

# NUTRITIVO

## Hair Botox Salon Treatment

Digital Technical Guide





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Digital Technical Guide

Powerful Moisturizer

Color-Safe Application

Effective Stand-Alone/ Add-On  
Treatment

# WHO BENEFITS FROM PRISMAX NUTRITIVO?



**dry/damaged hair**



**color enthusiasts**



**recurring clients**

# PRISMAX LINE

*FORMALDEHYDE-FREE & PARABEN-FREE*



**Clarifying  
Shampoo**



**Nutritivo  
Hair Botox**



**Sulfate-Free  
Shampoo & Conditioner**





# Prismax In-Salon Services

Powerfully moisturizing treatments that rejuvenate dry, rough, and damaged hair. Help your clients achieve softer, smoother, and healthier hair with our progressive monthly salon treatment.

## Prismax Nutritivo Hair Botox Treatment

Apply on your client's hair once per month, or as needed.

**Works For All Hair Types**

Contains:  
Vitamin B6 and Pro-Vitamin B5  
Panthenol



# Prismax Nutritivo Hair Botox Treatments

## SERVICES FOR YOUR CLIENT'S NEEDS

	Prismax Nutritivo Treatment	Coloring Service + Prismax Nutritivo	Bleaching Service + Prismax Nutritivo	Keratin Service + Prismax Nutritivo
<b>Schedule</b>	Every 1-3 months & after trims/ cuts	Immediately after coloring + monthly	15 days before & 15 days after + monthly	15 days before & 15 days after + monthly
<b>Suggested Service Price</b>	\$70-\$110/ treatment \$300-\$440 for 5 pre-paid treatments	\$50-\$70 upsell	\$60-\$100 each or \$100-180 package upsell	\$60-\$100/each or \$100-180 package upsell
<b>Time Required</b>	40 minutes + styling	40 minutes add'l + styling	40 minutes add'l + styling	40 minutes add'l + styling
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Deeply moisturizes hair from within</li> <li>• Smooths damaged hair cuticles</li> <li>• Decreases drying time</li> <li>• Increases hair manageability</li> <li>• Reduces frizz</li> <li>• Lowers hair porosity</li> </ul>	<ul style="list-style-type: none"> <li>• Keeps hair hydrated, protected &amp; soft</li> <li>• Increases color vibrancy</li> <li>• Increases manageability</li> <li>• Excellent preventative maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Moisturizes hair prior to bleaching</li> <li>• Keeps hair hydrated, protected &amp; soft</li> <li>• Repairs damaged hair cuticles</li> <li>• Excellent preventative maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Moisturizes hair prior to chemical processes</li> <li>• Keeps hair hydrated, protected &amp; soft</li> <li>• Prolongs the effects of other processes</li> <li>• Excellent preventative maintenance</li> </ul>

# Primax Nutritivo

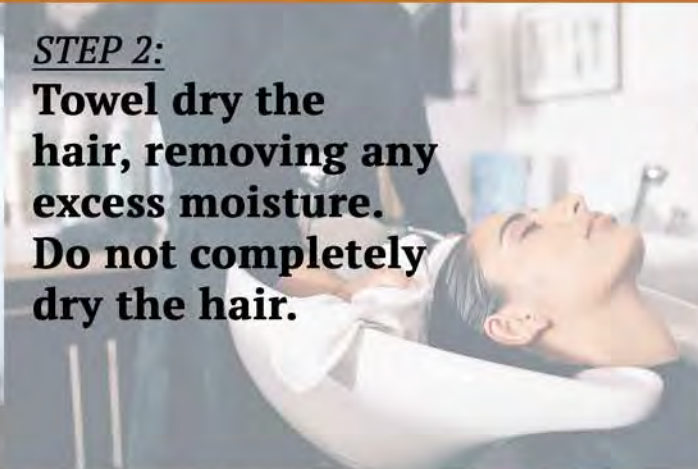
## How to Apply as a Stand Alone Treatment



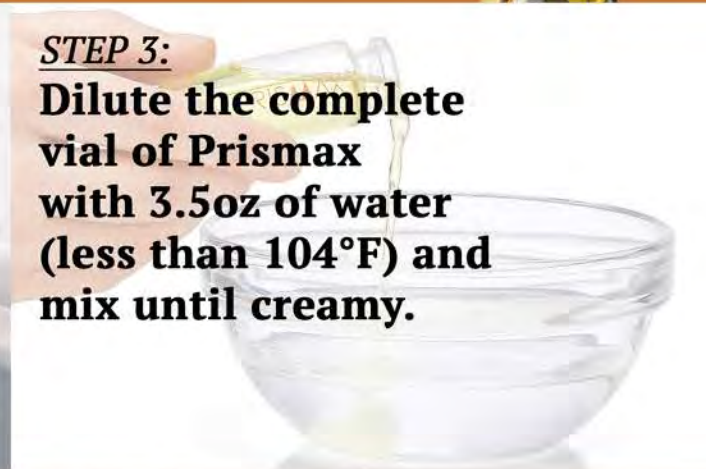
**STEP 1:**  
**Thoroughly wash hair with a clarifying shampoo.**



**STEP 2:**  
**Towel dry the hair, removing any excess moisture. Do not completely dry the hair.**



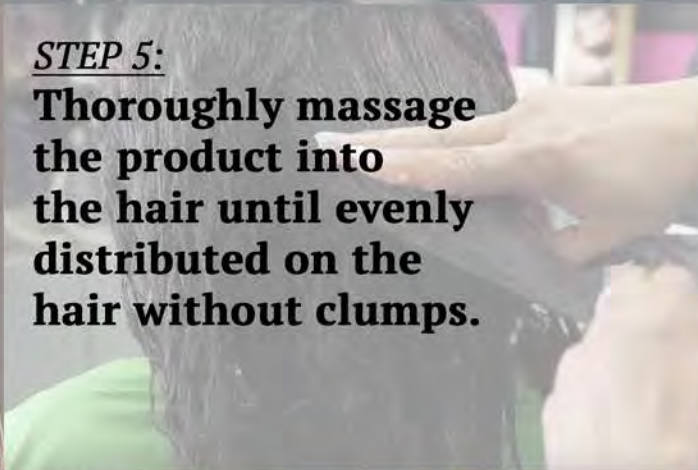
**STEP 3:**  
**Dilute the complete vial of Primax with 3.5oz of water (less than 104°F) and mix until creamy.**



**STEP 4:**  
**Apply the mixture with a small applicator brush until the hair is fully saturated.**



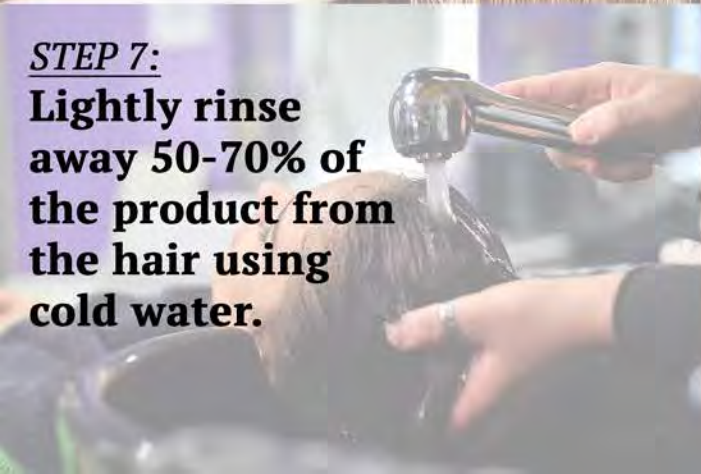
**STEP 5:**  
**Thoroughly massage the product into the hair until evenly distributed on the hair without clumps.**



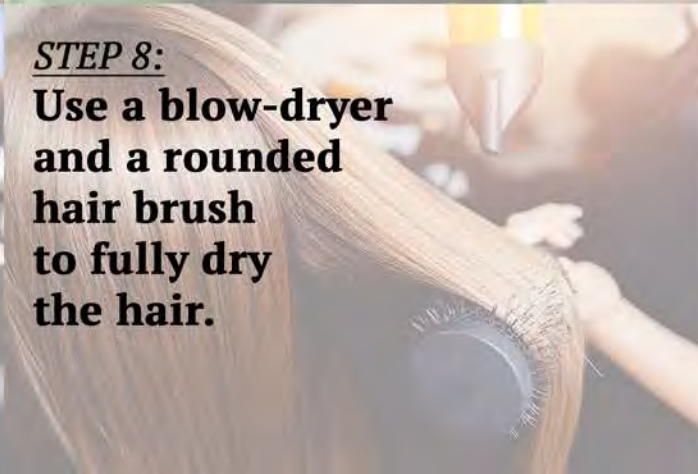
**STEP 6:**  
**Wrap the hair and apply heat for 20 minutes.**



**STEP 7:**  
**Lightly rinse away 50-70% of the product from the hair using cold water.**



**STEP 8:**  
**Use a blow-dryer and a rounded hair brush to fully dry the hair.**



**STEP 9:**  
**Flatiron the hair at 350°F to seal the hair cuticles. Pass the iron 2-3 times per section.**

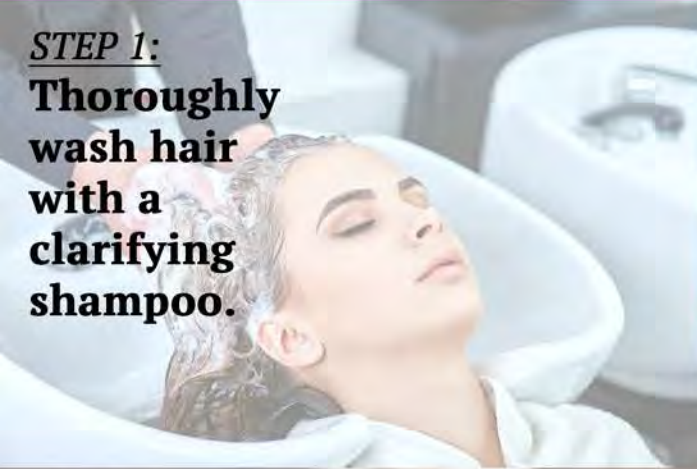


# Primax Nutritivo

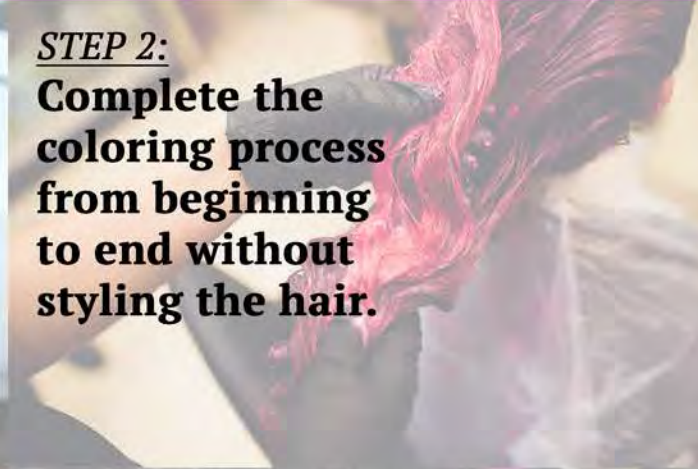
## How to Apply Primax with Coloring



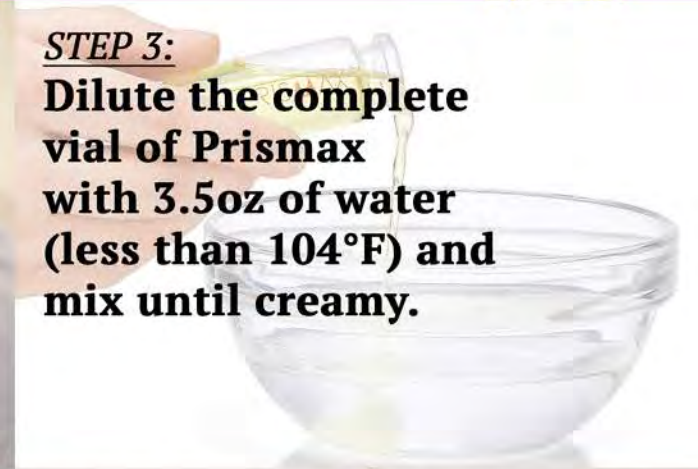
**STEP 1:**  
**Thoroughly wash hair with a clarifying shampoo.**



**STEP 2:**  
**Complete the coloring process from beginning to end without styling the hair.**



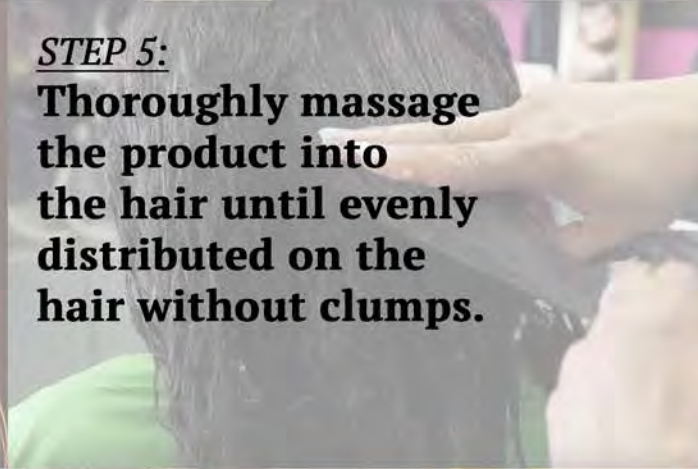
**STEP 3:**  
**Dilute the complete vial of Primax with 3.5oz of water (less than 104°F) and mix until creamy.**



**STEP 4:**  
**Apply the mixture with a small applicator brush until the hair is fully saturated.**



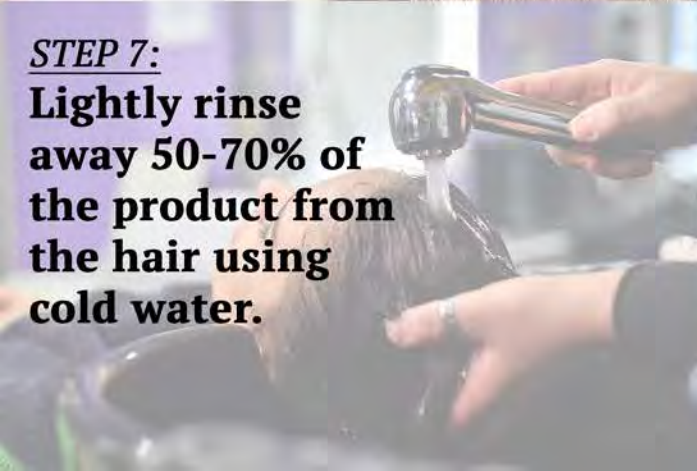
**STEP 5:**  
**Thoroughly massage the product into the hair until evenly distributed on the hair without clumps.**



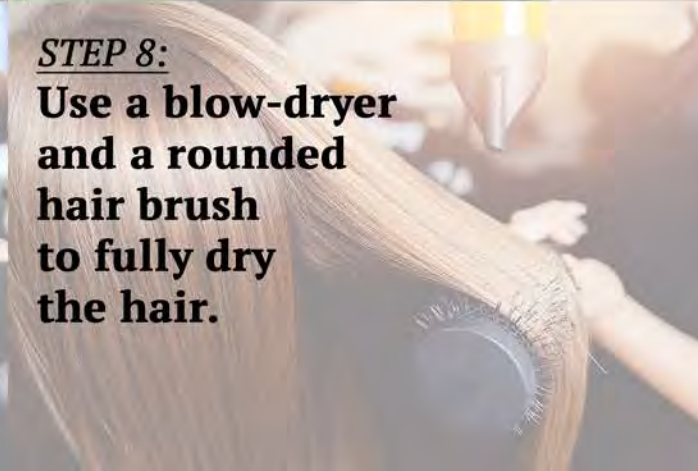
**STEP 6:**  
**Wrap the hair and apply heat for 20 minutes.**



**STEP 7:**  
**Lightly rinse away 50-70% of the product from the hair using cold water.**



**STEP 8:**  
**Use a blow-dryer and a rounded hair brush to fully dry the hair.**



**STEP 9:**  
**Flatiron the hair at lower temperatures to seal the hair cuticles. Pass the iron 2-3 times per section.**





# Primax Nutritivo

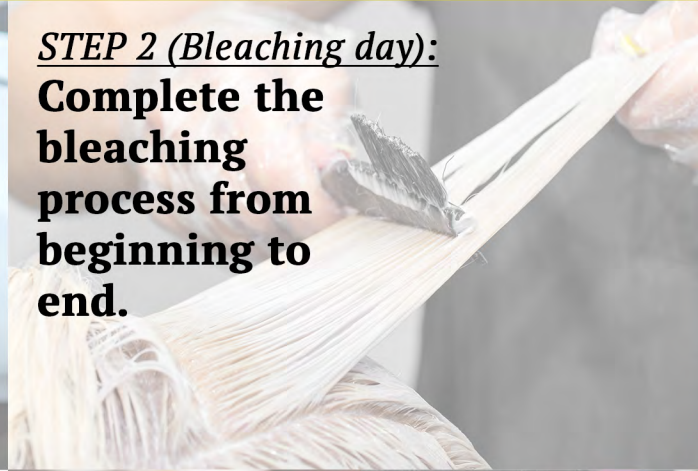
## How to Apply Primax with Bleaching



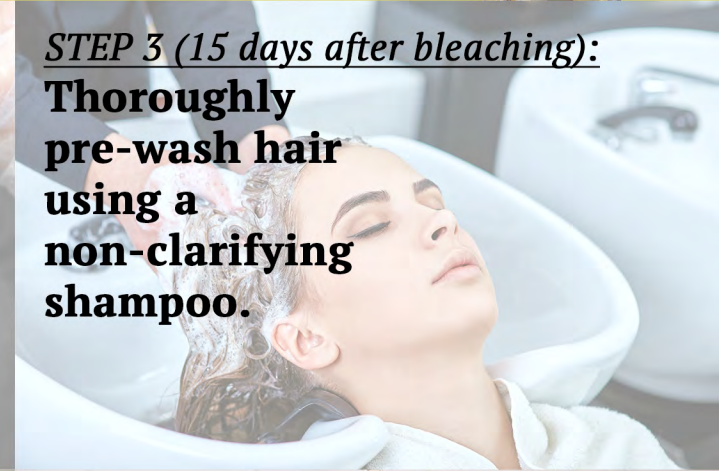
*\*Optional*  
**STEP 1 (15 days before bleaching):**  
**Complete the Primax Nutritivo Treatment from beginning to end.**



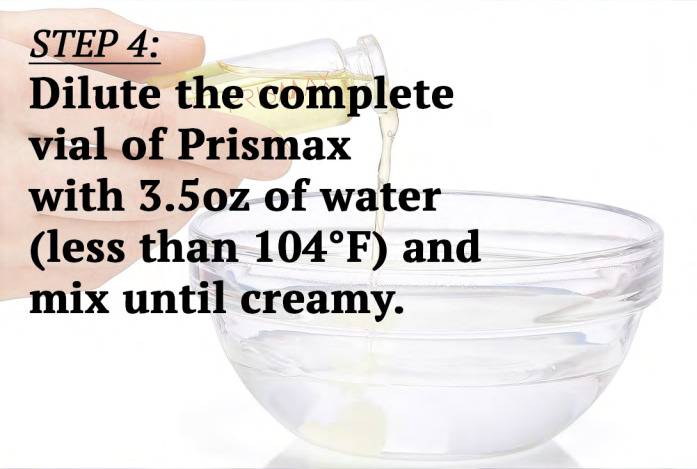
**STEP 2 (Bleaching day):**  
**Complete the bleaching process from beginning to end.**



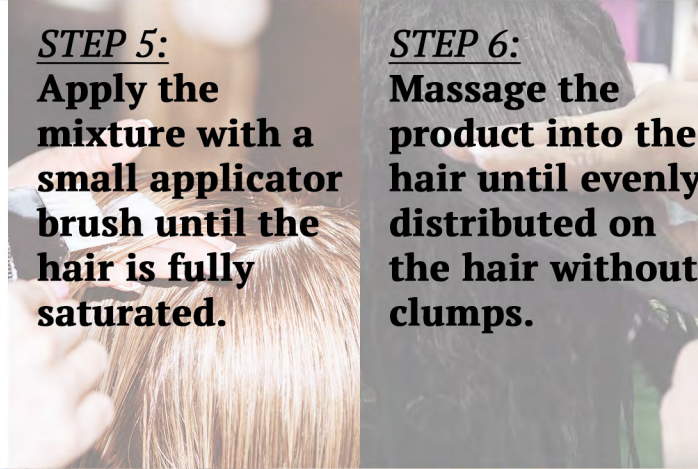
**STEP 3 (15 days after bleaching):**  
**Thoroughly pre-wash hair using a non-clarifying shampoo.**



**STEP 4:**  
**Dilute the complete vial of Primax with 3.5oz of water (less than 104°F) and mix until creamy.**



**STEP 5:**  
**Apply the mixture with a small applicator brush until the hair is fully saturated.**

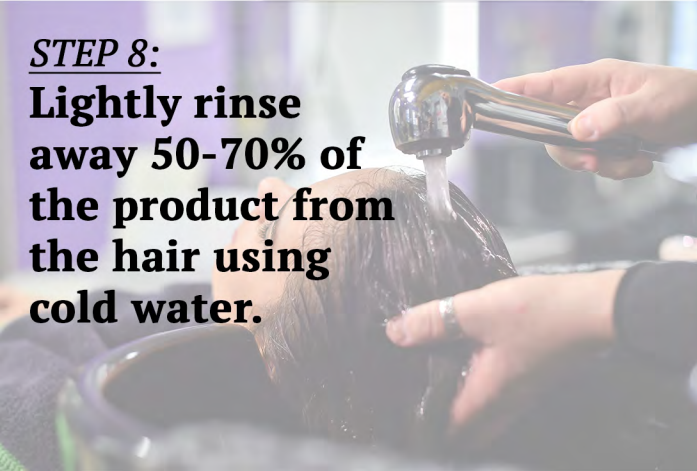


**STEP 6:**  
**Massage the product into the hair until evenly distributed on the hair without clumps.**

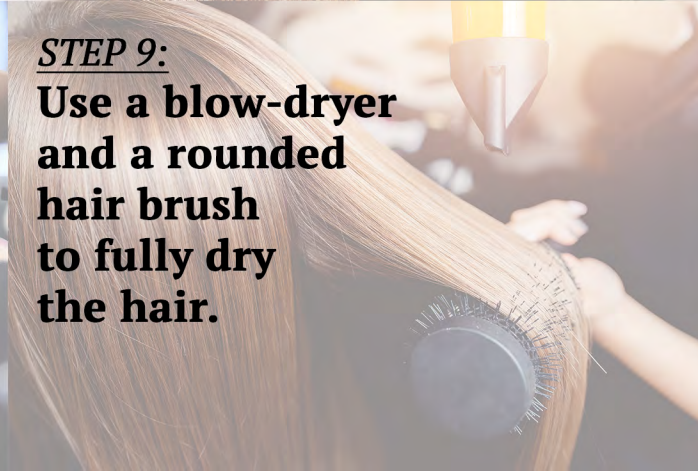
**STEP 7:**  
**Wrap the hair and apply heat for 10 minutes.**



**STEP 8:**  
**Lightly rinse away 50-70% of the product from the hair using cold water.**



**STEP 9:**  
**Use a blow-dryer and a rounded hair brush to fully dry the hair.**



**STEP 10:**  
**Flatiron the hair at lower temperatures to seal the hair cuticles. Pass the iron 2-3 times per section.**



# Primax Nutritivo

## How to Apply Primax with Keratin



*\*Optional*  
**STEP 1 (15 days before Keratin):**  
**Complete the Primax Nutritivo Treatment from beginning to end.**



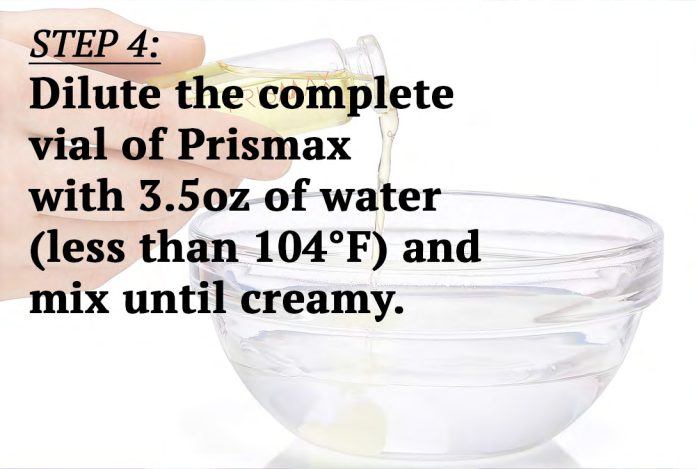
**STEP 2 (Keratin day):**  
**Complete the Keratin treatment process from beginning to end.**



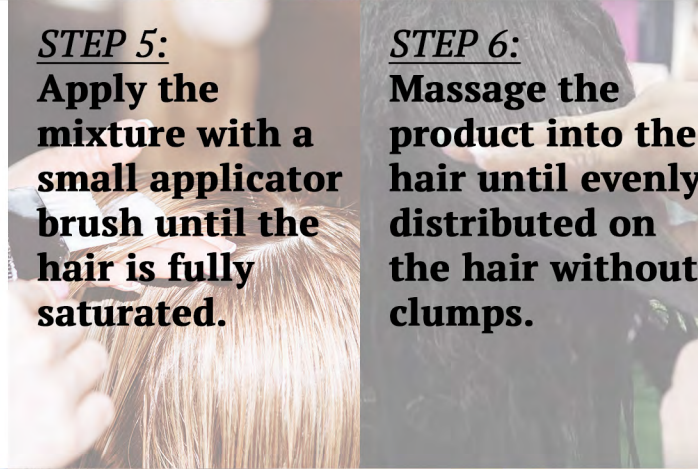
**STEP 3 (15 days after Keratin):**  
**Thoroughly pre-wash hair using a non-clarifying shampoo.**



**STEP 4:**  
**Dilute the complete vial of Primax with 3.5oz of water (less than 104°F) and mix until creamy.**



**STEP 5:**  
**Apply the mixture with a small applicator brush until the hair is fully saturated.**

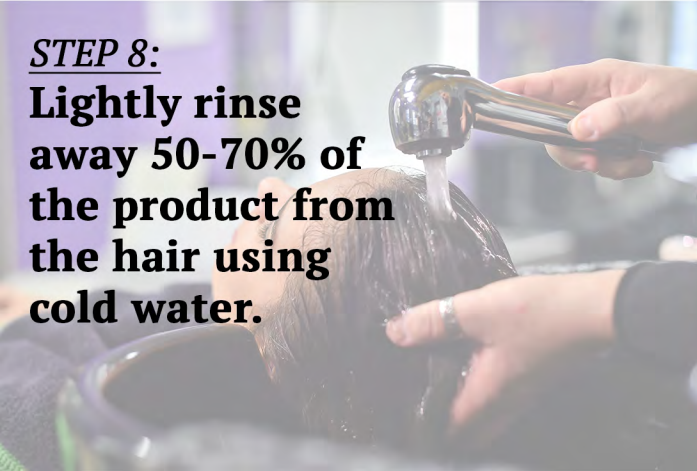


**STEP 6:**  
**Massage the product into the hair until evenly distributed on the hair without clumps.**

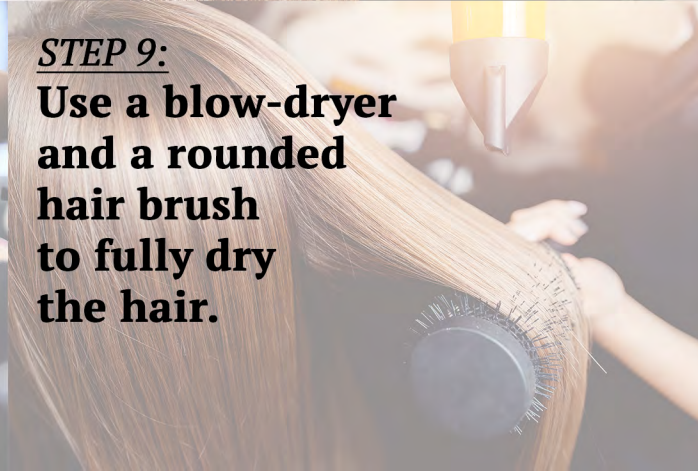
**STEP 7:**  
**Wrap the hair and apply heat for 10 minutes.**



**STEP 8:**  
**Lightly rinse away 50-70% of the product from the hair using cold water.**



**STEP 9:**  
**Use a blow-dryer and a rounded hair brush to fully dry the hair.**



**STEP 10:**  
**Flatiron the hair at lower temperatures to seal the hair cuticles. Pass the iron 2-3 times per section.**



# Offering Clients a Primax Subscription Plan

## Examples:

- 5 Treatments for 20% off paid up-front
- 20% off Primax Retail Products after joining subscription
- Treatment credits don't expire
- Two treatments (2 weeks before bleaching/ Keratin + 2 weeks after) for 15% off



# Primax Nutritivo

## FAQ

### 1. How does Primax affect hair curl patterns?

Initially after the treatment, hair will be temporarily straight. After the client washes their hair with shampoo, their curls will return 1-2 patterns looser than their natural curl pattern. If the client stops receiving the treatment and switches back to sulfate shampoo, their normal curl pattern will return.

### 2. Does this product work on gray hair without turning it yellowish?

Gray hair is safe from discoloration when using Primax. Often, discoloration on gray hair is a result of flatironing at too high of a temperature. We recommend keeping the flatiron at or below 350°F.

### 3. Does Primax reduce frizz?

Yes. Primax regulates hair porosity levels, a major cause of frizz-prone hair. Primax softens and smooths raised cuticles to make hair more resilient to the outside elements. This makes hair more manageable and less likely to frizz.

### 4. What retail products can I offer my clients for maintenance?

We offer wholesale accounts to salons and stylists seeking to offer Primax Control Sulfate-Free Shampoo and Conditioner as retail products to their clients.

### 5. Does Primax offer live support?

Our representatives are available via phone [\(484\)509-2157](tel:4845092157) Monday-Friday 9am-4pm Eastern Time. Our representatives are also available via livechat via [www.primaxusa.com](http://www.primaxusa.com) Everyday 9am-10pm. You may also email us via [contact@primaxusa.com](mailto:contact@primaxusa.com).

### 6. How many vials do I use for my client's hair type/style/length?

For most clients, one vial per treatment is sufficient. The 0.5oz vial mixes with 3.5oz of water to form 4oz of product. If the client's hair has a curl pattern between 3c-4c and is longer than shoulder length, you may need to use 1½-2 vials. Please note: if using ½ a vial, only mix what is needed for the treatment. Once mixed with water, the product cannot be stored for later.

### 7. Does Primax have a smell or produce any fumes?

Primax has a soft, pleasant smell. Primax does not contain any harmful chemicals nor produces any fumes during application. Primax is formaldehyde-free, ammonium-free, paraben-free, etc.



# Prismax Cosmetics

## Contact Us

**Website: [www.prismaxusa.com](http://www.prismaxusa.com)**

**Phone: (484) 509-2157**

**Email: [contact@prismaxusa.com](mailto:contact@prismaxusa.com)**

**Facebook: [@prismaxusa](#)**

**Instagram: [@prismaxusa](#)**

