



Keratin Therapy

CURL
DESIGN

ALFAPARF
MILANO

ON THE WAVES OF **CHANGE**

Once upon a time straight hair
was the only paradigm of beauty.
Today a new era has begun.
Younger generations are
rediscovering the appeal of:

CURLS AND WAVES
FOR A SOFT
& NATURAL LOOK.



A new trend is born
in the world for
HAIR MOVEMENT!



ALFAPARF MILANO

presents new services to express
your own personality and to
enhance the hair's movement.

A CLASSIC SERVICE

to have soft curly hair and
BE WAVY SERVICE to have
fluid and natural waves.





WELCOME

Keratin Therapy CURL DESIGN

A new line dedicated to curls and waves. Light years away from the classic idea of a perm, the Curl Design line stands out in the market thanks to:

2

HIGH VERSATILITY FOR ALL HAIR TYPES

From natural to the most damaged and chemically-processed hair.

1

ONLY 3 PRODUCTS BUT WITH MAXIMUM PERSONALIZATION

To enhance hairdressers' skills and meet every client's need

3

VEGAN - FRIENDLY FORMULA

Contains the new KERA-VEG complex which allows us to get soft and natural waves and curls, whilst fully respecting the condition of the hair.

3, 2, 1... **MOVE!**

KERA-VEG: **THE VEGETABLE-BASED ALTERNATIVE TO KERATIN**

A complex of soy and wheat amino acids **protects the hair from damage and helps repair the hair fiber.** Keraveg helps make the waving treatment less invasive on the hair, making hair more resistant, flexible, and after the service the hair's cosmeticity is improved and the frizz effect is reduced.



This new ingredient in Curl Design is added to the active ingredient from the Keratin Therapy line:

BABASSU OIL

A precious Amazonian oil with extraordinary nourishing properties. It contributes to making the hair soft, smooth and shiny.



+84%*
combability

*instrumental test carried out on bleached hair – increase of combability on dry hair after Curl Design treatment versus non-treated hair.

Up to +32%
curl hold*

*result of instrumental test after 32 washes compared to the main market player.

Unaltered
hair moisture*

*instrumental test carried out before and after Curl Design treatment.

+28%*
shine

* instrumental test carried out on natural hair before and after Curl Design treatment.

The 3 main pillars of **Curl Design** range are:



MOVE DESIGNER

Innovative waving fluid to create perfect waves and curls.

Pack 500 ml
Ideal for 6 to 10 applications depending upon the chosen mixing ratio.



MOVE CREAMY PROTECTOR

A special additive which transforms Move Designer into a cream, for better protection of the hair.

Pack 300 ml
Ideal for 10 to 15 applications depending upon the chosen mixing ratio.



MOVE FIXER

Neutralizing fluid which applies as a mousse from the Mousse Maker. It perfects the waving service, fixing waves in the hair.

Pack 1000 ml
Ideal for 10 applications.

Mixing ratio with **MOVE CREAMY PROTECTOR**

NATURAL HAIR

ONLY
MOVE DESIGNER



COLORED HAIR

2:1
MOVE DESIGNER
+ MOVE CREAMY PROTECTOR



BLEACHED HAIR

1:1
MOVE DESIGNER
+ MOVE CREAMY PROTECTOR



SERVICE

STEP BY STEP

1

Wash the hair with a deep cleansing shampoo.



The technician recommends

Keratin Therapy Lisse Design Deep Cleansing Shampoo



2

Mix Move Designer with Move Creamy Protector according to the recommended guidelines.

3

With cosmetically-colored hair or bleached hair, use the mixture to dampen the section then start wrapping the rollers. With natural hair start immediately wrapping the rollers.



Curl Design Roller for the BE WAVY service.



4

Once wrapping is done, saturate thoroughly with Move Designer and leave to process for 5 to 20 minutes, according to the instructions.

5

At the end, rinse thoroughly with warm water without removing the rollers and continue by neutralizing.

Intermixable with Pigments: from 5g to 10g for every 100 ml of Move Fixer depending upon the level, following the recommendations in the technical materials.



6

Pour 100 ml of Move Fixer in the Mousse Maker and dispense 50 ml of product on the rollers. Leave on to process for 5 minutes.



7

Remove the rollers and dispense the remaining product in the Mousse Maker. Leave to process for another 5 minutes, rinse thoroughly and apply hydrating mask.

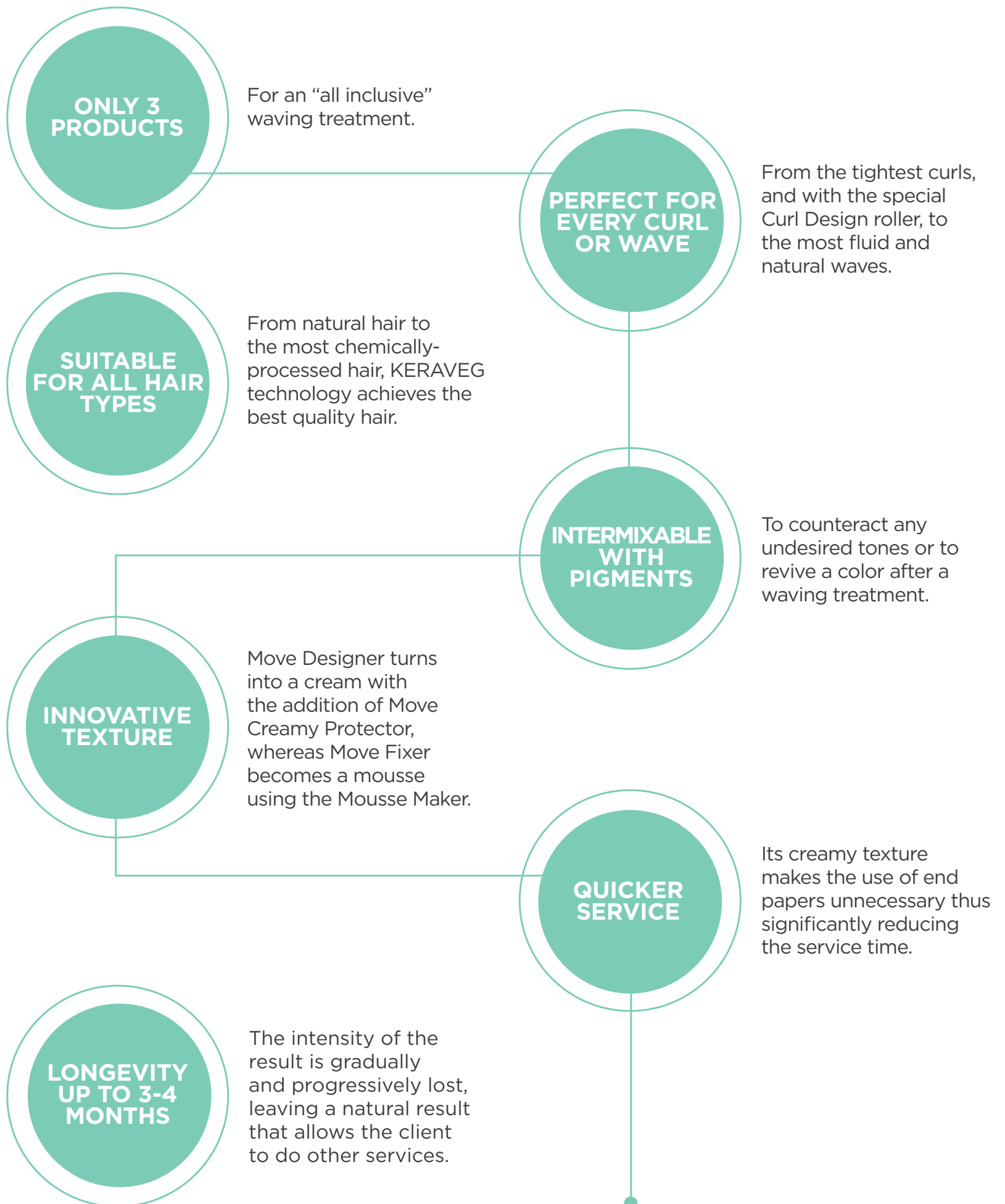


The technician recommends

Keratin Therapy Lisse Design Rehydrating Mask.

THE **BENEFIT** OF THIS LINE

9



HOME CARE

PRECIOUS NATURE CURLY & WAVY

A beauty routine for perfectly defined curls and waves.



SHAMPOO

Gentle cleansing and maximum control of curls and waves without disrupting the hair's surface.



MASK

Nourishing treatment with a very lightweight texture which detangles the hair and combats the frizz effect, making the hair soft and shiny.



OIL

Leave-in oil with an ultra-lightweight texture, detangles the hair for maximum control of curls and waves. Immediate combability, reduced blow drying and styling time.

EVERY DAY AND ALWAYS “IN TOP SHAPE”

11

STYLE STORIES

For a perfect look, always.



TWISTED CURLS

This curl cream amplifies, controls and separates curls for maximum definition and softness with no residue.



BLOW DRY CREAM

Bodifying cream, makes blow drying quicker and easier. It combats the frizz effect, doesn't weigh the hair down and leaves the hair soft and light.



FIRMING MOUSSE

Ideal for all types of curly hair and as a primer for the most structured hair styles. It perfectly defines the shape, without drying the hair.

QUESTIONS & ANSWERS

1) Does it contain ammonium thioglycolate?

Yes, it does.

2) Can I use it on all types of hair? Natural hair, previously permed hair, cosmetically-colored and bleached hair or highlighted hair?

Yes, you can. It can be used on all types of hair by adjusting the mixture with its special additive.

3) How many strengths are there?

A single liquid (Move Designer) + its special additive (Move Creamy Protector) + fixing liquid agent (Move Fixer) = an ideal shape program for all hair types, for different waving results, from a classic perm to the most contemporary "beach waves" effect.

4) Can I get waves?

Yes, you can. When mixed with Move Creamy Protector, the texture turns into an ideal product to get soft waves quickly.

5) Can I use it as a traditional perm?

Yes, you can on natural and healthy hair. It can be used with the indirect method, saturating the hair after having them wrapped with traditional rollers and end papers, for long-lasting and strong results.

6) What is the longevity?

Like a classic perm its longevity is up to 3-4 months. Then, the hair gradually starts losing the curl depending upon the size of the roller that was used.

7) Does it smell like a standard perm?

During the service you will notice the typical perm odor but it will vanish after the service.

8) Do I have to shampoo the hair after a perm application?

After a perm application we do not recommend shampooing the hair, but we recommend using Keratin Therapy Lisse Design Rehydrating Mask.

9) Does it make cosmetic color fade?

When you perform a technical service like a perm, cosmetic color might fade. However, you can protect the tone by adding Pigments in the most suitable tone to Move Fixer.

10) Why does it contain ammonium thioglycolate?

Because it guarantees a better result and better longevity.

11) When can I do a color service after a perm?

It is possible color the hair upon the same day with Color Wear, with mixing ratio 1:2 with 5 Vol., or with rEvolution.

For Evolution of the Color³ or Precious Nature Hair Color, it is recommended to wait one week.

12) What is the purpose of Move Creamy Protector?

It makes the ammonium thioglycolate-based technology suitable for all types of hair, from natural to bleached hair. Moreover, it transforms the texture from a normal fluid (the traditional one) into a soft cream which allows wrapping without using end papers.

13) Can I do a perm on very bleached hair?

Regardless of the amount of bleaching services done, by following the processing time and mixing ratios, thanks to Move Creamy Protector the damage on bleached hair will be limited. Bear in mind that the more the hair is bleached, the harder it is to make it curly; the reason being that this type of hair has lost most of its sulfur bonds which are responsible for defining and maintaining the hair shape. In case of visibly damaged hair it is always preferable not to proceed with the treatment.

14) Do Cysteine, Cysteamine or Carbocysteine have better or worse performance than ammonium thioglycolate?

Cysteine, Cysteamine or Carbocysteine, in equal parts of active ingredients, have lower performance than ammonium thioglycolate.



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