

PROFESSIONAL

ELIMINATE FRIZZ ENHANCE SHINE

LUMINA SMOOTH

6 IN 1

UNIQUE SMOOTHING SERVICES



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SHINE SMOOTHNESS MANAGEABILITY LESS FRIZZ MULTI SERVICE MADE IN ITALY

IT&LY[®]
HAIRFASHION

PERFECT SMOOTH

TOTAL STRAIGHT



DURATION:
5 - 7 months

Ultra smoothing treatment

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage / curly / frizzy, massage against the cuticle.

STEP 2

Dry the hair completely. For easier drying, use a flat brush. Divide hair into 4 sections and apply Lumina Smooth about 1/2 inch from the scalp. Distribute evenly apply with bowl and brush followed by a comb. Leave on for 50 minutes. **Rinse thoroughly and evenly to completely remove all excess product for a minimum of 5 minutes.**

STEP 3

Blow dry the hair completely. Lightly apply Crystal Oil to all lengths. Separate the hair into thin sections (1/4 inch) and pass the flat iron 10 - 15 times on each strand at a temperature between (410° - 480° F), depending on the hair type and how it reacts to the hair color.

STEP 4

Wet hair and apply Smoothing Mask, leave on for 2 - 3 minutes, and rinse thoroughly. Blow dry with the hair dryer only. For easier drying, use a flat or boar bristle brush.



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HAIRFASHION

PERFECT SMOOTH

FOR BLEACHED HAIR



DURATION:
4 - 6 months

Ultra smoothing treatment.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage, curly or frizzy, massage against the cuticle.

STEP 2

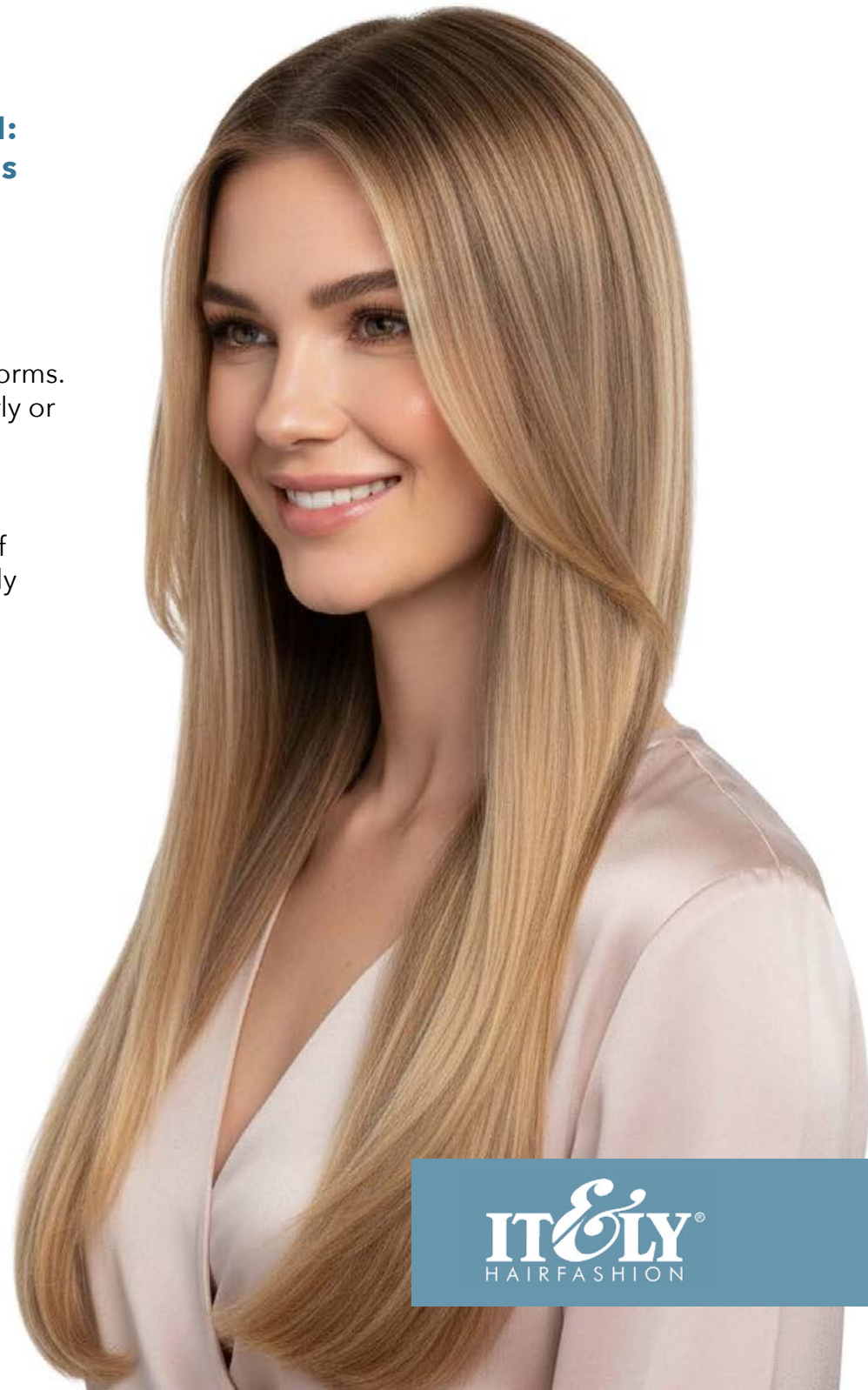
Dry the hair completely. Divide it into 4 sections and add 6-8 pumps of Violet Drops pigment for every 50 grams of Lumina Smooth, then apply it about 1/2 inch from the scalp. Distribute evenly with bowl and brush followed by a comb. Leave on for 50 minutes. **Rinse thoroughly and evenly to remove all excess product for a minimum of 5 minutes.**

STEP 3

Dry the hair completely and lightly apply Crystal Oil. Pass the flat iron 10 - 15 times on each section, adjusting the temperature according to the hair type and how the color reacts (370° - 410° F).

STEP 4

Wet hair and apply Smoothing Mask, leave on for 2 - 3 minutes, and rinse thoroughly. Brush with a boar bristle brush and blow dry with the hair dryer only.



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FOR NATURAL WHITE HAIR



DURATION:
3 - 5 months

Extremely soft smoothing treatment for those who want easier blow drying.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage, curly or frizzy, massage against the cuticle.

STEP 2

Dry the hair completely. Divide it into 4 sections, add 6-8 pumps Violet Drops pigment for every 50 grams of Lumina Smooth, and apply it about 1/2 inch from the scalp. Distribute evenly with bowl and brush followed by a comb. Leave on for 50 minutes. **Rinse thoroughly and evenly to remove all excess product for a minimum of 5 minutes.**

STEP 3

Dry the hair completely and lightly apply Crystal Oil. Pass the flat iron 10 - 15 times on each section, adjusting the temperature according to the hair type and how the color reacts (340° - 370° F). If the hair tends to turn yellow, reduce the temperature further.

STEP 4

Wet hair and apply Smoothing Mask, leave on for 2 - 3 minutes, and rinse thoroughly. Brush hair with boar bristle brush and blow dry with the hair dryer only.



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FOR CURLY HAIR



DURATION:
2 - 3 months

Treatment designed to tame frizz in natural curly hair and eliminate excessive volume.

STEP 1

Apply Chelating Shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. Towel dry the hair.

STEP 2

Prepare a mixture consisting of 2 parts Lumina Smooth and 1 part Shampoo (Silver Shampoo for blonde or white hair; Shampoo Pro for most hair types; Repair Shampoo for severely damaged hair). Apply the mixture **evenly to damp hair** using a brush and comb. Leave on for 5-7 minutes while you (scrunch) the product into the hair. **Rinse thoroughly to completely remove all excess product for a minimum of 5 minutes.**

STEP 3

Blow dry the hair completely. Lightly apply Crystal Oil throughout the lengths as a heat protectant. Flat iron the hair 4-5 times at a temperature between (370° - 410° F), working on sections approximately 1 inch wide.

STEP 4

The smoothing treatment service is complete. If the client wishes to keep her natural curls: rinse the hair, apply Smoothing Mask and leave on for 2 minutes, rinse, and proceed with blow drying with a diffuser.



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ANTI-FRIZZ

TAMING TREATMENT



DURATION:
2 - 4 months

Anti-Frizz taming treatment for perfect hair every day.

STEP 1

Apply Chelating Shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. Towel dry the hair.

STEP 2

Prepare a mixture consisting of 2 parts Lumina Smooth and 1 part Shampoo (Silver Shampoo for blonde or white hair; Shampoo Pro for most hair types; Repair Shampoo for severely damaged hair). Apply the mixture evenly to damp hair using a brush and comb. Leave on for 15 - 30 minutes. **Rinse thoroughly to completely remove all excess product for a minimum of 5 minutes.**

STEP 3

Lightly apply Crystal Oil throughout the lengths as a heat protectant. Divide the hair into sections of approximately 3/4 inch and flat iron each section 4 - 5 times at a temperature between (410° - 440° F), depending on the hair type.



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WOW EFFECT SHINE & TAMING TREATMENT



DURATION:
2-4 washes

Smoothing and shine-enhancing treatment.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. Towel-dry the hair and blow-dry it until it is 50% dry.

STEP 2

Prepare a mixture with Lumina Smooth, Sealer, and Magic Water. Example ratio: 20 g of Lumina Smooth, 10 g of Sealer, and 10 g of Magic Water. Divide the hair into sections and apply the mixture to the lengths and ends, keeping approximately 1/2 inch away from the roots. Once completed, apply an additional layer of 20 g of Magic Water over the hair. Massage until a light lather forms. Leave on for 10 minutes under a heat source, covering the hair with a cap or cover.

STEP 3

Rinse thoroughly to completely remove all excess product for a minimum of 5 minutes and proceed with blow-drying.

STEP 4

Divide the hair into sections approximately 1 inch thick sections and flat iron each section 3-4 times at a temperature between (340°-410°), depending on the hair type. Apply a few drops of Crystal Oil to enhance the mirror-like shine effect.

The logo for IT&LY HAIRFASHION, featuring the brand name in a stylized serif font with a registered trademark symbol, and the word 'HAIRFASHION' in a smaller, clean sans-serif font below it.

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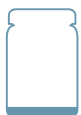
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PERFECT SMOOTH - USAGE GUIDE



SHORT LENGTH

LUMINA SMOOTH: APPROX. 100 GRAMS / 3.5 OUNCES

VIOLET DROPS (if necessary): 12-16 pumps



MEDIUM [SHOULDER] LENGTH

LUMINA SMOOTH: APPROX. 150 GRAMS / 5.4 OUNCES

VIOLET DROPS (if necessary): 18-24 pumps



FULLER, LONGER HAIR

LUMINA SMOOTH: APPROX. 200 GRAMS / 7 OUNCES

VIOLET DROPS (if necessary): 24-32+ pumps



Be careful *NOT* to oversaturate the hair with this product.

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IMPORTANT PRECAUTIONS

PRIOR KERATIN TREATMENTS

We recommend performing any Lumina Smooth service no less than **6 months after** your clients prior keratin treatment.

LIGHTENING / BLEACHING SERVICE

Perform any lightening or bleaching service 1 week prior to performing any Lumina Smooth service.

COLOR

You can provide a color service the week prior to performing any Lumina Smooth service. Color hair 1 week after the Lumina Smooth service.

NO METAL

Do not use any metal brush, comb or clips when performing a Lumina Smooth service.

NO SMOKING

If you experience smoke when ironing the hair, there is likely too much product left in the hair. Rinse again thoroughly.

WEAR GLOVES

Protect yourself while providing the service and wear gloves during the application process.

DO NOT CONTACT EYES

Pay careful attention to not allow this product to get into your or your clients eyes.

MAINTENANCE

SMOOTHING AFTER CARE

NO SWIMMING AFTER A SMOOTHING SERVICE

We recommend advising your client NOT to swim for at least 48 hours after their smoothing service. Avoid chlorine and avoid ocean water.

NO EXERCISE

We recommend advising your client NOT to exercise for a minimum of 48 hours after their smoothing service.

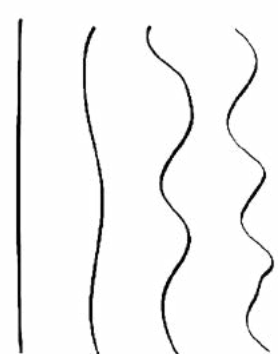
FOLLOW WITH SMOOTHING SHAMPOO AND MASK

Provide your clients with Smoothing Shampoo and Smoothing Mask as part of their service. Include these two items as part of the service price to ensure optimal results.

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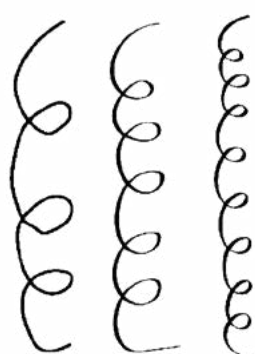
RECOMMENDED TEMPERATURES FOR HAIR STRAIGHTENERS UP TO 480°

Medium / Fine Hair



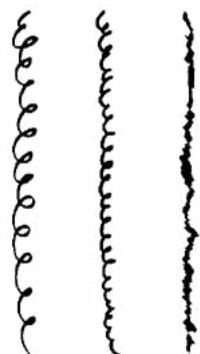
1 2A 2B 2C

410-446°



3A 3B 3C

410-446°

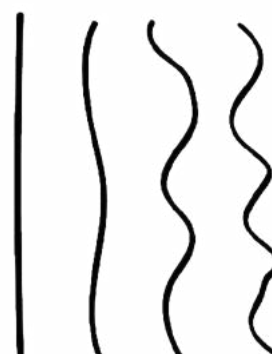


3A 3B 3C

410-446°

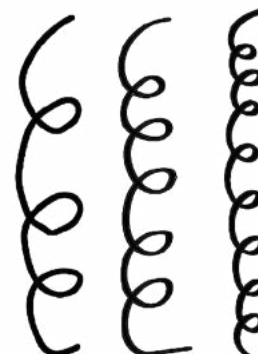
RECOMMENDED PASSES			
ROOT	15/12	18/15	18/15
LENGTH	10/8	12/10	12/10
END	6/3	8/4	8/4

Thick / Coarse Hair



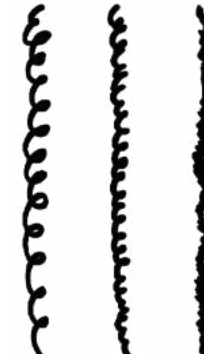
1 2A 2B 2C

446°



3A 3B 3C

446-480°



3A 3B 3C

446-480°

RECOMMENDED PASSES			
ROOT	15/12	25/20	25/20
LENGTH	10/8	15/10	18/10
END	6/3	8/4	8/4

COMPATIBILITY WITH OTHER TREATMENTS / SERVICE

COMPATIBLE

ACID
COLORING
BLEACHING

INCOMPATIBLE

HENNA
ALKALINE
STRAIGHTENING
PERM NEUTRALIZER

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SUGGESTED PRICING



Perfect Smooth	Perfect Smooth Blonde / bleached hair	Perfect Smooth Natural white hair	Disciplining Treatment For curly hair	Anti-frizz Smoothing Treatment	WOW effect shine & Smoothing Treatment
Duration: 5 - 7 months	Duration: 4 - 6 months	Duration: 3 - 5 months	Duration: 2 - 3 months	Duration: 2 - 4 months	Duration: 2 - 4 washes
SERVICE: \$300+			SERVICE: \$250 - \$300		ADD ON: \$100



LUMINA SMOOTH

1000 ml

SMOOTHING ANTI-FRIZZ CREAM

Disciplining cream with smoothing and anti-frizz action for shiny and silky hair thanks to jojoba and macadamia oil. Peptides and hyaluronic acid guarantee reliable results.



SMOOTHING SHAMPOO

300 ml / 1000 ml

SMOOTHING ANTI-FRIZZ SHAMPOO

Taming shampoo with anti-frizz action. Ideal for keeping hair soft and silky thanks to jojoba and macadamia oil. Enriched with hyaluronic acid for greater elasticity.

DIRECTIONS: Apply to wet hair, massage, and rinse.
Repeat if necessary. Follow with Smoothing Mask.

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SMOOTHING MASK

300 ml / 1000 ml

SMOOTHING ANTI-FRIZZ MASK

Taming mask with anti-frizz action. Ideal for keeping hair soft and silky thanks to jojoba and macadamia oil. Enriched with hyaluronic acid for greater hair elasticity.

DIRECTIONS: Apply to wet hair after Smoothing Shampoo. Leave on for 3 minutes and rinse.

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VIOLET DROPS

90 ml

VIOLET DROPS

High performance, pure pigments that effectively combat yellowing. Concentrated drops, mixable with various cosmetic bases, formulated to intensify, correct, and personalize salon services.

DIRECTIONS: Add Violet Drops to Lumina Smooth cream. The dosage varies based on your needs: approximately 6-8 drops of Violet Drops for every 50 g of Lumina Smooth. An increase of about 5-6 drops will not compromise the success of the treatment.

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For more information about Lumina Smooth
visit www.itelyhairfashion.us



ITELY HAIRFASHION is an Italian manufacturer of dynamic, dependable, and innovative hair color products. Our strength lies in color while offering a wide range of methods & solutions that protect the hair & scalp to enhance the natural brilliance of healthy hair.