

absolut evolution 3.0

FAST AND COMPLETE STRAIGHTENING TREATMENT



STRONG, SHINY, SOFT AND STRAIGHT HAIR

Salerm
COSMETICS

FAST AND COMPLETE STRAIGHTENING TREATMENT

Salerm Cosmetics introduces the evolution of absolute straightening with low-weight hydrolyzed keratin molecules that care for hair.

Absolut Evolution 3.0 is a fast and complete straightening treatment that acts on the hair's cortex and surface. Advanced straightening technology that, thanks to its hydrolyzed keratin, improves protects and re-hydrates the hair, preventing loss of brightness and shine. It also boasts an innovative protection system Plex Fiber Protect which improves hair's post-processing strength to guarantee straight, soft and flowing hair.

- Plex Fiber Protect to improve hair strength.
- Straight, soft and flowing hair.
- Hydrolyzed keratin to protect and re-hydrate the hair.



HAIR THAT'S ALWAYS STRAIGHT, SOFT AND SHINY

Absolut Evolution 3.0 is a professional straightening treatment that, thanks to its hydrolyzed keratin composition, acts on the hair's structure. The low-molecular-weight keratin molecules penetrate the hair's inner structures with greater ease to ensure an effective straightening action.

This treatment eliminates curls by modifying the hair's structure and its **Plex Fiber Protect** technology guarantees shiny and soft results.

The effectiveness of this formula makes it possible to achieve great results without the need for irons or heat prior to neutralization, reducing application time to offer a more cost-effective service.

- Dermatologically and clinically tested.
- Eliminates curl formation.
- Great results without the need for irons or heat.



WHAT IS PLEX FIBER PROTECT?

A complex of active ingredients added to the straightening formula to reinforce the hair's cystine linkages for added strength. The actives in Plex Fiber Protect act directly on the hair fiber, strengthening its internal and internal structure to leave hair softer and shinier.

- Repairs hair cuticle damage
- Strengthens hair
- Creates a protective film

Thanks to its direct incorporation into **Absolut Evolution 3.0** it's no longer necessary to pre-prepare mixtures and this allows you to save time and achieve amazing results.

For hair that's strong, shiny, soft and straight.



THE PRODUCTS IN THE ABSOLUT EVOLUTION 3.0 RANGE



EVOLUTION LISS CREAM (STRONG – SOFT)

A permanent straightening cream enriched with hydrolyzed keratin. Available in two strengths (strong and soft) to suit the hair's condition. It contains Plex Fiber Protect for maximum hair strength and care.

Format : 250 ml.
Art. 868 – STRONG
Art. 867 – SOFT



EVOLUTION NEUTRAL MASK

Neutralizing cream that stabilizes and 'sets' the cystine links for long-lasting straightness. It cares for and conditions the hair to offer a nourished result that's soft and shiny.

Format : 1.000 ml.
Art. 869



EVOLUTION CARE & PROTECT CREAM

A strengthening cream that protects and nourishes with essential amino-acids, as well as sealing the hair structure to guarantee longer-lasting straight locks. Formulated with Plex Fiber Protect to protect, improve and strengthen with each use.

How to use: spray onto hair and comb through. Leave in. Style as usual.

Format : 190 ml.
Art. 850

HOW TO USE (I)



There is no need to wash hair first. Only wash if the hair is particularly dirty or with clear signs of product build-up, such as oils, which could interfere with the action of the straightening cream.

Apply **Evolution Care & Protect Cream** taking special care to cover the ends and very damaged areas for added protection during processing.



1. Application: Use gloves and a non-metallic bowl or receptacle to apply **Evolution Liss Cream** (soft or strong depending on the hair). Create the necessary partitions and apply to strands with the aid of a comb. Leave a gap of at least 5mm from the scalp. Comb through once to align the fibers.



2. Processing: Leave to process (5 – 30 minutes on damaged or weak hair and 5 – 40 minutes on virgin or stubborn hair). Rinse well with lukewarm water to remove all of the product.

Important: Don't cover hair during processing or apply additional heat. Check one strand following the minimum processing time and then continue checking regularly to avoid exceeding the necessary time.

HOW TO USE (II)



3. Heat processing (recommended and optional for optimum results): Blow dry, using just your hands, then flat iron small sections once or twice (the temperature will depend on the condition of the hair, but we recommend 300°F/150°C for sensitive hair and 355°F/180°C for virgin or stubborn hair).

Tip: The effectiveness of this formula makes it possible to achieve great results without the need for irons or heat. This greatly simplifies the process, allowing it to be completed in half the time. The results may not be pin-straight. If required, the processing time can be increased by a few minutes in these cases.



4. Neutralizing: Use gloves and a non-metallic bowl to apply **Evolution Neutral Mask**. Apply to small sections and comb straight, then leave the product to work for 10 minutes. Rinse off with plenty of water



Once the process is complete, blow dry straight with the help of Evolution Protect & Care Cream, essential for follow-up care at home and ensuring longer-lasting results. Spray **Evolution Care & Protect Cream** evenly all over the hair. Leave in.



The **Keratin Shot Maintenance Kit** is recommended for home use to complete the treatment and ensure optimum results.

It's important to read the warnings and precautions on the leaflet that comes with the product.

PROMOTIONAL MATERIAL



Promotional
poster
Ref. 6327



Keratin Shot Maintenance Kit Step-by-step application video
Ref. 192



A5 explanation leaflet
Absolut Evolution 3.0
Ref. 6325



<https://youtu.be/4IHIB0wk18U>



						
	Ref. 181	Ref. 181+163	Ref. 217	Ref. 832	Ref. 867 / 868 / 869 / 850	Ref. 395
FAMILY NAME	KERATIN SHOT	KERATIN SHOT + KERA-MIX	KERATIN SHOT CO-WASH	KAPS FILLER	ABSOLUT EVOLUTION 3.0	RELAXER
FOR	repair and hydration	hydration, volume control and curl reduction	hydration, softness and rejuvenation	hydration, reconstruction, volume control, curl reduction	curl elimination, softness and volume control	strong-effect curl elimination and volume control
DURATION (UP TO)	1 month and a half / 2 months	3 / 4 months	3 / 4 months	3 / 4 months	PERMANENT	PERMANENT
DOES IT MODIFY THE HAIR'S INTERNAL STRUCTURE?	NO	TEMPORARILY	TEMPORARILY	TEMPORARILY	YES	YES
STRAIGHTENING ACTIVE	hydrolyzed keratin	hydrolyzed keratin	hydrolyzed keratin	KAPS	hydrolyzed keratin	silk protein
TIME NEEDED TO COMPLETE THE PROCESS	80 / 100 min.	80 / 120 min.	20 / 60 min.	80 / 120 min.	60 / 110 min.	60 / 100 min.
CAN HAIR BE WASHED AND/OR STYLED AFTER TREATMENT?	72 hours	YES	24 hours	24 hours	24 to 48 hours	YES
CAN OTHER TECHNICAL PRODUCTS BE USED AFTER TREATMENT?	Yes, but they can affect treatment duration	Yes, but they can affect treatment duration	Yes, but they can affect treatment duration	Yes, but they can affect treatment duration	Yes	Yes, with limitations
RECOMMENDED FOR....	Dehydrated and damaged	All types	All types	All types	Any, except bleached or very porous hair	Without oxidation dye, bleach or other permanent straighteners
CONTAINS FORMALDEHYDE OR DERIVATIVES?	NO	NO	NO	NO	NO	NO
RECOMMENDED HAIR CARE	Keration Shot Maintenance Kit	Keration Shot Maintenance Kit	Keration Shot Maintenance Kit	Kaps Filler Maintenance Kit	Care & Protect Cream	Hi-Repair - Biokera
STRENGTH/MIXTURE	Direct	40g + 1 vial	Direct	Direct	Direct: Soft / Strong	Strong

FAQ

WHAT'S NEW COMPARED TO THE PREVIOUS ABSOLUT STRAIGHTENER?

Absolut Evolution 3.0 includes the latest innovation in hair straightening, offering permanent straightening and a shiny and soft finish thanks to the incorporation of Plex Fiber Protect. The efficiency of the new formula means that it's possible to get good results without the need for hair irons or extra heat.

IS IT A PERMANENT STRAIGHTENER?

Yes. **Absolut Evolution 3.0** is capable of penetrating the hair structure to achieve permanent hair straightening.

WHAT IS PLEX FIBER PROTECT TECHNOLOGY?

It's a complex of active ingredients that strengthens the hair's cystine links, creating new bonds which bolster the internal and external structures to leave hair stronger, softer and shinier.

HOW LONG SHOULD THE STRAIGHTENING PRODUCT TAKE TO PROCESS?

The product processing time will depend on the results you're hoping to achieve and the hair's condition. 5-30 minutes are recommended for damaged or weak hair and 5-40 for virgin or stubborn hair.

FAQ

WHEN SHOULD THE TREATMENT BE REPEATED?

How often the treatment is repeated will depend on the new hair growth. Any hair that has already been treated will remain straight so it will depend on the root growth.

CAN IT BE USED ON ANY TYPE OF HAIR?

It's important that the specialist makes a careful diagnosis. The treatment type, processing time and heat processing will all depend on their evaluation of the hair. A strand test is recommended to achieve the most reliable diagnosis.

WHAT TEMPERATURE SHOULD THE IRON BE USED AT?

The temperature will depend on the hair's condition but we recommend 300°F/150°C for sensitive hair and 355°F/180°C for virgin or stubborn hair. If an iron isn't used the end result may vary.

WHEN CAN I WASH MY HAIR?

We recommend waiting between 24 and 48 hours to allow the treatment to work correctly and to ensure longer-lasting results and softer hair.

FAQ

WILL IT CHANGE THE HAIR'S COLOR?

During processing some changes may be seen on the areas where oxidation dye or bleach have been used. It's possible that after treatment, a hair color application will be necessary to return to the desired tone.

CAN HAIR BE DYED AFTER APPLICATION?

Hair color can be applied after straightening to achieve the desired tone or to cover gray. These technical processes shouldn't interfere with one another. However, wait at least 48 hours to give the neutralizing process time to be completed.

WHICH PRODUCTS DO YOU RECOMMEND FOR HAIR CARE?

We recommend caring for straightened hair with **Evolution Care & Protect**. It can be applied directly onto hair after washing, and be complemented with the **Keratin Shot Maintenance Kit**. Its Plex Fiber Protect formula will strengthen the hair and protect it from external damage to ensure it remains beautiful, soft and shiny.

HOW MANY TIMES SHOULD THE HAIR BE FLAT IRONED?

We recommend going over each section just once or twice but the exact number will depend on the stylist and their evaluation of the hair's condition.

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