

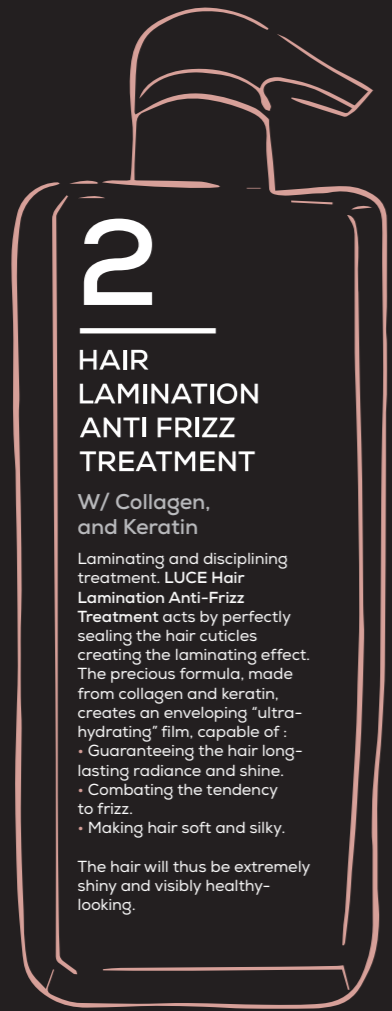


1

**LUXURY DEEP CLEANSING SHAMPOO**

W/ Collagen, Keratin and Ceramides

Deep cleansing shampoo, made from precious ingredients of natural origin such as rice and hemp proteins, chestnut extract and mango seed butter. Intensely repairs and restructures the hair fiber, giving moisture, softness and shine. Instantly improves hair condition, reintegrating all the fundamental components present within the hair.



2

**HAIR LAMINATION ANTI FRIZZ TREATMENT**

W/ Collagen, and Keratin

Laminating and disciplining treatment. LUCE Hair Lamination Anti-Frizz Treatment acts by perfectly sealing the hair cuticles creating the laminating effect. The precious formula, made from collagen and keratin, creates an enveloping "ultra-hydrating" film, capable of:

- Guaranteeing the hair long-lasting radiance and shine.
- Combating the tendency to frizz.
- Making hair soft and silky.

The hair will thus be extremely shiny and visibly healthy-looking.

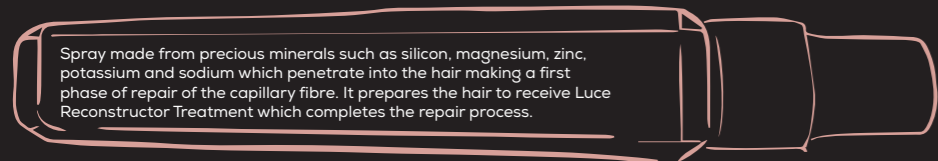


3

**RECONSTRUCTOR TREATMENT**

W/ Collagen, Keratin and Ceramides

Intensive reconstructive treatment for damaged hair. The innovative treatment is enriched with keratin, ceramides, marine collagen and other ingredients of natural origin which intervene in the instant restoration of the scalp and shaft wellbeing, reversing the process of deterioration of the hair and reintegrating all the fundamental components present within the hair. The hair is immediately revitalised, soft and healthy-looking. Combined with Luce Fill Up, it completes the restructuring process.



Spray made from precious minerals such as silicon, magnesium, zinc, potassium and sodium which penetrate into the hair making a first phase of repair of the capillary fibre. It prepares the hair to receive Luce Reconstructor Treatment which completes the repair process.

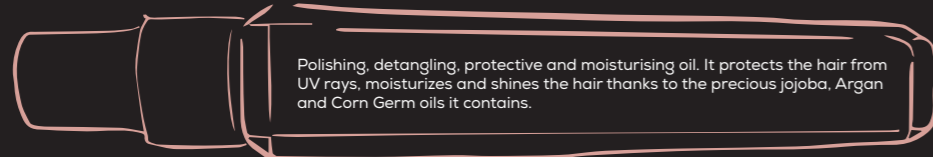
4

**FILL UP SPRAY**

W/ Collagen, Keratin and Ceramides

**GLOW SERUM**

W/ Argan Oil, Jojoba Oil and Corn Germ Oil



Polishing, detangling, protective and moisturising oil. It protects the hair from UV rays, moisturizes and shines the hair thanks to the precious jojoba, Argan and Corn Germ oils it contains.

**LUCE**

iAM<sup>4u</sup>

**LUCE**

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LUXURY HAIRCARE

# LUCE

## LAMINATION

1 + 4 + 2 + 3

Wash the hair with **LUCE - Luxury Deep Cleansing Shampoo**.  
If necessary, repeat the operation.



Towel dry to remove excess water.

Divide the hair into sections.



Spray **LUCE - Fill Up Spray** evenly on damp hair at the shampoo basin.  
Use a comb to distribute.  
Leave for **3 minutes** and rinse with warm water.

APPLICATION:

- Shake **LUCE - Hair Lamination Anti Frizz Treatment** before use.
- Wear suitable gloves.
- Apply the product evenly to the shampoo basin.



Cover with a cup.  
Leave it on for **20 minutes**.

At the end of the processing time, rinse the hair with warm water.



Apply **LUCE - Reconstructor Treatment** and leave it on from 5 to 7 minutes.  
Rinse thoroughly.



Apply **LUCE - Glow Serum** on damp hair.  
Dry the hair and proceed with the desired styling.



Use the flat iron at 180°C to finalize the treatment.  
Apply again **LUCE - Glow Serum** to provide more shine to the hair.

# LUCE

## ANTI FRIZZ

1 + 4 + 2

Wash the hair with **LUCE - Luxury Deep Cleansing Shampoo**.  
If necessary, repeat the operation.



Dry the hair 50%.

Divide the hair into sections.



Spray **LUCE - Fill Up Spray** evenly on damp hair at the shampoo basin.  
Use a comb to distribute.  
Leave for **3 minutes** and rinse with warm water.

APPLICATION:

- Shake **LUCE - Hair Lamination Anti Frizz Treatment** before use.
- Wear suitable gloves.
- Apply the product evenly.



Cover with a cup.

Leave it on for **30 minutes**.

At the end of the processing time, rinse the hair with warm water.

Dry the hair.



Using the flat iron on 2 cm locks, from 2 to 4 times at 180°C.  
Style as you prefer.



The treatment is finished.  
Apply **LUCE - Glow Serum** to provide more shine to the hair.

# LUCE

## RECONSTRUCTION

1 + 4 + 3

Wash the hair with **LUCE - Luxury Deep Cleansing Shampoo**.  
If necessary, repeat the operation.



Towel dry to remove excess water.

Spray **LUCE - Fill Up Spray** evenly on damp hair at the shampoo basin.



Use a comb to distribute.

Leave for **3 minutes** and rinse with warm water.



Apply **LUCE - Reconstructor Treatment** and leave it on from 5 to 7 minutes.

Rinse thoroughly.



Apply **LUCE - Glow Serum** on damp hair.

Style as you prefer.



The treatment is finished.

Apply again **LUCE - Glow Serum** to provide more shine to the hair.