

cic beauty®



GUIDE FOR HAIR CRYOTHERAPY

BEHIND COOL, COLD
AND FROZEN

SUBZERO
CRYOTHERAPY
PROFESSIONAL

HAIR **TOXX**
■ FULL TREATMENT

- *Cryotherapy For Hair
- *Plastic Surgery
- *Plex Protection

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MENU

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CHAPTER 1- CHANGE THE WAY YOU THINK

UNDERSTANDING COMPROMISED HAIR

THE HAIR'S STRUCTURE

The cuticle is the outer layer of the hair strand. It is covered by a small layer of natural oil called sebum which, together with the cuticle, forms a shield to protect the cortex and the medulla (the hair's inner layers). These inner layers must be protected due to their important functions, including giving hair its color and shape.

ENVIRONMENTAL DAMAGE

Hair is damaged daily by many everyday factors: sun, humidity salt, dry weather and other harmful elements in the environment that accelerate the natural aging process, leaving the hair limp and brittle. Those harmful elements also speed up the surface oxidation and prevent color from adhering properly. Reducing hydration and leaving hair dry and dull.

CHEMICAL DAMAGE

In addition to exposure to natural elements, many women also subject their hair to chemical procedures such as chemical straighteners, coloring and hair discolorization. These chemical treatments many times modify the hair's inner layers and severely damage its outer layers. When it comes to chemically based straightening treatments, many will effectively break the disulfide bonds present in the hair (which give hair its shape and body). This, in turn, reduces keratin levels and depletes nutrients in hair that may already be vulnerable due to the naturally harmful elements previously mentioned.

MECHANICAL DAMAGE

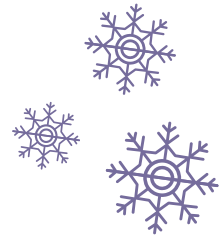
Mechanical damage occurs through improper handling or overuse of styling tools including blow dryers, flat irons, and curling irons.



ICE-COLD TREATMENT AND HOW IT FREEZES OUT THE DAMAGE OF YOUR HAIR

The innovative Ice-Cold temperature treatment is the coolest way to freeze out damaged hair.

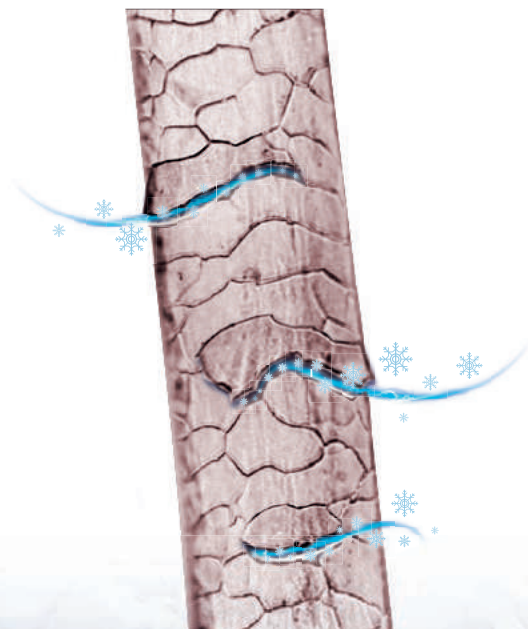
The Subzero Cryotherapy treatment provides an incredible boost to the Hair.Toxx Treatment, making it more effective and quicker acting.



The hair service treatment is potent because it not only shields the hair against damage (natural, chemical and environmental), but it also repairs destroyed hair cuticle fibers; especially cuticles damaged through discolorization or lack of hydration and care.

Where does the Subzero Cryotherapy Deep Treatment come into play?

It helps speed up the transfer of nutrients to the hair and more importantly, it increases the hair's absorption potential, allowing hair strands to capture higher levels of critical nutrients.





ONE CONCEPT, MULTIPLE POSSIBILITIES, INFINITE RESULTS

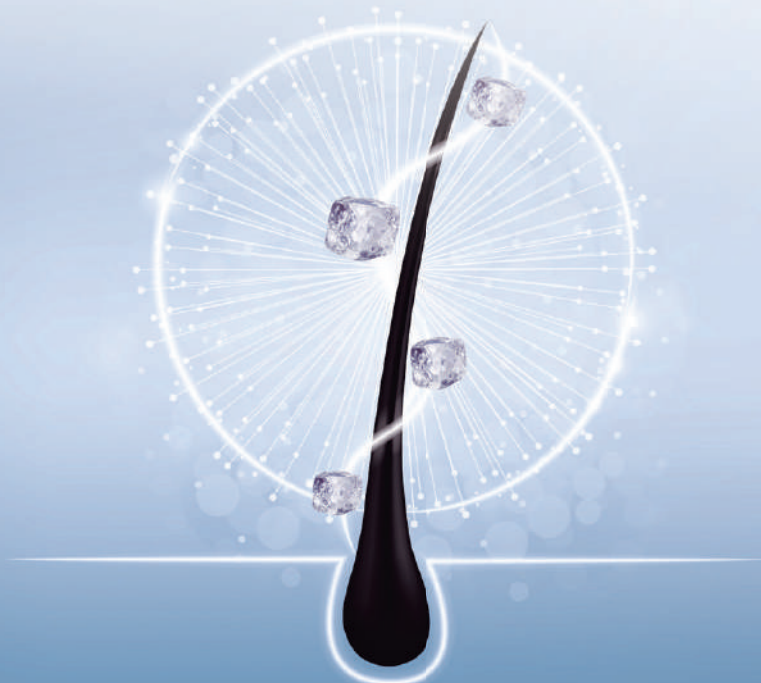
CRYOTHERAPY FOR THE HAIR

A PIONEER TECHNOLOGY THAT "FREEZES" THE DAMAGE

Cryotherapy is a revolutionary treatment that repairs the damaged and fragile hair. Working with extremely low temperatures, it acts on the hair's strand from the inside out, correcting and replenishing the damaged fibers. This technology freezes the nutrients and the hyaluronic acid at the hair's cortex, boosting and prolonging the Hair.Toxx Full Treatment.



The search for the perfect hair is a constant concern! Not only does natural daily damage (sun exposure and pollution, for example), but also chemical damage (such as straightening, staining, and discoloration) compromise the healthy fiber that might have been left. Thus, the hair becomes porous, extremely fragile and unprotected. The solution to perfect hair is simple: ending negative temperature treatments! Responsible for properties such as shine, silkiness and protection, cold rinse has become part of the ritual of salon regimens for generations. Cold-promoted capillary cryotherapy is not only a healthy-looking promoter but also a great ally for cuticle protection. The subzero cryotherapy device gives the hair treatments a new grand finale, improving results in less time. When combined with the Hair.-Toxx treatment, the Ice-Cold Treatment technique proves to be the ideal path to perfect hair!





PLASTIC SURGERY

A MIRACULOUS TREATMENT THAT ALL DAMAGED HAIR NEEDS

The Hair.Toxx Full Treatment is a complete hair recovery! Its formula, rich in Açaí Berry from the Amazon and Lipophilic Complex, has the power to recover the damage caused by natural agents and chemical processes. With anti-oxidant capacity provides deep hydration and reconstruction, rejuvenating the hair cuticle. The results are visible immediately after the first application!

PLEX PROTECTION

REACH THE BEST RESULTS WITH CHEMICAL PROCESSES

Completely damaged hair can now go through chemical treatments with no fear! The Revitalizing Serum allows the salon professional to work completely safe during chemical procedures, bleaching and coloring.



- ◆ Compatible with all services and treatments
- ◆ No change in bleach, color or treatment applications
- ◆ No change in processing time
- ◆ No change in peroxide or coloring agent developer
- ◆ No change in the lifting or depositing process
- ◆ Deeper penetration of color pigment
- ◆ Adds elasticity, strength and suppleness



CHAPTER 2 - CHANGE THE WAY YOU DO

TWO DELIVERY OPTIONS FOR YOUR TREATMENT

The Subzero Cryotherapy Deep Treatment (salon only) and the Frozen Flat Iron are responsible for boosting the Hair.Toxx Full Treatment results and guarantee a maximum absorption of its nutrients. They act on a molecular level, creating a shield around the hair strand and reconstructing it from the inside out! These are revolutionary tools for a lifestyle of hair-expression! This technology freezes the nutrients in the hair's cortex. This way, the nutrients provided by the Hair.Toxx Full Treatment can act for longer at the hair strands, providing more nutrition and protection.

SOLUTION FOR SALON PROFESSIONAL

The Subzero Cryotherapy professional is an in-salon service that reaches to 3.2° F to protect and repair the hair from damage and lack of hydration. The rich formulation is made with collagen, hyaluronic acid, and acai berry for a perfect combination.



SOLUTION FOR HOME (retail opportunity)



The Frozen Iron keeps damaged hair frozen out, even at home! It is easy to apply and your clients can do it themselves for fabulous hair during any season!

The Frozen Iron reaches 23° F/-5° C to create incredible protection. This is the best way for your clients to keep their hair looking healthy and young and for prolonging the longevity of your in-salon service.



THE PRO PRODUCTS

■ GENTLE CLARIFIER PRE-TREATMENT SHAMPOO

The Hair.Toxx Gentle Clarifier Shampoo completely removes all residues and build-up without harming or weighing down the hair. It prepares hair to receive the Sub-zero treatment service without stripping the existing color.

■ PROTECTIVE MASQUE RECONSTRUCTIVE AND REGENERATIVE

The Hair.Toxx Protective Masque joins together the cuticles of the hair fibers promoting texture, softness, and elasticity. It leaves hair radiant and soft to the touch.

■ REV TALIZING SERUM NOURISHING AND PROTECTIVE

The Hair.Toxx Revitalizing Serum revitalizes the hair, acting directly on the cortex to provide the rejuvenation and protection that prevent hair from becoming dull and lifeless. The serum also renews the hydration levels of the hair's lipids. It contains an advanced restorative power to its lipophilic nature. The serum interacts with the capillary structures in hair, replenishing the natural lipid layer lost to environmental and chemical damage. Even the highest levels of capillary degradation can be reversed through treatment with the Revitalizing Serum. The serum strengthens weakened, damaged hair, fortifying the hair's structure from the inside-out. And there's more, beyond nourishing and protecting hair, the Revitalizing Serum allows the color specialist to let chemical procedures like coloring and bleaching act longer without damaging hair. Because of this, you can achieve stronger, more vibrant colors, reaching the platinum blonde your client has always wanted with the safety they deserve!

■ SUBZERO CRYOTHERAPY PUT DAMAGED HAIR ON ICE

The Subzero Cryotherapy Treatment is the coolest way to freeze out damaged hair. This Ice-Cold treatment is a boost to any full-service treatment by freezing the nourishment and protein inside the hair strand, it lasts longer and penetrates deeper.



LIPOPHILIC COMPLEX, THE BOND CREATOR AND PROTECTOR FOR A HEALTHIER RECONSTRUCTION

The Hair.Toxx Lipophilic Complex is made of a protein-coated collagen membrane. Its small size and polarity allow the Lipophilic Complex to penetrate deep into hair fibers, down to the level of individual cell membranes. This deep penetration allows the serum to actively interact with the oils present in hair's capillary structures.

When combined with the high level of essential vitamins (provided by the Açai fruit), this process leads to a complete multilevel reconstruction. This cutting-edge molecular technology has high photochemical compatibility with hair capillary structures and increases lubrication between and within hair strands.

An undamaged hair strand is naturally hydrophobic (repels water), while damaged or aged hair becomes hydrophilic (absorbs water). Another function of our Lipophilic Complex is to restore and maintain hair's natural barrier against water, making it a true breakthrough in professional hair-care.

HYALURONIC ACID: THE WEAPON AGAINST DULL HAIR

Hyaluronic Acid, the collagen protein naturally produced in the healthy hair, repairs the gaps between the cortex and the cuticle; Filling in imperfections and actively reconstructing the damaged cortex.

In healthy hair, the cortex (where most of the hair's pigment is stored) and the cuticle (the outer-most layer of the hair) are strongly bound together. When hair is exposed to chemicals, environmental stress (such as the sun or the wind), excessive physical manipulation, or simply the passage of time, these bonds weaken and begin to break; Leaving hair frizzled, dull, and damaged.





AÇAÍ BERRY: ANTHOCYANIN POWER

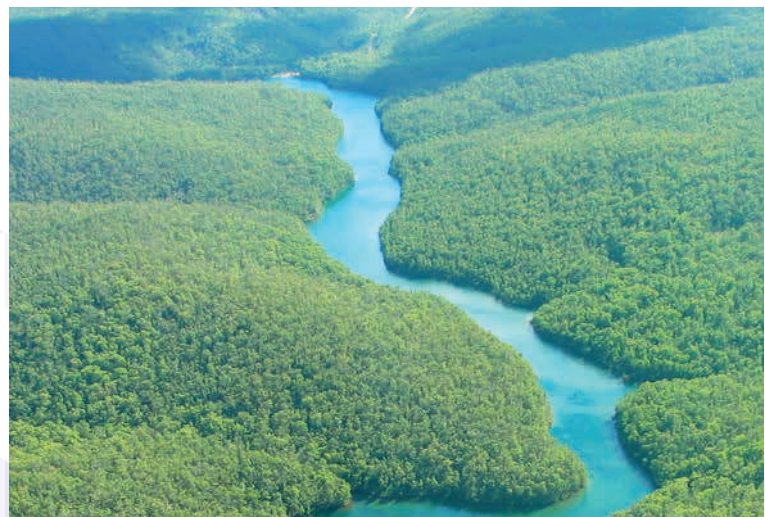
A Brazilian fruit, the Açai Berry is rich in anthocyanin, which provides a natural protective mechanism against environmental stressors. This protection is a key element in the shield that Hair.Toxx creates around hair cuticles. The anthocyanin power present in the Açai Berry protects hair from photodegradation (sun damage) through its high levels of antioxidants. The UV radiation present in sunlight can be a catalyst for serious hair damage, including melanin oxidation, amino-acid degradation, and fading color. Besides, the oxidation of lipids in the hair's capillary structures creates a chain reaction in which the hair's surface becomes coarse and cracked, exposing its cuticles and cortex to further damage.

Açaí is also rich in proteins, vitamins A and B1, and essential fatty acids, including linoleic acid (omega-6) and oleic (omega-9) acid. This high-nutrient density is what allows the Hair.Toxx to rejuvenate damaged, lifeless hair, leaving it like new again.



AMAZONIA ORIGINAL Ingredients

This product was formulated and produced using sustainable alternatives. It is salt-free and parabens free.





CHAPTER 3 - CHANGE THE WAY YOU LOOK

INVESTMENT X PROFIT

ONE TIME PURCHASE



SMALL KIT - (25 applications) investment x profit

CHARGE TO THE GUEST*:	\$50	\$65	\$85
GROSS SERVICES SALES:	\$1,250	\$1,625	\$2,125.00

* BASED ON THE SALON'S SERVICES, STYLIST AND DEMOGRAPHIC

LARGE KIT- (50 applications) investment x profit

CHARGE TO THE GUEST*:	\$50	\$65	\$85
GROSS SERVICES SALES:	\$2,500	\$3,250	\$4,250

* BASED ON THE SALON'S SERVICES, STYLIST AND DEMOGRAPHIC

CRYOTHERAPY HAIR SERVICE

- ICE-COLD DEEP TREATMENT-

The Subzero Machine reaches 3.2 F/-16 C in only 60 seconds, guaranteeing the maximum absorption of the deep conditioner nutrients. Exclusive to salons, its extremely low temperature creates a shield around the hair strand, freezing the nutrients at a molecular level.

STEP 1

Wash the hair with Gentle Clarifier Shampoo. Repeat if desired. Remove excess water in the hair with a towel.

STEP 2

Mix the Revitalizing Serum and the Protective Masque. Use the syringe and the doses bowl to correctly measure: Short and thin: 5 ml of Revitalizing Serum and 15 g of the Protective Masque or Long and thick: 5 ml of Serum with 20 g of Masque.

STEP 3

Divide the hair into 1 inch sections. Apply section by section. Massage using the Sealock® Technique of massaging the products in to the hair, smoothing the cuticle with your fingers and twisting each sections to push the treatment into the hair.

STEP 4

Plug in the Subzero Cryotherapy Professional iron (120V or 220V) and turn it on. Wait until the plate is "frozen" (60 sec.) before using it.

STEP 5

Pass the ice-iron 2-3 times over each section.

STEP 6

When you finish, turn off the device and unplug.

STEP 8

Rinse hair with cold water to remove the excess mixture. Blow-dry and style.



SUBZERO
CRYOTHERAPY
PROFESSIONAL

HAIR COLOR CONDITIONER SERVICE

- BOOST IMPROVEMENT DURING ANY COLOR APPLICATION -

Between bleaching and coloring, most clients believe that the first process is more dangerous to the hair. However, we can not forget how potentially harmful the second one can be. This concept will provide you with total security, giving you the creative freedom to proceed with direct color applications, improving your color application services.



STEP 1

Mix 1.5 ml of Revitalizing Serum for every 100 ml/gr of hair color (dye/toner + peroxide).

STEP 2

Proceed normally with the color treatment services.

STEP 3

Once the desired color processing time has been reached, thoroughly rinse hair to remove all dye.

STEP 4

Divide the hair into 1 inch sections. Apply section by section. Massage using the Sealock® Technique of massaging the products in to the hair, smoothing the cuticle with your fingers and twisting each sections to push the treatment into the hair.

STEP 5

Let the treatment act for 10-15 minutes.

STEP 6

Rinse the hair to remove the excess product and proceed with a light shampoo. Condition if necessary.

DONE! The result is healthy and beautiful hair in any color!

DAMAGE CONTROL TREATMENT SERVICE

When the treatment is part of any haircut and style, the Hair.Toxx full treatment should be regularly applied every 10 days for the best results.

It guarantees covering part of the split-end and replacing the nutrients and proteins that were lost due to environmental damages such as sun exposure, pollution, and saltwater and shields the hair against them. This guarantees shine, movement, and elasticity.

BEFORE



AFTER



STEP 1

Shampoo the hair with Gentle Clarifier Shampoo. Repeat if desired.

STEP 2

Remove the excess water in the hair with a towel.

STEP 3

Mix the Revitalizing Serum and the Protective Masque using the syringe and the dosage bowl to correctly measure:

Short and thin: 5 ml of Revitalizing Serum and 15 g of the Protective Masque,

Long and thick: 5 ml Serum with 20 g of Masque

STEP 4

Divide the hair into 1 inch sections. Apply section by section. Massage using the Sealock® Technique by (massaging the products into the hair, smoothing the cuticle with your fingers and twisting each section to push the treatment into the hair).

STEP 5

Rinse the hair thoroughly with a cold rinse, removing all traces of the treatment; Dry the hair or proceed with the cutting service.

DONE! The result is healthy and beautiful hair!

SHIELD BLEACHING SERVICE TREATMENT DURING DISCOLORATION

- Bleaching - High Lifts - Balayage - Ombré

We believe that no woman should have to choose between platinum blonde hair and healthy hair. Using Hair.Toxx Revitalizing Serum during bleaching, high-lights, balayage, ombré, or other bleaching processes guarantees a safe transformation, avoiding problems like dryness, opacity, and brittleness.

STEP 1

Mix 1.5ml of Revitalizing Serum for every 100ml/gr amount of haircolor (dye/toner + peroxide);

STEP 2

Proceed normally with the services;

STEP 3

Once the desired color processing time has been reached, thoroughly rinse hair to remove all dye. Apply the Protective Masque and let act for 15 minutes.

STEP 4

Rinse hair to remove the remaining product and Proceed with a light shampoo and conditioner.

(optional) STEP 5

Follow the step services for the "full treatment " or use "cryotherapy full treatment" from service

DONE! The result is healthy and beautiful bleached or colored hair!



BEFORE



AFTER

SHEILD KERATIN SERVICE

-SHEILD PROTECTANT DURING A STRAIGHTENING-

Straightening can leave your hair silky and beautiful. However since it is a chemical procedure, the straightening effect often comes with some nasty side effects. Every chemical procedure decreases the levels of moisturizing and nutrients and chemical straightening is no exception. Adding the Revitalizing Serum to the straightening process protects the sulfate bonds normally broken in this kind of procedure and guarantees the health, smoothness and shine of the hair.

STEP 1

Mix 5 ml of Revitalizing Serum for every 100 ml amount of straightening cream;

STEP 2

Proceed normally with the manufacturer's instructions;

STEP 3

Apply the Protective Masque for 15 minutes. Thoroughly rinse hair to remove the remaining product;

DONE! The result is healthy and beautiful hair in whatever style!



FROZEN FLAT-IRON CRYOTHERAPY AS IN-HOME DEEP TREATMENT

To prolong the in-salon service treatment received, the Frozen Flat Iron can be applied by the client at home. Combined with the home care treatment, it recharges the effect from the deep treatment, allowing the hair to stay protected longer.

STEP 1

Remove the thermal boards from the flat iron and put them in the freezer (2 hours approximately).

STEP 2

Wash the hair with Gentle Clarifier Shampoo. Repeat if desired.

STEP 3

Remove the excess water in the hair with a towel, or detangle towel dry.

STEP 4

Measure and mix 5 ml of the Revitalizing Serum with 20 g of the Protective Masque, using the syringe and the measuring bowl.

STEP 5

Divide the hair into 1 inch sections. Apply section by section. Massage using the Seal-ock® Technique by (massaging the products into the hair, smoothing the cuticle with your fingers and twisting each section to push the treatment into the hair).

STEP 6

Remove the thermal boards from the freezer. Insert them on to the flat iron and immediately start the Ice Treatment bypassing the iron 3 times over each hair section.

STEP 7

Rinse with cold water.

STEP 8

Blow-dry and style.

Done! The damaged hair is frozen out!



BEFORE



AFTER



FAQ

FREQUENTLY ASKED QUESTIONS

What is the Cryotherapy Hair Deep treatment?

Hair.Toxx is a full treatment that shields hair against natural, chemical and environmental factors. It can be incorporated before, during and after any chemical procedures, as well as part of your client's regular haircare routine.

Should I worry about any kind of dangerous chemical in the Hair.Toxx's formula?

No. Hair.Toxx is free of silicone, sulfates, phthalates, DEA, aldehydes and is never tested on animals.

How Hair.Toxx can be used?

As Hair.Toxx is a multifunctional product, it can be used with different kinds of services. It can be used as a protective process during coloring, bleaching and straightening procedures. For full treatment, Hair.Toxx should be used every 10 days.

Can I use just the Revitalizing Serum, without using the Protective Masque?

The Protective Masque uses the same active ingredient found in the Revitalizing Serum. However, developed in a cream form for ease of application and use in the Hair.Toxx full treatment, this third step is essential in all services for the best results. It links the remaining disulfide bonds before and after a procedure, restoring the strength, structure and integrity of the hair.

Is the procedure suitable for all types of hair?

Yes. Hair.Toxx Full treatment is developed to help any type of damaged hair.

How long does the application process of Hair.Toxx take?

Due to its multi use function, the duration of Hair.Toxx's application can

vary from procedure to procedure. You can incorporate the process into your existing service (color conditioner service can add approximately 10 minutes) or used as a full treatment (plastic surgery for the hair). For example, the application may last about 1 hour, but used during a bleaching process may require longer than this.

Does Hair.Toxx use during other services and treatments change the processing time?

No! Hair.Toxx just improves the procedure's results without increasing the time needed.

Does Hair.Toxx used during bleaching services diminish the bleaching effect?

No. what Hair.Toxx does is create new disulfide sulfur bonds and protect the existing ones, protecting the hair's health. It neither increases nor decreases the peroxide power, it just protects the strand's structure.

How often should a Hair.Toxx full treatment be retouched?

It should be retouched at the maximum every 10 days, through a full treatment application.

Can the product be applied after straightening?

Yes, Hair.Toxx is completely compatible with many hair treatments on the market, such as straightening (using ammonium thioglycolate, guanidine or sodium hydroxide), coloring and bleaching processes (such as ombré, balayage, and highlights).

What should we do to prolong the healthy effect and keep my hair shiny, smooth and resistant?

Using the right products makes all

the difference in the final result of any hair treatment. We recommend the utilization of the entire Hair.Toxx Home Care line to maintain the effect.

How do I introduce Hair.Toxx to my clients?

Ask your client if they would like a "Bleaching Service Upgrade" or a "color conditioner service".

The client will ask:

"-what is it?"

Your response will be:

"-Is going to make your hair stronger, healthier and your color will last longer. I'll mix the Revitalizing Serum directly into your color and then apply the Protective Masque to seal the cuticles. It will make a huge difference in the health of your hair."

What kind of home care maintenance can be recommended?

We recommend the maintenance line, which ensures long-lasting results:

- Ice flat iron kit –infused with Açaí Berry
- Cic Hair Infuser (Dual +, Beauty Brush or Grooming Brush)

Should home care maintenance be used daily?

Depending on how many times the hair is washed the treatment effect could last longer. Daily use of the home care maintenance helps to maintain this protection even while washing the hair regularly during the week.

What is the Cryotherapy Treatment?

The Cryotherapy Treatment is the coolest way to freeze out damaged hair. While the Revitalizing Serum and the Protective Masque provide the essential nutrients to restore damaged to the results. It freezes important nutrients directly to the strand, providing an extra level of absorption of the Açaí, Hyaluronic Acid and Lipophilic Complex benefits.

The Cryotherapy provides an incredible boost to the results. It freezes

important nutrients directly to the strand, providing an extra level of absorption of the Açaí, Hyaluronic Acid and Lipophilic Complex benefits.

Can the Subzero Cryotherapy professional or the Frozen Flat-Iron be used to straighten hair?

No. They were specifically designed to boost the Hair.Toxx Treatment.

How does the Cryotherapy Treatment Works?

It works by freezing the nutrients present in the Hair.Toxx Full Treatment as they make contact with the hair. This locks in a high absorption rate and guarantees that the hair receives the maximum benefits possible from the treatment.

How long should the Frozen Flat-Iron's thermal boards stay in the freezer?

The thermal boards should be in the freezer for at least 2 hours before starting the treatment and once out of the freezer they should be used immediately.

What should I do to use the Frozen Machine?

You must connect the Subzero Cryotherapy Professional device at the power plug and turn it on at the site button. The device will be ready to use after 60 seconds. Pass the flat iron at the hair. When you finish, turn off the at the site button and unplug it from power and wipe the place from the excess of the product.

What's the difference between the Sub-zero Cryotherapy professional and the Frozen Flat Iron?

The Subzero Cryotherapy Professional is in-salon exclusive equipment and requires specific knowledge to be used and goes to a much lower temperature compared with the Frozen Flat Iron.

The Frozen Flat Iron is an easy-to-use flat iron and can be applied by anyone at home.



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