

ALFAPARF
MILANO
PROFESSIONAL

Keratin Therapy Lisse Design

What's new



In the beauty world, setting trends and responding to new desires is essential to win over clients with ever-higher expectations.

What do you offer clients who are chasing the latest trends? The **glass hair finish** is trending: a luminous effect that gives hair a healthy and glossy look for a head-turning result.

Alfaparf Milano Professional brings you **new solutions** to transform the dream of **perfect smooth hair** into a **memorable experience**, combining modern techniques with cutting-edge products.

Make **every service** a **unique and exciting experience** for your clients, elevating their beauty to new heights.

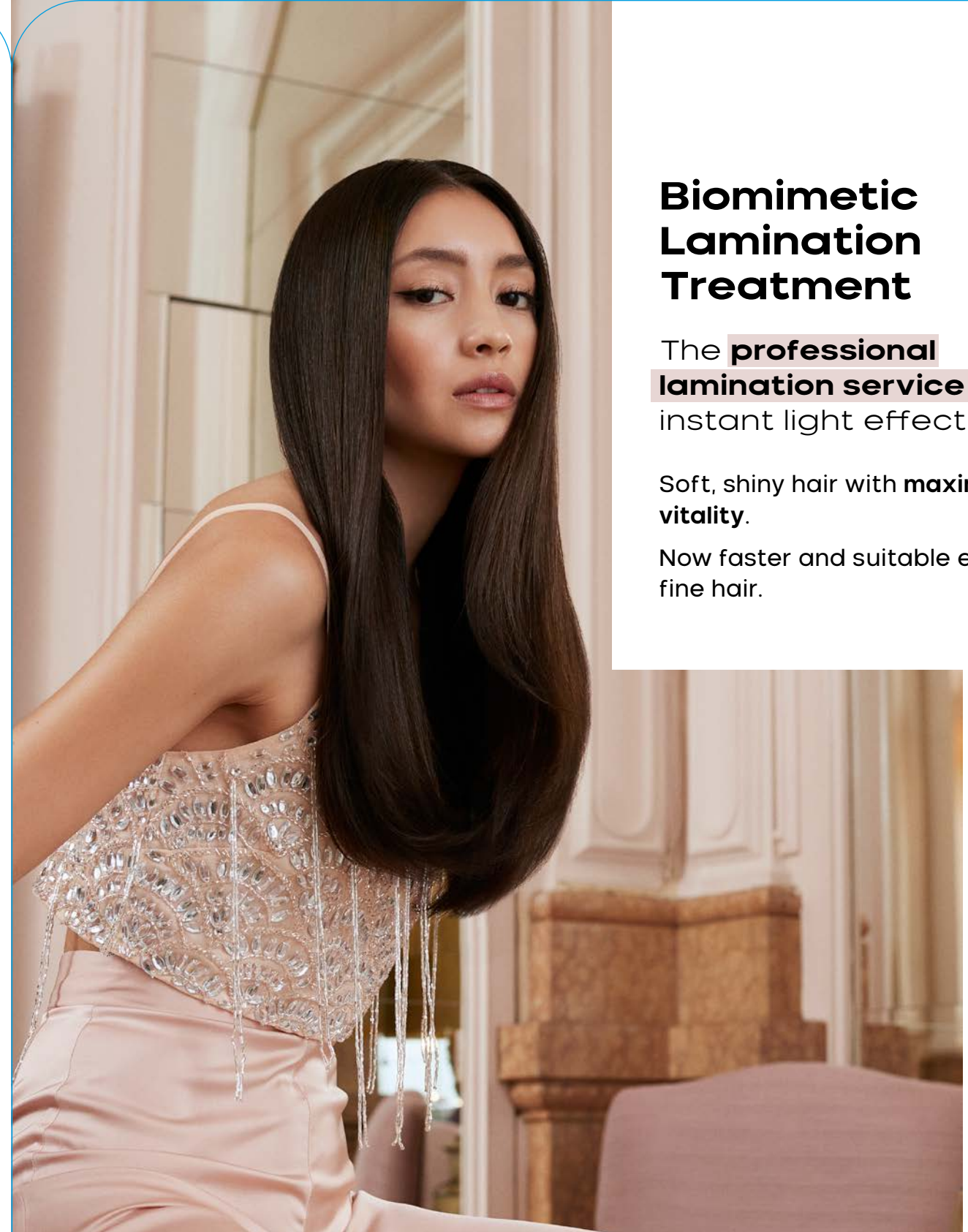
What's new

Lisse Design Biomimetic Plastia

The **professional smoothing service** that rewrites the salon experience.

Smooth, velvety, **shiny** and combable hair.

With reduced steps to save time in the salon.



Biomimetic Lamination Treatment

The **professional lamination service** for an instant light effect.

Soft, shiny hair with **maximum vitality**.

Now faster and suitable even for fine hair.

Keratin In-salon Maintenance Service

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

Protected, soft, **shiny** hair.

The new technical product

NEW

Smoothing Cream

An essential step in the new smoothing and lamination services.

Thanks to the creamy and smooth texture, application is precise, comfortable and high-performing.

Biomimetic Lipid Active is the heart of the formula, a new-generation active ingredient that restores the hair's lipid structure. It improves strength and softness for flawless smoothness that appears vital and lightweight.

Paraffin-free. Mineral oil-free.



**MIXABLE
WITH PIGMENTS**



ACTIVE INGREDIENTS

Smoothing Technology Patented in Italy

Patented technology that delivers even more noticeable and long-lasting smoothing and disciplining performance. Patented technology Made in Italy.

Kera-Protection Complex

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

Bond System

Protects the fiber during each stage of the technical service.

Babassu oil

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

The smoothing service
Lisse Design Biomimetic Plastia
with **Smoothing Cream** guarantees extraordinary performance while preserving hair structure.

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 luxury of the salon, every day but at home

NEW

Liquid Glass Lamellar Water

Our **Lamellar Water** provides an instant **laminating treatment** for **extreme shine and maximum softness**, detangling perfectly without weighing the hair down.

Texture as **fluid** as water.
Instant result with **no processing time**.
Suitable for **salon** and **home use**.



ACTIVE INGREDIENTS

Kera-Protection Complex

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

Vitamin F

For a softening effect on the hair.

Babassu oil

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

Semi di Lino Extract

Gives immediate shine.



**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.

The TECHNICAL range

New additions to the line for extraordinary performance.



50% RECYCLED PLASTIC BOTTLE



MIXABLE WITH PIGMENTS

50% RECYCLED PLASTIC JAR

50% RECYCLED PLASTIC JAR

NEW

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.

98% RECYCLED PLASTIC BOTTLES



NEW

SMOOTHING TREATMENT KIT

To test the Lisse Design Biomimetic Plastia service.



SMOOTHING CREAM 100 ml

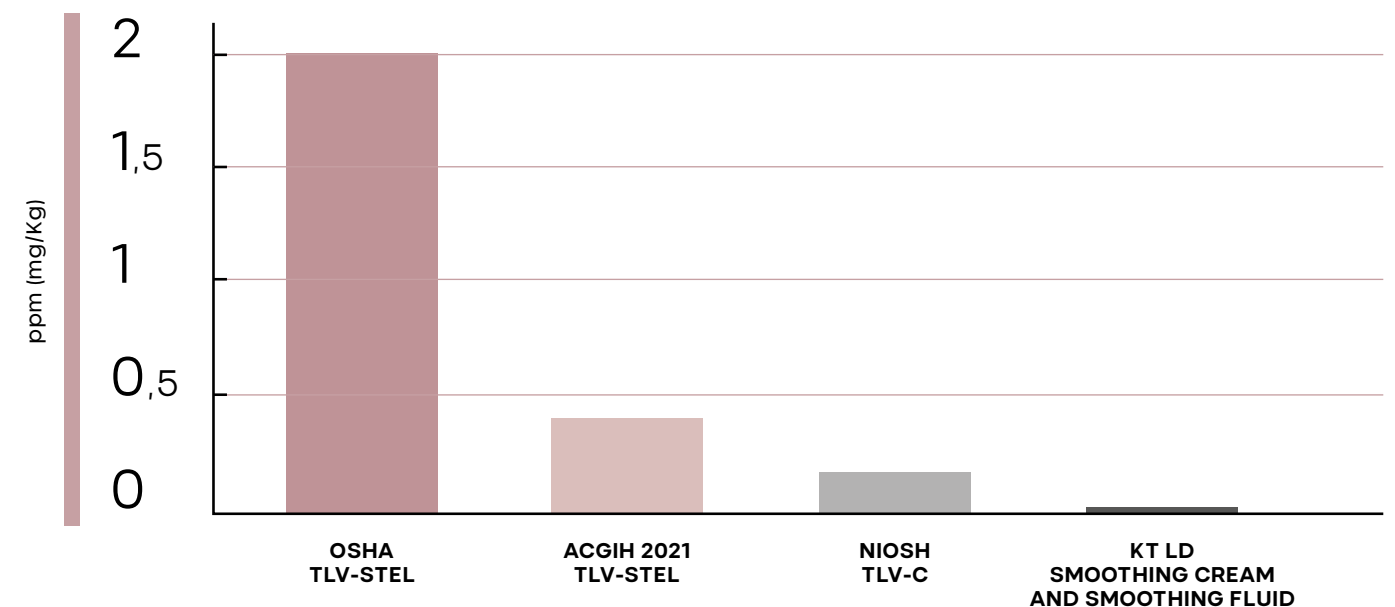
MAINTENANCE SHAMPOO 20 ml

LIQUID GLASS LAMELLAR WATER 20 ml

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.

The RETAIL range

Even longer-lasting results.

MAINTENANCE SHAMPOO 250 ml

MAINTENANCE CONDITIONER 250 ml

LIQUID GLASS LAMELLAR WATER 250 ml

REHYDRATING MASK 200 ml

KERATIN SERUM 125 ml

THE OIL 50 ml

MIXABLE WITH SEMI DI LINO ULTRA CONCENTRATED PIGMENT

Performance

Up to

4 months*

of freedom from straighteners

- 93%

hair breakage**

- 66%

split ends***

+ 94%

shine***

*Instrumental test conducted on both the Lisse Design Precision Method treatment and 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. **When using hot styling tools, if preceded by the application of the Keratin Serum. ***Instrumental test conducted on hair treated with The Oil, in comparison with untreated hair.



MAINTENANCE KITS

with complimentary brush

NEW

REVITALIZING KIT

For normal to dry hair with **shampoo** and **conditioner**.

GLASS HAIR KIT

Instant lamination at home with **shampoo** and **lamellar water**.

The full range of Keratin Therapy services

For the smoothness your clients have always dreamt of.

NEW

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.

NEW

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.

NEW

Keratin In-salon Maintenance Service

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

Protected, soft, shiny hair.



Questions & Answers

FORMULA AND TECHNOLOGY

1. 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.

2. 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.

3. 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**. The new ingredient is **Biomimetic Lipid Active**, a biomimetic active ingredient designed to restore the hair's natural lipids, that act on the hair structure by improving its strength and resistance.

4. 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.

5. 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.

6. 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.

7. 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**.

8. 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

9. 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

10. 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 new **liter-size Maintenance Shampoo** and **Maintenance Conditioner** products.

HOW TO USE

11. 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.

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

HAIR TYPE	STRAIGHTENER TEMPERATURE	STRAIGHTENER PASSES
Thick, resistant, or natural	410 °F / 210 °C – 446° F / 230 °C	18 - 20
Normal	374 °F / 190 °C – 410° F / 210 °C	15 - 18
Colored	338 °F / 170 °C – 374° F / 190 °C	12 - 14
Thin, damaged, bleached, grey, with more than 75% highlights, red cosmetic color	320 °F / 160 °C – 338 °F / 170 °C	6 - 8

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

HAIR TYPE	STRAIGHTENER TEMPERATURE	STRAIGHTENER PASSES
Natural, thick and/or very resistant	374 °F / 190 °C – 410 °F / 210 °C	3 - 4
Treated and/or fine	302 °F / 150 °C – 338 °F / 170 °C	3 - 4

14. Is the Smoothing Cream it 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.

15. 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

16. 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.

17. 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 poster for step-by-step instructions and recommendations from the technician



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