

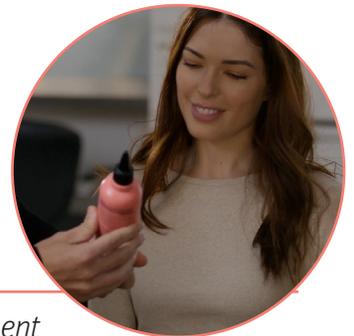
Intensive Hydrating Refresh Treatment

POWERED BY NUTRIPLENISH™

The **Intensive Hydrating Refresh Treatment** is a targeted treatment powered by plant actives to deeply moisturize and revive dull, dry hair and provide five times more hydration¹ and up to two times more shine² after one service. The treatment features a hair massage that promotes the balance of yin and yang energies.

TIME: 15 minutes (designed to be added to a guest’s cut or style service).

- Biotech natural blend of 93% oils hydrates dry, dull hair
- Developed with nutrition at the highest concentration,³ this formula contains four times³ the Nutriplenish™ superfood complex, providing a surge of nutrients to instantly replenish hair
- All hair types and textures are instantly soft, smooth, shiny and manageable post-treatment



GUEST EXPERIENCE

Introduce the treatment:

- During the guest consultation
- While at the shampoo bowl
- While pre-booking the guest’s next service

SAY: “I would love to offer you a deeply hydrating treatment designed for anyone concerned with dry hair looking for a moisture boost. The service features a professional-strength Nutriplenish™ oil that is applied to dry hair to deeply penetrate the strands before a shampoo and hair masque. I will also perform a hair massage that relieves tension and increases circulation.”



Nutriplenish™ Professional Intensive Oil Treatment
15–30 ml



Nutriplenish™ Shampoo
Light Moisture (fine-to-medium)
or Deep Moisture (medium-to-thick)



Nutriplenish™ Treatment Masque: Light Moisture (fine-to-medium)
or Deep Moisture (medium-to-thick)
15 ml

STEPS

- 1 HAIR PRE-TREATMENT AND MASSAGE**
- 2 SHAMPOO AND TREATMENT**
- 3 STYLE AS DESIRED, OR PERFORM ADDITIONAL HAIR SERVICE AS SCHEDULED**



Scan to view Intensive Hydrating Refresh Treatment video.

Scan to view Intensive Hydrating Refresh Treatment video, including hair massage steps for textured hair.



¹Laboratory testing on tresses treated with Nutriplenish™ Professional Intensive Oil Treatment, Nutriplenish™ Shampoo: Light Moisture and Nutriplenish™ Treatment Masque: Light Moisture vs. untreated hair. / Laboratory testing on tresses treated with Nutriplenish™ Professional Intensive Oil Treatment, Nutriplenish™ Shampoo: Deep Moisture and Nutriplenish™ Treatment Masque Deep Moisture vs. untreated hair.

²Laboratory testing on tresses treated with Nutriplenish™ Professional Intensive Oil Treatment, Nutriplenish™ Shampoo: Light Moisture and Nutriplenish™ Treatment Masque: Light Moisture vs. unwashed hair. / Laboratory testing on tresses treated with Nutriplenish™ Professional Intensive Oil Treatment, Nutriplenish™ Shampoo: Deep Moisture and Nutriplenish™ Treatment Masque: Deep Moisture vs. unwashed hair.

³Four times the Nutriplenish™ superfood complex vs. Nutriplenish™ Conditioner Light Moisture.

Refer to Intensive Hydrating Refresh Treatment protocol and video for step-by-step instructions.