

ALFAPARF
MILANO
PROFESSIONAL



Keratin Therapy Lisse Design

What's new

Keratin Therapy

For over ten years, the **professional keratin system** has combined salon performance with a **maintenance range** designed to prolong perfection over time.

Alfaparf Milano Professional perfects the final step of the **Keratin Therapy** maintenance ritual which enhances and prolongs the results of the salon service, enriching the experience with a touch of everyday luxury.

**Lasting perfection.
Every day.**



The luxury of the salon, every day but at home

NEW

The Oil

The **new reformulated version** prevents hair **breakage** and **split ends**, improves **combability**, and **reduces frizz**.

For **silky** and visibly **shiny hair**.



More protection, every day



THERMAL PROTECTION

Protection from the heat of hot styling tools, up to 450° F / 230° C.

SUN COLOR PROTECTION

Protects hair color from the effects of sun exposure.

ACTIVE INGREDIENTS

Kera-Protection Complex

Keratin and plant collagen to protect the hair during the use of hot styling tools.

Babassu oil

With emollient properties, it leaves the hair silky, shiny and combable.

3x
shine*

- 97%
hair
breakage*

Visible
reduction
of **frizz***

- 83%
split ends*

Improved
combability*

*Compared to untreated hair.



The RETAIL range

Even longer-lasting results.



**MIXABLE WITH SEMI DI LINO
ULTRA CONCENTRATED PIGMENT**

Performance

Up to
4 months^{*}
of freedom from straighteners

- 93%
hair
breakage^{**}

*Instrumental test conducted on both the Lisse Design Precision Method treatment and the Lisse Design Biomimetic Plastia Method service, which was followed by the regular use of line Maintenance products; comparison made with the use of base products for maintaining the smooth effect. **When using hot styling tools, if preceded by the application of the Keratin Serum.

Extreme shine, maximum softness

Our Liquid Glass Lamellar Water offers instant lamination treatment, perfectly detangling the hair without weighing it down.



**INSTANTLY
DETANGLES
+ 93%
combability**^{*}
on wet hair^{*}

**INSTANT
LAMINATION***
For visibly shiny and
disciplined hair from the
very first application

**VISIBLE REDUCTION
OF FRIZZ***
More controlled
and disciplined hair
in just one step

SOFT HAIR
from the very first
application^{*}

*Compared to untreated hair.

Let your clients try our Lamellar Water

Invite them to discover the performance
of the product with the dedicated
sample:

- **No processing time**
- **Texture** as fluid as water



The Keratin Therapy experience in the salon

Services for every need

For the smoothness your clients have always dreamt of.

Lisse Design Biomimetic Plastia Method

PREMIUM SERVICE

The professional smoothing service that rewrites the salon experience.

Smooth, velvety, shiny and combable hair.



SMART, FAST, PRECISE:

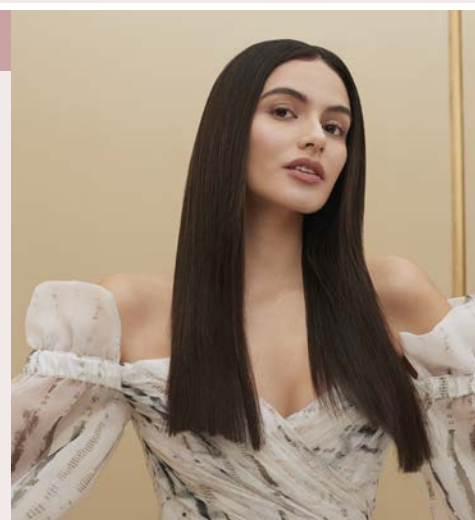
The new Smoothing Cream is applied directly to dry hair, no need to shampoo first.

In addition, the texture makes the hair easier to work with, removing the need for step 3, the use of Detangling Cream.

The reduction of service steps will save you time in the salon.

Lisse Design Precision Method

Dedicated to women with curly or wavy hair who want it to be **strictly and perfectly smooth**.



For perfect, shiny hair.

Biomimetic Lamination Treatment

The professional lamination service for an instant light effect.

Soft, shiny hair with maximum vitality.



To say goodbye to frizz.

Easy Lisse Discipline Treatment

For easy styling every day.

For women with unruly and hard to manage hair to **eliminate frizz for easier daily styling**.

To enhance curly hair.

Dedicated to women with curly and very curly hair **to enhance its texture by eliminating the unsightly frizz effect**.



For a flawless blow-dry.

Keratin In-salon Maintenance Service

In-salon hair styling service to prolong the results of Keratin Therapy Lisse Design treatments.

Protected, soft, shiny hair.





The results of Keratin Therapy services

Up to
+ 125%
mirror-like shine: hair is brighter
and more controlled*

Up to
4 months**
of freedom from
straighteners

+ 72%
combability
on dry hair*

+ 50%
hair fiber
definition*

**Hair feels more compact,
defined and controlled,** but
without losing its natural look or
movement

*Instrumental test conducted on hair treated with Smoothing Cream, Maintenance Shampoo and Lamellar Water, in comparison with untreated hair.

**Instrumental test conducted on the new Lisse Design Biomimetic Plastia Method service, which was followed by the regular use of line Maintenance products; comparison made with the use of base products for maintaining the smooth effect.

The TECHNICAL range

Extraordinary performance.



LITER FORMATS

Maintenance Shampoo and Maintenance Conditioner are now available in the liter format for backbar use. To expand the salon range and introduce Keratin In-salon Maintenance Services.



SMOOTHING TREATMENT KIT

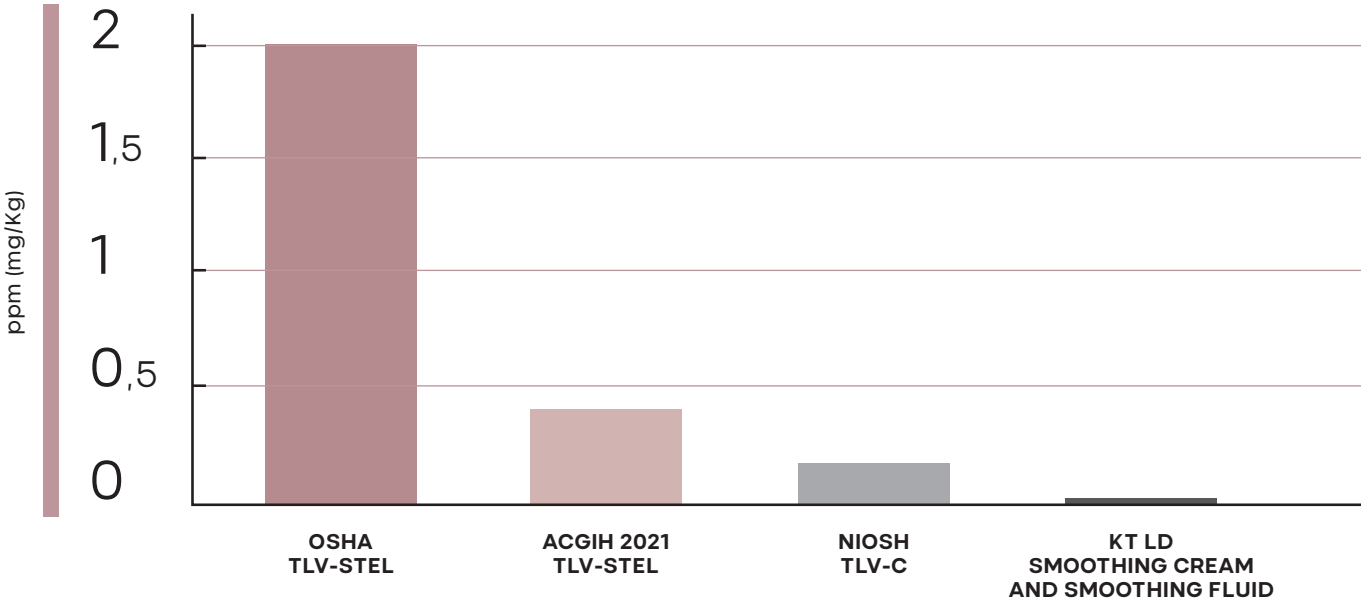
To test the Lisse Design Biomimetic Plastia service.



A safe and compliant product.

Compliant with the strictest **CE** and international standards.

TEST RESULTS OF FORMALDEHYDE RELEASE DURING COMPLETE TREATMENT:



The concentrations measured were compared with the limit values (TLVs) indicated in the literature. Specifically, the limit values proposed by the American organizations **ACGIH** (American Conference of Industrial Hygienists) and **OSHA** (Occupational Safety and Health Administration) were used in this evaluation. In addition to the limit values indicated above, the American **NIOSH** (National Institute for Occupational Safety and Health) proposes a concentration value (**REL** - Recommended Exposure Limit) that it recommends not to be reached during working activities.

Exposure threshold limit values considered
TLV-STEL "immediately" - indicates the maximum quantity to which an employee can be exposed even for a short time (not exceeding 15 minutes) without health risks (as long as the daily TLV-TWA threshold is not exceeded).
TLV-C [NIOSH] "immediately" - indicates the maximum quantity to which the employee can be exposed, even for a single moment. This amount can never be exceeded because it would still be a health hazard.

Exposure threshold limit values not considered in this case for comparison
TLV-TWA because the tests carried out lasted too short a time for it to make sense to consider this type of threshold limit values, which are "weighted averages" on a working basis of 8 hours/day for 5 days/week
TLV-TWA is the **time-weighted average concentration** [of formaldehyde, in this case, ed.], based on a working day of 8 hours out of 40 hours per week, **to which almost all employees can be exposed, day after day, without any negative health effects.**

Questions & Answers

OUR NEW THE OIL

1. What are the benefits of The Oil for the hair?

The Oil provides **Thermal Protection**, protecting the hair from the heat of hot styling tools **up to 230° C / 450° F**, and **Sun Color Protection**, helping **preserve color from the effects of sun exposure**. It protects and smooths the hair fiber, helping prevent breakage and split ends. It improves detangling, reduces frizz, and delivers immediate softness and shine, for complete protection and visibly healthier-looking hair.

2. How often should I apply The Oil when the hair is exposed to the sun?

For optimal results, it is recommended to **apply The Oil several times during prolonged sun exposure or after swimming**. Just a few drops on lengths and ends, even on dry hair, are enough to keep it soft, tamed, and shiny.

3. Can The Oil also be used in the salon?

Yes. The Oil is perfect for **both at-home and in-salon use**. In the salon, it is the ideal final step of the Keratin Therapy services, sealing the hair fiber and providing immediate shine. Its lightweight texture doesn't weigh the hair down and protects it from the heat of hairdryers and straighteners.

FORMULA AND TECHNOLOGY

4. What is the smoothing technology used in Keratin Therapy Lisse Design?

The Lisse Design system contains keratin and uses an innovative technology patented by Alfaparf Milano Professional, **Smoothing Technology Patented In Italy**, based on glyoxylic acid and a special booster to ensure the best possible performance.

5. What is the role of glyoxylic acid in the formula?

Glyoxylic acid plays a fundamental role in **reshaping the hair structure**, promoting a long-lasting smoothing effect without damaging the hair fiber.

6. What characterizes the formula of the Smoothing Cream?

The Smoothing Cream is developed with four key active ingredients: **Smoothing Technology, Bond System, Kera-Protection Complex, and Babassu Oil**. **Biomimetic Lipid Active** is the heart of the formula, a biomimetic active ingredient designed to restore the hair's natural lipids, that act on the hair structure by improving its strength and resistance.

7. What benefits does Bond System offer?

Bond System works both inside the hair fiber and on the outer layers, ensuring **protection, repair and improved hair resilience**. This dual action guarantees greater protection during technical services without changing the method of use.

8. What is the function of the Kera-Protection Complex?

It is a **complex that combines keratin and plant-derived collagen** to provide **advanced protection** during the use of heat-styling tools, such as straighteners and hairdryers.

9. How does the keratin behave during drying or straightening?

The keratin is **heat-activated** and forms a protective film around the hair. This layer helps protect from damage caused by high temperatures and preserve the hair fiber.

10. What effect does Babassu oil have on the hair fiber?

Amazonian Babassu oil is a natural extract renowned for its **emollient and illuminating properties**. Its presence helps to improve the hair's softness, providing **shine and a silky texture**.

11. What is the texture of the Smoothing Cream?

The cream has a medium-viscosity texture, to aid even application and **optimal adherence to the hair** during the treatment. The new consistency of the cream makes the service faster and more precise: the product is **applied directly to dry hair**, eliminating the first cleansing step and the need for the third step (use of Detangling Cream). There are less steps than the Keratin Therapy Precision Method treatment.

PERFORMANCE AND RESULTS

12. What is the duration of the service results?

The **maximum longevity is up to 4 months**. Over time, the hair gradually begins to lose its effect, while maintaining a very natural appearance.

SERVICES

13. Which services can be carried out using Lisse Design products?

Lisse Design Biomimetic Plastia Method Service

Smoothing service using Smoothing Cream, designed to simplify the procedure and reduce service time.

Lisse Design Precision Method Service

Smoothing service that uses the traditional application method with Smoothing Fluid.

Lisse Design Biomimetic Lamination Treatment

Service aimed at providing shine and extreme and long-lasting vitality using a mix of Smoothing Cream, Rehydrating Finishing Mask and Liquid Glass Lamellar Water.

Lisse Design Easy Lisse Discipline Treatment

Anti-frizz service to enhance the shape of the hair using Easy Lisse Discipline Treatment.

Lisse Design Keratin In-Salon Maintenance Service

Using the **liter-size Maintenance Shampoo** and **Maintenance Conditioner** products.

HOW TO USE

14. Is it essential to use straighteners during smoothing and anti-frizz services?

Yes, **using straighteners** at the correct temperature according to the hair type, **is essential** for the successful outcome of the service. It is important to carry out this phase correctly to fully exploit the characteristics of the product and achieve the desired results.

15. What are the correct straightener temperatures to perform the Lisse Design Biomimetic Plastia Method?

HAIR TYPE	STRAIGHTENER TEMPERATURE	No. of PASSES
Coarse, resistant or natural	410 °F / 210 °C – 450° F / 230 °C	18 - 20
Normal hair	370 °F / 190 °C – 410° F / 210 °C	15 - 18
Cosmetically-colored hair	340 °F / 170 °C – 370° F / 190 °C	12 - 14
Fine, damaged, bleached, natural white, hair that is highlighted more than 75%, cosmetically-colored red hair	320 °F / 160 °C – 340 °F / 170 °C	6 - 8

16. What are the correct straightener temperatures to perform the Biomimetic Lamination Treatment?

HAIR TYPE	STRAIGHTENER TEMPERATURE	No. of PASSES
Natural, coarse and/or very resistant hair	370 °F / 190 °C – 410 °F / 210 °C	3 - 4
Treated and/or fine hair	300 °F / 150 °C – 340 °F / 170 °C	3 - 4

17. Is the Smoothing Cream suitable for all hair types?

Yes, the **formula** has been specifically **developed to ensure effectiveness across different hair types**. It is necessary to perform the treatments following the procedures and warnings described in the technical leaflet.

18. Is it possible to repeat the Lisse Design smoothing treatments?

Yes, **it is possible to repeat the Lisse Design treatment even before the 4-month mark, if necessary**. However, it is essential to carefully assess the condition of the hair to avoid excessive stress. It is recommended to consult the guidelines provided in the technical leaflet for correct treatment management.

INTERACTION WITH COLOR

19. Can a color service be performed immediately after a Lisse Design service?

The technical leaflet contains information on the correct way to manage a color service.

20. Does a Lisse Design service cause cosmetic color to fade?

Yes, it is possible that a smoothing service may cause cosmetic color to fade.

We recommend adding the most suitable shade of **Pigments DURING** the Lisse Design Keratin Therapy treatment, using the mixing ratio specified in the technical leaflet.



Always refer to the technical leaflet for step-by-step instructions and recommendations from the technician