



A Chadwick Pendley
& Igor Araujo Brand

What is Subzero Cryotherapy Professional? (Elevator pitch)

Some hair retains water, it's called hydrophilic. If your hair is hydrophilic, it will frizz. The main purpose of this treatment is to seal the ingredients into the cortex (strands) of your hair, giving it more hydrophobic qualities (water resisting). The result is less frizz, more manageable waves and curls.

What is the main ingredient?

Hyaluronic Acid. Hyaluronic Acid is naturally produced by your body and aids in hydration. When we put it in your hair, it infuses your hair with moisture and then we seal it in with the cryotherapy system.

How often should I do a treatment.

We recommend every 4 weeks. To extend the life of the treatment we recommend you use the acai berry infusion oil daily.

Change the way you think. Change the way you do. Change the way you look.

cicbeauty.com



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