

RITUALS
TEKNIA®



COLOUR FANS RITUAL

In this ritual, colour lovers can find an ally in caring for and preventing the loss of colour and shine in their coloured hair, and follow instructions for care and protection.

IN-SALON

AT HOME

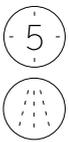


COLOR STAY SHAMPOO

Color protection / Antioxidant

FINE HAIR

MEDIUM / THICK HAIR



COLOR STAY CONDITIONER

Color protection
Antioxidant



COLOR STAY TREATMENT

Color protection
Antioxidant

STYLING
HEATTOOLS



FULL DEFENSE MIST

Thermal protection



FULL DEFENSE SERUM

Protection
Nutrition



FINE HAIR



MEDIUM / THICK HAIR

CUSTOMER PROFILE

Colouring is one of the most requested services in hairdressing salons. Whether it's to try new styles, add a touch of light, or cover grey hair, colour lovers need to establish a haircare routine to care for and maintain colour.

BENEFITS

Maintains hair colour and shine and acts as a powerful antioxidant that protects against the effects of the sun, colour fading and free radicals.

Color Stay Shampoo. Gently cleans and the acidic pH closes the hair cuticle. Prolongs the qualities of the colour **and delays the loss of pigments. Antioxidant.**

Color Stay Conditioner. Detangles, **conditions** and **softens** hair. Prolongs the qualities of the colour and delays the loss of pigments.

Color Stay Treatment. Hydrate and repairs the hair fiber. Long-lasting protection that prolongs the qualities of the colour and **strengthens the cuticle.**

Full Defense Mist. A light invisible layer conditions and **protects** hair instantly. Leaves the hair soft and with a natural shine. Thermal protection.

Full Defense Serum acts as a **protector.** The hair looks more cared for and hydrated, and it has a luminous shine. It prevents the fiber from "suffocating" and losing vigor and protects against the loss of lipids.