

## **KERATIN DOUBLE TREATMENT – A TRUE INNOVATION FOR VIBRANCY AND SHINE – LAMINATION AND REPAIR.**

NEW CLAIM:

KERATIN DOUBLE TREATMENT (Stand 06.2019)

**Strength** : Double prong Keratin infusion to improve mechanical lash strength

**Weakness** : /

**Opportunities** : Strengthen story USP and customer benefit\*

**Weakness**: /

**\*Stronger positioning:**

Highly concentrated formula with Biotin (= Vitamin H) and Arginine to support **natural lash growth, density and durability** :

**Reason why:**

Double-prong keratin infusion of lash-affine keratin building bricks that

1. help to seal and mechanically strengthen the eyelash
2. infuse micro-keratin (protein) building bricks to fill up structural deficiencies
3. re-beautify lashes **post coloration treatment/ post chemical treatment**

**- use as last step to benefit both keratin levels\***

**Benefit :**

1. Immediately less strained feeling of relief
2. Strength, resilience and micro-mechanical strength of the lashes resulting into beautiful expression and harmony of eye and lash
3. Stronger lashes with less tired expression

OLD CLAIM: **WHICH IS STILL TRUE. USE THE COMBINATION OF BOTH CLAIMS TO MAKE A BETTER STATEMENT OF THIS WONDER PRODUCT.**

This lotion is a luxurious 2 phase keratin treatment for the natural lashes. It works through 2 different keratin proteins: It works deep in the hair structure, nourishes and improves it and on the other hand it wraps the hair with a nourishing protective film.

Luxurious two phase Keratin treatment for **LAMINATION & REPAIR** of natural lashes.

**BENEFIT:**

- Like „OLAPLEX“ for the natural eyelashes
- Highly recommended after an eyelash lift
- MUST-HAVE product after eyelash lifting & tinting for professional salons
- Lash LAMINATION & REPAIR

Arginine - **promotes proteins bonds found in hair and hair follicles.**

Biotin - **to give you stronger, lusher, more durable lashes.**

**\*Use as last step to benefit both keratin levels : 2 types of keratin**

-> **effect of single keratin on the surface** : Contains building bricks and activators for better **lash and brow conditions** (amino acid arginine and hair vitamin biotin) – **then OK to use during the treatment -> 1 Keratin**

The last step after the COMBINAL eyelashes and eyebrow coloring or the eyelash lifting:

-> **effect of both keratins – for surface protection, binds directly and has a nourishing effect** :  
For in depth and surface nourishing, for better more radiant lashes and brows -> **2 Keratins**