

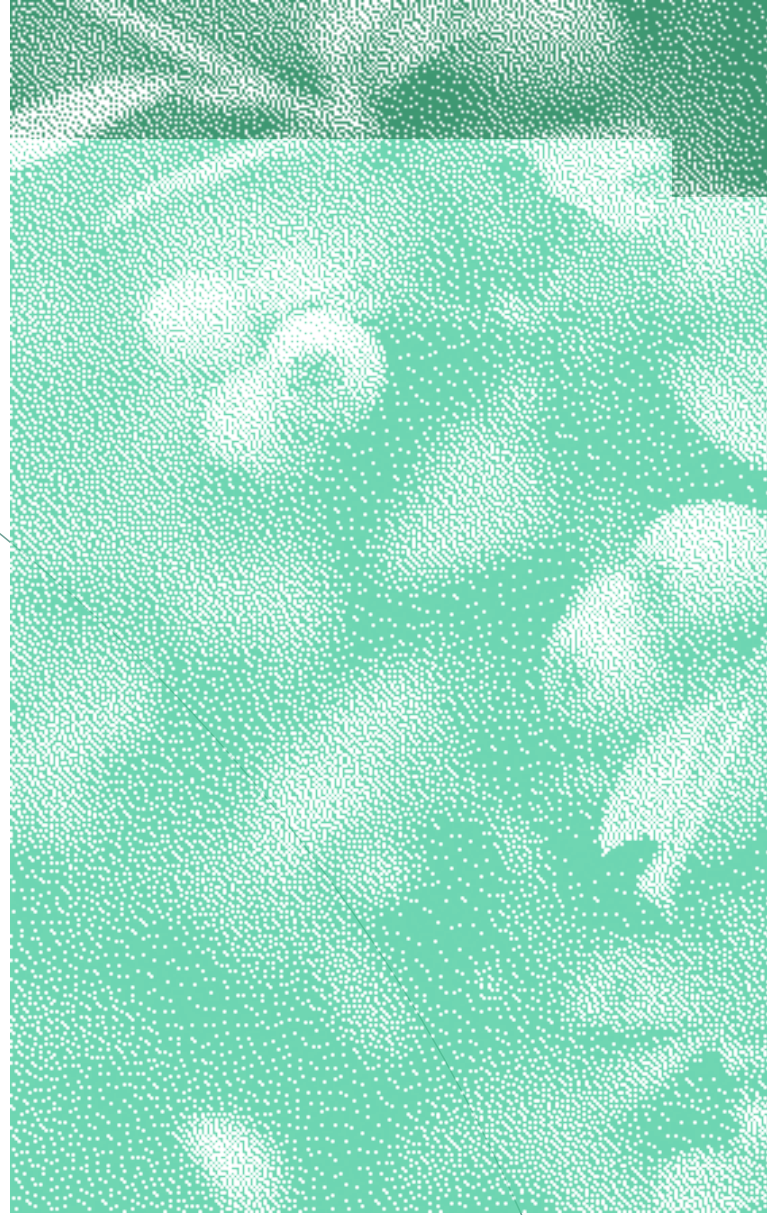


ACTYVA

SPECIFICI



ACTYVA



THE FINE LINE BETWEEN SCIENCE AND NATURE

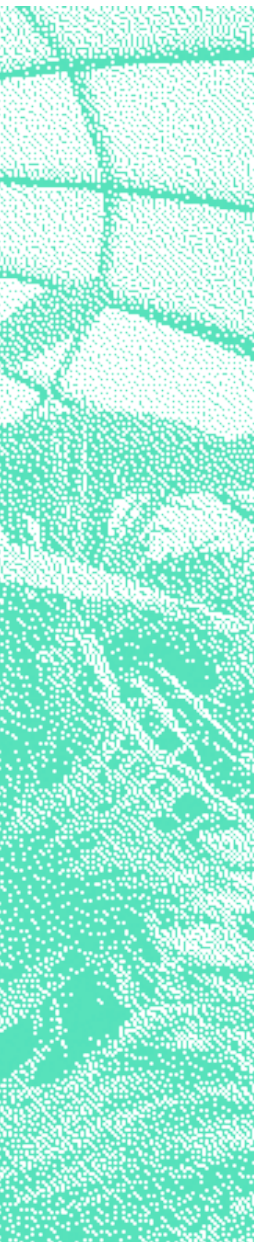
For years, there has been a lot of talk in the beauty industry about **“clean beauty”**, green or natural cosmetics, and sustainability.

Not much has been said, instead, about research, **advanced formulations** or **innovation** and in the wake of the “natural trend”, many safe and efficacious cosmetic ingredients have been unjustifiably demonised.

However, no consumer today would purchase a natural product without ascertaining its **efficacy** and **safety**, so the conflict between science and nature is futile because it makes us overlook that these are fundamental characteristics born out of an indispensable synergy. In fact, **innovation** and **research** are precisely what is needed to create the **right blends of natural actives**, to dose their concentration and to manage or enhance their effects through effective formulations. In this, **scientific know-how** is crucial.







TRADITION AND INNOVATION

Actyva was launched in 1978 with the aim of enhancing the hairdresser's professional image. It was already at that time presented as the **“outcome of extensive technical studies”** and **“composed of a series of predominantly naturally derived preparations”** (Actyva, *Guida pratica per il coiffeur*, San Giustino, 1978).

Recognised, like then, for its spirit of innovation and professional ambition, Actyva continues to be a **highly specialised product line** with a **segmentation aimed at satisfying every need** and featuring diagnosis and use procedures that even include sophisticated technological and professional tools. Its mission has remained unchanged even in the formulations: Actyva is still the **“fine line between science and nature”** that rather than dividing, unites these two fundamental aspects within cosmetic development.

It is the balance between the allies that nature provides and scientific research, which turns them into valuable cosmetic ingredients that are enhanced, artfully dosed and balanced in **perfect and incredibly effective formulas**.



A NEW STANDARD OF BEAUTY

This balance stands on three pillars: **transparency** towards all users, **Green&Clean formulations** certified according to new, highly advanced standards, and **safety and sustainability** for the environment and consumers.

These are all the reasons why Actyva represents our solid commitment to making professional cosmetics more and more advanced, effective and sustainable. A safe guide for making **more conscious choices** when purchasing **beauty** products. Our best contribution for true, visionary and **uncompromising** beauty.

Francesca Nocentini
Chief Marketing Officer





GREEN&CLEAN COSMETICS GUIDELINE

The “**Green&Clean Cosmetics**” certification is related to a **procedural guideline** that we have developed and adhere to. The goal is to set **very high standards** for the research and development of our Actyva line products. It is tangible evidence of ethical and sustainable action in harmony with the ecosystem and with **respect for the health and safety** of all users. The ICEA, one of the most influential authorities in the cosmetics industry, ensures compliance with the guideline by auditing and certifying the companies that are built around respect for human beings and the environment, protecting the rights of consumers. “Green&Clean Cosmetics” stands on 3 pillars: **transparency**, **Green&Clean formulas**, environmental **sustainability** and consumer **safety**.

1) TRANSPARENCY

CLEAR AND TRANSPARENT COMMUNICATION

We promote **clear and transparent communication** towards consumers, to guide them towards making informed beauty product choices. For this reason, we have chosen to provide the **information** in a way that is easy to read and **everyone can understand**.

READING THE INCI ON OUR LABELS

To make the nature of our **ingredients** even more convenient and explicit, we have chosen to highlight **ingredients of natural origin and plant extracts** in green and mark those **from organic agriculture** with an asterisk. The other ingredients, written in black to represent the effort of **scientific research**, were carefully selected to create blends of actives that work in a synergistic way and thus maximise the effectiveness of the formula.

In addition, every product comes with a **QR code** that with just a click of a button provides access to information on certifications and attributes of the Actyva line, summarised by the symbols described below.



2) GREEN&CLEAN FORMULAS

FREE OF UNNECESSARY OR POTENTIALLY HARSH INGREDIENTS

We deliberately search for the things that bring tangible quality and value to beauty, health and the environment, leaving out the superfluous and harmful.

For this reason, our procedural guideline includes a list of **ingredients** that are allowed to be used in cosmetics but that **we have chosen to eliminate** from our products because, **even if only suspected**, they may cause harm to the environment or the health of those who come in contact with them.

According to the Green&Clean Cosmetics guideline, the following ingredients shall not be used: Ammonium Lauryl Ether Sulfate, HFC 152A in aerosols, ingredients derived from animals, Methylchloroisothiazolinone and Methylisothiazolinone, Nanomaterials, Parabens, Paraphenylenediamine, Resorcinol, Petrolatum, Paraffin oils and waxes, Retinol, SLES, SLS, Triclosan, Cocamide DEA and Cocamide MEA.



NATURAL INGREDIENTS AND INGREDIENTS OF NATURAL ORIGIN

We pursue scientific and technological innovation to harness and boost what nature offers, drawing inspiration from the principles of **green chemistry**. Our orientation towards natural cosmetic products is demonstrated by the high percentage of ingredients of natural origin utilised in our formulas. Actyva uses **over 100 raw materials of natural origin**; their percentage in the formula is shown on the front label of every product.



ICEA VEGAN-CERTIFIED FORMULATIONS

We want to promote a more respectful way of making cosmetics. To us, this means safeguarding life and nature in all of its forms and also keeping **animal welfare** in mind.

The ICEA Vegan certification ensures that in the ingredients and throughout the entire production cycle of Actyva products, no raw material, process aid or auxiliary agent of animal and GMO origin is used. What's more, **production and hygiene standards are very high**.



3) ENVIRONMENTAL SUSTAINABILITY AND CONSUMER SAFETY

INGREDIENTS FROM RESPONSIBLE SOURCES

We prefer **short supply chain raw materials** that are sourced in close proximity to the place of production. This significantly **reduces packaging and transport-related CO₂ emissions**. For this reason, many years ago we converted a 20-hectare piece of land near our production plant to organic agriculture, to grow medicinal plants and local crops. We call it our **Kemon Open Lab**, an **open-air laboratory** where the best locally sourced organic ingredients are tested and sustainable cosmetics produced. Our **Velian Complex** was created here, a patented blend of medicinal plant extracts that work synergistically to provide **soothing, emollient and protective effects**, boosting the effectiveness of our Actyva products even further.



DERMATOLOGICALLY TESTED FORMULATIONS

To us, **protecting the user's health** and creating gentle formulas are essential in the development of our products. This is why Actyva product **formulations** are subject to thorough and rigorous safety assessments by experts and are **dermatologically tested** by independent testing institutes to determine skin tolerability under the close supervision of a dermatologist.



RECYCLABLE PACKAGING

We believe choosing **recyclable packaging** is crucial to respect the balance of the planet. Actyva packaging has been specifically selected from **Green PE, rPET** and **r-ALU** to provide the industry with a **sustainable source** of materials.

In this way, we can actively help to minimise our impact on the planet **by reducing greenhouse gas emissions** and **curbing the consumption of oil stocks**.



CLEAN ENERGY

We implement actions to reduce the impact that emissions produced have on our planet.

We only use **clean energy from renewable sources** generated by the power plants of Gruppo Dolomiti Energia. In addition, **we voluntarily adhere to the Kyoto protocol**, offsetting our total CO₂ emissions from methane gas use.





A NEW SUSTAINABILITY APPROACH

Sustainability has always been a standout characteristic of our company. We strongly believe that small gestures can make a difference, and that is why Actyva is becoming increasingly sustainable.

The continuous search for more eco-compatible solutions has led us to choose new packaging options for our customers, both professionals and end consumers.

POUCH BAGS

With the **new Actyva pouch bags** we can expand our product portfolio by offering an alternative to the current bottles, which will still be available in parallel.

Our Actyva shampoos, masks, balms and conditioners can now be found in pouch bags, too. By making this choice, we will be able to **save up to 75% of plastic** compared to classic bottles, **avoiding product waste**.

For this reason, we have also added **100** and **500 ml** pouch bags to our Actyva assortment.

- **Disposable as plastic waste**
- **Even more cost-effective**
- **Resistant and flexible packaging**
- **Convenient use**
- **Lower CO₂ emissions**

The **100 ml** pouch bag is ideal for a first try and perfect as a **travel size** for those who wish to always carry our Actyva products with them, even when travelling, and have a **convenient, easy-to-use professional product** that is also **environmentally friendly**.



REFILL BOTTLE

Actyva's choice of greater sustainability brings an additional innovation, that is, the **500 ml refillable** bottle made from **100% recycled aluminium**.

The goal is to increasingly reduce the environmental impact of our products in accordance with Kemon's corporate vision.



The bottle is sold empty and refilled with **500 ml** Actyva refill pouches. This multi-refillable, recycled aluminium bottle is also a beautiful furnishing element that perfectly complements the decor of every bathroom due to its minimal yet elegant design, a distinctive feature of the entire Actyva world.

The bottle comes with a pump dispenser delivering the right amount of product at every use for greater durability and allows the purchase of just the Actyva refill pouch to **significantly reduce the environmental impact and plastic use**.

Our objective is to **educate consumers** about making increasingly green choices that are in line with our **sustainability vision**. We strongly believe a pioneer is needed to lead the way to making the right decisions for the environment and our children's future. Actyva aims to be that pioneer.





specifici

BEAUTIFUL HAIR BEGINS WITH A HEALTHY SCALP

A healthy scalp is the cornerstone to beautiful hair. Stress, pollution, unhealthy eating habits and an incorrect use of hair care products are currently causing an increasing number of skin and scalp disorders. The latest scientific studies show that an altered skin microbiota is associated with the appearance of scalp imbalances. The most common concerns in this respect include greasy scalp and hyperhidrosis, dandruff and scaling as well as tight, dry, red or irritated scalp. These beauty flaws become more and more frequent, causing discomfort and compromising the results of salon services. Now it is possible to rediscover the pleasure of a healthy scalp through an experience of well-being.

ACTYVA brings the latest generation of **SPECIFICI**, a range formulated with essential oils and plant extracts to cleanse, balance, soothe, moisturise and restore the normal function of the scalp by positively modulating our skin's natural microbiota.

key ingredients

GEL BASE
Velian Complex

grapevine sap

THE MICROBIOTA IS KEY TO SCALP HEALTH

The human microbiota (or microflora) is a community of microorganisms living symbiotically with our body. Plants and animals, from the most basic forms all the way to human beings, live in close relationship with the microorganisms they host, giving rise to a mutually beneficial coexistence.

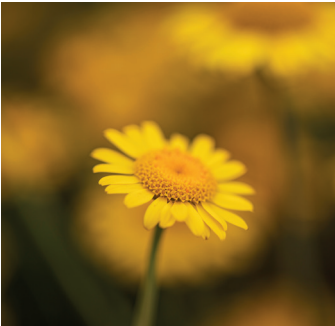
Studies on the microbiota have led to the spread of foods and supplements enriched with probiotics (added “good bacteria”) and prebiotics (nourishment for “good bacteria”) to fortify the internal microbiota. In addition to the gut microbiota, the skin and scalp are among the areas of the human body where these microorganisms are particularly active.

To improve the balance of the scalp and thus prevent the main conditions that affect it, **Actyva** introduces **Cute Sana Gel Base treatment** within its **Specifici** range; the key ingredient in this treatment is **grapevine sap**, which provides **prebiotic activity**.

Produced by the grapevine when it reawakens in the springtime, this remarkable substance contains the important nutrients the plant needs to generate new leaves, flowers and fruit. Grapevine sap, delivered through a plant-derived liposomal system, also plays a key role in scalp treatment to **nourish and stimulate scalp cells**, promoting elasticity and hydration and modulating our natural microbiota in a positive way.



Organic Anthemis tinctoria
Kemon Open Lab / June 2020





purezza

Dandruff is a scalp condition that appears in the form of white or yellowish scales at the base of the hair shaft as a result of excessive scaling of the skin's outermost layer. The cause behind this problem could be the proliferation of the Malassezia yeast due to factors such as humidity, use of aggressive products, stress, hormonal imbalances or unbalanced diets. Itching and irritation create a vicious cycle that leads to even more scaling, leaving people affected by this disorder with a strong feeling of unease due to the flakes on the scalp, hair and clothes.

DIAGNOSIS Scalp with dandruff or other impurities.

NEED Remove impurities, soothe and refresh the scalp with immediate effect and a progressive purifying action.

key ingredients

extracts of black pepper, horsetail, green tea, peppermint, lemon balm and horse chestnut; Velian Complex; essences of cypress, lavender and myrtle

purifying and normalising active ingredients

RESULTS OF DERMATOLOGICAL TESTS AND PERCEIVED EFFICACY

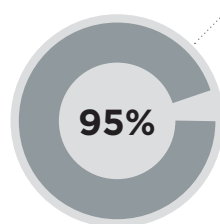
To guarantee the efficacy of the Purezza treatment, a **scientific test** was conducted with the support of an independent external laboratory to evaluate the dermatological effectiveness of the complete cosmetic treatment (shampoo, gel and concentrate) for 4 weeks using **20 subjects with dandruff scalp**.

The **results** of the dermatological evaluation and self-evaluation tests following the treatment **confirm the efficacy** of the innovative formulation developed for this segment.

Decreased dandruff quantity and reduced size of dandruff scales were observed in **3 out of 4 people.***

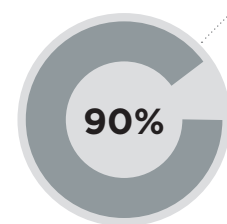


Dermatological evaluation



Found a reduction in the formation of dandruff.*

Self-evaluation



Stated they were satisfied with the treatment and would buy it again.*

Self-evaluation

* Clinical study conducted on 20 subjects for 4 weeks.



purezza
scalp with dandruff

1



2

purezza SHAMPOO

 250 ml |  1000 ml
BAG: 100 ml, 500 ml



Anti-dandruff shampoo.

Cleanses effectively and helps to remove impurities. Lightly exfoliates and purifies the scalp thanks to rice bran microbeads.

Used regularly, helps to prevent dandruff from reappearing.

Apply on the hairline in sections. Rake to distribute, from the hairline towards the top of the head. Massage with circular motions. Emulsify, rinse and towel dry. Repeat if necessary. Provide the shampoo ritual as illustrated and described in this manual under the Rituals section.

cute sana GEL BASE

 500 ml



Regenerating gel with prebiotics.

Formulation enriched with grapevine sap providing prebiotic activity. Modulates the scalp microflora in a positive way and plays a key role in nourishing and stimulating scalp cells, promoting elasticity and hydration.

After shampooing, mix 30 ml of gel with 1.5 ml of Equilibrio, Benessere and Benessere l'alu concentrates. Mix 30 ml of gel with 3 ml of Purezza Concentrate.



3

purezza CONCENTRATE

 50 ml



Anti-dandruff concentrate that helps to reduce impurities and restore comfort to the scalp.

Formulation enriched with calming and soothing black pepper extract, with positive effects in reducing itching and dandruff and in helping to delay its reappearance.

After shampooing, add 3 ml of concentrate to 30 ml of gel and mix. Distribute on the scalp, section by section. Massage and leave in place for 5 minutes, then rinse.

If secondary scalp conditions are also present in addition to dandruff, **Purezza Concentrate** can be mixed with the other concentrates available in the Specifici scalp care segment.

- Mix 1 ml of **Equilibrio Concentrate** with 1 ml of **Purezza Concentrate**, to boost the treatment's rebalancing power.
- Mix 1 ml of **Benessere Concentrate** with 1 ml of **Purezza Concentrate**, to amplify the treatment's soothing and decongestant power.
- Mix 1 ml of **Benessere Ialu Concentrate** with 1 ml of **Purezza Concentrate**, to enhance the treatment's moisturising power.



equilibrio

Hyperseborrhoea or hypersecretion of sebum is a scalp condition due to an excessive production of sebum as a result of overactive sebaceous glands on the scalp. When present in normal amounts, sebum protects the scalp from dehydration and also acts as a natural antibacterial. Hyperseborrhoea can be triggered by internal factors (digestive disorders, hormonal imbalances, nervousness) or external factors (environmental, incorrect hygiene practices). The effects of excess sebum include increased hair loss, infection, inflammation, scalp redness and itching.

DIAGNOSIS Scalp with excessive sebum secretion.

NEED Deeply remove excess sebum and reduce unpleasant odours from the scalp. Gradually rebalance the acid mantle.

key ingredients

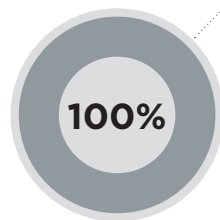
extracts of lotus flower, dog rose,
fig, French rose and aloe vera;
Velian Complex; essence of lemon; perlite

purifying and normalising active ingredients

RESULTS OF DERMATOLOGICAL TESTS AND PERCEIVED EFFICACY

To guarantee the efficacy of the Equilibrio treatment, a **scientific test** was conducted with the support of an independent external laboratory to evaluate the dermatological effectiveness of the complete cosmetic treatment (shampoo, gel and concentrate) for 4 weeks using **20 subjects with scalp excess sebum production**.

The **results** of the dermatological evaluation and self-evaluation tests following the treatment **confirm the efficacy** of the innovative formulation developed for this segment.



Subjects improved after the very first treatment with long-lasting efficacy.*

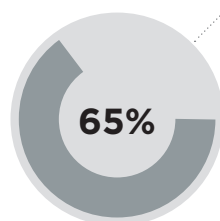
Dermatological evaluation

3 out of 4 people

were satisfied with the treatment and would buy it again.*



Self-evaluation



Found the treatment kept hair cleaner longer.*

Self-evaluation

* Clinical study conducted on 20 subjects for 4 weeks.



**equilibrio
greasy scalp**

1

2

**equilibrio
SHAMPOO**

250 ml | 1000 ml
BAG: 100 ml, 500 ml



Greasy scalp shampoo.

Cleanses deeply, removing excess sebum from the scalp and hair.

Formulation enriched with perlite, a mineral of volcanic origin that can effectively absorb excess sebum.

Used regularly, helps to restore the balance of the acid mantle and remove all build-up from the mid-shafts, leaving them bouncy.

Apply on the hairline in sections. Rake to distribute, from the hairline towards the top of the head. Massage with circular motions. Emulsify, rinse and towel dry. Repeat if necessary. Provide the shampoo ritual as illustrated and described in this manual under the Rituals section.

**cute sana
GEL BASE**

500 ml



Regenerating gel with prebiotics.

Formulation enriched with grapevine sap providing prebiotic activity. Modulates the scalp microflora in a positive way and plays a key role in nourishing and stimulating scalp cells, promoting elasticity and hydration.

After shampooing, mix 30 ml of gel with 1.5 ml of Equilibrio, Benessere and Benessere l'alu concentrates. Mix 30 ml of gel with 3 ml of Purezza Concentrate.



3

equilibrio CONCENTRATE



50 ml



Rebalancing concentrate for greasy scalp.

Formulation enriched with lotus flower extract, a novel functional ingredient in cosmetics that can reduce sebum production. Used regularly, helps to reduce the discomfort associated with this unsightly scalp condition and restore the balance of the acid mantle.

After shampooing, add 1.5 ml of concentrate to 30 ml of gel and mix. Distribute on the scalp, section by section. Massage and leave in place for 5 minutes, then rinse.

If secondary scalp conditions are also present in addition to excessive sebum secretion, **Equilibrio Concentrate** can be mixed with **Benessere Concentrate** until reaching the total amount of 1.5 ml.

- Mix with **Benessere Concentrate**, to amplify the treatment's soothing and decongestant power.

Mix 1 ml of **Purezza Concentrate** with 1 ml of **Equilibrio Concentrate**, to boost the treatment's purifying power.



benessere

Like the skin on the face or the body, the scalp, too, can develop an excessive sensitivity that can cause discomfort. Pollution, stress, bad eating habits and the use of cosmetic products that are too aggressive are some of the main causes of this problem. Symptoms include itching, redness and a strong reactivity to touch. The scalp can also become dry and tight due to a deficiency of oily substances and a low hydration level. This can cause fragility, scaling and discomfort.

DIAGNOSIS Sensitive scalp.
Dry/tight and sensitive scalp.

NEED *Sensitive scalp:* respond with an immediate relief intervention. Soothe and gradually normalise scalp health.
Dry/tight and sensitive scalp: hydrate and soothe the scalp, gradually normalising scalp moisture and health.

key ingredients

Velian Complex and extracts of chamomile, cornflower, wild lime tree, calendula and St. John's wort; essences of bergamot, lavender, lemon and geranium

hydrating and normalising active ingredients

RESULTS OF DERMATOLOGICAL TESTS AND PERCEIVED EFFICACY

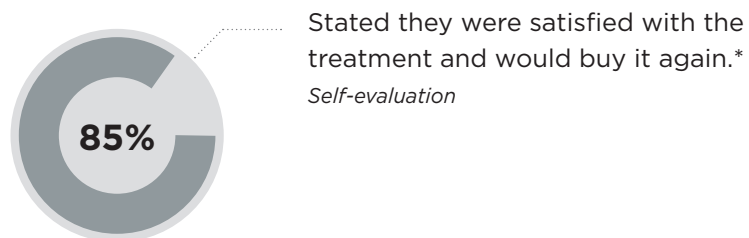
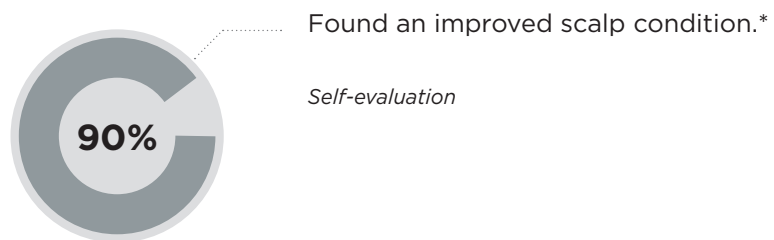
To guarantee the efficacy of the Benessere treatment, a **scientific test** was conducted with the support of an independent external laboratory to evaluate the dermatological effectiveness of the complete cosmetic treatment (shampoo, gel and concentrate) for 4 weeks using **20 subjects with a sensitive scalp**.

The **results** of the dermatological evaluation and self-evaluation tests following the treatment **confirm the efficacy** of the innovative formulation developed for this segment.

Reduced intensity and frequency of itching and tingling in **4 out of 5 people.***



Dermatological evaluation



* Clinical study conducted on 20 subjects for 4 weeks.



benessere sensitive scalp
benessere dry and/or tight scalp



benessere SHAMPOO

250 ml | 1000 ml
 BAG: 100 ml, 500 ml



Sensitive scalp shampoo.
 Formulation enriched with plant extracts and essential oils that soothe and decongest the scalp.
 Cleanses very gently, giving a sensation of relief and well-being.
 Its mildness makes it particularly suitable for frequent use.

Apply on the hairline in sections. Rake to distribute, from the hairline towards the top of the head. Massage with circular motions. Emulsify, rinse and towel dry. Repeat if necessary. Provide the shampoo ritual as illustrated and described in this manual under the Rituals section.

cute sana GEL BASE

500 ml



Regenerating gel with prebiotics.
 Formulation enriched with grapevine sap providing prebiotic activity. Modulates the scalp microflora in a positive way and plays a key role in nourishing and stimulating scalp cells, promoting elasticity and hydration.

After shampooing, mix 30 ml of gel with 1.5 ml of Equilibrio, Benessere and Benessere lalu concentrates. Mix 30 ml of gel with 3 ml of Purezza Concentrate.

benessere CONCENTRATE

 50 ml



Sensitive scalp concentrate.

Formulation enriched with Velian Complex, a patented blend of extracts derived from 4 organically grown medicinal plants providing soothing, antioxidant and emollient activity. The plant extracts and essential oils found in this concentrate deliver a calming and decongestant action.

Used regularly, helps to normalise scalp health.

After shampooing, add 1.5 ml of concentrate to 30 ml of gel and mix. Distribute on the scalp, section by section. Massage and leave in place for 5 minutes, then rinse.

If secondary scalp conditions are also present in addition to sensitivity, **Benessere Concentrate** can be mixed with **Equilibrio** and **Benessere Ialuconcentrates** until reaching the total amount of 1.5 ml.

- Mix with **Equilibrio Concentrate**, to boost the treatment's rebalancing power.
- Mix with **Benessere Ialu Concentrate**, to enhance the treatment's moisturising power.

Mix 1 ml of **Purezza Concentrate** with 1 ml of **Benessere Concentrate**, to boost the treatment's purifying power.

3

4



benessere ialu CONCENTRATE

 50 ml



Hydrating concentrate for dry and/or tight scalp.

Its formulation is rich in hyaluronic acid, which has remarkable moisturising and emollient properties, and contains sweet almond oil plus vitamin E.

Sweet almond oil acts as a supplement to the lipid component, while vitamin E provides powerful antioxidant and soothing action and protects against UV rays.

After shampooing, add 1.5 ml of concentrate to 30 ml of gel and mix. Distribute on the scalp, section by section. Massage and leave in place for 5 minutes, then rinse.

If secondary scalp conditions are also present in addition to dryness and/or tightness, **Benessere Ialu Concentrate** can be mixed with **Benessere Concentrate** until reaching the total amount of 1.5 ml.

- Mix with **Benessere Concentrate**, to amplify the treatment's soothing and decongestant power.

Mix 1 ml of **Purezza Concentrate** with 1 ml of **Benessere Ialu Concentrate**, to boost the treatment's purifying power.





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SCALP RITUALS

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The application, distribution and massage rituals presented in this manual were designed to offer a personalised and highly professional service able to enhance the efficacy of Actyva treatments and give each client a pleasurable experience. In designing our massage rituals, we combined ancient oriental knowledge with modern professional techniques aimed at relaxing the muscular and nervous system and stimulating blood and lymphatic microcirculation.

The rituals are simple and effective and can be done in a short amount of time. Being mindful of the client and the technique will create the ground for a skilful massage that will help to relax the entire mind-body system while stimulating the scalp's tone and vitality.

Before beginning a massage, it is useful to remember the following:

- Any action generates a reaction. This is especially true when we put our hands on someone's head, even for a simple shampoo.
- The skin is the largest sensory organ in the body. Through touch we can communicate on a physical, mental and emotional level. Every stroke will therefore always act on all levels: physical, mental and emotional.
- Before beginning the massage, a moment should be taken to make contact with the client, by simply placing the hands on the person's shoulders or head. In silence and mindful of one's own breath, it is essential to establish the intention to give attention to the other person. This will help to guide all the strokes through the massage.
- The massage is always an exchange. To convey a sense of well-being and relaxation the operator should also be relaxed and comfortable. If the operator is tense or distracted, the client could become uneasy or annoyed. During the massage, the operator will just need to maintain focus on their own well-being in order to automatically convey feelings of well-being and relaxation to the client.
- Once contact is established, it must continue until the end of the massage. During changes of position, the operator will always need to make sure some point of contact is kept with the client.

GENERAL RITUALS

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GENERAL RITUALS

WELCOME MASSAGE

The neck and shoulders are the parts of the body that are most prone to stress and the accumulation of tension. The following strokes seek to relax muscular contractions in these areas, providing the client with a moment of well-being as a sign of welcome to the salon or during Actyva treatment processing times.

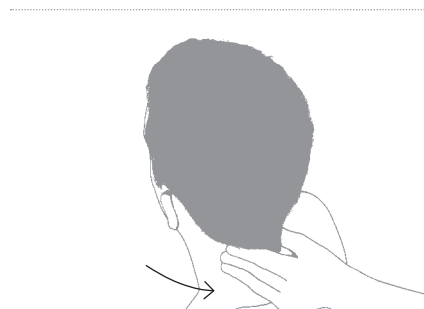
1. making contact



⌚ 1'

Gently rest the hands on the client's shoulders and remain still and silent for a few seconds to "connect" with the person and invite him/her to relax. The hands should maintain contact with him/her for the entire massage.

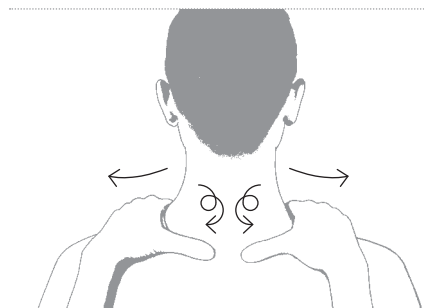
2. pinching and stretching the neck



⌚ 3'

Using both hands, pinch the muscles of the neck on the sides of the cervical spine. Then, using the right hand, stretch the muscles on the right side, moving from the inside towards the outside and from the top to the bottom. Repeat the stretching movements on the left muscles.

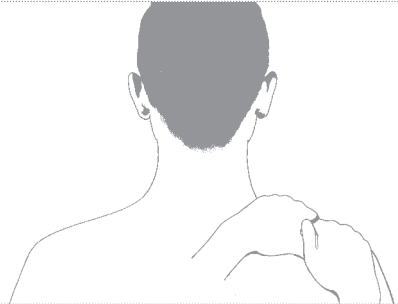
3. pinching and kneading the shoulders and arms



⌚ 2'

Using both hands, with all of the fingers together working opposite the thumb, pinch along the entire trapezius muscle to the arms. Slide again towards the centre and use the thumbs to knead the trapezius muscle to the arms.

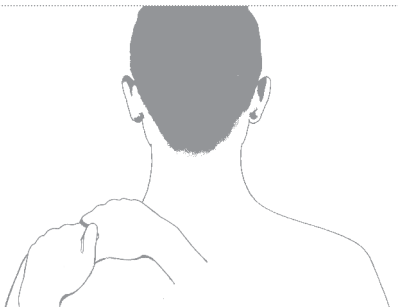
4. kneading, squeezing and stretching the right shoulder and arm



⌚ 2'

Using both hands, knead the muscles of the right shoulder. Then squeeze and let go in an alternating manner. Finally, stretch towards the outside, from the base of the neck to the arm joint. Repeat the sequences of muscle manipulation on the muscles of the right arm.

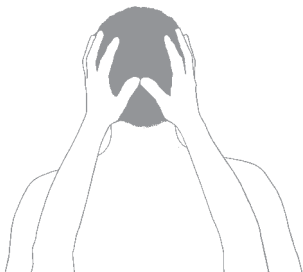
5. kneading, squeezing and stretching the left shoulder and arm



⌚ 2'

Using both hands, knead the muscles of the left shoulder. Then squeeze and let go in an alternating manner. Finally, stretch towards the outside, from the base of the neck to the arm joint. Repeat the sequences of muscle manipulation on the muscles of the left arm.

6. farewell



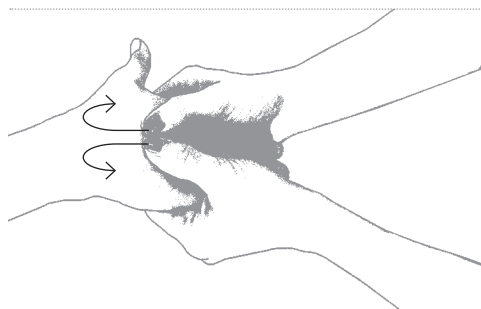
⌚ 2'

Massage the entire upper part of the body sliding the hands from the head to the arms. Progressively lessen the pressure until lightly stroking the client's body. End with a release and final farewell stroke.

GENERAL RITUALS
HAND MASSAGE

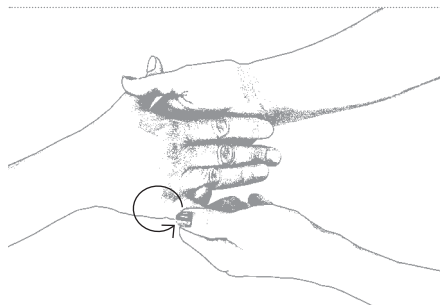
Apply 1-3 pumps of **Bellessere Hand Cream** on the back of one hand and distribute throughout the entire surface with a light massage.

1. pressures on the back of the hand



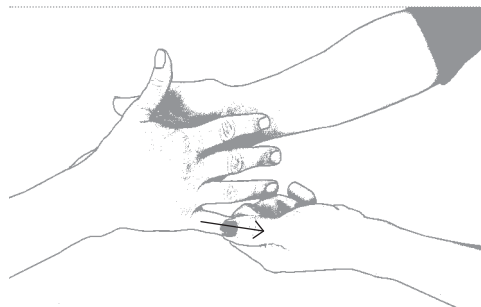
Position both thumbs on the back of the hand and create sliding pressures starting from the knuckles to the wrist.

2. circular rubs



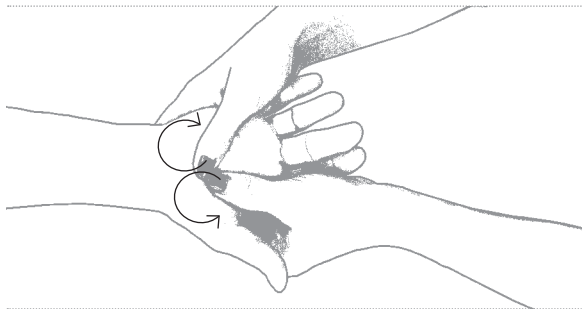
Keep the client's hand open and rub the fingers with circular motions, using medium pressure. Work one finger at a time, starting with the pinkie and ending with the thumb.

3. sliding down the fingers



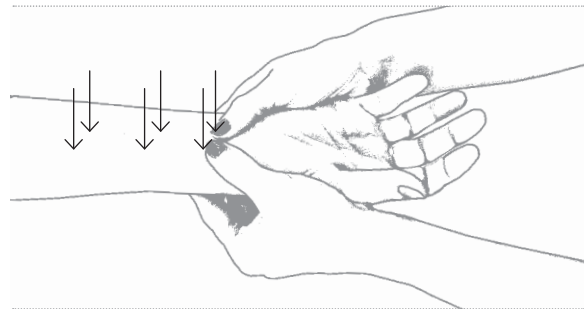
Slide down every finger, using medium pressure, starting from the knuckles and working towards the tips.

4. finger pressures on the palm of the hand



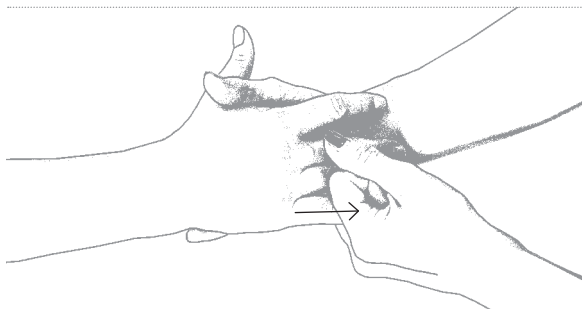
Rotate the hand and start to work on the inner part. Massage the entire area with deep, circular motions using the thumbs. Use the fingertips to press energetically, especially in the thicker areas like the base of the thumb.

5. finger pressures on the forearm



Encircle the wrist with both hands, keeping the thumbs spread and alongside each other, positioned on the inner part. Do three finger pressures with both thumbs on three points: end of the wrist, mid forearm and forearm.

6. pinching the fingers



Rotate the hand again and, squeezing one finger at a time between the index and middle fingers, slide a few times towards the outside. Pull each finger gently, from the base to the tip. This stroke helps to release negative energy.

7. wrist rotations



Cross your hand with the client's, hold their wrist with the other hand and guide some wrist rotations, first clockwise, then anticlockwise (3 to 6 times).

GENERAL RITUALS

SHAMPOO RITUAL

1. get centred

The massage technique starts with the operator centring themselves before making contact with the client by taking three breaths to be fully present, more efficient and save their energies.

2. make contact



With both hands on the sides of the client's head, remain still and quiet for a few seconds to invite them to relax.

3. apply



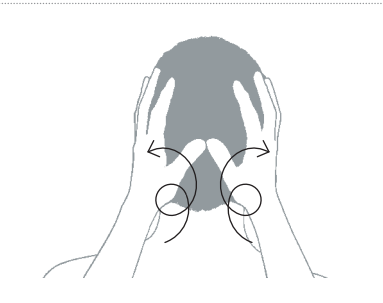
Get the hair wet and measure out the Actyva shampoo best suited to the client's needs. Apply it on the back, sides and top of the scalp.

4. distribute



Rake the product with sliding pressures, from the hairline towards the top, to distribute the shampoo evenly over the scalp.

5. knead



The purpose of the strokes is to cleanse the scalp in an optimal way, relaxing the scalp muscles and stimulating blood microcirculation.

With both hands open and relaxed, use the fingertips in slow, circular motions, lifting the hair and moving the scalp under the fingers. Apply medium pressure. Massage throughout the head with kneading motions: first on the sides, then in the middle, and finally on the occipital area, using the thumbs. These strokes promote scalp vascularisation.

MASSAGE

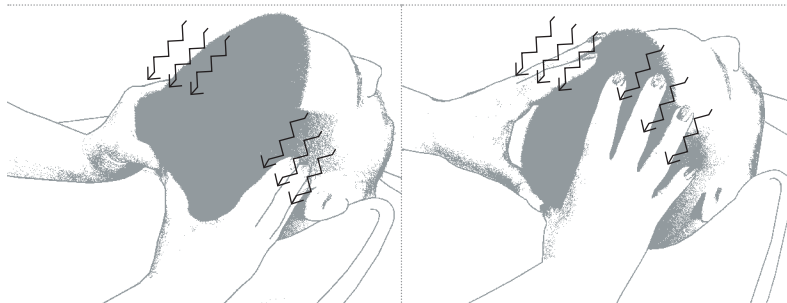
The following strokes eliminate muscle tension, provide scalp elasticity, and give vitality and tone to the erector muscles of the scalp while also improving blood circulation. Every manoeuvre is named with a metaphoric action that will help to better understand and remember it.

6. go on the swing



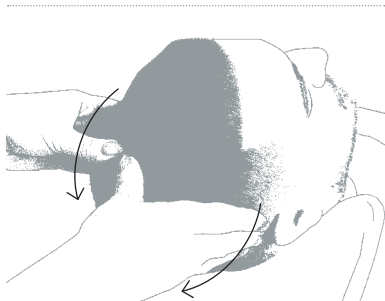
The thumbs create sliding pressures throughout the back area and all the way up to the top of the head, oscillating from the side hairlines towards the median line. Use medium pressure.

7. zigzag



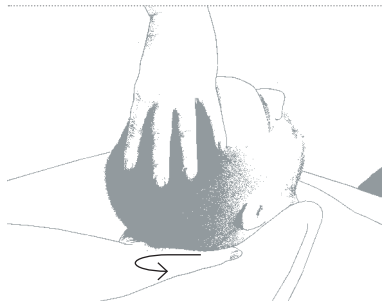
With the thumbs positioned near the top, support the head while making bottom-up zigzag movements with the tips of the other four fingers held together, first on the sides, then on the upper part of the head from the hairlines towards the top. Use medium pressure.

8. slide



Rest the hands on the upper part of the head and open them while sliding them slowly down the sides until reaching the nape area. Use medium pressure.

9. flamenco



Support the head with one hand and rotate the other hand on itself while massaging the back area with fingers wide open. Alternate the hands.

10. rinse and towel dry



Emulsify and rinse thoroughly, lifting the hair with open fingers. Towel dry carefully.

SCALP RITUALS

SPECIFICI PUREZZA 46

SPECIFICI EQUILIBRIO 47

SPECIFICI BENESSERE 48

SCALP RITUALS SPECIFICI PUREZZA

1. application

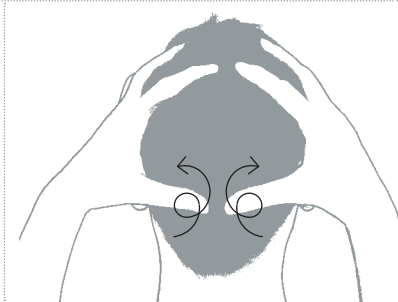
After washing the hair with **Purezza Shampoo**, mix 30 ml of **Cute Sana Gel Base** with 3 ml of **Purezza Concentrate**.

2. distribution



Apply section by section on the scalp using a brush. Distribute with circular motions until the entire surface of the scalp is completely covered with product.

3. purifying massage



⌚ 2'

The fingertips of both hands, held open and opposite to each other, massage with small, circular, rhythmic and quick strokes to promote the action of the treatment. Perform the massage first on the sides, then on the front and back, and finally on the occipital area. On the occipital area use the thumbs. Apply medium pressure.

4. processing and completion

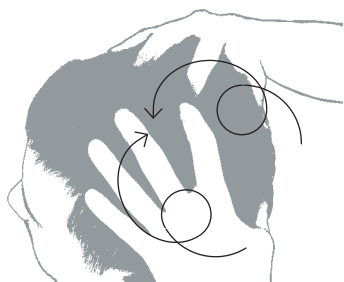
Leave in place for 5 minutes, emulsify and rinse thoroughly. Style the hair as usual.

SCALP RITUALS SPECIFICI EQUILIBRIO

1. application

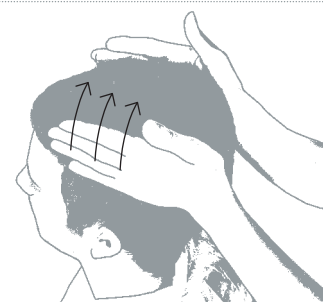
After washing the hair with **Equilibrio Shampoo**, mix 30 ml of **Cute Sana Gel Base** with 1.5 ml of **Equilibrio Concentrate**.

2. distribution



Apply section by section on the scalp using a brush. Distribute with circular motions until the entire surface of the scalp is completely covered with product.

3. balancing massage



⌚ 2'

With open, non-rigid fingertips, stroke gently with oscillating movements from the hairline towards the top of the head, first on the sides and then on the front and back of the head. At the end of every stroke, release the energy going upwards, with flat hands, running from the hairline towards the top of the head. Apply light pressure.

4. processing and completion

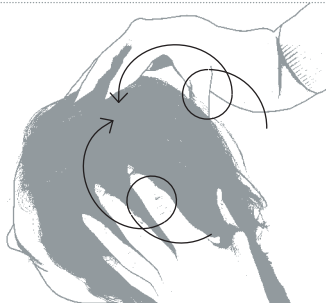
Leave in place for 5 minutes, emulsify and rinse thoroughly. Style the hair as usual.

**SCALP RITUALS
SPECIFICI BENESSERE**

1. application

After washing the hair with **Benessere Shampoo**, mix 30 ml of **Cute Sana Gel Base** with 1.5 ml of **Benessere Concentrate** (if the scalp is sensitive) or **Benessere Ialu Concentrate** (if the scalp is dry and/or tight).

2. distribution



Apply section by section on the scalp using a brush. Distribute with circular motions until the entire surface of the scalp is completely covered with product.

3. relaxing massage



⌚ 2'

With open, non-rigid fingertips, stroke with sliding pressures from the hairline towards the top of the head, first on the sides and then on the front and back of the head. Then, massage the occipital area creating sliding pressures with the thumbs. Finish off with caressing strokes throughout the head keeping the hands closed and flat. Apply medium pressure.

4. processing and completion

Leave in place for 5 minutes, emulsify and rinse thoroughly. Style the hair as usual.



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