



ATRICOS
MILANO



P R O T E A

Protective Hair Permanent

PROTEA

PROTECTIVE HAIR PERMANENT

DISCOVER THE NEW STANDARD OF PROFESSIONAL PERMING FOR MORE EVOLVED, MODERN CURLS.

Protea is a universal perm treatment designed to adapt to all hair types, simplify salon workflows, and deliver high-performance results.

AN ESSENTIAL SYSTEM, EVOLVED RESULTS

Protea is based on a professional system composed of two products working in synergy:

1. CURL ACTIVATOR

Liquid neutralizing solution that enables optimal curl activation, ensuring definition and long-lasting results.

2. CURL FIXER

Cold perm liquid with an advanced water preservation system that keeps the hair hydrated and soft during and after the treatment.

An essential approach that allows professionals to optimize time and processes while maintaining high quality and service customization.



WATER RESERVE SYSTEM

Advanced system that helps maintain intense hydration throughout the treatment. Provides softness and elasticity while preserving moisture even after the perm.

SILK PROTEINS

Help create soft, elastic curls or waves while leaving the hair deeply hydrated and protected.

PROTEA PLUS



ADVANCED FORMULA, MAXIMUM GENTLENESS

Protea's formula is designed to respect the hair fiber, combining technology and carefully selected ingredients:

- Ammonia-free
- SLES-free
- Silicons-free
- DEA-free

A formulation choice that helps preserve the natural balance of the hair, making the technical service more gentle and advanced.

DEEP PROTECTION AND HYDRATION

The technological core of the line is enriched with Silk Proteins, known for their restructuring and smoothing properties, and the exclusive Water Reserve System, which helps maintain optimal hydration levels in the hair fiber. The result: soft, elastic, shiny, and visibly healthy hair, even after technical services.

SALON COMFORT: A NEW SENSORY EXPERIENCE

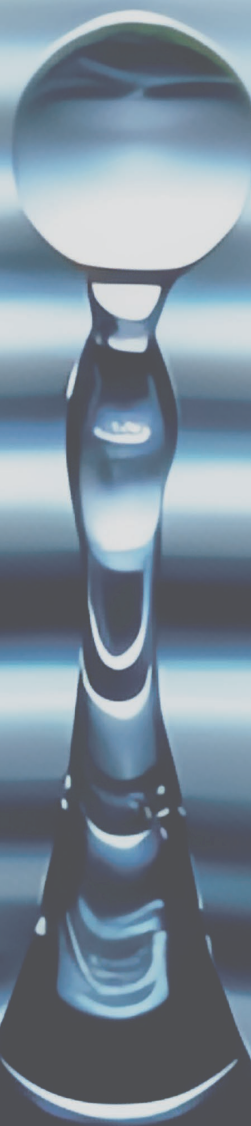
Protea introduces an innovative Odor Control system designed to reduce the typical strong odors of perm treatments. The fragrance has been developed to enhance salon comfort, transforming the treatment into a more pleasant experience for both professionals and clients.

PERFORMANCE AND CARE IN PERFECT BALANCE

Thanks to its protective action, Protea represents the ideal balance between technical performance and cosmetic care. A single universal, reliable, and versatile solution for natural, modern results on all hair types.

CURL ACTIVATOR

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Step 1 - 120 ml

Liquid neutralizing solution for perm treatments that enables optimal curl activation. A universal treatment featuring a water preservation system that keeps the hair highly hydrated and soft during and after the process. Silk Proteins help create soft, elastic curls or waves, leaving the hair deeply hydrated and protected.

HOW TO USE

After hair diagnosis, wash thoroughly (1 or 2 shampoos depending on needs), then towel-dry to remove excess water.

Choose the rod size according to the desired curl.

Create small sections (approx. 5 mm), dampen them, wrap them around the rods, and apply the activating product (step 1).

Ensure even distribution throughout the hair.

Leave on for 20 to 45 minutes depending on hair type (natural, colored, or treated). Processing time must be checked during application).

Once processing time is complete, rinse thoroughly.

Towel-dry excess water and proceed with the fixing product (step 2).



Step 2 - 120 ml

Cold perm liquid. A universal treatment with a water preservation system that keeps the hair hydrated and soft during and after the process.

Silk Proteins help achieve soft, elastic curls or waves while protecting the hair.

HOW TO USE

Apply the fixing product (step 2) and leave on for 5–7 minutes for all hair types while keeping rods in place.

After the time, remove the rods. Reapply the fixer and leave on for an additional 5–7 minutes on loose hair.

Proceed with a gentle rinse using a small amount of mild shampoo.

To enhance elasticity and softness, strictly follow the indicated processing times.

For best results, allow hair to air-dry for at least the first 3 days after treatment.

For proper maintenance, the use of Atricos Bounce line products is recommended.

www.atricosmilano.com/bounce



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https://www.instagram.com/atricos_milano/



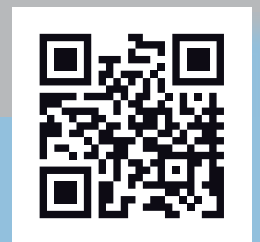
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