

01

[NEW Pre-shampoo treatment]





July 2024

Advanced breakthrough tech for at-home use.

NEW **Metal Detox Pre-shampoo** **treatment**

Refill hair micro-breaks for 96% less breakage*.

THE TECH

Concentrated with 2% Glicofiller.

Refills microbreaks on all formations for:

- 2X hydration*
- Instant & efficient fiber detangling

Advanced breakthrough technology.



On the surface

Coats hair & refills
micro-breaks.



Inside the fiber

Penetrates the hair and
fills down to the cortex



An innovative, pro gesture.

1

Separate wet hair into 2 sections.



2

Apply 2 to 4 pumps per section depending on length. Work the product through lengths and ends for 1 to 2 minutes until a light lather appears. Detangle.



3

Do not rinse. In a layering technique, apply Metal Detox shampoo directly over the top, then rinse and follow with the routine.



The background of the slide features a close-up, artistic shot of white ceramic bowls. The bowls are partially filled with water, which is covered in a thick layer of white, frothy soap bubbles. The lighting is soft and bright, creating a clean and fresh aesthetic. The bubbles are in various stages of formation, with some showing distinct spherical shapes and others merging into larger, more irregular foam.

02

[Full range + claims]



Metal Detox.

Prevent breakage and color shift.

THE TECH

Exclusive Glicoamine

87% less hair breakage.*
100% true-to-tone color.*

**Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask.*

Pushing the boundaries of anti-breakage.

Core range.

87% hair breakage.*
100% true-to tone color.*



July 2021.

Concentrated oil.

Shield against frizz, heat, color fading and metals.



January 2023.

Smoothing cream.

Hydrate and smooth while protecting against heat, color fading and metals.



August 2023.

Pre-shp treatment.

Refill hair micro-breaks for 96% less breakage*.



July 2024.

Step 1: In-Salon

Metal Neutralizer Pre-Treatment

Exclusive
Glicoamine

Neutralizes metals
during any color
service.



Metal Detox at every station.

Step 1: At Home

Pre-Shampoo Treatment

Exclusive
Glicofiller

Refills hair microbreaks
and prevents breakage.



Metal Detox in every shower.

Advanced Research - Patented Advanced Research - Patented Advanced Research - Patented Advanced Research - Patented Advanced Research

Know the difference.

Metal neutralizer Pre-treatment

Before color,
balayage or lightening.

Neutralizes metal inside the fiber
to protect it during color services.

Designed for clients that
undergo color processes.

Backbar exclusive.



Pre-shampoo Treatment.

Before shampoo
in daily routines.

Refills micro-breaks & to prevent
breakage.

Daily usage for all hair types.

Retail
Exclusive.

1st step to a complete in-salon routine.

Pre treatment.

Shampoo.

Mask.

Cream.

Oil.



In-salon Backbar routines recommendation.

In all color, balayage & lightening services.



Fine-to-medium



COLOR



(optional,
if sensitized)



Medium-to-thick



COLOR



And/or



Thick/sensitized/
double processed



COLOR



1st step to a complete **at-home** routine.

Pre-shampootreatment.

Shampoo.

Mask.

Cream.

Oil.



Tailor-made **at-home** routines for all hair types.

Daily routine

Once or twice a week



Fine-to-medium



Medium-to-thick



And/or



Thick/sensitized





	[In-salon Pre-Treatment]	[Pre-shampoo treatment]	[Shampoo]	[Mask]	[Smoothing cream]	[Concentrated oil]
Insight	Metals in water can damage your hair.	Microbreaks can lead to irreversible damage if not treated.	Wash after wash, metal penetrates inside your hair.	Wash after wash, metal penetrates inside your hair.	Wash after wash, metal penetrates inside your hair.	Wash after wash, metal penetrates inside your hair.
Action	Prevent breakage and color shift.	Refill hair micro-breaks for 96% less breakage*.	Cleanses & removes metal.	Moisturizes & protects from particle deposit.	Smooths and hydrates while protecting against frizz, color fading and metals.	Shield against frizz, heat, color fading and metals.
Ingredients	Glicoamine.	2% Glicofiller	Glicoamine.	Glicoamine.	Glicoamine.	Glicoamine.
Key claims						
	87% less hair breakage.* 100% true-to-tone color.* Compatible with all color and lightener brands. Pro SYSTEM Claims: *Instrumental test, after application of Pre-treatment + technical procedure + Shampoo + Mask.	Refills microbreaks on all formations for: • 96% less breakage • 2X hydration* • Instant & efficient fiber detangling *Vs non-conditioning shampoo Consumer SYSTEM Claims: 87% less hair breakage.* 100% true-to-tone color.* *Instrumental test, Pre-shampoo treatment + Shampoo + Mask	Gently removes metals from the hair.	A mask that protects the hair fiber from new metal particles and provides softness and nourishment to the hair.	• 5X smoother hair* • 72-hour frizz protection • Long lasting moisture • 450 heat protection *Vs non-conditioning shampoo	• Color & Anti-metal Protection: 100% true to tone long lasting color • Frizz Protection: 4X Less Frizz • Heat Protection: Up to 450 degrees heat protection.2X more shine* (*vs unwashed hair) • 2X more conditioning** (**vs a non-conditioning shampoo)



03

[Visuals]

Approved before/afters.

Using the full range with the NEW **Pre-shampoo treatment.**



Coily hair.



*Processed hair.
(preferred visual)*



Straight natural hair.

Textures in hand.



Pre-shampoo treatment.



Shampoo



Mask.



Oil.



Cream.

Textures flat lay.



Pre-shampoo treatment.



Shampoo



Mask.



Oil.



Cream.

Packshots.



Pre-treatment.



Pre-shampoo treatment.



Shampoo.



Mask.



Oil.



Cream.

Codes & Pricing.

Collection	Material Code	UPC Code	Description	Size ML	Size Fl Oz	SC Omni Price	Suggested Retail or Service Price
Metal Detox	E3548700	0000030158078	LP SE Metal D SHP 300 ML I34	300 ml	10.1 fl.oz.	\$20.39	\$36.00
	E4060100	0000030163720	LP SE Metal Detox shp 500ml VJ20	500 ml	16.9 fl.oz.	\$25.49	\$45.00
	E3548402	00000030160606	LP SE Metal Msq 250 ML J20	250 ml	8.4 fl.oz.	\$28.33	\$50.00
	E3849100	3474637090609	LP SE MRVL OIL 50ml R VI34	50 ml	1.69 fl.oz.	\$19.83	\$35.00
	E4033200	0000030161153	LP SE MT Detox leave-in 100ml VJ20	100ml	3.4 fl. Oz.	\$21.53	\$38.00
	E3549201	00000030160668	LP SE Metal D SHP 1500 ML I34	1500 ml	50.7 fl.oz.	\$53.25	N/A
	E3548801	00000030160637	LP SE MRVL COND 500ML VB98	500 ml	16.9 fl.oz.	\$38.52	N/A
	E3560000	00000030163478	LP SE Metal D Msq 500ml I34	500 ml	16.9 fl.oz.	\$46.45	N/A
	E4204400	3474637232245	LP SE Metal D PreshpTr 250ML US 382	250 ml	8.4 fl.oz.	\$21.53	\$38.00
	E3549300	00000030164840	LP SE Metal D TREAT SPR 500 ML I34	500 ml	16.9 fl.oz.	\$67.98	\$30.00

NEW Pre-shampoo treatment.

[Sample sachet]

Metal Detox	E4204400	3474637232245	LP SE Metal D PreshpTr 250ML US 382	250 ml	8.4 fl.oz.	\$21.53	\$38.00
	E4123500	0000030166301	LP SE Metal D Pre-Shp Trt 15ML J20	15 ml	05 fl. oz.	N/A	N/A

NEW 500ml Shampoo format.

Metal Detox	E4060100	0000030163720	LP SE Metal Detox shp 500ml VJ20	500 ml	16.9 fl.oz.	\$ 25.49	\$45.00
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