



# HAIR CONTROL

L I S S A G E

*The silk dimension*



ideative  
LOVE IS IN THE HAIR

## MISSION UNILAB

### THE UNILAB MISSION ANTICIPATING THE FUTURE OF HAIR CARE

- proposing innovative products and services
- understanding future needs of the market
- facilitating professional development

## IDEATIVE

The name of the first **UNILAB** brand clearly identifies the project: 'idea-innovation' to explore new areas of growth for activities and services within the modern salon.

# THE FIRST UNILAB PROJECT

# HAIR CONTROL

L I S S A G E

*The silk dimension*



ideative  
LOVE IS IN THE HAIR

## MARKET REQUIREMENTS

- Hair that is smooth, disciplined, and non-frizzy
- Hair without excessive volume
- Hair that is strong and protected from external agents
- Hair that is bright, natural and soft
- Hair with improved structure and appearance
- Hair that is easily managed even at home
- A final effect that lasts a long time

## INDUSTRY PROPOSALS

- To provide our Partners and clients with product formulations that meet global safety standard.
- In the last two years an enormous market has emerged in which sellers, in the majority of cases, have not followed the rules.
- Hazardous substances are often used which ignore the health risks to operators and clients.

## THE LISSAGE PROPOSAL

- Formaldehyde-free
- Glutaraldehyde-free
- Paraben-free
- Silicon-free
- Patented BLOKER bioactive complex mix
- 100% Made in Italy formula

HAIR CONTROL

FROM 25 TO 40 TREATMENTS  
WITH 1 LITRE



HAIR CONTROL

# THE LISSAGE SYSTEM IN THE SALON



## SHAMPOO PRE

An alkaline shampoo that cleanses hair thoroughly and prepares it fully for treatment.

Antioxidant formula with beneficial Aloe Vera properties uses the cleansing action of Olive and Coconut derivatives.



## TREATMENT CRYSTAL

A clear and transparent product that restructures, nourishes and hydrates.

Natural frizz reducing effect that leaves hair manageable and especially soft.  
Volume reducing. Memory effect for 2-3 months.

Recommended for the elimination of frizz and to render hair shiny, easy to comb without the use of silicon.

Application of this treatment is suitable for natural, colored hair, thick and coarse hair.



HAIR CONTROL

## CONDITIONER

Enhances, completes and stabilizes the treatment effect leaving hair healthy and completely renovated.

Thanks to Argan oil, rich in vitamin E, it has a deep softening, moisturizing and nourishing effect.

Renders hair soft and shiny, ready to receive the desired styling.



# HAIR CONTROL

## THE LISSAGE MAINTENANCE SYSTEM



HAIR CONTROL

## SHAMPOO POST WITHOUT SALT AND SODIUM LAURETH SULFATE

Enriched with oil from Brazilian fruit,  
extends the effect over time  
of the Hair Control treatment  
leaving hair stronger and more resistant.



## CONDITIONER

With Argan oil rich in vitamin E that contributes to prolonging the duration of the Hair Control treatment.

With the active ingredient of Argan oil rich in Vitamin E and anti-oxidants protect and maintain the hair healthy. It also hydrates and prolongs the duration of the treatment.



HAIR CONTROL

## LEAVE IN CONDITIONER

Enriched with silk protein, softens, hydrates and makes hair manageable.

In addition it extends the duration of the Hair Control treatment without rinsing.



# EXCLUSIVE FORMULA BIOKER COMPLEX TREATMENT CRYSTAL

A combination of cereal extracts rich in proteins and vitamins which thanks to their nourishing qualities renders hair soft and easy to comb.

HYDROLYZED KERATIN

GLYOXYLIC ACID

BARLEY EXTRACT

OAT EXTRACT

RICE EXTRACT

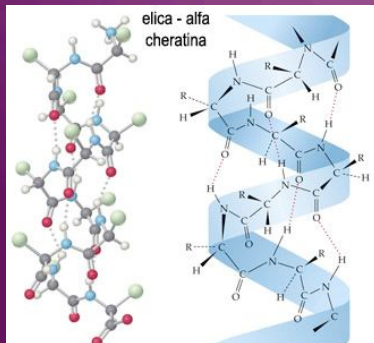
MILLET EXTRACT

GRAIN EXTRACT

CARUB SEED EXTRACT

# HYDROLYZED KERATIN (ENZYMATIC HYDROLYSIS)

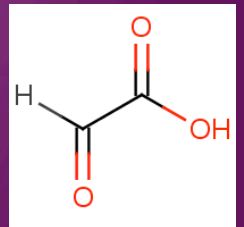
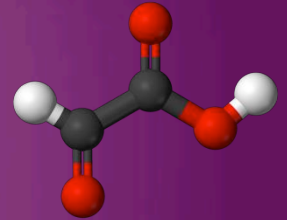
- Its molecular weight is very similar to that of the keratin in hair
- The most physiological protein of all with dimensions compatible with the structure of hair
- Possesses a large quantity of amino acids
- Bonds with the keratin of the external cuticle especially at damaged points thickening and reinforcing hair
- Surrounds the surface of hair and eliminates frizziness



## GLYOXYLIC ACID

Belongs to the family of 'good' aldehydes: derived from sugar, is not harmful and does not release harmful substances.

- Protects the integrity of each component of the treatment
- Optimal stabilizer
- Keeps Ph stable through all phases of the treatment
- Remains unaltered for long periods of time



## BARLEY EXTRACT

Barley is a cereal constituted primarily of sugar (65%), along with water, fiber and protein. It has tremendous decongesting, hydrating and nourishing properties.

The crucial ingredient for hair is the Silicic acid which reinforces and improves the quality of hair giving it strength, luster and silkiness.



## OAT EXTRACT

Oats are a precious source of minerals including Magnesium, Calcium, Iron, Selenium and Phosphorus that along with fiber have a truly restorative effect and are a source of energy that give hair body, volume and support.



## RICE EXTRACT

This simple cereal contains all the ingredients for the beauty and reconstruction of hair: starches, protein, mineral salts, vitamins that provide fluidity and softness to hair, along with a sensation of lightness and freshness.



## MILLET EXTRACT

This tiny golden cereal contains a burst of vitality and energy for hair: a mix of vitamins A, E and B group that added to hair protects it from chemical treatments, external agents (UV; pollution) and aging. Millet, while simple, works thanks to the synergy of three actions: purifying, antioxidant, and nourishing that make it ideal for hair.

The choice of this naturally derived emollient is due to a particular desire not to use synthetic silicon substances that are difficult to biodegrade in order to maintain the cleanest environment possible.



## GRAIN EXTRACT

Slows the aging of hair. It is an excellent antioxidant, nutrient and emollient and compensates for the dehydration created by atmospheric agents.

Improves the esthetic appearance of dry hair as well as the luminosity and elasticity of hair.

Protects hair from external elements (sun, cold and wind).  
The choice of this naturally derived emollient is due to a particular desire not to use synthetic silicon substances that are difficult to biodegrade in order to maintain the cleanest environment possible.



## CAROB SEED EXTRACT

To the richness of the cereals another vegetal ingredient is added, it's nearly a 'forgotten fruit', rediscovered in the oldest and simplest traditions.

Sweet like chocolate, Carob is rich in fiber, vitamins, and minerals that nourish hair from root to tip and provide robustness and protection.



# HAIR CONTROL

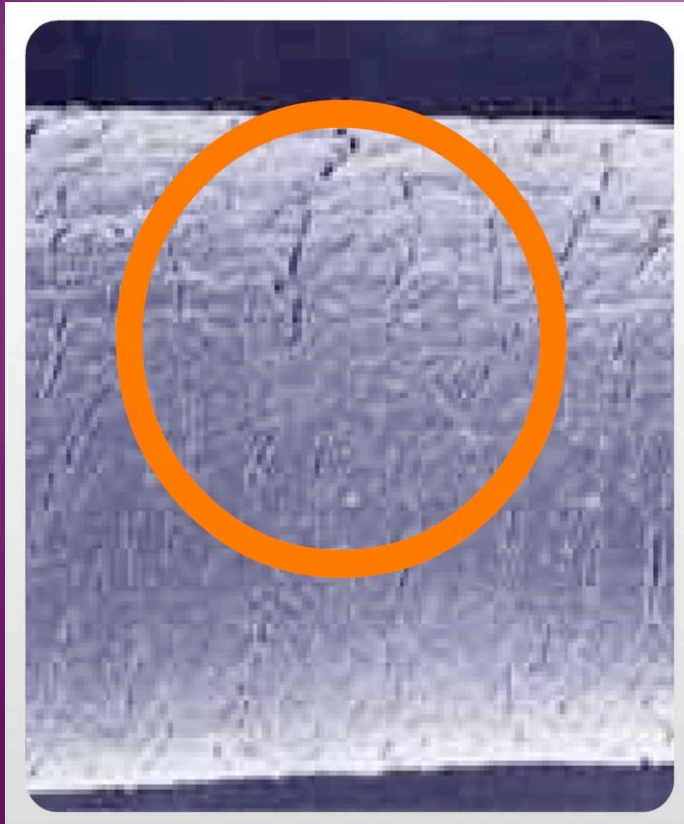
These substances act effectively on the reduction of volume and on the smoothing of curly and/or frizzy hair rendering it soft and brilliant.

Thanks to their action on the cuticular layers that comprise hair new bonds are created between the capillary keratin fibers resulting in hair that is stronger, smoother and protected from aging and harmful effects of the environment.

The mix of organic substances combined with heat released by the hair iron creates new chemical bonds that reinforce hair.

The choice of these naturally derived emollients is due to a particular desire not to use synthetic silicon substances that are difficult to biodegrade in order to contribute to a cleaner and healthier environment.

# DECOMPOSED PROTEIN FIBER

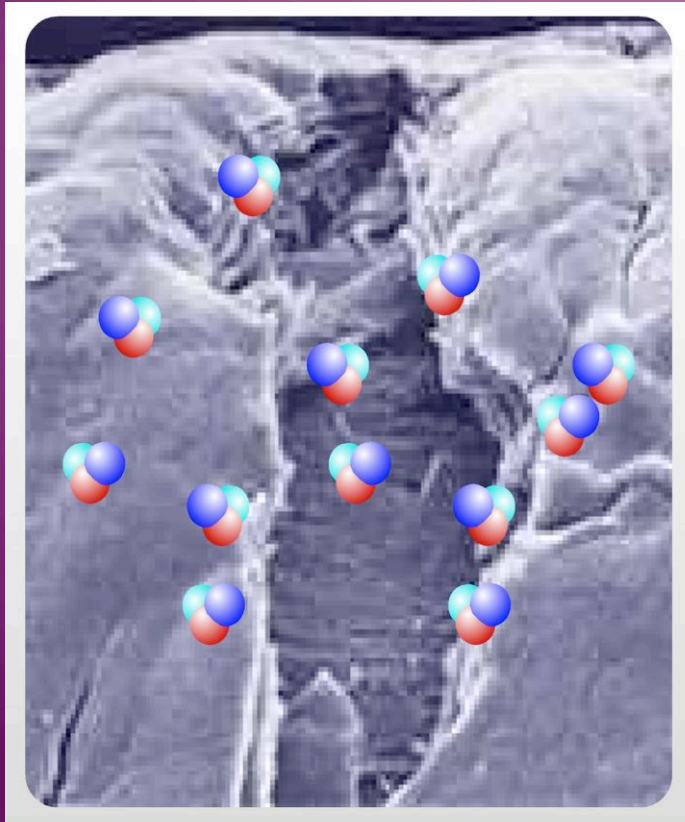


# DECOMPOSED KERATIN STRUCTURE



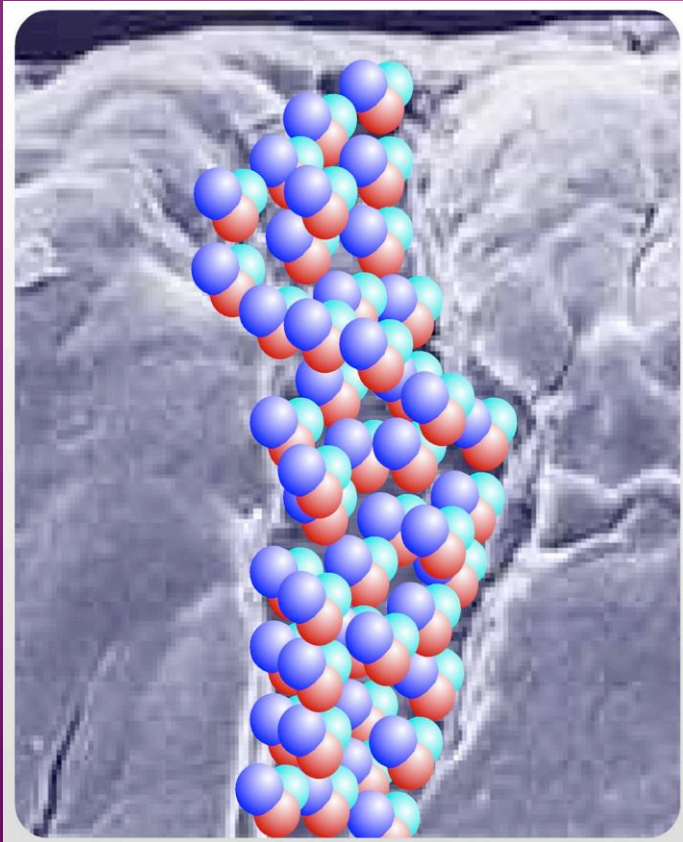
# BIOKER COMPLEX

Acts on hair interacting with its molecular structure.



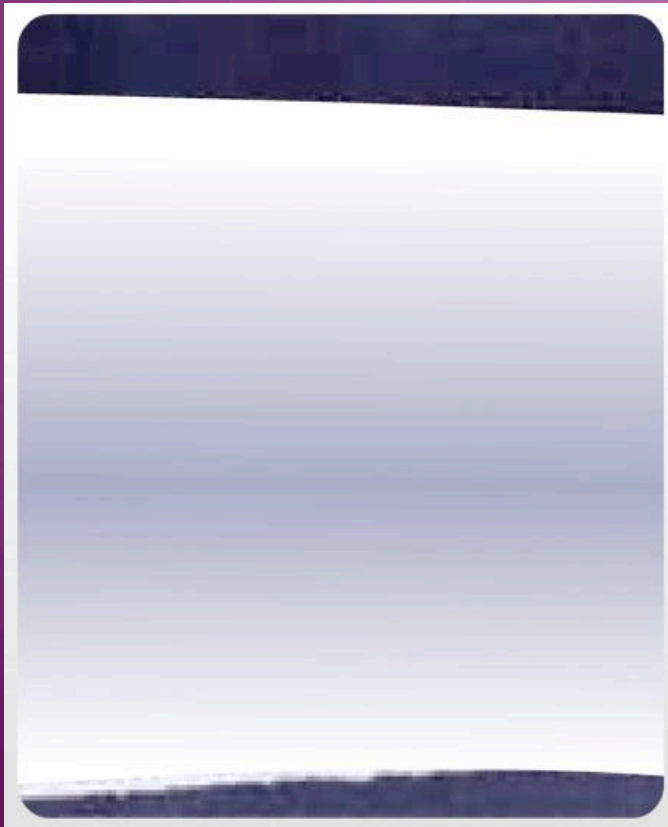
## BIOKER COMPLEX

Reinforces keratin protein fibers establishing new bonds between the molecules.



## BIOKER COMPLEX

The result: hair that is stronger, smoother, protected, hydrated and deeply restructured.



HAIR CONTROL

# APPLICATION PROCEDURE



## BEFORE STARTING

### Diagnosis and consultation with the client.

Carefully evaluate the condition of hair (ex. sensibility and split ends, etc.), chemical products used previously (perms, colors, etc.), structure of hair; ask the client the level of volume reduction desired.

**ATTENTION:** The IDEATIVE HAIR CONTROL CRYSTAL product has been dermatologically tested at the University of Ferrara (Italy) and resulted as a 'NON IRRITANT' on skin.

## NECESSARY MATERIALS FOR PERFORMING THE TREATMENT

Before initiating treatment have the following materials at your disposal:

- a) **IDEATIVE HAIR CONTROL SHAMPOO PRE** (Step 1);
- b) **IDEATIVE HAIR CONTROL CRYSTAL** (Step 3)
- c) **IDEATIVE HAIR CONTROL CONDITIONER** (Step 6 & 7)
- d) Argan Oil, Titanium hair iron with digital display and adjustable temperature control between 180°C and 230°C;
- e) Cape, bowl, comb, blow dryer, brushes;
- f) Heat resistant fine-tooth comb with tail, gloves, clips;
- g) Plastic film

## STEP 1: SHAMPOO PRE

On wet hair with water, place a quantity of shampoo **IDEATIVE HAIR CONTROL SHAMPOO PRE** (Step 1) sufficient for a normal washing:

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For de-colored or colored hair with OX over 30 volumes or on previously treated hair with other chemical products only 1 shampoo. Lev.1°

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For colored hair or hair with less than 50% highlights or grizzled hair 2 shampoos are usually necessary. Lev.2°

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For natural and/or frizzy hair 3 shampoos are normally necessary. Lev.3°

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**ATTENTION:** Between one wash and the next it is recommended to let **HAIR CONTROL SHAMPOO PRE** act longer for a larger opening of the cuticle, 1-2 minutes. It is important to rinse carefully and completely after the last shampoo.

## STEP 2: DRYING

- Pat hair dry with a towel.
- Dry 70% of hair with a hair dryer leaving it slightly humid.
- Apply a small amount of Argan oil on particularly sensible areas taking into account the structure of the hair.



## STEP 3: TREATMENT

For the execution of this phase it is advisable to wear disposable protective gloves.

- a) Separate hair into 4 sections and hold it in place with special plastic clips.
- b) In each section further divide hair into thin strands beginning around the nape of the neck.
- c) Pour 20-30 grams of **IDEATIVE HAIR CONTROL CRYSTAL** depending on the length of hair into a plastic bowl.
- d) For longer hair it is advisable to pour an additional 10 grams of product into the bowl, until final coverage of hair is completed.

**ATTENTION:** Any product remaining at the end of the treatment must be thrown away. Do not save unused product by pouring it back into the bottle as this will contaminate the entire contents.



# HAIR CONTROL

- e) Apply the product using the special brush starting 0.5 cm from the base of the hair and working all the way to the tip. Spread across the entire length and distribute with fingers.
- f) Twist and massage each lock with the hands to facilitate the penetration of the product in the capillary fibers. In the case of split ends carefully massage damaged areas.
- g) Comb hair back using a fine-tooth comb in order to eliminate any excess product not absorbed by the hair.
- h) To reduce the evaporation of water cover hair with a transparent film. This will allow the treatment to remain humid and act over the entire duration of the application.
- i) **Allow the product set on the hair:**  
**30 to 40 minutes for Lev°1 and Lev°2 hair**  
**40 to 60 minutes for Lev°3 hair**  
The longer the product remains in hair the more volume will be reduced and the smoothing effect will increase.
- j) At the end of the application do not rinse.



## STEP 4: POST APPLICATION DRYING

- Before proceeding with drying apply, Argan oil to hair and distribute along the length massaging it into any damaged areas; Argan oil protects hair from heat, preserves it from changes in color level and facilitates the combing of hair.
- Dry hair completely with the help of a hair dryer and brush giving hair a smooth form and facilitating the use of the hair iron.

**ATTENTION:** Before continuing to the next phase, check that hair is completely dry.



## STEP 5: HIGH TEMPERATURE STRAIGHTENING

- This phase is fundamental to the success of the treatment
- Set the hair iron to the correct temperature

The following temperatures are recommended for different types of hair:

| TEMPERATURE | Lev. 1° | Lev. 2°   | Lev.3° |
|-------------|---------|-----------|--------|
| CRYSTAL     | 200°    | 220°/230° | 230°   |

- Using a heat-resistant comb separate hair in 4 sections with the help of clips
- Starting at the nape, separate the sections into small subtle strands using the tail of the comb.
- Gently comb the strands straight using the same heat resistant comb.



**ATTENTION:** The choice of temperature is essential for the optimal success of the treatment. After ironing the first strands observe the color of the hair. If color appears lightened (more than a half level) decrease the temperature of the iron by 10°/20° until the ideal balance is reached. Hair at the end of ironing appears particularly lucid, light and soft.

- Pass the iron from the root to the tip of hair while keeping tension on the hair with the comb.
- Repeat this process on every section at least 7-10 times.
- Pay particular attention wherever hair requires a higher number of passes (usually in new growth, frontal and nape areas).
- If the hair contains split ends or weakened tips an additional 1-2 passes of the iron is advised to facilitate closure of the cuticles.

**ATTENTION:** To guarantee an optimal effect, the treatment concludes with the end of the ironing. Wash hair 48/72 hours later, only in this way will long lasting results be guaranteed.

If, upon discretion of the stylist an immediate wash is necessary, the treatment may have shorter lasting results.

The treatment induces a memory effect in hair and therefore until the next wash it is advisable to keep hair loose. Do not use clips, elastics, glasses or other objects that hold hair in an unnatural position.

## STEP 6: IMMEDIATE IN SALON RINSE AND CONDITIONING

- Rinse completely with warm water.
- Pat dry with a towel.
- Apply Hair control conditioner on humid hair and let it activate for 3-5 minutes.
- Rinse with warm water.
- Pat dry with a towel to remove excess water.
- Apply Argan oil and proceed with the desired styling.

**ATTENTION:** If in this phases cylindrical brushes or hair curlers are used hair will tend to assume a curled form memorizing the form of the object it comes into contact with. The memory effect is more consistent the higher the drying temperature.

## WASHING AFTER 48/72 HOURS AND CONDITIONING

1. Wash hair with **HAIR CONTROL SHAMPOO POST** according to normal usage.
2. Rinse with warm water.
3. Pat dry with a towel.
4. Apply **HAIR CONTROL CONDITIONER** on humid hair.
5. Massage hair delicately to the tips.
6. Let the conditioner activate for 3-5 minutes.
7. Rinse with warm water.
8. Pat hair dry with a towel to remove excess water.
9. Apply Argan oil and style as desired.

ATTENTION: If in this phases cylindrical brushes or hair curlers are used hair will tend to assume a curled form memorizing the form of the object it comes into contact with. The memory effect is more consistent the higher the drying temperature.

## MAINTENANCE PHASE (HOME CARE)

Repeat the operations of the rinse stage described in the preceding slide.

The daily use of **HAIR CONTROL LEAVE IN SPRAY** before combing hydrates hair and protects it from continued exposure to harmful atmospheric agents and particularly high temperatures.

HAIR CONTROL

QUESTIONS AND ANSWERS (FAQ)  
ON THE NEW TREATMENT  
**IDEATIVE HAIR CONTROL LISSAGE**



## QUESTIONS AND ANSWERS (FAQ)

**Q: Does the treatment contain formaldehyde, glutarol or other substances harmful to health?**

A: NO. The treatment contains a mix of organic substances with a worldwide patent. All the substances are NOT DANGEROUS and are commonly used in cosmetics.

**Q: Does the treatment contain silicon or substances with a sulfur base?**

A: NO. The treatment contains neither silicon nor sulfur substances.

**Q: How much time does the treatment take?**

A: The treatment depends on the length of hair and their mass. On average treatments take between 2-3 hours.

**Q: Can the treatment be applied to any type of hair?**

A: At the discretion of stylists on damaged hair application of a reconstructive treatment is recommended before the Lissage treatment. With particularly damaged tips, after the pre application shampoo a small quantity of Argan oil should be applied to protect hair. In the absence of Argan oil it is advisable to apply a small amount of **HAIR CONTROL CONDITIONER**.

**Q: Can hair be washed immediately after ironing?**

A: NO. Hair should not be washed, it can however be rinsed immediately after ironing. For an optimal result wash hair 48/72 hours after treatment.

**Q: What type of shampoo and balsam should be used to wash treated hair?**

A: The best performances are obtained with the use of **IDEATIVE HAIR CONTROL** products (Shampoo Post and Conditioner). Alternatively a Ph neutral shampoo free of sodium chloride (salt) is recommended.

**Q: After how long can the treatment be repeated?**

A: The treatment provides an effective result for 2-3 months. Previous control of the condition of hair can be repeated. Repetition of the treatment further improves the smoothness of hair and reduces volume.

**Q: How long does the treatment last?**

A: The treatment, at the discretion of the stylist, can be reapplied to the entire mass of hair. On previously treated hair it accentuates the smoothing and anti-frizzy action.

**Q: Can the treatment be applied on heavily damaged hair or hair previously treated with formaldehyde?**

A: When hair is extremely damaged and porous and there is an abnormal consumption of products apply the treatment on humid hair and reduce application time (from 30-40 minutes to 15-25 minutes).

Following application cover hair with a plastic film, apply Argan oil and dry. In the hair ironing phase use extreme caution in the choice of temperature (start from 180° and increase as much as the hair will allow).

**Q: Is it better to cut hair before or after the treatment?**

A: It is advisable to cut hair before the treatment as in this way the tips will be eliminated from the treatment and avoid the formation of split ends.

**Q: Can pregnant or nursing women undergo the treatment?**

A: There are no known teratogenic substances in the formula. Therefore there are no dangers for use of the treatment while pregnant nor are toxic fumes released during hair ironing. Still, the principle of maximum precaution should be used during pregnancy and moderation or reduction to only the indispensable quantity of cosmetic treatments is recommended. We do recommend that you ask your doctor.

**Q: Is it advisable to execute the Lissage treatment after coloring?**

A: No, it could alter results, it is recommended to apply the Lissage treatment 7-10 days after color application.