BRING NEW LIFE TO YOUR COLOR

RIFLESSI is an exclusive conditioning and reviving mask based on triple action Pro-V B5.

It is available in a range of nine fashionable shades in a scented conditioner suitable for all hair types and all needs. RIFLESSI is an extraordinary product that hairdressers can use without restraint.

**3 in 1**

- **REPAIR:** restructures damaged hair. Restores the shaft and moisturizes deeply to give new splendor to the hair. HOW TO USE: apply after shampooing and leave for 5-15 minutes under a source of heat to add tone, revive and prolong color by up to 7-8 washes;

- **REFRESH:** tones and brightens, prolonging color by 7-8 washes between color treatments. HOW TO USE: apply after shampooing and leave for 5-15 minutes under a source of heat to add tone, revive and prolong color by up to 7-8 washes;

- **COLOR SUPPORT:** adds pigments to create an even base before dyeing. HOW TO USE: apply to dry hair as a repigmentation treatment before standard color application.
WHO IS RIFLESSI FOR?

FOR PEOPLE WHO WANT A CHANGE
BUT ONLY A SLIGHT ONE:
RIFLESSI makes it possible to enjoy a new look and to be able to change it as often as one wishes. RIFLESSI color lasts 7-8 washes, and adds different highlights to your natural or dyed hair with its 9 shades.

FOR PEOPLE WHO LIKE THEIR HAIR
TO ALWAYS LOOK FRESHLY COLORED:
All colors naturally lose their luminosity with time and washes. RIFLESSI brightens highlights between dyeing at the salon, adding light and splendor.

FOR PEOPLE WHO HAVE PARTICULARLY DAMAGED
HAIR WHICH IS DIFFICULT TO DYE:
RIFLESSI is ideal for over-processed hair that can no longer hold dye. Its special formula is specifically designed to repair, restructure and add highlights to damaged hair. After 4-5 applications your hair will return to its natural condition and its highlights will form the basis for a better result when dyeing.

WHY IS IT SO GOOD FOR HAIR?
RIFLESSI contains conditioning and nourishing agents that actively restructure the hair shaft. Pro-V B5, also known as Panthenol, helps hair stay soft and hydrated with its renowned moisturizing properties. It acts from within to keep hair healthy and beautiful. It penetrates into the hair to keep it hydrated, flexible and full of body. It restructures and repairs hair that has been damaged by aggressive treatments. Its hydrating and moisturizing qualities also help minimize split ends. It markedly improves the hair’s shine and softness and makes it easier to style. Its precious Pigments deposit uniform and lasting color onto the hair adding highlights that are always perfectly luminous. The effect in terms of color is always true to the chosen shade and is guaranteed to last 7-8 washes.
### REFERENCE TABLE

In order to choose the best shade of Riflessi, it may be useful to consult the following table for each type of hair and color. Best results are obtained by choosing a mask that is tone-on-tone.

**RIFLESSI**

<table>
<thead>
<tr>
<th>Shade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nero</td>
<td>Helps to even out the color of gray hair and adds intensity to black shades</td>
</tr>
<tr>
<td>Bruno</td>
<td>Amauta (increases brilliance) of the brown bases</td>
</tr>
<tr>
<td>Castano</td>
<td>Brightens the brown bases</td>
</tr>
<tr>
<td>Cioccolato</td>
<td>Intensifies the brown bases with a warm brown color.</td>
</tr>
<tr>
<td>Mogano</td>
<td>Brightens red adding purple highlights</td>
</tr>
<tr>
<td>Rosso passione</td>
<td>Adds brightness and intensity to all shades of red.</td>
</tr>
<tr>
<td>Rame</td>
<td>Brings luminous copper highlights</td>
</tr>
<tr>
<td>Biondo miele</td>
<td>Adds delicate golden honey highlights to light hair.</td>
</tr>
<tr>
<td>Argento</td>
<td>Helps to improve the hydration of very dry hair and add shine to your color</td>
</tr>
</tbody>
</table>

#### TEMPI DI POSA:
- **2-5 minutes:** to improve hydration of very dry hair and add shine to your color.
- **5-15 minutes:** for fabulous highlights that last 7-8 washes.

**Riflessi** is available in 9 shades suited to every need:

- **Black:** helps to even out the color of gray hair and adds intensity to black shades.
- **Dark Brown:** increases the shine of chestnut brown bases.
- **Chocolate Brown:** adds intense warm brown to dark bases.
- **Honey Blond:** adds delicate golden honey highlights to light hair, and is ideal to add tone to bleached hair.
- **Passion Red:** adds brightness and intensity to all shades of red.
- **Copper:** brings luminous copper highlights.
- **Mahogany:** brightens red adding purple highlights.
- **Silver:** counteracts the tendency of gray hair to yellow and adds cold highlights to light blondes.

Every type of hair can respond differently to the product, so the table is to be considered an indication only.