

REHUB+ specialist

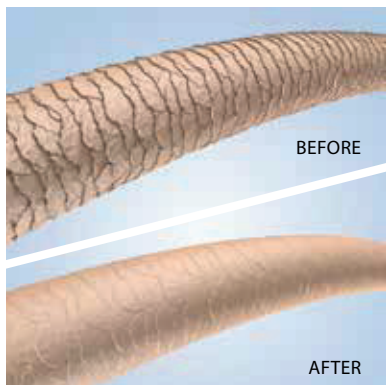
**LAMINO
MULTILEVEL
TECHNOLOGY**

BIO-ACTIVE LAMINATION

REHUB+ SPECIALIST LAMINO MULTILEVEL TECHNOLOGY is a powerful professional lamination treatment for sensitised and dull hair fibre aimed at regenerating the surface of the hair for added brightness with a mirror-effect.

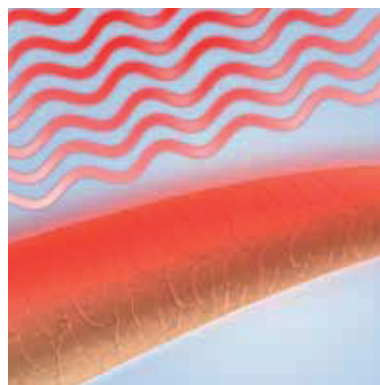
IT ACTS BY REGENERATING THE HAIR FIBRE, IMPROVING ITS LONG-TERM QUALITY WHILE ENHANCING THE TECHNICAL AND COSMETIC RESULT OF THE PROFESSIONAL SERVICES.

THE REHUB+ SPECIALIST TECHNOLOGY ACTS ON THREE LEVELS



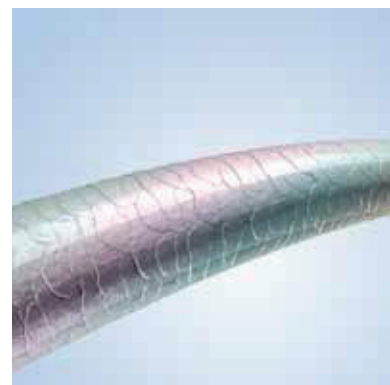
SEALING ACTION WITH REHUB+ N.2

It has an external regenerating action - with long-lasting smoothing and sealing of the cuticles and split ends - while restoring body and softness to the hair fibre.



HEAT-ACTIVATED LAMINATION WITH REHUB+ N.6

The heat source (hairdryer and straightener) causes a reaction that tames frizzy hair, providing added strength while perfecting and sealing it.



MIRROR EFFECT WITH REHUB+ N.7

Ultra-glossing active ingredients, which are bonded onto the hair fibre, generate a light, ultra-shiny film resulting in an amazing mirror-effect.

THE GREEN HEART OF REHUB+ SPECIALIST LAMINATION

The high-performance action of REHUB+ Specialist lamination treatment formulas is based on powerful active ingredients which work in combination with **hyperfermented plantbased extracts** and **biomimetic keratins**.



• BEFORE



• AFTER

REHUB+
specialist

REHUB+ Specialist is the new dimension of professional service in the salon, divided into technical and ultra high-performance treatment products focused on regeneration and protection against split ends. By combining the products in the line, you can create technical **LAMINATION SERVICES** in the salon and for maintenance at home.

LAMINATION



REHUB+
N° 0

+



REHUB+
N° 2

+



REHUB+
N° 6


+



REHUB+
N° 7


IN-SALON SERVICES

SHINE FLASH SERVICE




REHUB+
N° 0

+




REHUB+
N° 2

+




REHUB+
N° 7

COMBINED WITH
COLOURING/BLEACHING
SERVICE




REHUB+
N° 0

+




REHUB+
N° 2

+




REHUB+
N° 6

+




REHUB+
N° 7

LAMINATING TONING WITH
BBCOLOR PIGMA




REHUB+
N° 0

+




REHUB+
N° 2

(1:1)




NUANCE
BBCOLOR
PIGMA

+




REHUB+
N° 6

+




REHUB+
N° 7

LAMINATION
RECONSTRUCTION




REHUB+
N° 0

+




REHUB+
N° 1

+




REHUB+
N° 2

+



REHUB+
N° 6

+



REHUB+
N° 7

N° 0

REGENERATING
SHAMPOO



Sulphate free regenerating shampoo. Cleanses the hair fibre thoroughly by removing any residue or impurities, thus promoting the strengthening and anti-breakage action in the Rehub+ Specialist phases.

Cod. 1477 - 960 ml

N° 1

REBUILDING
FILLER



Instant anti-breakage reconstruction filler. Penetrates the hair fibre and strengthens it, generating new multiple bonds. Repairs damaged hair, restoring body and the resistance of healthy hair.

Cod. 1471 - 480 ml

N° 2

REGENERATING
TREATMENT



Split ends sealer regenerating treatment. Seals the cuticle and split ends with a long-lasting smoothing action. Offers buoyancy and extreme softness without weighing down the hair, restoring the damaged hair fibre to its healthy condition.

Cod. 1472 - 480 ml



N° 6

SEALING LAMINATING GEL



Sealing laminating gel with thermo-activated action. Perfectly seals and smoothes the cuticles with a long-lasting effect, for a long-term and shampoo-resistant cosmetic result, preparing the hair for the glossing action of REHUB + N° 7.

APPLICATION

Divide the carefully towel-dried hair into 4 sections and apply **on each section**:

- 1 dose (1 mL) -> short hair
- 2 doses (2 mL) -> medium/long hair
- 3 doses (3 mL) -> long or thick hair

Dispense the product in the palm of your hand and distribute evenly, massaging strand by strand along the lengths to the ends and then, perform the heat-activated lamination.



THERMO-LAMINATION

Dry the hair using a flat brush and hairdryer.

In case of **very dull and frizzy hair**, finish with a straightener at 180° C: starting from the nape of the neck, proceed by sliding the straightener from root to ends, making 3 to 4 passes per strand.

The heat activates a 100% natural molecule that reacts with the hair fibre to form new bonds and:

- boosts the sealing action of the formula while taming **frizzy hair**,
- helps to protect the hair fibre by strengthening it against any damage incurred.

When the thermo-lamination stage has been completed, rinse and proceed with REHUB+ N°7

Cod. 1497 – 250 ml



N° 7

PERFECTOR LAMINATING FLUID



Perfector laminating fluid with instant polishing action. Finishes and perfects the Rehub+ Specialist lamination treatment, adding a mirror shine to the hair surface making the hair soft, light and flowing.

APPLICATION

Apply the product on damp hair along the lengths until saturated - average dose 40 mL (37 g). Massage the lengths and ends gently for a short time, then rinse thoroughly and style as preferred. In case of thick and very frizzy hair, it is recommended to leave it on for 3 to 5 minutes.



Its formula consists of lipophilic active ingredients and high-performance, natural, waxy emollients in liquid form which are instantly bonded to the surface of the hair when they come into contact with water, producing a mirror-shine effect. The hair fibre acquires instant ultra-shine and softness for light and flowing locks

Cod. 1499 – 500 ml

FAQ

How often is it recommended to perform the REHUB+ Specialist professional lamination treatment in the salon?

It is recommended to perform the professional treatment in the salon once a month, depending on how sensitised the hair fibre is. The home maintenance programme can prolong the time that elapses between two professional treatments carried out in the salon, by reactivating the cosmetic result obtained in the salon.

Can the REHUB+ Specialist lamination treatment be used on all hair types?

Yes, the REHUB+ Specialist lamination improves the surface condition of the cuticles of all hair types, from fine to thick, frizzy and curly hair, enhancing the shine of all hair types with a mirror effect, including natural, healthy hair.

Is the cosmetic colour of hair affected by the REHUB+ Specialist professional lamination treatment?

No, quite the opposite, in fact. The REHUB+ Specialist lamination treatment seals and laminates the cuticles, thus protecting the cosmetic colour and prolonging its duration. It also adds a mirror shine to the hair fibre, making the colour seem brighter.

Should the REHUB+ Specialist lamination treatment be performed BEFORE a technical service?

Yes, there are no contraindications.

Can the use of a REHUB+ N°7 Perfector Laminating Fluid maintenance programme, with an alcohol-based formula, affect the duration of cosmetic colour?

No, the protective waxy emollients in the formula guarantee respect for the cosmetic colour.

Can REHUB+ N°7 Perfector Laminating Fluid be used as an instant shine treatment?

Yes, it can. REHUB+ N°7 Perfector Laminating Fluid - used as an instant shine product - immediately adds extreme shine to your hair whenever needed.

What difference is there between the REHUB+ Specialist Reconstruction service and Lamination service?

The REHUB+ Specialist Reconstruction service is a powerful professional treatment for the instant repair of the damaged hair fibre which reconstructs it from within, adding body and strength with a regenerating smoothing-sealing action that restores damaged hair to the integrity of healthy hair. The professional REHUB+ Specialist Lamination treatment is dedicated to dull, sensitised hair and provides targeted reconstruction of the hair fibre, with a long-lasting, superior sealing action that results in an intense, mirror-effect shine.

What differences are there between the REHUB+ Specialist BIO-ACTIVE lamination treatment and semi-permanent chemical laminations?

The immediate effect produced by semi-permanent chemical laminations has short- to medium-term consequences. The 'reversible' reaction between the chemical molecules and the capillary keratin has a negative and permanent effect on the integrity of the hair structure which also affects the results of subsequent technical services, such as hair colouring (change in the expected colour). REHUB + Specialist BIO-ACTIVE Lamination, however, which bases its high-performance action on powerful, natural active ingredients, regenerates the hair fibre, thus improving its long-term quality and enhancing the technical and cosmetic result of subsequent professional services.

Can the REHUB+ Specialist lamination treatment be performed on hair that has been treated with semi-permanent chemical laminations or Brazilian keratin straightening?

The REHUB+ Specialist BIO-ACTIVE lamination treatment has not been tested on hair that has been previously treated with semi-permanent chemical lamination or Brazilian straightening. Helen Seward's professional experience confirms that the regenerating action offered by the REHUB+ Specialist lamination service has the power to renew sensitised hair fibre (after chemical lamination treatment) and enhance its quality and appearance.

MAINTENANCE AT HOME TREATMENT



REHUB+
N° 0

+



REHUB+
N° 4

+



REHUB+
N° 7

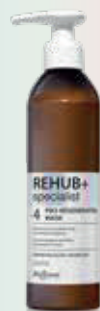
N° 0 REGENERATING SHAMPOO



Sulphate free regenerating shampoo. Cleanses the hair fibre thoroughly by removing any residue or impurities, thus promoting the strengthening and anti-breakage action in the Rehub+ Specialist phases.

Cod. 1476 - 250 ml

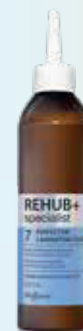
N° 4 PRO-REGENERATING MASK



Long-lasting maintenance mask. Reactivates and prolongs the effects of the Rehub+ Specialist regeneration and lamination treatments, penetrating the hair fibre and generating multiple new bonds with progressive strengthening. The pro-compacting acidic pH formula smooths the hair and helps to keep the cuticles closed without weighing the hair down.

Cod. 1479 - 250 ml

N° 7 PERFECTOR LAMINATING FLUID



Perfector laminating fluid with instant polishing action. Finishes and perfects the Rehub+ Specialist lamination treatment, adding a mirror shine to the hair surface making the hair soft, light and flowing.

Cod. 1498 - 250 ml



Helen Seward
M I L A N O

Icsea Helen Seward - azienda certificata ISO 9001:2015 - via A. De Gasperi 8/a - Lainate (Mi) - Italy
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: helen.seward@helenseward.it
www.helenseward.it