PROTOCOL

Helvetica Neue 60pt
Standard Font Color black

PROTOCOL 36pt

01 Reset 25pt

Mineral-selective chelation shampoo 18pt
Weekly

Removes hard-water without stripping color 25pt

Color: #1F2A44 Navy

Protocol Navy #1F2A44

PROTOCOL 36pt

02 Repair 25pt

Restore moisture + elasticity
Weekly 18pt

Color-safe restorative treatment 25pt

Color: #C8BEB2 Taupe/Sand

Protocol Taupe/Sand #C8BEB2

PROTOCOL

Helvetica Neue 60pt
Standard Font Color black

PROTOCOL 36pt

03 Cleanse 25pt

Gentle Cleansing without disrupting color or barrier 18pt
Daily

Gentle cleansing without chelation 25pt

Color: #1F2A44 Navy

Protocol Navy #1F2A44

PROTOCOL 36pt

04 Condition 25pt

Replenish moisture and smooth cuticle between treatments 18pt
Daily

Maintain moisture and cuticle smoothness 25pt

Color: #1F2A44 Navy

Protocol Navy #1F2A44

PROTOCOL

Helvetica Neue 60pt
Standard Font Color black #FFFFFF on white
Standard Font Color white #000000 on dark

PROTOCOL   36pt

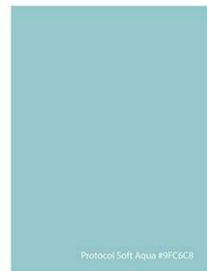05 Defend   25pt

Daily Mineral Barrier (Leave-In)   18pt
Daily

Prevent mineral reattachment and environmental stress   25pt

Color: #9FC6C8 Soft Aqua

Protocol Soft Aqua #9FC6C8

PROTOCOL   36pt

06 Calm   25pt

Scalp Treatment   18pt
Biweekly/as needed

Soothe scalp and rebalance irritation   25pt

Color: #B7C2B3 Pale Sage

Protocol Sage #B7C2B3