

# IMAGINARY LISS



A straightening treatment composed of hyaluronic acid, Imaginary Plex, Amino Acids, Bamboo Extract, Flax Extract, Aloe Vera Extract and Argan Oil.

Provides effective, fast-acting and ultra-effective straightening. **CONTAINS NO FORMALDEHYDE OR DERIVATIVES.**

A revolutionary straightening treatment with advanced Hyalurox System + Imaginary Plex + Amino Acids Complex technology. Thanks to its exclusive formula, it straightens and reconstructs the hair naturally, moisturises deeply, eliminates frizz, and guarantees healthy hair.

## ACTIVE INGREDIENTS AND COMPONENTS



### IMAGINARY PLEX

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



### HYALURONIC ACID

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



### AMINOACIDS COMPLEX

A complex that acts inside the hair fibre, modifying the disulphide bridges and allowing the hair to be straightened using the heat from the hair iron.

## VISIBLE BENEFITS AND RESULTS

- 70% ingredients of Natural Origin
- Vegan Formula
- Straight and natural hair
- Perfect straightness for 5 months
- Treated and protected hair
- Silky and shiny finish
- Helps hydrating the hair

The beauty of a natural straightening.

# IMAGINARY

Vegan hair cosmetics

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## LISS



### MODE OF USE

#### PREPARATION

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



#### REMEMBER

Wash the hair beforehand with a DEEP CLEANSING SHAMPOO.

- ☆ Apply the necessary amount of STRAIGHTENING CREAM according to hair length: 25-35 g for short, 45-55 g for mid-length, and 60-75 g for long hair.
- ☆ Divide the hair into 4 sections. Apply the straightening cream with a brush in 1 cm wide strands from nape to front, until each strand is completely covered in cream.
- ☆ Distribute by combing the straightening cream from roots to ends, to ensure that it covers all the hair evenly.
- ☆ Avoid direct contact with the scalp.
- ☆ Leave on for 25-30 min.
- ☆ Do not rinse, or rinse 25% (on damaged or bleached hair). Then remove excess product with a comb.
- ☆ Dry the hair completely with a hair dryer, stretching it with a brush.
- ☆ Make 5 sections and pass the iron slowly through ½ cm strands, at least 7-10 times per strand. The temperature of the iron depends on the state of the hair: 220° for normal hair and 170°-190° for damaged or very damaged hair.
- ☆ After ironing, leave hair to cool for 10 minutes.
- ☆ Rinse thoroughly with water only, apply mask, dry hair with hair dryer and brush. For professional use only.



#### REMEMBER

Once you have finished applying THE STRAIGHTENING CREAM, apply a **MASK**, rinse thoroughly with water. Do not shampoo. Dry the hair with a hairdryer, brushing it out.

Kisses

**\*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
<b>THICK, CURLY HAIR</b>	100% dry	45"	15%	Brush + Flat Iron	230 °C	15 times per section
<b>NORMAL, CURLY HAIR</b>	100% dry	35" - 45"	15%	Cepillo + Plancha	230 °C	15 times per section
<b>NORMAL, WAVY HAIR</b>	75% dry	30" - 35"	15% -25%	Flat Iron Only	220 °C - 230 °C	10-15 times per section
<b>FRAGILE, CURLY HAIR</b>	Roots around 75% dry, middle and ends around 50% dry	25" - 30"	25%	Cepillo + Plancha	190 °C - 220 °C	10 times per section
<b>FRAGILE, WAVY HAIR</b>	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.

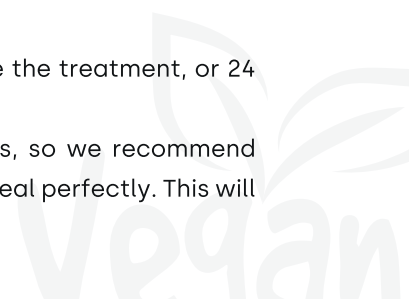


**RECOMMENDATIONS**

-  **DO NOT WASH HAIR FOR 48 hours** after straightening treatment.
-  Do not use rubber bands or hairpins that may leave marks on the hair.
-  The straightening treatment can be carried out on any type of hair – dyed, bleached and with highlights.
-  If you want to colour or bleach the hair, we recommend doing this before the treatment, or 24 hours after it.
-  Due to the vapour from the shower, our hair can take unwanted shapes, so we recommend blow-drying and straightening it immediately after in order for the hair to heal perfectly. This will only be necessary for the first 48 hours.

[www.theimaginarycolors.com](http://www.theimaginarycolors.com)

**IMAGINARY** Colors



## PRECAUTIONS

- 🚫 Please follow all application steps detailed in the leaflet: hair diagnosis and preparation, its typology, quantities and exposure times, ironing technique, temperature variation, etc.
- 🚫 Wear suitable gloves.
- 🚫 Avoid skin contact with the straightening cream. It contains a low pH level of between 1.5 and 2.
- 🚫 In case of contact with the eyes, rinse with plenty of water and consult a doctor.
- 🚫 If you notice an adverse reaction, stop using.
- 🚫 Use extreme caution when applying to very damaged or extremely porous hair.
- 🚫 Do not allow the straightening cream to come into contact with the scalp.
- 🚫 Do not use in case of an irritated scalp or if the client has ever suffered an allergic reaction to this type of product.
- 🚫 Do not use on hair treated with other straighteners.
- 🚫 In blond tones, the hair shade may vary moderately, becoming slightly more golden.
- 🚫 Use only plastic material. Do not use metallic material.
- 🚫 Keep in a cool, dry place. Keep out of reach of children.
- 🚫 For professional use only.