERAPY

The acidifying line for hair and scalp



ACID THERAPY



Professional acidifying treatment to restore the natural balance of hair and scalp.

Ideal for colored and chemically treated hair, sensitive scalp, dry and lifeless hair.

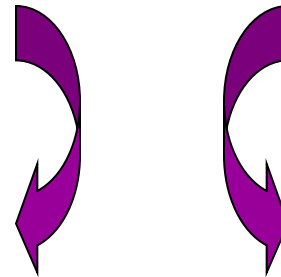
Based on an exclusive acidifying complex, forms a protective barrier against external agents, fights free radicals and protects the colour of dyed hair.

• THE ACID MANTLE

The surface of our skin and hair is protected by an **ACID MANTLE**:

pH 4,5 – 5,5

It's a thin layer made of



OIL

and

HUMIDITY

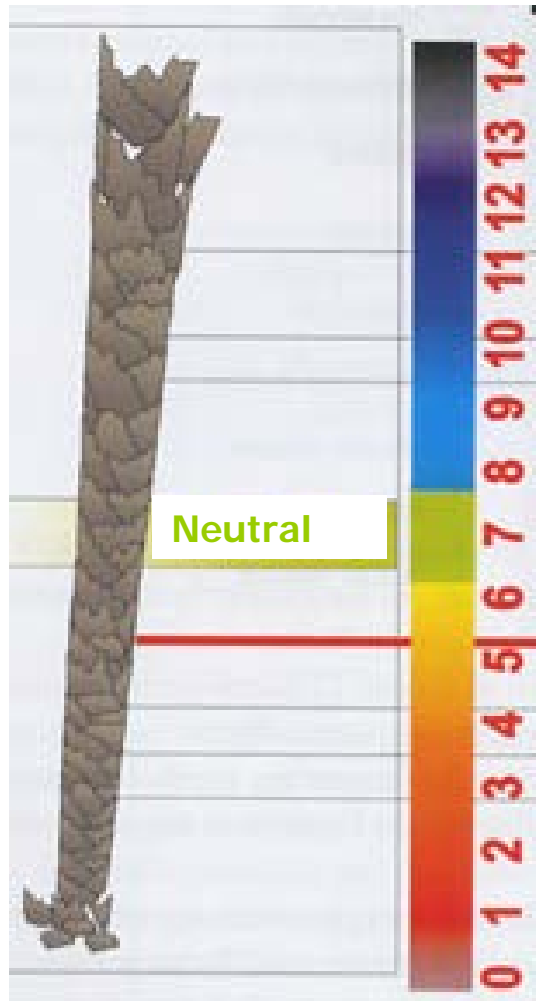
produced by sebaceous glands

produced by sweat glands



The indispensable **FUNCTION** of the **ACID MANTLE** is:
to protect skin and hair from environment, to prevent them from drying and
to discourage harmful bacteria.

- **THE pH VALUE**



High alkalinity

Bleaching products

Dyeing products

Waving lotions

Neutral

Physiological level

Perming Neutralizers

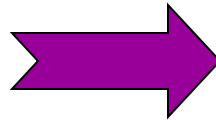
Hydrogen peroxide

Re-balancing products

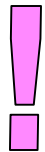
High acidity

• COMPARISON: ALKALYNE VERSUS ACID PRODUCTS

ALKALYNE SHAMPOOS AND TREATMENTS DAMAGE THE NATURAL ACID MANTLE

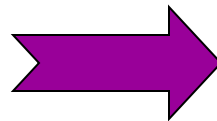


- scalp becomes very dry
- flakes that form the cuticle open
- chemical bonds that form keratin break
- hair loses smoothness and swells up

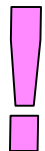


After alkalyne shampoo the scalp needs 7 hours to restore its natural pH and the hair lengths need a much longer time. During this period the hair, deprived of its protective film, becomes dry.

ACID SHAMPOOS AND TREATMENTS PRESERVE THE NATURAL ACID MANTLE

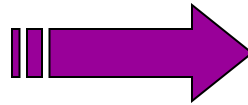


- scalp is maintained soft
- flakes that form the cuticle are kept closed
- hair swelling up is reduced to a minimum
- hair fibre remains thick and smooth



Acid products re-balance the natural pH and help hair scales to seal after any chemical treatment (colouring, bleaching, perming). They make the hair cuticle smooth and fix the new colour.

- **THE PRODUCT LINE**



POSTCOLOR **EMULSION**

1000 ML - 250 ML

pH 3,5



ACIDIFYING **SHAMPOO**

1000 ML - 250 ML

pH 4,0



ACIDIFYING **MASK**

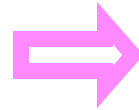
500 ML - 250 ML

pH 3,5

• THE ACTIVE PRINCIPLES

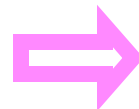
ACIDIFYING VITAMINIC COMPLEX

- Fruit acids (bilberry, sugar cane, sugar maple, orange and lemon)
- pro-Vitamin B5
- Vitamin E



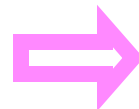
Restores and protects the acid mantle of scalp and hair, gives moisture, seals the cuticle scales, fights against free radicals, develops an anti-oxidizing action, protects hair color and brightness

VEGETABLE & RICE PROTEINS



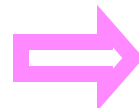
restore hair wellness, making it soft and full-bodied, give moisture and form a protective film

SILICONES



give brightness and silkiness and form a protective barrier against external agents

UV FILTER



protects from the damaging effect of UV rays

POSTCOLOR EMULSION

Innovative treatment – pH 3,5

ADVISED FOR

- immediately after technical services, especially colouring
- sensitive scalp, desquamation and hair disorder
- treated, lifeless and dry hair

ACTION AND EFFICACY

- seals hair scales after alkalyne treatments and fixes the coloring pigments
- restores the natural acid mantle of scalp and hair
- forms a protective barrier against external agents
- gives exceptional vigour, softness and brightness



DIRECTIONS

AFTER COLOURING/CHEMICAL TREATMENT:

To rebalance and delicately eliminate any chemical residue, apply to lightly wet hair, distributing it evenly on the scalp and on the hair. Massage delicately and emulsify with a little water. Rinse well. Style as usual.

REGULAR WASHINGS - 1 TO 3 TIMES A WEEK:

Apply to dry or lightly wet hair, distributing it evenly on the scalp and on the hair. Massage delicately, emulsify with a little water and leave on for a few minutes. Rinse well and, if necessary, make a very light washing with Acid Therapy Shampoo. Style as usual.

ACIDIFYING SHAMPOO

Delicate shampoo – pH 4,0

ADVISED FOR

- treated, colored hair
- sensitive hair and scalp
- weak and dry hair

ACTION AND EFFICACY

- maintains the natural balance of scalp and hair
- forms a protective barrier against external agents
- helps prolong the colour life
- gives shine, softness and combability

DIRECTIONS

1 TO 3 TIMES A WEEK:

apply a small amount to damp hair and massage well to ensure even distribution. Rinse thoroughly and repeat if necessary. On treated, dry and damaged hair, follow with Acidifying Mask.



ACIDIFYING MASK

Intensive mask – pH 3,5

ADVISED FOR

- colored, treated, dry and damaged hair
- sensitive hair and scalp
- to complete the acidifying action of the shampoo

ACTION AND EFFICACY

- maintains the natural balance of scalp and hair
- preserve the keratin integrity and prevents split ends
- covers the hair shaft with a protective film
- preserves the colour life
- gives exceptional brightness, body and softness



DIRECTIONS

1 TO 3 TIMES A WEEK:

after the shampoo, apply a small amount to towel blotted hair and distribute evenly onto the hair lengths. Massage delicately and leave on for a few minutes. In the case of very damaged and dry hair, it is suggested to cover with a cap and let act for 10-15 minutes under a source of heat. Then rinse carefully and proceed to styling.

2008

Research and development

Uitalfarco

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