

• REBUILDING TREATMENT •

# BACK2 BEAUTY

HYALURONIC  
ACID FORMULA

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**SELECTIVE**<sup>®</sup>  
PROFESSIONAL 

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## REBUILDING PROGRAM

IDEAL FOR

- Very damaged hair
- Damages caused by mechanical factors: plate, hairdryer
- Damages caused by chemical factors: pollution, metals, aggressive treatments
- Brittle hair, prone to breakage, dull and rough to the touch

In all these cases, the only solution is an “**Xstrong**” treatment that acts in depth to rebuild hair structure and restore it to its original beauty.

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## • REBUILDING TREATMENT •

rebuilds the hair fiber from within,  
coats the cuticle and protects it,  
for a unique re-plumping action  
that immediately improves hair  
**resistance and structure!**

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### REBUILDING TREATMENT

#### PURIFYING - DETOX

*Frees up the hair from metals,  
styling residues and impurities.*

#### HYDRATION X5

*A blend of 5 hyaluronic acids,  
with different molecular weights,  
to act on all levels of the hair structure.*

#### RESISTANCE

*Elasticity and resistance to  
breakages from the first application.*

#### DISCIPLINE

*Conditioning and antistatic action.*

#### HYALURONIC ACID FORMULA

*is enriched with special restructuring active  
principles and essential elements that reconstruct  
damaged and fragile hair that breaks easily*



##### HYALOMATRIX

*consisting of 5 different types of  
hyaluronic acids of different molecular  
weights capable of penetrating in depth  
and guaranteeing optimal rebuilding of the  
cortex and working on a surface level to  
create a protective film on the cuticle.*



##### HYDROLYZED QUINOA

*a "super cereal" containing a large  
quantity of essential amino acids  
with exceptional hydrating properties  
for the hair cuticle.*



##### ARGININA

*with conditioning  
and anti-static properties.*



##### MULTI-ACTIVE COMPLEX

*improves shine and resistance  
to twisting and leaves hair  
easier to comb.*

## • REBUILDING TREATMENT •

The professional **extra rebuilding** program, enriched with hyaluronic acid, that works **in just 15 minutes** on **extremely damaged hair types**



Visible results from the first application.

For a complete reconstruction, we recommend 1 treatment per week for the first 30 days, thereafter only once a month.

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## STEP 1

cleanses and prepares

processing time **3-5 mins** ⌚

## STEP 2

penetrates and rebuilds

processing time **10-15 mins** ⌚

## STEP 3

conditions and seals

**0** processing time



# PROFESSIONAL TREATMENT

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## N.1



### CHELATING SHAMPOO

enriched with hyaluronic acid with purifying properties.

**Cleanses in depth and removes impurities** from the shaft, preparing hair for rebuilding treatment No. 2 RE-BUILD TREATMENT

Resting time 3-5 mins  
pH 7.0 – 8.0

## N.2



### REBUILDING TREATMENT

enriched with hyaluronic acid and amino acids. **Re-plumps hair and creates a protective film on it that** maintains correct hydration of the hair cuticle.

Resting time 10-15 mins  
pH 3.0 – 4.5

## N.3



### NO-RINSE CONDITIONING TREATMENT

enriched with hyaluronic acid  
**protect and condition hair.** With anti-static properties, before styling.

NO rinse  
pH 3.0 – 4.5

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Use during  
the entire duration of the  
professional treatment  
and even later, to prolong  
the effects over time.



250 ml  
pH 5.0 – 6.0



250 ml  
pH 3.0 – 4.5

## HOME MAINTENANCE



### N.4 HOME SHAMPOO 250 ML

Hydrating and restructuring shampoo  
for maintaining extremely damaged hair.

*Enriched with hyaluronic acid, it gently cleanses and hydrates hair,  
prolonging the benefits of salon treatments.*

### 250 ML HOME CONDITIONER

Hydrating and restructuring conditioning treatment  
for maintaining extremely damaged hair.

*Enriched with hyaluronic acid, it creates a protective film on hair and  
nourishes and hydrates it, facilitating brushing.*





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