



# CARE

## Step 1: Consult

Offer your clients a personal Care regimen that starts with a diagnosis of their hair and scalp. Define your client's primary concern and, if applicable, secondary concern.

Our Care range is made to mix and match between lines, so you can offer your clients a unique, custom regimen.

## Step 2: Cleanse

Choose your shampoo based on your client's primary hair or scalp concern.

## Step 3: Condition

Choose your conditioner or mask based on your client's primary or secondary hair concern.

## Step 4: Complete

Complete the regimen with products that best address the client's concerns and desired look.



	SCALP			CONDITIONING			COLOR		SHAPE		
<b>Consult</b>	Dandruff	Oily Hair	Thinning Hair	Dull	Dry	Sun Stressed	Color Fading	Color Fading	Limp	Frizz	Course / Undefined curls
<b>Desire</b>	<i>Anti-dandruff</i>	<i>Regulated hair &amp; scalp</i>	<i>Thicker &amp; fuller hair</i>	<i>Luminosity</i>	<i>Hydration</i>	<i>Sun Protection</i>	<i>Color Protection</i>	<i>Color Protection</i>	<i>Volume &amp; Strength</i>	<i>Smooth &amp; Control</i>	<i>Defined Curls</i>
<b>Range</b>	DERMA EXFOLIATE	DERMA REGULATE	DERMA ACTIVATE	SATIN OIL	VITAL NUTRITION	SUN SHIELD	COLOR BRILLIANZ	TINTA COLOR CARE	ABSOLUTE VOLUME	KERATIN SMOOTH	CURL CONTROL
<b>Cleanse</b>	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo	Shampoo
<b>Condition</b>				Conditioner	Conditioner	Conditioner	Conditioner	Conditioner	Conditioner	Conditioner	Conditioner
				Mask	Mask		Mask			Mask	Mask
<b>Complete</b>			Thickening Spray	Treatment	Porosity Filler	Oil	Conditioning Spray		Volume Mousse	Silkening Polish	Boost Spray
			Lotion	Oil Milk	Thermal Cream				Thermal Protector	2-Phase Spray	Defining Cream
					Protein Spray					Smoothing Serum	