

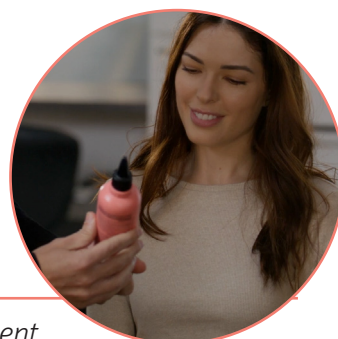
Intensive Hydrating Refresh Treatment

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.