

TECHNICAL PRODUCTS

CREME PEROXIDE Cream oxidant

High-quality universal oxidizers that are suitable for any mixture ratio and product texture and ensure the success of technical colouring and bleaching services.



Features and benefits

■ Smoothness and uniformity of activators:

- Easy to mix.
- Creamy, uniform consistency.
- Precise application.
- Adheres to roots, won't drip when it makes contact with the heat of the scalp.
- Easy to rinse.

■ **Stabilized hydrogen peroxide:** Always ensures the same colouring and lightening power.

■ **Protection of the scalp:** "Special 40 vol.": contains bisabolol, which protects sensitive scalps and reduces itching and irritation.

■ **Hair conditioning:** Easy detangling and optimized shine and general appearance.

Active ingredients

Viscosity regulator

Provides suitable density for mixtures.

Bisabolol, dermo-protective ingredient (40 vol.)

Derived from chamomile and known for its calming and soothing properties.

Protective polymer film

Seals the cuticle. Enhances the cosmetic features of dyes.

TECHNICAL PRODUCTS

CREME PEROXIDE Cream oxidant



Directions for use

Mix in a:

- 1 + 1 ½ ratio with Revlonissimo.
- 1 + 3 with Super Blondes.
- From 1 + 1 to 1 + 2.

Choose the volume based on the desired level of lightening:

- 10 vol. → 1 tones.
- 20 vol. → 2 tones.
- 30 vol. → 3 tones.
- 40 vol. → 4 tones.

Complementary products



Revlonissimo: NMT, High Coverage, Cromatics, Super Blondes



Blonde Up & Gentle Mèches System: A range of specific products adapted to different working techniques regardless of the desired lightening level.

To ensure optimum colouring service, use the following complementary Revlon Professional technical products: Barrier Cream, Color Clean, Anti-Porosity Milk, Color Remover.

pH: 3,0 – 3,5 Presentation: 900 ml bottle

Sales arguments

- 1 Needs**
To enhance the quality of professional colouring, bleaching and highlighting services.
- 2 Action**
Allows for easier mixing. Constant lightening power. Protects the scalp (40 vol.). Optimizes cosmetic features.
- 3 Active ingredients**
Viscosity regulator. Dermo-protective active ingredient (40 vol.). Polymer film.
- 4 Product**
Reduced range of 4 universal powers suitable for Revlon Professional colouring and bleaching products (except Y C Excel).
- 5 Results**
Colours and highlights with always the same features. Soft, shiny hair.

TECHNICAL PRODUCTS

POST COLOR SHAMPOO The final touch for perfect colour

*Shampoo that sets,
protects and prolongs colour.*

Features and benefits

- Balances pH and sets colour pigments.
Its natural ingredients provide energy and softness to the hair and scalp, thereby making colour last longer.
- With UVA/UVB filter. Pro-Vitamin B5 and rosemary extract which will protect and hold colour.
- Gentle cleansing formula with an acidic pH of 4.5, specially designed to rebalance and maintain the pH of the skin and hair after salon colouring services.
- Enriched with antioxidants and moisturizers that give the hair vitality and softness, thereby prolonging the vivacity of colour.
- Moisturizes and provides shine and an anti-static effect.
- Doesn't add weight.



Focus

REVLON PROFESSIONAL provides the tools necessary to give the end client a new salon experience.

The client will notice how the hairdresser takes care of her and will be able to enjoy an exclusive colouring service.

Target

Women who:

- Use salon colouring and perm services.
- Want to care for their hair and scalp by giving it energy and softness.

TECHNICAL PRODUCTS

POST COLOR SHAMPOO
The final touch for perfect colour



Directions for use

1. Apply a small amount of the product to wet hair.
2. Rinse hair thoroughly.

Recommended for use on the day of colouring.
Also use at your salon visits between colourings.

Complementary product



Nutri Color Creme:
Restores colour and gives hair softness and shine between colourings.

All REVLON PROFESSIONAL colouring products.

Suggested pairings

■ Products from the INTERACTIVES **Color Sublime line**, especially for coloured hair:



Color Sublime Shampoo:
Protects the hair and prolongs colour.



Blonde Sublime Shampoo:
Enhancing shampoo for blonde hair.



Color Sublime Treatment:
Gives hair shine and softness.



Color Sublime Serum:
Slows hair oxidation and colour changes.



Color Sublime Dose:
Liquid treatment that protects and enhances the colour of coloured hair.

■ Products from the INTERACTIVES **Hydra Rescue line**, especially for dry and damaged hair:



Hydra Rescue Treatment:
Intense rehydration that restores and regenerates damaged hair fibres.

Sales arguments

- 1 Needs**
To achieve perfect colouring. To offer added value to salon colouring services.
- 2 Action**
Balances pH and sets colour pigments.
- 3 Active ingredients**
UVA/UVB filter, pro-Vitamin B5 and rosemary extract, which protect and hold colour.
- 4 Product**
A moisturizer that also provides shine and an anti-static effect.
- 5 Results**
Soft and energetic hair. Colour lasts longer.

Presentation: **1000 ml bottle**

pH: **4,0 – 5,0**



TECHNICAL PRODUCTS

COLOR CLEAN Removes colour stains

Gently and effectively cleans dye residues on the skin.



Features and benefits

- Gently removes colouring residues from the skin.
- Protects the skin from damage and irritation.
- Pleasant fragrance.
- Effective and easy to use.
- Very gentle on the skin.

Directions for use

1. Remove stains before rinsing the colour from the hair (water sets pigments in the skin).
2. Moisten a cotton-wool ball with COLOR CLEAN and gently rub on the stains.
3. Emulsify and rinse.
4. Wash hair with POST COLOR SHAMPOO.

Target

People who use salon colouring and perm services.

Focus

REVLON PROFESSIONAL provides the tools necessary to give the client a new salon experience.

The client will notice how the hairdresser takes care of her and will be able to enjoy an exclusive colouring service.

Presentation: 250 ml bottle

pH: 8,5 – 9,0



Sales arguments

- 1 Needs**
To offer an excellent colouring service with added value your direct competitors do not have.
- 2 Action**
Removes colouring residues from the skin.
- 3 Product**
Gentle cleansing emulsion.
- 4 Results**
An impeccable colouring service that your clients will appreciate.

TECHNICAL PRODUCTS

BARRIER CREAM Protective skin cream

A protective barrier cream for the skin for use during the colouring and/or perming process.



Target

People who use
salon colouring
and perm
services.

Features and benefits

- Protective emulsion for the skin that provides optimal coverage during the hair colouring and/or perming process.

Directions for use

1. Before starting the colouring or perm, spread a thin layer of cream on the skin along the hairline, avoiding contact with the hair.
2. Rinse at the same time as the colour or perm.

Focus

REVLON PROFESSIONAL provides the tools necessary to give the client a new salon experience.

The client will notice how the hairdresser takes care of her and will be able to enjoy an exclusive colouring service.

Presentation: **100 ml bottle**

pH: **6,7 – 7,7**



8 432225 026091

Sales arguments

- 1 Needs**
To offer an excellent colouring service with added value your direct competitors do not have.
- 2 Action**
Protect the skin along the hairline, avoiding contact between the hair and the cream.
- 3 Product**
Protective emulsion for the skin.
- 4 Results**
Optimal coverage during colouring and perm services.

TECHNICAL PRODUCTS

ANTI-POROSITY MILK Protective treatment for use before and after technical services

*Makes hair structure uniform,
thereby facilitating and improving the
results of technical services.*



Features and benefits

- Makes hair structure uniform.
- pH: 4.5.
- Prevents itching on sensitive scalps.
- Improves colour tenacity.
- Rebalances the pH of the hair.
- Revitalizes the hair fibre without weighing it down and smoothes the cuticle.
- Softens the hair and adds body and moisture.

Active ingredients

Wheat protein and Panthenol

Repair and strengthen the internal structure of the hair.

Target

Women with chemically treated hair who want to protect it, rebalance its pH and revitalize the hair fiber.

Focus

Protection and care for chemically treated hair.

TECHNICAL PRODUCTS

ANTI-POROSITY MILK

Protective treatment for use before and after technical services



Directions for use

BEFORE TECHNICAL SERVICES

Before colouring:

- Apply to dry hair.
- Should be applied to sensitized areas.
- Do not rinse.

Before alkaline perms:

- Apply to washed and towel-dried hair.
- Apply product to sensitized areas.
- Do not rinse.

Before highlights, bleaching or straightening:

- Apply to dry hair.
- Apply just enough to impregnate the mid-lengths and ends.
- Do not rinse.

Note:

Do not use ANTI-POROSITY MILK with acidic perms.

AFTER TECHNICAL SERVICES

- Apply ANTI-POROSITY MILK after technical work to finish and neutralize chemical residues.
- Style and rinse.

Suggested pairings

- Products from the INTERACTIVES **Color Sublime** line, especially for coloured hair:



Color Sublime Dose:
Liquid treatment that protects and enhances the colour of coloured hair.



Color Sublime Treatment:
Gives hair shine and softness.



Color Sublime Serum:
Slows hair oxidation and colour changes.



Blonde Sublime Shampoo:
Enhancing shampoo for blonde hair.



Color Sublime Shampoo:
Holds, protects and prolongs colour.

- Products from the INTERACTIVES **Hydra Rescue** line, especially for dry and fragile hair:



Hydra Rescue Treatment:
Intense rehydration that restores and regenerates damaged hair fibres.



Hydra Rescue Shampoo:
Restores and regenerates damaged hair fiber.

Sales arguments

- 1 Needs**
A professional technical service.
- 2 Action**
Makes hair structure uniform and rebalances the pH of the hair.
- 3 Active ingredients**
Revitalizing and conditioning.
- 4 Product**
Protective treatment for use before and after technical services.
- 5 Results**
Soft, healthy-looking, thick and hydrated hair.

Presentation: 250 ml bottle

pH: 3,7 – 4,3



TECHNICAL PRODUCTS



COLOR REMOVER Colour corrector for oxidation hair colour

*Eliminates up to 3 levels
of colour (depending on
the intensity of existing colour)
and provides even lightening result.*

Features and benefits

- Colour remover for permanently coloured hair.
- Reduces the intensity of artificial pigments that can be easily eliminated from the cortex.
- In the same way that any traditional permanent colour can be lightened by up to 3 levels, Revlon Professional **Color Remover** eliminates up to 3 levels of artificial colours.
- Reduces artificial pigments and makes it possible to eliminate them evenly from the hair shaft without damaging the structure of the hair.
- Gentle on the scalp.
- Leaves underlying pigment visible.
- Does not alter natural hair colour.
- Forms a consistent gel when the stage-1 and stage-2 products are mixed.
- Stays exactly where it is applied.
- Pleasant fragrance.

TECHNICAL PRODUCTS

COLOR REMOVER
Colour corrector for oxidation hair colour



Focus

Provides hairdressers with a product that guarantees perfect colour correction after treatment in the salon.

Target

Women who visit the salon for a colour treatment and do not get the colour they want, or who change their mind after colour application.

DIRECTIONS FOR USE

■ Mix an equal quantity of stage 1 and 2 products (minimum quantity per application: 50 ml + 50 ml, enough for short to mid-length hair) in a non-metallic bowl. Apply to dry, unwashed hair and spread carefully on the areas to be treated.

■ EXPOSURE TIME:

- 10/15 minutes if heat is applied.
- 20/30 minutes if heat is not applied.

After exposure, rinse with plenty of water and wash with **Revlon Professional Post Color Shampoo**. Before applying new colour treatment, apply **Revlon Professional Uperm** neutralizer to all colour-stripped hair and expose for 3 minutes. Rinse with plenty of water.

For slight corrections and to eliminate unevenness or cool highlights.

■ To lighten hair by just a single level, use **Revlon Professional Color Remover** as follows:

- 1) Mix 15 mL of **stage-1 Revlon Professional Color Remover** and 15 mL of **stage-2 Revlon Professional Color Remover** with 20 mL of **Revlon Professional Post Color Shampoo**. Apply the mixture evenly and allow to work for 5 to 15 minutes. Then apply **Revlon Professional Uperm** neutralizer to all the hair that has been colour stripped and expose for 3 minutes. Rinse with plenty of water.

2) When the desired level of lightening is just visible, rinse thoroughly and apply **Revlon Professional Interactives Color Sublime Treatment**.

■ ADDING NEW COLOUR:

Depending on the level of lightening achieved, we recommend that you choose a new colour that is 0.5 to 1 level lighter. Expose your hair to it for a maximum of 15-20 minutes.

N.B. Colour-stripping ability decreases in proportion to the intensity of the artificial colour and this product is not recommended for use on dark colours or direct colouring. Colour stripping is also more difficult, depending on how recently hair was coloured.

■ PRECAUTIONS:

- Avoid contact with eyes.
- Protect clothing.
- Close jars immediately after using product and do not turn lids upside down.
- Use mixture immediately after preparation.
- If unsure, conduct a preliminary test on a single strand of hair.

FOR PROFESSIONAL USE ONLY

Complementary product



Post Color Shampoo:
Holds, protects and prolongs colour. Conditions hair and gives it shine.

Suggested pairings

■ **INTERACTIVES Color Sublime line, especially for coloured hair:**



Color Sublime Shampoo:
Protects hair and prolongs colour.



Blonde Sublime Shampoo:
Enhancing shampoo for blonde hair.



Color Sublime Treatment:
Gives hair shine and softness.



Color Sublime Serum:
Slows hair oxidation and colour changes.



Color Sublime Dose:
Liquid treatment that protects and enhances the colour of coloured hair.

■ **INTERACTIVES Hydra Rescue line, especially for dry and damaged hair:**



Hydra Rescue Treatment:
Intense rehydration that restores and regenerates damaged hair fiber.

Sales arguments

- 1 Needs**
To provide a comprehensive and effective colour treatment.
- 2 Action**
Reduces the intensity of existing colour by up to 3 levels and provides even lightening.
- 3 Product**
Colour remover for permanently coloured hair.
- 4 Results**
Get the colour you want while respecting the natural colour and structure of your hair and keeping it soft and shiny.

Presentation: **2 x 50 ml**
pH: **2,5 – 3,5 (mixture)**



TECHNICAL PRODUCTS

UPERM & UPERM NEUTRALIZER Volume and shape service

Combines elasticity, flexibility and softness to give optimum volume and shape.



Features and benefits

- New protective technology* that allows for:
 - Internal and external restructuring of hair fibres.
 - Progressive and selective reducing action.
- 5 levels, perfectly adapted to each hair type:
 - Natural hair (strong): level **0**.
 - Natural hair (normal): level **1**.
 - Fragile hair (coloured and tone-on-tone colour with highlights up to 30%): level **1F**.
 - Coloured hair (with highlights up to 50%): level **2**.
 - Sensitized coloured hair (not brittle) (with highlights up to 80%): level **3**.
- Results:
 - Beautiful curls that are soft to the touch.
 - Long-lasting curls and/or volume.
 - Easy to detangle and brush.

* Interactive CSC complex (silicone-and-cystine copolymer acting with cationic conditioners).

TECHNICAL PRODUCTS

UPERM & UPERM NEUTRALIZER Volume and shape service



DIRECTIONS FOR USE

■ APPLICATION:

- Wash and towel-dry hair.
- Start wrapping. Use the post-damping technique for short and medium-length hair and the pre-damping technique for long, strong hair.
- Apply the lotion to each perm rod carefully, ensuring that it does not drip on to the scalp. Use a cotton-wool pad and water to mop up any spilled lotion.
- Protect the hairline by placing cotton-wool strips along it. Replace the strips if they come into contact with the reducing agent in order to prevent redness and irritation.
- Cover with plastic hood and expose at room temperature.

■ EXPOSURE TIMES:

Level	0	1	1F	2	3
Minutes	25	20	15	10	± 5

We recommend that you observe these exposure times, as curls will only be noticeable after neutralizing. Visual assessment of curling is only recommended for level 3.

■ RINSING:

Rinse for 3 minutes with plenty of very hot water without removing perm rods. Towel dry until hair is as dry as possible.

■ NEUTRALIZING:

Use Uperm neutralizer, which complements the reducing agent. Uperm neutralizer optimizes the softness and elasticity of curls and ensures excellent combability.

2 APPLICATION TECHNIQUES:

One stage:

Allow to work for 5 minutes. Rinse for 3 minutes without removing perm rods. Then remove them gently and rinse again.

Two stages:

Allow to work for 5 minutes. Remove perm rods, apply neutralizer again and allow to work for 3 to 4 minutes. Rinse with plenty of water.

■ RECOMMENDATIONS FOR HIGHLIGHTS, POROUS ENDS AND SENSITIVE SCALPS:

Before wrapping the hair, protect it with **Revlon Professional Anti-Porosity Milk**. Do not rinse.

- Apply a small quantity to porous areas to prevent uneven curling.
- Pour into hands and spread on scalp to eliminate itching and redness.

■ PRECAUTIONS:

- Do not apply any perm products if you are suffering from an allergic reaction, itching, scalp injuries or brittle hair.
- Follow the directions for use. Avoid contact with eyes.
- In the event of contact with eyes, rinse immediately with plenty of water and consult a specialist.
- Keep out of reach of children.
- Use suitable gloves.
- Contains thioglycolic acid salts.

FOR PROFESSIONAL USE ONLY

Focus

Provides hairdressers with a product that guarantees an optimum perm service and protects hair fibres.

Target

Women who visit the salon for a treatment that adds volume and shape and is guaranteed to be gentle on the hair and scalp.

Complementary products



Post Color Shampoo: Balances pH levels. Its natural ingredients add energy and softness to the hair and scalp.



Anti-Porosity Milk: Prevents itching of sensitive scalps. Revitalizes hair fibres and smoothes cuticles.

Suggested pairings

■ INTERACTIVES, Hydra Rescue line, especially for dry and damaged hair:



Hydra Rescue Treatment: Intense rehydration that restores and regenerates damaged hair fibres.



Hydra Rescue Shampoo: Restores and regenerates damaged hair fiber.

Sales arguments

- Needs**
To provide a high-quality treatment that adds volume and shape and is guaranteed to be gentle on the hair and scalp.
- Action**
Internal and external restructuring of hair fibres. Progressive and selective reducing action.
- Product**
Reducing agent and neutralizer for perming hair.
- Results**
Beautiful curls that are soft to the touch. Long-lasting curls and/or volume. Easy to detangle and brush.

Presentation: **Case containing 3 x 150 ml (reducing agent) 900 ml (neutralizer)**

pH: **9,3 – 9,5 (level 0)
9,0 – 9,3 (level 1)
8,6 – 8,8 (level 1F)
8,5 – 8,7 (level 2)
8,1 – 8,4 (level 3)
3,1 – 3,5 (neutralizer)**

TECHNICAL PRODUCTS

pH 7 PERM Soft permanent service

*Combines elasticity,
flexibility and softness.*



Features and benefits

- The main properties of Revlon Professional pH 7 PERM are in its formulation:
 - Works in a neutral medium: neither acidic nor alkaline.
 - Does not contain AMMONIA, THIOGLYCOLATES or ESTERS.
 - Uses CYSTEAMINE as a reducing agent.
 - Provides a high level of conditioning to hair fibres.
 - 2 levels:
 - Level **1**: for normal hair.
 - Level **2**: for sensitized and/or coloured hair.
- When using this product, we recommend the post-damping technique in order to get the full benefit of its properties.
- A further benefit is that the sales pack includes a pre-wrap lotion, which is designed to prepare the hair for the reducing agent.

TECHNICAL PRODUCTS

pH 7 PERM
Soft permanent service



DIRECTIONS FOR USE

■ CONSULT THE CLIENT

Before beginning the perm, ask your client what her expectations are and what results she is hoping for.

■ DIAGNOSIS

Then identify the client's hair type and texture and check which treatments she has had in the past (colour treatments, perms, bleaching, etc.). Choose the most suitable pH 7 PERM lotion. Determine the type of wrapping and perm-rod size based on the desired results.

■ PREPARATION

Wash hair with a gentle shampoo, such as **Interactives Hydra Rescue**. Rinse with plenty of water and dry off excess with a towel.

■ PRE-WRAP

Apply the pre-wrap lotion directly on the hair. Do not rinse. Comb through to ensure optimum distribution.

NEVER MIX THE PRE-WRAP LOTION WITH THE WAVING LOTION OR NEUTRALIZER.

Use the post-damping technique. Do not wrap the hair while applying the waving lotion. Wrap the hair tightly and keep it damp during this process by spraying it with water.

■ APPLYING THE WAVING LOTION

Protect the hairline before application by placing cotton-wool strips along it. Apply the waving lotion to one perm rod at a time, gently saturating each one. Remove the cotton-wool strips and cover with a plastic hood.

FOR PROFESSIONAL USE ONLY

■ EXPOSURE TIMES

Use the table below to determine exposure time:

OPTION	HAIR TYPE	EXPOSURE TIME ⁽¹⁾	CURL TEST
1 Natural hair	• Natural (normal)	20-25 minutes	Every 10 minutes
	• Natural (sensitized)	15-20 minutes	
	• Tone-on-tone colour	10-20 minutes	
2 Coloured or sensitized hair	• Sensitized • Coloured (20 or 30 vol.) • Coloured (extreme lightening) • Highlights up to 60% • Bleached (in good condition)	5-15 minutes	Every 5 minutes

(1) Always use the plastic hood. Do not use a hairdryer.

■ NEUTRALIZING

After exposure:

- Rinse with plenty of water (3 minutes).
- Dry off excess with a towel.
- Apply neutralizer to one perm rod at a time. Repeat application. Allow to work for 5 minutes.
- Carefully remove perm rods.
- Apply neutralizer again, especially to ends. Allow to work for another 5 minutes.
- Rinse with plenty of water and continue regular brushing routine.

■ PRECAUTIONS

Avoid contact with eyes. In the event of contact with eyes, rinse immediately with plenty of water. Keep out of reach of children. Use suitable gloves.

Focus

Provides hairdressers with a product that guarantees a perm service consisting of a long-lasting style that adds volume and waves. Salons have a growing demand for this service.

Target

Women who visit the salon for a perm treatment that adds gentle waves and natural, flowing curls for a more sophisticated look.

Complementary products



Post Color Shampoo: Balances pH levels. Its natural ingredients add energy and softness to the hair and scalp.



Anti-Porosity Milk: Prevents itching of sensitive scalps. Revitalizes hair fibres, smoothes cuticles and balances the porosity of hair fibres to ensure more even results.

Suggested pairings

■ INTERACTIVES Hydra Rescue line, especially for dry and damaged hair:



Hydra Rescue Treatment: Intense rehydration that restores and regenerates damaged hair fibres.



Hydra Rescue Shampoo: Restores and regenerates damaged hair fiber.

■ INTERACTIVES Color Sublime line, especially for coloured hair:



Color Sublime Dose: Liquid treatment that protects and enhances the colour of coloured hair.

Sales arguments

- Needs**
To provide a high-quality gentle perm treatment that is guaranteed to be gentle on the hair and scalp.
- Action**
Gentle neutral perm with a high level of conditioning.
- Product**
Gentle reducing agent and neutralizer for perming normal, sensitized and/or coloured hair.
- Results**
Treated hair with volume, flexible waves and vitality. Long-lasting results.

Presentation:

Case containing:

**Pre-Wrap Lotion 30 ml +
Waving Lotion 140 ml +
Level 1 or 2 +
Neutralizer 140 ml**

pH: 7

Level 1:



8 432225 031224

Level 2:



8 432225 031231

TECHNICAL PRODUCTS



GREAT FEELING PERM Perm enriched with silk amino acids

A service for any hair volume or shape

Features and benefits

- One reducing solution for all hair types.
- Ready-to-use kit.
- Hair wrapping with water.
- Respects hair quality.
- Round, uniform curls.
- Reduces the amount of stock required by the professional.

Target

For women looking for a good base hairstyle, or a curly or wavy style guaranteed to protect the hair.

Focus

To provide a service that shapes the hair while respecting hair quality.

TECHNICAL PRODUCTS

GREAT FEELING PERM
Perm enriched with silk amino acids



FOR PROFESSIONAL USE ONLY

DIRECTIONS FOR USE

■ CARRY OUT A DIAGNOSIS:

- Choose the most suitable shampoo from the Revlon Professional Sensor range.
- Determine the exposure time.
- Assess the level of water hydration required during the hair-wrapping process.

■ SHAMPOO:

- Prepare and protect the hair with a Sensor treatment shampoo.
- Do not use any pre-perm treatment products.

■ HAIR WRAPPING WITH WATER:

Do not wrap the hair without wetting it first. During the wrapping process, the hair must be sprayed with water to keep it:

- Natural hair: barely damp
- Coloured hair: very damp
- Bleached or highlighted hair: wet

■ APPLYING THE REDUCING SOLUTION:

Using a hair pin, pierce the end of the container and apply it two, three or four times, depending on hair length.

■ EXPOSURE TIME:

The cap should be used and no heat should be applied.

■ SATURATION:

- Apply the reducing solution.
- Take into account the amount of water to be sprayed on the hair while it is being wrapped on the rods. The wetter the hair, the less reducing solution required and vice versa.
- It is not necessary to monitor the progress of the perm, since the curls only appear after the neutralization process.

■ RINSING:

- Rinse for three minutes with warm water.
- Towel dry completely.

■ NEUTRALIZATION:

- Apply the neutralizer.
- Apply the product three times.
- Leave in for five minutes.
- Rinse the still-wrapped hair for three minutes.
- Remove the perm rods.
- Rinse again and detangle the hair while it is very wet.

■ WARNINGS:

Keep out of the reach of children. Avoid contact with eyes. In the event of accidental contact with eyes, rinse immediately with water and seek medical attention. Wear suitable gloves.

HAIR TYPE	LEVEL OF HYDRATION	EXPOSURE TIME
<ul style="list-style-type: none"> • Natural, resistant • Natural, normal • Natural, sensitive • Natural + 30% highlights • Natural + 50% highlights • Natural + 80% highlights 	<ul style="list-style-type: none"> • Barely damp. Towel dry when the perm rods have been put in place. • Damp • Damp • Very damp • Wet 	<ul style="list-style-type: none"> 25 min. 20 min. 16 min. 16 min. 10 min. 6 min.
<ul style="list-style-type: none"> • Coloured, healthy • Coloured, sensitive • Coloured + 30% highlights • Coloured + 50% highlights 	<ul style="list-style-type: none"> • Very damp • Very damp • Very damp • Very damp 	<ul style="list-style-type: none"> 10 min. 6 min. 10 min. 6 min.
<ul style="list-style-type: none"> • Very lightened or bleached hair, not sensitive 	<ul style="list-style-type: none"> • Wet 	<ul style="list-style-type: none"> 6 min.

Kit contents:

- Reducing solution (contains thioglycolic acid salts).
- Neutralizer (contains hydrogen peroxide). Follow directions.

Complementary products

■ Shampoos in the Sensor range:



Sensor Moisturizing Shampoo:
For dry and/or fragile hair and scalp.



Sensor Vitalizing Shampoo:
For normal hair and scalp.



Sensor Exfoliating Shampoo:
For problems with dandruff, flakiness, irritation and itchiness.



Sensor Volumizing Shampoo:
For fine, oily hair and scalp.



Sensor Nutritive Shampoo:
For very dry, sensitive hair and scalp.

Sales arguments

- Needs**
Offering all treatments that give hair shape, such as volume, curls, waves, and that are guaranteed to protect the hair and scalp.
- Action**
Provides a long-lasting change in hair texture.
- Product**
An acid-balanced perm for all hair types.
- Results**
Natural curls and long-lasting volume while respecting hair quality.

Presentation: **1 perm kit**

Suggested pairings



Style Masters Orbital Curls Designer:
Flexible curl activator.



Style Masters Laser Gum Elastic Shine Definer:
Flexible wax for styles with movement and shine.



Revlon Professional Equave Hydro Nutritive Conditioner:
Leave-in conditioner for dry and/or damaged hair.

TECH. PRODUCTS
TECH. PRODUCTS

TECHNICAL PRODUCTS

REALISTIC PERMANENT CREME RELAXER Straightening cream

A professional-quality hair-straightening treatment

Features and benefits

- Hair-straightening treatment cream.
- Treatment only available in hair salons.
- Long-lasting straightness for all types of curly hair.
- Respects hair quality.



Target
For women who want their hair straightened and long-lasting quality.

Focus

To promote the hair-straightening service in the salon.

TECHNICAL PRODUCTS

REALISTIC PERMANENT CREME RELAXER Straightening cream



Complementary products



Sensor Volumizing Shampoo:
For fine, oily hair and scalp.



Sensor Nutritive Shampoo:
For very dry, sensitive hair and scalp.



Revlon Professional Equave Hydro Nutritive Conditioner:
Leave-in conditioner for dry and/or damaged hair.



Anti-Porosity Milk:
Prevents itchiness in sensitive scalps. Revitalizes the hair fibre and smoothes the cuticle.

Suggested pairings



Style Masters Reset Control:
Temporary straightening balm for natural movement and shine.



Revlon Professional Equave Hydro Nutritive Mask:
Softens, nourishes, moisturizes and protects hair from environmental damage.

Sales arguments

- Needs**
Offering a permanent hair-straightening service for curls and spirals.
- Action**
Straightens the hair while respecting hair quality.
- Product**
Hair-straightening treatment cream only for use in hair salons.
- Result**
Soft, tangle-free hair. Easy to comb.

Presentation: 425 g jar

TECHNICAL PRODUCTS



REALISTIC PERMANENT CREME RELAXER Straightening cream

DIRECTIONS FOR USE

■ DIRECTIONS

- The hair should not be washed with shampoo for eight days prior to the straightening treatment.
- Protect the hair with Anti-Porosity Milk.
- Detangle the hair.
- Divide the hair into six sections.
- Protect the edges, the ears and the nape of the neck with Barrier Cream.
- Virgin hair: start with the mid-lengths and ends.
- Start applying at the back of the neck, one and a half centimetres from the roots.
- Divide into very thin sections.
- Apply Relaxer cream with a brush, using a flat piece of wood underneath for support.
- Gradually work your way up to the other sections.
- Check that the curls have been straightened before applying the cream to the roots.
- Apply to the roots.
- Using a brush, apply the cream to the roots without rubbing.
- Follow the order in which the cream was first applied.
- Monitor the exposure time.
- Check that the curls have been removed.
- Rinse for a long time, until the straightening cream has been removed completely.
- Wash with shampoo four times:
 - Three times with Sensor Volumizing Shampoo
 - Once with Sensor Nutritive Shampoo
- Spray the hair and scalp with Revlon Professional Equave Hydro Nutritive Conditioner.
- Comb through.

■ ROOT TOUCH-UPS

Apply as above, starting with the mid-lengths and then moving on to the roots.
For minor root touch-ups, apply directly to the roots with a brush.

■ WARNINGS

Avoid contact with eyes, as it may cause blindness. Contains an alkaline agent.
Keep out of the reach of children.

Follow the directions for use carefully. If accidentally ingested, seek medical attention immediately. Wear plastic gloves when using the product.

1) This product contains sodium hydroxide. Follow the directions carefully to prevent burns on the skin and scalp and hair breakage. Avoid contact with eyes.

2) Do not use if there is irritation on the scalp.

3) Do not use on damaged or bleached hair. The gentle formula should be used on coloured hair, as long as the hair is healthy.

4) If the hair has previously been straightened, the cream should only be used to touch up the roots (see directions above).

5) In case of irritation, rinse the hair immediately and wash with Revlon Professional Realistic Neutralizing Shampoo. If the irritation persists, or if hair breakage occurs, seek medical attention.

6) In the event of contact with eyes, rinse immediately with water and seek medical attention.

FOR PROFESSIONAL USE ONLY

EXPOSURE TIME

Hair in good condition		Lengths, ends and mid-lengths	Roots up to 1 cm from scalp
Natural, thick and resistant		From 25 to 30 min.	Approximately 10 min.
Natural, medium texture		From 25 to 30 min.	Approximately 10 min.
Natural, fine or fragile		From 15 to 20 min.	Approximately 10 min.
Hair coloured with 10 or 20 volume only		From 5 to 8 min.	From 5 to 8 min.

This table is for reference only. Each person's hair is unique. The straightening process requires constant monitoring to achieve long-lasting straightness without altering hair quality or irritating the scalp.

TECH. PRODUCTS
TECH. PRODUCTS

TECHNICAL PRODUCTS

SENSOR PERM, SUPREME, VOLUME

Computer-controlled thermo-active formulas



Features and benefits

- One reducing solution for all hair types.
- Acid pH.
- Easy to use.
- Computer controlled.
- Respects and improves the hair texture.
- Creates natural-looking curls.
- Reduces the porosity of the hair.
- Respects coloured hair.
- Reduces the amount of stock required by the professional.

Target

For women who want a good base hairstyle with volume and shape, or a curly or wavy style.

Focus

To provide hairdressers with an optimum service to give hair shape and improve hair quality.

TECHNICAL PRODUCTS

SENSOR PERM, SUPREME, VOLUME



Suggested pairings



Revlon Professional Equave Hydro Nutritive Conditioner: Leave-in conditioner for dry and/or damaged hair.



Style Masters Orbital Curls Designer: Flexible curl activator.



Interactives Hydra Rescue Treatment: Intensive rehydration to restore and regenerate distressed and damaged hair fibres.



Style Masters Laser Gum Elastic Shine Definer: Flexible wax for styles with movement and shine.

Sales arguments

- 1 Needs** Performing treatments that give hair shape, such as curls, volume, waves.
- 2 Action** Provides a long-lasting change in hair texture.
- 3 Product** Acid perm for all hair types.
- 4 Result** Natural-looking curls, beautiful spiral curls. Leaves hair in good condition.

Presentation: **1 perm kit**

TECHNICAL PRODUCTS

SENSOR PERM, SUPREME, VOLUME



DIRECTIONS FOR USE

FOR PROFESSIONAL USE ONLY

■ CARRY OUT A DIAGNOSIS

- Check the condition of the hair: natural and resistant, natural and normal, coloured or bleached.
- Porosity: high porosity, normal porosity or low porosity.

1. Choosing the shampoo:

Wash hair with Sensor treatment shampoos, which prepare (acid pH) and protect (conditioning agents) the hair. Choose the shampoo or shampoos that are best suited to the hair type.

- Oily hair: **red**
- Normal hair: **purple**
- Dry hair: **green**
- Very dry hair: **yellow**
- Oily roots and dry ends: first **red** followed by **yellow**.

NO PROTECTIVE PRODUCTS, OILS OR CREAMS SHOULD BE USED ON THE HAIR BEFORE CARRYING OUT THE PERM.

2. Choosing the reducing solution:

- SENSOR PERM: for healthy hair.
- SENSOR SUPREME: for hair that needs added protein.
- SENSOR VOLUME: for hair that needs added volume and body.

3. Choosing the perm rods:

- SENSOR VOLUME: choose a perm rod that is three times smaller than the desired curl.
- SENSOR PERM AND SENSOR SUPREME: proceed as normal.

4. Wrapping the hair on the perm rods:

Wrap the hair on the perm rods using the indirect method. NEVER use reducing solution, whatever the length of the hair.

Keep the hair damp by spraying it with water while wrapping it on the rods.

- Natural hair: barely damp.
- Coloured hair: very damp.
- Bleached hair: wet (but do NOT submerge it in water).

Important: When performing an acid perm, the hair should be wrapped quite tightly on the rods (unlike an alkaline perm, in which the hair should be wrapped fairly loosely).

5. Applying the reducing solution:

- Pour the contents of tube A into container B.
- Mix gently.
- Using a hair pin, pierce the end of the container.
- Start applying the first layer to the hair at the front of the head, rod by rod. Then, starting in the same place, apply it two more times on each rod.

Note: For long hair, leave it uncovered for five minutes to allow the solution to penetrate the ends.

6. Probe and cap:

- Position the probe in one of the rods on top of the head.
- Place the wire from the probe behind the client's ear and shoulder.
- Put the cap on the client's head while ensuring that all rods are properly covered, and secure it with a clip.

7. Positioning under the dryer and programming the computer

- ADJUST THE TIMER TO THE MAXIMUM SETTING. ADJUST THE TEMPERATURE TO 55°C IF THE DRYER HAS VENTILATION OR TO THE MAXIMUM SETTING IF THERE IS NO VENTILATION.
- DO NOT PREHEAT THE DRYER.
- Position the client under the dryer and check that the nape of the neck is under the dryer helmet.
- Enter the probe data into the computer.
- Program the computer.
- Advise the client of the dryer's alternative function and ask her not to move until she hears the beep that indicates the end of the program.

The computer program will determine the exposure time.

8. Rinsing and neutralizing

- The beep indicates the end of the program. Remove the cap, the probe and the cotton wool.
- Rinse with warm water for three minutes.
- Towel dry completely.
- Using a hair pin, pierce the end of the neutralizer container and apply three times, as with the reducing solution.
- LEAVE IN FOR FIVE MINUTES AND THEN RINSE THE HAIR WITHOUT UNWRAPPING THE HEAD. Rinse again after unwrapping hair.
- Detangle the hair while it is still wet.

■ RECOMMENDATIONS:

- Never dilute Sensor reducing solution, since it is a universal product for use on any hair type.
- SENSOR PERM, SENSOR SUPREME and SENSOR VOLUME should only be used with the Sensor computer.

- THE COLOMER GROUP is not responsible for the use of any other perm treatment.
- Do not mix the contents of tube A with the neutralizer, as this combination generates a high temperature and may cause the container to explode.
- If there is hair breakage or if the hair is very damaged, bleached, etc, do not perform the perm (or any other kind of perm).
- If the scalp is very irritated or appears abnormal in any way, wait until it is healthy before performing the perm.
- As with all perm reducing solutions, avoid contact with the face and neck. In the event of contact with these areas, clean with a damp cotton wool pad but do not rub.

May cause skin sensitivity. Avoid contact with the eyes. In the event of accidental contact with eyes, rinse immediately with plenty of water and seek medical attention. Wear suitable gloves.

Complementary products

■ Shampoos in the Sensor range:



Sensor Vitalizing Shampoo:
For normal hair and scalp.



Sensor Moisturizing Shampoo:
For dry and/or fragile hair and scalp.



Sensor Volumizing Shampoo:
For fine, oily hair and scalp.



Sensor Nutritive Shampoo:
For very dry, sensitive hair and scalp.



Sensor Exfoliating Shampoo:
For problems with dandruff, flakiness, irritation and itchiness.

TECHNICAL PRODUCTS

SENSOR CARE Specific hair-care treatments

*Computer-controlled
volumizing and shaping
treatments*



Features and benefits

■ Hydro nutritive treatment for damaged, dry or brittle hair:

- Softens and nourishes. Moisturizes without weighing the hair down.
- Restructures the hair fibre.
- Helps detangle the hair.
- Enhances texture.
- Adds light and shine.
- pH 4.5.

■ Volumizing treatment for fine, fragile hair:

- Increases the diameter of the hair shaft.
- Increases the thickness of the hair shaft.
- Adds volume.
- Adds lightness, softness and shine.
- pH 4.5.

■ Only to be used with the computer.

■ Treatments only available in salons.

Target

Specific hair-care treatments for dry, damaged hair and fine, fragile hair.

Focus

To increase business and create loyalty among clients looking for salon treatments. To respect and improve hair quality.

TECHNICAL PRODUCTS



SENSOR CARE
Specific hair-care treatments

DIRECTIONS FOR USE

■ DIAGNOSIS:

- Determine the hair type and porosity.
- Select the Sensor treatment shampoo.
- Select the specific Sensor Care features.

■ DEFINITION OF THE PROGRAM

Application:

- Wash the hair with a Sensor shampoo.

- Thoroughly towel dry the hair.
- Apply the product to each section of the hair, one by one.
- Position the probe on the top of the head.
 - Cover with plastic film.
 - Program the computer.
- Lather and rinse the product out completely at the end of the program.

**FOR
PROFESSIONAL
USE ONLY**

Shampoos in the Sensor range



Sensor Vitalizing Shampoo:
For normal hair and scalp.



Sensor Moisturizing Shampoo:
For dry and/or fragile hair and scalp.



Sensor Volumizing Shampoo:
For fine, oily hair and scalp.



Sensor Nutritive Shampoo:
For very dry, sensitive hair and scalp.



Sensor Exfoliating Shampoo:
For problems with dandruff, flakiness, irritation and itchiness.

Suggested pairing



Revlon Professional Equave Hydro Nutritive Conditioner:
Leave-in conditioner for dry and/or damaged hair.

Presentation:
150 ml - 500 ml bottles

Volumizing 150 ml:



8 432225 721521

Vitalizing 150 ml:



8 432225 721507

Nutritive 150 ml:



8 432225 721538

Moisturizing 150 ml:



8 432225 721514

Exfoliating 150 ml:



8 432225 721545