

SELECTIVE[®]
PROFESSIONAL 

5.31

CLEANSE • COLOR • CONDITION





TODAY, 9 OUT OF 10 WOMEN SAY THAT THE MOST VALUABLE ASSET IS TIME!

Multi-tasking and hyper-connectivity - women want everything and they want it now, without forgoing comfort and the delights of an overall treatment.

New salon trend is speed,
without ever losing sight of quality.

A perfect color takes (on average):

- WASH - **5 MINUTES**
- TREATMENT - **5 MINUTES**
- COLOR and REFRESH - **20 MINUTES**


TOTAL
TRADITIONAL METHOD
30 MINUTES





**NO TIME?
YES COLOR!**

Created to respond to the needs of women who live life in a hurry, **Selective Professional** Research Laboratories have designed a single product to save time and shake up beauty routines.



5.31

TIME REVOLUTION IN THE SALON

5 MINUTES

3 SERVICES (SHAMPOO, COLOR AND MASK)

1 SINGLE PRODUCT

531 OFFERS BOTH RESULTS
AND A DELIGHTFUL PROFESSIONAL SERVICE,
EXALTING HAIR BEAUTY.

AN EASY, QUICK AND HIGH-PERFORMING
ALL-ROUND TREATMENT THAT DOES EVERYTHING
IN JUST 5 MINUTES.



531

Its multi-functional formula is rich in coconut water concentrate, a superfood that leaves hair easier to comb and improves its general health, strengthening and repairing it and guaranteeing unique shine!

5 MINUTES

A quick, efficient and intuitive service to carry out quickly and easily in the salon or at home.

3 SERVICES

IT CLEANSSES,

delicate surface-active agents combine pleasure and wellness.

IT COLORS,

balanced pigments act gradually on the hair,
enhancing dull reflexes and guaranteeing gloss.

IT CONDITIONS,

coconut water concentrate nourishes, strengthens and protects hair.

1 PRODUCT

Simple and easy to apply, for extraordinary results immediately.

531 colored shampoo mask, with a creamy and enveloping texture, offers color and protection for up to 4 washes.

NO TIME?
YES COLOR!



6 PROGRESSIVE NUANCES

STARTING COLOR	CENERE • ASH	MARRONE • BROWN	VIOLA • VIOLET	DORATO • GOLDEN	ROSSO • RED	RAME • COPPER
WHITE						
BLEACHED						
8.0						
7.0						
6.0						
5.0						

HOW IS IT USED?

Apply to damp hair, massaging in delicately.
Comb through and leave for up to 5 minutes.
Rinse, emulsifying it carefully
and then style as desired.

531 FAQ

How often do you recommend applying 531?

We recommend using 531 every time you wish to simply and easily revive and intensify any colour.

Should gloves be worn during application?

Even if colors can easily be rinsed off, we recommend using gloves to avoid staining your hands.

What happens if I prolong the resting time?

Prolonging the resting time makes it possible to obtain slightly deeper reflexes, depending on the starting base.

Do you need to carry out other treatments when using 531?

If hair is particularly weighed down, we recommend using a shampoo before applying 531. It isn't necessary to use a hydrating post-application treatment, 531 conditions and leaves hair looking glossy and feeling soft.

Does it cover grey hair?

531 is not a color, but a cleansing, coloring and conditioning treatments so it only slightly masks grey hair, up to a maximum of 20%, even if the resting time is prolonged and/or it is used several times.

How can 531 be removed?

It is gradually eliminated by shampooing.

Can various different nuances be mixed together?

531 encourages you to play with color! It is possible to create several different mixes, depending on the more or less intense result you wish to obtain. Thanks to your creativity, imagination and manual skills you can achieve incredible results.



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Tricobiotos S.p.A. Italy