



NYCE
NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE

*Wellness
manual*

Care system

natural wellness

NYCECARE



PREMIUM

LUXURY CARE



BIORGANIC
ESSENTIAL



natural tech

FLASH BEAUTY



BASIC

NYCEMAN



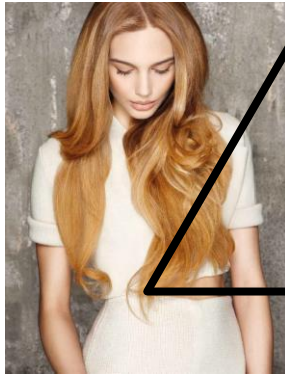
NYCE CARE SYSTEM

Nycecare's triangle

SWEET CHEMISTRY



PERFORMANCE



METHOD



NYCE 's METHOD



NYCE METHOD



THE PRODUCT BECOMES A SERVICE

EACH TREATMENT FOLLOWS A METHOD AND A SPECIFIC RITUAL OF GESTURES, MESSAGES AND PROCEDURES TO APPLY THE PRODUCTS.

THE RITUAL IS THE BASIS OF A PROFESSIONAL SERVICE EXCLUSIVELY ABLE TO ENGAGE THE CUSTOMER DURING THEIR STAY IN THE SALON.

NYCE METHOD



- OPPORTUNITY TO CREATE A NEW RELATIONSHIP
- OPPORTUNITY TO MEET NATURE
- OPPORTUNITY TO LIVE AN INTENSE WELLNESS EXPERIENCE
- OPPORTUNITY TO BE REMEMBERED AS THE GENERATORS OF WELL-BEING
- CREATE AN INNOVATIVE IDENTITY AT THE SALON

NYCE METHOD



THE PRODUCT BECOMES A SERVICE

EACH TREATMENT FOLLOWS A METHOD AND A SPECIFIC RITUAL OF GESTURES, MESSAGES AND PROCEDURES TO APPLY THE PRODUCTS.

THE RITUAL IS THE BASIS OF A PROFESSIONAL SERVICE EXCLUSIVELY ABLE TO ENGAGE THE CUSTOMER DURING THEIR STAY IN THE SALON.

NYCE METHOD



THE NYCE METHOD DEVELOPS THROUGH 4 EVENTS:

1) **APPROACH** (WELCOMING AND ESTABLISHMENT OF THE BIOTYPE)

2) **ADVICE** (ANALYSIS OF NEED, DIAGNOSIS, PROPOSED BY THE SERVICE AND MAINTENANCE AT HOME AND CONCLUSIONS)

3) **RITUAL** TREATMENT IN 5 STEPS

4) **PURIFICATION AND FAREWELL**

WARM TOWEL AND FEEDBACK WITH MANAGEMENT AND OVERCOMING OBJECTIONS AND THE ESTABLISHMENT OF THE PROGRAM TO BE FOLLOWED IN THE SALON AND AT HOME.

NYCE METHOD

1. APPROACH

WELCOME

THE PERSON ENTERS AND IS WELCOMED.

HERE, TRUST IS GAINED WITH SMALL SIMPLE GESTURES TO OPEN THE RELATIONSHIP

EFFECTIVE WELCOMING OCCURS THANKS TO THE OPERATOR'S SMILE AND A ORDERLY AND COMFORTABLE ENVIRONMENT, TO PUT A PERSON AT EASE,

I DECIDE WHAT I WANT TO DO THROUGH AN EXAMINATION OF THE CUSTOMER'S MOOD, POSTURE, METHOD OF GREETING AND FACIAL EXPRESSION.

NYCE METHOD

1. APPROACH

ESTABLISHMENT OF THE NYCE BIOTYPE

WE OBSERVE THE CUSTOMER'S POSTURE AND DEDUCE THE CUSTOMER'S MOOD HIC ET NUNC (HERE AND NOW)








NYCE METHOD

1. APPROACH

ESTABLISHMENT OF THE NYCE BIOTYPE

5 TYPES OF WOMAN FOR 5 ESSENCE COCKTAILS:

-  1. DEPENDENT - RED (STIMULATING)
-  2. DOMINANT - GREEN (CALMING)
-  3. CEREBRAL - BLUE REBALANCING
-  4. RIGID - GREEN + BLUE (CALMING + STIMULATING)
-  5. SUBDUED - RED + BLUE (STIMULATING + REBALANCING)

NYCE METHOD

2. ADVICE

THE 3 STEPS OF PERSUASIVE ADVICE

AN ADVICE METHOD FOR PROPOSING THE SERVICE AND MAINTENANCE PRODUCTS



1

ANALYSIS
OF NEED



2

DIAGNOSIS



3

PROPOSAL OF THE
SERVICE/MAINTENANCE
AT HOME

NYCE METHOD

2. ADVICE



1 ANALYSIS OF NEED *THE KEY SALES STEPS.*

1. ADVICE BEGINS THROUGH INTERACTIVE DIALOGUE
2. POSITION YOURSELF IN FRONT OF OR BESIDE THE CUSTOMER;
3. OBSERVE AND CHECK THE SCALP AND HAIR ASKING SOME QUESTIONS
 - PRELIMINARIES
 - SPECIFICS, CONNECTED TO THE PROBLEM:
HAIR LOSS, SEBUM, AGEING

2. ADVICE



1 ANALYSIS OF NEED

PRELIMINARY QUESTIONS

- WHEN DID YOU LAST SHAMPOO?
- ON AVERAGE HOW OFTEN DO YOU SHAMPOO? (IF THE CUSTOMER ANSWERS OFTEN, "WHY"?)
- GENERALLY, HOW IS YOUR HAIR?
- WHAT DO YOU USE?
- HOW WOULD YOU LIKE YOUR HAIR TO BE? (THE CUSTOMER EXPRESSES THEIR DESIRE)
- WHAT WOULD YOU LIKE TO IMPROVE ABOUT YOUR HAIR?

NYCE METHOD

2. ADVICE



1 ANALYSIS OF NEED

QUESTIONS CONNECTED TO THE PROBLEM,

1) VALID CROSS-CUTTING QUESTIONS FOR ALL PROBLEMS:

- HAVE YOU HAD THIS PROBLEM FOR A LONG OR SHORT TIME?
- IS IT CONSTANT OR ONLY DURING CERTAIN TIMES OF THE YEAR?
- DOES ANYONE ELSE IN YOUR FAMILY HAVE THIS PROBLEM?
- IS THIS A PARTICULARLY BUSY/STRESSFUL PERIOD FOR YOU?

NYCE METHOD

2. ADVICE



1 ANALYSIS OF NEED

QUESTIONS CONNECTED TO THE PROBLEM,

1A) IF THE PROBLEM IS **HAIR LOSS**:

- IS HAIR THINNING OR DO YOU FEEL IT IS FINE AND WEAKENED?
- WHEN SHAMPOOING DO YOU FIND A LOT OF HAIR IN THE SINK?
- RUNNING YOUR FINGERS THROUGH YOUR HAIR DO YOU HAVE BROKEN HAIR OR WITH THE ROOT?

1B) IF THE PROBLEM IS **SEBUM**:

BESIDES SEBUM DO YOU NOTICE ANY ITCHING?

- DO YOU NOTICE SEBUM ONLY ON THE SKIN OR ON THE LENGTHS?

1C) IF THE PROBLEM IS **AGEING**:

- DO YOU REGULARLY NOTICE THAT YOUR HAIR DOES NOT KEEP A HAIRSTYLE OR IT LOSES TONE AND VOLUME?
- RUNNING YOUR FINGERS THROUGH YOUR HAIR ARE THEY FINE AND WEAKENED?
- HAVE YOU NOTICED THAT THE COLOUR FADES QUICKLY?

NYCE METHOD

2. ADVICE



2 ASSESSMENT

FOR A CORRECT DIAGNOSIS

THE EXPLANATION MUST BE DIVIDED INTO 4 PARTS:

- WHAT IT IS
- CAUSE
- SYMPTOMS
- CONSEQUENCES

NYCE METHOD

2. ADVICE



2 ASSESSMENT

FOR A CORRECT DIAGNOSIS

EXAMPLES OF PROBLEMS: SEBORRHEA:

IN YOUR CASE THE PROBLEM IS AN INCREASE IN PRODUCTION OF SEBUM BY THE SEBACEOUS GLANDS. THIS SEBUM IS ABSORBED BY THE HAIR AND THUS IS WEIGHED DOWN. IN ADDITION, SEBACEOUS PLUGS FORM IN THE HAIR FOLLICLE RESULTING IN SUFFOCATION OF THE HAIR, LACK OF OXYGENATION AND HAIR LOSS.

NYCE METHOD

2. ADVICE



3 PROPOSING THE SERVICE

WHAT IS SAID MUST BE USEFUL TO THE CUSTOMER, AND MUST SOLVE OR REDUCE A PROBLEM.

1. SHOW THE **PRODUCTS**, EXPLAIN WHAT THEY ARE AND THE PURPOSE THEY SERVE; THE **MAIN INGREDIENTS** AND THEIR **BENEFITS**.
2. INVOLVE THE FIVE SENSES WITH:
 - ✓ IMAGES (SIGHT)
 - ✓ PRODUCTS (**TOUCH**), PERFUME (**SMELL**)
 - ✓ SPEECH (**HEARING**) AND SENSATIONS
 - ✓ **TASTE**
3. ALWAYS EXPLAIN **HOW TO USE THE PRODUCTS**

NYCE METHOD

2. ADVICE



3 PROPOSING THE SERVICE

WHAT IS SAID MUST BE USEFUL TO THE CUSTOMER, IT MUST RESOLVE OR REDUCE A PROBLEM.

EXAMPLE PROBLEM SEBORRHEA:

I RECOMMEND A TREATMENT CYCLE THAT BRINGS THE PRODUCTION OF SEBUM BACK INTO BALANCE, LEAVING HAIR LIGHTER AND BRIGHTER.

IN THIS CASE YOU SHOULD USE:

- THE SHAMPOO PURIFYING AT EVERY WASH
- THE PEELING LOTION: 2 VIALS EVERY WEEK FOR 6 WEEKS

3. Ritual

A SYSTEM THAT WORKS IN 5 STEPS



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
DETOXIFICATION
AND
MINERALIZATION

MUD SCALP

3.
WASHING +
TREATMENT
FOR LENGTHS

SPECIFIC
SHAMPOO +
THERAPY
MULTICARE

4.
INTENSIVE
SCALP
TREATMENT:

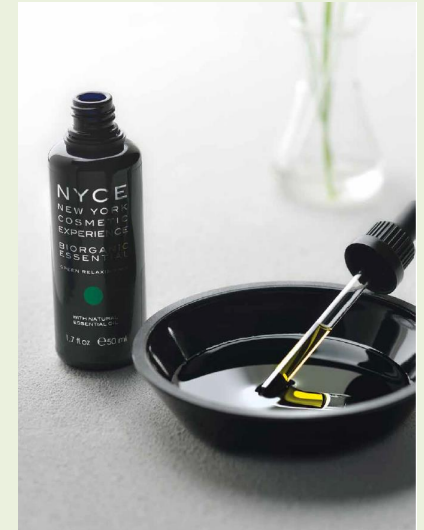
SPECIFIC
BOTTLE

5.
NYCECARE
MASSAGE

1.

NYCECARE OIL APPLICATION AND TONING:

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2.

DETOXIFICATION AND MINERALISATION:

1. APPLY THE **MUD** TO SCALP WITH THE HELP OF THE FINGERTIPS AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
2. LET IT SET FOR 5 TO 10 MINUTES
3. RINSE WITH CARE



3.

WASHING + TREATMENT FOR LENGTHS:

1. WASH WITH SPECIFIC SHAMPOO AND THE APPLICATION METHOD FOR THE CHARACTERISTIC TO BE TREATED
2. APPLY THE MOST APPROPRIATE THERAPY FOR THE HAIR'S CHARACTERISTICS

NOTE: FOR AN ALL-PURPOSE TREATMENT WITHOUT PARTICULAR PROBLEMS USE THERAPY MULTICARE

3. LEAVE AND ALLOW IT TO WORK FOR A FEW MINUTES AND THEN RINSE



4 . INTENSIVE SCALP TREATMENT :

1. APPLY THE VIAL TO THE SCALP FOR THE SPECIFIC CHARACTERISTIC TO BE TREATED
2. DO NOT RINSE



5.

NYCECARE MASSAGE

1. PROCEED WITH NYCECARE MASSAGE TO ENSURE INCREASED ABSORPTION OF THE LOTION AND A UNIQUE WELLNESS EXPERIENCE.



NYCE METHOD

4. Purification and farewell



WARM TOWEL WITH
FEW DROPS OF
ESSENTIAL OILS ON
FACE, HANDS AND
NECK

NYCE METHOD

4. Purification and farewell



4 THE CONCLUSION

FEEDBACK: CUSTOMER'S PERCEPTION

REQUIRED TO GAIN CONFIRMATION OF THE
CORRECT UNDERSTANDING OF THE
INFORMATION

4. Purification and farewell



4 THE CONCLUSION

FEEDBACK: CUSTOMER'S PERCEPTION

- WHAT DO YOU THINK?
- DO YOU NEED MORE INFORMATION?

WELLNESS RITUALS



Wellness rituals



WELLNESS RITUALS AND CERIMONIALS:

1. HYDRA RITUAL: SOOTHING
2. ENERGY RITUAL: HAIR LOSS NO STOP
3. PEELING RITUAL: PURIFYING
4. PURIFYING RITUAL: REBALANCING
5. SENSUAL RITUAL: COLOR NO STOP
6. INTENSIVE RITUAL: NUTRICARE
7. SOUL RITUAL: VOLUME
8. DETOX RITUAL: DETOXIFYING
9. SAUNA TREATMENT: DETOXIFYING AND MINERALIZING
10. COLOR RITUAL: ILLUMINATING
11. VOLUME RITUAL: VOLUMIZING
12. VOLUMAX RITUAL: BODY AND VOLUME
13. DISCIPLINE RITUAL: CONTROLLING
14. EVITA RITUAL: RESTRUCTURING
15. HAND WELLNESS RITUAL: ANTI-AGE
16. BIORGANIC RITUAL: DEEP RECONSTRUCTION

HYDRA RITUAL: SOOTHING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
DETOXIFICATION
AND
MINERALISATION

HYDRA
THERAPY MUD
SKIN

3.
WASHING +
TREATMENT
FOR LENGTHS

HYDRA
SHAMPOO +
THERAPY
MULTICARE

4.
INTENSIVE
SCALP
TREATMENT:

ENERGY
THERAPY
LOTION
(NOT ON
IRRITATED SKIN)

5.
NYCECARE
MESSAGE

ENERGY RITUAL: HAIR LOSS NO STOP



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
DETOXIFICATION
AND
MINERALISATION

ENERGY
THERAPY MUD
SKIN

3.
WASHING +
TREATMENT
FOR LENGTHS

ENERGY
SHAMPOO +
THERAPY
MULTICARE

4.
INTENSIVE
SCALP
TREATMENT:

ENERGY
THERAPY
LOTION

5.
NYCECARE
MESSAGE

PEELING RITUAL: PURIFYING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
DETOXIFICATION
AND
MINERALISATION

PEELING
THERAPY MUD
SKIN

3.
WASHING +
TREATMENT
FOR LENGTHS

PEELING
SHAMPOO +
THERAPY
MULTICARE

4.
INTENSIVE
SCALP
TREATMENT:

PEELING
THERAPY
LOTION

5.
NYCECARE
MESSAGE

PURIFYING RITUAL: REBALANCING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
DETOXIFICATION
AND
MINERALISATION

PURIFYING
THERAPY MUD
SKIN

3.
WASHING +
TREATMENT
FOR LENGTHS

PURIFYING
SHAMPOO +
THERAPY
MULTICARE

4.
INTENSIVE
SCALP
TREATMENT:

PEELING
THERAPY
LOTION

5.
NYCECARE
MESSAGE

SENSUAL RITUAL: COLOR NO STOP



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

SENSUAL
SHAMPOO



3.
TREATMENT
FOR LENGTHS

SENSUAL
THERAPY



4.
NYCECARE
MESSAGE

INTENSIVE RITUAL: NUTRICARE



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

INTENSIVE
SHAMPOO



3.
TREATMENT
FOR LENGTHS

INTENSIVE
THERAPY



4.
NYCECARE
MESSAGE

SOUL RITUAL: VOLUME



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

SOUL
SHAMPOO



3.
TREATMENT
FOR LENGTHS

SOUL
THERAPY



4.
NYCECARE
MESSAGE

COLOR RITUAL: ILLUMINATING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

COLOR
ILLUMINATING
SHAMPOO



3.
TREATMENT FOR
LENGTHS:

COLOR
ILLUMINATING
THERAPY

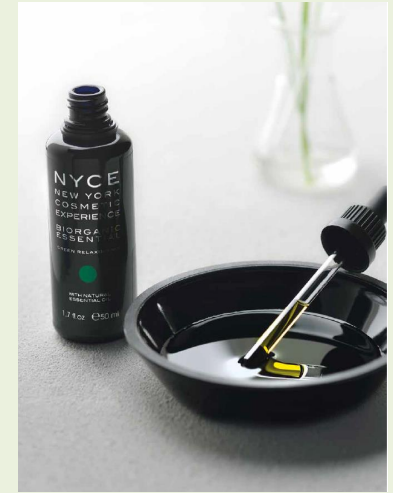
COLOR
RESTORING
LEAVE IN



4.
NYCECARE
MASSAGE

1. OIL APPLICATION AND TONING

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2. WASHING:



1. WASH WITH COLOR ILLUMINATING SHAMPOO AND
THE APPLICATION METHOD FOR THE
CHARACTERISTIC TO BE TREATED



3.

TREATMENT FOR LENGTHS:

DEPENDING ON RESULT AND HAIR TYPE, TWO DIFFERENT METHODS ARE AVAILABLE:



1. APPLY COLOR ILLUMINATING THERAPY

MAINLY FOR MORE INTENSIVE RESTRUCTURING PURPOSES, WHEN THE HAIR IS PARTICULARLY STRAINED. LET IT SET FOR SOME MINUTE AND THEN RINSE.

2. APPLY COLOR RESTORING LEAVE IN

MAINLY FOR CONDITIONING PURPOSES, AND FOR A FLASH SERVICE. DO NOT RINSE.



4 .

NYCECARE MASSAGE

1. EXECUTE THE NYCECARE MASSAGE TO LEAVE THE MEMORY OF A PLEASANT MOMENT OF WELL-BEING



DISCIPLINE RITUAL: CONTROLLING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

DISCIPLINE
SMOOTHING
SHAMPOO



3.
TREATMENT
FOR LENGTHS

DISCIPLINE
SMOOTHING
THERAPY

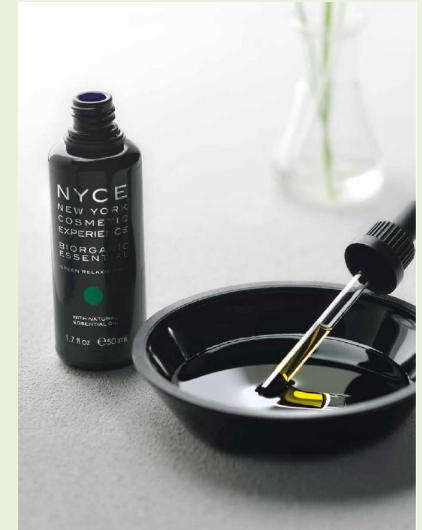
DISCIPLINE
SMOOTHING
SERUM



4.
NYCECARE
MASSAGE

1. OIL APPLICATION AND TONING

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2. WASHING:



1. WASH WITH DISCIPLINE SMOOTHING
SHAMPOO AND THE APPLICATION METHOD
FOR THE CHARACTERISTIC TO BE
TREATED



3.

TREATMENT FOR LENGTHS:

DEPENDING ON RESULT AND HAIR TYPE, TWO DIFFERENT METHODS ARE AVAILABLE

1. APPLY DISCIPLINE SMOOTHING THERAPY

ON CURLY AND FRIZZY HAIR TO TONE CURLS AND ELIMINATE THE FRIZZY EFFECT.

LET IT SET FOR SOME MINUTE AND THEN RINSE.

2. APPLY DISCIPLINE SMOOTHING SERUM

ON CURLY HAIR AND BRUSH TO OBTAIN A PERFECT STRAIGHTENING EFFECT.

PROCEED WITHOUT BRUSHING TO TONE CURLS AND ELIMINATE THE FRIZZY EFFECT.

DO NOT RINSE



4 . NYCECARE MASSAGE

1. EXECUTE THE NYCECARE MASSAGE FOR A UNIQUE EXPERIENCE OF PLEASURE AND WELL-BEING



VOLUME RITUAL: VOLUMIZING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS



2.
WASHING

VOLUME
THICKENING
SHAMPOO



3.
TREATMENT
FOR LENGTHS

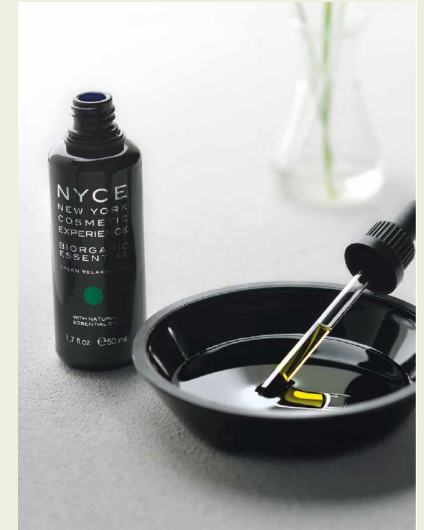
VOLUME
THICKENING
LEAVE-IN



4.
NYCECARE
MASSAGE

1. OIL APPLICATION AND TONING

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2. WASHING:



1. WASH WITH VOLUME THICKENING SHAMPOO AND THE APPLICATION METHOD FOR THE CHARACTERISTIC TO BE TREATED



3.

TREATMENT FOR LENGTHS:

1. APPLY VOLUME THICKENING LEAVE-IN
ON FINE AND FRAIL HAIR TO VOLUMIZE IT
FROM THE ROOT. DO NOT RINSE



4 . NYCECARE MASSAGE

1. EXECUTE THE NYCECARE MASSAGE FOR A UNIQUE
EXPERIENCE OF PLEASURE AND WELL-BEING



VOLUMAX

RITUAL:

VEGGIE DUST + LUXURY CARE BODY AND VOLUME



1. VOLUMIZING SKIN AND HAIR:

VEGGIE DUST
NOURISHING MIX



2. SAUNA WITH THERMAL CAP

5 MIN. WITH HEAT
SOURCE
+
5 MIN. REST TIME

3. WASHING

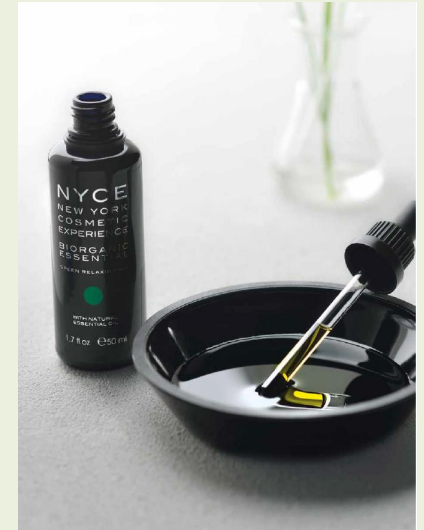
VOLUME
THICKENING
SHAMPOO

4. TREATMENT LENGTHS:

VOLUME
THICKENING
LEAVE-IN

1. OIL APPLICATION AND TONING

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2. WASHING:



1. WASH WITH **VOLUME THICKENING SHAMPOO** AND THE APPLICATION METHOD FOR THE CHARACTERISTIC TO BE TREATED



3. TREATMENT FOR LENGTHS:

FOR FINE HAIR WITH STEM TO BE REINFORCED

1. BEFORE APPLYING THE SHAMPOO: **VEGGIE
DUST** FOR STRENGTHENING

2. AFTER APPLYING THE SHAMPOO, USE
VOLUME THICKENING LEAVE-IN THAT ENRICHES
THE HAIR WITH WATER-REPELLENT ELEMENTS
THAT PROTECT IT FROM MOISTURE



EVITA RITUAL: RESTRUCTURING



1.
OIL
APPLICATION
AND TONING

ESSENTIAL
OILS

2.
WASHING

EVITA
REBUILDING
SHAMPOO

3.
MINERALI-
ZATION

EVITA
MINERAL
SPRAY

4.
RESTRUCTU-
RING

EVITA
REBUILDING
THERAPY

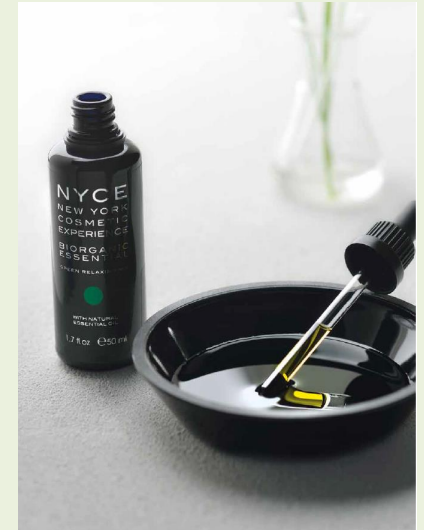
5.
NYCECARE
MASSAGE

6.
SEAL

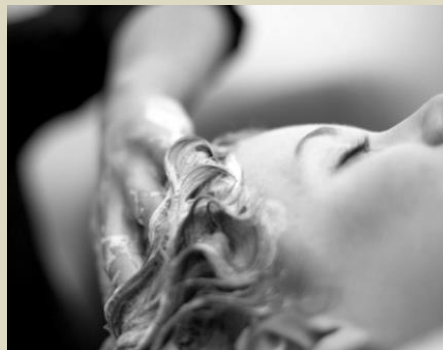
EVITA
BRILLIANT
SERUM

1. OIL APPLICATION AND TONING

1. SELECT THE ESSENTIAL OIL BIORGANIC DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SKIN COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES (PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH CIRCULAR MOTIONS OF THE FINGER PADS
4. TONE WITH REPOSITIONING MANOEUVRES TO REBALANCE THE CRANIAL STRUCTURE (MUSCLE AND BONE)



2. WASHING:



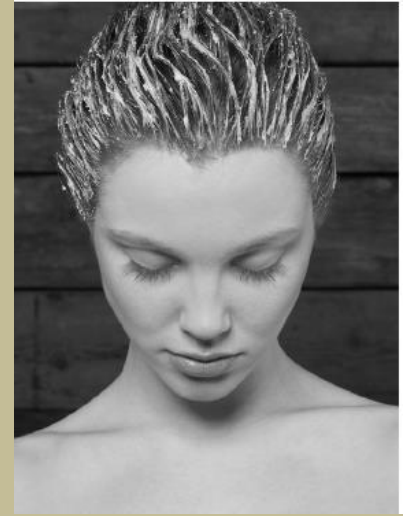
WASH WITH EVITA REBUILDING
SHAMPOO AND THE APPLICATION
METHOD FOR THE CHARACTERISTIC
TO BE TREATED



3. MINERALIZATION:

MINERALIZATION PROVIDES THE HAIR WITH THOSE MINERALS THAT ARE LOST DUE TO TECHNICAL TREATMENTS, USE OF THE HAIR STRAIGHTENER AND HAIR DRYER, ENVIRONMENTAL EFFECTS.

AFTER WASHING, SPRAY THOROUGHLY EVITA MINERAL SPRAY ON HAIR, THEN RINSE.



4 .

RESTRUCTURING:

RESTRUCTURING FLESHES OUT THE HAIR CORTEX BY FILLING THE AIR GAPS, THUS INHIBITING THE LOSS OF KERATIN

APPLY EVITA REBUILDING THERAPY. LEAVE IN FOR 5 MINUTES THEN RINSE.



5. NYCECARE MASSAGE

1. EXECUTE THE NYCECARE MASSAGE FOR A UNIQUE EXPERIENCE OF PLEASURE AND WELL-BEING



6 . SEAL :

THE RESTRUCTURING PROCESS IS COMPLETED WITH THE SEAL OF THE CUTICLE TO RESTORE THE BRIGHTNESS OF THE HAIR.

APPLY EVITA BRILLIANT SERUM ON DRY HAIR, WITHOUT RINSING.



HAND WELLNESS: ANTI-AGE HAND TREATMENT



1.

SMOOTHING AND
MOISTURISING
TREATMENT

VEGGIE DUST

2.

HAND MASSAGE

Biorganicessential

DEEP RECONSTRUCTION



WELLNESS WITH ESSENTIAL OILS

Wellness Rituals



BIORGANIC WELLNESS RITUAL:

1. APPROACH:

WELCOMING AND IDENTIFICATION OF BIOTYPE CHARACTERISTICS

1. ADVICE:

SELECTION OF THE ESSENTIAL OIL : GREEN, BLUE, RED

3. BIORGANIC RITUAL:

1. OIL APPLICATION
2. TONING
3. DEEP RECONSTRUCTION
4. COMMUNICATING THE MAINTENANCE PROGRAM
5. DESATURATION
6. SHAMPOOORGANIC MASSAGE
7. SEAL

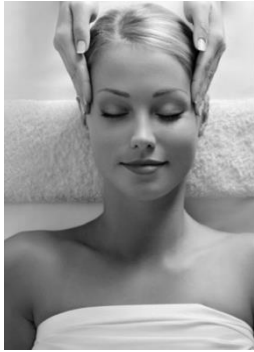
4. PURIFICATION AND FAREWELL:

WARM TOWEL WITH FEW DROPS OF ESSENTIAL OILS

Biorganic ritual

BIORGANIC ESSENTIAL

A SYSTEM THAT WORKS IN 7 STEPS



1.
OIL
APPLICAT
ION

2.
TONING

3.
DEEP
RECONSTR
UCTION

4.
COMMUNICA
TING THE
PROGRAM

5.
DESATURA
TION

6.
SHAMPOO
ORGANIC
MASSAGE

7.
SEAL

ESSENTIAL
OILS

OIL CARRIER
+ ESSENTIAL
OILS

SHAMPOO

THERAPY

1. OIL APPLICATION:

1. SELECT THE ESSENTIAL OIL BIORGANIC*
DEPENDING ON THE BIOTYPE OR AROMATHERAPY
2. MIX A FEW DROPS OF ESSENTIAL OIL IN A
BOWL WITH A FEW ML OF THE CARRIER OIL
3. PROCEED WITH APPLYING THE OIL TO THE SCALP
COMMENCING WITH ACUPRESSURE ON THE 9 P.A.Z. ZONES
(PREFERENTIAL APPLICATION ZONES) AND DISTRIBUTE WITH
CIRCULAR MOTIONS OF THE FINGER PADS

THE OIL CAN BE CHOSEN DIRECTLY BY THE CUSTOMER BASED ON APPROVAL OF THE TEST THAT THEY ARE ASKED TO TRY.

OR WILL BE CHOSEN BY THE OPERATOR ON THE BASIS OF THE DIFFERENT BIOTYPE / DIFFERENT EFFECTS OF DIFFERENT OIL MIXTURES



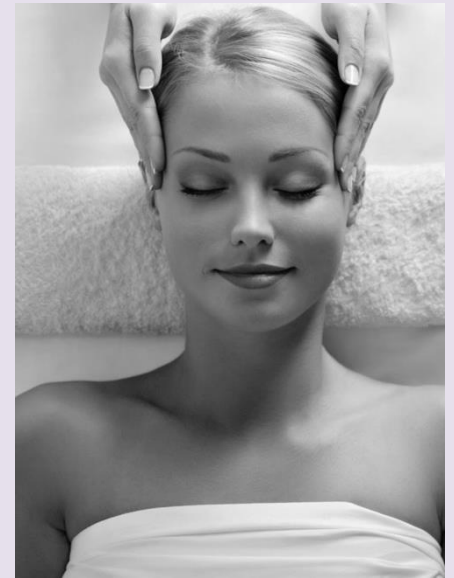
2.

TONING:

TO NE WITH REPOSITIONING MANOEUVRES
TO REBALANCE THE CRANIAL STRUCTURE
(MUSCLE AND BONE)

MASSAGE THE HOLLOWES AT THE BASE OF THE NAPE
WITH FINGER AND THUMB, AS A MOTHER WOLF HOLDS
HER PUPS MOVING DOWN THE NECK TO DISSOLVE THE
NECK'S ENERGY BLOCKS.

MASSAGE AND DISTRIBUTE THE OIL ON SCALP AND HAIR



3.

DEEP RECONSTRUCTION

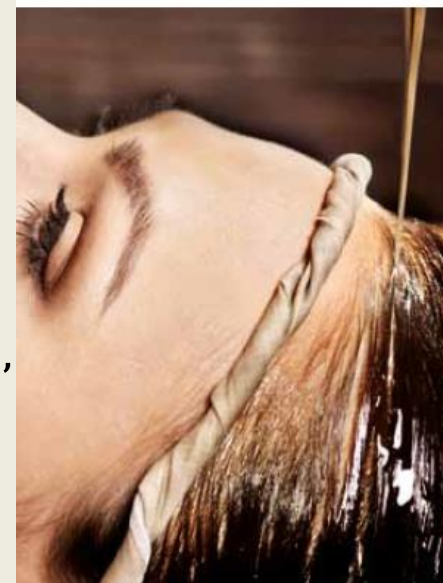
IN THIS STEP, HAIR IS ENRICHED WITH ANTI-AGEING, ANTIOXIDANTS, NUTRIENTS, MOISTURISERS, RESTRUCTURING AND ANTI-PHOTOAGE ELEMENTS, PROVIDED BY THE MANY ESSENTIAL OILS AND THEIR ASSOCIATIONS.

THE ACTION OF THE ESSENTIAL OILS WILL BE DIFFERENT ON THE HAIR COMPARED TO THE SCALP: THE HAIR WILL BE AFFECTED MAINLY BY THE **MOISTURISING AND ANTIOXIDANT ACTION.**

THE SKIN WILL RECEIVE A COMPLETE ANTI-AGEING TREATMENT.

INDEED, JUST THE OIL CARRIER ITSELF IS AN EXTRAORDINARY AID FOR THE SKIN; EAGER TO NOURISH AND MOISTURISE.

THEREFORE, NOT ONLY AROMAS, BUT THE FULL SATISFACTION OF DREAMS AND NEEDS.



4 . COMMUNICATING THE PROGRAM



IN THIS MOMENT THE POLY-SENSORIAL EFFECT IS ALMOST COMPLETE AND THE PERSON IS OPEN. WE SEE IMPLIED NEEDS AND THIS IS THE TIME TO COMMUNICATE THE VALUE OF THE TREATMENT AND ITS PERSONALISATION.

NOW WE ESTABLISH THE HOME MAINTENANCE PROGRAM.

ONCE 10 MINUTES HAVE PASSED I APPLY THE HOT CLOTH AND PRESS WITH HANDS FLAT TO THE TEMPLE, FRONT, EARS, NAPE, NECK AND HAIR.

5. DESATURATION

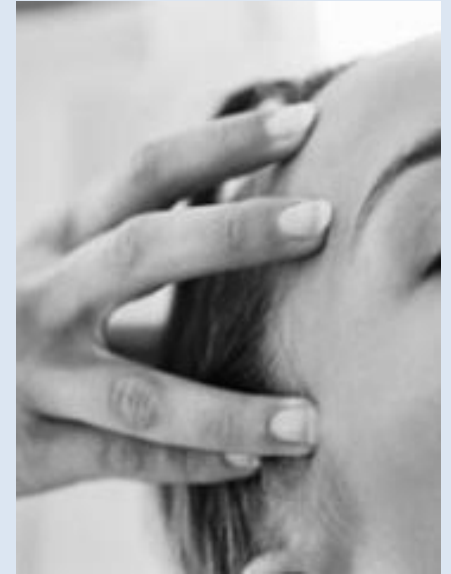


WITH A LITTLE SHAMPOO IN THE HAND, I MASSAGE IT BETWEEN MY HANDS AND THEN DISTRIBUTE IT OVER THE HEAD AND HAIR WITH GENTLE MASSAGE MOVEMENTS.

ONLY NOW DO WE SOFTLY ASK THE CUSTOMER TO MOVE TO THE SHAMPOO BASIN.

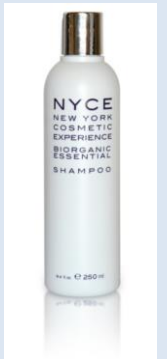
6.

SHAMPOORGANIC MASSAGE:



CAREFULLY RINSE WITH AN ABUNDANT SHOWER OF THE EMULSION AND WE ADD A LITTLE WATER AT A TIME (BETTER IF PERFORMED WITH A JUG) TO COMPLETELY RINSE THE OILS.

NOW WE APPLY AND DISTRIBUTE THE SHAMPOO AND MOVE TO THE SHAMPOORGANIC MASSAGE.



7.

SEAL:

1. APPLY THE THERAPY

(WHERE CUSTOM EXISTS YOU MOVE TO THE WORK POSITION IN FRONT OF THE MIRROR, OTHERWISE REMAIN AT THE SHAMPOO BASIN).

2. LEAVE AND ALLOW IT TO WORK FOR A FEW MINUTES AND THEN RINSE



WASHING TECHNIQUES



WASHING TECHNIQUES

SHAMPOO



WASHING IS THE CENTRAL MOMENT OF EACH HAIR SALON SERVICE, NOT ONLY BECAUSE IT AIMS TO PROVIDE THE BEST CLEANSING EFFECT FOR SKIN AND HAIR BUT ALSO BECAUSE IT PREPARES THE SKIN FOR THE SPECIFIC TREATMENT WE WANT TO EXPOSE IT TO.

WASHING TECHNIQUES

SHAMPOOING IS NOT THE SAME
AS WASHING, BUT RATHER A
PART OF THE WASHING PROCESS



CLEANING THE SKIN REQUIRES REMOVING
DIFFERENT KINDS OF IMPURITIES:

- 1) EXFOLIATING CELLS
- 2) METABOLIC RESIDUES (TOXINS)
- 3) DUST AND ENVIRONMENTAL RESIDUES (POLLUTION)
- 4) HAIR CAST

WASHING TECHNIQUES

FIRST, WE MUST FOCUS ON TO THE TYPE OF SKIN WE HAVE TO WASH, AND HENCE TO THE WASHING PROGRAMME TO BE SELECTED,



THEN



ON THE RIGHT DETERGENT THAT IS SUITABLE FOR THAT KIND OF SKIN

WASHING TECHNIQUES

MOREOVER

WHEN WE TREAT A SKIN
ANOMALY, WE HAVE TO SELECT A
SPECIFIC SHAMPOO



THEN

WE HAVE TO ADDRESS THE NEEDS OF
STEM AND FIBRE, WHICH HAVE NOTHING
TO DO WITH THAT ANOMALY



WASHING TECHNIQUES

THERE ARE DIFFERENT WASHING METHODS FOR DIFFERENT TYPES OF SKIN:

DRY SKIN

DILUTED
SHAMPOO

OILY SKIN

PURE
SHAMPOO



WASHING TECHNIQUES

"SHAMA": SHAMPOO + SCALP MASSAGE



SHAMA

IS THE MASSAGE THAT IS PERFORMED
WHILE APPLYING SHAMPOO

WASHING TECHNIQUES

SOAKING



TIME SPAN REQUIRED FOR THE
FORMATION OF BONDS BETWEEN THE
SURFACTANT MOLECULES AND DUST
PARTICLES DEPOSITED IN THE HYDRO-
LIPID FILM.

WASHING TECHNIQUES

DESATURATION



IF THE HAIR IS PARTICULARLY OILY, THE SHAMPOO HAS TO BE WARMED UP MANUALLY

RUB THE PURE SHAMPOO QUICKLY WITH YOUR HANDS AND SPREAD IT AS IF IT WERE A CREAM

1. MASSAGE
2. SPREAD THE SHAMPOO
3. ADD WATER A BIT AT A TIME:
4. DILUTE
5. EMULSIFY
6. WASH
7. RINSE



NYCE
NEW YORK
COSMETIC
EXPERIENCE

LUXURY OF NATURE
