

PROTREATMENT

Instant Gratification Lasting Results



Modern Technology

Transcending Standard Treatments



An exceptional performing, in-salon, custom-blended service. Instantly address and restore health, vibrancy, manageability, elasticity, and vitality to hair and scalp.

This professional use only system is composed of “super-charged” treatments that work from the INSIDE-OUT.

The Eufora *PROTREATMENT* system provides lasting results.

- Customizable professional formulations for the biggest hair and scalp challenges.
- Supercharged to treat, repair, and strengthen hair from the inside out.
- Restores health, vibrancy, elasticity, and vitality to hair and scalp.
- Does not leave heavy residue or build-up on the hair.
- Professional results that really last.
- Mindful packaging designed with a PCR display, and bottles made from 100% recyclable materials (no wasteful single use applicators).
- Designed to encourage Eufora retail take-home care support.

Instant Gratification Lasting Results

A simple system of conditioning base, and service enhancing boosters, for incredibly customizable results!



nutriBASE™
dense coarse texture

nutriBASE LITE™
thin fine texture

- The foundation of the treatment, formulated for all hair types (can be combined for “average” texture).
- Penetrates deeply into the hair strand.
- Strengthens the internal keratin structure of hair by creating additional hydrogen and ionic bonds.
- Reduces dryness in the cortex to improve combability, elasticity, enhance shine, and increase softness.
- Can be used alone as a deep moisturizing and shine treatment.
- Infused with a **Glucose Base Blend** of simple sugars to act as a powerful humectant, aiding in the reduction of static electricity.



SEALANT™
treatment lock

- For sealing in the professional treatment benefits.
- Ensures longevity of all *PROTREATMENT* services.
- Improves combability and shine.
- Shields hair against surfactants and environmental stressors.
- Improves oxidative and non-oxidative color retention and vibrancy.
- Infused with **Sodium PCA** to make hair supple and smooth, and **Sodium Lactate**, a natural humectant.



rapidREPAIR™
base booster

- For damaged, dry, and overprocessed hair.
- Strengthens and repair structure damage, reduces breakage.
- Dramatically improves elasticity, strand density and manageability.
- Boosts moisture for long lasting shine and a silky texture.
- Infused with **Triglycerides** to repair the hair’s surface, and **Beet Root Extract** to retain moisture and enhance shine.



colorELIXIR™
chemical service additive Step-1
chemical service sealer Step-2

- Blend together as a *PROTREATMENT* for direct dye preservation.
- Award-winning formulas for enhanced chemical service results.
- Finish with **SEALANT™** to protect color service, extend benefits, and enhance shine.



frizzCONTROL™
base booster

- For all hair types to fight frizz and enhance shine.
- Promotes maximum and long-lasting frizz control and reduction.
- Increases hair health and tensile strength.
- Creates a lipid barrier to retain moisture, smooth the cuticle and enhance shine.
- Infused with **Arginine** to strengthen hair and increase moisture retention, and **Aspartic Acid** to repair and smooth the cuticle layer.



scalpREMEDY™
base booster

- For dry and irritated scalp.
- Dramatically alleviates irritation caused by scalp conditions.
- Clears and nourishes hair follicles to promote optimum scalp health.
- Provides long lasting relief for dry and itchy scalp.
- Infused with **Sugar Cane, Lemon, Apple, and Camellia Sensis Leaf Extracts** rich in antioxidants, iron, calcium, and other electrolytes to boost natural protein levels, and protect skin from free radicals.

Boosting Every Color Service

There is a chemical reaction that occurs during any oxidative service that can cause damage to disulfide bonds in the hair.

colorELIXIR™ with **NAOPLEX™ Technology** is a proprietary complex of supercharged natural antioxidants and vegetable proteins that protect bonds during the oxidative process of a chemical service.

colorELIXIR™
chemical service additive Step-1

- Add directly to a color or lightening formulas.
- Prevents oxidative damage to hair caused by harmful free radicals.
- Intensifies pigment delivery into the hair during processing.

colorELIXIR™
chemical service sealer Step-2

- Seals hair after a professional chemical service for a vibrant silky finish.
- Restores hair structure and repairs residual damage.
- Helps prevent color fadeage.
- Restores natural pH level of hair.

Visit www.eurofa.pro for more information.



Scan Code

Scan this QR code for product information, frequently asked questions, and other helpful information.

Easy To Formulate Simple To Use



Step 1: Pre-Cleanse & Mix

Conduct a thorough consultation to determine client needs and prescribe a custom treatment blend.



Pre-Cleanse with Urgent Repair Shampoo - a gentle clarifying and restorative shampoo to remove build-up.

For medium length hair, mix 3 Pumps BASE (approximately 9 grams) + 3 Pumps BOOSTER (approximately 3 grams).



Step 2: Apply & Process

Make this a ritual to enhance the client experience!

Apply sparingly to 1" Sub-Sections and comb through.



Wrap hair in plastic cap and apply heat for 10 minutes, remove cap and cool for 5 minutes (this timing will help the custom mix penetrate the hair during the heating process, and lock in benefits during the cooling process).



Step 3: Rinse & Seal

Thoroughly rinse hair with warm water (do not shampoo).

Do NOT apply any prep or style product (this will dilute the benefits of SEALANT™).



Apply 2 to 3 pumps of SEALANT™, comb through hair, and blow dry or diffuse at medium-high/high heat until 100% dry (can be used under dryer with high heat).



Step 4: Finish & Prescribe

Perfect their style with selected euforaSTYLE products.

Send guest home with the best Eufora Haircare Regimen for their haircare needs to ensure lasting results.



Tips & Tricks of PROTREATMENT™

When performing a *scalpREMEDY™* PROTREATMENT, apply the custom mix directly to the scalp the same way you would apply a color touch-up. Once applied, comb the mix through the hair for extended benefits. Mix 3-pumps BASE and 3-pumps BOOSTER for a scalp treatment.

Heat swells the hair shaft and softens the treatment to absorb into the cortex. Cooling allows the hair shaft to realign, trapping the treatment deep in the cortex.

If you do not have a heat source to process a treatment, wrap your guest's head in a warm towel (over a plastic cap) and process for 25 minutes. Be sure your guest is not seated under an air conditioning vent or near the cool draft of an open door.

Apply the PROTREATMENT mix 1 to 1 ½ inches off the scalp for guests with fine, limp hair. This will ensure the hair isn't flat at the base (a common complaint for guests with fine hair).



colorELIXIR™ FOR DIRECT DYE BENEFITS

The penetrative process of *nutriBASE™* and *nutriBASE LITE™* will force direct dye (Artisan and any other non-oxidative direct dye) from the cuticle layer, causing it to prematurely fade.

Your solution?

Conduct a PROTREATMENT with *colorELIXIR™* to treat hair and lock in vibrancy.

Follow the same application techniques as a PROTREATMENT with the following vital first step.



Step 1: Pre-Cleanse & Mix

Pre-Cleanse with Urgent Repair Shampoo - a gentle clarifying and restorative shampoo to remove build-up.

Mix 4 Pumps Step-1 (approximately 6 grams) + 8 Pumps Step-2 (approximately 12 grams).

Proceed with Steps 2 through 4 of the Eufora PROTREATMENT process.

Tips & Tricks of PROTREATMENT™ on DIRECT DYE

You can conduct a standard PROTREATMENT during a direct dye service, simply conduct the first 2 steps of application (mix, apply, and process). Once processing is complete, rinse thoroughly prior to applying your direct dye formula to the hair. Process your direct dye, rinse thoroughly and then seal with SEALANT™.

Quick Reference Guide

PROTREATMENT™ Mixing Ratio

(All PROTREATMENT pumps are calibrated to dispense the correct amount of product)

Hair Length	<i>nutriBASE™</i> Pumps	<i>base booster</i> Pumps	SEALANT™ Pumps
Short (above jaw)	2	2	1
Medium (shoulder length)	3	3	2
Long (past shoulders)	4	4	3

colorELIXIR™ PROTREATMENT™ Mixing Ratio

(All PROTREATMENT pumps are calibrated to dispense the correct amount of product)

Hair Length	<i>colorELIXIR™</i> Step-1 Pumps	<i>colorELIXIR™</i> Step-2 Pumps	SEALANT™ Pumps
Short (above jaw)	2	4	1
Medium (shoulder length)	4	8	2
Long (past shoulders)	6	12	3

PROTREATMENT™ Formula Guide

Hair Type	<i>nutriBASE™</i>	<i>nutriBASE LITE™</i>	<i>rapidREPAIR™</i>	<i>frizzCONTROL™</i>
Fine & Frizzy		✓		✓
Fine & Damaged		✓	✓	
Coarse & Frizzy	✓			✓
Coarse & Damaged	✓		✓	
Average & Frizzy	✓	✓		✓
Average & Damaged	✓	✓	✓	

*Mix 3 pumps prescribed *nutriBASE™* with 3 pumps *scalpREMEDY™* for a scalp treatment. See Tips & Tricks of PROTREATMENT for application directions.

Tested and approved by Professional Salons.
Eufora PROTREATMENT is Gluten Free and Vegan.



eufora
www.eufora.net

eufora®
www.eufora.net