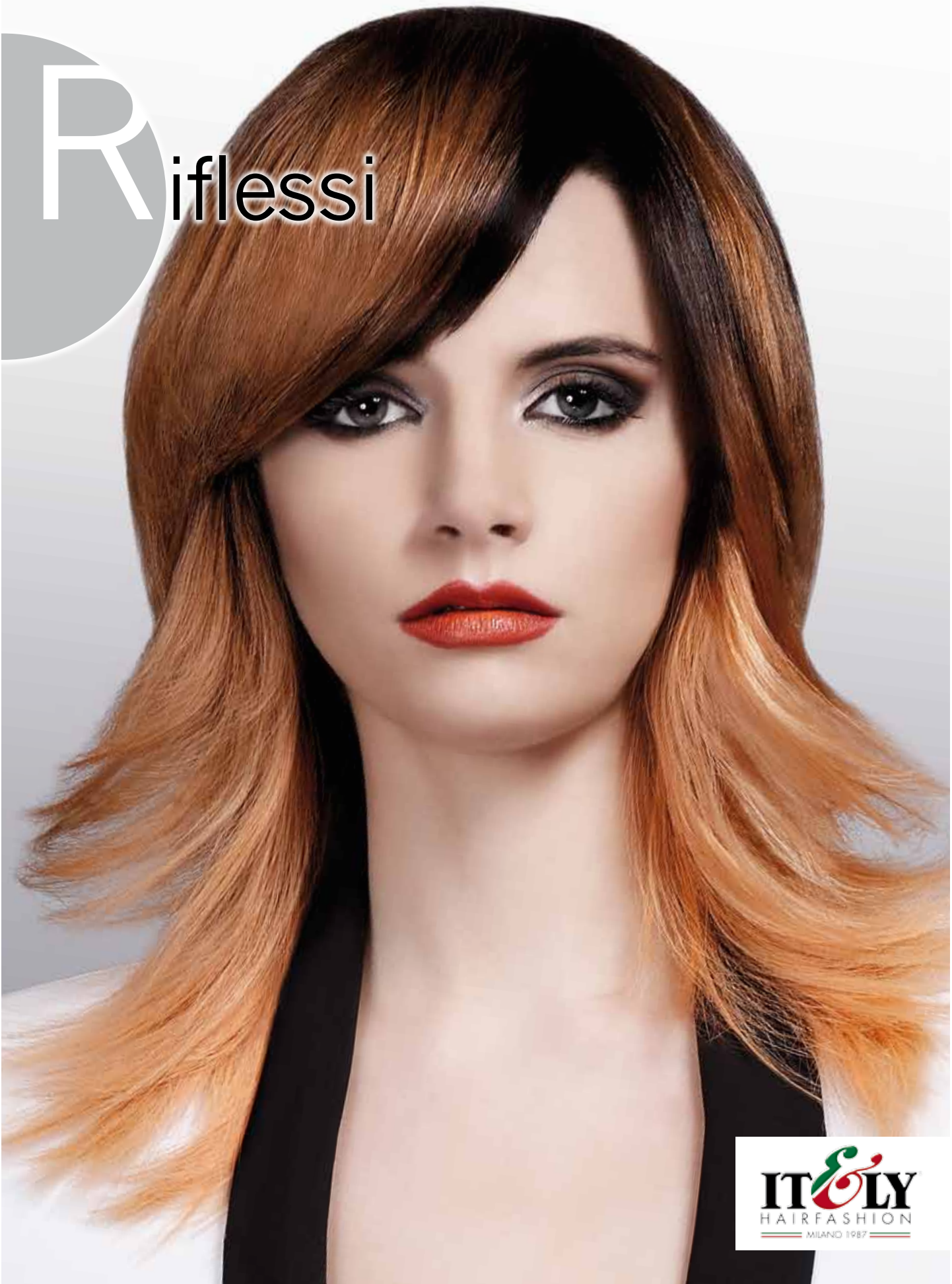


Riflessi



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.



You can use it:

- To add highlights to your natural or dyed color.
- To brighten the highlights of your color between dye jobs.
- To add highlights while repairing over-processed hair.



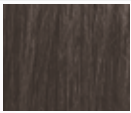






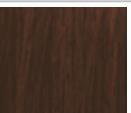
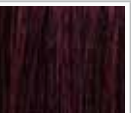


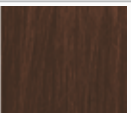
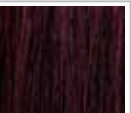























WHY IS IT SO GOOD FOR HAIR?

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.

R I F L E S S I

	NERO BLACK	BRUNO DARK BROWN	CASTANO BROWN	CIOCCOLATO CHOCOLATE	MOGANO MAHOGANY	ROSSO PASSIONE PASSION RED	RAME COPPER	BIONDO MIELE HONEY BLOND	ARGENTO SILVER
1. NERO BLACK									
2. BRUNO DARKEST BROWN									
3. CASTANO SCURO DARK BROWN									
4. CASTANO BROWN									
5. CASTANO CHIARO LIGHT BROWN									
6. BIONDO SCURO DARK BLOND									
7. BIONDO BLOND									
8. BIONDO CHIARO LIGHT BLOND									
9. BIONDO CHIARISSIMO LIGHTEST BLOND									
10. CAPELLI BIANCHI/GRIGI WHITE/GREY HAIR									

TEMPI DI POSA:

- 2-5 minuti: per migliorare l'idratazione di capelli molto sfibrati e rendere il tuo colore più brillante.
- 5-15 minuti: per ottenere dei fantastici riflessi che durano per 7-8 shampoo.

RIFLESSI è disponibile in 9 tonalità adatte a tutte le esigenze:

- NERO: aiuta ad uniformare il colore dei capelli grigi e ravviva i neri.
- BRUNO: aumenta l'intensità dei capelli scuri.
- CASTANO: intensifica la brillantezza delle basi castane.
- CIOCCOLATO: impreziosisce le basi scure di un intenso marrone caldo.
- BIONDO MIELE: dona ai capelli chiari delicate sfumature miele dorate, ideale anche per tonalizzare i capelli decolorati.
- ROSSO PASSIONE: ravviva ed intensifica tutti i rossi.
- RAME: dona luminosi accenti ramati.
- MOGANO: ravviva il rosso intensificandolo con sfumature violacee.
- ARGENTO: elimina la tendenza ad ingiallire dei capelli grigi e dona sfumature fredde ai biondi chiari.

Ogni tipo di capello può rispondere in modo soggettivo al prodotto, pertanto la tabella suggerita è da considerarsi solo indicativa.

APPLICATION TIMES:

- 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: adds intensity to dark hair
- CHESTNUT 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.