



LIFETHERAPY

THE THREE STEPS OF HAIR RECONSTRUCTION



LIFETHERAPY

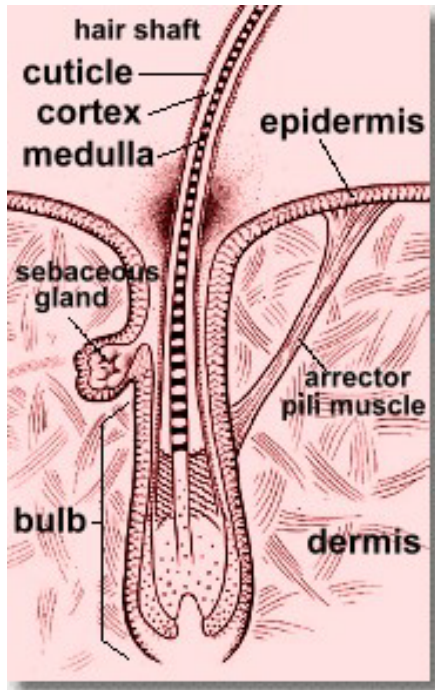


Professional treatment for the immediate, visible and lasting reconstruction of damaged, dry and weak hair.

Formulated with **CK-M₅** active complex, it reestablishes the cell cohesion rebuilding the destructured protein material.

Hair is left in gorgeous conditions: healthy, strong, shiny, manageable.

• THE HAIR SHAFT



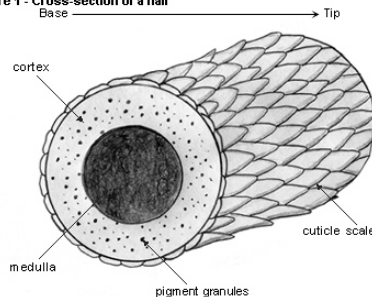
is the visible portion of the hair that sticks out of the surface of the scalp and it is formed by:

- **Cuticle.** It is the external hair surface, which is covered with microscopical tiled horny scales, disposed as the roofing-tiles. It protects the hair from the external agents and is useful to diagnose the health of the hair: When it is healthy, the scales are regular and compact giving to the hair shaft a smooth and bright appearance; when something goes wrong, for instance aggressive chemical or physical treatments, they rise, become irregular and easily keep back dust and microorganisms.

- **Cortex.** It is the intermediate but most important part of the hair body. It is made of keratins, filamentous proteins joined together by bonds (bridges) of sulphur, that can be altered by chemical agents or alkaline substances, and by other chemical bonds, that can be broken by means of hair styling.

- **Medulla.** It is the innermost part of the hair, it is made of keratins too but it is not important for the hair structure: it is often discontinuous and it is sometimes absent.

Figure 1 - Cross-section of a hair



• DAMAGED HAIR



HEALTHY HAIR IS

SHINY, SOFT AND EASY TO COMB

DAMAGED HAIR IS

DULL, DRY AND DIFFICULT TO STYLE

causes of damage

wrong cosmetic treatments (unsuitable shampoos, too frequent colourings and perms, etc.), that weaken and defibrilate the hair for their aggressiveness

atmospheric agents, like wind, sea water, chlorine of the swimming pools and above all sun rays

hairdressing tools and physical treatments (brushing, hairsetting, combing...)

solutions

Since damaged hair has lost proteins, its structure must be restored



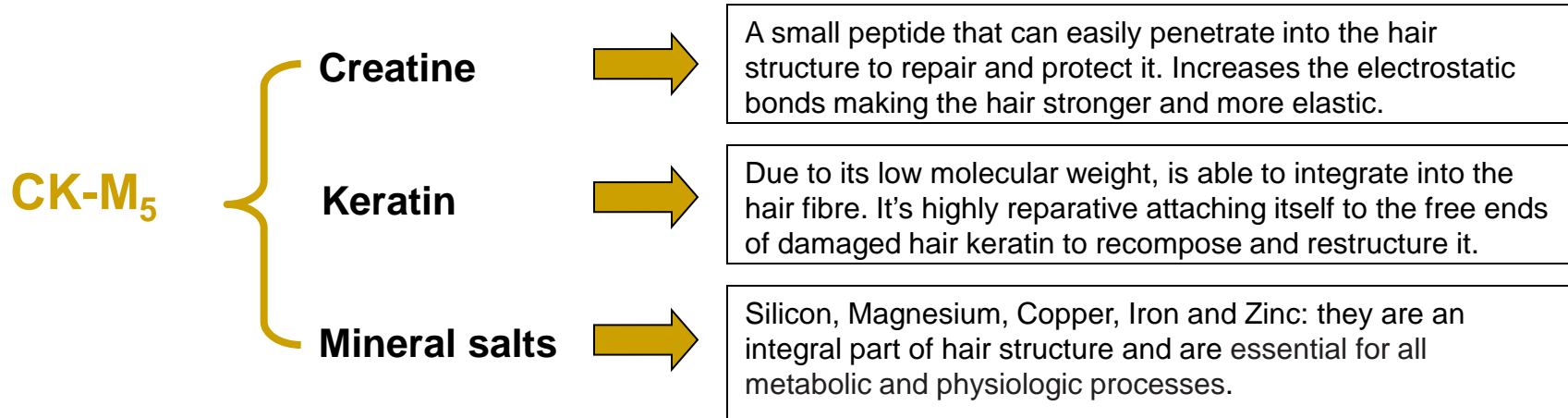
Creatine, Keratin and Mineral Salts

Since damaged hair is porous, it must be repaired



Cationic Polymers and Silicones

• LIFE THERAPY ACTIVE PRINCIPLES



Cationic Polymers

Cover the hair shaft with a special conditioning and antistatic film that gives elasticity and manageability.

Silicones

Smooth the cuticle, give brightness and silkiness and form a protective barrier against external agents.

PROPERTIES

- ◆ High affinity to hair natural molecules
- ◆ Excellent penetration ability
- ◆ Rebuilding of the destructured proteic material
- ◆ Complete action from the cuticle to the cortex

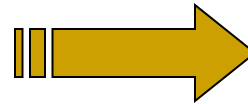
RESULTS

- ◆ Immediate and lasting repair of damaged hair
- ◆ Hair fibre is visibly revitalized, smoother
- ◆ Active protection and better resistance to damage
- ◆ Healthy, strong, shiny, manageable hair

• THE PRODUCT LINE



STEP 1
RECONSTRUCTION SHAMPOO
 1000 ML – 250 ML



STEP 2
RECONSTRUCTION MASK
 500 ML – 250 ML
RECONSTRUCTION SERUM
 BOX 9 BOTTLES 10 ML



STEP 3
BIPHASIC RECONSTRUCTOR
 200 ML



RECONSTRUCTION SHAMPOO

Delicate detergent treatment

ADVISED FOR

damaged, dry and weak hair

ACTION AND EFFICACY

Repairs and reinforces the hair structure both internally and externally.

Enhances hair resistance and elasticity, gives extra volume, softness, brilliance 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. Follow with Reconstruction Mask or Reconstruction Serum.



RECONSTRUCTION MASK

Intensive mask

ADVISED FOR

ACTION AND EFFICACY

damaged, dry and weak hair

Restores and rebuilds the destructured proteic material.

Strengthens the hair, reducing the risk of breaking. Leaves the fibre visibly transformed and revitalized, smoothed, full-bodied, silky and bright.

DIRECTIONS

1 – 2 TIMES A WEEK UNTIL NECESSARY

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 case of very damaged and dry hair, it is suggested to use it together with Reconstruction Serum. If necessary cover with a cap and let act for 10-15 minutes under a source of heat. Then rinse carefully and finish with Biphasic Reconstructor.



RECONSTRUCTION SERUM

Repairing revitalizing treatment - rinse off

ADVISED FOR
ACTION AND EFFICACY

fine, frail and very damaged hair

Effectively strengthens and repairs the hair structure. Penetrates deep down into the porous areas of the hair shaft and restores the chemical-physical balance. Revitalizes the hair and gives body, volume and shine.

DIRECTIONS

1 – 2 TIMES A WEEK UNTIL NECESSARY

FINE HAIR - after Reconstruction Shampoo, towel blot, distribute onto the hair lengths and massage delicately. Leave on for a few minutes and then rinse carefully. Finish with Biphasic Reconstructor.

VERY DAMAGED HAIR – after Reconstruction Shampoo, towel blot and distribute onto the hair lengths. Massage and then apply Reconstruction Mask. Leave on for a few minutes, under a heat source if necessary. Emulsify with water and rinse very well. Finish with Biphasic Reconstructor.



BIPHASIC RECONSTRUCTOR

Instantaneous leave-in treatment

ADVISED FOR

ACTION AND EFFICACY

damaged, dry and weak hair

The orange phase, based on Creatine and mineral salts: fixes the reconstructive active principles deeply in the cortex, strengthening the hair and giving body and vitality.

The transparent siliconic phase: seals the cuticle externally by means of a protective and repairing film and gives intense shine and silkiness. Eliminates statics and frizzies.

DIRECTIONS

1 TO 3 TIMES A WEEK

Shake well in order to mix the 2 phases perfectly. Apply to towel-blotted hair to facilitate brushing and to protect from heat-styling or spray onto dry hair to give vitality and extra brightness.