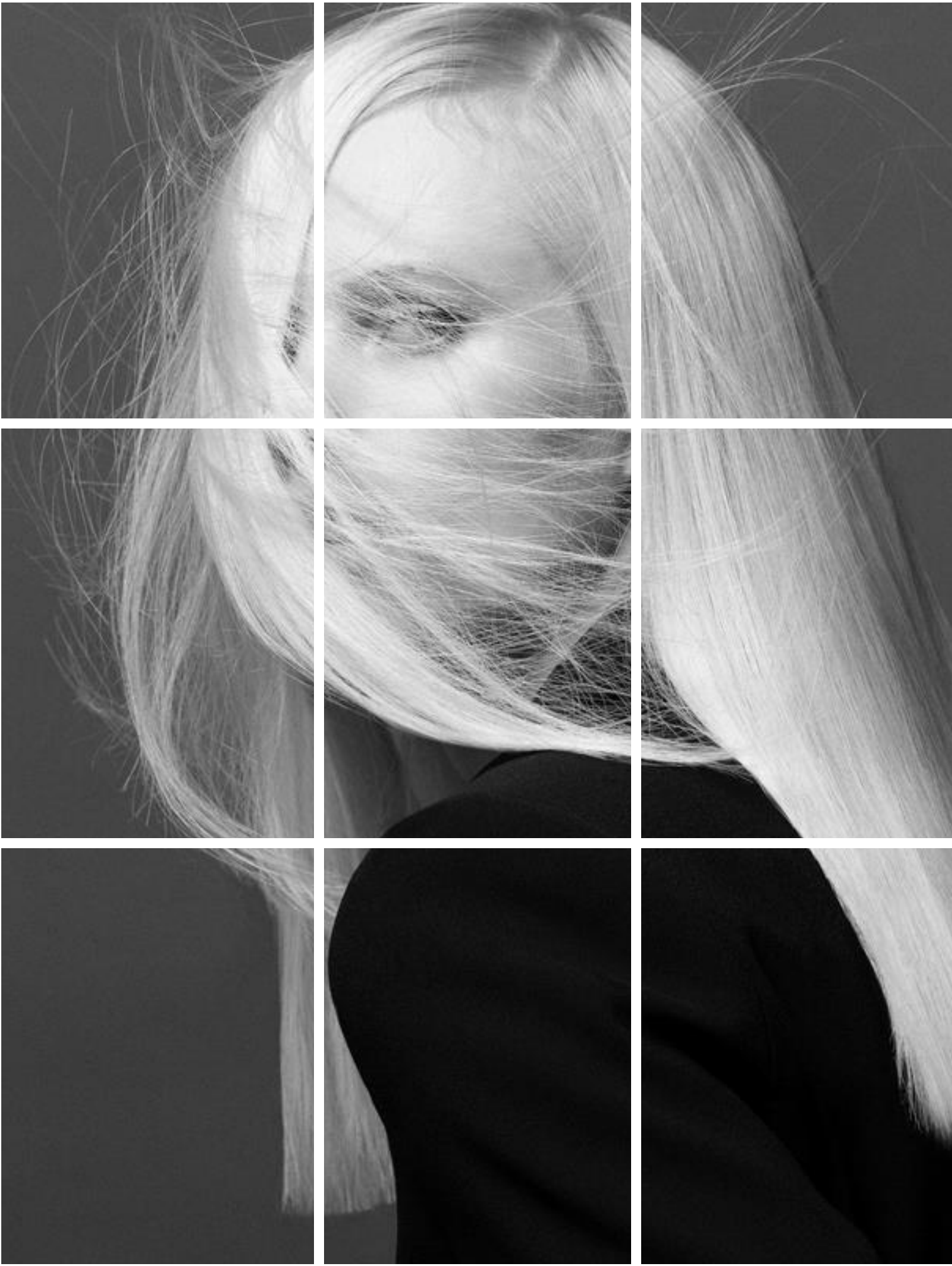




DECO BEAUTY

BLEACHING WITH CARE

artēxo
CARE FOR BEAUTY



BLONDE, FABULOUS BLONDE

DECO BEAUTY

BLEACHING WITH CARE



A complete line of professional bleaching products, designed to achieve the best performances.
Advanced technology enriched with natural elements, to respect the hair and take care of its beauty.

A unique system conceived to carry out every bleaching technique.
A must-have for the experienced and innovative professional that wants to have great results
and satisfied customers, respecting the hair beauty. Like us. Always.

PHYTO-TECHNOLOGY

High-performance formulations, enriched with natural active principles for the best hair care and beauty. Every product contains BOTANIC ACTIVE INGREDIENTS, among which:



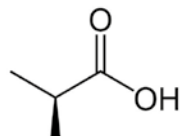
COTTON OIL
Known for its hydrating anti-oxidant properties, thanks to the presence (50%) of polyunsaturated fats such as linoleic acid, with an high tocopherols content, and vitamin E.



COCONUT EXTRACT
Known for its hydrating and protective action, thanks to coconut nourishing features (it is rich in fibers, vitamins and minerals, such as potassium, phosphorous, sodium, calcium, magnesium and iron).



CORN PROTEINS
Well known for their repairing ad restructuring properties, but also renowned for making the hair elastic, thanks to the starch and fibers contained in its grains.



DAIRY PROTEINS
Known for their replumping and conditioning action.



CAOLIN (WHITE CLAY)
Mineral widely used in phytocosmetics, with a soothing and hydrating action, that gives texture and thickness to the mix.



NATURAL GUAR GUM
Very appreciated for its thickening and nourishing action on the hair, thanks to its content of proteins, fiber, fats and iron.

FRAGRANCES are delicate and refreshing:
Mediterranean Pine, Rose, Menthol. Comfort and well-being are of the essence during the service.



BLONDE, FABULOUS BLONDE

THE LINE

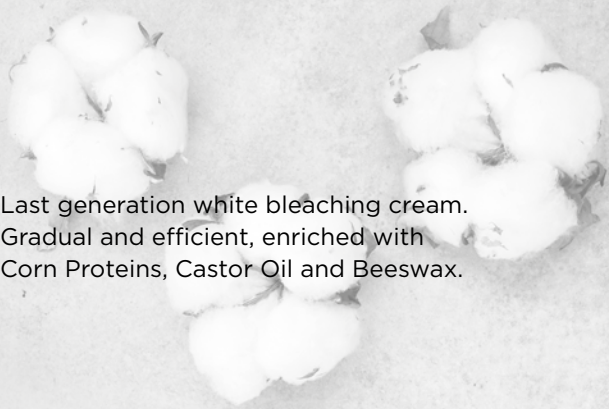
DECO BEAUTY: for powerful and intense bleaching. With Care.



LOVELY LIGHT

Available sizes:
500ml

Last generation white bleaching cream. Gradual and efficient, enriched with Corn Proteins, Castor Oil and Beeswax.



LOVELY LIGHT

Available sizes:
1Kg - 3kg

Violet bleaching powder with Coconut Extracts, for a gradual and constant highlifting.



LOVELY LIGHT

Available size:
10-20-30 Volumes
1000ml

Crème developer with protective action, enriched with Panthenol and Marigold Oil; specifically formulated to be mixed with Lovely Light Bleaching Powder and Cream.



BLONDE, FABULOUS BLONDE



X LIGHT

Available sizes:
1Kg - 3Kg

Blue bleaching powder enriched with Cotton Oil, for a controlled, fast and efficient action.



NO AM

Available sizes:
1Kg - 3Kg

Fast acting ammonia free bleaching powder, enriched with Dairy Proteins and Cotton Oil.



BALAYAGE

Available size:
1Kg

Bleaching powder enriched with Cotton Oil, Guar Gum and Caolin, specifically formulated for balayage techniques.

BLONDE, FABULOUS BLONDE



LOVELY LIGHT

Last generation white bleaching cream.
Gradual and efficient, enriched with Corn Proteins, Castor Oil and Beeswax.

THE ALTERNATIVE TO THE BLEACHING POWDER,
WITH GREAT BLEACHING PERFORMANCES.

Perfect for those who are sensitive to volatile powders.



DEVELOPING TIME

Developing time may vary, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.
Never use heat sources beyond 40°C.

Gentle and gradual action

The highlifting will be gentle and the result will be incredibly shiny and cosmetic, thanks to the oils and waxes present in the formulation.

Clean results

Bold bleaching performances.

The absence of pigments in the cream ensures the best final result.

Highly cosmetic action

Conditioning and gentle action in synergy with Lovely Light Developer, enriched with Panthenol and Caledula.

Phyto-formulation. Nature meets technology

CORN PROTEINS

Well known for their repairing and restructuring properties, but also renowned for making the hair elastic, thanks to the starch and fibers contained in its grains

Fragrance

Low ammonia perception, thanks to the reduction of ammonium persulfate by 50% compared to the previous Lovely Light Bleaching Paste

Creamy bleaching product

Perfect for those who are sensitive to volatile powders.

Perfect for

Gradual and constant highliftings
Bleaching on thin sensitive hair
Color correction
Applications close to the scalp
Foil bleaching
Brush techniques
Free-hand techniques

Recommended mixing ratio 1:2

EX: 30g of Lovely Light Bleaching Cream needs to be mixed with 60g of Lovely Light crème developer at 10, 20 or 30 volumes, according to the highlifting speed, to the desired bleaching level and to the hair structure.

BLONDE, FABULOUS BLONDE



LOVELY LIGHT

Violet bleaching powder with Coconut Extracts, for a gradual and constant highlifting.

IT HIGHLIGHTS UP TO 2 LEVELS MORE THAN A TRADITIONAL
BLEACHING PRODUCT

For natural or colored hair, sensitive and thin.



DEVELOPING TIME

It's variable, depending on the desired bleaching level and on the hair structure.
Check it every 5/10 minutes.

Gentle and gradual action

The hair bleaching will be gentle and the result incredibly shiny and cosmetic

Maximum tidiness

The formulation is enriched with violet micro-pigments to counteract residual yellow reflexes

Highly cosmetic action

Gentle conditioning action in synergy with Lovely Light crème developer, enriched with Panthenol and Marigold oil.

Phyto-formulation. Nature meets technology

COCONUT EXTRACT

The combination of anti-inflammatory, hydrating and barrier-effect properties, makes this ingredient unique.

FRAGRANCE

Mediterranean pine, for a refreshing Salon Experience.

Non volatile powder

For a friendly work environment

Perfect for

Gradual constant highlifting
Bleaching on thin sensitive hair
Bleaching with foils
Brush techniques
Free-hand techniques
Color correction

Mixing

It can vary according to the technique and the desired density.

Application on natural hair: 1 measuring cup (30g) of powder mixed with 1, 2 or 3 measuring cups (30, 60 or 90 g) of Lovely Light Developer, 10 or 20 volumes, according to the needed bleaching rate and the level you want to obtain. Only use 30 volumes developer on thick, not porous hair. **Application on colored hair (stripping service):** 1 measuring cup (30g) of powder mixed with 1, 2 or 3 (30, 60 or 90g) of Lovely Light Developer at 10 volumes (if needed, apply twice, always with 10 volumes). Only use 20 volumes developer on thick, not porous hair.

X LIGHT

Blue bleaching powder with Cotton Oil, for a quick and uniform bleaching.

IT HIGHLIGHTS UP TO 2 LEVELS MORE THAN A TRADITIONAL BLEACHING PRODUCT

For natural or colored hair



It's variable, depending on the desired bleaching level and on the hair structure.
Check it every 5/10 minutes.

DEVELOPING TIME

Quick and uniform action

The bleaching process will be quick and the result very shiny.

Supreme blonde

The formulation is enriched with blue micro-pigments to counteract residual orange or yellow-orange reflexes

Phyto-formulation. Nature meets technology

COTTON OIL

Rich in fat acids to preserve the hair beauty

Fragrance

Menthol, for a pleasant Salon experience.

Non volatile powder

For a friendly work environment

Mixing

Application on natural hair: 1 measuring cup (30g) of powder mixed with 1 or 2 measuring cups (30 or 60g) of Peroxide, 10 or 20 volumes, according to the needed bleaching rate and the level you want to obtain. Only use 30 volumes developer on thick, not porous hair. **Application on colored hair (stripping service):** 1 measuring cup (30g) of powder mixed with 1 or 2 (30 or 60g) of Peroxide at 5 or 10 volumes (if needed, apply twice, always with 5 or 10 volumes). Only use 20 volumes developer on thick, not porous hair.

Perfect for

Bleaching with foils
Brush techniques
Free-hand techniques
Color correction

NO AM

Fast acting ammonia free bleaching powder, enriched with Dairy Proteins and Cotton Oil.

For natural or colored hair



It's variable, depending on the desired bleaching level and on the hair structure.
Check it every 5/10 minutes.

DEVELOPING TIME

Quick and intense action

The bleaching process will be extremely quick

Phyto-formulation. Nature meets technology

COTTON OIL

Rich in fat acids to preserve the hair beauty.

DAIRY PROTEINS

With a protective action

Fragrance

Delicate rose fragrance for a pleasant Salon experience

Non volatile powder

For a friendly work environment

Mixing

1 measuring cup (30g) of No-Am can be mixed with 30 or 60g of Artègo O2 Developer (not beyond 30 volumes).

Perfect for

Fast bleaching
Bleaching on customers who can't stand the ammonia smell
Foils techniques
Brush techniques
Free-hand techniques

BLONDE, FABULOUS BLONDE

BALAYAGE

Bleaching Powder enriched with Cotton Oil, Guar Gum and Caolin;
for balayage techniques or for free-hand bleaching techniques.

For natural or colored hair



It's variable, depending on the desired bleaching level and on the hair structure.
Check it every 5/10 minutes.

DEVELOPING TIME

Delicate and gradual action

The bleaching process will be really quick yet gradual, and the result will be shiny and soft.

System Block Effect

The powder only acts where it is applied; it doesn't affect the rest of hair it comes into contact with.

Phyto-formulation. Nature meets technology

COTTON OIL, GUAR GUM AND CAOLIN

They have an hydrating and protective action and
make the mix stick to the hair during developing time.

Fragrance

Neutral scent, without parfums added.

Non volatile powder

For a friendly work environment

Mixing

For balayage or comb techniques, the recommended mixing ratio is 1:2, 1 measuring cup (30g) should be mixed with 30 or 60g of Artège O2 Developer (not beyond 30 volumes). Mix with 40 volumes on natural hair only, avoiding heat sources, aluminum or thermal foils. The mixing ratio can go up to 1:3 for any streak or highlift technique

Perfect for

Free hand techniques
Spatula techniques
Free-hand techniques
Balayage technique without foils

BLONDE, FABULOUS BLONDE



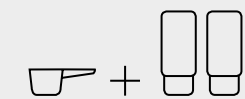


GUIDELINES

LOVELY LIGHT



1:2



LOVELY LIGHT



1:1/1:2/1:3



X LIGHT



1:1/1:2



NO AM



1:1/1:2



BALAYAGE



1:2/1:3



MIXING: Always mix in a plastic, glass or ceramic bowl, non metallic, respecting the mixing ratios between the powder and the specific developer, illustrated in the instructions.

DEVELOPING TIME: It's variable, depending on the desired bleaching level and on the hair structure. Check it every 5/10 minutes.

WARNINGS: Bleaching powders are not recommended for scalp bleaching, since they could induce an allergic reaction. A preliminary test should be carried out prior to application. Do not wash the hair before applying the product and do not perm hair right before or after bleaching. Do not apply the product on the scalp or the skin, eyelashes, mustaches, eyebrows or any other body hair. Avoid eye contact. Should the product come into contact with eyes at any time, rinse immediately and contact a physician. Wear protective gloves. Keep out of the reach of children.

EXTRA CARE TIPS

To get the perfect bleaching or stripping service and keep the hair as healthy and uniformly bleached as possible, it's fundamental to be as professional as one can be: diagnosis, application, and constant monitoring of the result are of the essence.

For a high quality bleaching service always use Deco Beauty products mixed with

- O2 Peroxides
- Lovely Light Developers

TO BLEACH SAFELY

Blend mixing or stripping formulas with Multiphlex, a treatment based on organic substances to:

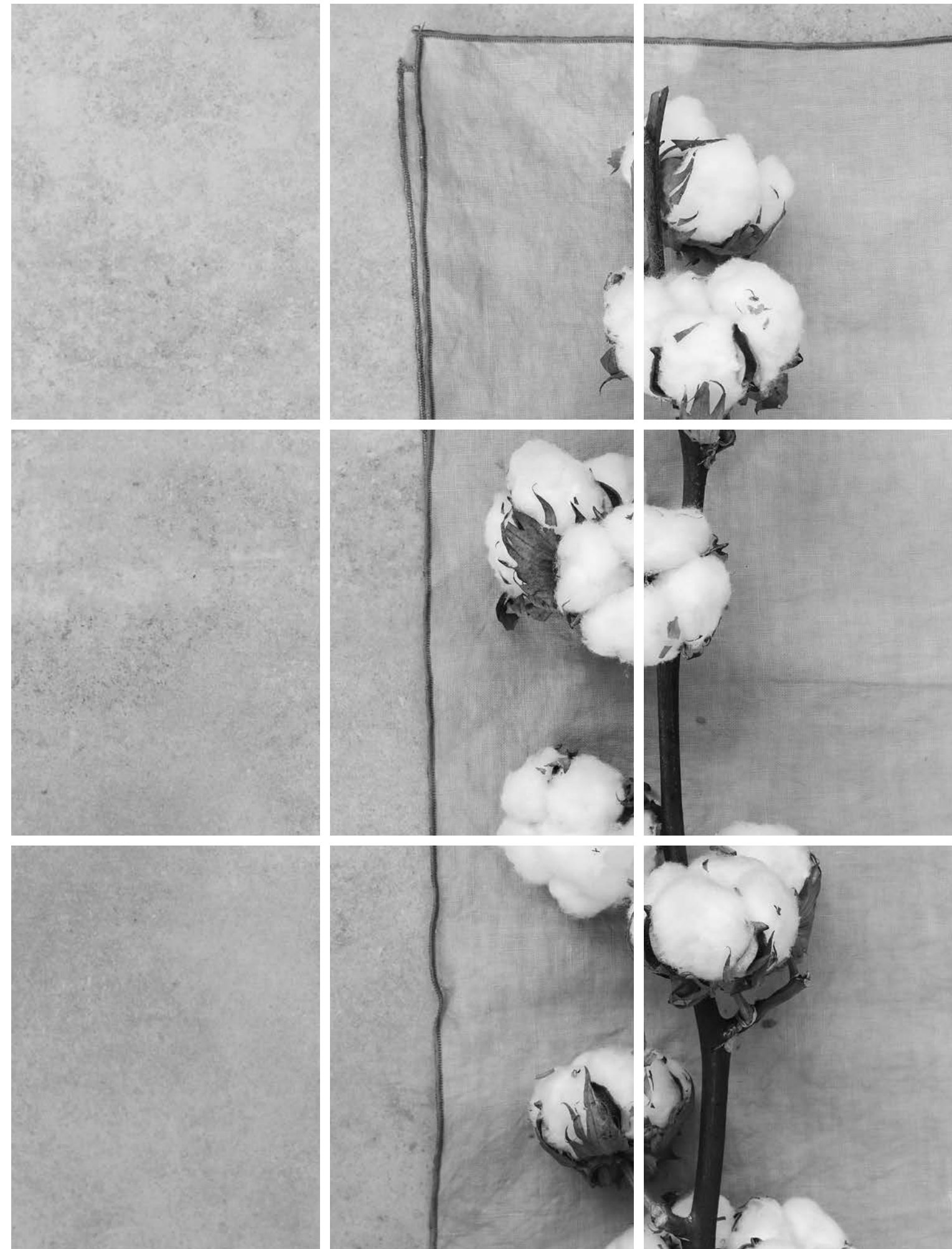
- Improve the hair cosmeticity
- Work on treated hair safely
- Apply the bleaching product twice safely

AFTER THE BLEACHING SERVICE IN SALON

Rinse abundantly with lukewarm water and wash with Good Society Rich Color O2 Shampoo or with Rain Dance Color Shampoo. Then apply the namesake conditioner or tonalize.

HOME MAINTENANCE

After the bleaching service it is important to keep the hair hydrated and shield it from oxidation. Recommended products: Good Society Rich Color O2 or Rain Dance Color. On blonde highlights, to neutralize gold reflexes and enhance cool ones, use Good Society Shiny Grey 51 and Color Shine Mask Blueberry.



THE INSPIRATION

DECO BEAUTY FOR SALON SERVICES

DECO BEAUTY has been designed to offer the professional advanced expert advice to beautify customers faces playing with lights, shadows and volumes.

The inspiration to these services comes straight from the make-up world.

CONTOURING

TECHNIQUE AIMED AT SHAPING A CUSTOMER’S FACE CHANGING ITS MORPHOLOGICAL PROPORTIONS PLAYING WITH SHADOWS AND LIGHTS IN HER HAIR

STROBING

TECHNIQUE AIMED AT GIVING VALUE TO A FLAT COLOR AND TO THE FACE THROUGH THE STUDY AND THE CREATION OF SPOT LIGHTING ON THE HAIR

THE SYSTEM

THE SYSTEM

OUR TRAINING COURSES ARE BASED ON

CULTURE

The needed knowledge you glean from to have a decisive, aware and winning attitude towards the service.

EXPERT ADVICE

The competence to recognize what information is needed and convey it to get the best results

RITUAL

The art of further developing the service.

THE SYSTEM APPLIED TO THE 2 SERVICES:





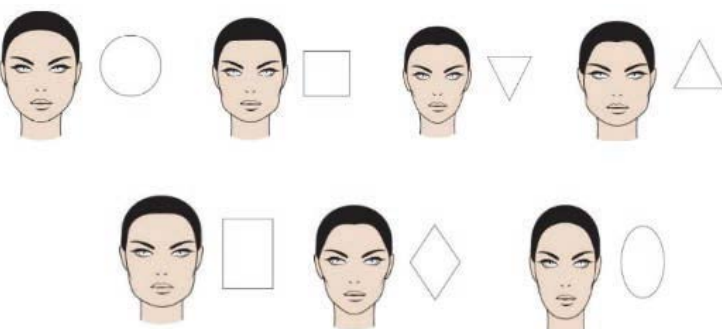
CONTOURING CULTURE

A technique that re-proportions morphological balances thanks to a shadow and light game, where light emphasizes and dark contains. This is how we unveil some areas and cover others: shaping and softening facial features.



CONTOURING EXPERT ADVICE

Recognizing morphological shapes thanks to our facial reference points system.



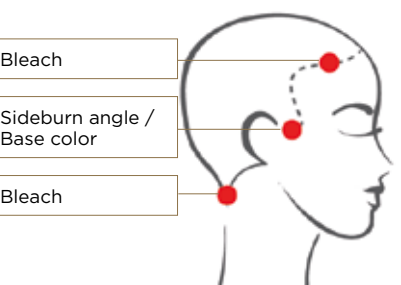
Analyzing the most common facial shapes.



CONTOURING RITUAL

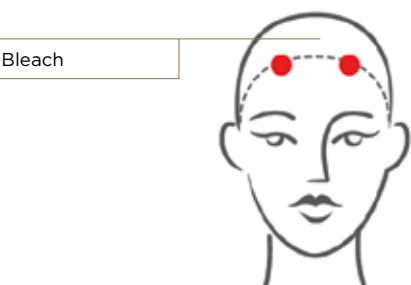
Hair partitions.
Applying the bleach to every shape.

OBLONG SHAPES



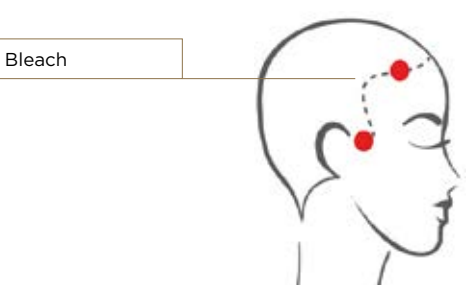
Bleach on the lateral upper and lower area. Leave one strand of the base color in the sideburn area.

SQUARED AND ROUNDED SHAPES



Bleach the frontal panel to verticalize

TRIANGULAR SHAPE (POINTING UPWARD)



Bleach the upper lateral area



SCAN THE QR CODE TO DISCOVER THE APPLICATION VIDEO



STROBING CULTURE

“Strobing” stands for “stroboscopic effect” (movement optical illusion), and indicates the technique that highlights some facial points thanks to spotlights.



STROBING EXPERT ADVICE

Analyze the shapes dividing them in two macro-areas: bobs and layered cuts.



STROBING RITUAL

BOB

Bob partition:
The hair is divided in the internal area (above crown), starting from a rhombus positioned in the head upper spot.

Bob spotlights:
Mark out a veil as thick as the rhombus side, bleach lengths and tips. Repeat on the other 3 sides. If necessary, take more veils inside the rhombus.




LAYERED LINES

Layered lines partitions:
Mark out the fringe triangle and then a rhombus, half crown deep. Start separating the frontal area, next to the hairline, parallel divisions next to the rhombus. Continue in the rear and opposite area with the same technique.

Layered lines spotlights:
Mark out a veil (semi-transparency), take a large crochet and bleach lengths and tips. Continue leaving a panel between a partition and the other. The more you approach the top, the more extended the bleaching area will be.



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