

SERIE EXPERT'S ULTIMATE GUIDE TO MASKS

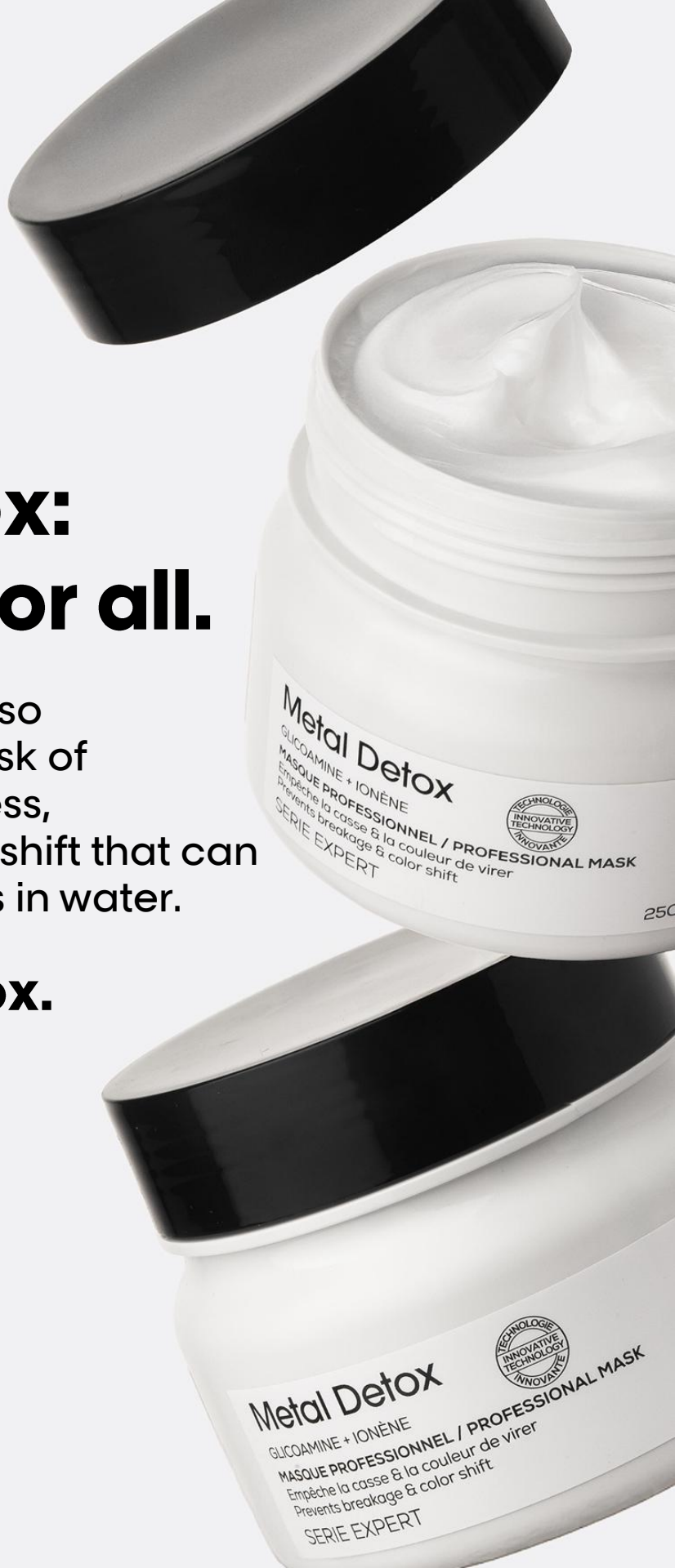


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Metal Detox: The mask for all.

Everyone uses water so everyone's hair is at risk of developing the dullness, brittleness, and color-shift that can come from the metals in water.

**Enter Metal Detox.
The mask that
"does it all" in
just one minute.**



Don't just mask, transform.



120 hours of hydration



97% less breakage*

- Even after repetitive bleaching**
- Even after 1 year of 450°F styling
- Even after 4500 brush strokes

*vs. non-conditioning shampoo
**hair bleached three times

More ways to mask with Metal Detox.

5 In-salon.

6 At-home.

8 More Serie Expert masks.

9 Multi-mask recipes.

10 Spot treating with Metal Detox.



Metal Detox in-salon.

1 Pick corresponding shampoo to main concern mask treatment. Shampoo hair, rinse thoroughly and towel dry.

2 Based on density: Low density separate hair from left to right with a middle part. High density put the hair into a quad. Separating the hair from left to right and front to back. Creating four sections.

LUXURY SERVICE

- Begin by explaining hair diagnosis and why you chose the mask(s).
- Starting in one section apply the mask working downwards through the mid-lengths and ends.
- Use fingers or a very wide tooth comb to create even saturation of product, pushing any excess product closer to the scalp.
- Let sit for 2-5 minutes (5 minutes for high formation hair) while you massage the scalp. Do not massage the mask into the scalp. Then rinse.

EXPRESS SERVICE

- Starting in one section apply the mask working downwards through the mid-lengths and ends.
- Use fingers or a very wide tooth comb to create even saturation of product, pushing any excess product closer to the scalp.
- Proceed to other sections with the same application.
- For low formation hair, saturate the hair and let sit for 1 minute. For high formation hair you can let the product sit longer. Rinse.

3 Rinse thoroughly, towel dry, proceed to proper leave-in products and styling.

PRO TIP: Use the Hair Analysis and Prescription tools to educate clients and encourage them to take it home

Metal Detox at-home.

1

Using recommended corresponding shampoo to main concern of mask treatment. Shampoo hair, rinse thoroughly and remove as much excess water as possible.

2

Separate hair from the right to the left, with a middle part.



Portion suggestion: Hold one side into a ponytail, the thickness of your ponytail is how much product you should use. It's the OKAY test!



Application suggestion: Hold one side into a ponytail, the length of the ponytail is where the mask will be applied. This is to maintain volume at the scalp.



Tools suggestion: a very wide tooth comb helps to saturate products.

EVERYDAY SHOWER

- Starting at the base of the ponytail, apply mask working the product downward.
- Using your fingers or a very wide tooth comb, make sure product is evenly saturated. Let sit 1 minute.

EVERYTHING SHOWER

- Starting at the base of the ponytail, apply mask working the product downward.
- Using your fingers or a very wide tooth comb make sure product is evenly saturated.
- Once the hair is completely saturated and you feel the product gliding on the hair, let sit for 2-5 minutes.

3

Rinse thoroughly, towel dry, proceed to proper leave-in products and styling.

Metal Detox & friends: Even more masks.

Multi-mask, spot treat, or alternate with Serie Expert's many masks. This is premium tech designed for all hair types and concerns.



More Serie Expert masks.

Serie Expert has a lot of masks! Find the right mask for you or your client below.



Metal Detox

For everyone - the "do it all" mask!
From colored and highlighted to
everyday dry and brittle



Vitamino Color Spectrum

Everyone who colors their hair



Absolut Repair Molecular

Damaged hair – coloring, heat, UV
damage



Curl Expression

Curly Hair



Curl Expression Rich

Higher formation curls



Pro Longer

Anyone maintaining length,
"I want solid, strong ends"



Blondifier

Anyone using lightener/bleach
(highlights, balayage, blondes)

Combinations to multi-mask with Metal Detox!

Rinse and Repeat

Start with a mask that addresses your primary concern, rinse, and *then* apply the mask that addresses your secondary concern.

Spot Treat

If parts of the hair exhibit different symptoms, treat specific areas with the appropriate mask. Ex. Use Absolut Repair Molecular to damaged money pieces and Metal Detox everywhere else!

Hair Characteristics	Symptoms					
	Combine with Metal Detox for all hair needs!	Environment Damage <i>(dry, brittle, fragile, color fading)</i>	Chemical Damage <i>(split ends, breakage, loss of cuticle, change of porosity or curl pattern)</i>	Mechanical Damage <i>(dry, rough texture, split ends, dull hair, loss of cuticle, change of curl pattern)</i>	Medication Changes <i>(rough texture, change in density, porosity and elasticity, weak hair fiber, dull hair)</i>	Product Misuse <i>(dry, frizzy, lack of volume, oily, hair fiber build up, tangles easily)</i>
	Low Density	Vitmino Color Spectrum (if colored)	Absolut Repair Molecular	Absolut Repair Molecular	Pro Longer	Pro Longer
	High Density	Absolut Repair Molecular	Absolut Repair Molecular / Vitmino Color Spectrum	Curl Expression / Absolut Repair Molecular	Curl Expression / Pro Longer	Curl Expression
	Low Elasticity	Pro Longer / Absolut Repair Molecular	Absolut Repair Molecular / Vitmino Color Spectrum	Absolut Repair Molecular	Pro Longer / Absolut Repair Molecular	Absolut Repair Molecular / Blondifier
	High Porosity	Absolut Repair Molecular	Absolut Repair Molecular / Vitmino Color Spectrum	Absolut Repair Molecular	Absolut Repair Molecular / Pro Longer	Curl Expression / Absolut Repair Molecular
	Low Formation Curl (2-4)	Curl Expression	Absolut Repair Molecular / Curl Expression	Curl Expression / Absolut Repair Molecular	Curl Expression / Pro Longer	Curl Expression / Pro Longer
	High Formation Curl (5-8)	Curl expression Rich	Absolut Repair Molecular / Curl Expression Rich	Absolut Repair Molecular	Curl Expression Rich / Pro Longer	Curl expression Rich
	Fine	Absolut Repair Molecular / Vitmino Color	Absolut Repair Molecular	Curl Expression Rich / Absolut Repair Molecular	Pro Longer	Pro Longer
	Medium	Absolut Repair Molecular	Absolut Repair Molecular	Absolut Repair Molecular	Curl Expression / Pro Longer	Curl Expression
	Coarse	Curl Expression / Absolut Repair Molecular	Curl Expression / Absolut Repair Molecular	Curl Expression	Curl Expression Rich / Pro Longer	Curl expression Rich

Spot Treat with Metal Detox

Get inspired on all the ways to customize your Metal Detox treatments.

Lightly apply on bright highlights

Focus on extra damaged money pieces

Lather on dull mid-lengths

Coat on dry ends



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