







# **Description:**

**ONLY ONE STRAIGHTENING CREAM.** A straightening treatment that contains hyaluronic acid, Hiplex Protein, Amino acids Hyaluronic acid, Bamboo Extract, Linseed Extract, Aloe Vera Extracts and Argan Oil, for ultraeffective, fastacting hair straightening. **CONTAINS NO FORMALDEHYDE OR DERIVATIVES!** 

**ONLY ONE**, innovative straightening treatment with advanced Hyalurox System+Hiplex Protein+Amino Acids Complex technology. Thanks to its exclusive formula, it straightens and reconstructs the hair fibre naturally, moisturises deeply and eliminates frizz while guaranteeing the hair's health.

## Visible benefits and results:

- 70% Natural Origin Ingredients
- Vegan Fórmula
- Straight and natural hair
- Perfectly straight for 5 months
- Treated and protected hair
- Silky and shiny finish
- Contributes to hair moisture

# **Active ingredients and components:**



### **HIPLEX PROTEIN**

Rebuilds and repairs the hair structure. Provides in-depth moisturisation. Prevents breakage. Healthier, stronger and more flexible hair.



# **BAMBOO EXTRACT**

Helps to provide elasticity to the hair, preventing breakage. Contains remineralising and antioxidant properties.



### **HYALURONIC ACID**

Stops hair from drying out, providing water and intense nourishment.



#### **FLAX EXTRACT**

With regenerative and strengthening properties, it helps to eliminate frizz and structure the hair fibre, increasing the treatment duration



#### AMINOACIDS COMPLEX

Acts inside the hair fibre, modifying disulphide bridges and enabling the heat from the hair iron to straighten the hair.



#### **ALOE VERA EXTRACT**

Helps to repair the hair, preventing breakage and providing moisturising and nourishment.



#### **ARGAN OIL**

Helps to provide the extra moisture needed for supple, natural and strong hair.

# **Preparation**

Determine the type of hair and its condition to ensure the final result of the treatment. A porosity test should be carried out.

### Mode of use:

#### **REMEMBER:** Pre-wash hair with a **DEEP CLEANSING SHAMPOO**.

- Apply the STRAIGHTENING CREAM ONLY ONE according to hair length: 25-35gr. for short hair; 45-55gr. for midlength hair; 60-75gr. for long hair.
- Divide the hair into 4 sections. Use a brush to apply the straightening cream in 1cm wide strips from nape to front until each strip is completely covered in cream.
- Uniformly distribute the cream from roots to ends. Make sure all hair is covered evenly.
- Avoid contact with the scalp.
- Leave on for 25-30 minutes, using a thermal cap. For very damaged or extremely porous hair, reduce exposure time to 15 minutes. (\*guide for recommended)
- Quick rinse with water once to remove 15% of the product for normal hair. Quick rinse with water twice to remove 25% of the product for damaged or bleached hair. Then remove excess product with a comb.
- Dry hair completely with a hair dryer and brushing through with a brush.
- Make 5 sections and straighten strands of around ½ cm using a flat iron, going over each strand at least 7–10 times. The temperature of the flat iron depends on the state of the hair. 220° for normal hair and 170°–190° for damaged or very damaged hair.
- Leave hair to cool for 10 min. after ironing.

**REMEMBER:** once you have finished applying ONLY ONE apply a MASK. Rinse thoroughly with water. Do not wash with shampoo. Dry hair with a hair dryer, brushing out until completely dry.

*GUIDE FOR RECOMMENDED USE OF STRAIGHTENING CREAM For different hair types and results						
Hair type	Dry hair before applying the cream	How long to leave product on	Remove Product*	Drying Method	Flat Iron Temperature	Number of Flat Iron Strokes
THICK, CURLY HAIR	100% dry	45"	15%	Brush + Flat Iron	230 °C	15 times per section
NORMAL, CURLY HAIR	100% dry	35" - 45"	15%	Brush + Flat Iron	230°C	15 times per section
NORMAL, WAVY HAIR	75% dry	30" - 35"	15% -25%	Flat Iron Only	220 °C - 230 °C	10-15 times per section
FRAGILE, CURLY HAIR	Roots around 75% dry, middle and ends around 50% dry	25" - 30"	25%	Brush + Flat Iron	190 °C - 220 °C	10 times per section
FRAGILE, WAVY HAIR	50% dry	20" - 25"	25% - 50%	Flat Iron Only	180 °C - 190 °C	5 – 10 times per section

(\*) % Of Straightening Cream that we will wash out (only with water) after exposure time.

NOTE: Recommended quantities depending on the length of hair. For short hair 0.90 oz – 1.25 oz · For medium long hair 1.60 oz – 1.95 oz · For long hair 2.15 oz – 2.65 oz. Variations possible depending also on quantity of hair

#### **At-home maintenance:**

Apply a (SULPHATE-FREE) SHAMPOO to wet hair, massage in and rinse off. Repeat application.

## **Recommendations:**

- DO NOT WASH HAIR FOR 48 HOURS after the straightening treatment.
- Do not use rubber bands or hairpins that could crease the hair.
- ONLY ONE straightening treatment is suitable for all hair types dyed, bleached or with highlights.
- If you need to dye or bleach the hair, we recommend to do so before the **ONLY ONE** treatment or to wait for 24 hours afterwards.
- Due to the vapour produced by the shower, our hair can take on an unwanted shape, and so it is advisable to blow dry and straighten it immediately afterwards in order to help with the healing process, although this will only be necessary for the first 48 hours.

## **Precautions for use:**

- Follow all application steps as specified in the leaflet: hair type diagnosis, amounts preparation and exposure times, ironing technique, temperature variation, etc.
- Wear suitable gloves.
- Avoid skin contact with the straightening cream. The cream contains a low pH level of between 1,5 and 2.
- In case of contact with eyes, rinse with plenty of water and consult your doctor.
- If you notice an adverse reaction, stop using.
- Take particular care when using with damaged or very porous hair.
- Avoid contact with the scalp.
- Do not use if scalp is irritated or if the client has ever had an allergic reaction to this type of product.
- Do not use on hair treated with other straightening products.
- Hair shade may vary moderately on blonde hair, turning it slightly more golden.
- Use plastic materials only. Do not use metallic materials.
- Store in a cool, dry place. Keep out of reach of children. Professional use only.

# **Presentation and formats:**

 Bottle of 500ml → code 6565 oBox of 1 unit.

