REHUB+
specialist

KERATIN
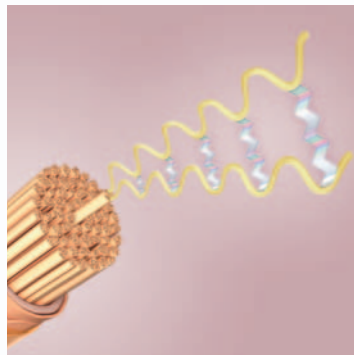# MULTILEVEL
TECHNOLOGY

PROFESSIONALISM IN SALON

NATURAL, HEALTHY HAIR IS A FLEXIBLE AND ELASTIC FILAMENT, MADE OF **KERATIN PROTEIN CHAINS** STRICTLY LINKED BY BRIDGES, WHICH OFFER STABILITY AND MECHANICAL AND CHEMICAL RESISTANCE. IT IS COVERED BY A THIN LAYER OF OVERLAPPING SCALES, THE CUTICLE, WHICH IF PROPERLY ALIGNED OFFER SHINE AND PROTECTION AGAINST EXTERNAL AGENTS.

Various factors may cause
ALTERATIONS IN THE KERATIN STRUCTURE, thus damaging it:

• exposure to weather conditions,
• exposure to thermal and mechanical agents (styling),
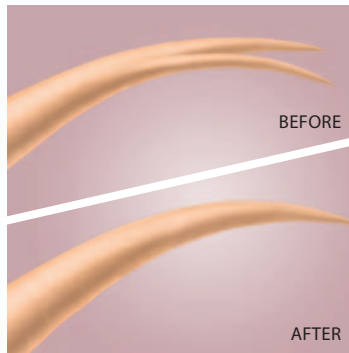• exposure to chemical agents (technical treatments)

Damaged hair appears weak, dull, porous, brittle and with split ends.

REHUB+ SPECIALIST IS A POWERFUL AND **PROFESSIONAL TREATMENT FOR THE INSTANT REPAIR** OF DAMAGED HAIR, WITH A STRENGTHENING AND REGENERATING ACTION.

BEFORE

AFTER

LEVEL 1

Instantly generates new multiple bonds within the hair fibre, performing an anti-breakage action and repairing the fibre from the inside, fortifying it and restoring body.

LEVEL 2

Performs an external smoothing and long-lasting sealing action on the cuticle and split ends, restoring the hair's original structure.

LEVEL 3

With a thermo-protective, anti-frizz action and velvety finishing effect, it enhances the shine of the regenerated hair.
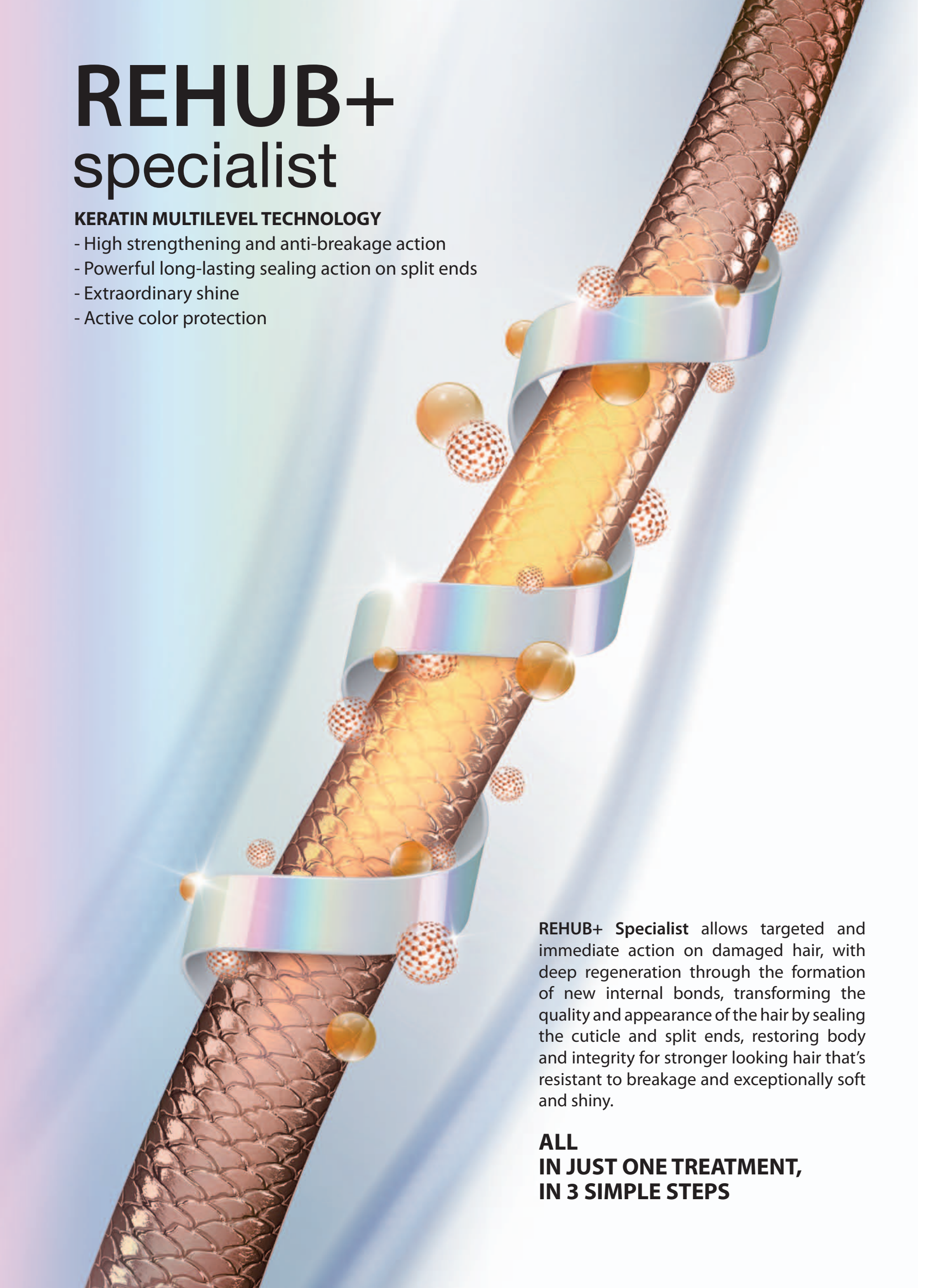
THE GREEN HEART OF REHUB+ SPECIALIST

The high performance of **REHUB+ Specialist** formulas is based on powerful, natural active ingredients that act in progressive combination with KERATINS AND ARGAN OIL.

REHUB+
specialist

KERATIN MULTILEVEL TECHNOLOGY

- High strengthening and anti-breakage action
- Powerful long-lasting sealing action on split ends
- Extraordinary shine
- Active color protection

REHUB+ Specialist allows targeted and immediate action on damaged hair, with deep regeneration through the formation of new internal bonds, transforming the quality and appearance of the hair by sealing the cuticle and split ends, restoring body and integrity for stronger looking hair that's resistant to breakage and exceptionally soft and shiny.

**ALL
IN JUST ONE TREATMENT,
IN 3 SIMPLE STEPS**

1

STEP 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.

APPLICATION
Wash and towel-dry the hair, then separate it into sections. Apply the product onto each single lock starting from the root, then gently massage, making the hair slip through your fingers, working your way to the ends.
Rebalancing acidic pH formula (pH 3.2), enriched by low molecular weight keratins, which by way of their smaller size are able to perform an efficient refiller-rebuilding action inside the hair fibre.

Processing time: from 5 to 10 minutes, depending on the degree of damage to the hair fibre. At the end of the processing time, rinse with warm water and proceed with Step n.2.

Cod. 1471 – 480 ml

STEP 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.

APPLICATION
On carefully towel-dried hair, apply the product on the lengths and tips, massaging individual locks and focusing on the most damaged areas.
Recompacting acidic pH formula (pH 3.2), enriched by high molecular weight soluble keratins, which ensure the external reconstruction of the hair fibre.

Processing time: from 10 to 20 minutes, depending on the degree of damage to the hair fibre. At the end of the processing time, rinse with warm water and proceed with Step n .3.

Cod. 1472 – 480 ml

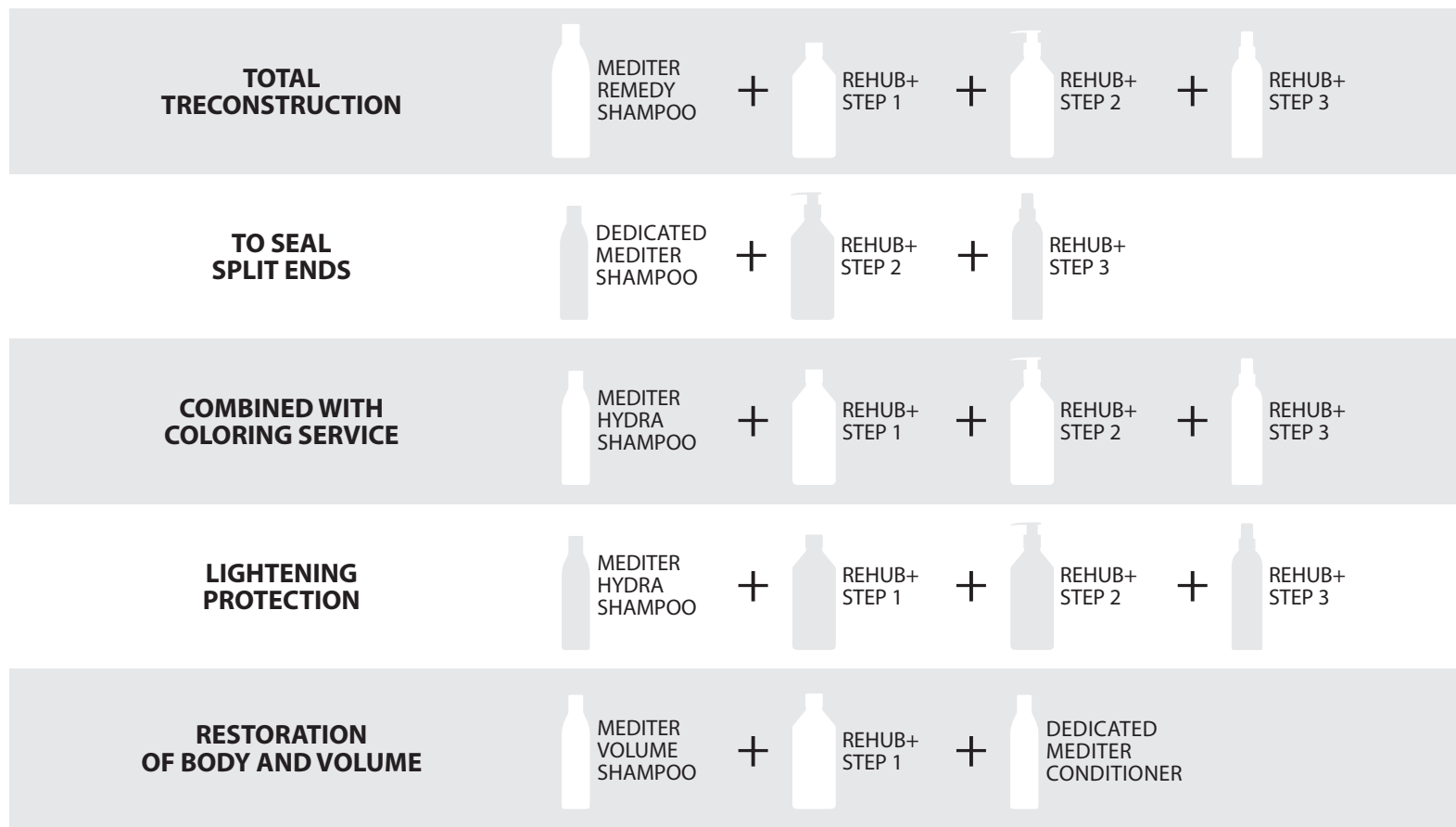**STEP N°** 3

FINISHER OIL

Thermo-protective perfectioner oil. Featuring an anti-frizz action, it offers a special and unique velvety finish, extraordinarily highlighting the hair's shine.

APPLICATION
On carefully towel-dried hair, pour a few drops of product into the palm of your hand and spread evenly on the lengths and tips, then proceed to style without rinsing.

Cod. 1473 – 240 ml

KERATIN MULTILEVEL TECHNOLOGY

TOTAL TRECONSTRUCTION	MEDITER REMEDY SHAMPOO	+	REHUB+ STEP 1	+	REHUB+ STEP 2	+	REHUB+ STEP 3
TO SEAL SPLIT ENDS	DEDICATED MEDITER SHAMPOO	+	REHUB+ STEP 2	+	REHUB+ STEP 3		
COMBINED WITH COLORING SERVICE	MEDITER HYDRA SHAMPOO	+	REHUB+ STEP 1	+	REHUB+ STEP 2	+	REHUB+ STEP 3
LIGHTENING PROTECTION	MEDITER HYDRA SHAMPOO	+	REHUB+ STEP 1	+	REHUB+ STEP 2	+	REHUB+ STEP 3
RESTORATION OF BODY AND VOLUME	MEDITER VOLUME SHAMPOO	+	REHUB+ STEP 1	+	DEDICATED MEDITER CONDITIONER		

FAQ

How long does the REHUB+ Specialist treatment last?
The powerful REHUB+ Keratin Reconstruction Treatment offers an immediately visible and long-lasting result.
CARE EXTENDER EFFECT: the hair looks regenerated even after multiple washes.

What product should be used to prepare the hair for the REHUB+ Specialist treatment?
For best results, it is recommended to wash the hair with Mediter REMEDY ACTIVATOR SHAMPOO: it perfectly removes any residue and impurities, preparing the hair to welcome the subsequent treatment.

Once the treatment has been performed, which products can be used for maintenance at home?
Depending on the hair type, the following Mediter products are recommended for maintenance at home:
- on colored and treated hair, Mediter HYDRA.
- on dry hair, Mediter NUTRIVE.

Can the REHUB+ Specialist treatment affect cosmetic hair color?
No, to the contrary REHUB+ Specialist, by sealing the cuticles, enhances the hair's shine and offers a more vibrant color.

Can the REHUB+ Specialist treatment be used on all hair types?
Yes, REHUB+ Specialist is able to improve the condition of all hair types.
- fine hair: the treatment offers body without weighing the hair down.
- curly hair: the treatment offers improved definition and tone.
- frizzy hair: the treatment performs a smoothing action.
- dry hair: the treatment offers hydration, softness and shine.

Does the acidic pH of STEP 1 REBUILDING FILLER inhibit the penetration of the KERATIN Multilevel Technology active ingredients?
No, the powerful active ingredients of the KERATIN Multilevel Technology system characterising the Formula are most efficient with an acidic pH. In particular, the keratins in the formula are low molecular weight protein hydrolysates (and therefore small sized), which efficiently penetrate the hair fibre even with an acidic pH.
NOTE: for particularly porous hair, the recommended processing-in time for STEP 1 should not be exceeded in order to avoid the excessive absorption of keratins and subsequent stiffening of the hair fibre.

Should the REHUB+ Specialist treatment be performed before or after a technical service?
The REHUB+ treatment should ideally be performed after a technical service (see table).

How often should the REHUB+ Specialist be performed?
The treatment should be performed once or twice a month depending on the level of hair damage.

Is the treatment more efficient if used with a heat source?
The high concentration of active ingredients in REHUB+ formulas does not require the booster effect of a heat source to enhance the cosmetic result.

Helen Seward

M I L A N O