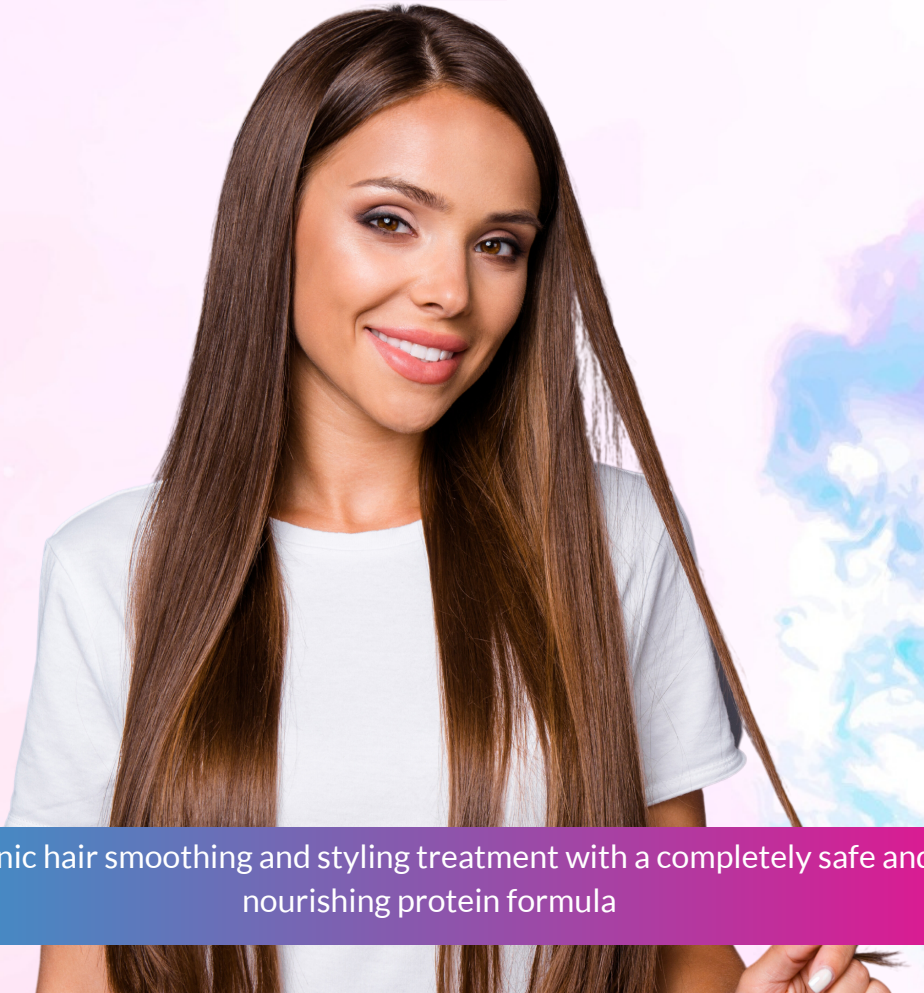


DIANNA
BEAUTY & CREATIVE

GOLDEN

PROTEIN



Organic hair smoothing and styling treatment with a completely safe and nourishing protein formula

PROTEIN

Smoothing & Straightening

The Protein treatment is an innovative, completely organic treatment that makes the hair straight and reconstructs it. Thanks to a formula based on patented, safe organic chemistry, our product contains no harmful substances to health (such as formaldehyde, carbocysteine) and does not emit irritating harmful vapors, thus there are no contraindications for performing the treatment, even for pregnant women and nursing mothers.

The full results of the styling treatment remain visible for 5 to 8 months. We rinse out the product at the end of the treatment (without the need to keep the product on the hair and wash it at home, as with other brands), making the effect visible on the same day. Additionally, there are no restrictions for the client regarding tying up and washing the hair, even the next day, which provides unparalleled comfort.

THE COMPOSITION OF THE STRAIGHTENING LINES IS BASED ON:

Glyoxylic acid (organic aldehyde acid)

Arginine (organic amino acid)

Protein

Panthenol

Coconut oil

FEATURES OF GOLDEN & BLUE PROTEIN:

- Organic, vegan, not tested on animals
- Safe for pregnant women and nursing mothers
- Contains no formaldehyde, carbocysteine, or derivatives thereof
- Does not irritate the eyes and respiratory system
- Brightens colored hair up to 3 shades, does not change the color of natural hair
- The violet-blue pigment in the Blue series neutralizes yellow tones in the hair
- Leaves the hair smooth, straight, and regenerated for 5-8 months

HOW DOES IT WORK?

The products are characterized by the harmonious interaction of amino acids (responsible for replenishing deficiencies), with aldehyde acid (responsible for straightening), and high concentrations of proteins, oils, and butters that intensely moisturize the hair and regenerate the structure of each hair type. Thanks to the correct parameters when applying the product using titanium plates, the substance can penetrate deeply into the hair shaft up to the sulfur bridges (responsible for the hair shaft shape), changing the configuration and straightening the hair. The proteins fill the internal gaps, resulting in soft, shiny, and regenerated hair for 5 to 8 months. The duration of the product on the hair varies depending on the use of suitable care products after the treatment and the condition of the hair before the treatment.

GOLDEN PROTEIN - technical line for salon use contains:

Golden Protein set (500ml+300ml)

Golden Protein blue set (500ml+300ml)

Golden Protein set (1000ml+500ml)

Golden Protein blue set (1000ml+500ml)



GOLDEN PROTEIN - home care line contains specially developed cosmetics for professional care at home:

Golden/Blue Care shampoo 300ml

Golden/Blue Care mask 300ml

Golden/Blue Care shampoo 1000ml

Golden/Blue Care mask 1000ml



STEP-BY-STEP INSTRUCTIONS

STEP 1 Consultation / Allergy test / Hair strength test

During the consultation, we conduct a detailed interview with the client about any previous chemical treatments performed on their hair, check the thickness and hair type (this knowledge is essential to determine the correct parameters for the service). It is useful to use a customer card to not forget anything. We also provide the client with detailed information about the proper aftercare following the treatment (we also provide a paper version of the information for the client to take home).

The allergy test should ideally be performed 24 hours before the scheduled treatment. We conduct the test by applying the product to the back of the head near the hairline in the neck or on the inside of the arm between the elbow and wrist. If an allergic reaction occurs (severe redness, itching), immediately rinse the product thoroughly with lukewarm water and do not proceed with the straightening treatment. However, it is important to note that the product contains acids that may be felt on the skin in the form of slight tingling (this is normal, especially for sensitive skin).

The hair strength test is performed on wet hair. By stretching small strands of wet hair (preferably at the ends), we can check if the hair is permanently damaged (choose different locations to test). If the hair breaks or splits during stretching, you should refrain from performing the straightening treatment (this is a sign that the sulfur bridges in the hair are permanently/irreversibly damaged). With such damaged hair, we can only suggest to the client to trim the most damaged parts and apply appropriate hair care with our Botox formula. If the hair during the test is significantly stretchy but returns to its original shape, it means that the sulfur bridges in the hair are partially damaged (caution and low parameters are then recommended).

STEP 2 Choose the right product according to the table below:

GOLDEN PROTEIN	BLUE PROTEIN	Hybryde mix (GOLDEN+BLUE) 50% 50%
All hair types All types of curls Bleached Colored (light and dark) Natural	All hair types All types of curls Colored (dark) Natural	It is recommended to use this hybrid mix especially on dry hair that needs toning (note: the treatment can even lighten colored hair up to 3 shades). Note! Do not use more than 50% blue proteins due to the strong purple-blue pigments that can permanently change the hair color.

STEP 3

Establish the processing time of the product on the hair and the styling parameters according to the table below :

Hair Type	Flat Iron Temperature (Celsius)	Number of passes with flat iron	Processing time of the product on the hair
Dry Frizzy Straight	160	15 times	40 minutes
Thin Bleached Wavy	170	15 times	40 minutes
Average hair thickness Dyed (non-bleached) Wavy light curls Grey (thin)	190	20 times	50 minutes
Thick Natural Curly Grey (thick)	210	25 times	60 minutes

Note! For the treatment, the use of a good titanium flat iron is necessary due to even temperature distribution. It is convenient to have two sizes of flat irons, one with wide plates (4.5-6 cm) and a smaller one (approximately 2.5 cm) for shorter sections such as bangs.

STEP 4

Hair washing:

For washing before the treatment, we use the purifying shampoo Purify from the range (shake well before use). Dispense a small amount of shampoo into hands and apply to wet hair. Massage until the hair feels rough (the cuticles are open) and then rinse out. Repeat this step 2 times. Finally, squeeze out the excess water with a disposable towel.

Note! The use of Purify shampoo is necessary due to its alkaline pH, which prepares the hair well for the application of the straightening product.

STEP 5 Drying :

Dry the hair to about 80% with a hairdryer. If the hair is in worse condition, you can keep the moisture level higher so that the product can more easily stabilize in the hair. If the hair is natural or has a strong curl, you should dry the hair almost 100%

STEP 6 Product preparation :

Prepare the correct mix by choosing according to the table. Due to the organic ingredients, the Golden & Blue Protein products separate and the heavier components sink to the bottom. Shake the bottles of proteins vigorously to remix all ingredients (this is very important to ensure the product works properly). When preparing the hybrid mix, it should be thoroughly mixed until a uniform consistency is achieved.

STEP 7 Application of the product :

Work with horizontal sections of 1-2 cm width (the thicker the hair, the narrower the section). Apply the product 1 cm away from the roots to the ends of the hair. For strongly curled hair, try to apply the product as close to the scalp as possible (pay attention to performing the allergy test). Apply the product generously so that it can work evenly on the hair.

STEP 8 Processing time of the product on the hair:

Use the table with the appropriate attention to the condition, hair type, and curl.

STEP 9 Remove the excess product from the hair.:

After applying the product to the hair for some time, rinse it out with lukewarm (not hot) water. Rinse out about 80% of it until you feel a slight greasy film under your fingers.

STEP 10 Drying:

Drying takes relatively long due to the large amounts of moisturizing agents, oils, and butters in the products. However, proceed carefully to fully dry the hair and avoid damaging it with the heat of the flat iron during the next step.

STEP 11 Straightening:

After drying, divide the hair into sections. Make sure to use a flat iron with titanium plates during styling. Apply the temperature of the flat iron and the number of passes according to the table, considering the condition, hair type, and curl. Work with thin horizontal sections of 1-2 cm width. Press the product into the hair very slowly and precisely (smooth movement) until the hair shines and repeat this the appropriate number of times. Wait 3 minutes for the last straightened strands to cool down and then proceed to the final step

During styling, it is important to observe the reaction of the hair structure. If the hair starts to become dull, stop styling that section

STEP 12 Hair washing

For the final wash, we use the Golden & Blue Protein Homecare products (shampoo and mask). Wash the hair 3 times to thoroughly cleanse it from the product. Squeeze out the excess moisture with a disposable towel and then apply the hydrating mask, leaving it on for 10 minutes. Rinse the product out thoroughly with lukewarm water.

STEP 13 Drying :

Dry the hair with a hairdryer on a warm or lukewarm setting (avoid hot air) and regularly brush the hair while drying. It is helpful to instruct the client on how to do this properly.

CARE INSTRUCTIONS:

A very important part of maintaining the results of the treatment for as long as possible is the aftercare that the client performs at home. Diana Beauty & Creative offers specially selected, compatible home care products that balance the pH of the hair, ensuring that the effects of the treatment are maintained for many months. The use of shampoos and masks with unsuitable, aggressive ingredients, as well as the use of cleansing, anti-dandruff, drugstore blue shampoos, significantly shortens and damages the effects of the treatment.

Info Golden protein vs treatments

- Coloring (dyeing, toners, color masks) - can be used a week after the Protein treatment.
- Bleaching - it is best to have it done a week before the treatment, the roots can be lightened after 2 weeks, and bleaching of the entire hair can only be done 2-3 months after the treatment (due to the too strong product that could damage the effects of the previously applied Protein product).
- Keratin treatment - after a keratin treatment, the Protein treatment can be applied after 6 months.
- Hair extensions - the product can be applied to natural hair, but there is a risk of the product coming into contact with some attachments in some hair extension methods, so it is recommended to perform the treatment after completely removing the hair extensions and reapplying them after 2 weeks (to ensure that the outer layer of the Protein product is completely removed, which might hinder the proper making of the connections between the hair).

EXTRA INFORMATION:

- The purifying shampoo Purify lathers weakly, this is normal.
- Avoid contact of the Protein product with metal elements.
- During drying and styling, evaporation of the product may occur (this is not a harmful phenomenon for either customers or professionals performing the treatment).
- The Golden Protein product has a fairly liquid consistency due to the lack of preservatives, while the Blue Protein product has a thicker consistency due to higher concentrations of moisturizing substances and butters.
- It is possible to use additional products from the Nano-keratin series to support the Protein treatment (Pre Nano Botox and Nano Plex). Details can be found in the accompanying brochure of this series.

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Products can be ordered through your consultant:



www.dianacosmetics.nl