



**PROGRESSIVE SMOOTHING**

INTENSE BRIGHTNESS | ELIMINATE FRIZZ |  
REVITALIZES SMOOTH HAIR WITH NATURAL  
MOVEMENT | REBUILD AND REPAIR



REAL Coffee 

**APPLICATION MANUAL**



# FACT SHEET

Progressive straightening treatment, created to revolutionize the hair cosmetics market, acts intensely from the cortex to the cuticle, its powerful formulation rebuilds, hydrates, gives shine and movement, resulting in healthy hair, with volume and balance, providing the result you were looking for so much ... perfectly sealed and aligned cuticles.

## COMPONENTS



### TRIPLE COMPLEX PROTEIN SYSTEM

The Micro Proteins that contain **AMINO ACIDS OR LOW WEIGHT MOLECULES**, whose function is to recover the Microfibril. Medium proteins, known as **QUATERNIZED KERATIN**, which are responsible for the recovery of the Macrofibril. And finally, there is **HYDROLYZED KERATIN**, which is responsible for the recovery of the cuticle and capillary alignment.



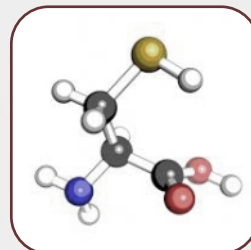
### POLÍMEROS CATIONICOS

Proporciona protección capilar (Térmica y mecánica), favorece la suavidad y la sensación sedosa. Hace que el tratamiento se adhiera al cabello y perdure en el tiempo.



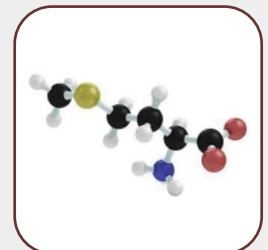
### EXTRACTO DE CAFÉ ARÁBICO

Utilizamos unos de los mejores cafés para entregar acción antioxidante y purificante, proporcionando brillo y suavidad al cabello, además de activar la circulación del cuero cabelludo.



### CISTEÍNA

Es un aminoácido azufrado que fortalece y promueve el crecimiento del cabello, mejorando también su calidad. Responsable de la alineación del cabello.



### BLEND DE AMINOÁCIDOS

Es un conjunto de aminoácidos que hidratan el cabello desde adentro hacia afuera, reparando posibles daños durante el procedimiento es el encargado de darle durabilidad al producto.

# SHAMPOO

## PASO 1

Exposure time: 5 minutes (Only in the case of natural, afro and gray hair).  
Essential first step in hair preparation. This works by sanitizing the scalp and the cuticle of the hair strand, eliminating all impurities. Opens the cuticle scales, facilitating greater absorption of active ingredients.

Function:

Clean and prepare hair.

PH: 7,5 – 8,5  
Color: Brown.



# MASK

## PASO 2

Exposure time: 10 minutes in hair that does not have major damage and 20 minutes in the case of damaged, abused or dehydrated hair. Promotes intense reconstruction and perfect alignment of the hair strand. The actives are absorbed by the hair to provide softness, hydration and repair.

Function:

Align / Repair / Eliminate frizz and volume Provide shine and smoothness.

PH: 3,5 – 4,5  
Color: Marrón with coffee extract



# MASK

## PASO 3

Exposure time: Minimum 5 minutes FIM process which provides intense shine and promotes deep hydration.

Function:

Diamond effect shine / Extreme softness

PH: 4,5  
Color: Blanco  
Exposure time:  
Minimum 5  
minutes.



### CONTRAINDICATIONS

- Do not apply in diseases of the scalp
- Under 12 years



Before starting, a correct diagnosis must be made to verify the resistance of the hair in the cauterization process (Straighten iron sliding) and obtain the desired results.

## STAP 1

Detangle the hair, then wet it with plenty of water, apply 10 ml of shampoo in the palm of the hand, activate until the texture changes. Deposit the shampoo directly on the scalp, distribute in the temporal, parietal, frontal and occipital areas. Massage until achieving a correct distribution and complete sanitization of the scalp. Repeat the same procedure for the second wash, but this time directing the foam towards the lengths, massaging in favor of the cuticle by strands.

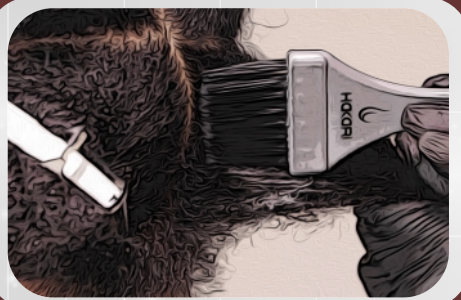


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### IMPORTANT

- In the case of natural, afro or gray hair, carry out a third wash following the same procedure, leave it to act for 5 minutes. Then rinse.

2

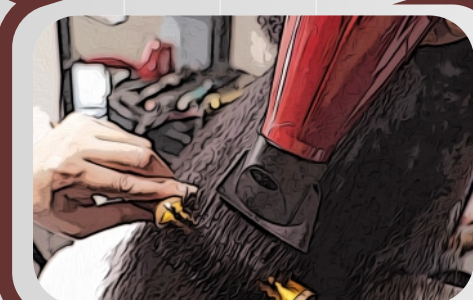


Detangle hair carefully and dry 70%, then divide it into 6 quadrants (two frontal, two high napes “parietal”, and two low napes “occipital”). Begin the application of the Mask (Step 2) around the contour of the quadrant 1 cm away from the scalp (since it could cause irritation in the area if applied directly). Then make a horizontal division in the middle of the quadrant and apply on the upper and lower part to start the dragging of the product with a comb (preferably with teeth very together) extend from the growth towards the lengths to achieve the total wetting of the hair strand. Once the application process is finished, let it act according to the hair’s needs: 10 minutes on hair that does not have major damage or 20 minutes in the case of damaged, abused or dehydrated hair.

## IMPORTANT

- Never use climason, as it evaporates the active principles of the treatment, thus avoiding an optimal result.
- Remember that the application must be carried out as a deposit and drag, in no case should the hair be saturated, since excess product is not a guarantee of a better result.

3



Once the exposure time is over, begin to dry the hair in a directed way with a polished blow-dry, worked in a linear way, in preparation for the cauterization work. You must consider that the ironing process is incompatible with humidity, therefore, you must make sure to dry the hair 100% so as not to damage the hair strand.

## IMPORTANTE

- The more polished the blow-drying, the better results and longer lasting treatment will be obtained.



## 4

Once the drying is finished, start the cauterization according to the previous diagnosis, guided by the ironing board. Consider that in the cauterization process, the hair strands cannot be more than 1 cm thick.

### IMPORTANTE

- Remember that mechanical work fulfills the function of memory effect in the thermo-activation process, therefore, a bad cauterization will not give an optimal result.

## RECOMMENDATION

# IRONING BOARD

### FINE HAIR

180° C / 375° F

Growth: 15 to 20

Glides.

Media: 5 to 10

Glides.

Tips: 3 to 5 Glides.

### MEDIUM HAIR

210° C / 410° F

Growth: 20 to 25

Glides.

Media: 10 to 15 Glides.

Tips: 5 to 10 Glides.

### THICK HAIR, AFRO

230° C / 430° F

Growth: 20 to 30 Glides.

Medium: 10 to 20 Glides.

Tips: 5 to 10 Glides.

180° C  
375° F

210° C  
410° F

230° C  
430° F



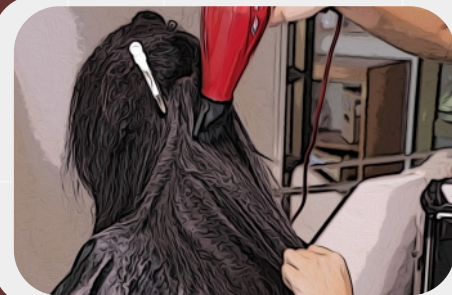
## STEP BY STEP

5



Rinse with plenty of water, until the product is completely removed from the hair, then remove excess moisture with a towel and continue with the next step. Finally, apply the mask or (Step 3) from medium to tips, leave it to act for at least 5 min, avoiding touching the scalp to avoid generating oiliness in the area. Rinse with lukewarm water. Massage in favor of the cuticle to achieve a complete absorption of the product and greater silkiness in the hair strand.

6



## STAP 3

Once at the work station, dry in a targeted manner, from the growth to the tips and finishing to suit the client.

## IMPORTANTE

- Remember that as it is a thermo-active treatment, it is essential to dry the hair 100% to achieve a total alignment of the hair strand, and thus obtain the desired results.
- Do not forget to instruct clients on how to properly dry their hair on a daily basis.
- Promote the use of the Diamond Rose maintenance line to prolong and maintain the durability of the treatment.

# Daily Care



- Radiant brillo
- Deep hydration
- Extreme smoothness
- Treatment free of salt

#### Shampoo:

Shampoo with a smooth structure, which at the same time cleanses and eliminates residues. It was specifically developed to prolong the durability and maintain an ideal result of the Real Coffee Daily Care treatment.

#### Conditioner:

It is essential for the home care ritual as it works by hydrating and sealing the cuticle, thus promoting the durability of your treatment.

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